



Hotelforum: The three finalists

Hafenhotel Heiligenhafen: Across the globe, the fishing industry has fallen on hard times, and local areas once supported by fishing now face strong pressure to change. The harbor at Heiligenhafen is no different— a few years ago, seventy fishermen worked these waters; now there are fewer than thirty. As a Baltic Sea destination, Heiligenhafen has, surprisingly, never had a “true” hotel. The initiative of the Genossenschaft Fischer Nord, together with thirty-nine local partners, involved renovating unattractive and inefficiently-used harbor space and developing, planning, building, and operating an eighty-six-room hotel. The project was well received by the Hotelforum jury, and it has obviously also been well received by visitors, given the increase in travelers to Heiligenhafen and the number of people who have stayed at the Hafenhotel since its opening. The region has since attracted investment for two other hotels, which are already under construction.

Hotel Schani: The second generation of the Viennese Komarek family was looking for a hotel project to call their own, while their parents run the family’s current hotel in the outskirts of Vienna. After several years of research for the right location and concept, the idea of “Hotel Schani” was born. Located next to Vienna’s new main rail station, this individual economy hotel is influenced by traditional local architecture, yet, at the same time, is strictly modern in terms of technology. Together with the Fraunhofer Institut IAO and other partners, innovative mobile check-in procedures were introduced, enabling hotel guests to choose an individual room prior to checking in, similar to reserving a seat in an aircraft. The 135-room hotel was easily accepted by the market, despite strong competition from established hotel operators like Motel One or Star Inn, who have new hotels next door. This competitive ability was highlighted by the Hotelforum jury.

Hotel Zoo: A protected private building constructed in 1892 and later converted into a hotel, Hotel Zoo was for many years the second home of movie and theater

celebrities and a well known hotel of the former West Berlin. In 2005, the out-dated property was bought by three real estate professionals, who believed that the Kurfürstendamm would make a comeback. Closed in 2012 and completely reconstructed, the hotel reopened in 2015 as an independent, 145-room hotel catering to an upscale clientele. It once again attracts movie and theatre stars with an interior design inspired by the film industry and implemented by a Los Angeles-based interior designer with Hollywood experience in cooperation with Berlin-based Studio Babelsberg. The jury recognized the successful mixed-used redevelopment of this landmark building.