Motel One takes over seven Flemings Hotels / The hotel group plans to drive future growth through acquisitions

Monday 6 October, 2025

Munich, 6. October 2025 I The Motel One Group continues its consistent growth trajectory and is taking over the operation of a total of seven hotels in prime city-center locations in Germany and Austria through two acquisitions. With the new properties in Munich, Frankfurt, Bremen, and Vienna, the group is further strengthening its position in the DACH region.

The hotels, currently operated under the Flemings brand, will undergo extensive renovations and a complete redesign before reopening in 2026 under the Motel One and The Cloud One Hotels brands. This targeted expansion allows the group to broaden its portfolio in highly attractive metropolitan areas, catering to different guest segments.

“Acquisitions will be a key component of our future growth strategy. Through targeted takeovers, we can accelerate our growth in established markets and central locations while continuing to offer our guests premium sites with the high quality they have come to expect,” explains Stefan Lenze, Co-CEO of the Motel One Group.

“We have found the right partner in Motel One to optimally reposition this hotel portfolio and fully unlock the potential of these excellent properties,” adds Filip Blodinger, Managing Director of Flemings Asset Management, which manages the hotels on behalf of the owners. “We look forward to working together and to the successful further development of these locations.”

With targeted acquisitions, Motel One aims to accelerate its growth pace and expand its international footprint. The decisive factor is that each project fits the brand while continuing to offer guests prime locations and the consistently high level of quality associated with Motel One.

The hotels will be renovated while remaining in operation. As part of the acquisition, the Motel One Group will take over the employees of the Flemings Hotels. The properties will remain in the ownership of their current owners. The transactions are subject to approval by the relevant antitrust authorities.

About Motel One Group

Founded in 2000 and headquartered in Munich, Motel One has received numerous awards for its innovative concept and is regarded as the pioneer of the budget design hotel segment. As of June 2025, the company operates 100 hotels with a total of 28,197 rooms across 13 countries. Motel One stands for a unique combination of fair prices, stylish design, and exceptional comfort, setting new standards in the budget design hotel category. The hotels are characterized by their central locations, modern rooms with high-quality amenities, and inviting public areas featuring sophisticated design and art. In 2022, Motel One GmbH launched its second lifestyle brand, The Cloud One Hotels.

Contact Motel One
Inken Mende
Director Corporate Communications & PR
Tegernseer Landstraße 165, 81539 München
Tel.: +49 89665025-818
E-Mail: imende@motel-one.com
Internet: www.motel-one.com

Related Sectors:

Business & Finance :: Travel & Tourism ::

Related Keywords:

Motel One Group :: Acquisitions :: Flemings Hotels ::

Scan Me:

Company Contact:

_

news aktuell

E. desk@newsaktuell.de
W. https://www.newsaktuell.de/

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.newsaktuell.pressat.co.uk