



EXPANSION STRATEGY

September 2024

**Who
are
we?**



Our Vision

We create THE unique feeling of home for our guests and teams through the perfect interplay of individuality, technology and personality.

Big in the small things!

little BIG hotels strives to create a distinctive hotel brand by acquiring and integrating small, family-run hotels that are characterized by individuality, local charm and a unique guest experience.

Our goal is to revolutionize the hotel industry by focusing on the combination of personal service and digitalization. We also want to give employees a place at the heart of our unique hotel brand who don't want to be one of many. We grow together and celebrate diversity - just like our **little BIG hotels**.

Our Mission

Our mission is to provide every guest with a home away from home. We place great importance on sleep quality, a regional breakfast, and exceptional service.

We leverage the advantages of chain hospitality to set standards without losing the individual charm of each hotel. This allows us to create a balance between central structures and unique products.



Our Brand Values

At **little BIG hotels**, we open the doors to a world where authenticity meets comfort, and individuality goes hand in hand with reliability.

We harness digitalization to have more time for our guests and to create a unique and personal hospitality experience. We celebrate the unique character of our hotels and staff while maintaining a consistently high standard of cleanliness and personal service.

The **little BIG hotels** stand for a digital guest experience, embedded in the coziness and comfort of a second home. We are not just a place to stay; we are a place to feel good and come home. Here, hospitality is not just practiced but celebrated, and we create an atmosphere for our guests and staff that welcomes you to be just as you are.





Our Brand Values

- **Authenticity & Individuality:** Each hotel retains its unique character and values individuality within the brand.
- **Personality & Inclusivity:** Friendly, personal service and an atmosphere where all guests feel welcome and appreciated. "Come as you are" reflects the openness and warmth with which every guest and staff member is received.
- **Comfort & Well-Being:** Offering a "home away from home," with special attention to sleep quality, regional breakfast, and a cozy, unique atmosphere.
- **Reliability & Consistency:** Despite the individuality of our hotels, we set standards for quality, cleanliness, safety, and service across all locations.

Our Brand Values

- **Digitality & Efficiency:** A seamless, modern travel experience from booking to check-out, supported by advanced technology without losing the personal touch.
- **Transparency & Trust:** Open communication and clear information for both guests and staff to strengthen trust and foster long-term relationships.
- **Joy & Hospitality:** A culture that embodies fun and joy, both in interactions with guests and within the team. We want everyone who has stayed with us to feel at home and become a significant part of the little BIG hotels.
- **Sustainability & Locality:** We are committed to the environment and local communities. Regional products and homemade goods reflect individuality and diversity.





Our Look

To visually reflect these values, we aim for a modern and approachable look.

When searching for the perfect vacation spot, our guests should feel immediately drawn in, comfortable, and at home from the very first glance. We achieve this through a minimalist, friendly style that conveys coziness and allows us to communicate clearly. Calm layouts with plenty of white space, a contemporary appearance, and a natural visual language contribute to a relaxed vacation atmosphere.

Through a unified brand presence, the individual hotels and outlets are perceived as a cohesive whole.

Our Target Audience

Our target audience is as diverse as our locations, encompassing individual travelers, families, and business travelers. We create a unique mix of guests and appeal to travelers who value quality, authenticity, and a personal experience.





Our Positioning

The **little BIG hotels** position themselves as the first choice for travelers looking for an authentic, personal and modern hotel experience. We differentiate ourselves through our ability to combine individual charm with reliable standards and advanced technology. Our brand stands for a welcoming, comfortable and memorable experience for every guest.

Our hotels are small rather than large, with a clear focus on “sleep” and “breakfast”.

Although a **little BIG hotel** does not require or have a star classification, we are best compared to hotels in the “Hotel-Garni 3*S - 4* class”.

Communication Strategy

In our communication, we want to provide our guests with a 'home feeling' that is personalized and on equal terms. We take the time to connect with both guests and staff, creating a personal experience that leaves a lasting impression.

We prefer using the informal 'you' as a sign of affection and connection with our guests and employees, but we never enforce it. This is also reflected in our social media and digital channels—personal interactions are utilized to build a close connection with our community, fostering loyalty to our hotel brand.

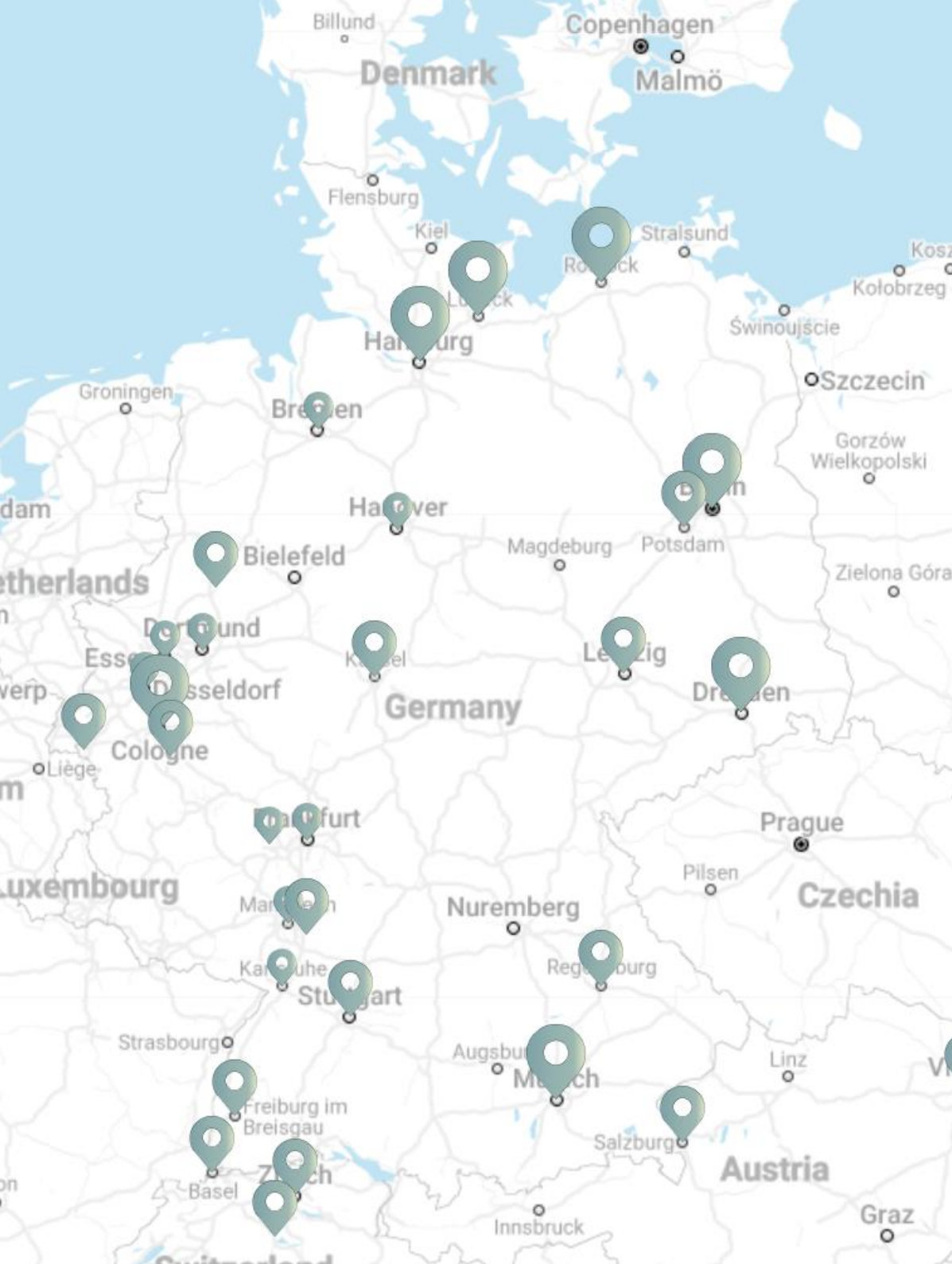




Conclusion

Our little **BIG hotels** are more than just simple hotels; we represent a shift in the hospitality industry toward individualization, digitalization, authenticity, and personal connection with us and our unique offerings. We invite you to be a part of our journey and discover a new feeling of hospitality where you don't just sleep, but truly feel at home.

**Where
are we
looking?**



Where are we looking?

Focus Region 1

- Berlin
- Munich
- Hamburg
- Dresden
- Cologne
- Rostock
- Lübeck

Focus Region 3

- Frankfurt
- Düsseldorf
- Bremen
- Hannover
- Essen
- Mannheim
- Dortmund
- Wiesbaden

Focus Region 2

- Stuttgart
- Leipzig
- Nuremberg
- Freiburg
- Bonn
- Heidelberg
- Münster
- Potsdam
- Regensburg
- Aachen
- Kassel

Austria and Switzerland

- Vienna
- Salzburg
- Zurich
- Basel
- Luzern

BeNeLux

- Amsterdam
- Rotterdam
- Utrecht
- Brussel
- Antwerpen
- Luxemburg

**What
are we
looking
for?**



What are we looking for?

- Focus on acquiring existing hotel operations and chains (lease agreements or purchase of operating companies)
- Priority on the further development of existing locations, possibly including new builds
- Preference for hotel clusters in cities to strengthen local presence
- Focus on limited food and beverage offerings, excluding wellness/spa hotels
- Strong demand in target markets for both leisure and business travel
- Central location with good access to public transportation
- Proximity to city centers, attractions, and dining options
- Minimum revenue: €1 million net per year
- Number of rooms: 35 to 120

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