



## **35 Years Romantik Hotels Romantik Hoteliers donate for UNICEF**

**Frankfurt / Berlin – By reason of their 35-year existence Romantik Hotels & Restaurants support the campaign “Top Chefs for UNICEF” with a donation of 35,000 Euros. Romantik President Roland Zadra handed over the cheque to UNICEF-ambassador Sabine Christiansen in the course of their International Members’ Meeting of Romantik Hotels in Berlin.**

The foundation for a successful European hotel-cooperation was laid at the beginning of the 1970s. At that time the idea evolved to establish a quality concept for historic hotels and restaurants under the brand name of “Romantik Hotels” as an alternative to hotel groups. Already during the first year 15 personally managed hotels joined. In the ensuing years and decades it emerged that the romantic idea was and is very promising.

In the year of their anniversary Romantik Hotels & Restaurants count 194 houses in twelve European countries. The success of the international hotel brand is not only reflected in their good image and high name recognition. Also the economical importance cannot be dismissed. The group can be proud of a turnover of 505 million Euros in the year 2006. Thus, compared to 2005, the total turnover increased by 16,8%. Additionally the occupancy quota increased by 7% compared to last year, and is now 66,7%. Managing Director Inge Struckmeier is pleased by the positive development and sees the numbers as a clear proof for the further growth of Romantik. By means of specific activities in the established countries Romantik Hotels expects 20 new members this year.

“During these 35 years we have experienced many good things”, says Roland Zadra. “A great occasion to give some of that back.” The Romantik cooperation decided for the initiative “Top Chefs for UNICEF”. This way they not only properly celebrate their 35<sup>th</sup> anniversary, but also help. Patroness is Madeleine Jakits, editor-in-chief of the gourmet-magazine “Der Feinschmecker”. The aim of this campaign is to crucially improve the lives of the children in developing countries and conflict areas. With the proceeds educational projects in Africa, Bangladesh and Nepal are strongly supported. Since many years UNICEF-ambassador Sabine Christiansen, who received the cheque of 35,000 Euros, is fighting for this and explains her motivation as follows: “The sentence of a girl I met in Afghanistan does not let go of me. She said: I want to learn to be someone.”

The Romantik Hoteliers and their employees are happy to contribute to the future of these children. With their donation they want to express their gratitude of 35 successful Romantik years. "As committed hosts we want to do something meaningful. What could be more suitable for us than a charitable project that developed in the gastronomy", Roland Zadra explains his motives on the occasion of their anniversary in Berlin. In addition to Romantik hoteliers also Karen Brown is among the 270 guests, publisher of America's most read travel guide for Europe.

The 194 Romantik Hotels are a multi-faceted blend of individual houses in twelve European countries: country houses and town hotels, castles and manor houses, hotels in the mountains and by the sea, regional cuisine and award-winning restaurants, certified conference hotels and certified wellness-hotels. They all offer a stylish atmosphere and cultured ambiance in historically grown hotels with the nature of a hideaway. They represent their region which they derive from and stand for their culture and awareness of life. You can order the current Romantik Hotel & Restaurant Guide free of charge at Romantik Hotels & Restaurants, telephone +49 (0) 69 / 66 12 34 – 0 or at [www.romantikhoteles.com](http://www.romantikhoteles.com)

23. April 2007