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## THE "ROMANTIK" PHILOSOPHY

### **Atmosphere, hospitality and indulgence High standards of quality define the philosophy**

Romantik Hotels & Restaurants stands for the diversity of European regions, for excellent hospitality and professional know-how. The cooperation meets the needs of our hectic life for deceleration, peace and recreation. The Romantik hoteliers put the focus on values, tradition over generations, follow the modern trend of cocooning, see indulgence as a central feature. A persuasive brand identity, a personal touch for guests, an eye for detail in their own establishment. Romantik is lived philosophy and basis for the success of Romantik Hotels & Restaurants.

A multitude of individual houses:

- country houses and town hotels
- castles and manor houses
- hotels in the mountains and by the sea
- regional cuisine and award-winning restaurants
- certified spa and conference hotels

All that is Romantik.

A consistent brand identity and clear promise to guests have enabled Romantik Hotels to achieve a leading role in the European hospitality market. From eight founding members in 1972, there has grown a strong group of committed hoteliers who, with their 213 establishments, are represented in 12 European countries and employ nearly 7,445 employees. The yearly sales amount to 563 million Euro and the occupancy is 67.5 percent.

From Benelux to Italy, from Hungary to Portugal – not one hotel looks like the other. Be it small or large, in a town or a holiday area – the variety of the historic buildings and the individuality of every single Romantik Hotel are expressed within a broad spectrum.

But no matter how different and individual each establishment is, all Romantik hoteliers are passionate hosts. The guest is always the central focus of attention.



Whether it is a Romantik Hotel or Restaurant, certain conditions must be met to be allowed to include the "Romantik" title in the name:

- an **establishment steeped in history** that reflects the region's past and culture
- location: establishments that form a **hideaway**, in a green idyll or at the very core of the local centre
- **personally managed by the owner**: Each one of the 213 Romantik establishments is individually characterized by the owner's own signature.
- a **stylish atmosphere and impeccable ambience**: Romantik Hotels & Restaurants translate their valuable traditions in a contemporary and authentic way.
- **high quality food and wine**: Creative cuisine served in a contemporary style, is as much a part of the "romantic dining culture" as the right wine. A large number of the member establishments are singled out in leading restaurant guides.

Becoming a member means meeting certain quality requirements from the very beginning: before a hotel is accepted in the Romantik cooperation, it must undergo an independent quality assessment. This also applies to existing members who undergo regular anonymous tests. This ensures every establishment meets the quality requirements. Every financial year the cooperation receives approximately 350 applications, in the end the number of new members is a lot smaller.

## DATA AND FACTS

### An overview of “Romantik”

#### A hotel cooperation introduces itself

COMPANY NAME	Romantik Hotels & Restaurants AG
ESTABLISHED	1972 in Germany
SIZE IN 2012	213 Hotels & Restaurants in 12 European countries A/CZ/H: 25; B: 4; CH: 27; D: 114; E: 2; F: 10; I: 24; L: 1; NL: 5; P: 1
CRITERIA	<ul style="list-style-type: none"> <li>● establishment steeped in history</li> <li>● personally managed by the owner</li> <li>● stylish atmosphere and impeccable ambience</li> <li>● high quality, contemporary standards of food and wine</li> <li>● territorial protection (30 km)</li> </ul>
ACCEPTANCE	<p>Phase 1:</p> <p>Application / self-assessment</p> <p>Assessment of the data based on established criteria (territorial protection, listing in guides etc.)</p> <p>Phase 2:</p> <p>Fee-based, anonymous test</p>
ACTIVITIES	<ul style="list-style-type: none"> <li>● Publications (Romantik Hotel &amp; Restaurant Guide, topical brochures)</li> <li>● Homepage – <a href="http://www.romantikhoteles.com">www.romantikhoteles.com</a></li> <li>● Social media (Twitter, YouTube, English and German language blogs)</li> <li>● Romantik voucher programme</li> <li>● Romantik Pass</li> <li>● “MyRomantik” (online loyalty programme)</li> <li>● Market and trend research</li> <li>● Press and public relations</li> <li>● Advertising</li> <li>● Participation in trade fairs</li> <li>● Cross marketing</li> <li>● Internal communications (conferences, training sessions, internal newsletter, intranet, employee discount, working groups)</li> <li>● Independent quality checks</li> </ul>

**DUES**

Romantik Hotel & Restaurant  
Annual fee: 6,090 Euro + 177 Euro per room  
(up to a maximum of 60 rooms) (as of January 2012)  
Romantik Restaurant  
Annual fee: 3,045 Euro  
Block of shares worth 2,500 Euro  
Agio: 5,000 Euro

**RATINGS**

**Hotels:**



**“Yellow key”** for Romantik Hotels with luxurious comfort. For discerning guests who expect style, ambiance, indulgence and hospitality.



**“Blue key”**: Romantik Hotels with first-class comfort. For guests who desire a personalised sense of well-being in a private atmosphere.



**“Green key”**: Romantik Hotels with upscale comfort. For guests who appreciate warm hospitality and cosiness.

**Cuisine:**



A “chef’s hat”: A restaurant that is recommended in accredited restaurant guides.

**Spa:**



**“Wellness Plus”** for hotels with a generous spa area and a varied range of spa practices.



**“Wellness”** for hotels with an attractive atmosphere and a selection of spa practices.



**“Wellness light”** for hotels including a number of city hotels, with a small but attractive spa range.



## THE GUESTS

### **For bon vivants, for spa lovers, for couples, for active people, for... Who are the guests of the Romantik cooperation?**

The romantic benefit is the differentiator: the decision of a guest in favour of a hotel or restaurant bearing the "Romantik seal" is generally associated with an expectation on the part of the guest. Always feeling welcome, the highest quality in all areas, a personable, approachable owner as well as a supply of wellness, physical exercise and cultural offerings are top priority for Romantik guests. Moreover, however, the guest also expects us to make the difference: an establishment steeped in history, with extremely personalised service and an upscale, contemporary selection of foods and wines, the love of detail and of course romanticism.

The average age of our guests is 51 years. More than 55 percent of Romantik guests have a university degree or certificate of further education. 54 percent have a monthly net income of more than 4,000 Euro. Romantik Hotels & Restaurants are an attractive destination for target audiences in the middle income brackets too. There is a tendency to stay for 3 to 5 nights instead of 1 to 2 nights. 69 percent of those questioned are married. 23 percent of respondents say they travel for business reasons and 77 percent for private reasons. During the last years new guests were won, who are considerably younger than the regulars. For example 29 percent of the new guests are younger than 39. In addition the new guests have a higher monthly net income than the regulars.<sup>1</sup>

Conscious consumption and sustainability are topics that are very important for Romantik guests in the journey planning process. They appreciate regional rootedness, love cultural events and know the importance of individuality and genuineness.

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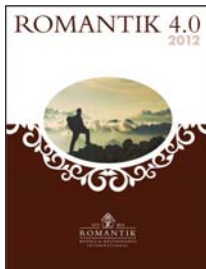
<sup>1</sup> The statistics were derived from a guest survey in October 2010.

## OVERVIEW OF ACTIVITIES

### From guide to internal communications Extensive measures of a hotel cooperation

#### Publications

##### Romantik Hotel & Restaurant Guide



- includes each member establishment with a representative, richly illustrated double page
- in four languages (German/English/Italian/French)
- published annually in November
- circulation: 220,000 copies

##### Spa brochure



- includes every independently tested Romantik Hotel with a spa quality seal
- in two languages (German/English)
- published annually
- circulation: 80,000 copies

##### Wedding & more brochure



- Romantik Hotels & Restaurants with highlights covering every aspect of weddings
- in two languages (German/English)
- circulation: 150,000 copies

##### Classics brochure



- Romantik Hotels & Restaurants with offers for the lovers of classic cars
- German language print edition, German language and English language e-brochure
- published annually
- print circulation: 1,500 copies

**Online**

**Homepage – [www.romantikhotels.com](http://www.romantikhotels.com)**



- Contents: e.g. online booking, bookable packages and offers, voucher shop, guide shop
- in four languages (German/English/Italian/French)
- Page Impressions per month: 10,777,589 on average (as of 2010)
- Visits per month: Ø 173,720 on average (as of 2010)

**Newsletter**

- Romantik topics like indulgence and well-being, itineraries and holiday destinations
- in two languages (German/English)
- published monthly
- more than 55,000 subscribers

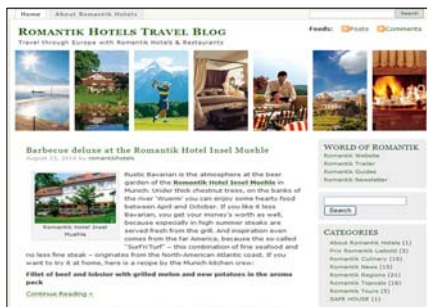
**Social Media**

**Romantik Recipe Blog – [www.romantikrezept.wordpress.com](http://www.romantikrezept.wordpress.com)**



- recipes, culinary event tips, portraits of chefs
- in German

**Romantik Travel Blog – [www.romantikhotels.wordpress.com](http://www.romantikhotels.wordpress.com)**



- travel articles
- in English

**Twitter – [www.twitter.com/RomantikHotels](http://www.twitter.com/RomantikHotels)**

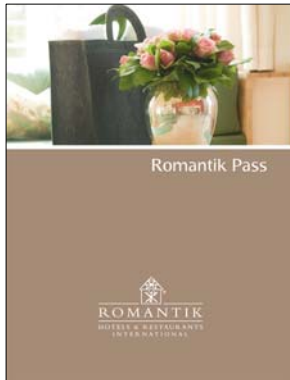
**Facebook – [www.facebook.com/RomantikHotels](http://www.facebook.com/RomantikHotels)**

**YouTube – [www.youtube.com/RomantikHotels](http://www.youtube.com/RomantikHotels)**

## Loyalty programme

Romantik Hotels & Restaurants combines a classical way of guest loyalty with a modern online loyalty programme.

### Romantik Pass



The Romantik Pass is the classical way of guest loyalty. Approximately 10,000 guests travel with their personal travel diary through Europe and collect a stamp for each stay. For ten stamps they receive a loyalty voucher as gratitude. This can be exchanged in a Romantik Hotel of one's own choice.

### MyRomantik



MyRomantik is an online system which makes new guests to regular guests from their first stay. The guests register their needs and wishes, their preferences and special requirements. Every guest gives the information he/she wants to give. After the online booking this information is forwarded to the hotelier, who can then take a better care of the

individual guest.

The guest information can be looked at by the hotelier and by the headquarters to suit the hotel stay as well as the marketing activities to the desires of the individual guest. When used to the optimum the guest has a feeling of high individuality and appreciation.



## **ROMANTIK VALUES**

### **Prix Romantik Liebold**

#### **Romantik award for European values and virtues**

##### **The idea**

The Prix Romantik Liebold is awarded by Romantik Hotels & Restaurants to notable individuals whose thinking and acting is defined by European values and virtues. Friedwolf Liebold, Romantik hotelier for many years, visionary and trailblazer for the Romantik hotel cooperation, and board member of crucial organisations in the hotel service and restaurant industry, lends his name to the award and serves as an example.

##### **The criteria**

The prize is awarded across the sectors and internationally to notable individuals whose actions are undertaken based on European values and with a view to the future. Their thinking and acting is defined by

tolerance	culture	passion	tradition	genuineness
education	savoir vivre	responsibility	geniality	hospitality
friendship	quality	justice		

##### **The jury**

The jury comprises of the patron Friedwolf Liebold, the board of directors of Romantik Hotels & Restaurants Roland Zadra and Inge Struckmeier as well as former awardees.

##### **The award**

The Prix Romantik Liebold comes with a cash prize of 5,000 Euro. The award winners receive a fountain pen from the Graf von Faber-Castell line made of a combination of stainless steel and brown pernambuco wood – the wood used by violin manufacturers – with an 18 carat bicolour gold nib. In the digital communication age, the fountain pen symbolizes the return to European penmanship.

##### **The initiator**

The Prix Romantik Liebold is an award of Romantik Hotels & Restaurants, an alliance of individual medium-sized hotel and restaurant establishments, which was founded in 1972.



The Prix Romantik Liebold is awarded as part of the International Shareholders' Meeting, which is held every year in spring in a European country with member enterprises of Romantik.

### **The awardees**

#### **April 6, 2008, Naples**

##### **Prix Romantik Liebold 2008 for Albert Darboven, coffee roaster from Hamburg**

The reasons for the choice: Since 48 years Albert Darboven runs the traditional family business, founded in 1866. Passion for his work, outstanding quality and a high sense of responsibility towards his customers, employees and family are typical of his entrepreneurial style. His appearance and conduct are defined by the Hanseatic virtues of reliability, punctuality and respect towards people in every situation. Albert Darboven uses the influence and reputation of being one of the leading companies in the hot beverage sector in order to send strong sociopolitical signals and supports a number of projects in the areas of sports, community, art and nature.

#### **April 26, 2009, Wiesbaden**

##### **Prix Romantik Liebold 2009 for Joachim Franz, extreme-sportsman and aids-activist**

Laudator: Prof. Carl H. Hahn, former Chairman of the Board of Volkswagen

The reasons for the choice: Until January 1990 Joachim Franz, born on November 11th, 1960, lived the normal life of a shift worker at the VW plant in Wolfsburg. Then came the day he said to himself: „From now on everything changes!“ and became an extreme-sportsman commissioning his sports to humanitarian projects. Joachim Franz set an example not only with his spectacular actions in the fight against aids, but also with his personal way of life. He has pointed out that you have to start with yourself, and that determination and confidence in the own abilities can make a difference.

#### **April 18, 2010, Vienna**

##### **Prix Romantik Liebold 2010 for Ernst Bachinger, Director of the Spanish Riding School, Vienna**

Laudator: KR Dipl. Kfm. Elisabeth Guertler, General Manager of the Spanish Riding School, Manager of the Hotel Sacher in Vienna and Salzburg

The reasons for the choice: Someone like Ernst Bachinger, who dedicated his life to the tradition of this institution, knows that education and training for people and animals are a basic foundation and that it can lead to success only through patience, justice and



tolerance. He assumed responsibility in order to keep the tradition of this cultural asset alive. He therefore lives the values which Romantik sums up in this award and embodies them in his own passionate and, at the same time, considerate manner. Like no other, it is his calling to convey the practiced tradition of the unrivalled institution of the Riding School to the young riders and guests from all over the world – among other, as a host to more than 270,000 visitors a year.

## **SOCIAL COMMITMENT**

### **To give children a safe home**

#### **The project be your own hero e.V./SAFE HOUSE**

“You may judge me by what I will turn this award into!” These words by Joachim Franz on the occasion of receiving the 2009 Prix Romantik Liebold by Romantik Hotels & Restaurants were a trigger, a promise and a leveling staff at the same time. The idea for be your own hero e.V./SAFE HOUSE was born.

be your own hero e.V./SAFE HOUSE is a seal of quality that marks housing projects for socially, emotionally and financially disadvantaged children. They provide a place where those children encounter warmth, care, affection, friendship, tolerance, justice, love and shelter. Only projects that evidently meet the criteria and offer a secure and loving home are being sponsored by donations and receive the badge be your own hero e.V./SAFE HOUSE.

#### **The projects**

##### **Since March 2010**

Ithemba health centre at the Tygerberg Hospital in Cape Town, South Africa

##### **Since May 2010**

HIV ambulance of the Hannover Medical School, Germany, PD Dr. Baumann

##### **February 2011**

In cooperation with Volkswagen Nutzfahrzeuge a VW Bully is presented to the project Clouds of Hope in Underberg, South Africa.



## HISTORY

### **Chronology of a “Romantik” idea 40 years of Romantik Hotels & Restaurants**

At the beginning of the seventies, Jens Diekmann, a business adviser in the hospitality sector, came up with the idea of establishing a quality concept for historical hotels and restaurants, under the “Romantik Hotels” brand, as an alternative to the big hotel chains. Together with Alfred Maeder, he laid the foundations for the Romantik Hotels & Restaurants at the end of 1971. In the first year of its existence alone, 15 hotels became Romantik Hotels; they included such well-regarded establishments as “Katzenbergers Adler” in Rastatt – managed by Rudolf Katzenberger, a father figure for a number of German chefs. Among the first pioneers are some well-known family businesses which are still associated with the “Romantik idea” today: Herrmann’s Posthotel & Restaurant in Wirsberg, the Weinhaus Messerschmitt in Bamberg, the Hof zur Linde in Muenster, the Gasthaus Rottner in Nuremberg, the Stern in Bad Hersfeld and the Waldhorn in Ravensburg, just to name a few.

How successful the romantic idea was, and still is, became clear over the following years and decades. Today, the hotel cooperation numbers 213 members in 12 European countries.

### **The chronology of the Romantik Hotel cooperation**

- 1971 Jens Diekmann and Alfred Maeder lay the foundations for the Romantik Hotels & Restaurants hotel cooperation.
- 1972 The business is first registered. Another 15 establishments join.
- 1975 Austria is the first international country group to join.
- 1977-1979 The “Romantik idea” becomes European: hotels in Switzerland and the Netherlands, Italy, Norway, Denmark, Great Britain and Sweden are accepted.
- 1981 First establishments in the USA.
- 1986 Hotel owners in France and Luxembourg join.
- 1989 Jens Diekmann leaves. The organisation assumes a new legal form: all hoteliers are equal-ranking partners of Romantik Hotels & Restaurants GmbH & Co. KG.
- 1991 Belgium completes the list of Benelux countries.
- 1995 Romantik Hotels expands its presence: Portugal joins.



- 1997-1998 "Romantik" heads east: New partners join in the Czech Republic and Hungary.
- 2004 The hotel cooperation is the first to introduce its own international, clearly defined spa ratings for its member hotels.
- 2007 35 years Romantik Hotels & Restaurants.
- 2008 The Prix Romantik Liebold is awarded for the first time, the awardee is Albert Darboven.
- 2010 Transformation into a stock cooperation not listed on the stock exchange. The project be your own hero e.V./SAFE HOUSE is supported by Romantik Hotels & Restaurants. 35 years of Romantik Hotels & Restaurants in Austria.
- 2011 1<sup>st</sup> Shareholders' Meeting of the Romantik Hotels & Restaurants AG on Mallorca. The first hotels in Spain join the cooperation.

The year 2010 signals a milestone in the development of the European hotel cooperation. With its transformation into a stock corporation not listed on the stock exchange, the Romantik Hotels & Restaurants AG, with headquarters in Frankfurt am Main, Germany, presents itself as an internationally oriented company.

The chairman of the board of directors, Roland Zadra, justifies the change of the legal form by the fact that the GmbH & Co. KG is almost unknown in high-growth countries such as Italy, Spain and France. "Our communication with potential members and business partners within Europe has shown that an internationally recognised legal form synonymous with integrity, transparency and stability, is beneficial for the cooperation."



## CONTACTS

### Headquarters

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Chairman of the Supervisory Board

Dr. Florian Kreibich

Chairman of the Board of Directors

Roland Zadra

Member of the Board of Directors

Inge Struckmeier

Director Marketing & Sales

Stephan Moseler

## **Supervisory Board**

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