



## **Luxury and traditional hotel Breidenbacher Hof named best German grand hotel**

### **Announcement of a generous renovation and modernization phase in 2024**

Press Release, [November 20, 2023] - The renowned luxury and tradition-rich Breidenbacher Hof hotel is delighted to announce that it has been awarded the title of the best hotel in Germany in the category of Grand Hotel in the "101 Best Hotels in Germany" ranking, securing the 2nd position in the overall ranking. This influential award, which honors the elite of the German hotel industry, was published for the fourth time on November 19, 2023 and marks another milestone in the hotel's over 200-year history. The Breidenbacher Hof has been particularly honored for its excellent service, outstanding and personal interaction with guests, and its unique offerings.

The Breidenbacher Hof is pleased to be able to offer an oasis of peace and relaxation in a world characterized by hectic and fast-paced life. As the great Leonardo da Vinci said: "Simplicity is the highest level of perfection." It is this metaphorical guideline that is also lived and implemented by the employees of the Breidenbacher Hof every day. Because only those who see the little things in perfection and implement them without being intrusive and calm can exceed expectations. The Breidenbacher Hof is a passionate host who focuses on each guest, knows their personal preferences and creates incomparable experiences and awakens emotions with exceptional warmth and great empathy.

"We are very pleased about this great and relevant award," comments Managing Director Cyrus Heydarian. "It is wonderful to see that the professionalism, hard work and dedication of our team are rewarded. At the same time, it motivates us to continue to move forward - our guests and employees are always at the center of our actions. Our hosts are extremely attentive, professional and always strive to make the stay an unforgettable experience. Because it is often the small, invisible, hidden wishes that we proactively recognize, sense and fulfill with the greatest care in order to meet individual needs."

### **The Breidenbacher Hof - Legendary in Service, legendary in Düsseldorf**

Since its reopening more than 15 years ago, the Breidenbacher Hof has had a long list of successes. The hotel has made it its mission to keep up with the times and meet the increasing demands in the international luxury hotel industry. "Not only maintaining and continually improving the quality of our service standards is the most important maxim for me and our entire team, but also being state-of-the-art in all areas and keeping up with the times is what drives us every day. The special and familial relationship between our employees also plays a major role. Because it is a personal concern of every single Breidenbacher to convey the prevailing familiarity and the deep connection with one another to the outside world and to let the guests feel it," emphasizes Heydarian.

The hotel has not only received awards several times in the past for its first-class service, but the culinary and gastronomic offerings have also received various awards. Last but not least, the Breidenbacher Hof was also named a top employer in 2023 from the renowned employer rating platform Kununu and received the 'Top Company Award' for the second year in a row for its excellent rankings in the areas of working environment, corporate culture, diversity and career & salary.



## **Renovation and modernization 2024-2025**

The coming year 2024 holds exciting changes for the Breidenbacher Hof. The hotel will undergo an extensive renovation process, which will take place in two stages. The additional renovation of the gastronomy will begin in summer, which will include a new lobby lounge introducing its own restaurant concept and newly designed event rooms. This will be followed by the renovation and modernization of the rooms and suites in order to offer guests a more contemporary stay.

With this comprehensive renovation, the Breidenbacher Hof strives to meet the current zeitgeist and offer its guests an even more exclusive experience. Always in focus: the combination of its more than 200-year history and its timeless elegance with the modern luxury of the here and now.

### About BREIDENBACHER HOF:

*Located directly on the famous Königsallee shopping mile, in the historic city center of Düsseldorf, the Breidenbacher Hof combines modernity and lifestyle with a rich past and history. The traditional hotel offers its guests a unique all-round feel-good package and sets it apart from other luxury hotels thanks to its mix of first-class, personal service and a finely curated and varied offering. The hotel, whose property is owned by a Kuwaiti family, belongs to the exclusive "Small Luxury Hotels of the World" association. Cyrus Heydarian is managing partner of the operating company.*

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