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Zleep Hotel becomes first hotel partner of the innovative center in Horsens, Denmark



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Frankfurt am Main, November 22, 2022

In 2024, Zleep Hotel will open its 16th hotel in Denmark. When the parking and recharging center, Recharge City in Horsens, northern Denmark, opens, Zleep Hotels – the economy brand of Deutsche Hospitality – will be a part of the new center that measures 270,000 square meter along with parking spaces, restaurants, and a filling station amongst others. Zleep Hotel Horsens gets 164 guest rooms divided between five floors, a lounge and breakfast area as well as a bar and reception. Recharge City is situated in the center of the country at exit 57 Horsens South on the E45 highway.

"I'm happy and proud that Recharge City has chosen to invest in Zleep Hotels for their upcoming parking center. It is without a doubt, that we are a great match, as Zleep Hotels offers great stays, efficient systems and an early breakfast, which is suitable for the truck driver or the regular motorist wishing to get back on the roads as early as possible", says Peter Haaber, CEO of Zleep Hotels, as he continues: "Furthermore, when there is a concert or conference in the area there is often a lack of room capacity, which is yet another good reason for having a Zleep hotel near Horsens."

Project Director at Recharge City Charlotte Ørnsvig is also excited about the new collaboration, as Zleep Hotels already embraces the project's desired target groups and will be able to increase interest among possible restaurateurs: "We are proud that a well-known hotel brand like Zleep Hotels is our first official partner in the portfolio. It's great that they see a strong potential in being a part of Recharge City, where we generally want to raise the quality of resting and taking a break. Zleep Hotels' product embraces all our desired target groups – both drivers who must keep a 45-hour rest period outside trucks, business travelers, tourists or overnight guests who are in the area. With a hotel agreement with Zleep Hotels, we expect increased interest from restaurants who can complement the hotel's accommodation offer with lunch and evening service and who also want to be part of the parking and charging center of the future."

Recharge City is one of the first and biggest parking and recharging centers with the EU platinum certification. The area has room for 450 trucks, road trains, and special train of carriages and will also contain a service station, filling station, charging stations, repair and washing area for heavy traffic, good bathroom and shower facilities and outdoor areas, restaurants, and of course the upcoming Zleep Hotel Horsens.

About Zleep Hotel

Zleep Hotels is a part of Deutsche Hospitality's brand family. Zleep Hotels' vision is to always deliver quality, service, and design at a great rate. Today, the hotel brand consists of 15 hotels in Denmark and one in Sweden. The goal is to operate 40 hotels in 2025 together with Deutsche Hospitality.

Further Press Information can be found in our [press portal](#) .

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Vision, passion and cosmopolitanism. **Deutsche Hospitality** delivers the perfect guest experience. Tradition and an eye for the future come together in an inimitable portfolio of eight brands operating across more than 160 hotels globally. "Celebrating luxurious simplicity.": **Steigenberger Icons** are extraordinary luxury hotels which combine historical uniqueness and modern concepts. The **Steigenberger Porsche Design Hotels** brand is generating innovative impetuses in the Luxury Lifestyle Segment. **Steigenberger Hotels & Resorts** represent the epitome of upscale hospitality on three continents. **Jaz in the City's** Lifestyle Hotels dictate the rhythm in the Upscale Sector. **House of Beats** unites a passion for the hotel business with the fascination of lifestyle, fashion and music. **IntercityHotel** is located at the very hub of any destination and offers a true home of comfort and mobility in the Midscale Segment. **MAXX by Deutsche Hospitality** is a charismatic conversion brand which is also positioned in the midscale area of the market. **Zleep Hotels** provide a smart marriage of design and functionality in the Economy Segment. All of these brands are unified under **H-Rewards**, Deutsche Hospitality's loyalty program which yields benefits from the first booking onwards.

www.deutschehospitality.com

www.zleep.com/en

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Recharge City

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