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## *Berlin welcomes world's largest Hampton by Hilton*

### **Hampton by Hilton Berlin City Centre Alexanderplatz Opens in the Heart of the German Capital**

Hilton's Hampton by Hilton brand has announced its newest property, Hampton Hilton Berlin City Centre Alexanderplatz in Germany's vibrant capital. The hotel brand, known for providing travellers with its signature Hamptonality service at more than 2,240 properties across the globe, unveils the 344-room Hampton by Hilton Berlin City Centre Alexanderplatz as its largest hotel in the world.

Boasting a prime location, Hampton by Hilton Berlin City Centre Alexanderplatz is surrounded by famous attractions such as the Berlin TV Tower, the beautiful Museum Island and the Brandenburg Gate, and it joins the existing portfolio of three Hampton by Hilton properties in Germany. Just 14 kilometers from Berlin Tegel Airport, with a tram station directly in front of the hotel and underground stations within walking distance, the hotel offers easy access to Berlin's transport network.

"International visitors to Berlin exceeded five million for the first time this year<sup>1</sup>, demonstrating the city's increasing popularity as a top European destination," said Simon Vincent, executive vice president and president, Europe, Middle East and Africa, Hilton. "This milestone opening is a testament to the strength of Hilton in Germany and marks the first of five new mid-market hotel openings for 2017 in cities including Frankfurt and Hamburg."

"We're proud to open the world's largest Hampton by Hilton property in Germany, giving guests a great base to explore Berlin's charm and history at a great value," said Phil Cordell, global head, focused service and Hampton by Hilton brand management, Hilton. "We look forward to offering guests our warm surroundings, a friendly service culture and staff that make sure guests are 100 percent happy at our new Berlin property."

Owned by Primestar Hospitality GmbH, Hampton by Hilton Berlin City Centre Alexanderplatz offers guests value-added amenities such as a hot breakfast included featuring delicious waffles. Each guestroom includes a 40 inch HDTV, coffee and tea making facilities, and guests can take advantage of complimentary WiFi throughout their stay.

Hampton by Hilton has long been known for its unique and unmatched approach to hospitality. Team members proudly exhibit a unique culture described as Hamptonality. This term is defined by each hotel's approach to friendly customer service, anticipation of guest's needs, and establishing an authentic, friendly and caring culture.

Hampton by Hilton Berlin City Centre Alexanderplatz participates in Hilton's award-winning customer loyalty program, Hilton Honors®. Hilton Honors members who book directly through preferred Hilton channels have access to benefits including an exclusive member discount, free standard Wi-Fi, as well as digital amenities that are available exclusively through the industry-leading Hilton Honors app, where Honors members can check-in, choose their room, and access their room using a Digital Key.