

Press Release

Primestar Group: First June Six flagship hotel opens in Berlin.

The new boutique hotel June Six Berlin City West is a lively meeting place for guests from Germany and abroad.

Berlin, July 14, 2022 - At the beginning of July 2022, the new **June Six Hotel Berlin City West** opened its doors in Berlin-Charlottenburg. In addition to its central location, the young boutique hotel impresses with a modern design concept featuring fresh colors and furniture and artwork produced especially for the hotel. From the lobby area to the rooms, artworks by Viennese designer Sara Prosenik adorn the walls. The "Berlin City" subject welcomes the guests as a cheerful Insta-Wall in the lobby.

"Our property is designed to offer both short-stay and business long-term guests a retreat in the heart of the city," says Hendrik Engel, director of operations for June Six Hotels. The 84 rooms offer plenty of comfort and are equipped with air conditioning, extra-large box-spring beds, Nespresso coffee machine, electric kettle and fluffy bathrobe. High-speed Wi-Fi and a regional breakfast complement the inclusive offerings.

Artisan's delicious coffee creations also ensure well-rested guests. Hendrik Engel tells us, "What we try to do in the hotel business, the guys from the British Artisan Coffee Co. live when it comes to coffee. Here, a star chef, a coffee sommelier and a food technician conjure up such rounded notes in the dark brown brew that we simply had to secure the first exclusive cooperation for Germany. In the rooms you will find this uniquely harmoniously roasted Fairtrade coffee as pods, for breakfast and to-go we serve three fragrant unique blends of your choice."

Event location in a prime location

The urban-elegant **June Wine Bar** with its large summer terrace takes care of the culinary well-being of guests. The monthly changing menu features seasonal dishes, elegant cocktail creations and an international wine selection. Every day from 4 p.m. to open end, the bar becomes a meeting place for connoisseurs. The wines and



crémants created especially for June Six by the Potzinger winery from Styria are particularly popular.

Another highlight is the exclusive Penthouse Suite with a large roof terrace. It can be booked for overnight stays as well as for events in a small circle. Guests benefit from a unique view. A special added value is also the short walking distance and the ideal connection to public transport. Kurfürstendamm is just a few steps away and Berlin's Zoological Garden is also within easy walking distance.

June Six - the new own brand of the Primestar Group

The new **June Six Hotel Berlin City West** is the first property of the Primestar Group's new own brand **June Six**. The company embodies the concept "travel.work.live.", which is individually tailored to the wishes and needs of each guest and focuses on conscious and flexible living. **Andreas Erben**, managing partner of Primestar Group, said, "We are very excited to add the boutique brand June Six to our product offering and are confident that this move will help us deliver on the new hospitality trends. With the opening of our first June Six flagship hotel in the center of Berlin at Savignyplatz, we were able to realize the new integrated and flexible way of travel.work.live."

Oliver Kupka, managing director at Primestar, added: "The pandemic has accelerated the culture shift and the importance of change in the hotel industry with a greater focus on digitalization and technology, as well as on new target groups. Therefore, Primestar Group's own brand, June Six, is equipped with outstanding and latest technology solutions. In doing so, we leave the decision to our guests to book, check-in, pay and check-out digitally or in person.

Our thanks go to our technology partners **apaleo**, **HotelNetSolutions**, **straviv by CODE2ORDER**, **XPORT Communication** and **Online Birds** for setup and integration of a perfect, seamless customer journey."

Interested visitors to Berlin can find all information about June Six, as well as the largest selection and the cheapest price for hotel bookings, on the website <https://june-six-hotels.com/>.

More information on Primestar Group:

Primestar Group currently operates 15 franchise hotels in major German cities. The existing franchise portfolio currently comprises 3,454 rooms in German A-destinations, one Hotel in Vienna is scheduled to open 2024. Over the long term, Primestar Group is planning to increase its franchise segment to at least 20 hotels with institutional partners. With Primestar Operator GmbH, the Group launched its own brand June Six in the city boutique hotel segment with the plan to expand the June Six portfolio to up to 20 properties including June Stay, a long-stay concept, and workspace network WorX. For its own brand, the Group is focusing on growth via the acquisition of existing hotels, leases, or operators.

<https://primestar-hotels.com/>

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