



# Ligula Hospitality Group

**Chris Jolly, Key Account Manager, Leisure**

# Ligulas Hotel portfolio, Feb 2019

Ligula has 39 hotels with total ~3 500 rooms in Sweden, Denmark and Germany under six different brands.

Collection by Ligula	= 2
ProfilHotels by Ligula	= 11
Motel L by Ligula	= 2
Good Morning Hotels by Ligula	= 21
Apartments by Ligula	= 1
Hosting	= 2

Ligula also have roughly another 2 700 rooms in the pipeline and ~730 of them are signed.





LIGULA  
HOSPITALITY  
GROUP



**A UNIQUE AND REFINED  
HOTEL EXPERIENCE**

Our Collection by Ligula hotels offer unique and high-quality accommodations, with that little extra that takes your hotel stay to a new level. Intuitive service provided by staff passionate about exceeding guest's expectations and amenities to enhance your stay.



**THE PULSE OF THE CITY**

At ProfilHotels you will always stay in the city centre, with the pulse of the city right outside. When you step inside, you will notice our effort. Style, atmosphere and light – always working together to create an environment where you will always feel welcome.



**SMART, STYLISH &  
AFFORDABLE**

Modern design and high standard isn't necessarily expensive. Motel L is proof of this. At our hotels you can always stay in style at a reasonable price. Breakfast always included when booking at our website; [ligula.se/dk/de](http://ligula.se/dk/de).



**EASY LIVING FOR THE  
MODERN TRAVELLER**

Good Morning Hotels wants to offer an efficient stay with good quality for modern travellers. Stay in one of our 15 hotels at very attractive rates. WiFi is always included – breakfast as well when booking at our website; [ligula.se/dk/de](http://ligula.se/dk/de).



**LOVELY LONG STAY**

Apartments by Ligula offers upscale studio flats for long-stay rentals in trendy Hammarby Sjöstad – Stockholm's own docklands. Minimum stay is 3 days, up to several months.



# Den tyska gästen

- CASH is King, dricks
- Se till att ha öl hemma, Schorle
- Helst tyska
- Service viktigt, hövlighet

Forts

# Den tyska gästen

## Forts

- Gillar buffé, och bröd
- Många äldre
- Stora rum, förvaring, ordning
- Höga förväntningar, påläst,\* Rating

# Researrangörer från Tyskland

- Har stenkoll, ordning och reda
- Gärna paket, drink, samarbete med lokal aktör
- Helst tyska
- FOC
- Rumslista 14 dagar, sista 7 dagar
- Exklusivitet

**Forts**

# Researrangörer från Tyskland

## Forts

- Priser tidigt, bokningar tidigt
- Traditionella, broschyr, grupper
- Allotment, inte bara högsäsong
- Gillar 4 för 3
- Vill ofta ha HB

# Avtal

- egna avtal
- Gärna stämpel
- Pris ofta /person i dbl, single suppl
- Var vaksam på contributions

Contract Partner shall pay to [REDACTED] a contribution to advertising expenses of  
EUR 700,- f. 1/3 Seite (deduction)

**TACK**

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