

TRAVEL AND HOSPITALITY

Rosewood expands to Germany with Munich hotel

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Image from "Rosewood Regulars" campaign. Image credit: Rosewood Hotels & Resorts

By STAFF REPORTS

Rosewood Hotels & Resorts is opening its first property in Germany in 2023.

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Situated in two landmark buildings in Munich's historic city center, the hotel is within walking distance of many popular sites such as museums, shopping districts and Marienplatz square. Rosewood Munich marks the group's seventh property in Europe, part of its efforts to expand its portfolio.

Expansion mode

Real estate company Bayerische Hausbau picked Rosewood to manage the property on Kardinal-Faulhaber-Strasse. The hotel comprises the original State Bank of Bavaria constructed in the 19th century and the Palais Neuhaus-Preysing, a building created as an aristocratic residence in the 1700s.

While the 132-room hotel will be given a contemporary look, the structure's faade and stairways will be preserved.

Rosewood Munich will feature a bar and restaurant, a full-service spa, an indoor pool and fitness area. Designed to also attract events, the hotel will have meeting spaces that can accommodate up to 400 attendees.

"With its rich history and distinct culture, Munich is an ideal destination for Rosewood's ever-expanding global portfolio, and we are thrilled to bring our guiding 'A Sense of Place' philosophy to this dynamic city," said Sonia Cheng, chief executive officer of Rosewood Hotel Group, in a statement. "Combining the long standing traditions and heritage of Bavaria with the dynamism of modern Germany, Munich offers guests a unique glimpse into the distinct character of the region and gifts all who visit access to a fascinating European adventure, making it the perfect destination for Rosewood's affluent explorers seeking authentic and meaningful travel experiences."



Munich's city center. Image credit: City of Munich

Along with Munich, Rosewood has planned openings in Vienna, London and Edinburgh coming up.

Hospitality group Rosewood Hotels & Resorts is assuring guests of drastically different lifestyles that a "sense of place" can be found at its locations.

Rosewood's latest campaign "Rosewood Regulars" is a reimagining of the resort's established philosophy. A variety of stills, content and shorts feature affluent guests with contrasting lifestyles, who all find comfort and their own personal sense of place at a Rosewood property ([see story](#)).

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