



35 years of Maritim on Mauritius: The 5-star complex was opened as one of the first large hotels on the island and therefore blends perfectly with its surroundings.

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Highest investments in company history / Maritim notes an excellent financial year

“All our goals have been achieved and many of them exceeded”, is the message we read from the [Maritim Hotel Group](#) balance sheet for the 2024 financial year. “We performed especially well at the start and end of the year, but we also generated sales on a very satisfactory level in the 2nd and 3rd quarters,” says Erik van Kessel, Managing Director Operations and Labour Director at Maritim Hotelgesellschaft mbH, Germany. In total, Maritim Hotelgesellschaft mbH generated EUR 388.6 million (preliminary figure) during the past financial year.

“After the challenging COVID years, this is an excellent result, primarily thanks to new, more efficient structures and systems in the hotels, better rates, and the extraordinary commitment of the employees,” van Kessel explains. “We are now taking advantage of the way we successfully handled the effects of the pandemic and strengthened the Maritim Hotel Group to future-proof our company,” adds Dr. Monika Gommola, owner and chair of the Supervisory Board of [Maritim Hotelgesellschaft mbH](#).

Digitalisation: A unique investment into the future

Over the 55-year history of the company, never before have so many financial resources and personnel been invested in new digital systems and the technological development of the hotel company as we have in 2024: This includes a new modern property management system (PMS), which has already been successfully implemented in nearly half of [all German Maritim Hotels](#), as well as a new customized event and meeting software, new accounting software, a new revenue management solution, and new point-of-sale systems. In addition, the IT infrastructure is being completely modernised by implementing a new cloud-based platform for data exchange and collaboration across the entire company.

More service and time for guests

The goal of all these actions is to capture the needs of business and leisure guests more effectively and quickly in the future, while also making work easier for our employees. To support this, the systems offer compatible interfaces and utilize data-driven AI-powered tools. “All processes and requirements can thus be planned and controlled much more efficiently, such as the utilisation of rooms, seasonal booking trends, or pricing,” explains Roland Elter, Managing Director Sales and Marketing at Maritim Hotelgesellschaft mbH. “In the end, we will have more time left for guest service,” he concludes. “The hotel market remains under pressure, even though overnight stay statistics have increased in 2024. This is because there is little room for rate increases in the short to medium term, and costs are rising in nearly all operationally relevant areas. Consequently, we are responding to this development with innovative and efficient structures,” the sales professional adds.



Well over 200,000 guests take advantage of MyMaritim

This also applies to direct sales. The Maritim web site is still one of the most popular electronic booking channels among guests. The digital customer loyalty programme [MyMaritim](#), which was introduced across the chain in 2021, also contributed to the success story. Nearly 250,000 members have joined the loyalty programme: By using MyMaritim, guests always save at least 10 percent compared to offers on the world wide web. They also collect points from every online booking through the Maritim website, which can then be redeemed fully or partially for the next online booking. There are no blocked dates, seasonal periods or required minimum point levels. “Our guests greatly appreciate the benefits and rightfully expect the simplest and fastest booking process possible,” says Elter.

Top restaurant experiences with just a “click”

Now, you can also quickly and easily book a table at Maritim Hotel restaurants online. Our web site offers TheFork, an exceptionally user-friendly integrated reservation tool. “Book a table with just a few clicks, and receive immediate confirmation. The feature is available through TheFork and on on our Maritim website for all German Maritim Hotels – a great added benefit for the Maritim guest experience,” the Group’s top sales expert explains.

Renovating sustainably and with style: Maritim relies on durable materials and top quality

In addition to the technical developments, there has been continued heavy investment in the rooms and public areas at the Maritim Hotels. Sustainable and resource-saving aspects play a crucial role in the comprehensive modernization measures. Erik van Kessel, Managing Director Operations, explains: “Top quality and sustainable materials are of major importance to us. We exclusively use durable and high-quality furniture, most of which is refurbished and not simply discarded, even if the process sometimes takes longer and is more expensive than purchasing new items. In doing so, we also avoid transport costs and increased energy consumption for new products. We primarily work with local craftsmen and continue to focus on the highest quality and timeless elegance in the furnishings of our hotels.



Maritim Hotel Bremen, Germany

Guests can experience what the end result looks like at a number of recently renovated [Maritim Hotels](#): Eight-digit amounts were invested in the renovation of the [Maritim Hotel Bremen](#), where all the rooms were modernised and guests can now enjoy a fresh yet elegant design.



Maritim Hotel Darmstadt, Germany

The rooms at the [Maritim Hotel Darmstadt](#) have also been renovated, and a new terrace have been completed at the Maritim Room as well as in front of the restaurant. The entry area, lounge, and restaurant also shine in new splendour, while the conference and event rooms are currently being redesigned. At the [Maritim Hotel Stuttgart](#), the terrace at the day café has also been renovated.

At the [Maritim Hotel Würzburg](#), the remodelling of the Barbarossa Room has just been finished as a final step in the total renovation of the building. Meanwhile, the [Maritim Hotel Ulm](#) can finally welcome its guests again in the Panorama Restaurant with a unique view of the Ulmer Münster.



Maritim Hotel Magdeburg, Germany

Substantial investments have also been made at the [Maritim Hotel Magdeburg](#) - all the rooms now feature a shiny new modern design, enhanced with blue-grey or burgundy coloured accents.

Conference rooms as well as hotel restaurants and the bar at the [Maritim Hotel Köln](#) have been extensively redesigned and now offer significantly brighter and more modern spaces for both leisure and business guests. The restaurant and bar at the [Maritim proArte Hotel Berlin](#) have also been renovated. The top-quality furniture at both venues, such as the elegant bar stools, were refurbished and preserved.



Maritim Hotel Cologne, Germany

Sustainable hotel stays: Focus on energy consumption and CO2 footprint

Energy management also follows the sustainability strategy: To reduce consumption, all Maritim locations have been going through extensive audits for some time now. The goal: Certification with the international standard for energy management systems DIN EN ISO 50001. “In addition to the ISO certification, we are concentrating our efforts on measuring, reducing and compensating CO2 emissions. So for example, for all items we currently consume, the CO2 value is recorded, so that we can position ourselves in a transparent and future-oriented manner in this key area,” explains Managing Director of Operations, Erik van Kessel. To that, he adds that “We want to act in an increasingly environmentally-conscious manner and offer our guests accommodations that are as climate-friendly and environmentally-friendly as possible.”

Maritim guests can also support environmental and social projects indirectly by participating in the [“Pro Tomorrow”](#) programme, where they opt out of having their rooms cleaned during extended stays. A total of about EUR 257,000 in donations were collected in 2024 and passed on by the Maritim locations to local environmental and social projects.

Maritim abroad

A highlight in Amsterdam: The new Maritim just before the grand opening

A total of 152 associates make up the pre-opening team at the future [Maritim Hotel Amsterdam](#) – from reservations, front office, event management, services and kitchen to the wellness & spa area: The team is busy putting together culinary offerings and beauty treatments, and becoming familiar with the new systems that handle everything from customer service to event planning. To achieve this goal, many of the new employees have been working in different Maritim hotels in Germany to gain diverse insight into the operational processes. There have recently been repeated delays in the construction of the facility, which has in turn postponed the handover of the property to the Maritim Hotel Group as operator several times.



Maritim Hotel Amsterdam, Netherlands

“This has of course been a nerve-wracking experience for our highly motivated team, but we have used the time effectively to plan every detail in advance and coordinate and train the new team in a practical hands-on way,” explains Caroline Receveur, Director of the Maritim Hotel Amsterdam. But later this year, it will finally happen: the largest conference hotel in the Netherlands and the largest Maritim hotel, with 579 elegant rooms and suites in the third tallest building of the Dutch metropolis, will welcome its first guests during a soft opening.

Maritim debuts in Italy

The new [Maritim Resort Calabria](#) will also welcome its first guests in 2025.

Located on the coast of Calabria, on the long sandy beach of Villapiana, the 5-star resort with 324 rooms and suites spread across three floors will open its doors on 1 April, tucked away in a beautiful setting surrounded by olive groves and picturesque nature.

“The new Maritim Resort will offer holiday-goers an all-inclusive experience with a wide range of sports, daytime activities, a kids’ club for children of all ages and evening shows. A high quality of service, outstanding gastronomy and warm hospitality are our core values”, says Peter Wennel, Managing Director of HMS Hotel Management Services International GmbH. HMS operates as part of the Maritim Group, driving the international expansion of the hotel chain.

35 years of Maritim on Mauritius

“The [Maritim Resort & Spa Mauritius](#) set benchmarks in the early 1990s on the then still little-known holiday island,” recalls CEO Dr. Monika Gommolla. The 5-star complex was opened as one of the first large hotels on the island and therefore blends perfectly with its surroundings. The Maritim Resort & Spa covers an area of 25 hectares and is set among tropical gardens on the edge of Turtle Bay, one of the most stunning bays on the sunny north-west of the island.



Maritim Resort & Spa Mauritius

The luxurious resort hotel on the paradise island in the Indian Ocean is now celebrating its 35th anniversary – and was already extensively renovated and expanded for its 30th birthday. The stunning property has added 60 spacious rooms, as well as the Anno 1743 restaurant - a highlight of the resort, as well as The Distillery, a bar offering the largest selection of rum varieties on the island, built in the historic ruins of Balaclava. “This integration of the history of the island is unique – the bar, restaurant, and rooftop terrace offer a one-of-a-kind atmosphere. Then of course, we have the Château Mon Désir fine-dining restaurant, which has been considered the best culinary address on the island for many years,” reports Dr. Monika Gommolla, who regularly visits the location herself to check it out. And here’s an update on the progress of new projects: “Guest needs are changing, and it is important to respond to market demands. Many visitors are looking for a more private environment, yet do not want to miss out on the advantages and amenities of a hotel. The goal of our current projects, The Welnest, Jacaranda, and La Réserve, is to fulfil this desire. Luxurious residential units are being built in close proximity to the hotel, which will later be operated by Maritim, and will include exclusive apartments, penthouses, and spacious villas featuring 2 to 5 bedrooms. Along with pools, restaurants, a rooftop bar and shops. The three properties are all located near the hotel and feature direct beach access. “The entire area will extend over an area of 80 hectares,” she adds to sum up the group’s commitment on the island.

Outlook

At the start of 2025, business development initially progressed slowly: The turn of the year was marked by great uncertainties both on a domestic level and in global politics. “The threat of tariffs, potential trade wars, and the associated economic restrictions have a very direct impact on bookings in the corporate client business,” notes CEO Dr. Monika Gommolla, yet she also adds that “already for the second quarter, we are seeing an excellent booking outlook, so despite challenging conditions, we can look positively at the current financial year. In addition, all [Maritim Hotels](#) will soon benefit from the advantages of the new system infrastructure, and guests will experience enhanced benefits in many ways as a result. We have highly motivated and well-trained employees, and we continue to focus on training and fostering young talent,” concludes the chairwoman of the supervisory board of Maritim Hotelgesellschaft mbH.

The Maritim Hotelgesellschaft is one of Germany’s largest owner-managed hotel groups. The company’s nationwide hotel network is represented by

hotels in seven countries overseas: Mauritius, Egypt, Malta, Italy, Bulgaria, Albania and China.

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