



Friendly welcome guaranteed: In a volatile market environment, the company has maintained stable growth and first-class service.

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Investments have paid off / German Maritim Hotel Chain Enjoys Stable Growth

With new digital systems across all hotel operations, intensive training programs, and a strong focus on the education and professional development of specialists and executives, the [Maritim Hotel Group](#), Germany, has strengthened its position. In a volatile market environment, the company has maintained stable growth and first-class service. In the past financial year, Maritim Hotelgesellschaft mbH reported preliminary revenue of €390.4 million, with global revenue totaling €468.4 million.

“Our investments in state-of-the-art system infrastructures across all locations have been substantial, and the effort involved was extremely high. However, the positive impact for our guests – as well as for our employees – is already clearly noticeable,” explains Erik van Kessel, Managing Director Operations at [Maritim Hotelgesellschaft mbH](#). “We are now able to respond even more individually to customer requests – and we are doing so faster and more efficiently than ever before,” he adds.

This progress has been driven above all by the company’s data-based approach to operations. Roland Elter, Managing Director Marketing & Sales at Maritim Hotelgesellschaft mbH, emphasises that “never before have we been able to analyse customer requirements and our internal business processes with such precision and align them so effectively. In short, the Maritim Hotel Group has never been better prepared for the digital future than it is today.”

New systems introduced include a property management system, accounting software, a data-driven revenue management solution, a customized event and meetings platform tailored specifically to Maritim, and a cloud-based IT platform. These investments represent the largest commitment to digital infrastructure in the company’s history – and this is naturally reflected in the operating result of Maritim Hotelgesellschaft mbH,” explains Erik van Kessel. For 2025, operating profit therefore stands at €119.8 million, compared with €126.5 million in the previous year – despite an increase in revenue. Alongside the extensive investments, collectively agreed wage increases across all German federal states and the effects of inflation were the primary factors behind the lower operating result. “We are unable to offset these costs through rate increases,” he concludes.

Corporate responsibility takes centre stage

“Running a family-owned business comes with [a special responsibility](#). In recent times, the German hotel market has been shaken by numerous insolvencies, particularly among hotel chains. It is therefore absolutely essential to invest thoughtfully and strategically in the modernization and digitalization of our properties. I am very pleased that we have now taken a significant and important step forward in this regard,” explains Dr. Monika Gommolla, Owner and Chair of the Supervisory Board at Maritim Hotelgesellschaft mbH. Maritim was recently recognized in a study by the WELT daily newspaper and the ServiceValue Institute, earning first place in

the hotel chains category for “Very High Corporate Responsibility.” This places the company among the top 124 out of a total of 2,211 companies across various industries.

Maritim in Germany

Stay with a clear conscience: Maritim hotels earn GreenSign certification

At the start of the year, Maritim reached an important milestone. Guests at German Maritim Hotels can now stay in verified [sustainable accommodations](#). All locations were evaluated for energy consumption, water and waste management, as well as social factors such as working conditions and regional engagement. In total, the [GreenSign Institute](#) assessed roughly 130 criteria across the core areas of environment, social responsibility, and corporate governance. [The GreenSign Hotel Certificate](#) is recognized by the Global Sustainable Tourism Council (GSTC) and is based on a comprehensive evaluation covering ecological, social, and economic criteria. The 24 certified hotels met an average of 71% of the requirements, and all results are published on the GreenSign Institute’s website. “Transparency and accountability are especially important to us in the areas of environmental protection and sustainability,” explains Erik van Kessel, Managing Director at Maritim Hotelgesellschaft mbH.

Energy management of the hotel buildings is an essential part of Maritim’s climate protection efforts and has now received official certification. All German properties have been certified under ISO 50001, the international standard for energy management systems. To further reduce energy consumption and enhance sustainability, modern photovoltaic panels were installed last year on the roofs of the Bremen and Stuttgart hotels. Guests at every German Maritim Hotel now benefit from 100% renewable electricity – even at the electric vehicle charging points. “We aim to make every hotel stay as low in CO₂ emissions as possible, and we will continue to pursue this goal consistently,” Mr. van Kessel concludes.

Ongoing sustainable modernisation

Investments in the modernisation and expansion of the hotels continued during the past financial year. [The Maritim Hotel Bremen](#) has opened a completely [new conference area](#). The quiet yet centrally located hotel now offers flexible event spaces ranging from 49 to 97 square meters. The new meeting area is the ideal venue for seminars and workshops. “All the rooms

feature natural daylight and are fully equipped with state-of-the-art technology,” explains Director Oliver Risse. The beautiful and vast Bürgerpark directly across from the hotel is the perfect place for a relaxing walk after a conference or business meeting, Risse recommends and adds that “guests can also enjoy the wonderful view of the park from our hotel restaurant, which has been given a fresh, new look.” All [hotel suites](#) have also been renovated and now welcome guests with bright, elegant interiors in a beige-and-grey colour palette.

Following four months of major construction and renovation efforts in 2025, the [Maritim Hotel Darmstadt](#) now offers its guests a redesigned and [expanded conference area](#). The largest hall with space for up to 500 guests, now includes a contemporary outdoor terrace available for exclusive event bookings, along with the adjoining Maritim Restaurant. The six conference rooms now feature state-of-the-art lighting and climate systems that are fully user-friendly for attendees. Hybrid and digital events are also easy to host. The lounge area on the ground floor and the [breakfast restaurant](#) have been refreshed with a modern look, featuring elegant blue-grey tones accented with copper highlights. Wellness enthusiasts are also in for a treat. “We’ve completely overhauled the sauna, and the pool is now equipped with state-of-the-art technology,” notes Director Daniel Pawella, describing the improvements.

Maritim International

International Business under new leadership

At the start of the year, Dirk Burneleit assumed leadership of Maritim’s international operations. As Managing Director of [Hotel Management Services International GmbH](#) (HMS) in Cologne, he focuses on expanding Maritim’s international portfolio for the benefit of its clients. HMS has been part of the Finanzbau-Maritim Group since 2011. Following the COVID-19 pandemic, Maritim’s overseas presence had shrunk significantly. Yet with the openings of hotels in Taicang (China), Vlora (Albania), the second Maritim in Bulgaria, and last year in Calabria (southern Italy), the international portfolio is growing again, with further expansion planned. “For the Maritim portfolio, we are focusing primarily on the entire Mediterranean region, the Middle East, and Caribbean destinations,” explains Dirk Burneleit, who brings over 40 years of experience in the tourism industry, most recently as Head of Global Hotel Development at the Cologne-based DERTOUR Group.

Burneleit notes that business in [Albania](#), considered a trending destination, has been particularly dynamic. Since 2019, Maritim has operated the 190-room [Maritim Hotel Plaza Tirana](#), Albania's first officially certified 5-star hotel. The hotel is now recording its strongest year in terms of revenue since it opened its doors. Both the [Maritim Hotels Paradise Blue](#) and [Amelia](#) on the Bulgarian Black Sea coast are also enjoying excellent occupancy rates, and not just during the peak season," Burneleit stresses. Both properties are already fully booked for major events, such as the Salsa Festival in early May. "I'm very excited to continue developing great destinations like the [Maritim Hotel Calabria](#) and to establish new locations for Maritim," he concludes.

New: Maritim Hotels, Villas & Residences on Mauritius

The [Maritim Resort & Spa Mauritius](#), with its new beachfront villas and residences, is now under new leadership. Haje Thurau, an experienced hotelier and manager, is responsible for the ongoing development of the exclusive resort, which recently celebrated its 35th anniversary. As Regional Director, the 52-year-old professional, who previously served for many years as Director of the [Maritim Resort & Spa Mauritius](#), is now overseeing operations of the new Maritim Villas & Residences on this idyllic Indian Ocean island. Luxurious private pool villas have been created near the hotel, with full access to the resort's facilities. "The concept combines three distinct components," explains Haje Thurau. "The [Jacaranda Luxury Villas](#) offer full access to the resort and provide sophisticated private villa living, complete with their own clubhouse and beach club. In addition, ['The Welnest'](#) is a modern beachside residential concept featuring apartments, residences, and villas designed with a focus on lifestyle and comfort. ['La Réserve Balaclava,'](#) meanwhile, offers exclusive beachfront apartments directly on the shore, boasting unique ocean views."

"Maritim was a pioneer in the hotel industry in Mauritius," recalls Dr. Monika Gommolla. The Maritim Resort & Spa opened in 1990 as one of the first large hotels on the island and therefore blends perfectly with its surroundings. The 25-hectare estate is set amid tropical gardens on Turtle Bay, one of the most beautiful bays in the sunny northwest of the island, featuring more than 800 metres of pristine sandy beach. The [Maritim Tropical Flower Spa](#) promises exceptional relaxation and has received multiple awards as the most beautiful spa in Mauritius and throughout the Indian Ocean region. During the COVID-19 pandemic, the resort was extensively renovated and expanded. "For over 35 years, Maritim has represented excellence in hospitality and service in Mauritius—a commitment that reflects our core

values and one we will continue to advance with our [new projects](#),” concludes the Chairwoman of the Supervisory Board of Maritim Hotelgesellschaft.

The Maritim Hotelgesellschaft is Germany’s largest owner-managed hotel group. 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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