



## **LyvInn Hotels – growth strategy: innovative hybrid hotel concept for a new generation of travellers**

LyvInn Hotels is pleased to announce its ambitious growth strategy, which prioritises a forward-thinking, hybrid hotel concept for modern travellers. With a clear vision and accurately targeted market positioning, LyvInn Hotels focuses on flexibility, affordability and community experiences – perfectly aligned with the needs of today's young, travel-savvy target group.



### **A response to the changing travel market**

Tapping into the trend towards more flexible working and living models, LyvInn Hotels offers a unique solution to the growing demand for affordable, high-quality accommodation. The operating model combines the best of lifestyle budget hotel and hostel in a hybrid space enriched with communal areas and aims for high profitability through centralized services and efficient use of space.

### **Customised experiences for the new generation**

LyvInn's concept is aimed at young adults, including students, young professionals and digital nomads, who are looking for authentic travel experiences. The brand sees itself not only as a place to stay, but also as a lifestyle destination. Regularly scheduled events ranging from after-work sessions to wine tastings attract both hotel guests and locals and strengthen local networking.

The interior architecture and design of the hotels create an urban, modern atmosphere that's equally conducive to both relaxation and networking. Communal areas such as co-working spaces, lounges and event areas are central elements that offer guests not only accommodation but also a community experience. With events and activities specifically tailored to the interests of the target group, LyvInn becomes a social meeting place for travellers and locals.



### Frankfurt: starting point for international expansion

Frankfurt serves as a strategic starting point for LyvInn's international growth strategy. The first hotel, a former Meininger Hotel, was taken over in 2022 and forms the basis for the planned expansion. Centrally located in Frankfurt, this 164-room hotel sets standards for future hotel venues and serves as a model for the conversion of other buildings in Europe. To rapidly expand its portfolio, LyvInn plans to focus during the first few years on key strategic cities such as Amsterdam, Berlin, London, Milan, Paris and Vienna.

These cities offer the ideal environment for LyvInn's hybrid hotel concept and appeal to a highly sought-after target group. LyvInn has secured a unique market position in the international hotel industry thanks to its well-targeted choice of locations in high-growth markets and its focus on trendy districts with high demand.

### Scaling at a high level

LyvInn is pursuing a clear scaling strategy: during the first two years, the brand aims to establish itself through the renovation of existing buildings. Afterwards, at least two new hotels will be opened each year starting in 2025. The expansion will be led by an experienced team that has already realized successful projects in the hotel industry. Under the leadership of Navneet Bali, who grew Meininger Hotels from 13 to 35 properties with an impressive EBITDA growth rate (CAGR) of 19.0 per cent, LyvInn will strive to achieve a similar track record. With this strategy and an innovative concept, LyvInn is well on its way toward becoming a leading brand in the hybrid hotel segment and is building a solid foundation for successful international expansion.



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**Press Contacts:**  
haebmau ag

Lars Urban  
t +49 175 4937092  
[lars.urban@haebmau.de](mailto:lars.urban@haebmau.de)  
[www.haebmau.de](http://www.haebmau.de)

Gresa Rugova

t +49 1748834525  
[gresa.rugova@haebmau.de](mailto:gresa.rugova@haebmau.de)  
[www.haebmau.de](http://www.haebmau.de)

#### **About Lyvlnn Hotels**

Lyvlnn Hotels is a European-based hotel brand dedicated to creating places across Europe where young people have the opportunity to live, work and travel in comfort, at a reasonable price and in the best of company. With its hotel concept, Lyvlnn responds to the character and individual location preferences of each city and aims to become one of the leading lifestyle hotel brands in the future. The Lyvlnn Hotel Frankfurt am Main opened its first location on 15 May 2023, marking the launch of an innovative hotel concept.



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