



 JLL SEE A BRIGHTER WAY

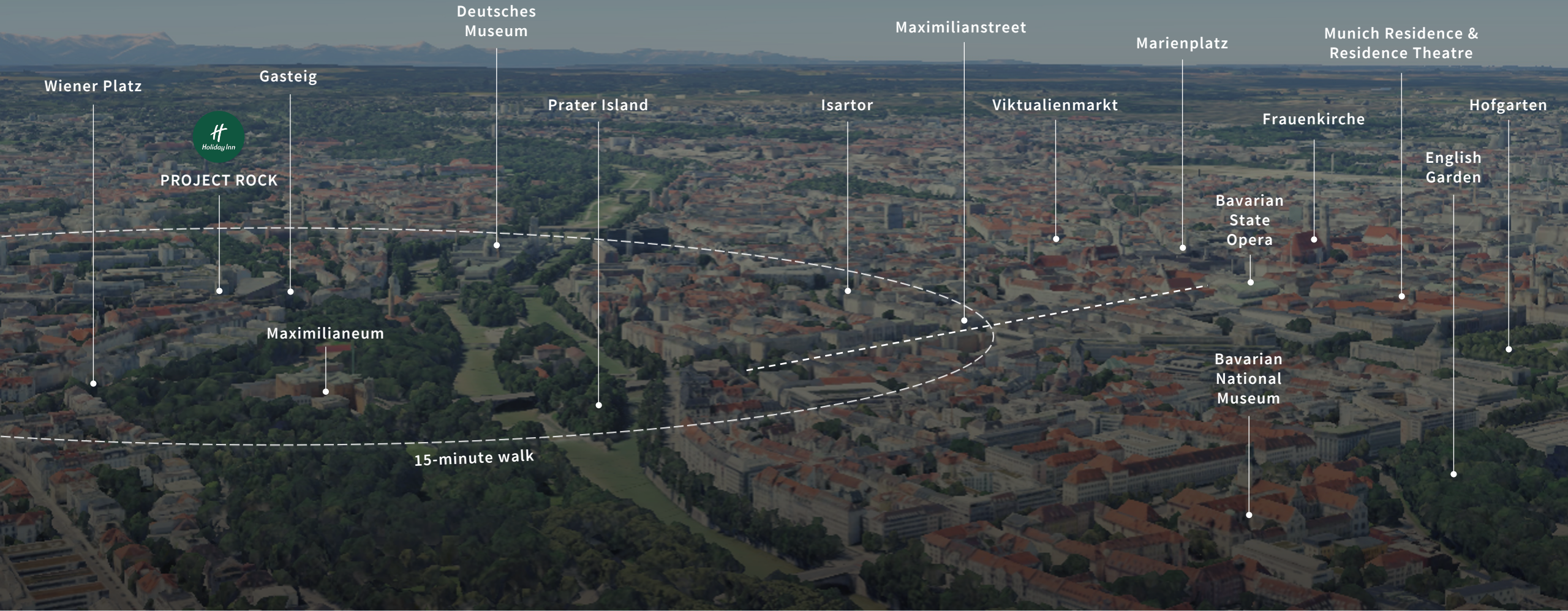
PROJECT ROCK

HOLIDAY INN MUNICH CITY CENTRE

TEASER



URBAN HEART & ALPINE SOUL – An economic powerhouse with breathtaking views of the Alps



Wiener Platz

Gasteig



PROJECT ROCK

Deutsches Museum

Prater Island

Isartor

Maximilianstreet

Viktualienmarkt

Marienplatz

Munich Residence & Residence Theatre

Frauenkirche

Hofgarten

English Garden

Bavarian State Opera

Maximilianeum

Bavarian National Museum

15-minute walk

INTRODUCTION

JLL Hotels & Hospitality Group has been exclusively retained to advise on the **leasehold sale of Holiday Inn Munich City Centre** located at Hochstrasse 3, 81669 Munich, Germany (the “Hotel”, “Property”, “Asset”).

The **582-key property is one of the few large-scale hotel assets located in the immediate vicinity of Munich’s Old Town**. The property benefits from an unparalleled location between *Isartor* – the historic gateway to the Old Town and the city’s principal tourist attractions – and *Rosenheimer Platz*, a key transport nexus providing direct connectivity to Munich Airport, the Munich Trade Fair, and other major corporate and leisure destinations. Featuring **more than 2,300 sqm of dedicated function space across 18 meeting rooms**, the hotel is firmly positioned as one of Munich’s leading event venues.

The property presents a rare opportunity to acquire an asset of irreplaceable scale in a prime location within Munich and gain a foothold in Germany’s most sought-after, tightly held, and best-performing hotel market. **Offered with vacant possession and free from operational encumbrances**, the asset allows investors to immediately benefit from the strong in-place cash flow and the hotel’s robust trading performance. Additionally, **investors can unlock the full potential of the property through strategic asset management** initiatives, driving both income growth and long-term capital value appreciation.

The transaction is preferably structured as a share deal, comprising the disposal of 100% of the shares in two German limited liability companies (GmbHs): the property company and the FF&E company.

PROPERTY OVERVIEW



**Hochstrasse 3,
81669 Munich**

Address



Leasehold

Land tenure



582

Keys



**Vacant
Possession**

Operational encumbrance



**Bar, Lounge, Restaurant
& Breakfast Restaurant**

F&B outlets



**New-Built Sauna
& Fitness Suite**

Leisure facilities



IHG Franchise¹

Brand encumbrance



18²

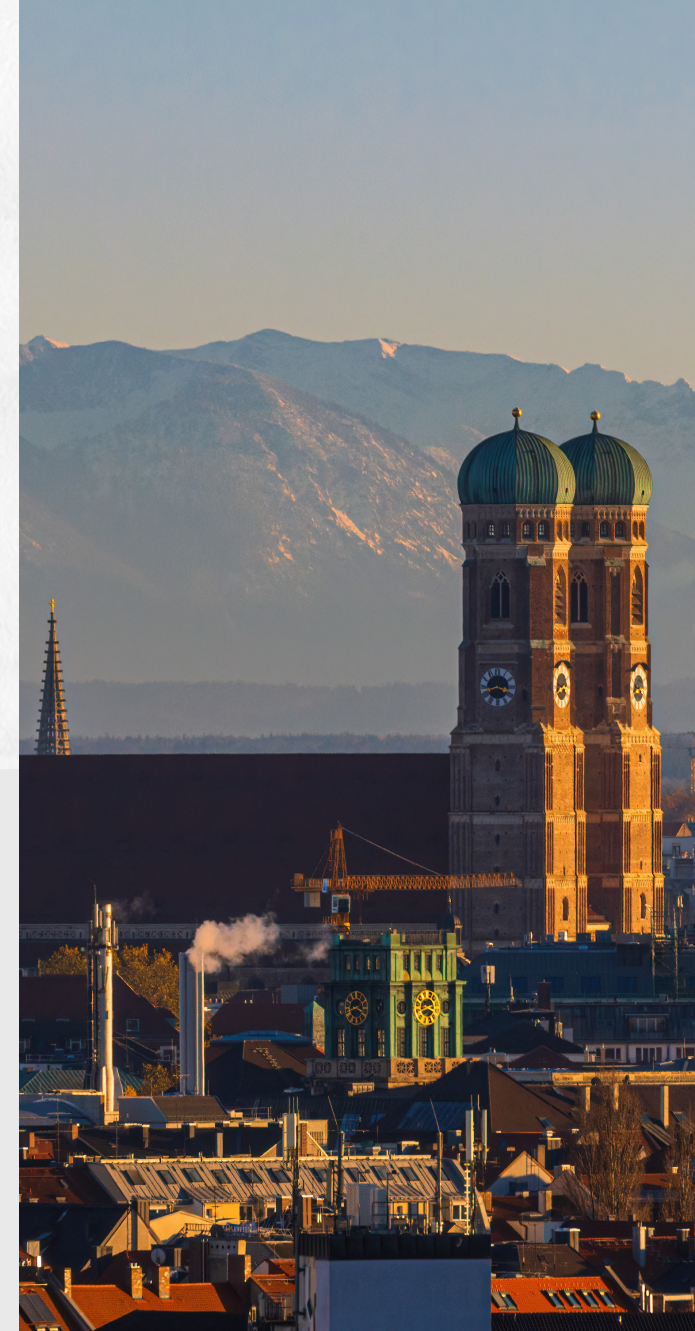
*Meeting and conference
rooms spread over 2,300 sqm*



225³

Parking spaces

¹ terminable with a notice period of 24 months | ² partially leased from a third-party owner | ³ let to a third party



INVESTMENT HIGHLIGHTS



FULL OPERATIONAL CONTROL THROUGH THE BENEFIT OF VACANT POSSESSION

Available free from operational encumbrance, Project Rock allows investors to immediately benefit from the hotel's strong in-place cash flow and robust trading performance, providing full control, including the option to terminate the franchise and pursue short-term rebranding, to implement strategic initiatives aimed at further enhancing the asset's value proposition.



IRREPLACABLE SCALE TO GAIN Foothold IN MUNICH

With **582 recently refurbished keys**, the asset represents the largest hotel in Munich city centre, offering unparalleled and **virtually irreplaceable scale within a market highly constrained for future development and with utmost high barriers of entry**. The property's size creates a strong competitive advantage, supporting operational efficiency and scalability.



STRATEGIC INITIATIVES TO UNLOCK CAPITAL VALUE APPRECIATION

Project Rock offers scope for strategic asset management and structuring initiatives, including **re-gearing the leasehold term, implementing an owner-friendly reversion mechanism, and prolonging the conference center lease**, unlocking capital value premiums while improving the risk-return profile.



GERMANY'S BEST PERFORMING HOTEL MARKET

With a RevPAR of €156 (2025), Munich's hotel market delivered the **strongest performance across Germany and continues to be the leading hotel and investment market**. As an economic powerhouse and Europe's new IT hub, Munich's strong demand profile combined with a **highly constrained supply pipeline** will continue to drive the growth trajectory.



ULTRA-PRIME LOCATION IN THE HEART OF MUNICH

The hotel benefits from an unrivalled location, **in walking distance to Isartor – the historic gateway to Munich's Old Town – and Rosenheimer Platz, a strategic transport hub** providing direct access to the suburban railway, Munich Airport, Munich Trade Fair, and the city's principal business and leisure destinations.



STANDARD ROOM



ISAR3 LOUNGE & RESTAURANT



MEETING ROOM



STANDARD BATHROOM



GREAT BALLROOM



FITNESS STUDIO



RELAXATION ROOM

LOCATED IN THE HEART OF MUNICH

Leisure demand generators

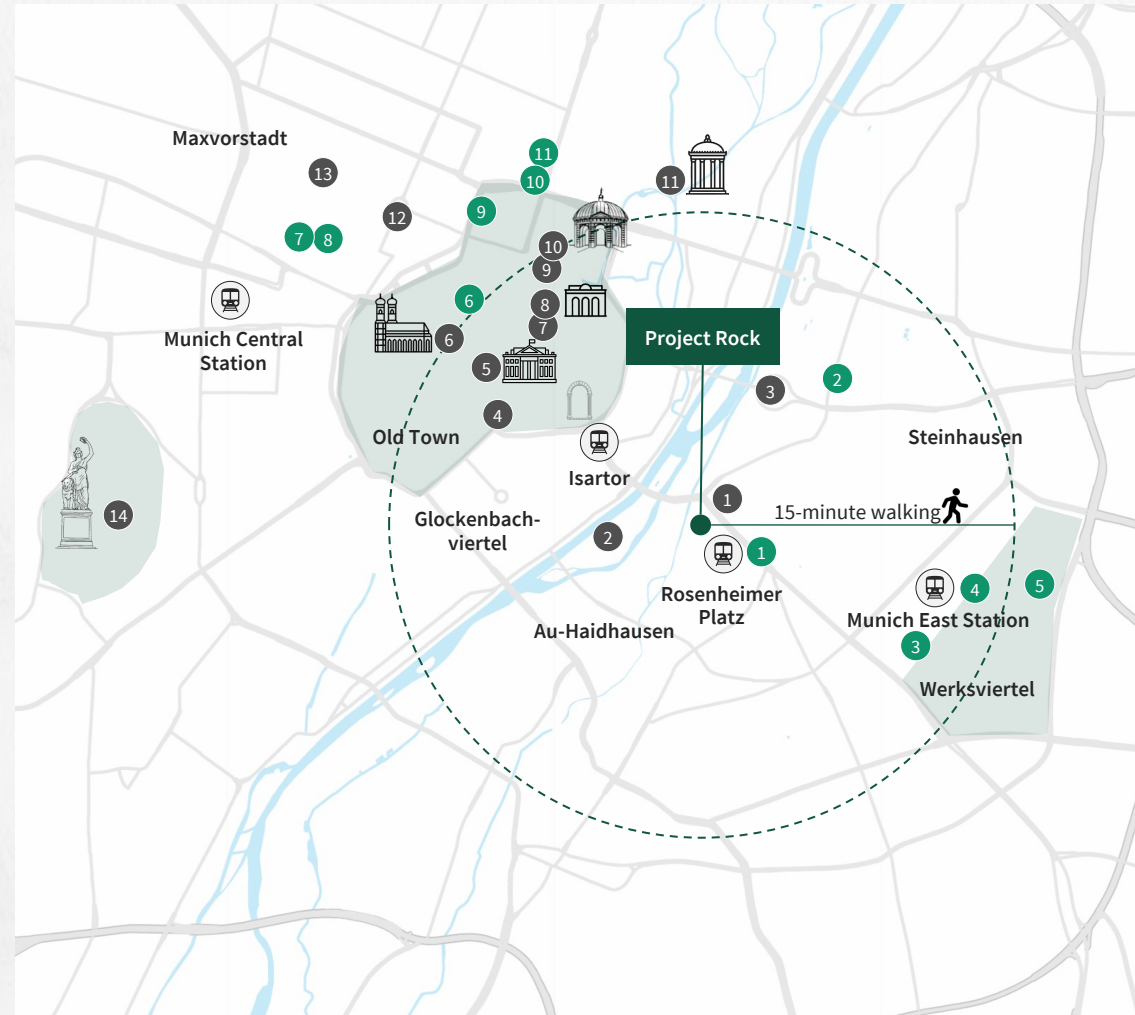
- | | |
|------------------------|---------------------|
| 1 Gasteig | 8 Residence Theatre |
| 2 Deutsches Museum | 9 Munich Residence |
| 3 Maximilianeum | 10 Hofgarten |
| 4 Viktualienmarkt | 11 English Garden |
| 5 Marienplatz | 12 Museum Quarter |
| 6 Frauenkirche | 13 Königsplatz |
| 7 Bavarian State Opera | 14 Theresienwiese |

Corporate demand generators

- | | |
|----------------------------|----------------------------|
| 1 Deloitte | 7 McKinsey & Company |
| 2 Klinikum Rechts der Isar | 8 Apple |
| 3 KPMG | 9 Siemens |
| 4 WTS | 10 Deutsche Bundesbank |
| 5 Rohde & Schwarz | 11 Boston Consulting Group |
| 6 HypoVereinsbank | 12 Messe München |

Transportation

- | | |
|------------------------|---------------------|
| Munich Central Station | Rosenheimer Platz |
| Isartor | Munich East Station |



Distance in minutes to



Munich International Airport	31	39	Direct
Munich Central Station	17	12	Direct
Trade Fair Munich	19	33	1
Marienplatz (Heart of the Old Town)	9	12	Direct
Theresienwiese (Oktoberfest grounds)	16	31	Direct
Allianz Arena (FC Bayern Munich Stadium)	19	46	1

CONTACTS & DISCLAIMER

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