

PRESS RELEASE

„Jagdfeld Real Estate“ Reports Double-Digit Revenue and Profit Growth at the “Parkhotel Quellenhof Aachen” and “Strandhotel Zingst”

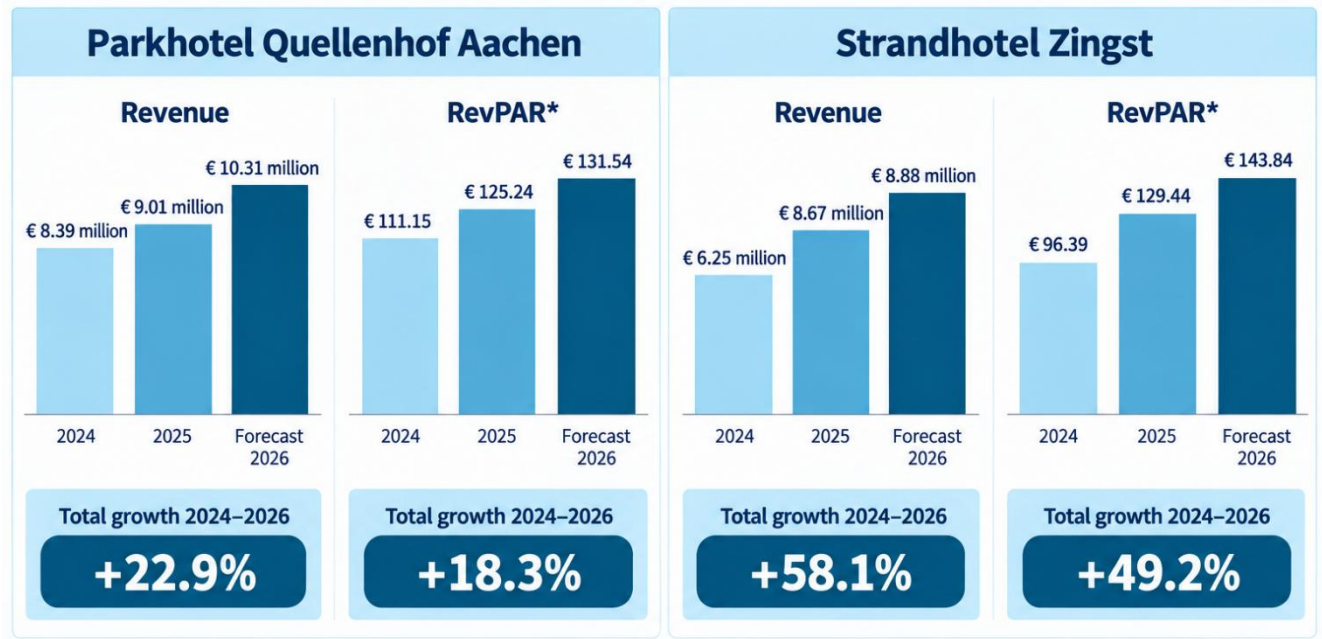
Revenue up 17% in Aachen and 16% in Zingst in the first eight months of 2026/ An Outperformer on Its Own Merits Since 2024/ Online Sales Honored with International “WebAwards”/ Jagdfeld Real Estate Now Opens Hotel Management Services to Third Parties

Düren, October 2, 2026. In times of crisis, asset manager Jagdfeld Real Estate has now achieved double-digit growth rates at its two self-managed flagship hotels: Revenue at the “Parkhotel Quellenhof Aachen” rose by 17% and at the “Strandhotel Zingst” by 16% in the first eight months of this year compared to the same period last year. Both lodging and food & beverage contributed to the overall increase with similarly high growth rates.

Room occupancy also increased and reached record highs of 74.5% at the “Parkhotel Quellenhof Aachen” and 72.5% at the “Strandhotel Zingst.” The key metrics showed the strongest growth: Profit per room rose by around 25% in each case—even more sharply than revenue—and the combined profit of both hotels achieved the highest growth rates on record. In absolute terms, too, neither hotel has ever generated such high profits as they have now.

This consolidates the growth trend that had already become apparent in previous years, during which both hotels were able to continuously and significantly improve their revenue, RevPAR, and profit:

Outperformer: Key Figures Development 2024–2026



* RevPAR = Revenue per available room

© Jagdfeld Real Estate

Breaking Away from the Hotel Chain Industry as the Key to Success

“This extraordinary success has three key contributors: our decision to free the hotels from the constraints of the hotel chain industry and manage them independently; The investments made by the owners and lenders in the properties. And our fantastic teams at the three properties, led by our manager, Dr. Sebastian Schulz, as well as our central asset management team in Düren,” says Benedikt Jagdfeld, CEO of Jagdfeld Real Estate.

In fact, all key performance indicators are trending upward, even though the Düren-based asset manager did not always have all rooms available in the properties since breaking away from the chain industry due to revitalization measures. The transition itself was both challenging and labor-intensive. “Since our hotels could hardly be more different, the successes we’ve achieved demonstrate our expertise in repositioning them as independent and essentially owner-managed properties. We’re still a small player, but we want to grow and are open to hotel management mandates if the fit is right,” explains Dr. Sebastian Schulz, Director of Hospitality & Hotel Operations at Jagdfeld Real Estate.

A Model for Turnaround at the “c/o 56 Chemnitz” Hotel as Well

For Benedikt Jagdfeld, the “Parkhotel Quellenhof Aachen” and “Strandhotel Zingst” offer a glimpse of how things might proceed at “c/o 56 Chemnitz,” the third hotel independently managed by “Jagdfeld Real Estate.” “Here, too, after freeing the property from the hotel chain industry, we were able to set a positive trend in motion that experienced a veritable boom in 2025, when Chemnitz was the European Capital of Culture,” explains Jagdfeld. “However, we also need the owners’ commitment to their ‘c/o 56 Chemnitz’ and their willingness to invest in the property. Then we’ll be able to achieve a sustainable turnaround there as well, and the owners can ultimately reward themselves for their perseverance,” emphasizes Jagdfeld.

New online sales platform boosts direct bookings and wins international awards

Another key to success is the development of a new e-commerce strategy that treats websites not as a business card, but as a sales channel. The relaunches were part of structured, data-driven campaigns: The booking flow, content, and campaign management were consistently aligned with the goal of increasing direct bookings and conversion rates. This is because every booking made in this way saves the respective property the 15 to 20 percent commission charged by portals such as Booking.com or Expedia.

“Behind this is a commercial strategy that consistently focuses on direct sales and therefore gives the website relaunch the highest priority,” explains Jagdfeld manager Schulz. With measurable success:

- At the **“Strandhotel Zingst,”** a remarkable 47% of total revenue was generated through the hotel’s own website in the first eight months of the year, up from 44% in the same period last year. Revenue generated through the website grew by 17%.
- At the **“Parkhotel Quellenhof Aachen,”** website revenue increased by 35% during the comparable period, and its share of total revenue rose from 16% to 19%.
- And at **“c/o56 Chemnitz,”** website revenue rose by 24 percent. The figures for Chemnitz are compared to those from 2024 because 2025, as the year Chemnitz served as the European Capital of Culture, was an exceptional year and does not allow for a reliable comparison.

Prestigious “WebAwards” for all three facilities

This exceptional expertise was recently confirmed when all three hotels were honored with the prestigious “WebAwards 2026.” The awards have been presented since 1997 by the “Web Marketing Association,” an organization of professionals in online marketing, public relations, and web design. The evaluation is conducted using a blind review process: Each website is sent to at least three judges who know neither the submitter nor the category and navigate the site as if they were target users.

The “Strandhotel Zingst” scored 60 out of 70 points, earning it the “Outstanding” designation in the “Hotel & Lodging” category. The websites of the hotels in Aachen and Chemnitz were also rated as above average, with 56.5 and 56 points, respectively.

The Hotels of “Jagdfeld Real Estate”

The three hotels managed directly by Jagdfeld Real Estate are the “Parkhotel Quellenhof Aachen,” which was the first to begin operating independently on January 1, 2020. This was followed by the “c/o 56 Chemnitz” on July 1, 2021, and finally the “Strandhotel Zingst” on January 1, 2022. The “Hotel ADLON Kempinski” is also part of the Jagdfeld Real Estate portfolio; however, the Düren-based company acts as asset manager and Kempinski as the hotel operator. It therefore cannot be included in this analysis.

Note to the editor: The accompanying photographs show the ‘Parkhotel Quellenhof Aachen’ (Copyright: Parkhotel Quellenhof Aachen) and the ‘Strandhotel Zingst’ (Copyright: Strandhotel Zingst, photographer: Christian Perl). They may be freely published as part of your reporting (provided the copyright and photographer are credited).

For further enquiries:

Dr. Christian Plöger

Head of Corporate Communications & Public Affairs at ‘Jagdfeld Real Estate’

Mob.: + 49 172 263 89 04

Mail: christian.ploeger@jagdfeld-realestate.de

Web: www.jagdfeld-realestate.de

‘Jagdfeld Real Estate’ – part of the ‘Jagdfeld Group’ – has been successfully developing, constructing and managing retail, office, hotel and residential properties for over 45 years. Since then, the asset manager has developed, revitalised and managed more than 800 properties with a total value of over five billion euros. Currently, nearly 200 specialists manage properties worth approximately 3 billion euros, covering a total area of around 704,000 m².