

Joining Hyatt's award-winning loyalty program, World of Hyatt, Brunfels Hotel will fuse cherished traditions with contemporary sophistication to deliver an elevated experience for urban explorers

CHICAGO (August 29, 2024) – [Hyatt Hotels Corporation](#) (NYSE: H) announced today the opening of Brunfels Hotel at the center of Mainz's enchanting Old Town. The opening marks the latest development in Hyatt's continued portfolio growth in Europe, Africa and the Middle East, and is the newest addition to The Unbound Collection by Hyatt brand.

The third Hyatt property in the city, Brunfels Hotel will be an ideal haven for curious travelers with a love of culture and history. Its opening signals Hyatt's ongoing commitment to adding hotels in sought-after destinations throughout Europe.

The hotel is a stone's throw away from world-renowned attractions including the Romanesque Mainz Cathedral, the ancient Gutenberg Museum and the vibrant Marktplatz square. Situated on Schillerplatz, the hotel is enviably located for those looking to wander through the winding streets of a city where music, art and design converge, and ancient tradition meets contemporary lifestyle. With the Rhine in walking distance and numerous wine houses nearby, Brunfels Hotel is the perfect destination from which to explore this captivating city, and experience the best of its past, present, and future.

"Brunfels Hotel is a terrific addition to The Unbound Collection by Hyatt brand, combining the magnificent heritage of Mainz with a twist of modern glamour," said Holger Hanselmann, General Manager of Brunfels Hotel. "The property has views of the cathedral yet remains tucked away from the main streets of the Old Town, making it the ideal stay for travelers looking to soak up the local atmosphere from a revitalizing retreat."

Katie Johnson, Vice President, Global Brand Leader for Hyatt's Independent Collection brands said, "Expanding The Unbound Collection by Hyatt brand with a second opening in Germany highlights our commitment to delivering storyworthy experiences within our distinct Independent Collection portfolio. This opening is an important step on that journey, and we are excited for Brunfels Hotel to welcome travelers this fall and beyond."

Rooted in tradition, blossoming with modernity

The hotel's design recognizes that Mainz is steeped in tradition yet full of modern energy, with a 21st century look combined with retro chic elements. In a nod to its namesake, the renowned botanist Otto Brunfels, the property focuses on modern artwork inspired by the natural world, with botany-infused touches subtly woven throughout the lighting, decor, furnishing and operations. The color palette combines earthy greens, beige and brown to align with the natural style of the hotel, focusing on comfort and familiarity.

New technology has also been incorporated into the hotel experience through climate control features which use air heat pumps and digital check in for seamless entry.

Rooms and Meeting Spaces

The 5-story hotel has 127 rooms, with a range of accommodations for families, couples, and individual travelers alike. Botanical bathroom amenities and a complimentary mini-bar, alongside tea and coffee amenities, heated floors, and flat screen TVs make this the perfect place to unwind after a busy day in the city or exploring the broader delights of Germany's wine capital.

Hotel Amenities

Brunfels Hotel boasts vibrant, community spaces with a warm and retro chic vibe, including a stunning hidden courtyard—a covered and heated alfresco space with its own bar that embodies the biophilic spirit of the property. Its private dining room combines modern sophistication with natural elements to create a unique atmosphere for meetings, dining, and private events. The central bar is the heart of the hotel, a convivial space offering botanical-inspired signature cocktails alongside a curated menu of delectable dishes. The property collaborates with local producers such as iconic craft brewer Kuehn Kunz Rosen, Gin distillery Edelranz or coffee roastery Müller.

The restaurant takes a modern approach to German cuisine, focusing on seasonality and sourcing with local and regional produce. Its wine selection focuses on local producers, featuring top German winemakers alongside lesser-known labels.

Proudly German with a global outlook, the hotel provides an elevated experience for guests, with personalized service and inspired local recommendations from multilingual staff, who are ambassadors for the property and the city.

For more information about The Unbound Collection by Hyatt brand, please visit www.hyatt.com/brands/unbound-collection.

The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

For further information:

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company guided by its purpose – to care for people so they can be their best. As of June 30, 2024, the Company’s portfolio included more than 1,350 hotels and all-inclusive properties in 78 countries across six continents. The Company’s offering includes brands in the *Timeless Collection*, including **Park Hyatt®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Vacation Club®**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Studios**, and **UrCove**; the *Boundless Collection*, including **Miraval®**, **Alila®**, **Andaz®**, **Thompson Hotels®**, **Dream® Hotels**, **Hyatt Centric®**, and **Caption by Hyatt®**; the *Independent Collection*, including **The Unbound Collection by Hyatt®**, **Destination by Hyatt®**, and **JdV by Hyatt®**; and the *Inclusive Collection*, including **Impression by Secrets**, **Hyatt Ziva®**, **Hyatt Zilara®**, **Zoëtry® Wellness & Spa Resorts**, **Secrets® Resorts & Spas**, **Breathless Resorts & Spas®**, **Dreams® Resorts & Spas**, **Hyatt Vivid Hotels & Resorts**, **Alua Hotels & Resorts®**, and **Sunscape® Resorts & Spas**. Subsidiaries of the Company operate the World of Hyatt® loyalty program, ALG Vacations®, Mr & Mrs Smith™, Unlimited Vacation Club®, Amstar DMC destination management services, and Trisept Solutions® technology services. For more information, please visit www.hyatt.com.

About The Unbound Collection by Hyatt

More than a compilation of independent, one-of-a-kind hotels, The Unbound Collection by Hyatt brand is a thoughtful curation of *stories worth collecting*. Whether it’s a modern marvel, a historic gem or a revitalizing retreat, each property provides thought-provoking environments and experiences that inspire for guests seeking elevated yet unscripted service when they travel. For a full list of hotels in the collection, visit unboundcollection.hyatt.com. Follow @UnboundxHyatt on [Facebook](https://www.facebook.com/UnboundxHyatt) and [Instagram](https://www.instagram.com/UnboundxHyatt) and tag your photos with #UnboundxHyatt.

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