

Press release 1 December 2025

25hours Hotel The Trip gets a redesign



Frankfurt: At 25hours Hotel The Trip, large parts of the public areas have been redesigned as part of a six-month process. Particular attention was paid to the lobby and reception area with its adjoining shop, the new Nomad Day Bar and the inner courtyard. The "Library of the Lost Countries" has also been rearranged. Michael Dreher, who originally developed the 152-room hotel under the motto "Around the world in a day", was once again responsible for the design and project management. Together with local tradesmen, the individual areas were gradually adapted during ongoing operations without significantly affecting the well-being of guests or hotel operations. Steffen Goubeaud, General

Manager of the 25hours Hotel The Trip, is proud of the result: "Our district is anything but boring. We see ourselves as an urban hotspot and part of the creative energy that defines this neighbourhood. With the renovation, we are once again making a statement: our hotel remains a colourful starting point and, at the same time, a retreat in the middle of the city's most exciting district – open to anyone looking for diversity instead of uniformity."

The original idea for the design of the 25hours Hotel The Trip also came from Frankfurt-based creative Michael Dreher. In his designs, the conceptual artist always aims to emphasise the uniqueness of the space. This plays a particularly important role in the design of the lobby. It is the first point of contact for arriving guests and shapes their first impression. At 25hours, however, the lobby is not just for check-in, but also serves as a living room, office, café and sometimes even a waiting room or club. The 25hours Hotel The Trip now offers additional community tables and various co-working areas with different seating options, as well as the new Nomad Day Bar with a wide range of drinks and light meals. Also located here are the technically upgraded



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reception, the newly organised maxi bar and the redesigned 25hours things shop with its curated range. The entire area has been adapted to the modern needs of visitors and guests. A visual highlight is certainly a window display designed by Michael Dreher himself, which now adorns the entire window front of the lobby and makes the room shine in different colours depending on the time of day. Typical motifs of Frankfurt's cityscape and its diversity can be seen.

A special place that demands the full attention of its visitors is the "Library of the Lost Countries". The area in front of the hotel's meeting rooms houses a library about countries that no longer exist. New shelves provide space for over 300 books on this special topic, and suitable lighting sets the mood. Comfortable furniture invites visitors to stay, read and reflect.



Steffen Goubeaud, General Manager of the hotel, is very pleased with the result: "The renovation of the public areas has enabled us to implement numerous measures that have been close to our hearts for some time and which significantly enhance the guest experience. Our spacious ground floor has been redesigned and

supplemented with generous opportunities for working and meeting in between. Areas such as our 'Library of the Lost Countries', as well as the roof terrace and inner courtyard, have also been functionally upgraded, rearranged and given a fresh new look. The library is my new favourite place and can be used as a breakout room for conference guests or as a chill-out area. Our motto 'Around the world in a day' has been consistently implemented in all areas once again, and numerous details are waiting to be discovered by our guests."

Press and image material for 25hours Hotel The Trip:

<https://25hours-hotels.com/frankfurt/the-trip/media-page/>

<https://25hours-hotels.com/frankfurt/the-trip/media-page/#images>

<https://25hours-hotels.com/frankfurt/the-triph>

Further information on all 25hours Hotels: 25hours-hotels.com

Videos about 25hours Hotels: youtube.com/25hourshotels

About 25hours Hotels

25hours Hotels is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Ennismore is a joint venture with Accor, which holds a majority shareholding.

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Christoph Hoffmann, Kai Hollmann, Ardi Goldman and Stephan Gerhard were the founders and creative minds behind the 25hours brand, that was built from 2005 and today operates 18 hotels in prime European destinations like Hamburg, Berlin, Paris, Copenhagen and Florence as well as in the international metropolises of Jakarta, Dubai and Sydney. 25hours is a smart, culturally resonant hotel idea characterized by provocative urban locations, irreverent yet functional aesthetic, and the romantic nostalgia of grand hotels. The brand focuses on individuality, authenticity and personality and, under the motto "If you know one, you know none", designs each of its hotels with different designers and unique style. Trieste, Trojena and Cairo are among the future destinations.

Press contact

25hours Hotels

Anne Berger

Head of PR

Zollhaus, Ericus 1

20457 Hamburg

m +49 174 94 81 321

media@25hours-hotels.com

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