

# CHECKING OUT

## THE HEIDELBERG SUITES, GERMANY



The Paddock talks with owner and General Manager, Peter Huetter of The Heidelberg Suites about the impact of F1 weekend on the hotel.

**What attracts F1 clients to your hotel during the Grand Prix?**

We are only 20 kilometres away from the legendary Hockenheimring. Our F1 guests come to the hotel seeking a change of atmosphere. They enjoy the quietness and privacy of our hotel, together with our unusually high standard of personal luxury. And, of course, a visit to the historical, romantic city of Heidelberg is a must.

**Does the hotel take steps to market specifically for race weekend?**

We opened our hotel at the end of 2009 and, so far, have only advertised on the Hockenheimring website once.

**Are there particular celebrities and/or F1 teams that return to your hotel every year?**

Because many celebrities stay with us throughout the year, we are hopeful that the F1 glitterati too will discover our city hideaway for future races.

**When do I need to make a reservation to secure a room in your hotel for Grand Prix weekend?**

Our hotel was sold out during both the Grand Prix and the DTM race this year, so we recommend booking with us at least four months prior to a race.

**Do you require a minimum number of nights in order to take a booking during the Grand Prix period?**

We do require a minimum of three nights during race weekend.

**Do you host any events specifically associated with F1? If so, what is the most preferred venue or facility in your hotel?**

We have recently opened a luxurious restaurant and bar aboard the historic Heidelberg Suites Patria, an elegant yacht with room for 60 guests. This unique venue will be used for special events, such as the Grand Prix.

**What are the percentages of group vs. individual bookings during Formula one weekend?**

During the first year that we've been open, we've seen more individual than group bookings.

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**How much of your yearly revenue relies on Grand Prix weekend?**

With 25 suites, the revenues received during the Grand Prix are only a small percentage of our total revenue.

**During the Grand Prix period, what is the approximate rate increase per night?**

The increase is €100 per night on standard rooms. There is no increase on suites or the Penthouse.

**How much do your food and beverage takings increase during the Grand Prix, and how does this affect your overall profits?**

It's too early to say yet.

**AT A GLANCE**

**Owner:** Peter Huetter  
**Address:** Neuenheimer Landstraße 12, 69129 Heidelberg, Germany  
**Phone:** +49 6221 655 65 -0  
**Distance from the airport:** 53 miles (Frankfurt), 79 miles (Stuttgart)  
**Average nightly rate during Grand Prix weekend:** €325 – €455  
**Number of suites:** 25  
**Number of restaurants and bars:** One restaurant & bar on the Patria yacht  
**Leisure facilities:** A small spa (which can be booked exclusively,) free bicycle rental, individually-tailored garden picnics and bespoke dinners with your own private chef in the garden pavilion.