

Midstar acquires Marienlyst Strandhotel, Helsingør

Midstar Hotels acquires Marienlyst Strandhotel from Holdingselskabet for Marienlyst Badeanstalt af 1861 A/S and Artha Marienlyst A/S. The operating company was, in a back to back transaction, simultaneously sold to ESS Group who have signed a lease agreement with the property company.

The hotel enjoys a beachfront location in the outskirts just north of Helsingør overlooking Kronborg Castle. The hotel has 227 rooms, 19 conference rooms, 2 bars, 2 restaurants, a large Spa, Casino and was voted Denmark's best conference venue and spa in 2019.

The iconic and historical property Marienlyst Strandhotel was originally built in 1861 and was later remodeled and extended several times, most recently in 2016. The hotel has undergone a total renovation over the last couple of years and a further 50 vacation apartments will be built in 2019-2020 adding another dimension to the hotel.

Midstar has signed a lease agreement with ESS Group who makes their first entry into the Danish market.

“Marienlyst has been a dream for us for a long time, really since the start at Ystad Saltsjöbad 12 years ago. An incredible environment, history, royal land and a Danish gem! A great team that has worked hard every day to create memories for their guests. To call our attitude humble is nothing but an understatement. We are happy and proud to learn more about Denmark, Helsingør and Marienlyst and excited to get even more Danes, Swedes and the rest of Europe to discover this fine resort, says Jonas Stenberg, CEO ESS Group.”

“We have great faith in ESS group and their ability to continue to develop and nurture a destination such as Marienlyst. We look forward to work closely with them and are excited about our first acquisition into the conference & resort segment,” says Peter Tengström, Partner at Midstar.

Assisting Midstar in the transaction was Plesner Advokatpartnerselskab, KPMG, Ramböll, Colliers, and Annordia. NHC and Winsløw Advokatfirma assisted the vendor.

For more comments and information, please contact:

Peter Tengström, Partner and Managing Director Midstar, tel +46 70 300 38 20, email: peter.tengstrom@midstar.se
For more information about Midstar, please visit: www.midstar.se

Jonas Stenberg, VD ESS Group, tel +46 733 19 58 18, email jonas@essgroup.se
For more info about ESS Group, please visit www.essgroup.se

About Midstar Hotels AB

Midstar Hotels AB was founded in April 2015 by Midstar AB together with Alecta, Kåpan, PRI Pensionsgaranti and Riksbankens Jubileumsfond. Currently, Midstar Hotels AB owns 25 hotels; 13 in Sweden, 9 in Norway and 3 in Denmark, with a total of 3 699 rooms.

About Midstar AB

Midstar AB is an asset management company focused on hotel real estate investments. The company was founded in January 2008 and invests in existing hotels in the Nordic region. The company's goal is to "create better hotels" by acquisition, management, active ownership and continued development of the hotel properties through value enhancing activities. The management of Midstar is made up of Peter Tengström, Ola Stendebakken and Marc Henriksen, who combined have more than 70 years of experience in the hotel and real estate industry. Their background covers transactions, financing, project management, business development, hotel management and hotel brand development in companies such as Aareal Bank, Rezidor, ADIA, Pandox, HVS, IHG and Host Hotel Eiendom AS.