

RUBY SECURES SECOND HOTEL IN DUBLIN

The Munich-based hotel group is realizing its second hotel project in Ireland which will be situated in Middle Abbey Street in the heart of Dublin city centre. Ruby will realize a hotel project with 257 rooms together with its partner Fitzwilliam Real Estate and is projected to open in late 2025.

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The Ruby Group, led by CEO and founder Michael Struck, continues to expand its presence in Ireland: After Ruby Molly, which will open in Q3 / 2024 on the Emerald Isle, Ruby has now secured its second project in Dublin. In addition to Germany, Austria, the UK, Switzerland, the Netherlands, Italy and France, Ireland is the eighth brand entry in Europe, with two leases signed in Ireland within a year.

The second Ruby Hotel will be a new building with 257 rooms that will feature a rooftop bar as well as prominent space in the entrance area. Thanks to its central location on Middle Abbey Street in Dublin's city centre, not far from the main shopping street Henry Street, all cultural and tourist highlights as well as the lively Temple Bar district are within easy reach. The airport can be reached in 35 minutes by public transport.

For the realization of the project, the Munich-based hotel group has teamed up with Dublin-based company Fitzwilliam Real Estate as a competent partner. The conception of the interior design in the sense of Ruby's Lean Luxury philosophy is carried out by Ruby's own design team.

Julian Mörs, Group Director Development at Ruby, sees good development prospects for the project: *"The Dublin hotel market has proven to be very resilient, even in times of crisis, with an ongoing high demand from national and international business and leisure travellers. Our second Ruby Hotel project in the Irish capital complements the first one perfectly."*

Speaking about the new proposed hotel, Noel Smyth, MD Fitzwilliam Real Estate said: *"This new hotel will be a welcome addition to Dublin's thriving tourism scene. It will be situated in an area which is steeped in national history in addition to being one of Dublin's busiest shopping & leisure hot spots. The area is served by exemplary transport links such as Heuston St, Connolly Stn and benefits by being located directly on the Luas Red line public transport route which carries approximately 35 million people each year."*

The opening of the hotel is planned for the end of 2025.

About Ruby Hotels: The Munich-based Ruby Group under the leadership of founder and CEO Michael Struck is breaking new ground with its Lean Luxury philosophy. With a lean organisational structure and concentration on the essentials, Ruby succeeds in creating a contemporary, affordable form of luxury for modern, cost and style-conscious customers. Founded in 2013, the Group already operates 16 Ruby hotels, with a further 20 hotels under construction or in the planning phase. Ruby is expanding into Asia with the joint venture Ruby Asia, founded in 2018. Ruby also offers Ruby Workspaces in Munich, Hamburg, Dusseldorf, Amsterdam, and Vienna – perfectly equipped workplaces and a creative atmosphere with access to an inspiring office community. Financially strong partners support Ruby's expansion. ECE Group; the Austrian Soravia Group; Franger Investment, a German family office; Ocean Link, a private equity fund; the entrepreneur Michael Hehn; and Michael Struck jointly hold the company shares.