

PRESS RELEASE

Independent Hospitality Associates + COPI Group, June 27, 2023

International 5-star hotel operator will give life to iconic seaside hotel in Hornbæk

Earlier this year, it was announced that the state's real estate company, Freja Ejendomme, had sold the iconic building at Hornbæk beach to the property developer [COPI Group](#). Today, it is announced who will fulfill the immense ambitions and operate the future hotel in Hornbæk. And it's not just anyone.

[IHA](#), Independent Hospitality Associates, will be the operating hotel partner on the upcoming seaside hotel in Hornbæk. IHA, renowned for its expertise in hotel management within the 5* market, with existing mandates in Denmark and Switzerland, will play a pivotal role in bringing the vision of this iconic establishment to life.

As a trusted name in the hospitality industry, IHA offers a wide range of services and solutions tailored to meet the unique needs of hotels and resorts worldwide. Known as operator of 5* hotel d'Angleterre, IHA has specific experience with operating high-end hotels in Denmark.

"We are thrilled to announce our partnership with IHA for our new 5-star hotel," says Jesper Brunander, founder of COPI. "Their extensive expertise and commitment to delivering exceptional guest experiences align perfectly with our vision of this iconic landmark. We are confident that this collaboration will set new standards of excellence in the hospitality industry."

The collaboration between COPI and IHA is a venture that combines two companies that are equally passionate about their field of expertise: hospitality and real estate development. The aim is to deliver out of the ordinary experiences: to create a hotel experience that will leave a lasting impression for its guests.

"We are truly excited working closely with COPI and to be part of a project with a unique vision, where IHA can fully contribute from the very first steps and ensure the project is successful both for the guests' satisfaction and the owner's investment. Our 360° approach of the hotel industry will translate the vision to reality, and we are convinced that this ambitious project will give Hornbæk a national and international profile," says Lucas Johansson, CEO, IHA.

The new 5-star hotel in Hornbæk is expected to open in summer 2025. +5000 square meters and about 70 rooms, inviting terrasse and relaxing lounge. The ground level will be open to the public all year round with an exquisite restaurant, spa & wellness and the hotel will be useful for business seminars, celebrations, weddings, etc.

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FURTHER INFORMATION

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About IHA

International Hospitality Associates is a hotel management company whose mission is to find bespoke solutions in all aspects of hotel operations for owners of independent luxury properties. Based in Switzerland, IHA's dedicated team of highly experienced luxury hospitality executives

have expertise in all functions, from day-to-day operations to transformational top-level strategy. They address a hotel's operations and service from within, including management development, design & architecture, revenue management, CRM and digital marketing support. A discreet partner driving success for exclusive independent hotels, IHA ensures that each property's reputation and brand are elevated, ultimately maximizing value for every client's investment. For more information, visit ihamanagement.com and [LinkedIn](#)

About COPI Group

COPI is a real estate company based out of Copenhagen, Denmark, that invests and develops properties primarily in the Copenhagen area, as well as in France, England, and Switzerland. With over 20 years of experience in the real estate industry, their passionate team follows all projects from the acquisition of the property to its sale or to further management. The properties are developed in their own design, while respecting the individual property's history and aesthetics, as well as a strong focus on developing functional residential and commercial spaces that motivate and inspire the end-users. See more at www.copi.dk



Lucas Johansson, IHA and Jesper Brunander, COPI
in Hornbaek