

Company & Ownership

**estrel**  
TOWER

**The Estrel World – the foundations of the Estrel Tower**

**Rooted in conviction, shaped by a vision.**



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The Estrel Tower represents the continuing evolution of a family-run business that has shaped and elevated Berlin's Neukölln district for decades – ushering in a new era for the Estrel Berlin. Through the seamless interplay of the Estrel hotel, Estrel Congress Center (ECC), and in-house entertainment offerings, it has become a leading player in the business events and hospitality sector in Europe.

Founded by Ekkehard Streletzki, the Estrel has remained true to its guiding vision: combining a variety of offerings to provide guests and event organizers with a comprehensive experience at a single location. The Estrel's motto, "Everything under one roof," has held true since the hotel opened in 1994.

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### A renowned destination

The Estrel Berlin is one of Europe's largest hotel, congress and entertainment complexes. The hotel offers 1,125 rooms and suites, and with approximately 30,000 m<sup>2</sup> of flexible event space, the Estrel Congress Center is the ideal setting for trade shows, conferences, and events of all sizes. The Estrel also stages its own entertainment productions, including the iconic musical tribute show "Stars in Concert" at the Estrel Show Theatre. With around 1,200 events each year and an international guest base, the venue is a sought-after location in both the German and the global event industries.

### An integrated approach

As early as the '90s, the Estrel brought to life a concept combining various functions at one location. The hotel, Estrel Convention Center, and entertainment facilities are seamlessly integrated, forming the foundation of today's comprehensive offering. The expansion of the Estrel World follows a clear strategy: strengthening existing elements while consistently developing new ideas.

### Family-run with a clear vision

As a family-led business, the Estrel stands for continuity and entrepreneurial responsibility. Decisions are guided by a long-term perspective, ensuring the stability and quality of the entire Estrel World. Sustainable operations are as deeply embedded in day-to-day operations as they are in strategic direction.

The origins of this success story trace back to Ekkehard Streletzki, and Maxim Streletzki is shaping its future development. With the Estrel Tower, Maxim Streletzki is leading the Estrel World confidently into the future, combining entrepreneurial continuity with innovation and a clear focus on sustainable development.

### Unbeatable expertise

The Estrel Congress Center has decades of experience in planning and facilitating events of all sizes. National and international trade shows, corporate events, and a range of entertainment options are the pillars of its broad portfolio. This proven expertise is also reflected in the Estrel Tower. Practical requirements, catering to international guests, and operational event workflows have played a key and consistent role in planning from the very beginning.

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Note that we have used the UK spelling "Theatre" in line with existing online copy: <https://www.estrel.com/en/entertainment/current-shows>

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### **The next step**

The Estrel Tower, Berlin's first skyscraper, marks a strategic expansion of the Estrel World. This new landmark provides an additional 522 rooms and suites, serviced apartments, modern workspaces, and 3,800 m<sup>2</sup> of event space. Combined with the existing Estrel hotel, which has 1,125 rooms, and the Estrel Congress Center, which has approximately 30,000 m<sup>2</sup> of event facilities, the Tower significantly increases capacity for meetings, conferences, and international events. Looking ahead, a planned multi-purpose hall will further expand the complex, set to open 2028/2029. In total, this will expand the overall Estrel capacity to over 50,000 m<sup>2</sup> of event space for up to 25,000 visitors.

### **A vision with staying power**

The Estrel Tower represents the continuation of a well-established vision. The interplay of experience, entrepreneurial continuity, and strategic expansion creates a solid foundation for the future, ensuring that the Estrel World remains a high-performing, reliable partner in the global business and events sector.