



**Pressemitteilung
16. Februar 2011**

New hotel brand all seasons in Austria

In Vienna, a new hotel is to be built on a franchise basis; Accor will expand vigorously until 2017 in Austria.

February 16th, 2011 - Starting signal for the building of a new hotel in Vienna and a new hotel brand in Austria: With the new all seasons hotel, which will be erected in the neighborhood of the school for economics Vienna, the new brand all seasons of the leading European hotel group Accor is now also represented in this country. The contracts for the new building are already signed, constructions are about to start this year; and in spring 2013 the all seasons hotel Vienna in the 19th district of Vienna at the corner of Döblinger Hauptstrasse / Döblinger Gürtel is about to open. On seven floors, around 130 rooms are going to be built.

The convenient, central location was key for Accor franchisee Franz Honegger. „I always wanted to establish a hotel in the Economy plus segment in Vienna. Since the DNA of the brand all seasons really fascinates me and we now have a perfect location, I am fully convinced of its future success“, he says. Franz Honegger is already Accor franchisee with his Mercure hotels “Josefshof” and “Secession” in Vienna; he is also “hotelier with body and soul“.

Since its start in 2007, 118 all seasons hotels were opened already; each week one new hotel is added worldwide. This forced growth is made possible by Franchising – a central element of Accor’s hotel development also in Austria. Until 2017, Accor wants to double the number of its hotels in Austria from 31 to 62.



A model of the all seasons hotel Wien



from left to right: August Cisar (Architect), Peter Peer (DOP), Franz Honegger (Hotel Owner), Stéphane Engelhard (COO)



Dynamic Growth

„Accor is expansion oriented and was successful also during the crisis, we grow clearly above the branch cut“, Stéphane Engelhard, COO Accor Austria is pleased. „This new hotel building does not only reflect the dynamic growth of the brand all seasons in Europe. The new location is also part of our strategy to close the existing gaps in the Economy plus segment in the Austrian hotel market together with Franchisees“. Peter Peer, Accor relay for hotel development in Austria, sees Accor as being an outstanding Franchiser: „Our hotel brands include the whole range of the price segments. Together with more than 30 years experience in the Austrian hotel market, an excellent distribution system and outstanding support for the operations, Accor is well set up to establish a lot of new hotels in Austria soon.“ Accor aims at doubling to 2017 the number of its hotels in Austria. A key success factor for this development should be the new hotel brand all seasons.

all seasons – is all you need

The innovative all-inclusive concept makes the young hotel brand being the trendsetter in the Economy plus hotel trade. The price contains not only the room, but also breakfast, Wi-Fi in the entire hotel and national landline telephone calls. A Welcome Lounge with free beverages and a variety at newspapers and magazines as well as an Internet terminal in the lobby completes the offer. Both, business and leisure travelers as well as families appreciate the generous all-inclusive concept, which is new for budget and Economy hotels so far. In the rooms, a large comfort bed will be the central element, Flat screen TVs offer many channels for every age. Children are kindly welcome at all seasons: Until the age of 16 years they stay free of charge in the room of their parents in Austria. In addition to the all-inclusive concept, the all seasons hotels are marked by an appealing location, a manageable size, a fresh, unique design and their own personality – exactly within the Zeitgeist.

all seasons in Europe

At the end of 2010, 70 hotels represented the European all seasons network in France, Germany, Great Britain, Italy, Belgium and Spain already. In 2011, new openings in Luxembourg, Sweden and the Netherlands are about to come. Altogether, an opening per week is planned in the next years within the worldwide all seasons network.

A hotel room on tour

As it was already in 2010, the “all seasons Truck” will go on a roadshow across several European countries this year again. Therefore, a complete room and bathroom was built in a semitrailer truck. Everyone who would like to see an all seasons that way is highly welcomed at “hall D” during the trade fair „Real Vienna “from May, 24th to 26th at the Viennese fairground (Wien Messe).

About all seasons

all seasons is the 'all inclusive' Accor brand, with a package that includes the room + all-you-can-eat breakfast + broadband internet connection, and hotels that resonate simplicity, generosity, quality and conviviality. Located in city centers or activity centers, each establishment has its own personality while sharing a common colorful, bright, energetic decor and humorous brand spirit. In 2010, the network represents 118 hotels around France, Germany, Australia, New Zealand, Thailand and Indonesia. More information on all seasons hotels is available at all-seasons-hotels.com.

*

Media Contact:

Accor Austria, Diana Platta, Tel: +43 (0) 1 / 814 34 28, diana.platta@accor.com