



Press Release
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Accor opens first all seasons hotel in Austria

With a party for regular customers and partners, the hotel group celebrates its all seasons in Linz on the 8th of June 2011.

This year, the venue at Wankmüllerhofstraße 37 in Linz celebrates its 30th birthday – and blooms at the re-opening in a completely new look. Within a few months, the former Novotel hotel has been rebuilt as an all seasons. all seasons is the most recent non-standardized sprout of the Accor brand family. Since the launch of the brand in 2007, more than 135 hotels have been already opened worldwide, one is added every week. This rapid growth is possible by franchising – a central element in the development of Accor in Austria, too. By 2017, the European leader wants to double its number of houses of all existing brands across in Austria from 31 to 62.

Linz and Accor: a win-win-situation

"I have seen the concept and knew at the same, that an all seasons will be pulling up here. It is tailored to the needs of visitors to Linz and thus to my guests. With the all-inclusive package, we take the opportunity to close the gap in the economy hotel segment of Linz," says Johann Kaiser, who has been General Manager in this house for more than ten years.

Linz has got a lot to offer for travellers: a beautiful old town, museums, destinations for a day trip and sights all around, not to mention the inhabitants of Linz, whose hospitality can top of so many of other federal states. And travelers now have yet another reason to travel to the capital of Upper Austria: the all seasons Linz.

"The conversion from Novotel to all seasons is our commitment for Linz. I am convinced that Linz offers great potential for business and leisure travelers. It is important to have the best offer for our guests", explains Hannes Lechner, Director of Operations at Accor. The opening of the all seasons Linz is part of the strategy to expand within the city of Linz. In the next step, the ibis Hotel Linz near the main train station will be renovated next year.

all seasons: all you need

The all-inclusive concept makes the young hotel brand a in the economy hotels market. The price includes not only the room, but also a healthy breakfast, unlimited wireless internet throughout the hotel, a welcoming lounge with complimentary beverages and a wide range of newspapers and magazines. An internet terminal in the lobby completes the offer. Both, business and leisure travelers as well as families appreciate the generous concept which is new for budget and economy hotels so far. A comfortable large bed is the central element in the rooms; furthermore a flat-screen TV offers a variety of multi-channel entertainment. Children are highly welcome at all seasons: Up to an age of 16 years, they stay for free in their parents' room. In addition to the all-inclusive concept, all seasons hotels are marked by an attractive location, a manageable size, a fresh, unique design and personality of its own. That is why they are meeting exactly the taste of time.





The all seasons Linz

The all seasons Linz has got 115 non-smoking rooms in the categories single, double and family room as well as three conference rooms. In its room rate starting from 79 EUR, it contains the all-inclusive package with breakfast, WiFi, beverages in the lobby and other little extras. The hotel is located just three kilometers south of the city center. A very good connection to airport, motorway and train station makes it valuable for travellers. The city center of Linz is reachable in 15 minutes by Tram; the bus stop is just 200 meters from the hotel. Many major companies have settled down in the neighborhood. Another plus for guests is the 150 free parking spaces around the hotel.

The restaurant "5senses" promises a unique taste experience. It offers regional and international dishes; freshly made from high quality local products. For that reason, the restaurant was awarded the AMA seal of approval. A highlight: In summer, the terrace can be used for cozy evenings by the poolside grill. Even athletes do not miss anything with the outdoor swimming pool, two tennis courts and a sauna. Runners find a running track in the nearby recreation area "Wasserwald".

all seasons in Europe

At the end of 2010, there were already 70 hotels in France, Germany, Great Britain, Italy, Belgium and Spain belonging to the European all seasons network. In 2011, openings will be added in Luxembourg, Sweden and the Netherlands. Within the next few years, the worldwide all seasons network plans an opening per week. By 2015, the network shall have grown onto about 350 hotels.

all seasons:

all seasons, the new hotel brand of the Accor group, is the first non-standardized hotel brand in the Economy plus segment. The all-inclusive package includes breakfast, soft drinks and Wi-F in the room rate. Each all seasons hotel has its own individual design concept and convinces with its young and charming atmosphere both leisure and business travelers. all seasons hotels are located in city center locations and major business centers. Accor already has more than 120 hotels in France, Germany, Great Britain, Italy, Australia, New Zealand, Thailand and Indonesia that are mainly run as a franchise. For more information, visit www.all-seasons-hotels.com.

Accor:

Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,200 hotels and more than 500,000 rooms. Accor's broad portfolio of hotel brands – Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6 –, and its related activities – Thalassa sea & spa and Lenôte – provide an extensive offer from luxury to budget. With 145,000 employees worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

Media Contact: Accor Austria, Diana Platta, Public Relations & Marketing

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