

Press Release

Vienna House coming soon to Kronberg im Taunus

Vienna/Kronberg (D), 13 December 2016 – Vienna House has signed the lease agreement for a 96-room hotel project in Kronberg im Taunus. Construction of the new design hotel is scheduled to start in 2017; the grand opening is planned for the first quarter of 2019.

Vienna House, Austria's largest hotel group, signed the lease agreement with development firm Contraco GmbH on 7 December 2016. The design hotel to be built in the town of Kronberg near Frankfurt will offer a timeless and relaxed experience in 96 rooms, with two creative meeting rooms, a casual bistro, a cosy lobby lounge with bar and terrace as well as a fitness area with a view of the surrounding green space. The hotel building forms part of a new urban development plan that also includes the construction of the adjacent chamber music hall and the integration of the historic railway station. Musikquartier Kronberg, as the ensemble will be called, was designed by Staab Architekten of Berlin.

Daniel Rinck, managing director of Contraco, and Rupert Simoner, CEO of Vienna House, agree on the positioning of the hotel. "Kronberg is a picturesque city and an important centre of business and research. This combination, plus the direct commuter access to Frankfurt, make Kronberg such an interesting destination for a Vienna House. The concept – contemporary style and a luxurious, premium lightness – sealed the deal," Rinck explains. "A Vienna House fits perfectly to Kronberg and its high cultural standards."

"We want to encourage travel and adventure. Vienna House hotels are casual yet high-class. Our focus isn't on short-lived lifestyle fads, but on fantastic and timeless design, a local connection, sophisticated products, and employees who are authentic hosts," says Simoner, describing his strategy. What sounds simple requires seeing everything from the guests' point of view and focusing on the beauty of the simple things in life. Raimund Trenkler, Chairman of the Kronberg Academy Foundation, is clearly delighted at the management agreement concluded with Vienna House: "The hotel is an important contribution toward the development of the Musikquartier and will offer our artists and guests the familiar atmosphere they are looking for."

The hotel plays with the themes of travel, business and music and will subtly use the historic train station and adjacent chamber music hall as inclusive style elements. The lobby is the heart of the hotel and will beat with a relaxed and easy-going rhythm. It will be a meeting place with a living room atmosphere, friendly bar and sun terrace. Breakfast will be served in a home-style kitchen environment, lunch and dinner will reflect the freshness and variety of a weekly market, and the bar will beckon with a lounge-like atmosphere and the coolest drinks. The new hotel in Kronberg



VIENNA HOUSE

will also offer a creative meeting concept in its two 50 square metre meeting rooms. Anyone who has experienced a meeting in this casual atmosphere with healthy power food will never again want to sit through a normal conference setting. A fitness area, an underground car park and a bus parking lot will also form part of the hotel.

State-of-the-art technology with just as much digitalisation as needed will be found throughout the entire hotel, including free high-speed WiFi, mobile concierge, self check-in/check-out and an environmentally friendly mobility concept. Following the grand opening, Vienna House will operate 16 hotels in Germany and 17 more all over Europe.



A first rendering of the planned Vienna House in the new Musikquartier Kronberg.

© Staab Architekten, Berlin

About Vienna House

Bei Vienna House geht es um Reisen, um neue Erfahrungen und um das Entdecken sowie darum, wahre Schönheit in den einfachen Dingen des Lebens wiederzuerkennen. Vienna House, das sind Hotels mit eigenem Charakter, aber mit den gleichen Werten und einem gemeinsamen Ziel: Gäste zu begeistern. Österreichs größte Hotelgruppe – 2016 unter der Dachmarke „Vienna House“ positioniert – besitzt und betreibt individuelle Stadt- und Resorthotels sowie die unkomplizierte Smart-Casual-Linie „Vienna House Easy“. Das Unternehmen ist derzeit mit 2.200 Mitarbeitern in neun Ländern vertreten: von Frankreich bis Russland, von Polen bis Österreich. Darunter finden sich Städte wie Berlin, Bratislava, Bukarest, Coburg, Karlsbad, Krakau, Lodz, München, Neckarsulm, Trier, Paris und Prag. Vienna House ist eine eingetragene Marke der Vienna International Hotelmanagement AG. www.viennahouse.com

Press contact:

Betina Welter, Head of Marketing & PR
Dresdner Str. 87 | 1200 Vienna | Austria
+43 1 333 7373 55 | M +43 664 824 91 55
betina.welter@viennahouse.com



VIENNA INTERNATIONAL HOTELMANAGEMENT AG

Dresdner Str. 87, 1200 Vienna, Austria | Tel.: +43 1 333 73 73 0, Fax: +43 1 333 73 73 13 | info@viennahouse.com | viennahouse.com