

New Hotel Brand in Austria: Aiden by Best Western Starts 2021

Edgy, cool and stylish - Aiden by Best Western will be launched in Austria: On October 1, the shell construction was celebrated for the first hotel of the new lifestyle brand of BWH Hotel Group in Austria. With its planned opening in the second quarter of 2021, the 90 room Aiden by Best Western @ Stadtgut Hotel Steyr will set new trends in the historic city and modern business location. The hotel operator is Accent Hotels from Budapest, whose portfolio already includes 23 hotels with more than 1,700 rooms in Austria and Hungary.

Steyr (Austria) / Eschborn (Germany), October 5, 2020. Premiere for a new hotel brand: Aiden by Best Western will be launched with its first property in Austria. The finished shell construction for the first Aiden by Best Western in Austria was celebrated on October 1 at the modern business location TIC Technology & Innovation Center in Steyr, Upper Austria. Aiden by Best Western is a new boutique hotel brand in the lifestyle segment of the BWH Hotel Group, which was first introduced worldwide at the end of 2018. The new Aiden by Best Western @ Stadtgut Hotel Steyr is expected to open in the second quarter of 2021, just in time for the national exhibition in Steyr. In the future, it will be comprehensively supported in marketing and sales by the BWH Hotel Group Central Europe and is thus part of the global hotel group with around 4,700 hotels.

Lifestyle Concept with Local Flair in Upper Austria

The newly built lifestyle hotel will offer 90 rooms and large, public areas in a regionally adapted, modern design concept. The developer of the project is ER SIE ES Bautraeger from Steyr and a local company, Schmidt+Leitner was assigned as the general contractor of the hotel. The owner of the future Aiden by Best Western is Stadtgut Hotelerrichtungs GmbH in Steyr. The hotel operator is Accent Hotels from Budapest, whose portfolio already includes 23 hotels with more than 1,700 rooms in Austria and Hungary. "We are delighted and very proud that we are able to realize the first Aiden by Best Western in Austria at this attractive and important location. Our hotel will reflect the themes of city, nature and innovation in a very modern way with a special design concept. In this respect, the new lifestyle brand fits perfectly with our individual, stylish hotel," explains Imre Csordás, CEO of Accent Hotels, who also operates the Best Western Plus Lakeside Hotel in Székesfehérvár, Hungary. The operational company provides 360 degrees hotel management solutions for hotel owners and investors in the CEE region. "Our role as future operator had already begun in the planning phase of the hotel which is the most ideal way of starting a new hotel project from scratch. Hotels are built for decades thus it is very important for them to be designed in a way that they can be both attractive for guests and practical for operation over time. Together with the professionals of BWH Hotel Group, our team helped the designing process of the hotel in order to optimize an exciting and modern layout where the operational profits can be maximized, and the best ROI can be granted for the developer. Stability, creditability and continuity are with key importance in the hotel business. This is what we want to deliver as hotel operators to our guests and hotel owners; and that is why we are proud to work with partners like BWH Hotel Group and ER SIE ES Bautraeger", adds Csordás.

"With Accent Hotels we have a successful hotel operator in our group, who is launching the new Aiden by Best Western in Steyr. We are convinced that the group will successfully position this hotel and our new lifestyle brand in Austria," says Marcus Smola, CEO BWH Hotel Group Central Europe GmbH. Work began in March 2020 on the new hotel building, which is located on over 5,000 square meters in the Stadtgut Steyr industrial park with currently around 50 businesses and 1,300 employees and only a few minutes' drive from the historic old town of Steyr. The new Aiden by Best Western @ Stadtgut Hotel Steyr is expected to create more than 20

new jobs in the Upper Austrian city.

Edgy, cool and stylish: "The place to be" in Steyr

Aiden by Best Western is a modern, young hotel concept for upper midscale hotels, which offer contemporary comfort in an unconventional design, a stylish ambience and smart services. A bar as the center of a large lobby provides a pulsating meeting place for guests and local residents with regular events. Following these principles, the Aiden by Best Western @ Stadtgut Hotel Steyr will also be equipped with a modern interior design, both in the rooms and in the public areas. The interior design concept was done by Conen GmbH from Kramsach in Tirol, led by Emil Steffelbauer. The three themes of urban, nature and metal play a decisive role in the design concept and will refer to the region as well as to the industrial location and history of Steyr with appropriate materials from wood to metal, colors, shapes and lighting. In addition to 90 rooms on three floors, each with an open or closed bathroom, the future three-star hotel will also have a functional meeting room, e-charging stations and 90 hotel parking spaces. The heart of the hotel and thus also in line with the concept of Aiden by Best Western will be the spacious lobby and lounge area with the bar, which will invite and welcome both travelers and locals and will be used as an event area for parties, music and entertainment for the local audience – like kind of a spacious living room and comfortable living space.

Aiden - New Hotel Concept at the Pulse of Time

The Aiden by Best Western @ Stadtgut Hotel Steyr will be the first hotel project of the brand in Austria and the twelfth worldwide. In addition to one hotel in Seoul, Korea, there are so far three Aiden by Best Western in France, one in Italy, five hotels or projects in North America and the Aiden by Best Western in Biberach an der Riss, Germany. The boutique brand Aiden by Best Western is a new hotel concept in the lifestyle segment in the upper middle class, which was first presented at the end of 2018. "Quite deliberately, our new Aiden brand offers hoteliers a high degree of flexibility and individuality in the design concept. Aiden by Best Western are unconventional hotels with an urban and contemporary style, offering open space lobbies, for example, and a bold interior design that is out of the ordinary and does not fit into any existing scheme - hip, trendy and stylish," explains Marcus Smola, CEO BWH Hotel Group Central Europe. Together with his team from the company's headquarters in Eschborn, Germany, he is responsible for around 300 hotels with a total of 18 hotel brands in Central Europe. "Today, modern hotel concepts are no longer geared to classic target groups, but - in keeping with the spirit of the times - to the traveler's mindset, lifestyle and values. With Aiden by Best Western, but also with our second lifestyle brand Sadie by Best Western, we offer hotel developers and hoteliers the opportunity to position their hotels in the dynamic lifestyle segment with our sales and brand power. In doing so, we give hoteliers the freedom to play with styles, contrasts and emotions. We rely on courageous, exciting hotel concepts that attract people with curiosity, a spirit of discovery and a desire for the unusual," adds Ivona Meissner, who is responsible for the hotel development and support of the hotels in Austria and the Central Eastern Europe region in the group's Vienna regional office.

Pictures are available for download:

Caption: New hotel brand in Austria: In 2021, the lifestyle brand Aiden by Best Western will be launched by BWH Hotel Group with the new Aiden by Best Western @ Stadtgut Hotel Steyr. Conen GmbH from Austria is responsible for the interior design and design concept. Pictures: © Conen GmbH Interior-Design & Ausstattung

Caption: On 1 October, the topping-out ceremony was celebrated in Steyr for the first Aiden by Best Western in Austria, which will open in summer 2021. In the picture (from left to right:) CEO Marcus Smola, Imre Csordas von Hotelbetreiber Accent Hotel, Ivona Meissner von BWH, Bürgermeister Gerald Hackl, Wolfgang Schlederer, Geschäftsführer Er-Sie-Es-Bau und Stadtvize Helmut Zöttl.

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About BWH Hotel GroupSM:

The BWH Hotel GroupSM is an international hotel group headquartered in Phoenix, Arizona, and the umbrella brand for the three global brand families including Best Western Hotels & Resorts, WorldHotels Collection and SureStay Hotel Group with a global network of approximately 4,700 independent hotels in over 100 countries and territories worldwide. BWH Hotel Group offers a total of 18 hotel brands worldwide that suit the needs of hotel developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÄ«b®, GL , Aiden®, Sadie®, BW Premier Collection® and BW Signature Collection® as well as WorldHotels® Luxury, WorldHotels Elite, WorldHotels Distinctive and WorldHotels Crafted. SureStay®, SureStay Plus®, SureStay Collection® and SureStay StudioSM complete the group's brand portfolio.** BWH Hotel GroupSM offers hoteliers operational services, sales and marketing support, multiple award-winning online and mobile booking options as well as the customer loyalty programs Best Western Rewards® and WorldHotels RewardsSM with more than 40 million members.*

BWH Hotel GroupSM Central Europe GmbH, formerly Best Western Hotels Central Europe GmbH, based in Eschborn, supports a total of around 300 hotels in ten countries, including Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary.

Further information: www.bwhhotelgroup.de, www.bestwestern.de and www.bestwestern.com.

** Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.*

*** All Best Western, WorldHotels and SureStay branded hotels are independently owned and operated. In Europe, SureStay Hotels are managed with the brand Sure Hotels.*

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