



# PRESS RELEASE

BWH Hotel Group Central Europe

## Best Western Launches

### New Apartment Hotel in Vienna

*Growth in Austria: In April, a new apartment hotel with historic charm opened in the capital city of Vienna – the Best Western Plus Celebrity Suites. BWH Hotel Group's fourth property in the Austrian capital provides 53 apartments and fully equipped kitchens with a focus on long-term stays.*

**Eschborn (Germany)/Vienna (Austria), April 7, 2022.** BWH Hotel Group Central Europe announced today the launch of a new apartment hotel which has emerged from a historic building: With the new Best Western Plus Celebrity Suites, the fourth hotel of BWH Hotel Group opened in Vienna at the beginning of April, opting for the Best Western Hotels & Resorts brand family. It is a historic building from 1900 behind an Art Nouveau façade, which has been formerly called "Reichsbruckenhof". Through extensive renovation and expansion work in recent years, the building has now become an apartment hotel with 53 rooms and residential units. Classic Art Nouveau elements such as stucco and tiles are combined with modern furnishings to create a special atmosphere under the motto "Celebrate Your Life". The hotel is operated and owned by WIPOL Handels- und Hotelbetriebs GmbH and the Rosenberg family. With the Best Western Plus Celebrity Suites, the second hotel of the owner family has opted for the brand: The Best Western Plus Hotel Arcadia, which is located just 650 meters away with 72 rooms, also belongs to the Rosenberg family. "We have already been working successfully with BWH Hotel Group Central Europe for many years and are now pleased to internationally position the Best Western Plus Celebrity Suites, which is of four-star standard and primarily geared to long-term guests", explains Daniel Rosenberg, managing director of the Best Western Plus Celebrity Suites. "We are very proud of the new property in Vienna and the trust placed in us by the Rosenberg family to also manage their second hotel with one of our brands. The hotel is in an excellent location and its offer meets today's travelers' demands for



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apartments and longer stays," explains Ivona Meissner, Director Development at Best Western Hotels Central Europe in Austria.

### **Apartment Hotel in Central Vienna**

A former Art Nouveau residential building, decorated on the outside as well as on the inside with the most splendid elements of its time: "Our historic house has many good foundations from its time of origin: the city architect of the time was able to use the best and most expensive materials when building this house in 1900. Therefore, the substance of the building is of excellent quality, which has allowed us any conversion work around the former Art Nouveau residential building into a modern equipped apartment hotel," says hotel general manager Daniel Rosenberg. Following extensive renovation work in recent years, guests can now enjoy 53 apartments at the Best Western Plus Celebrity Suites. Five apartments are located on the first floor and have their own garden. In addition, the top floor was expanded, so that eleven apartments entice with terraces with a sweeping view over Vienna. The apartments range in size from 30 to 70 square meters and can each accommodate two to six people. All apartments are divided into living and sleeping areas and have fully equipped kitchenettes. While the hotel breakfast room can accommodate up to 60 people, a lobby lounge is also available to guests and visitors in the reception area. The rooftop floors of the Best Western Plus Celebrity Suites offer a view of the most important sights of the Austrian capital. The hotel is located right next to the Donau river and Donau Island, a large area with numerous opportunities for jogging, cycling, inline skating and swimming. In addition, not only in bad weather, the hotel provides a fitness center with modern equipment. The Best Western Plus Celebrity Suites is located in Vienna's second district, Leopoldstadt, making it a good starting point for excursions to the old town and sightseeing tours of Vienna. Business travelers appreciate the district due to its proximity to the trade fair, Austria Center and Austria Campus. The main train station is also less than five kilometers from the hotel. The hotel's own parking spaces can be found in the garage of the adjacent building.

**The following press pictures are available for download:**



*Caption: By launching the Best Western Plus Celebrity Suites in Vienna, BWH Hotel Group Central Europe is providing a new apartment hotel in the capital of Austria. The hotel offers 53 apartments in Vienna's Leopoldstadt district.*

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**About BWH Hotel Group<sup>SM</sup>:**

*The BWH Hotel Group<sup>SM</sup> 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®, Vīb®, GLō®, 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 Studio<sup>SM</sup> complete the group's brand portfolio.\*\* BWH Hotel Group<sup>SM</sup> 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 Rewards<sup>SM</sup> with more than 48 million members.*

*BWH Hotel Group<sup>SM</sup> Central Europe GmbH, formerly Best Western Hotels Central Europe GmbH, based in Eschborn, supports a total of around 230 hotels\* in ten countries, including Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary.*



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Further information: [www.bwhhotelgroup.de](http://www.bwhhotelgroup.de) [www.bestwestern.de](http://www.bestwestern.de) and [www.bestwestern.com](http://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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