

## **PRESS RELEASE**

Aiden by Best Western @ Stadtgut Hotel Steyr, Austria

### **Mark Huber: New General Manager**

### **at Aiden by Best Western in Steyr, Austria**

*Mark Huber is the new General Manager of Aiden by Best Western @ Stadtgut Hotel Steyr, which opened in 2021 as the first property of the lifestyle brand of Best Western Hotels & Resorts in Austria. Previously, the hotel manager worked in the international hotel industry for more than 26 years, and most recently opened the ibis Styles Wien Messe Prater and managed it for more than three years. Since the end of March, he has been responsible for the operator Accent Hotels at the Aiden in Steyr.*

**Steyr, June 21, 2022.** New general manager at Aiden by Best Western @ Stadtgut Hotel Steyr: With Mark Huber, an experienced hotelier has taken over the management of the lifestyle hotel at Stadtgut Steyr, which opened in summer 2021 as the first hotel of the Aiden brand of Best Western Hotels & Resorts in Austria. Prior to his move to Aiden by Best Western, the trained hotel manager led the ibis Styles Wien Messe Prater as general manager, which he had successfully opened four years earlier. At the same time, the native Viennese was responsible for various new international projects, such as the ibis Styles London Seven Kings in Great Britain or the ibis Styles Arnhem Center in the Netherlands. Mark Huber, who completed his training with Hilton in Budapest, looks back on a total of more than 26 years of experience in the hotel industry with Accor and brands such as Novotel and Mercure, among others, before he now works for Accent Hotels, based in Budapest and Vienna, since March. In addition to the Aiden by Best Western Steyr, the latter operates another 26 hotels with more than 1,700 rooms in Austria and Hungary. Mark Huber, the father of two children, enjoys spending his free time snowboarding and wakeboarding, and is also an ambitious amateur triathlete.

"I am very happy that I can play a major role in steering and shaping the future of the Aiden by Best Western here at Stadtgut Steyr - in doing so, I am committed to providing the best

comfort for our guests as well as optimal conditions for my employees," says Mark Huber. "On June 23, we will celebrate the one-year anniversary of our lifestyle hotel, whose opening fell completely during the difficult pandemic period, with a big summer party. I'm really looking forward to meeting many partners and interested parties in person on that day and introducing our hotel."

**Lifestyle brand hotel in Austria: Aiden by Best Western @ Stadtgut Hotel Steyr**

At the TIC Technology & Innovation Center technology park in Steyr, Upper Austria, about 30 kilometers south of Linz, the first Aiden by Best Western in Austria has been launched in summer 2021. The newly built lifestyle hotel has 90 rooms and large, public areas in a regionally adapted, modern design concept. Aiden by Best Western is a modern, young hotel concept for upper-middle class hotels. A bar as the focal point of a large lobby and lounge is intended to serve as a meeting place for guests and locals with a modern F&B concept. In the design concept of the Aiden by Best Western @ Stadtgut Hotel Steyr, the three themes of city, nature and metal as well as the confluence of the Enns and Steyr rivers play a decisive role and, with appropriate materials from wood to metal, colors, symbols and lighting, each make reference to the region as well as the interplay of tradition and innovation in Steyr. In addition to the 90 modern and stylish rooms on three floors, each with an open or closed bathroom, the three-star category hotel also features a bistro restaurant, the Y hotel bar, a functional meeting room as well as e-charging stations and 90 hotel-owned parking spaces. The Aiden by Best Western @ Stadtgut Hotel Steyr is a brand of the BWH Hotel Group and is operated by Accent Hotels GmbH.

**The following press picture is available for download:**



*Caption: Mark Huber is the new General Manager of Aiden by Best Western @ Stadtgut Hotel Steyr in Austria.*

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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 4,500 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.*

*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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