



AINA HOSPITALITY

PRESS RELEASE

AINA HOSPITALITY CELEBRATES THE OPENING OF THE MGallery AM Konzerthaus Hotel in Vienna

Luxembourg, May 24th, 2022 – Last Thursday, May 19th, the MGallery AM Konzerthaus hotel celebrated its reopening after a full refurbishment and transformation into a 4-star hotel.

The 208 rooms hotel is located south of Vienna's 'inner ring road', opposite the Vienna Concert Hall in the city center, within walking distance to the Belvedere Castle, the Vienna State Opera House, and the Museums Quarter.



On the evening of May 19th, the Aina team and Boris Braun, director of the hotel, greeted guests including Aiden McAuley, Senior Vice President Operations of Accor, and the architect behind the refurbishment, Ales Kosak from BWM Architekten. The evening was moderated by Austrian television host, Cathy Zimmermann, and included live music, a cocktail show on stage, and an array of hors-d'oeuvres and small dishes served throughout the night. Guests not only celebrated the opening of the hotel, but also the elegant redesign and inventive concepts accredited to the property.

Aina turned this boutique hotel into a renovated upper upscale property, with ambience, elegance, and a superb dining experience. Since its opening, the MGallery AM Konzerthaus hotel has obtained a rating of 8.9/10 on Booking. The restaurant, Apron, in which Chef Stefan Speiser received his first Michelin star last year, offers its visitors a modern interpretation of Austrian cuisine with an international touch. Already recognized by Gault and Millau, and awarded for its interior design in 2019, Apron has emerged as a meeting point for lovers of gastronomy, exceptional service, and a unique experience.

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Carlos Escoda, VP Asset Management of Aina Hospitality commented that “Aina Hospitality always strives to offer their hotel guests something unique. This property has a special history and location, both of which we wanted to highlight in the redesign. We believe in Vienna as a strong tourist destination and are very optimistic about the future of this hotel.”

Liza Masias, Co-Founder of Aina Hospitality mentioned: “The official opening of Hotel Am Konzerthaus is another remarkable achievement for the Aina team. This was a successful project, and an example of how we can add value to an asset and convert it into an iconic property. We are very proud of the entire team.”



About Aina Hospitality:

AINA Hospitality is a real estate private equity firm investing in hotels across major European cities. AINA creates substantial value by combining hospitality, real estate, corporate finance, and sustainability.

With a team of more than twenty professionals in three offices (Luxembourg, Principality of Andorra and Barcelona, Spain), we leverage our deep experience and expertise in hospitality, corporate finance, real estate, and sustainable integration to identify a rich field of investment opportunities others may overlook. We apply this combined expertise to recognize untapped value in hospitality assets, and then recognize that value by delivering improvement in business operations, finance, infrastructure, workplace culture and environmental footprint.

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