



AINA HOSPITALITY

PRESS RELEASE

AINA HOSPITALITY REVEALS THE MGALLERY LE LOUISE HOTEL BRUSSELS The hotel is a tribute to the Belgian capital located in the heart of the city

Luxembourg, June 10, 2022 – The MGallery Le Louise Hotel Brussels officially reopened its doors to the world, after a full renovation, with a celebration that took place on June 9.

Located in the heart of the Belgian capital, the 5* lifestyle hotel is an urban gem and a tribute to Brussels, its people, architecture, and gardens. The property is perfectly situated in a bustling area with an abundance of shops, unique restaurants, and bars, and only a 10-minute walk from the historic city center. The hotel's garden offers guests privacy from the busy city and serves as a secret oasis to unwind and disconnect.



On Thursday June 9, the hotel celebrated its official opening with an event that took place in its newly refurbished 400sqm garden. The celebration offered guests live music with DJ's, a mentalist, an acrobatic show, champagne tastings, and workshops, with partner brands, including l'Occitane en Provence, Estée Lauder, Pommery, and perfumes from l'Antichambre.

The hotel menu is by Chef Isabelle Arpin and masterfully crafted by Chef Adwin Fontein. Guests were delighted with unique canapés and an assortment of food and desserts throughout the night.

At the opening event, Vieri Biticchi, General Manager of the hotel, and the Aina team welcomed guests, including press, influencers, and representatives of the neighboring shops, as the property is situated in a popular shopping area. Additionally, invitations were accepted by Duncan O'Rourke, CEO of Accor Northern Europe, Veronique Culliford, daughter of Pierre Culliford "Peyo", Emma Kathleen Ferrer Hepburn, granddaughter of Audrey Hepburn, and Minister Rudi Vervoort, President of Brussels Capital.

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The concept and stories that define the MGallery Le Louise Hotel Brussels celebrate the icons that have marked the Belgian capital through art, culture, design, and literature. Belgian icons such as Marguerite Yourcenar, Pierre Culliford “Peyo”, and Audrey Hepburn are commemorated at the property’s first Homage suites, where guests can discover each individual story. The photos and unique objects displayed in these suites have been concurred with the hotel by the figures’ direct families, honoring their legacies.

Liza Masias, COO & Co-Founder of Aina Hospitality commented that “The opening of the Le Louise Hotel Brussels marks the last inauguration for Aina, and we are so proud and thankful of our team for all the hard work that was put into creating this new story for the hotel. We look forward to seeing this property prosper as an emblem of the Belgian capital.”

Jaume Tapies, CEO & Co-Founder of Aina Hospitality added: “We have overcome numerous challenges with this asset and are delighted to have succeeded with its opening today. This property is in line with the Aina strategy and represents the culture and essence of Brussels. We are glad to celebrate this moment with our partners and investors.”

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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