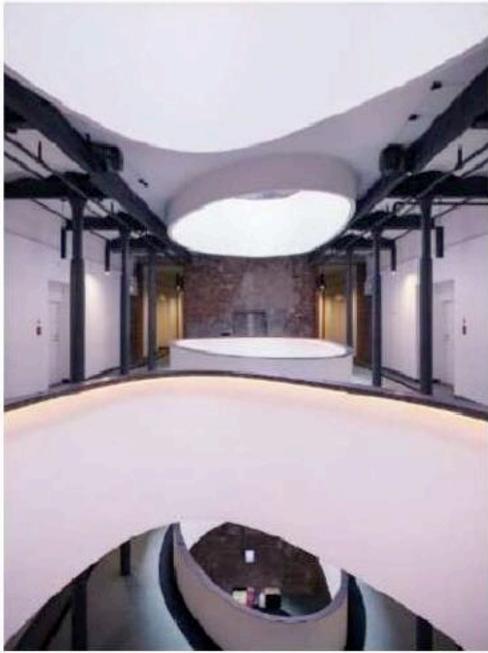




WELCOME

VIENNA HOUSE





VIENNA HOUSE



Where a hotel becomes  
your house



# VIENNA HOUSE

We **inspire** our guests, employees, owners and partners to **explore** the world of Vienna House.

That what we call the  
**Vienna House Wanderlust**



# VIENNA HOUSE

## Our Brand Promise

We offer  
endless  
exploration

VIENNA HOUSE

*Our Brand DNA*

# Why

*We believe in the beauty  
of Simplicity*

There is nothing more  
refined than the simple  
things in life

# Who

*We are great hosts*

Satisfaction is not  
enough!

We delight our guests  
and colleagues to be  
our best ambassadors



# How

*We live our diversity  
and have a guest  
centric perspective*

Like kids in a family,  
every hotel has a  
different character  
sharing common  
values.

# What

*We create moments of  
joy*

Travel is about new  
experiences and  
discoveries-it is what  
we call the Vienna  
House Wanderlust

VIENNA HOUSE

*Our Vienna House Value*



We believe in the  
beauty of  
simplicity

# Down-to-Earth



We keep it easy

Pragmatic

Unpretentious

Simple pleasure

# Refinement



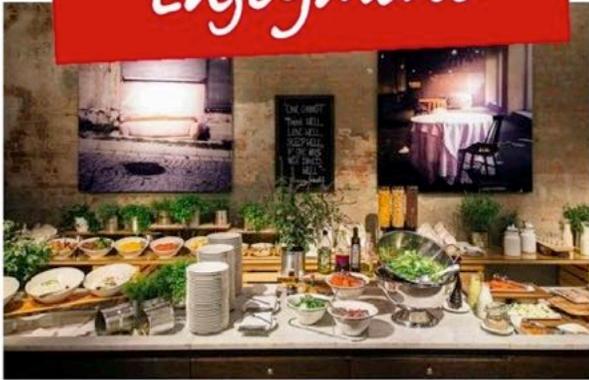
We do things with  
taste

Touch of style

Hotel keeping know-how

Finesse and detail  
oriented.

# Enjoyment



We want to have a good time

Interest for music, culture and design epicurean

# Explorative



We never stop exploring

Unconventional

Destination

Local discovery

# Unique Selling Points

- Uniquely designed Hotel with a strong affinity to exploration and diversity: European variety with local but contemporary charm
- Tailor-made hotel and F&B concepts with a local touch
- Creative meeting and events place with flexible facilities (balls, meetings, weddings...) from 300m2
- First-class gym and spa area
- State-of-the-art technology
- Extra Services (depending on the requirements): dedicated activity & sightseeing concierge, personal shopping assistant, nanny and babysitting service in our Kid's Inn



# VIENNA HOUSE

## Our Brand Positioning

The hotel is managed under the brand Vienna House-which stands for our believe in the beauty of simplicity, as there is nothing more refined than the simple things in life. Furthermore, we invite our guest to follow the leitmotif of endless exploration to discover the world of Vienna House.

The hotel represents individuality, zeitgeist as well as design and positions itself as an international upscale hotel with passion for details – chic but relaxed. Individuality and Asian Hospitality in a pleasant environment come first.

# Our Guests



## The road warriors

Constantly on the go for business, the Road Warrior expects minimal disruption to their busy schedule.

They are professional who combine work with pleasure. A multi-functional and free space is important for them to conduct their business and social activities.

They use the Guestroom as a retreat for relaxation in addition to getting their work done. They appreciate a private work-lounge space.

## The Tech-savy

The Tech-Savvy individual is extremely adept utilising technology. The extensive use of automation in our hotels is a great appeal to them.

Beside a vending machine stocked with a multitude of essential items, check-in and room access are also executed through the use of technology.



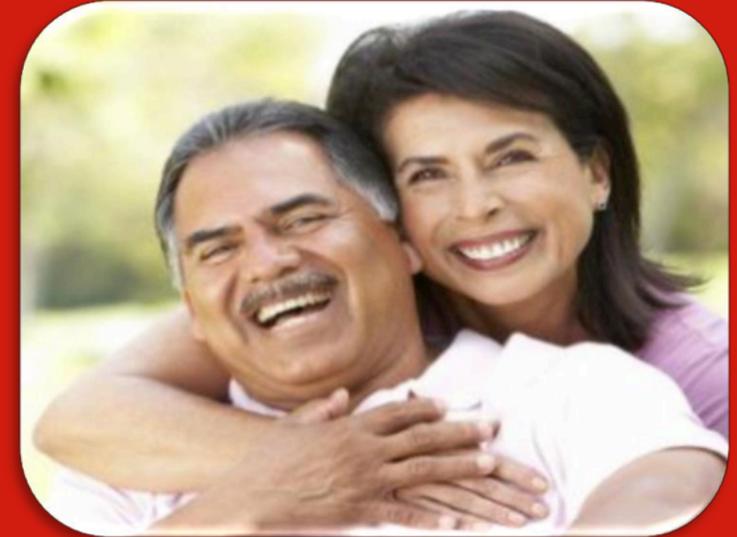
# Our Guests

## The Relaxation Seekers

Having a comfortable room for a good nights rest is of utmost importance for the Relaxation Seekers.

They look forward to discovering destinations they have never travelled to before, and experiencing the localities in each city and hotel visited. The Guestroom is their personal oasis.

They are price conscious and prefer being away from the hustle and bustle of life. Travel is a personal escape to refresh and rejuvenate



## Family Oriented

Spending quality time with beloved ones.

Families are constantly in search of a quality safe and secure place to rest, retreat and relax, while ensuring the maximum value.

They enjoy new experiences and are always on the look out for attractive deals and offers.

**THANK YOU**

