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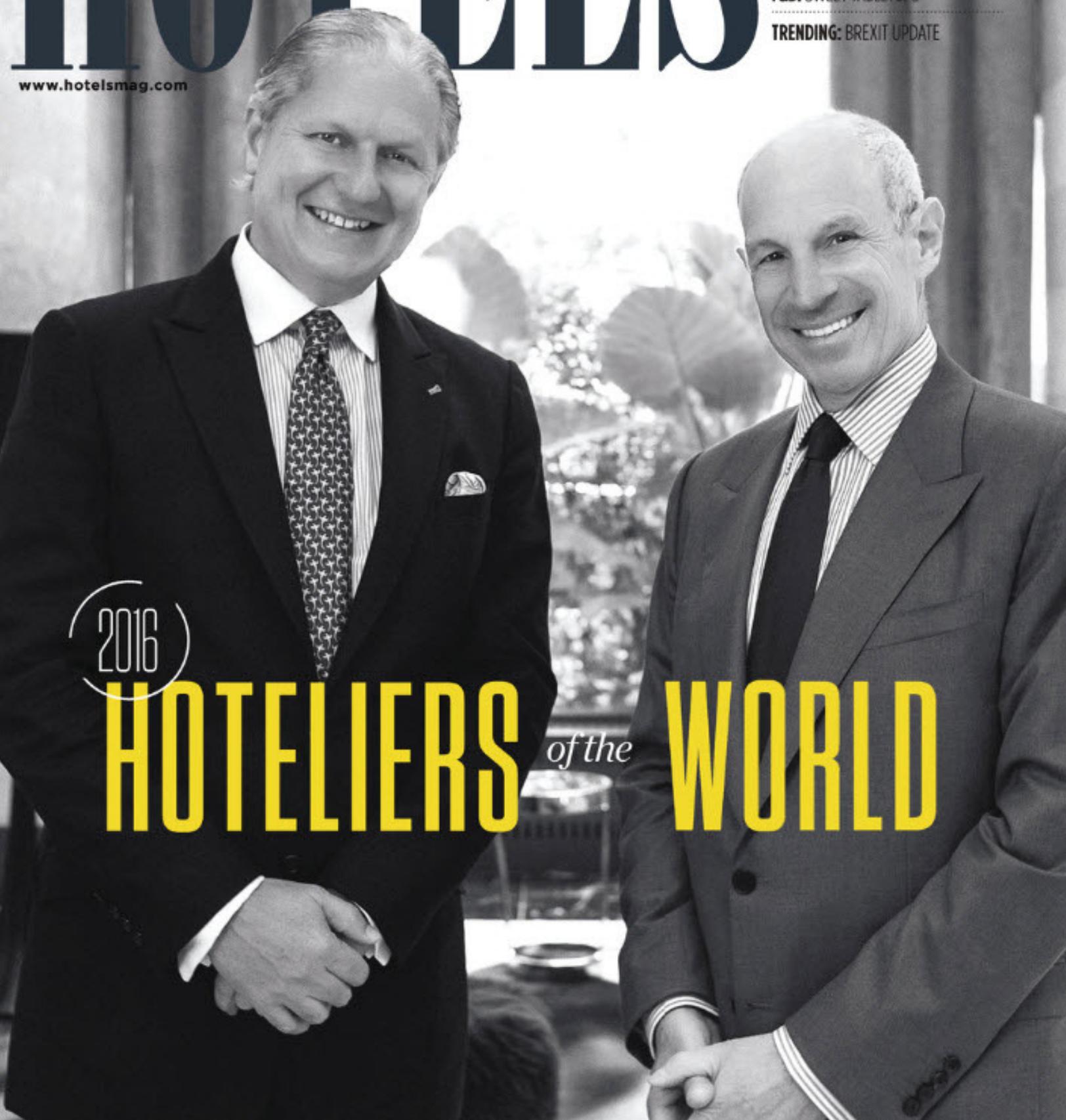
# HOTELS

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2016

HOTELIERS *of the* WORLD



# Vienna-based developer launching Almanac Hotels

BY JEFF WEINSTEIN

WSF Group, Vienna, a closely held real estate investment firm with a current roster of seven hotels, is launching a new brand called Almanac Hotels. Four existing properties will be used to launch the brand with additional owned assets planned for conversion thereafter. All hotels will be architecturally significant, located in the heart of each city and inspired by the local culture. The group, which has been developing hotels for more than 20 years, is taking on the role of both owner and operator. Since 1990, WSF Group has been investing in hotels as well as leading the development process, including project selection, concepting, financing and construction supervision.

The first Almanac hotel, a 92-room property in Barcelona, will launch in the summer of 2017. It will include a stylish restaurant and bar, as well as a panoramic rooftop terrace, pool and lounge. The first Almanac hotel, a 92-room property in Barcelona, will launch in the summer of 2017. It will include a stylish restaurant and bar, as well as a panoramic rooftop terrace, pool and lounge.

The 122-room Almanac Vienna, located on the Ringstrasse, is currently undergoing a complete renovation and will be rebranded to Almanac with a spa, business and conference center in early 2018. Further afield, the collection will include the rebranded 204-room, ultra-luxury Almanac Prague on the banks of the Vltava River in the city center. The Almanac Hotel Group's property in Zagreb will be rebranded the Almanac Esplanade Zagreb, while in Budapest, the collection will include the Almanac Tüköry (152 rooms) in the popular downtown section of the city.

The group states that it has transformed buildings such as banks, hospitals and historical sites into luxury hotels at costs significantly below common industry through hands-on project supervision, cost conscious planning and leveraged purchasing power.

After securing the essential number of properties allowing the required economy of scale to make an independent operational structure more cost-efficient than paying management fees, WSF Group has decided to create its own luxury brand.

