

## **roomz: New hotel concept for the "global cities" of central Europe**

The prevailing economic climate has resulted in a definitive change in the hotel industry since 2009. Business travellers and tourists carefully consider which hotels to book. Established accommodations in the upper price segment in particular have been forced to endure reduced booking volumes, whilst niche properties delivering excellent value for money have been able to score highly.

Precisely this is the basis for the idea upon which the roomz budget design hotels and their teams have been thriving since June 2007 in Vienna and since September 2012 in Graz. High quality standards of four-star level and the staff's strong focus on service, all for three-star prices, make a definitive contribution to the success philosophy of the roomz budget design hotels.

The extensive popularity of roomz vienna in recent years shows that it is also possible to enjoy success in tough times, given the right product and hard work. Despite growing competition within the sector, **roomz vienna** is therefore able to record consistent success. The booking figures for the hotel in Vienna - for all who place high demands on their accommodation and also on its **design** and the **living quality** it affords - are rising constantly.

The new **roomz graz** hotel enjoyed an excellent initial period, just after opening its doors. The budget design concept of the roomz hotels is also being greeted in the Styrian capital city with positive reactions and satisfied guests, who say that they have long been waiting for new & modern accommodation for their city or business trips to Graz.

### **Solid basis, perfect framework**

Innovative architecture and modern flair combine in **roomz hotels** with functionality and pricing that city visitors and business travellers expect. Personal commitment and constant customer care are revealed as guarantees for success. It is precisely these factors that are also contributing to the expansion and further development of the hotel chain. **roomz vienna** was the first roomz budget design hotel. In **September 2012** the success story continued in Graz, when **roomz graz** brought a breath of fresh air to the hotel scene in the Styrian capital city.

Further expansion steps are planned in Austria, along with expansion into neighbouring countries (Germany, northern Europe). The success concept remains the same: Guests will be able to depend on innovative architecture, an appealing & fresh interior, as well as **ideal transport connections** at all future locations. In addition to a modern and

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functional ambience, roomz hotels also offer their target group - city and business travellers - well-considered and above all personal service.

### **Good architecture "for people in motion"**

Responsible for the contemporary mix of shapes, colours and materials, as well as the major city flair of roomz hotels is the architect group **archisphere – architects & designers** of Gabriel Kacerovsky.

With a distinctly structured aluminium façade, roomz budget design hotels hold their own in an environment of striking buildings in **Vienna's Gasometer** and **Graz' Messe & Stadthalle**, and convey an impression of spaciousness, generosity and dynamic even from the outside. This impression is continued inside by an interesting colour concept and skilled division of the room spaces. Three room categories (roomz style, roomz family and roomz barrier-free) with easily separating beds, safe, air conditioning, TV and video on demand, as well as free high-speed internet are all available as standard. In roomz vienna there are four, and in roomz graz three flexibly configurable, ground level **seminar rooms** with leading-edge technology, as well as **restaurant "atelier"** with its international cuisine and a 24-hour bar.

roomz budget design hotels offer city and business travellers not only an **extravagant ambience** with extensive comfort and personality, they also guarantee an excellent location and transport connections.

### **Further information:**

#### **roomz vienna**

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