On the way to record: Austrian Hotel Industry

Horwath HTL Austria Releases Investment Ranking Austria 2012 Results

Salzburg/ Austria, October 18th 2012

Horwath HTL Austria, partner of Horwath HTL, the world’s largest hotel consulting network, prospected again together with the TREUGAST Solution Group the performance of the leading hotel groups in Austria in the 6th Investment Ranking Austria 2012. The second year in a row Accor successfully obtained the rating AAA.

For Austria’s hotel industry the economic crisis seems to be over. The industry recorded last year record-breaking overnight results. Emerging tourism markets, mainly from Eastern Europe, compensated for decreasing traditional markets arrivals. Vienna counted dozen hotel openings among which renowned luxury and designer brands were present. Furthermore, an increasing number of hoteliers are realizing sustainable practices; a sign that the global trend of “going green” is sprouting in Austria.

The Investment Ranking Austria 2012 captured recent developments in the Austrian hotel market. A group of experts analyzed the annual development of the most notable hotel groups in Austria. More than 200 criteria were used to evaluate the performance. There was an additional focus on criteria such as sustainability, social media and guarantees. The output was a performance-oriented screening in form of a published book. The winner and loser of the industry were announced at the EXPO Real in Munich on October 8, 2012 by Dr. Konstantin Ploberger, managing director of Horwath HTL Tourism Consulting Austria.

First Results: Accor Austria successfully obtains the rating AAA
The hotel company Accor Austria succeeded to obtain the second year in a row the highest valuation. It convinced with a highly professional and faire handling of the new relaunch of the Ibis brand and with an accomplished investor relation performance. Additionally, the French hotel group set a benchmark by living sustainability. A good example is its Planet 21 program to measure concrete sustainable goals.

More leading positions in the Investment Ranking Austria 2012
The following hotel companies accomplished an AA rating: Austria Trend Hotels & Resorts (Verkehrsbureau Group), Falkensteiner Hotels & Residences and Steigenberger Hotel Group. Three new members entered the rating: Starwood Hotels & Resorts, Azimut Hotels and Meininger Hotels. All together 15 hotel companies took part in the 2012 Ranking for valuation and another seven in the portfolio analysis.

About Horwath HTL
HORWATH Tourismus Consulting Austria Gesellschaft m.b.H. was founded in 1991 with the office in Salzburg by the Managing Partner Dr. Konstantin Ploberger and counts to the leading consultancies in Austria concerning the industries of hotel, tourism, leisure and spa. The firm is member and license holder of Crowe Horwath International with head quarter in New York and its only representative in Austria in the fields hotel, tourism and leisure. Our firm is part of Horwath HTL (Hotels Tourism and Leisure) Group, a worldwide network of more than 50 consultancies in 39 countries with more than 200 tourism experts. The Austrian partner office works primarily for international hotel groups and development companies, by conducting feasibility studies, valuations and benchmark studies as well as planning innovative concepts for project development of hotels, spas, health centers etc. and assisting its clients at search & selection of operators, investors, financing, government aid and executives. (www.HorwathHTL.at)

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