

Cornerstones of Development: Transforming Historic Vienna

Welcome to our presentation on a remarkable transformation project that exemplifies our expertise in luxury hospitality development. We successfully converted a historic listed bank building in Vienna's city center into an exquisite boutique hotel that has delivered exceptional returns for over a decade.

This €30 million investment showcases our ability to manage complex heritage projects, execute swift development timelines, and create hospitality concepts that consistently outperform market expectations with 80%+ occupancy rates and premium ADRs.





Project Overview & Timeline Excellence



Historic Preservation Meets Modern Luxury

Heritage Elements Preserved

The original marble banking hall was meticulously restored to serve as an opulent lobby. Ornate ceiling medallions, historic woodwork, and the original vault door were preserved as signature design elements, creating authentic connections to the building's past.

Modern Amenities Integrated

State-of-the-art climate systems were discreetly installed to preserve structural integrity. High-speed fiber internet, smart room controls, and luxury bathroom fixtures were seamlessly incorporated while respecting the historic fabric.

Distinctive Character Created

Each guest room was uniquely designed around preserved architectural elements. The former bank manager's office became the presidential suite, retaining original wood paneling while adding contemporary luxury furnishings and technologies.



Accelerated Development: 14-Month Timeline

1

Strategic Planning

Comprehensive pre-acquisition due diligence identified potential roadblocks. We assembled specialized heritage architects, contractors with listed building experience, and local regulatory experts before closing the purchase.

2

Parallel Processing

We obtained preliminary approvals while finalizing designs, reducing typical sequential delays. Brand development ran concurrently with construction, enabling immediate marketing once interiors took shape.

3

Advanced Procurement

Long-lead custom items were ordered early in the process. We secured priority production slots with key vendors through established relationships and strategic deposits, avoiding typical supply chain delays.

4

Experienced Management

Our dedicated project director had completed three similar historic conversions. Daily site coordination meetings resolved issues immediately, preventing cascading delays typical in complex renovations.

Financial Performance Excellence

€30M

Total Investment

Carefully allocated across acquisition, renovation, soft costs, and pre-opening expenses. The investment represented exceptional value for a prime central Vienna location with irreplaceable historic character.

80%+

Occupancy Rate

Consistently outperformed market averages for over a decade. Strategic positioning as a unique heritage experience attracted high-value corporate and leisure travelers seeking authentic Viennese luxury.

€310

Average Daily Rate

Premium pricing justified by unique historic features and exceptional service. Rate growth exceeded inflation by 2-3% annually, demonstrating strong pricing power and resilient demand.

24%

ROI

Delivered exceptional returns to investors through combination of operating income and property value appreciation. The heritage character created a defensible competitive advantage against newer properties.

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ADR

310 EUR

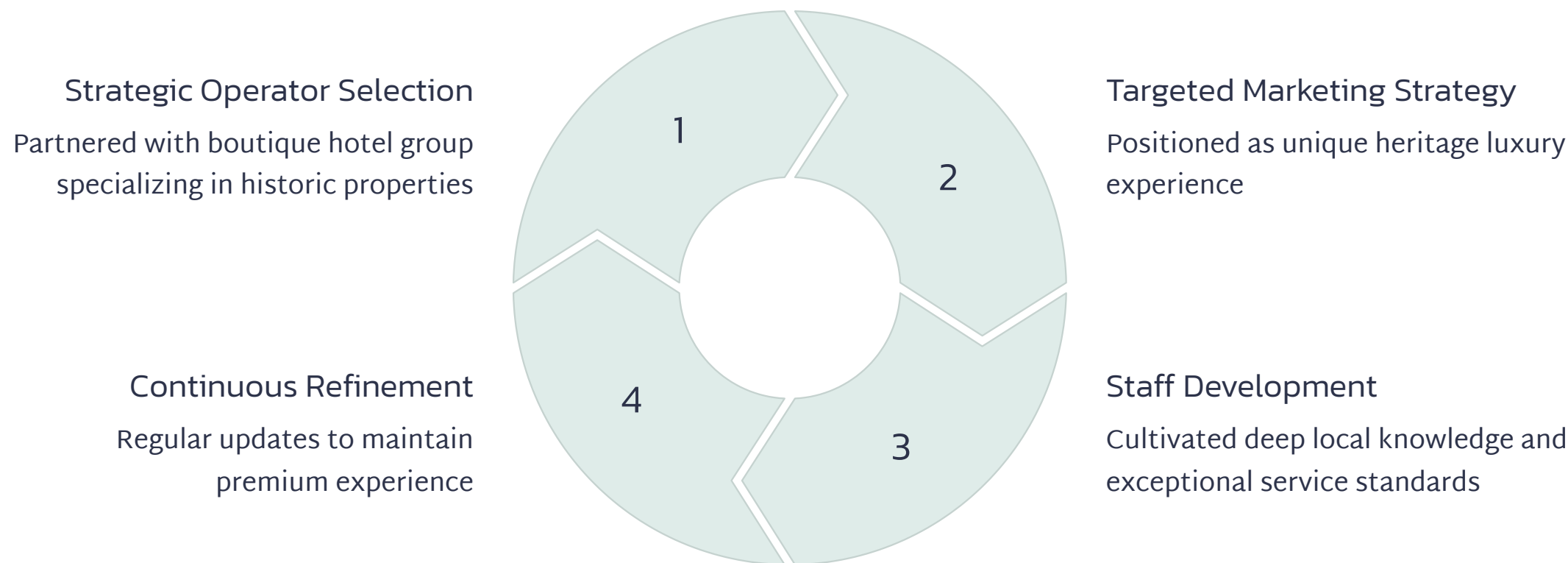
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30 MIO EUR

Operational Excellence Through Partnership



Our strategic partnership with a specialized boutique hotel operator was crucial to the project's long-term success. Rather than selecting a major chain, we identified an operator with proven expertise in historic properties who could authentically convey the building's unique story to guests.

The operator implemented a comprehensive staff training program focused on Viennese cultural heritage and personalized luxury service. This approach created passionate ambassadors who could deliver memorable guest experiences that justified premium pricing and generated strong repeat business.

Navigating Heritage Regulatory Challenges

Early Engagement with Authorities

We established collaborative relationships with Vienna's heritage preservation office before submitting formal applications. This proactive approach identified key concerns and expectations, allowing us to incorporate solutions into our initial designs.

Evidence-Based Documentation

Our team created comprehensive documentation of existing conditions, historical significance, and preservation techniques. This thorough approach demonstrated our commitment to protecting heritage elements while enabling necessary adaptations.

Technical Innovation

We employed specialized conservation techniques that allowed modern systems to coexist with historic elements. Custom solutions included reversible mounting systems for new mechanical equipment and non-invasive methods for upgrading structural elements.

Community Integration

Our development plan included preserving public access to significant heritage features and creating educational displays about the building's history. This community-focused approach garnered public support and facilitated approval processes.

Key Takeaways & Investment Opportunities

Proven Development Expertise

Our team has demonstrated the ability to navigate complex heritage projects while delivering exceptional returns. We combine technical preservation knowledge with commercial hospitality expertise to unlock value in challenging historic properties.

Time & Budget Management

Our accelerated 14-month development timeline represents significant value creation through process optimization. Our project management systems consistently deliver on-time, on-budget results even in complex regulatory environments.

Sustainable Premium Returns

The Vienna project's decade-long performance demonstrates our ability to create hospitality concepts with enduring appeal. We develop properties that command premium pricing and maintain high occupancy through changing market conditions.

Available Investment Opportunities

We are currently evaluating similar historic conversion opportunities in Prague, Budapest, and Munich. These projects offer comparable heritage value and market potential, with targeted investment returns of 20%+ based on our proven development model.