10 October 2019

 **AUSTRALIA’S TFE HOTELS EXTENDS EUROPEAN FOOTPRINT WITH DEBUT HOTELS IN AUSTRIA AND SWITZERLAND**

TFE Hotels, the Australian-based market leader in high-quality apartment-style hotels in continental Europe, has announced its flagship Adina Hotels brand will debut in Austria in 2020 and in Switzerland in 2022.

TFE Hotels’ Chief Executive Officer, Antony Ritch, says the Australian-based international hotel company was entering a period of strong growth with the launch of more than 26 hotels, across six brands and five countries, over the next four years.

The architecturally-designed Adina Apartment Hotel Geneva and Adina Apartment Hotel Vienna Belvedere are two of eight hotels due to open under the Adina Hotels brand in Europe, with TFE Hotels planning to almost double its number of rooms in Europe by 2022.

“In recent years, we have invested extensively in increasing the experience, livability and design of our Adina Hotels,” Mr Ritch said. “In the coming years, our guests can expect to see cutting-edge design and beautiful showpiece hotels opening across continental Europe including Vienna and Geneva as well as Cologne, Dusseldorf, Freiburg, Munich, Stuttgart and Wiesbaden.”

**VIENNA, AUSTRIA:** One of only seven hotels to offer a swimming pool in the historic Austrian capital, the Adina Apartment Hotel Vienna Belvedere will literally make a splash in Vienna’s ultra-modern *Quartier Belvedere* when it opens at the end of 2020, completed with a heated indoor pool and sauna.

According to Antony Ritch, Vienna was a logical addition to TFE Hotels’ European expansion.

“Not only is Vienna recognised as having one of the highest ratings for quality of life worldwide, but the high-end segment of the hotel apartment market in Austria is still relatively untapped. This makes it the perfect choice for an Adina hotel,” he said. “TFE sees our Adina Hotel design concept as a decisive step towards diversifying the existing hotel market, offering discerning travellers a comfortable and stylish alternative to traditional hotels.”

Ritch says the Adina Vienna Belvedere would quickly become a feel-good destination, bringing together business, leisure and culture.

“The hotel is perfectly positioned to offer both business and leisure travellers an easy entrée into the historic city centre and the cultural monuments of the Habsburg Dynasty including the nearby Belvedere Palace, Schweizergarten and Belvedere Museum,” he said. “Not only is Vienna’s main train station close by, offering direction connections to the international airport, but there’s a tram stop directly in front of the hotel.”

The ground floor of the hotel will feature public areas with ample natural light, including a lobby, bar, small shop and wellness area with a fitness room, sauna and swimming pool. Business travellers will also have the option to access a lounge connected to a terrace for small meetings or events.

**GENEVA, SWITZERLAND:** Part of the rapidly developing *Quartier de L’Étang* development, the Adina Apartment Hotel Geneva will debut in Switzerland with 140 spacious one and two-bedroom and studio apartment-style hotel rooms, many with views to the alps. Set within an 11-hectare lifestyle precinct – currently the largest private real estate investment in Switzerland – the Adina Hotel will offer a variety of on-site leisure and service offerings as well as a bustling retail precinct.

CEO Antony Ritch says TFE Hotels is looking forward to having a presence in one of the strongest hotel markets in Europe.

“Thanks to its status as a global financial centre, a diplomatic centre and a magnet for tourists, Geneva is the natural next step for us,” he said.

According to Ritch, the new *Quartier de L‘Étang* is ideally situated on the transport axis between the airport, exhibition centre and Geneva’s city centre, making it incredibly attractive to visitors.

 “We’re combining a high-quality, sought-after location with a hotel that champions contemporary design and offers generously-sized apartment-style hotel rooms,” he said. “These are hallmarks of the Adina brand and we look forward to servicing this new European market.”

Ritch said Adina Hotels catered for a broad clientele by creating living spaces and working environments that were versatile enough for business travel, city trips, solo travellers, couples or families.

“The Adina Apartment Hotel Geneva will act as a gateway to this new urban quarter, providing 140 studios and apartment-style rooms as well as a fitness and wellness facility, 24-hour reception and restaurant,” he said. “A public multi-storey car park with more than 1,700 parking spaces will also be available to visitors.”

According to Antony Ritch, Adina Hotels’ concept of combining the service of a premium hotel with home comforts is a perfect fit for Geneva’s diverse visitor profile.

“Regardless of the length or purpose of their stay, guests will always find exactly what they need here.”

For more about Adina Apartment Hotels in Europe: <https://press.adinahotels.com/all-information-about-our-hotels-at-a-glance>

Ends.

**Download images** [**here**](https://spaces.hightail.com/receive/cllX6jpbVs)**.**

**THE RIGHT MIX OF BUSINESS, PLEASURE AND ENVIRONMENTAL SUSTAINABILTY**

Geneva’s *Quartier de L‘Étang* – a former industrial-site-cum-new-leisure-precinct - will be developed with three hotels, retail space, offices, a medical centre and a conference centre. The plans also include more than 1,000 residential units, a school, a day-care centre and sports facilities.

The energy supply to all seven buildings in the precinct will be based upon maximum use of service water, heat recovery and reuse of waste heat. The site is also expected to be certified as a sustainable 2000-watt site, thus provide an energy-efficient, resource-conserving and diverse place to live, work and stay for up to 2,500 people.

**ABOUT TFE HOTELS**
TFE Hotels (Toga Far East Hotels) is an international hotel group operating in Australia, New Zealand, Germany, Denmark and Hungary. It has a portfolio of five established hotel brands - Adina Hotels, Vibe Hotels, Travelodge Hotels, Rendezvous Hotels and TFE Hotels Collection.

**ABOUT ADINA**
Adina Apartment Hotels are full-service hotels in the upmarket segment and offer space to stretch out and the comforts of home: Whether for a night, a week or longer – the modern, fully equipped studios and apartments with kitchen and living/work area are perfect for business travellers, holidaymakers and families.

Adina also offers important hotel facilities such as 24-hour reception, bar and restaurant, room service, conference rooms as well as a wellness area with pool, fitness area and sauna. Adina Apartment Hotels are currently located in 15 destinations in Australia, New Zealand and Europe (Berlin 3x, Frankfurt 2x, Hamburg 2x, Leipzig, Nuremberg, Copenhagen and Budapest). By 2025 Adina Apartment Hotels aim to grow to up to 50 hotels in Europe and will increase their footprint across Australia.

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