

## BASIC PRESS INFORMATION

### 1. ABOUT MOOONS

No stars, just MOOONS. MOOONS can't be categorised, we're creating a new generation of affordable boutique-hotels. Extravagant design, inspiring cuisine in combination with smart ideas at surprisingly affordable prices – that's what MOOONS stands for. Located in a popular, urban environment, MOOONS is easily accessible and thus the ideal location both for business as well as city trips. Rooms in an elegant, timeless design await smart, urban guests, who want to discover the world of MOOONS. However, MOOONS is more than just a place to spend the night. Inspiring international cuisine, exclusive events and the central location make MOOONS an urban hotspot for guests and locals.

### 2. MOOONS VIENNA

Our location opposite the new Central Station of Vienna located at Wiedner Gürtel 16 is the ideal base to explore the city and therefore the perfect spot for the first MOOONS hotel.

Behind an extraordinary facade smart travellers will benefit from:

- 170 rooms in high-quality design
- an international restaurant with adjacent garden
- a spectacular rooftop bar with a 360° view over Vienna
- a fitness studio with stunning views

#### **EXTRAORDINARY DESIGN – at attractive prices**

It is the characteristic facade of MOOONS that awakes curiosity. But MOOONS keeps its promise on the inside as well. The rooms are elegant, equipped with high-class furniture and smart ideas – at surprisingly low prices. Explore our rooms overlooking the city of Vienna towards St. Stephen's Cathedral or enjoy the view towards the modern, urban Central Station and Quartier Belvedere. Take a seat in the panorama-windows and get inspired. Especially the view from our top floor Deluxe Rooms is breathtaking.

#### **LOCAL HOTSPOT – for hotel guests and locals**

MOOONS is more than a hotel, MOOONS is an experience. We are an urban hotspot and platform for interesting people and exciting encounters. Inspiring international cuisine and exclusive events in a central location make MOOONS a hotspot for guests and locals. In addition to a quiet garden area on the courtyard side, MOOONS also offers a spectacular roof terrace with a 360° view over Vienna.

#### **SMART IDEAS – turn your stay into an experience**

Mobile check-in, breakfast to go and e-cars for rent – our smart service-ideas make your stay a pleasant experience. With our InROOM entertainment system, you can stream films and music on flatscreens and feel just like home.

During your stay at MOOONS our virtual concierge is happy to help you at any time. Virtual is not enough? Our welcome-desk is staffed 24/7 and we are happy to help you explore Vienna off the beaten track.

#### **TOP LOCATION – for business and city trips**

With its central location opposite the new Central Station of Vienna, MOOONS is well linked to public transportation. It takes only three stops to reach St. Stephen's Cathedral and the city centre, within 15 minutes you're at the UNO City and within 20 minutes you're at Vienna International Airport.

You can also reach us by car via the highway. 16 underground parking slots, as well as two e-charging stations are at your disposal. Additional parking spaces can be found in the immediate neighbourhood.

MOOONS is your ideal base to explore Vienna. The underground takes you to the bustling city centre of Vienna within a few short minutes. Of course you can also start your tour directly at our doorstep – the castle of Belvedere is our next-door-neighbour – and explore the city by foot.

### 3. THE INITIATORS

MOOONS was jointly initiated by Bridge Group and Moser Architects. Together, the two companies are owners of both the real estate in Vienna as well as the worldwide patented trademark MOOONS.

The idea for MOOONS originated in 2013. Since then, there intensive work has been put into developing the brand and planning the first location. MOOONS is the result of extensive market analyses and studying of guests' requirements. Many years of experience, intuition and an understanding of design, but also and above all the passion and love for details have given MOOONS a unique character.

#### **Michael Davidson**

(CEO/Founder)

As CEO of Bridge Group, an international company specialised in delivering hotel furniture and equipment, Michael Davidson can look back on many years of experience in international trade. He has an international network developed from the worldwide establishment of various subsidiaries and international brands. Michael Davidson is the founder and initiator of MOOONS, who will drive the growth of MOOONS as a visionary. As CEO of the majority shareholder, Bridge Group, Michael Davidson represents MOOONS as managing director.

- *How did the idea for MOOONS come up?*

The original idea was to develop a hotel with round rooms. Based on this, Bridge Group tendered an architecture and design competition. Moser Architects easily won this competition, because they presented a convincing facade design and cost-efficient planning, which was very important to us. We then constantly continued to develop and optimise the vision together. The circular elements are represented throughout the entire hotel in different ways, from the circular panoramic windows to the MOOONS brand, which we really liked right from the beginning.

- *Amongst many other things, Bridge Group is specialised in equipping hotels. How did you come up with the idea of developing your own hotel brand?*

Due to my international work I travel a lot and have very high demands myself. I enjoy getting inspired by new concepts. That's why I decided to create a hotel brand that meets a 5-star standard, yet is still affordable.

Thanks to the cooperation between Bridge Group and Moser Architects, a cost-efficient development and implementation of the concept are made possible and we are able to integrate design highlights and selected luxury elements while still passing on this cost benefit to our guests. This is unique and allows us to have a long-term, unique selling proposition in the hotel market.

- *When you think of MOOONS - what is most important to you?*

It is particularly important to me that all the senses are addressed by MOOONS, for example by the hotel's own fragrance, special lighting in the public areas, and specifically matched music in the restaurant as well as on the roof terrace. Usually you can find these elements only in the most luxurious hotels. Therefore, we don't let ourselves be categorised, but rather create a product that can't yet be found in the market, following the motto of "No stars, just MOOONS".

- *Where do you see MOOONS in the future?*

The first MOOONS in Vienna is the prototype for other hotels. MOOONS hotels will be developed in other cities as well in the future. However, the possibilities are endless and we don't want to limit ourselves, we just want to make sure that the DNA of MOOONS is preserved.

#### **Arch. Marius Moser**

(CEO/Owner)

As managing partner of Moser Architects, Marius Moser has profound know-how when it comes to the development, planning and implementation of large and complex construction projects. Besides realising large national and international projects, Marius Moser is dedicated to the successful development of the MOOONS brand. Some insights from Marius Moser on the project:

- *What is the exceptional thing about the MOOONS concept?*  
Behind the MOOONS brand stands a new type of hotel concept which – in our opinion – is not comparable to anything that is currently found on the market. As we do not fit into any known category, we call ourselves an affordable boutique-hotel with a high design standard, an inspiring food and beverage concept and smart detailed solutions. All of this for very affordable prices.  
Our first hotel in Vienna will feature 170 rooms with spectacular, round, panoramic windows in a facade that reflects our corporate identity. In addition, it will have its own MOOONS restaurant with an adjacent garden area and – as an absolute highlight – a roof terrace with spectacular views over Vienna. Of course, both hotel guests and locals are welcome to explore our premises.
- *What benefits do you expect from the partnership with Bridge Group?*  
We think that the MOOONS project can be developed very efficiently through the close cooperation between Bridge Group and Moser Architects. On the one hand, many of the services that are needed can be provided by these two companies themselves, starting with product development, project planning, right up to supplying the furnishings. On the other hand, as a compact unit, we are still able to make extremely fast decisions concerning the design of the brand and property.
- *You have already implemented innumerable construction projects with Moser Architects. What is the exceptional thing about the MOOONS project?*  
Before the MOOONS project, Moser Architects had handled hotel projects exclusively as an architect and general planner for customers and constructors. In Vienna, for example, this includes the Hotel Park Royal Palace close to the Museum of Technology or the Motel One next to the State Opera.  
We have now ventured to take the next step as Moser Architects. For MOOONS, we are not only active in the role of creative architects, but also as a co-investor, owner, constructor and operator.

**Mag. Stefan Hitzler, MBA**  
(COO)

Stefan Hitzler has already accompanied the development of numerous hotels in Austria and abroad with various well-known companies including Raiffeisen evolution and PKFhotelexperts. As director of the project development department with PKFhotelexperts, he was responsible for the creation of the strategic business plan for MOOONS. Thrilled by the idea of being able to co-develop such an inspiring project right from the beginning, he transferred to MOOONS in September 2014. As COO, Stefan Hitzler is responsible for developing the hotel concept and brand as well as controlling the operational management. In addition, he is responsible for investor relations and represents the interests of the owners to third parties. Here, Stefan Hitzler tells more about the brand and reveals what people can expect from MOOONS:

- *What does the MOOONS brand stand for?*  
Primarily, MOOONS stands for extraordinary design, inspiring cuisine and smart detailed solutions at attractive prices. We want to attract not only international guests, but also captivate the local population by creating a local hotspot.  
However, MOOONS also stands for a great deal of passion and love of detail, and for outside-of-the-box kind of thinking – how we can make the brand even more attractive to our guests, so that MOOONS is not only a hotel but rather a holistic experience.
- *The MOOONS Restaurant and bar are to become a new hotspot for locals and for hotel guests. What role does gastronomy play in the overall concept?*  
The food and beverage concept play a decisive role at MOOONS, because we definitely want to be more than simply a place to spend the night. However, it is also very important because we want to establish a local hotspot. We choose products from regional manufacturers and local cooperation partners. The mixture of local ingredients and international flavours make our gastronomy very thrilling and inspiring.

*Can you describe a typical guest of MOOONS?*

I don't believe that there is a typical MOOONS guest. MOOONS is designed in such a way that both the

well-travelled business guest as well as a couple on a weekend trip will enjoy their stay with us. Even though the requirements of these groups are blending more and more, they are still quite different. However, what unites them is – in our opinion - that they are smart and demanding, they do not want to forego enjoyment and luxury, yet still want to keep an eye on their budgets.

- *ARCOTEL is responsible for the hotel management of MOOONS. How did this cooperation come about?*  
We want to concentrate on our core competences, so we wanted to have a partner for the operational management, who understand their work and contribute their professionalism. That's why we chose ARCOTEL as our partner. The common Austrian roots as well as our already implemented projects connect us to ARCOTEL. A major advantage is that ARCOTEL is well-established internationally and growing dynamically. We naturally profit from their operating know-how and existing sales structures.
- *Where do you see MOOONS in the future?*  
In any case, we are convinced that MOOONS is a concept that fits in many major cities. We have already patented the brand worldwide. By doing so, we are well equipped for the future.

#### 4. PROJECT PARTNERS

ARCOTEL Hotel AG is responsible for the operational hotel management of MOOONS. The ARCOTEL group of companies is positioned in the business hotel and city hotel segment, with currently 11 hotels in Austria, Germany and Croatia. The family-run company, which was founded in Vienna in 1989, places particular value on a personal and individual environment with an international standard and top quality. Therefore, ARCOTEL is a reliable partner for the MOOONS hotel project.

#### 5. ABOUT

##### **MOOONS**

No stars, just MOOONS. MOOONS can't be categorised, we're creating a new generation of affordable boutique-hotels. Extravagant design, inspiring cuisine in combination with smart ideas at surprisingly affordable prices – that's what MOOONS stands for. Behind an extraordinary facade, the hotel will feature 170 rooms on eight floors. Apart from a restaurant with an adjacent garden area, MOOONS offers a roof terrace with spectacular views over Vienna. With its central location opposite the new Central Station of Vienna, MOOONS is well linked to public transportation.

The first MOOONS in Vienna is the prototype for other hotels in international cities. The brand MOOONS has already been patented worldwide.

##### **Bridge Group**

Bridge Group is an exclusive real estate developer and investment company located in Vienna. The company is specialized in developing international real estate projects with a focus on hotels and trading construction material, building facilities and equipment. An extensive worldwide network and long-lasting partnerships allow Bridge Group to realize projects in a cost-efficient manner while guaranteeing highest quality standards., Bridge Group stands for innovative ideas and sustainable concepts as well as an integrated approach to developing projects combined with several decades of experience. Bridge Group currently develop projects with a total investment of more than € 100 million.

##### **Moser Architects**

Moser Architects is an architectural office and general planner, with headquarters in Vienna. The company is specialized in Health Care/hospitals, hotel construction and premium housing. More than 100 employees/architects work for the Moser Architects brand. Clients are both national and international institutions from the public and private sector with projects totalling up to several € 100 million. Thus, Moser Architects is not only operating as an architect, but also as a real estate developer. Moser Architects is one of the biggest architectural offices in Austria.

For MOOONS, Moser Architects is not only active in the role of creative architects, but also as a co-investor, owner, constructor and operator.

<http://www.moserarchitects.at/en/>

## **ARCOTEL Hotels**

The ARCOTEL Hotels group of companies is positioned in the business hotel and city hotel segment, with currently 10 hotels in Austria and Germany. The family-run company, which was founded in 1989 in Vienna, places particular value on a personal and individual environment with an international standard and top quality. The group currently has more than 850 employees.

[www.arcotelhotels.com](http://www.arcotelhotels.com)

## 6. FACTS & FIGURES: MOOONS VIENNA

### **Address**

Wiedner Gürtel 16

1040 Vienna, Austria

E [welcome@mooons.com](mailto:welcome@mooons.com)

### **Operator**

MOOONS Operations Alpha GmbH

Handelskai 130, 1020 Vienna

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F +43 1 7103797-17

### **Management**

Michael Davidson (Bridge Group)

Arch. Marius Moser (Moser Architects)

### **Hotel management**

MOOONS Operations Alpha GmbH

Managed by ARCOTEL Hotel AG

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### **Milestones/planning**

Start of construction: March 2018

Available for bookings: Beginning of 2019

Opening: Mid of 2019

### **Rooms**

Total:

160 MOOONS rooms

6 MOOONS deluxe rooms

4 MOOONS accessible rooms

Breakdown:

1st - 8th floor:

76 MOOONS rooms – Quartier Belvedere

80 MOOONS rooms – garden view

4 MOOONS accessible rooms – Quartier Belvedere

Top floor:

4 MOOONS rooms in the top floor – garden view

4 MOOONS deluxe rooms – Quartier Belvedere  
2 MOOONS deluxe rooms – garden view

## **Food and Beverage**

MOOONS – The Restaurant  
Seats: 110 inside/46 in the garden  
Opening hours: 06:30 to 02:00

## **ROOFTOP BAR**

Seats: 60  
Opening hours: 6:30 to 2:00

## **Public areas**

Fitness studio in the top floor  
Underground garage with 16 parking spaces  
2 E-charging stations

## **Employees**

Approx. 50 employees

## **Accessibility**

Public transportation:  
Underground station Wien Hauptbahnhof (U1), local train stations Quartier Belvedere or Wien Hauptbahnhof (S1, S2, S3, S60 und S80) or busses (13A, 69A and regional busses) and tramways (D, O, 18)

Arrival by train:  
Station Wien Hauptbahnhof

Arrival by car:  
Highway Südosttangente Vienna A23 (exit Gürtel)  
Parking: 16 underground parking-slots inside the hotel, two e-charging stations, further parking opposite the hotel.

Arrival from Vienna International Airport:  
Underground station Wien Hauptbahnhof or local train-station Quartier Belvedere or Wien Hauptbahnhof

## **Web links**

<http://mooons.com/en/>  
<https://www.facebook.com/moonshotel>  
<https://www.instagram.com/moonshotel/>

## **MOOONS press contact**

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