

## **Adina Apartment Hotels - taking Europe by storm!**

Toga Hospitality, a recognised market leader in the apartment hotel sector in Australia expands into Europe with Adina Apartment Hotels.

Adina Apartment Hotels are similar in concept to the highly successful Medina Apartment Hotels and offer apartment space, hotel service and Adina lifestyle. Two new apartment hotels in Europe are now open and are centrally located in Budapest, Hungary and Copenhagen, Denmark. A third Adina Apartment Hotel is currently under construction in Berlin.

## **Adina Apartment Hotel Copenhagen**

A landmark project, Adina Apartment Hotel Copenhagen is one of the largest apartment hotels in Copenhagen, with 128 apartments, as well as a restaurant, pool, gymnasium, meeting rooms and parking. Situated in Copenhagen's new harbour development between the city and the waterfront business district, Adina Apartment Hotel offers space and favourable lifestyle options.

Copenhagen is a city full of life and activity. Renowned for its contemporary design and the enviable reputation as Scandinavia's coolest capital Adina Apartment Hotel is proud to call Copenhagen home. Compact and cosy, this ultra stylish harbour town has great shopping, thriving arts and cultural scene and a renowned jazz festival.

## **Adina Apartment Hotel Budapest**

Adina Apartment Hotel Budapest has 97 one, two and three bedroom apartments and studio rooms, located in the heart of Budapest, a city that possesses a rich and fascinating history as well as a vibrant cultural heritage.

Situated in the fastest developing business districts, Adina Apartment Hotel Budapest is a stroll away from the Danube River, shopping areas and popular restaurants and bars.

Only minutes from the underground station, you will be well positioned to visit the House of Parliament, museums, the Margaret Island, Opera House and other major attractions.

### **What the future holds for Adina...**

Toga Hospitality has become the first Australian owned hotel group to venture into the European market. Having had a team on the ground in Europe for 5 years – Toga Hospitality have comprehensively researched the market and have been able to successfully identify their growth opportunities as well as potential locations and sites. As a result, a third Adina Apartment Hotel is currently being developed of 127 apartments in the exciting Mitte district of Berlin.

Mr Allan Vidor, Managing Director of Toga Hospitality, said “The Copenhagen project is a major step by the group and we are actively looking for properties in Germany, Scandinavia and Italy. Apartment hotels are a relatively under-developed niche in the European market and we will be focusing our high quality product towards both the corporate and leisure travel markets in major commercial centres, currently dominated by hotels with smaller rooms”.

Toga Hospitality has a clear strategy for continued growth over the next 5-10 years that will see the group continue to expand its ownership, management and operation in strategic locations. In 2006, we will have a strong focus on pan-European operations and firmly establish Adina Apartment Hotels as the leading choice of apartment hotels throughout Europe.

“The long term potential of Adina Apartment Hotel product in Europe is enormous, and Toga plans to create the first pan-European brand of up-market apartment hotels. Toga will continue its successful formula of investing counter cyclically to secure properties at good value throughout the different countries,” stated Mr Vidor.

Toga Hospitality currently operates thirty-seven strategically located Apartment Hotels and Hotels Australia and Europe. In Australia, this includes Medina Apartment Hotels (20 locations), Vibe Hotels Australia (6 locations) and Travelodge (11 locations) which comprises of over 4,000 apartments and hotel rooms.



## **FACTS - Adina Apartment Hotel Copenhagen**

### **Features**

- 128 one, and two bedroom apartments and studio rooms, all fully air conditioned
- Separate lounge and dining area\*
- Fully equipped kitchen with oven, stove, microwave, dishwasher and fridge/freezer \*
- Individual fully equipped laundry\*
- Bath with shower, hairdryer
- Direct dial STD/IDD, message bank facilities
- Broadband
- CD players
- In-house movies
- Safe deposit box
- Digital alarm clock/radio

*\*available in one and two bedroom apartments*

### **Guest Facilities**

- 24 hour reception
- Secure undercover parking (fee)
- Heated swimming pool
- Sauna
- Spa
- Gymnasium
- Licensed on site restaurant
- Dry cleaning and laundry services
- Babysitting available
- Hire car services
- Grocery delivery service
- Mini bar

## **FACTS - Adina Apartment Hotel Budapest**

### **Features**

- 97 one, two and three bedroom apartments and studio rooms
- Separate lounge and dining area with CD player\*
- Fully equipped kitchen with oven, stovetop, microwave, dishwasher and fridge/freezer\*
- Individual laundry with washing machine and dryer\*
- Tea / coffee making facilities
- Hairdryer, iron & ironing boards
- Direct dial telephone with voicemail
- Fax/modem/data lines
- In room safes
- Colour TV with select cable channels
- Digital alarm clock/radio
- Individually controlled Heating / Cooling

- Non smoking apartments available
  - Balconies\*
- \*not available in studio rooms

### **Guest Facilities**

- 24 hour reception
- Indoor swimming pool
- Sauna
- Gymnasium
- Leafy courtyard
- Licensed Bar on site
- Room Service
- Breakfast Room
- Apartments serviced daily
- Dry cleaning and laundry services
- Babysitting service available
- Pantry / Grocery delivery service
- Mini Bar
- Undercover Parking (charges apply)

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For more information please contact Kim McKay, Director of Marketing at Toga Hospitality

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