



PKF hospitality

Press release

PKF hospitality group: Harry's Home enters the Salzburg market

Harry's Home is the new operator of the former Wolfgang's Hotel in Salzburg, Austria



Wolfgang's Hotel in Salzburg, Austria. Picture: a&o hostels Marketing GmbH

Salzburg, 26 September 2023 – The PKF hospitality group has found a new operator for the former Wolfgang's Hotel in Salzburg, Austria. Harry's Home has signed a long-term partnership with the owner Fanny-v-Lehnert Grundstücksgesellschaft.

The 119-room hotel at Fanny-von-Lehnert-Straße 6-8, is located in direct vicinity to Salzburg's main train station, 400 m and 5 minutes walking distance. In addition, it has a lobby area, a lean f&b concept, one conference room, a gym and underground parking. There are numerous shopping opportunities in the vicinity



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alongside restaurants and cafes. There are also excellent public transport connections. The opening is planned for Q1 2024.

Salzburg's hotel market has seen significant rebound after the pandemic and the city has experienced some positive signs that the meetings and events, leisure and corporate segments are starting to rebound.

Stefan Catic, Head of Operator Search at PKF hospitality group: "Salzburg is a very unique market in Austria with a strong demand for a diverse hospitality offering. Harry's Home fully understands the needs of future travelers and will create a new product which will complement the current hospitality landscape around the main train station of Salzburg."

Harald Ultsch, CEO of Harry's Home: "With our Salzburg location, we will gain a foothold in another major city at the beginning of 2024, thus also closing a geographical gap in our portfolio. After Vienna, Graz and Linz, Salzburg will give us a presence in Austria's four largest metropolises. Salzburg is known for its cultural highlights, from Mozart's birthplace to the famous festival. Sightseeing trips are therefore of particular importance. With our attractive location near the train station, we are once again promoting the relaxed and green arrival by train."

Oliver Winter, who has so far been responsible for the operation of Wolfgang's and the a&o in the building next door, is pleased: "With Harry's Home we have a very good completion of the hotel location Salzburg main station. a&o and Harry's Home in direct neighborhood will complement each other great."

About PKF hospitality group:

PKF hospitality group is an internationally recognised leader in hospitality and tourism consulting. With a team of 100 consultants in 20 offices (including Kyiv) on all continents and an experience of almost 100 years, PKF hospitality group offers focused consulting services in the environment of the hotel, serviced living, tourism, and leisure investments - including feasibility studies, valuations, operator search, project development, financing and investment consulting, asset



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