



Zum Stern Hotel

Feasibility study and Operator search for the hotel Zum Stern in Bad Hofgastein, Austria

PKF hospitality group was engaged to prepare a feasibility study for the re-positioning of a hotel in the upscale category in Bad Hofgastein. The hotel consists of accommodation facilities with 50 units, a gastronomic area with a restaurant, bar and terrace, a wellness area with an indoor pool, two saunas, a steam bath and a relaxation room. Moreover, the former staff accommodation, which is located next to the hotel building, will be renovated and rebuilt for the development of an additional 22 guest rooms. The project is located about 863 m above sea level and offers a good view of the valley. The centre of Bad Hofgastein, with various restaurants and shops, can be reached in about six minutes by car (approx. 2.6 km).

- location: Bad Hofgastein, Austria
- year of assignment: 2021
- service line: feasibility studies, operator search
- operator/brand: LHM under one of Marriott International's brands
- unique features: targeted to younger travellers looking for a high-quality room product, modern
- spa and wellness offerings (both in terms of product offering and design) and
- cultivated dining experience

