



JPI HOSPITALITY

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Deal Announcement – Kitzbühel Q! Resort

JPI Hospitality is pleased to announce the successful acquisition of the Q! Resort Health and Spa Hotel located in Kitzbühel, Austria's most iconic alpine resort town. The acquisition marks the **first purchase of the JPI Hospitality Investors Club** which recently announced its **plan to invest around 300 million euro in hotel acquisitions and refurbishments over the next 24 months across major European city and leisure destinations**. The transaction will be financed together with an Austrian co-investor. PKF hospitality group has been acting as exclusive advisor to the buyers.

This acquisition marks a continuation of JPI's well established value creation strategy of developing profitable hotels assets in highly attractive locations in the Euro zone. The hotels are typically positioned in the mid to upscale leisure and lifestyle segment, with contemporary, iconic concepts and attractive pricing. True to JPI Hospitality Investor Club's vision, each hotel will be uniquely developed as "one of a kind".

*"We have been looking all over the Alpine Region to find such a great opportunity. Our clear objective is to rethink the Kitzbühel experience by adding a modern lifestyle and leisure concept to the market while preserving **the typical Kitzbühel architectural flavour**. After refurbishment this place will become a hot spot, both for hotel guests and locals",* says Lukas Euler Rolle, CEO and Managing Partner of JPI Hospitality.

*"With this in mind, we are giving Kitzbühel a new "go to" lifestyle destination, which is a supplement to the existing hospitality offers in this area. The closeness to the train station furthermore highlights the focus we and our future operating partner place on sustainability and green shifting. The **unique product including a cool low-threshold F&B concept will bring a new vibe and new type of guests back to this beautiful location**. This hotel will definitely also be very attractive for the locals and the younger generation.",* says Gebhard Schachermayer, CAM and Managing Director of JPI Hospitality.



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