



Hestia Hotel Group OÜ

**PRESS RELEASE**

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**The operator with one of the most substantial number of hotel rooms in Estonia will bring the new brand Hestia Hotel Group brand to the hotel market.**

The BBH Hotel Group, which was established in 2014 with Estonian-Scandinavian capital and currently operates seven hotels, has ceased to exist as a business name, and all contractual and legal obligations have moved to the new hotel brand, Hestia Hotel Group.

One of the owners and leaders of Hestia Hotel Group, Mikael Granrot stated: "Our clear vision has been to create a strong and sustainable hotel group in the Baltic market. At the beginning of the year, the hotels operated by the group were Hotel Euroopa, Tallinn Seaport Hotel and Laulasmaa Spa and Conference Hotel. Today, the number of the hotels has increased twofold, as Hotel Susi and the PK Ilmarine Hotel joined us in spring-summer. At the end of the summer, we crossed the state borders and added the PK Riga Hotel. Within just a few months, we have evolved into a hotel group with one of the most diverse service packages, and with the largest number of rooms in Estonia. Depending on the season, we employ as many as 400 employees. In addition, we have taken on a new challenge as a hotel developer – in the spring of 2019; we will open the entirely new Hotel Kentmanni, the construction of which is actively underway."

Marketing Manager of Hestia Hotel Group, Aire Malvik explained: "A logical continuation of our development is now the creation of a coherent and strong umbrella brand, in order to combine the hotel's conceptual and economic synergies into one whole. Why Hestia Hotel Group? Hestia is an ancient Greek mythological goddess of heart, hearth and home peace. In addition, based on various historical records, the name Hestia refers distinctly to Estonian origin. Both apply to our hotels – we are in the 3-4 star hotel market that is currently in the highest demand and offer a thoughtfully caring and compact hospitality product with the local touch. The new path has been set and, in addition to the internal and communicative dimensions, we will soon gradually become more visible physically. Also, all current and future hotels will be given new names. The first of them, Hestia Hotel Ilmarine (the former PK Ilmarine Hotel) and the Hestia Hotel Jugend in Riga (the former PK Riga Hotel) have already received new names on the facade. Our full path of innovation will follow a planned timetable. We will inform our guests and partners about major changes in good time."

Additional information

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