



# Miiró

## InterGlobe's International Hospitality Brand Miiró Opens Second Property in Vienna: Miiró Spittelberg

Expanding its European presence, Miiró's sixth hotel joins its existing portfolio in Paris, Barcelona, Gstaad, London, and Vienna



**National, 1 April 2026:** [Miiró](#), the lifestyle hotel brand from InterGlobe Enterprises, has announced the opening of [Miiró Spittelberg](#) in Vienna, a vibrant new addition to its growing European portfolio. This opening marks Miiró's second hotel in Vienna and its sixth launch since the brand's debut in 2024. The hotel promises a vibrant escape in one of the city's most culturally rich and creatively charged neighbourhoods.

Located in Vienna's historic Spittelberg district, just behind the MuseumsQuartier, the hotel is set within one of the city's most distinctive neighbourhoods. Characterised by its cobbled streets, artisan heritage, independent galleries and lively café culture, the area offers an authentic glimpse into Vienna's contemporary creative scene.

Miiró Spittelberg features 132 thoughtfully designed guestrooms and suites, blending warm neutrals with bold accents, natural textures, and soft lighting. Reflecting Miiró's *'Brilliantly Considered'* design philosophy, the rooms offer a calming atmosphere with plush beds, rainfall showers, cosy reading nooks, and Le Labo toiletries. Blending sleek modern lines with creative details, the hotel provides everything needed to feel at home in the city. Whether exploring Vienna's cultural landmarks or unwinding in the hotel's inviting spaces, the guests will find the experience both enriching and deeply connected to its surroundings.

The dining experience at Miiró Spittelberg has been designed to transition seamlessly throughout the day. Rooted in European café culture and infused with a playful Italian spirit, the space is anchored by Poco, an Italian-inspired urban pizzeria and bar. The hotel's artistic narrative is

further elevated by an immersive ceiling mural designed to invite personal reflection. This centerpiece is complemented by a curated collection of works by leading Austrian and international artists displayed throughout the hotel. Additional hotel spaces include a library, a 24-hour gym, and Miiro's signature Refresh Room.

**Neena Gupta, CEO of Miiro and Executive Director of Group Strategy and International Hospitality at InterGlobe Enterprises**, said: *"The opening of Miiro Spittelberg marks an exciting milestone as we continue to grow Miiro in culturally rich European cities. Vienna's artistic spirit and deep-rooted heritage make it a natural home for not just one but two of our properties, and the neighbourhood of Spittelberg reflects the lively, local energy we seek to celebrate."*

Miiro is a characterful collection of individually designed hotels in the heart of Europe's most sought-after neighbourhoods. Each Miiro property thoughtfully embodies the unique culture, history, and attractions of its location, offering guests a truly authentic experience. Building on InterGlobe's history of identifying market opportunities and industry-leading standards, Miiro redefines hospitality through immersive and experiential stays. Miiro Spittelberg joins the brand's expanding European footprint, with properties in Paris, Barcelona, London, Gstaad and Vienna. InterGlobe's wider international portfolio also includes hotels in Amsterdam, Munich, Prague, Budapest, Hamburg, and Melbourne.

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### **About Miiro**

Miiro is a new lifestyle hotel brand launching a collection of individually designed hotels with character, located in the heart of Europe's most vibrant cities. Derived from the Latin word "miro", meaning "I wonder" and whose double vowel symbolises reflection, Miiro encourages guests to pause, look around and savour every moment. Each hotel is inspired by the surrounding neighbourhood, with its own personality and connection to the local community.

Miiro is an InterGlobe Enterprises company, India's largest aviation and hospitality conglomerate, which holds leading positions in aviation, hospitality and travel-related services and, through its various businesses, employs more than 70,000 professionals worldwide.

For more information, please visit [www.miirohotels.com](http://www.miirohotels.com)

### **About InterGlobe Enterprises**

InterGlobe Enterprises is an Indian travel conglomerate involved in Aviation (IndiGo), Hospitality, Logistics, Technology, Airline Management, Advanced Pilot Training, and Aircraft Maintenance Engineering. InterGlobe, through its various businesses, employs more than 70,000 professionals across 150+ cities globally. Since 1989, the group has been building businesses and working with global brands to deliver Quality and Value. It has been bridging the gap between people and markets through Innovation and Service Leadership. Over the past three decades, InterGlobe has continued to expand its vision, contribution, and footprint, becoming one of India's foremost conglomerates.

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