

B&B Hotels launches business in the USA, looking at 400 properties

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European hotel chain, [B&B Hotels](#) is looking at expanding in the USA by recently announcing its official launch.

With an already impressive track record of growth across Europe, with nearly 700 hotels across 14 countries, B&B Hotels is poised to shake up the U.S. hospitality industry with its unique value proposition.

B&B HOTELS offers guests uncompromising quality at the best price. B&B HOTELS' asset light flexible business model allows for rapid expansion through rebranding of existing hotels and new build construction, while providing its real estate investment partners with valuable acquisition opportunities.

B&B HOTELS' key initial U.S. target markets are Florida and Texas, with plans to brand 400 hotels across the U.S. (representing \$4 billion of real estate value) in the next 10 years. By combining its proven business model with a commitment to provide the best value for its guests, B&B Hotels is set to become a major player in the U.S. hospitality market.

"We are thrilled to bring B&B hotels to the United States, and to offer travelers affordable high quality accommodations. We also look forward to connecting with real estate investors in the United States who seek to partner with us on our high growth trajectory," highlighted Valerio Duchini, Chief Executive Officer B&B Hotels United States.

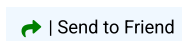
"Our successful growth model and commitment to value for our guests have made us a beloved brand across Europe, and we're excited to bring that same experience to guests in the U.S.," said B&B Hotels President and CEO, Fabrice Collet. *"We also are looking to be a partner of choice for U.S. real estate investors."*

In the meantime, Amir Mustafa has taken over the position held by Valerio Duchini as Chief Executive Officer of B&B Hotels USA. Duchini, was recently appointed Chief Executive Officer of Western Europe.

Before joining B&B hotels USA, Amir Mustafa held various leadership positions at Extended Stay America and served as Senior Vice President of Operations at Aimbridge Hospitality.

His expertise has demonstrated leadership based on strategic vision, rigorous execution, and a commitment to excellence.

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