

WIESLER

Hotel seit 1909

# The trailblazing Wiesler.

How a hotel in Graz is redefining “luxury”.

Located in the centre of Graz, Hotel Wiesler has been a source of inspiration ever since 1909. In fact the Wiesler has always come up with pleasant new surprises for its guests. Since 2010 hotel owner Florian Weitzer has been constantly breathing new life into the grand Jugendstil walls of the building. Great care has been taken to preserve the natural patina as well as the wonderful memories and stories of bygone years. The result is a blend of the old and the new with a touch of soul. Florian has done away with all the trappings and pomp of a 5-star hotel and created lots of space for the refreshingly unconventional, much to the delight of the Wiesler’s cosmopolitan guests – and of the locals, too.

The Wiesler in Graz enjoys a privileged location in a dynamic area. Set in the heart of Graz, right by the River Mur, next to the Kunsthaus and with views of the Schlossberg, it is surrounded by bars and shops of the young creative scene in the city. So it comes as no surprise that cosmopolitan tourists and business travellers in search of contemporary urban luxury find it a thrilling place to stay. The successful combination of beautiful vintage fixtures and modern design symbolises the philosophy behind the new Wiesler. True, the hotel is proud of its history and tradition: they have doubtlessly made the Wiesler what it is today. But it also believes that the days of superfluous splendour and hotel staff dressed in formal livery are over. Time, space and attention are the key considerations today. The aim is for guests to enjoy the freedom simply to be themselves – in an open, international environment.

It’s not that Florian has anything per se against hotel stars and classifications. After all, first-class service has always gone without saying at the Wiesler. Instead, Florian believes that the new course he has charted “from 5 stars to independence” is the only way for the hotel to realise new ideas. Take the surprising and exquisite choice of detail which makes the Wiesler so special: The “Speisesaal”, for example, is not a hotel restaurant in the conventional sense. Because everyone, hotel guests or not, can “check in” here and get a taste for the place through the international menu. And that’s from dawn to dusk, 365 days a year! The breakfast buffet, noon meals and café as well as a Sunday Soul Brunch round off the all-day offer. Do you know any other hotel in the city where visitors can enjoy a personal shave from “Miss Barber”? Or capture a wonderful moment with their instant camera

and send it directly from the Wiesler polaroid corner to their loved ones at home as a letter? There are Wiesler souvenirs in the form of bedding, keychains or second hand records.

What's more, the 101 refurbished rooms at Hotel Wiesler offer plenty of space for new thoughts. An authentic guitar, an old record player with marvellous discs, a typewriter, a treasure chest, a small library with works by the great unconventional thinkers of our times, a freestanding bathtub and much more besides all beg to be tried out. And then, of course, the Wiesler feelgood "oasis" is a superb place to stop, think and philosophise. Alternatively, you can find inspiration on a walk along the Mur riverbank or through the city.

The Wiesler is your perfect choice if you appreciate spending a truly relaxing time for a couple of nights instead of opting for second-best. It's also ideal if all you want is to get a good night's sleep and treat yourself to good food. For guests, the pleasantly informal and yet stylish atmosphere of the Wiesler is like visiting good friends. And that's how wonderfully light "luxury re-interpreted" can feel, in a setting between soul and Jugendstil. It's a philosophy that has proved highly popular with business travellers, city break tourists and local residents alike.

#### **PRESS CONTACT:**

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# FACTS HOTEL WIESLER

## ADDRESS

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## CATEGORY:

City/business class hotel, member of Worldhotels

## LOCATION:

Centre of Graz, 5 minutes' walk to the main square (Hauptplatz), very close to the Kunsthaus art building, only a few yards away from Congress Graz conference centre

## ROOMS:

101 rooms in the categories Standard, Independent, Grand Independent, Junior Suite, Suite (71 out of them were redesigned during 3 construction phases between 2011 and 2016)

## SEMINARS / CONFERENCES:

3 seminar rooms

## PARKING:

75 parking spaces for cars in the hotel garage

## DINING & SPECIAL FEATURES:

“Speisesaal” restaurant with bar, in-home barber's, feelgood oasis, yoga mat on request, Polaroid corner, Puch bicycles for hire, free WLAN