



# WEITZER HOTELS – VIBRANT CITY HOTELS IN TOUCH WITH THE TIMES

## WHAT MAKES THREE HOTELS IN GRAZ AND TWO IN VIENNA SO DISTINCTIVE

**T**he Weitzer family has been in the hotel business for over 100 years. Since 2003 Florian Weitzer has given the four owner-run hotels his highly personal stamp. Once the new line of approach for the Weitzer, Wiesler and Daniel in Graz had been decided upon, the opening of the Hotel Daniel in 2011 saw us enter the Austrian capital. To date, the crowning point of this expansion was the opening of the Grand Ferdinand on the Vienna Ringstrasse in autumn 2015. Florian Weitzer has an intuitive grasp of the latest trends, so instead of relying on mellow concepts and a “copy & paste” approach, he has chosen to create a completely autonomous and internally consistent hotel environment for each establishment. He’s constantly thinking across boundaries about this environment and readjusting accordingly. What they all have in common is the desire to do away with absurd structures and hotel star ratings, as well as the courage to implement unconventional ideas. So no matter whether Ringstrasse elegance, Jugendstil, urban chic or a blend of old and new defines the external framework – all of the Weitzer hotels offer guests inspiring “sustenance for the soul”. Naturally, this doesn’t mean that culinary delights are left by the wayside. On the contrary: innovative catering concepts are one of the most important cornerstones of the Weitzer city hotels

### THE SIGNIFICANCE OF HISTORIC BUILDING FABRIC

Florian Weitzer loves reinterpreting beautifully designed and highly atmospheric old buildings in a contemporary way, which is why new developments take the historic building fabric into particular consideration. The opening of the Grand Ferdinand means that a building – which was a palace of the Ringstrasse until its destruction in the Second World War – is gleaming with a new “old” brilli-

ance. The restored listed façade, made from sandstone and granite, is evocative of the way in which it was rebuilt as a modest office building in the 1950s. The numerous small details which make up the interior decoration from the shower panels made from glass blocks to the ceramic light switches, add to this effect. Opened at the end of 2011, the Hotel Daniel in Vienna is also a magnificent example of architecture. With its juxtaposition of classic furniture, modern design and self-made furnishings the building with the fascinating listed curtain wall façade has finally regained the positioning it merits. The same can be said for the Hotel Daniel in Graz, which shines once more as a prime example of 1950's architecture after its reconstruction in 2005. But since for Florian Weitzer, "standing still means the beginning of the end", there has been a new highlight here since autumn 2014: a habitable and fully glazed LoftCube on the rooftop enriches the hotel and delights guests with a 360-degree-view of Graz. The Wiesler in Graz has once again become a special blend of Jugendstil and soul, an exciting place where contemporary street art happily co-exists with mosaic techniques that are steeped in history. The Weitzer is also a good example of a hotel where time-honoured traditions happily accompany new features, from the long-established Kaffeehaus to the Weitzer Suite, opened in 2013, with a free standing bathtub, an open fireplace and its own viewing platform over the roofs of Graz. All in all, each of the five Weitzer hotels has its own distinctive identity. What they have in common is the way in which they treat history and tradition, which Florian Weitzer doesn't want to think about as being the past, but something which should be celebrated in the present day.

## **CREATING DISTINCTIVE DETAILS**

Guests want to keep their minds open to new impressions, so it would be quite wrong to impose pre-conceived notions on them. But what new experiences do they justifiably expect? What do they still want to explore during a routine hotel stay? These questions are at the back of Florian Weitzer's mind when he develops new ideas for his hotels. You need more than outstanding inner city locations, beautiful buildings and an attractive atmosphere to ensure success. Whether it's smart luxury at the two Daniels, or whether guests are able to relive the legendary Viennese elegance of the Ringstrasse era at the Grand Ferdinand, the key is to ensure that each concept is based on a holistic approach and implemented with style. A spin on the hotel's Vespa, hammocks in the room, bees, a unique LoftCube and contemporary art on the roof or vines and vegetable patches right on the doorstep – such individual details are what surprise Weitzer hotel guests with prior experience of conventional hotel chains. Being pampered by the hotel's in-home barber or spending the night in a converted US-American trailer in front of the hotel – there seems no end to the possibilities. The Grand Ferdinand also endeavours to emanate a harmonious overall design, which here led to "Austrianness" coming to the fore. This ranges from Lobmeyr chandeliers and Thonet chairs in the establishment to the specific cutlery and china on which old Austrian delicacies are served. Extravagant details, such as an oasis in the inner courtyard, a rooftop pool with a view over Vienna and a fleet of cars with a Maserati round off the overall experience à la Weitzer. Never rest on your laurels, think outside the box and constantly move ahead with new messages – that is the path which the Weitzer hotels have enthusiastically taken. After Graz came Vienna, and the next Weitzer hotel may well be in an international metropolis. The result: places where you not only stay in comfort but can also have a really good time. And that doesn't just apply to the hotel guests

– city-dwellers, too, contribute greatly to the special atmosphere which distinguishes the Weitzer locations. In the process, mere hotel buildings in prime locations turn into urban meeting places which open up to the city and its inhabitants and thus have a striking impact on the makeup of its districts.

## THE INNER LIFE OF CONTEMPORARY CUISINE

The idea of having open ground floor zones in the Weitzer Hotels creates the space required for smooth transitions between check-in, business talk or pleasant meetings with friends. “If a guest at the bar asks for reception then we know we’ve got everything right,” says a convinced Florian. Open to hotel guests and outside visitors, the hotels’ enthusiastically run restaurants and cafés have proved to be a great draw and the centrepiece of the Weitzer philosophy. Leasing to third-party companies is out of the question – the hotel’s gastronomic outlets are not a “necessary evil” as is so often the case at many other comparable establishments. Rather, they constitute a fixed element in the particular design right from the outset. It’s no longer possible to imagine the bar, café and restaurant scene in Graz or Vienna without the sub-brands “Der Steirer”, “Speisesaal” or the “Bakery”. Moreover, the “Grand Ferdinand Restaurant” and “Gulasch & Champagne”, opened in October 2015, enrich the culinary scene of the Austrian capital. While some spend time in the unique atmosphere of the spacious ground floor in the Grand Ferdinand, indulging in forgotten delights of the famous Austrian cuisine and its former crown lands, others enjoy “fast” Viennese food in “Gulasch & Champagne”. And don’t forget about the third culinary hot spot that the Grand Ferdinand offers: the Grand Étage, high above Vienna’s roofs, which is exclusively open to hotel guests, their visitors and external guests with special club membership. All in all, the philosophy of each location is reflected in the choice of food and drinks it offers. From succulent Styrian, to delightfully Austrian, to colourful international delicacies – high quality, done relaxed.

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## WEITZER HOTELS BETRIEBSGESMBH

<b>HOTEL WIESLER</b>	<a href="http://www.hotelwiesler.com">www.hotelwiesler.com</a>
<b>DAS WEITZER</b>	<a href="http://www.hotelweitzer.com">www.hotelweitzer.com</a>
<b>HOTEL DANIEL GRAZ</b>	<a href="http://www.hoteldaniel.com/graz">www.hoteldaniel.com/graz</a>
<b>HOTEL DANIEL VIENNA</b>	<a href="http://www.hoteldaniel.com/vienna">www.hoteldaniel.com/vienna</a>
<b>GRAND FERDINAND</b>	<a href="http://www.grandferdinand.com">www.grandferdinand.com</a>

<b>Total number of rooms:</b>	717 rooms / 1434 beds
<b>Number of staff:</b>	approx. 300 employees
<b>Total turnover in 2014:</b>	about EUR 20,5 m
<b>Overnight stays 2014:</b>	146,000
<b>Average utilisation of capacity:</b>	80%
<b>Managing Partner:</b>	Florian Weitzer
<b>Managing Partner:</b>	Michael Pfaller

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## HOTEL WIESLER

Grieskai 4-8, 8020 Graz, Austria

T +43 316 7066 0, E info@hotelwiesler.com, www.hotelwiesler.com

- Category:** City / Business / Lifestyle Hotel, member of Worldhotels
- Location:** Centre of Graz, 5 minutes' walk from the Hauptplatz, very close to the Kunsthau, only a few metres away from Congress Graz
- Rooms:** 101 rooms in the categories Standard, Independent, Grand Independent, Junior Suite, Royal Oak und Suite (67 out of them were redesigned during 3 construction phases between 2011 und 2015)
- Seminars / Conferences:** 3 seminar rooms  
contact: Event Netzwerk (T +43 316 703-200, E seminar@hotelwiesler.com)
- Parking:** 75 indoor parking spaces (Griesgasse indoor car park)
- Cuisine & Specials:** "Speisesaal" restaurant with bar, in-home barber's, feelgood oasis, desk, Polaroid corner, Wiesler Shop, yoga mat on request, Puch bicycles for hire, free WLAN

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## DAS WEITZER

Grieskai 12-16, 8020 Graz, Austria

T +43 316 703 0, E hotel@weitzer.com, www.hotelweitzer.com

- Category:** Business / City Hotel, member of Worldhotels
- Location:** Centre of Graz, 5 minutes' walk from the Hauptplatz, very close to the Kunsthau, only a few metres away from Congress Graz
- Rooms:** 204 rooms in the Casual, Classic, Classic Ruby and Suite categories
- Seminars / Conferences:** 11 seminar rooms for between 8 and 200 people;  
contact: Event Netzwerk (T +43 316 703-200, E seminar@hotelwiesler.com)
- Parking:** 220 indoor parking spaces (City Garage Weitzer)
- Cuisine & Specials:** The Engelreich breakfast room and events venue, the Steirer with the Steirer Shop, Kaffee Weitzer café, fireside lounge bar, the Blumeninsel, bicycles and Mercedes 280 SL for rent, feelgood zone, cash dispenser, for free WLAN

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## HOTEL DANIEL GRAZ

Europaplatz 1, 8020 Graz, Austria

T +43 316 711 080, E hellograz@hoteldaniel.com, www.hoteldaniel.com/graz

- Category:** Urban Stay – Smart Luxury, member of Worldhotels
- Location:** Graz central railway station
- Rooms:** 107 Rooms in the Smart and Loggia categories plus LoftCube on the roof top
- Seminars / Conferences:** In the loft on the ground floor or patio room; contact: Event Netzwerk (T +43 316 703-200, E seminar@hoteldaniel.com)
- Parking:** Hotel's private garage and parking spaces
- Cuisine & Specials:** Espresso and snack bar, Ape Calessino, Vespas, fireside lounge, free WLAN, patio, LoftCube on the roof top

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## HOTEL DANIEL VIENNA

Landstraßer Gürtel 5, 1030 Wien, Austria

T +43 1 90 131 0, E [hellovienna@hoteldaniel.com](mailto:hellovienna@hoteldaniel.com), [www.hoteldaniel.com/vienna](http://www.hoteldaniel.com/vienna)

<b>Category:</b>	Urban Stay – Smart Luxury, member of Worldhotels
<b>Location:</b>	Borders on Schloss Belvedere, close to the Schweizergarten und Botanical Gardens of Vienna University and the central railway station
<b>Transport Links:</b>	Vienna central railway station, Südtirolerplatz underground railway stop, Quartier Belvedere suburban railway stop, plenty of tram and bus links, Viennese southeast tangent / A23 autobahn (Gürtel exit)
<b>Rooms:</b>	115 rooms in the Smart, Hammock, Panorama and Belvedere categories on 6 floors and one room in a converted US-American trailer
<b>Parking:</b>	Underground car park
<b>Cuisine &amp; Specials:</b>	Urban Stay – Smart Luxury, Bakery (breakfast buffet & restaurant), patio, shop-bar / reception, bicycles and Vespas for rent, ATM, free WLAN, “urban gardening”, bees on the roof, artwork by Erwin Wurm on the roof, trailer in the front garden

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## GRAND FERDINAND

Schubertring 10-12, 1010 Wien, Austria

T +43 1 91880, E [welcome@grandferdinand.com](mailto:welcome@grandferdinand.com), [www.grandferdinand.com](http://www.grandferdinand.com)

<b>Categorie:</b>	Boutique Design Hotel, member of Worldhotels
<b>Site:</b>	Ringstraße, midway through the centre, diagonally opposite Hotel Imperial & Schwarzenbergplatz, very close to Albertina, the Vienna State Opera, Musikverein, Konzerthaus, Akademietheater
<b>Transport links:</b>	Airport (30 minutes by taxi, train or bus) , Vienna main station (10 minutes by taxi or tram)
<b>Rooms:</b>	188 rooms in the categories Standard, Standard+, Business, suites (4), Grande Suite (1), Schlaflsaal (1)
<b>Parking:</b>	Valet Parking available in Corso Garage
<b>Cuisine &amp; Specials:</b>	3 restaurants, rooftop pool for hotel guests, their visitors and external guests with special club membership, Maserati for hire, fitness studio with state-of-the-art-equipment, free WIFI

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## THE HISTORY OF THE WEITZER HOTELS – AT A GLANCE

- 1910:** Johann Weitzer acquires today's Das Weitzer (formerly known as Hotel Florian) in Graz and subsequently hands it on to his son Sepp.
- 1963:** Dr Hans Helmut Weitzer takes on the hotel from his father and turns it into the city's largest hotel over the course of the next 40 years (a 6-storey building was added to the hotel complex in 1986-1987).
- 1974:** Purchase of Hotel Daniel at Graz central railway station. Originally commissioned as a hotel by Alois Daniel and built in 1886, it was completely redesigned by architect Georg Lippert after the Second World War and then run as a 5-star luxury hotel.
- 1999:** The Grand Hotel Wiesler Jugendstil hotel joins the Weitzer hotel group portfolio. (The individual buildings that Carl Wiesler merged into a hotel in 1870 were eventually renovated in 1986.) It is situated virtually next door to Hotel Das Weitzer on the banks of River Mur, right in the heart of Graz.
- 2003:** Florian Weitzer steps into his father's footsteps and takes over executive management duties at Weitzer Hotels BetriebsgesmbH.
- 2005:** After extensive reconstruction (designer: Werner Aisslinger; architect: Oliver Massabni) Florian Weitzer cultivates Smart Luxury at Hotel Daniel Graz. The concept calls for intelligently appointed rooms in a clear design without unnecessary frills.
- 2006:** Hotel Daniel Graz is the first hotel in Austria to be awarded the "Hotel Real Estate" prize in 2006 by prestigious hotel consultants PKF hotelexperts and can therefore be regarded as Europe's premium hotel establishment.
- 2007:** Opening of Der Steirer traditional restaurant offering Styrian delicacies and classic Austrian cuisine. The Steirer Shop is a colourful blend of exquisite artefacts featuring the best of Styrian wines, regional delicacies and a select choice of books, plants and gardening implements.
- 2008:** Completion of extensive renovation work on the guest rooms, seminar rooms and lobby at the Das Weitzer hotel (2005-2008). The former hotel restaurant is transformed into an angelic realm – a veritable Engelreich – acting both as a breakfast room and venue for staging events. The time-honoured Kaffee Weitzer coffeehouse remains unchanged.
- 2010:** From five stars to independence – Hotel Wiesler decides to forego its 5-star status. Unnecessary pomp & liveried bell-boys are replaced by new definitions of luxury. Sub-brands like Speisesaal offer plenty of opportunities to indulge in urban delights.
- 2011:** Opening of 21 renovated Wiesler rooms appointed with standalone bath tubs, record player, guitar and treasure chest, etc.
- 2011:** Hotel Daniel Vienna opens in November: Urban Stay and Smart Luxury signify a clever back-to-basics approach as well as fresh breezy details in regard to the fittings (e.g. hammocks in some of the rooms) and specials (the Daniel Bakery).
- 2012:** Opening of a further 20 redesigned rooms and a suite at Hotel Wiesler as well as the official opening of Hotel Daniel Vienna with an by Erwin Wurm on the roof.
- 2013:** The Hotel Das Weitzer is modernised: renovation in all room categories. Opening of the Weitzer Suite in autumn 2013 with a free standing bathtub, a fireplace and its own viewing platform above the roofs of Graz.
- 2014:** After an extensive renovation of the rooms at Hotel Daniel Graz, the biggest coup is still to come in autumn. German designer Werner Aisslinger's LoftCube was hoisted up on to the roof top in September and is bookable for hotel guests from 1st November 2014.
- 2015:** In October 2015, after 18 months of construction work, the second Weitzer hotel in Vienna is opened: the Grand Ferdinand allows guests to relive the legendary Viennese elegance of the Ringstrasse era. It has 188 rooms, including four suites, a grande suite, one dormitory, three restaurants (the Grand Ferdinand Restaurant, Gulasch & Champagne, Grand Étage) and a rooftop pool.