



WEITZER HOTELS – VIBRANT CITY HOTELS IN TOUCH WITH THE TIMES

WHAT MAKES THE WEITZER, WIESLER, DANIEL GRAZ & DANIEL VIENNA HOTELS SO DIFFERENT?

The 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. In this regard, Florian 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. What they all have in common is the desire to do away with obsolete structures and the courage to implement unconventional ideas. So no matter whether Jugendstil, urban chic or a blend of old and new furnishings define the interiors – the Weitzer, Wiesler and the two Daniels offer guests inspiring “sustenance for the soul”. Naturally, the focus on providing culinary delights remains. On the contrary: dynamic cuisine plays a vital role at the Weitzer city hotels!

THE SIGNIFICANCE OF HISTORIC BUILDING FABRIC

Florian has nothing against tradition per se, providing tradition is not confused with stagnation. He loves re-interpreting beautifully designed and highly atmospheric old buildings in a contemporary way. New developments take the historic building fabric into particular consideration. As a result, the Wiesler in Graz has 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. 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. And even at Hotel Weitzer time-honoured traditions happily get along with new features, from the long-established Kaffeehaus to the cosy fireside lounge bar. The distinctive atmosphere at each of the four establishments ensures a charming hotel stay and lavish indulgence at reasonable prices. Weitzer hotels say yes to quality comfort and convenience in a light and attractive setting, and no to unnecessary pomp and restrictive star classifications.

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'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. So Florian thinks in more holistic terms: A spin on the hotel's Vespa, hammocks in the room, bees 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 Turkish barber or spending the night in a converted US-American trailer in front of the hotel – there seems no end to the possibilities. Never rest on your laurels, have the courage to think “differently” and constantly move ahead with new messages: this is the approach which the Weitzer hotels have enthusiastically adopted. The result: original 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 vibrant, pulsating atmosphere which distinguishes the Weitzer locations. In the process, mere hotel buildings in prime locations turn into urban meeting places that have a striking impact on their surroundings, neighbourhoods and 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 Senf&Söhne, Der Steirer, Speisesaal or the Bakery. The philosophy of each location is reflected in the choice of food and drinks it offers. From succulent Styrian to colourful international delicacies, eating out here is a high quality, straightforward and relaxing experience.

WEITZER HOTELS BETRIEBSGESMBH

HOTEL WIESLER	www.hotelwiesler.com
DAS WEITZER	www.hotelweitzer.com
HOTEL DANIEL GRAZ	www.hoteldaniel.com/graz
HOTEL DANIEL VIENNA	www.hoteldaniel.com/vienna

Total number of rooms:	522 rooms / 912 beds
Number of staff:	approx. 320 employees
Total turnover in 2011:	about EUR 12 m
Overnight stays:	120,000
Average utilisation of capacity:	80%
Executive Director:	Florian Weitzer
General Manager:	Michael Pfaller
Director of Marketing:	Marina Köstl

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 (deluxe selection).
Location:	Centre of Graz, 5 minutes' walk from the Hauptplatz, very close to the Kunsthau, only a few metres away from Congress Graz.
Rooms:	98 rooms in the Small, Medium, Independent, Extra and Suite categories.
Seminars / Conferences:	3 seminar rooms for up to 200 people; contact: Event Netzwerk (T +43 316 703-607, E seminar@hotelwiesler.com)
Parking:	75 indoor parking spaces (Griesgasse indoor car park).
Cuisine & Specials:	Speisesaal restaurant with bar and soul music, Senf und Söhne "Old Austrian" canteen, original Turkish barber's, feelgood spa, vinyl records desk, polaroid corner, Puch bicycles for rent, free WLAN.

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 (first class selection).
Location:	Centre of Graz, 5 minutes' walk from the Hauptplatz, very close to the Kunsthau, only a few metres away from Congress Graz.
Rooms:	202 rooms in the Casual, Comfort, Classic and Classic Ruby categories.
Seminars / Conferences:	11 seminar rooms for between 15 and 200 people; contact: Event Netzwerk (T +43 316 703-607, 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, free WLAN.

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 Design Hotels
Award:	“Hotel Real Estate 2006” (Europe’s highest hotel award)
Location:	Graz central railway station
Rooms:	107 Rooms in the Smart and Loggia categories
Seminars / Conferences:	In the loft or patio room; contact: Event Netzwerk (T 0043 316 703-607, E seminar@hotelwiesler.com), (T 0043 316 703 -200, E events@hoteldaniel.com)
Parking:	Hotel’s private garage and parking spaces
Cuisine & Specials:	Espresso and snack bar, Vespas, E-Bikeboards, Ape Calessino Italian three-wheelers for rent, FatBoy beanbag corner, fireside lounge, free WLAN, patio with an Italian atmosphere

HOTEL DANIEL VIENNA

Landstraßer Gürtel 5, 1030 Wien, Austria

T +43 1 90 131 0, E hellovienna@hoteldaniel.com, www.hoteldaniel.com/vienna

Category:	Urban Stay, Smart Luxury, member of Worldhotels (first class selection)
Location:	Borders on Schloss Belvedere, close to the Schweizergarten und Botanical Gardens of Vienna University and the new central railway station
Transport Links:	Vienna central railway station, Südtirolerplatz underground railway stop, Südbahnhof suburban railway stop, plenty of tram and bus links, Viennese southeast tangent / A23 autobahn (Gürtel exit)
Rooms:	116 rooms in the Smart, Hammock, Panorama and Belvedere categories on 6 floors
Parking:	Underground car park
Cuisine & Specials:	Urban Stay, Smart Luxury, Bakery (breakfast buffet & restaurant), patio, shop-bar / reception, bicycles and Vespas for rent, ATM, free WLAN, “urban gardening”, bees and artwork by Erwin Wurm on the roof, Airstream trailer in the front garden

FOR GENERAL INQUIRIES
ABOUT WEITZER HOTELS:
Marina Köstl
Director of Marketing & Sales
Weitzer Hotels BetriebsgesmbH
Grieskai 12 -16, 8020 Graz
T +43 316 703613
M +43 664 2663823
E marina.koestl@weitzer.com
www.weitzer.com

PRESS CONTACT:
Ulli Leonhartsberger
E press@hoteldaniel.com
M +43 664 8406689

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 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. The Senf und Söhne, Speisesaal and Barbier sub-brands offer inter alia 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.