

Wonderful times.



04

TIME FOR
EXPERIENCE.

06

TIME FOR
RELAXATION.

08

TIME FOR
INDULGENCE.

10

TIME FOR
NEW THINGS.

Beautiful times.



The *crystal-clear lake* here
The *glistening summits* there
It's *always* the opposites
That add the *crowning glory*
To *beauty*.



AND THE FEELING THAT YOU'VE ARRIVED IN PARADISE.

WHAT'S THE SUPERLATIVE FORM OF "MOST BEAUTIFUL"? As the Greek philosopher Thukydides noted almost two and a half thousand years ago, beauty lies in the eye of the beholder. And here at the GRAND HOTEL in Zell am See this eye can enjoy the seemingly endless beauty of the alpine landscape. Here the calming expanse of the lake; over there the white summits from the Steinernes Meer to the Kitzsteinhorn with their majestic snow-covered crowns. And in the foreground the green foothills of the mountains and meadows with their captivating summer flora and fauna.

Here's the good news: we're born with a sense of beauty. Scientists from the Department of Basic Psychological Research and Research Methods at the University of Vienna have discovered that we have an appreciation for beauty when we're born and that our attention is automatically drawn to things that we consider to be nice.

In these difficult times, we warmly invite you to enjoy the unique beauty of the location, landscape and nature here at the GRAND HOTEL ZELL AM SEE. With a smile on your face, open up your eyes, heart and soul to the energy of what philosophers call beauty, truth and goodness. Treat yourself to a well-earned break and let the wonderful view recharge your batteries.

Welcome to the GRAND HOTEL ZELL AM SEE!

Your Director
Bettina Mayerhofer



Glaciers, mountains and lake with an appealing ambivalence. Time for experience.

THE ORIGINAL GRAND HOTEL WAS BUILT during the so-called “Belle Époque” around the turn of the 19th century. This was a time when people knew exactly where beauty could be found. Because the peninsula on which the GRAND HOTEL protrudes in Lake Zell simply has a lot of everything. A great deal even. And how does the saying go? Some things never change. And that’s a good thing.

The GRAND HOTEL ZELL AM SEE is right there where everything is possible. Where everything is on offer. And where nature and indulgence go hand in hand. The lake is everywhere here – with its own horizon and the extensive lakeside garden around the entire GRAND HOTEL. You’ll see it as you look out from the rooms and suites, while enjoying your meals in the Kaisersaal restaurant, as you drink a coffee or aperitif in the Imperial Bar and Seebars and while chilling out on the lakeside terraces. Relax, regenerate, recharge your batteries. Forget about the daily routine and let some of your burdens be carried away by the waves. That’s what holiday should feel like. Located directly by the Upper Tauern National Park, Zell am See offers the most varied and diverse holiday you could wish for all year round in the heart of Pinzgau. From the lake to the glacier and an altitude of almost 3,000 metres and a seeming temperature difference of 20 degrees – you can experience all that here within just a few minutes. Stand-up paddling and skiing on a glacier on the same day? That’s only possible at the GRAND HOTEL ZELL AM SEE! The eternal ice on the Kitzsteinhorn glacier is also a fantastic skiing destination in summer – and

in the Upper Tauern National Park you’ll find the largest protected area in the Alps with wild natural landscapes and mountain pastures. Embrace this unique ambivalence of contrasts and enjoy an unrivalled holiday programme! Hiking, biking, golf and an attractive culture programme with numerous events. Spend a perfect summer day exploring the romantic pedestrian zone with its exquisite shopping possibilities. Take a boat trip on crystal-clear Lake Zell before trying out your luck in the casino in the evening.

SWIMMING ON THE GRAND HOTEL PENINSULA. Crystal-clear swimming oasis with a beautiful panorama. Swimming in your own lakeside pool is particularly relaxing. And you can go directly from the room or suite to the beach, as the beautiful sunbathing areas with numerous opportunities nearby to indulge in water sports transform a simple day swimming into a varied summer adventure. Pedal boats are available free of charge from the hotel for a trip around the lake. Or what about some trendy stand-up paddling. And if you want to try sailing, you can enjoy a free hour’s sailing lesson. Families and sports fans alike will be impressed by the water sports, games, fun and action and enjoy the sense of natural calm up in the heights. Lake Zell is known for its crystal-clear water of drinking quality, range of leisure offerings and unlimited holiday pleasure. You can enjoy romantic walks along the lakeside promenade and take the opportunity to do a full lap around Lake Zell with views of the azure blue water and Austria’s highest mountain.



Panoramic round boat trip ON LAKE ZELL.

Do you fancy a trip round the lake? The Lake Zell fleet takes visitors on a trip several times a day. Four different ships – the luxurious “MS Schmittenhöhe”, “Empress Elisabeth” dedicated to the life of “Sisi”, the nostalgic “Dragonfly” ship and the “MS Grossglockner” – are available for round trips on the lake from €17.

Hikers and summiteers

Whether you want to tackle the summits or are yearning for gentle walks on the wonderful lakeside promenades – the varied landscape has the right route for every type of hike. You can travel up the local Schmittenhöhe mountain, Maiskogel and legendary Kitzsteinhorn in comfort via cable car before enjoying some regional delicacies in the rustic chalets and experiencing the charm of the Salzburg region.



The local mountain is calling: MAKE YOUR WAY UP TO THE SCHMITTEN.

Family-friendly walks, themed hikes lasting many hours or challenging ridgeways – hikers and walkers can do whatever they want on the local Zell mountain! An integral part of all tours on the Schmittenhöhe is the impressive view of Lake Zell and over thirty 3,000 metre peaks. The sheer variety of hiking trails, many of which have special themes, make the Schmitten a true hiking paradise in Pinzgau.



Gipfelwelt 3000

SALZBURG’S HIGHEST EXCURSION DESTINATION AT 3,000 METRES

THE ALPINE 3,000 METRE PEAKS HAVE THEIR VERY OWN ENERGY. There are 266 of them in the 1,800 km² Upper Tauern National Park. In addition, there are also 551 mountain lakes and 342 glaciers that captivate nature lovers all year round. Under the “patronage” of Austria’s highest mountain, the Grossglockner (3,797 m), the Upper Tauern National Park manifests a quaint sense of beauty and diversity. And it’s not just a Mecca for walkers and nature enthusiasts. Hiking in the National Park in summer is a true holiday highlight. Countless hiking routes throughout the entire park invite you to explore this unique nature reserve and experience its magic close up.

Anyone can reach the Gipfelwelt 3000 in comfort via cable car and enjoy an impression of high-alpine nature at 3,029 metres above sea level. An adventure that is normally only reserved for experienced mountaineers on their tours becomes a leisurely excursion at 3,000 metres on the Kitzsteinhorn. You’ll enjoy magnificent views from the “Top of Salzburg” and “National Park Gallery” viewing platforms. You can experience the glacier close up while enjoying some summer sliding fun in the Ice Arena below the summit. National park rangers will guide you through the Gipfelwelt 3000 and provide interesting details on the Upper Tauern and Kitzsteinhorn.

GUIDED TOUR TO THE SUMMIT OF THE 3,203 M HIGH KITZSTEINHORN.

Experience the feeling of being at 3,000 m on a guided tour of the Kitzsteinhorn. From high up above, you’ll sense the force of the high-alpine summit world and the intense feeling of freedom. Accompanied by a certified mountain guide and

secured by a rope, you’ll experience your personal 3,000 metre happiness after a climb of 200 metres (approx. 1 hour).

FROM MOUNTAIN BIKES TO E-BIKES: IT’S ALL ABOUT BIKING. Zell am See also has a hugely varied playground where bikers can indulge in their favourite sport: e-bikers will quickly enjoy success while mountain bikers or trekking bikers can explore the cross-country landscape. Downhill specialists will also find three freeride trails with a total length of 16 km on the Maiskogel, Hundstein and Kitzsteinhorn. By bike is not the only way to go up the Schmittenhöhe, as you can also access the Schmittenhöhe biking paradise with bike transport for just €10. Numerous green-level tours invite you to really let off steam. Pedalo riders can also tackle a variety of course sections on the Tauern Cycle Path. The route from Krimml to Zell am See is particularly attractive, whereby you can also easily get to Krimml by train. The 65 km long route goes from Krimml via Neukirchen and Bramberg to Wildkogel, Mittersill, Stuhlfelden, Uttendorf and Kaprun and then back to Zell am See.

FIRST-CLASS GOLFING PLEASURE. Zell am See is always worth a visit for passionate golfers. Four 18-hole courses within a few kilometres make the region a unique golf hotspot in the heart of the alpine world. As one of twelve “Leading Golf Courses” in Austria, the Golfclub Zell am See-Kaprun sets standards and invites golfers to try and achieve a hole in one. The two Schmittenhöhe and Kitzsteinhorn 18-hole courses are both demanding and creative and offer both rookies and experienced golfers alike a welcome challenge.

Our inclusive golf services:

- ~ 30% discount on green fees at the Golfclub Zell am See
- ~ Free VIP shuttle service to the Golfclub Zell am See
- ~ Reservation of tee-off times and individual golf courses
- ~ A lunch package for your golf round
- ~ A small golf gift in your room
- ~ Depots for your golf bags in the hotel



Lose track of time. Time for relaxation.

WHAT WE TODAY CALL WELLNESS has a history that dates back thousands of years. Bathing culture started back in ancient Egypt – everyone knows the stories of Cleopatra bathing in milk. Empress Sissi also enjoyed taking a beneficial milk bath. And the ancient Greeks and Romans also appreciated different kinds of baths and built fascinating bathhouses. Massages were not just part of the schedule in the baths but also cosmetic treatments. In the 18th and 19th century, health spas increasingly became a meeting place for aristocrats and wealthy people. Visitors enjoyed the soothing and preventive effect of the natural thermal and mineral springs and the beneficial climatic conditions in the spa resorts.

Then and now it wasn't just about physical recovery in the summer resort during a trip to the baths and spa, but also mental well-being and physical beauty. Even though the term hadn't yet been invented: "wellness" was already an important part of the

health programme back in those days. But what is it that continues to be beneficial across the millennia? The positive effect of water on the one hand and healing touch on the other hand. Yet also being able to drift off into a sense of weightlessness and timelessness and block out the element of time. Lose track of time - and get back to yourself. Diverse modern concepts from mindfulness to resilience have exactly that goal: optimising your own ability to handle the challenges of daily life.

At the GRAND HOTEL ZELL AM SEE there are many opportunities to load yourself up with positive energy or "good vibes". The notion of "Sanitas per aquam" is practically omnipresent. And with our dual spa concept that combines the CLASSIC SPA and GRANDSPA, you can choose how and where you want to fall into a sense of pure well-being!



The CLASSIC SPA. You won't find more lake anywhere else.

The Classic Spa is located in the Imperial wing. As well as the panoramic indoor pool with underwater massage, jet seats and a whirlpool, it also offers direct access to the lake and the large sunbathing areas. Two saunas and the relaxation and fitness room round off the offer.

Opening times of the CLASSIC SPA:

Panoramic indoor pool open from 7 a.m. to 9 p.m.

Classic sauna world open from 3 p.m. to 9 p.m.

Our fitness room. Stamina and endurance training.

Some like it fit. Every day. That's why our fitness room with direct lake access and views of Lake Zell and the mountains offers the perfect ambience for endurance training and strengthening your heart and circulation. Fitness fans can make use of the following Technogym equipment: treadmill, bike, cross trainer, spinal gymnastics, dumbbells, barbells, Nordic Walking poles, stomach trainer, back trainer, butterfly and floor mats.

The fitness room in our Classic Wellness area is open every day from 7 a.m. to 9 p.m. and can be used by GRAND HOTEL guests free of charge.



Treatments. Beneficial treatments from around the world.

Over 200 years ago, the philosopher Voltaire declared: "I've decided to be happy because it's good for my health." New research from the fields of psychology and neuroimmunology has shown that our mood really can have a significant impact on our health. Positive feelings make us more attentive, creative and productive, more resistant to stress and healthier. People with a positive attitude are also more resilient. So you should treat yourself to your own piece of happiness with one of our lovely pampering treatments. Our offer includes ancient pampering rituals, the perfect medically grounded anti-aging programme and modern vitality and body programmes.

- ~ Alpine massage rituals
- ~ Caribbean moments of indulgence
- ~ Massages from around the world
- ~ Traditional massages
- ~ Detox
- ~ Facials
- ~ Caribbean facials

Our GRANDSPA with its qualified team is available seven days a week from 9 a.m. to 7:30 p.m. Come and visit us for an individual consultation and enjoy wonderful moments and views.



Our "Grand Alpine Trio" GRANDSPA signature treatment.

Treat yourself from head to toe with the relaxing and nourishing feel-good experience that we've created just for you. The treatment starts with a wonderful snow crystal full body scrub. This is followed by a softly melting cream wrap with alpine plant extracts to make your skin soft and smooth. While the wrap is working, you can enjoy a jade stone massage for your head and face before being pampered with a back-shoulder-neck massage. You can then enjoy a delicious cup of herbal tea while sitting on a warm lounge reserved for you in the tepidarium and enjoying the fantastic view of Lake Zell and the surrounding mountains.

PRICE PER PERSON
DURATION 75 MINUTES OF PAMPERING

€ 125.00



The GRANDSPA. Relaxing lakeside feelings.

In our GRANDSPA, it's about enjoying almost limited freedom to indulge yourself above the lake rather than "above the clouds". Our GRANDSPA is wonderfully located on the 4th and 5th floor of the wellness wing in our hotel. Your soul will be cleansed by the lakeside energy of the gentle waves – and your heart will do somersaults of joy. You'll find it particularly easy to let go, enjoy and recharge your batteries here.

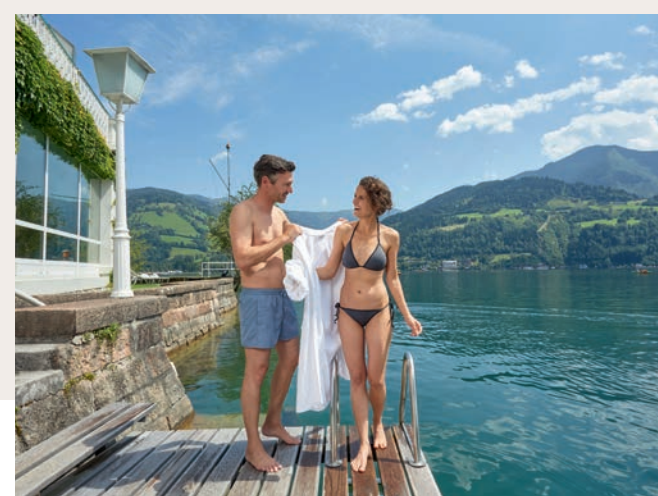
You'll sense the lightness of a lakeside feeling in the relaxation room and be taken on a wave of regeneration to help you breathe deeply and restore your inner balance.

Enjoy timeless moments and exclusive sauna experiences above the rooftops of Zell am See in our tastefully designed wellness and sauna landscape:

- ~ Finnish sauna
- ~ Herbal sauna
- ~ Tepidarium
- ~ Salt steam bath
- ~ Turkish steam bath
- ~ Infra-red cabin
- ~ Terrace with wonderful lake view

NEW: Private Spa!

The whole GRANDSPA area can now be booked for time together as a couple. Enjoy "unlimited lakeside feelings" with your loved one and a new sense of freedom at high temperatures and with a wonderful panoramic view of Lake Zell!





Culinary moments of indulgence from early to late. Time for pleasure.

WE ARE WHAT WE EAT. And how we eat. And also a little bit when and where we eat. The ability to enjoy this is a fundamental human skill and closely linked to our sense of perception. We use our five senses when perceiving things – hearing, sight, smell, touch, taste. But this only works if we're fully in the moment. You might have already guessed: the ability to enjoy is an important component of resilience. In other words: we can restore our energy through enjoyment. Indulgence takes time. And you can take all the time you need here at the GRAND HOTEL. So you can indulge yourself throughout the day.

- ~ Replenish your energy levels in the morning with a generous breakfast from the buffet and enjoy regional delicacies and a range of organic products.
- ~ Our à la carte restaurant is open daily for you
- ~ Our Imperial bar and Seebar open at 4 p.m. and spoil you with cakes from the hotel patisserie and coffee à la carte, accompanied by live piano music at the Grand Cafe am See.
- ~ From 4 p.m. to 5 p.m., you can enjoy an afternoon snack with savoury and sweet treats in the Imperial Bar as part of the half-board package.
- ~ In the evening you can indulge in our gourmet half-board.

SUMMER VIGOUR AND HEALTHY FOOD.

Dinner at the GRAND HOTEL ZELL AM SEE invites you to indulge in culinary moments at their best. The motto: enjoy the new sense of slowness when navigating menus. From the seed buffet through to dessert. In between, you can carefully choose your starter and then your main course as the highlight. All from three different menu options. The GRAND HOTEL kitchen team primarily cooks using regional ingredients and with a great deal of respect for natural resources. Mario Vessel, chef at the GRAND HOTEL, has been sharing a few secrets from the kitchen: "Every day at the GRAND HOTEL, we offer three different menu options that can also be combined at

any time. The classic GRAND HOTEL food tempts guests with Austrian and international cuisine and a range of delicacies – from delicious roasts to "Salzburger Nockerl". We naturally also offer delicious vegetarian meals. Yet our specialities are our "health cuisine" creations.

Our "health cuisine" contains no animal fats, sugar, white flour or cream. This means that all stocks are only sweetened with white onion and we only rely on the sweetness and taste intensity of fruits in our desserts and pastries. We use the highest quality native olive oils and other unsaturated oils when cooking and frying and thicken sauces and soups using pureed vegetables or rice. We serve lots of fish, little meat and lots of vegetables.



A lot is happening at the Grand Hotel. Time for new things.

NEW SMALL BREWERY

Something drinkable has been brewing at the Pinzgau brewery for some time. For almost two years brewer Valentin Klien, who completed his apprenticeship at the famous Obertrum Bierkulturhaus, has been creating a range of beers in the show brewery owned by the renowned German producer Kaspar Schulz. There was so much demand that the initial weekly brewing day has now been followed by a second one. The brewing plant has a capacity of 500 litres and is filled with organic malt from Grieskirchen.

Alongside traditional cellar beer, the young brewer is also a fan of his wheat and regularly tries his hand at trendy beer styles such as pale ale. However, it's best to try them for yourselves! You can also enjoy our draught beers at the Salzburger Hof. Cheers!



NEW:

New menu from summer 2022

Early drinking at the weekend with live music & brewery tours several times a week. Open every day, apart from in bad weather.

NEW FROM SUMMER 2022: THE GASTFREUND APP.

DIGITAL GUEST MAP WITH ADDED VALUE. GRAND HOTEL ZELL AM SEE goes digital. So that we have more space to focus on our hospitality – and as a further service to ensure that guests always have the right information at the right time – we've decided to switch to a digital guest folder. With the new app, we can provide everything you need to know for your stay at the GRAND HOTEL ZELL AM SEE in real time on your smartphones and tablets.



What the app has to offer:

- ~ **Important information from A to Z:** offers, telephone numbers, addresses, hygiene rules, menus, daily programmes etc.
- ~ **Tips** on sights, tours, events, weather etc. that are already included in our data pool.
- ~ A **chat** function to **contact us** quickly and easily.
- ~ **Push notifications** provide the latest information, offers and important details in real time.
- ~ Book spa appointments, breakfast offers etc. via the **interactive forms**.
- ~ You can also request **late check-outs** via the app, cancel your room cleaning, fill in your registration form or guest data etc.
- ~ We'll send you **information about events** such as gala dinners, happy hour at the bar, sports courses, excursions or regional highlights.

In and around Grand Hotel Zell am See Events



Beer-related questions and answers from and with Valentin Klien

HOW DID THE IDEA OF YOUR OWN BREWERY COME INTO BEING? My father had the idea of starting his own brewery more than 20 years ago. In 2019, we then decided to set up our hotel brewery.

HOW OFTEN DO YOU SAMPLE THE BEER DURING THE BREWING PROCESS?

Before you start brewing, you always first taste the malt. This is then followed by the compulsory tasting of the last stage of the brewing process. The final highlight is tasting the beer after it's been brewed to determine its original wort.

HOW DID YOU GET INVOLVED WITH BREWING? Like probably most hobby brewers, it all started with a mini system in my kitchen at home. I had to get rid of this when the kitchen fridge quickly became a place to store the beer. Most people then move into the basement or garage. There also wasn't enough space in the hotel kitchen – so we had to find brewery premises.

WHAT'S YOUR FAVOURITE BEER, APART FROM YOUR OWN? That's a very difficult question, as I'd have to name at least two. On the one hand, the traditional Märzen beer from the "Bräustübli Salzburg-Mülln". On the stronger, modern side I really like the "Affenkönig" from Brew Age.

WHAT ARE THE CURRENT TRENDS IN THE (CRAFT) BEER MARKET? I think that the mega trends of health and regionality that we've seen over the past few years will continue. Lighter and non-alcoholic beers (e.g. beers with hemp extracts, beer mix drinks) but also old varieties that are back in trend. The high price increases in the areas of raw materials and energy will presumably cause beer prices to rise.

MAY

Regular weekly events:

Lake Zell magic 15 May to 16 October 2022
Let all your senses be enchanted every Tuesday, Thursday and Sunday from 15 May with the breathtaking water, light, music and laser shows on the banks of Lake Zell.

JUNE

One-off events:

01.– 08.06. 13. *Vespa Alp Days*
Scooter fans from around the world meet up to go on trips together. The event in the Zell old town is accompanied by many great activities!

16.– 19.06. **LINE DANCE ALP FESTIVAL**



The top-class country event is taking place for the 5th time this year. Numerous live bands, DJs and workshops with renowned trainers.

JULY

Regular weekly events:

Zell summer concerts

Every Monday in summer, chamber music concerts will take place at the Ferry Porsche Congress Center. The concerts will be performed by the Vienna Philharmonic amongst others.

Mystical Night of Water

Every Monday until 5 September, the Sigmund Thun Gorge is brought to life by a mystical spectacle. A guided night-time hike is guaranteed to be an exceptionally romantic experience!

One-off events:

29.– 31.07. **GROSSGLOCKNER ULTRA TRAIL**

At the end of July, we're heading back up to Austria's highest summit. Zell am See is looking forward to the 7th edition of the Grossglockner ULTRA TRAIL.

AUGUST

Regular weekly events:

Farmers' autumn End of August to end of October 2022
Autumn is harvest time for the region's farmers, so many local products can be sampled and bought at the weekly market. There are also special, typical autumn dishes from the region to try!

One-off events:

26.– 28.08. **SUMMER FESTIVAL WITH THE k.u.k VIENNESE REGIMENT BAND IR4.**



"The Viennese Regiment Band IR4 is coming": that's the motto on the last weekend in August this year when Dr. Wilfried Holleis hosts the summer festival at the GRAND HOTEL ZELL AM SEE and in the Rudolfshütte in the Weißsee glacier world. In front of a unique backdrop on a raft right by Lake Zell, the traditional band of the k.u.k. infantry regiment No. 4 – the world famous "High and German Master" from Vienna – will entertain guests with an atmospheric concert. Entrance is free for GRAND HOTEL guests.

26.08. 6.30 p.m. aperitif reception for honorary guests and VIPs by Dr. Holleis on the Seebarr terrace. Dinner for hotel guests in the Kaisersaal restaurant. From 8 p.m. arrival of the band & gunmen through the south gate. Welcome shots from the gunmen on the Seebarr terrace. Concert from the k.u.k. Viennese Regiment Band IR4 on the lake stage with auditorium on the Grand Cafe terrace.

27.08. 11.30 a.m. early morning drinks with the k.u.k. Viennese Regiment Band IR4 at the Pinzga Bräu am See restaurant, free entrance.

28.08. Sunday morning mass from Franz Schubert by the Grand Master of the Teutonic Order in the Rudolfshütte, at a height of 2,315m above sea level. Followed by a concert from the k.u.k. Viennese Regiment Band IR4, free entrance.

28.08. **IRONMAN 70.3**



The competition is part of the World Series and is considered to be one of the toughest endurance and sports events in the world.

SEPTEMBER

One-off events:

09.– 25.09. *Indulgence weeks*
A culinary all-round programme for fans of alpine indulgence who want to experience alpine cuisine in all of its facets.





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