

INVITATION TO THE ANNIVERSARY CELEBRATION

FRIDAY, 10 JULY 2026

130 Years

of GRAND HOTEL ZELL AM SEE



For 130 years, a place of history and elegance on the shores of Lake Zell.

Since its opening in 1896, the traditional GRAND HOTEL ZELL AM SEE has been one of the region's most iconic landmarks. Built on a private peninsula directly on the shores of Lake Zell, this historic property continues to combine imperial elegance, genuine hospitality, and a unique blend of tradition and modernity. During the Belle Époque, the "Grand-hotel am See" was already regarded as a distinguished meeting place for high society and, throughout its eventful history, welcomed renowned personalities from politics, culture, and business. Following decades of change, extensive restoration work, and the careful modernization by the Holleis family, the GRAND HOTEL today presents itself as an elegant luxury and wellness hotel with an unmistakable historic character.

On the occasion of its 130th anniversary, we warmly invite our guests to join us for an extraordinary day of celebration filled with culinary delights, music, tradition, and unforgettable moments.

OUR ANNIVERSARY PROGRAMME

ALL DAY LONG: Experience Emperor Franz Josef up close

Look forward to a truly unique encounter as Emperor Franz Josef strolls through the hotel, inviting guests to enjoy memorable photographs and charming imperial conversations in an elegant atmosphere.

ALL DAY LONG: TIME IN PICTURES – Photo Exhibition

During the anniversary week, the hotel lobby will also serve as a gallery. A collection of historic photographs and postcards spanning 130 years of hotel and regional history invites guests on a fascinating journey through time, offering a glimpse into the rich heritage of both the Grand Hotel and the Zell am See region.

11.00 AM: Traditional „Frühschoppen“ at Pinzga Bräu am See

Enjoy a traditional Austrian „Frühschoppen“ with live music in the charming chestnut tree beer garden of our in-house brewery, Pinzga Bräu am See. A perfect opportunity to experience local culture, music, and hospitality in a relaxed lakeside setting.



FROM 12.00 PM: Musical Opening

The anniversary celebrations begin in elegant style with the refined melodies of our pianist Cikos. Enjoy sophisticated musical entertainment and ease into a very special day at our historic lakeside hotel.

3.00 PM: Memories to Last Forever – our Photo Booth

Capture your personal anniversary moment and take home unique memories from a truly special day at the GRAND HOTEL ZELL AM SEE.

3.30 PM: Afternoon Delights

Look forward to culinary specialties from the Austro-Hungarian Monarchy: exquisite delicacies, sweet temptations, and delightful moments in a relaxed atmosphere, accompanied by stunning views of Lake Zell and the surrounding mountains.

FROM 4.30 PM: Children’s Programme

Our Mell has lovingly created a special afternoon programme for children, featuring games, entertainment, face painting, craft stations, a creative corner, plenty of surprises, and complimentary ice cream for all young guests.

5.00 PM – Brewery Tour with Beer Tasting

Valentin, a member of the owning family, will guide guests through the Pinzga Bräu in-house brewery. The tour concludes with a tasting of selected beers.

FROM 5.30 PM – Anniversary Wheel of Fortune at the Imperial Café Bar

Our anniversary Wheel of Fortune will spin for exactly 13 minutes, giving you the chance to win exciting prizes, including spa treatments, vouchers, cocktails, casino chips, and much more.

7.00 PM: GRAND HOTEL Book Presentation

Hotelier Dr. Wilfried Holleis will present Dr. phil. Bernhard Barta’s latest publication, “Zell am See and its Grand Hotel.” Join us for an engaging journey through two centuries of Salzburg’s history, filled with fascinating anecdotes and memorable stories. This remarkable work pays tribute to the people who have shaped the rich tradition and legacy of the Grand Hotel Zell am See.

8.00 PM: Festive Anniversary Gala Dinner

Experience an elegant gala evening featuring a multi-course menu inspired by the imperial Austro-Hungarian era and the modern GRAND cuisine. Sophisticated ambience, culinary excellence, and the musical accompaniment of our pianist Cikos create the perfect setting for an unforgettable anniversary celebration.

FROM 9.00 PM: Live Music at the Lake Bar

To conclude the celebrations, enjoy atmospheric live music by the First Line Band directly by the water. Spend unforgettable moments in the unique setting of Lake Zell.

FROM 10.00 PM: Festive façade illumination

The façade of the Grand Hotel Zell am See will shine in a special light installation as part of the 130th anniversary celebration.



1950



1959



1961



1965



1974



2009

We look forward to celebrating the anniversary of the GRAND HOTEL together with you.

GRAND HOTEL ZELL AM SEE

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