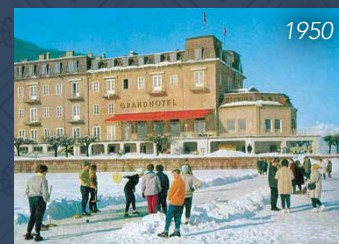


GRAND HOTEL
 ZELL AM SEE
 THE GREAT LAKESIDE HOLIDAY WORLD

*An eventful history
 spanning three
 centuries*
 (1896 - 2026)



1878 – The Early Beginnings

The first hotel buildings appear directly on the shores of Lake Zell, on the site of today's GRAND HOTEL ZELL AM SEE. The "Hotel am See", a small alpine-style inn, welcomes its guests at a time when tourism in Zell am See is still in its infancy.

1896 – The Birth of the Grand Hotel

Carl and Therese Böhm acquire the property and construct an elegant late nineteenth-century building in three phases. The new hotel is named "Grandhotel am See". Carl Böhm had previously earned the capital needed for the venture by running a café in Stuttgart.

1902 – Modern Luxury Arrives

The installation of electric lighting brings the very latest comforts of the day to the Grandhotel am See. Even in these early years, Zell am See is becoming a major tourist destination, already recording 25,000 overnight stays during the summer.

1918 – A New Beginning After the First World War

Following the difficult years of the First World War, the Grand Hotel am See is sold. During the interwar period, the hotel enjoys another brief era of prosperity.

1955 – The Dawn of a New Era

After the Second World War, the Grand Hotel initially serves as accommodation and a training centre for the American occupying forces. Major fires cause extensive damage to the building. Following the Americans' departure, Karl Gramshammer acquires the badly damaged property for the symbolic price of one Austrian schilling and modernises it in the style of the 1950s. A new era of prosperity begins, alongside Zell am See's flourishing summer and winter tourism during the "Golden Fifties".

1965 – Glamour and the First Signs of Age

For ten years, guests have once again been enjoying their beloved "Grand". The hotel becomes a setting for several films and a meeting place for international celebrities. Behind its glamorous façade, however, the passage of time is increasingly apparent: the old walls are crumbling, and flooding causes considerable damage to the basement areas.

1984 – Demolition and Rebirth

Now owned by a Swedish timeshare company, the hotel is completely demolished. A new all-suite hotel is built in its place, with an architectural design deliberately inspired by the original nineteenth-century building.

1995 – The Holleis Era Begins

The Swedish timeshare company ceases operations. The Holleis family of hoteliers from Zell am See, owners of the five-star SALZBURGERHOF, acquires the Grand Hotel and the neighbouring Clima Hotel. The two properties are brought together as the new GRAND HOTEL ZELL AM SEE, embarking on a shared future. The hotel thus returns to its original purpose as a traditional, owner-run Grand Hotel.

1998 – Traditional Austrian Hotel Culture Returns

The Imperial Café-Bar revives the spirit of classic Grand Hotel culture: a coffee house, bar and social meeting place once again become a focal point of life at the hotel.

2003 – Hundertwasser at Lake Zell

The hotel gardens gain an exceptional work of art with the Österreich-Brunnen, or "Austria Fountain", based on a design by the celebrated Austrian artist Friedensreich Hundertwasser. The project brings together traditional and contemporary expressions of Austrian identity and art in a distinctive way.

2008 – From Spa Traditions to Modern Wellness

Bridging the tradition of therapeutic spa retreats and the modern concept of wellness, the GRANDSPA opens on the fourth and fifth floors of the wellness wing. This exclusive spa offers impressive panoramic views of the lake and mountains.

2015 – A New Era for the GRAND HOTEL

The opening of the casino by Casinos Austria marks a new chapter in the hotel's history. At the same time, substantial investments are made: the Kaisersaal dining room is created across two levels, the hotel kitchen is completely refurbished, and an additional underground car park is built.

2020 – "The Keg Is Tapped!"

Dr. Wilfried Holleis and his son Valentin open the hotel's own brewery, "Pinzga Bräu am See". Craft beers brewed on site and traditional Austrian cuisine, served in the picturesque lakeside beer garden, revive the Pinzgau region's longstanding brewing tradition.

2026 – 130 Years of GRAND HOTEL ZELL AM SEE

The GRAND HOTEL ZELL AM SEE celebrates its 130th anniversary. A commemorative book written by Bernhard Barta, "Zell am See und sein Grand Hotel" ("Zell am See and Its Grand Hotel"), is presented at a grand anniversary celebration. As one of Austria's oldest surviving Grand Hotels, the property looks back on 130 years of eventful history. This rich heritage is both a responsibility and an inspiration as we carry the story of the GRAND HOTEL ZELL AM SEE into the future with confidence, openness to new ideas and the enduring warmth of Austrian hospitality.



HOLLEIS HOTELS

*Hotels belonging to the Holleis family:
Unique in their charm & history!*



SALZBURGERHOF ★★★★★ S

The 5-star superior hotel in Zell am See
Auerspergstraße 11 / 5700 Zell am See,
Tel. +43(0) 6542 / 765-0
Fax +43(0) 6542 / 765-66
5sterne@salzburgerhof.at
www.salzburgerhof.at



GRAND HOTEL ★★★★★ S

The great lakeside holiday world
Esplanade 4-6 / 5700 Zell am See
Tel. +43(0) 6542 / 788-0
Fax +43(0) 6542 / 788-305
info@grandhotel-zellamsee.at
www.grandhotel-zellamsee.at



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www.weissee.at