Florian Weitzer Hotels and Restaurants

What makes the city hotels and restaurants in Graz, Vienna and Salzburg so distinctive.

The Weitzer family has been in the hotel business for over 100 years. Since 2003 Florian Weitzer has given the owner-run hotels his highly personal stamp. Once the new line of approach for the Hotel Weitzer, Grand Hôtel Wiesler and Daniel in Graz had been decided upon, the opening of the Hotel Daniel Vienna in 2011 saw him enter the Austrian capital. Since autumn 2015 there has been a Weitzer hotel on Vienna's famous Ringstraße, too – the Grand Ferdinand. Other highlights include the opening of the restaurants Meissl & Schadn in 2017 at the Grand Ferdinand and 2021 in Salzburg, Salon Marie in 2019 at the Grand Hôtel Wiesler, Limón on the rooftop of the Grand Ferdinand in December 2023 and Grazie Roma in 2026 at the Hotel Daniel Graz. From 2025, 73 completely redesigned rooms at Das Weitzer will form a hotel-within-a-hotel model - called the 'Dream Machine' - that stands for digital comfort and highly flexible travelling. 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, Mediterranean feel-good ambience or a blend of old and new defines the external framework – all businesses offer guests inspiring "sustenance for the soul". Naturally, this doesn't mean that culinary delights are left by the wayside. On the contrary, innovative gastronomy concepts are among the most important cornerstones of the city hotels – brand new, for example from early summer 2026: the new restaurant "Grazie Roma" at Hotel Daniel Graz. By the way, Meissl & Schadn Salzburg is the first Florian Weitzer restaurant without a hotel connection. The realization of further extraordinary gastronomic concepts in an independent - and soon also international - setting are planned for the future. The same applies to the revitalization of the former "Kurhaus Semmering", which is expected to open as Grand Semmering in the next few years.

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" brilliance. 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. A highlight is the inhabitable, fully glass-walled LoftCube on the roof of the Daniel Hotel, which – following a fire in November 2025 – has been welcoming guests again since November 2026, offering a 360-degree view over Graz. For its part, the Grand Hôtel Wiesler with its renovated rooms in a wide range of categories is an exciting blend of old and new combined with extraordinary details. 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 with a free standing bathtub, an open fireplace and the new "Dream Machine" room category, opening in 2025, that skilfully combines digital technologies and analog highlights. On the one hand, the 73 newly designed rooms offer modern travelers maximum flexibility, from booking to the digital room key and 24/7 microshop to check-out. On the other hand, the analog charm of the hotel is retained with breakfast in the "Engelreich" or a visit to the spectacular Weitzer rooftop sauna with a view of the Schlossberg. 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 lifestyle 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 E-Vespa, hammocks in the room, PV systems, bees and contemporary art on the roof or down in the lobby or vines, apple trees and herb beds on the doorstep – such individual details are what surprise Weitzer hotel guests with prior experience of conventional hotel chains. Spending the night in a converted US-American trailer in front of the hotel or in a unique LoftCube on the rooftop – 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. Extravagant details, such as an oasis in the inner courtyard as well as a a sun terrace with rooftop pool and a view over Vienna 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 Florian Weitzer hotels have enthusiastically taken. 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 MEANING 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 Weitzer. 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. "Der Steirer" at Hotel Weitzer – a long-established name on Graz's culinary scene – has been carefully redesigned and expanded in spring 2025: A place that embodies Styrian joie de vivre, now more open, warmer and closer to the times. Just a few steps away, the motto "Back to the good life" truly comes to life at "Salon Marie": since 2019, the restaurant at the Grand Hôtel Wiesler has stood for real indulgence, timeless elegance and a cosmopolitan spirit. Two other Weitzer sub-brands are shaking up Vienna, the "Daniel Bakery" and "Meissl & Schadn". The restaurant, whose name stands for the memory of everything that once made Viennese cuisine illustrious and grand, opened in 2017 on the ground floor at the Grand Ferdinand – a hotel dedicated to a contemporary interpretation of Austrian tradition. All the big and small classics of Austrian cuisine are also served in Salzburg's Getreidegasse, where another "Meissl & Schadn" has been welcoming schnitzel lovers, beef aficionados and Salzburger Nockerl enthusiasts since 2021. In addition to the "Meissl & Schadn", two other culinary hot spots at Grand Ferdinand should not be forgotten: "Gulasch & Söhne" offers "fast" Viennese cuisine on the ground floor on the Ringstrasse, while the "Limón" offers Mediterranean cuisine and a bar above the rooftops of Vienna. The fact that the cuisines of Italy, France and Spain have moved into the rooftop of the otherwise Austrian-influenced Grand Ferdinand since December 2023 is due to Florian Weitzer's desire to offer the best of the three culinary worlds in one place - as an ode to the south and to a lifestyle that stands for enjoyment and savoir-vivre like no other. And Hotel Daniel Graz has also got its own in-house restaurant in early summer 2026: "Grazie Roma," which will bring Roman pizza, pasta, Italian bar culture, and pure joie de vivre — "il gusto di vivere" to the Daniel and to Graz. 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 Mediterranean or colourful international delicacies – high quality, done relaxed.

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Florian Weitzer Holding GmbH

Total number of rooms: 716 rooms / 1424 rooms
Number of staff: 465

OWNER
Florian Weitzer

Grand Hôtel Wieser	www.grandhotelwiesler.com
Das Weitzer	www.hotelweitzer.com
Hotel Daniel Graz	www.hoteldaniel.com/graz
Hotel Daniel Vienna	www.hoteldaniel.com/vienna
Grand Ferdinand	www.grandferdinand.com

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Grand Hôtel Wiesler

GHW BetriebsgesmbH, Grieskai 4-8, 8020 Graz, Austria
+43 316 7066 0, info@grandhotelwiesler.com, www.grandhotelwiesler.com

Category:	City/Business/Lifestyle Hotel
Location:	centre of Graz, 5 minutes' walk from the Hauptplatz, very close to the Kunsthaus, only a few metres away from Congress Graz
Rooms:	102 rooms in the categories Tiny Independent, Independent, Comfort Independent, Grand Independent, Junior Suite, Royal Oak Suite und Grande Suite (redesigned during 4 construction phases between 2011 und 2018)
Seminars/Conferences:	5 seminar rooms, contact Event Team Meet & Celebrate (+43 316 703-200, events@weitzer.com)
Parking:	75 indoor parking spaces (Griesgasse indoor car park)
Cuisine & Specials:	„Salon Marie" restaurant & bar, art installation by Clemens Hollerer, room in Banksy style, oriental wellness oasis, Wiesler Shop, bicycles and E-Vespas for hire, free WIFI, voucher shop: shop.weitzer.com

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Hotel Weitzer

Das Weitzer BetriebsgesmbH, Grieskai 12-16, 8020 Graz, Austria
+43 316 703 0, hotel@weitzer.com, www.hotelweitzer.com

Category:	Business / City Hotel
Location:	centre of Graz, 5 minutes' walk from the Hauptplatz, very close to the Kunsthaus, only a few metres away from Congress Graz
Rooms:	201 rooms in the categories Dream Easy, Dream Big, Classic Room, Classic Superior, Classic Rubin, Weitzer Suite, Dream Candy (1x), Dream SK Sturm Graz (1x)
Seminars/Conferences:	7 seminar rooms for 8-270 people, contact Event Team Meet & Celebrate (+43 316 703-200, events@weitzer.com)
Parking:	203 indoor parking spaces (Citygarage Weitzer), charging stations
Cuisine & Specials:	Engelreich breakfast room and events venue, „Steirer" and wine shop, „Kaffee Weitzer", lounge bar, bikes and E-Vepas for rent, fitness studio and sauna on the rooftop, cash dispenser, free WIFI, voucher shop: shop.weitzer.com

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Hotel Daniel Graz

Daniel Graz BetriebsgesmbH, Europaplatz 1, 8020 Graz, Austria
+43 316 711 080, hellograz@hoteldaniel.com, www.hoteldaniel.com/graz

Category:	Urban Stay – Smart Lifestyle
Location:	Graz central railway station
Rooms:	108 rooms in the Smart, Casual and Loggia categories incl. LoftCube on the roof top
Seminars/Conferences:	3 seminar rooms („Garden", „Sputnik", „Sky") for 6–30 people contact: Event Team Meet & Celebrate (+43 316 703 -200, events@weitzer.com)
Parking:	hotel's private garage and parking spaces, charging stations
Cuisine & Specials:	Restaurant Grazie Roma, bikes and E-Vespas for rent, LoftCube on the roof top (new in autumn 2026), Design Concept Store, free WIFI, voucher shop: shop.weitzer

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Hotel Daniel Vienna

Daniel Vienna BetriebsgesmbH, Landstraßer Gürtel 5, 1030 Wien, Austria
+43 1 90 131 0, hellovienna@hoteldaniel.com, www.hoteldaniel.com/vienna

Category:	Urban Stay – Smart Lifestyle
Location:	borders on Schloss Belvedere, close to the Schweizergarten and Botanical Gardens of Vienna University and the central railway station
Transport Links:	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)
Rooms:	116 rooms in the Smart, Hammock, Corner and Belvedere categories on 6 floors incl. one room in a converted US-American trailer
Parking:	underground car park, charging stations
Cuisine & Specials:	„Bakery" (breakfast buffet & restaurant), patio, shop-bar/reception, bicycles and E-Vespas for rent, ATM, free WIFI, "urban gardening", bees on the roof, artwork by Erwin Wurm on the roof, trailer in the front garden, voucher shop: shop.weitzer.com

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Grand Ferdinand

Grand Ferdinand BetriebsgesmbH, Schubertring 10-12, 1010 Wien, Austria
+43 1 91880, welcome@grandferdinand.com, www.grandferdinand.com

Category:	Boutique Design
Location:	Ringstraße, midway through the centre, diagonally opposite Hotel Imperal & Schwarzenbergplatz, very close to Albertina, the Vienna State Opera, Musikverein, Konzerthaus, Akademietheater
Transport Links:	airport (30 minutes by taxi, train or bus), Vienna main station (10 minutes by taxi or tram)
Rooms:	186 rooms in the categories: Petit Chic, Charmant Chic, Grand Chic, Petite Suite, Grande Suite (4), Ferdinand Suite (1), Schlafsaal (1)
Parking:	valet parking available in Corso Garage
Cuisine & Specials:	„Meissl & Schadn", „Gulasch & Söhne", „Limón", rooftop pool for hotel guests, fitness studio with state-of- the art-equipment, free WIFI, voucher shop: shop.weitzer.com

Meissl & Schadn Wien

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www.schnitzellove.com

Meissl & Schadn Salzburg

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The history of the Weitzer hotels – at a glance

1910: Johann Weitzer acquires today's Hotel 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 Hôtel 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 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" offers the best of Styrian wines.

2008: Completion of extensive renovation work on the guest rooms, seminar rooms and lobby at the Hotel 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 timehonoured "Kaffee Weitzer" coffeehouse remains unchanged.

2010: From five stars to independence – the 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: In November, Hotel Daniel Vienna opens its doors – defined by a smart focus on essentials and breezy, refreshing touches in both design and special features.

2012: Opening of a further 20 redesigned rooms and a suite at Grand Hotel Wiesler as well as the official opening of Hotel Daniel Vienna with an by Erwin Wurm on the roof.

2013: The Hotel Hotel 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 opened.

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 features over 186 rooms – including several suites, a 100 sqm grande suite and a dormitory – as well as three restaurants and a rooftop pool.

2016: Weitzer Hotels get the Austrian national coat of arms.

2016: Opening of Clemens Hollerer's art installation "Jigsaw Falling into Place" in the lobby of Grand Hôtel Wiesler in autumn 2016.

2017: "Meissl & Schadn" opens on the ground floor of the Grand Ferdinand in September – a restaurant with an venerable name, based on dishes like Tafelspitz, Wiener Schnitzel and Apple Strudel.

2018: Since April 2018 all 102 rooms have been presented in a new look at Grand Hôtel Wiesler (redesigned during 4 construction phases between 2011 and 2018).

2018: Since autumn 2018, a sauna and fitness area have been opened on the rooftop of Hotel Weitzer.

2019: Opening of "Salon Marie" Restaurant & Bar at Grand Hôtel Wiesler. Florian Weitzer acquires the "Kurhaus Semmering", which will enrich the high-altitude health resort of Semmering in a few years as Grand Semmering.
In addition, in October the location for an expansion of "Meissl & Schadn" is fixed – Getreidegasse 50 in Salzburg

2020: Renovation work on the "Meissl & Schadn" in Salzburg is progressing, planned opening in 2021. In autumn 2020 "The Wiener Schnitzel Love 2020: Book", edited by Florian Weitzer and Severin Corti, is published.
New voucher shop: shop.weitzer.com

2021: Opening of the "Meissl & Schadn Salzburg".

2022/23: Ongoing approval phases for the project Grand Semmering.

2023: In December 2023, the "Grand Étage" restaurant on the rooftop, which was previously reserved for hotel guests, is replaced by the new "Limón" - a restaurant & bar open to the public with a Mediterranean focus - following a redesign of the interior.

2025: 73 newly designed rooms are opened as a 'Dream Machine', a hotel-within-a-hotel model, at Hotel Weitzer. Freshly refurbished, Der Steirer now hosts the new stand-up bar "Die Steirer-Theke" right in the middle of the restaurant.

2026: „Grazie Roma" opens in June 2026 at Hotel Daniel Graz – with Roman pizza, pasta, and Italian bar culture. As part of a careful refresh, the ground floor will be redesigned and the three new meeting rooms—"Garden", "Sputnik" and "Sky"—will open. In October, the LoftCube returns to the rooftop of Daniel Graz in a brand-new version after being completely destroyed in a fire in November 2025.

2026: In October, Governor Mario Kunasek formally presents Hotel Weitzer with the Styrian coat of arms. From autumn 2026, the flagship of Florian Weitzer Hotels & Restaurants is also a proud holder of the Ecolabel "Österreichisches Umweltzeichen".