

## Birthplace of the Salzburg Festival and an exclusive address for travelers to Salzburg

### For everyone and “Everyman”: Schloss Leopoldskron and the Meierhof now reopened as a hotel

*This majestic rococo palace dating back to the 18<sup>th</sup> century is generally held to be the birthplace of the Salzburg Festival, though it gained true world fame as a shooting location for “The Sound of Music”, and has always been a real magnet for artists and thinkers from around the globe. Under its new name “Hotel Schloss Leopoldskron”, effective immediately this estate now offers 55 stylishly renovated rooms in the “Meierhof” as well as 12 spacious, historical suites in the palace itself.*

After a slow process spanning many years aimed at providing access to this estate for guests, the palace and its Meierhof have now opened their doors as a hotel. General Manager Daniel Szelényi, who comes from Munich and joined Schloss Leopoldskron last summer, has made it possible for Salzburg visitors to experience this unique historical site from this point on: *“The entire palace is once again inhabitable, as a guest you can enjoy it as if it were your own home. You can even make yourself comfortable in the former office of Max Reinhardt”,* raves Szelényi. *“The quiet location on the banks of the Leopoldskroner Weiher, with view of the mighty Untersberg Massif and Hohensalzburg Fortress, makes this inspiring place almost magical.”*

This process goes hand in hand with a restructuring of the entire organization: Service has been refined and a stronger focus has been placed on the guest experience as a whole. With this in mind, a completely new corporate identity with a new logo, marketing presence and website was developed.

At the heart of the renovations was a **comprehensive rehabilitation of the Meierhof**, which now presents itself in its brand new finery: an elegant boutique hotel with 55 renovated guest rooms, two townhouses, an open reception area and the inviting Meierhof Café.

Salzburg architectural firm “fally plus partner”, in collaboration with interior designer Elfrid Wimmer-Repp, created a cheerfully colored, charming atmosphere, whilst incorporating the historical character. Loving design elements such as former shutters from the palace windows now serving as headboards for beds, prints of historical photographs and bathroom tiles reminiscent of parquet flooring, all establish a clear connection to the historical palace.

All of the rooms are appointed with high-quality furniture and baths, elegant parquet floors along with 32-inch flatscreen televisions. The walls of the rooms, as well as the longer hallways, are decorated with historical photos of the Salzburg Festival from the time of Max Reinhardt.

**Three new “Sound of Music” theme rooms**, with view of the idyllic Leopoldskroner Weiher and the majestic Untersberg, embody the connection of this setting to the world-famous movie. The rooms reflect the colors and atmosphere of the film in a contemporary interpretation. **Five new and especially spacious double rooms**, including one with four-poster bed in an oval room, formerly the archive of the Salzburg Global Seminar, were likewise created.

The Meierhof Café now exudes a whole new radiance, offering hotel guests a selection of regional beverages and homemade pastries. The completely redesigned, open and friendly reception is reminiscent in its form of a jewelry display case, presenting exquisite keychain pendants and jewelry. At the same time, it makes it possible to establish even more personal contact with guests.

The historical atmosphere is like a single common thread that runs through all of the public areas, where you will find numerous extensively restored pieces of antique furniture drawn from the palace’s own possessions. The décor of the **12 historical suites in the palace** includes original 18<sup>th</sup>-century pieces. The heart of the historical rooms is the Max Reinhardt Library with over 10,000 books which, just like the elegant Marble Hall, the Venetian and Chinese Rooms, invites guests to make themselves comfortable and while away countless pleasant moments. These and other rooms can be booked for events, conferences, seminars, readings, weddings and many other special events.

*“No other place in Salzburg combines history and recreation in such a unique setting as does Hotel Schloss Leopoldskron. Our renovated boutique rooms and redesigned public areas in the Meierhof*

*complement the historical suites and rooms in the palace outstandingly well, which makes it possible for us to convey to our guests an experience in Salzburg that is both inspiring and emotional through-and-through”, explains Szelényi.*

All guests of Hotel Schloss Leopoldskron enjoy unrestricted access to the palace as well as breakfast in the majestic state rooms. The stay includes hotel amenities such as free WiFi, bicycles to borrow, use of the hotel’s own fitness center, the Leopoldskron outdoor pool and much more.

**Hotel Schloss Leopoldskron is a member of Castle Hotels & Mansions ([www.schlosshotels.co.at](http://www.schlosshotels.co.at)), Historic Hotels of Europe and a partner of Climate Alliance Austria, Europe’s biggest climate-protection network.**

**PRICES:**

Single rooms from EUR 120.00, double rooms from EUR 160.00, suites from EUR 260.00

**Special Opening Package:** Double rooms from EUR 130.00; seminar package EUR 49.00 per person (valid from 14 – 31 March as well as 10 – 30 April 2014)

**Additional Information: History**

*Built in 1736 as a personal possession of Prince Archbishop Leopold von Firmian, Schloss Leopoldskron remained in the family for almost 100 years. In 1918, theatre impresario Max Reinhardt purchased the palace and it was here that, together with Richard Strauss and Hugo von Hofmannsthal, he founded the Salzburg Festival in 1920. In 1947, three Harvard students came up with the idea of holding an international seminar between Europeans and Americans, the consequence of which was the first “Session” of the Salzburg Global Seminar. Subsequent to that time, the palace was privately owned by the Salzburg Global Seminar and not open to the general public. In the summer of 1964, the palace became the focus of international attention when it was used as a shooting location for the world-famous movie, “The Sound of Music”.*

**Information and Contact:**

Karin Schiller  
Sales and Marketing Manager  
+43(662)83983-147  
[kschiller@schloss-leopoldskron.com](mailto:kschiller@schloss-leopoldskron.com)  
[www.schloss-leopoldskron.com](http://www.schloss-leopoldskron.com)

**For information or to order the free Castle Hotel Guide, please contact:**  
**Castle Hotels & Mansions, Austraße 7, 5411 Oberalm bei Salzburg**  
**Tel: +43 (0) 62 45 / 90 123, [info@schlosshotels.co.at](mailto:info@schlosshotels.co.at), [www.schlosshotels.co.at](http://www.schlosshotels.co.at)**