



HOTEL
GOLDENER HIRSCH
SALZBURG

THE
LUXURY
COLLECTION

Hotel Goldener Hirsch, Salzburg

HISTORY

A Brief History of the Hotel Goldener Hirsch (first mentioned in 1564) and some of the major events of the City of Salzburg.

1407	An inn at the location of the Goldener Hirsch is mentioned for the first time.
1499	Salzburg has about 5.000 inhabitants. The post coach links Vienna and Brussels.
1553	The plague hits Salzburg
1564	Göldener Hirsch mentioned for the first time.
1587	Wolf Dietrich Archbishop of Salzburg.
1596	Caspar Beichtner buys house No. 256, Getreidegasse 37, the "Göldener Hirsch" and becomes the first fully licensed innkeeper.
1614	Laying of the foundation stone of the cathedral.
1616	May be the first performance of an opera at the Hellbrunner Steintheater.
1644	95 breweries in Salzburg. Approx. 9.000 inhabitants.
1657	Smoking of tobacco is banned from the city.
1668	The first newspaper appears in Salzburg
1669–1680	Wilderich von Walderdorff is Prince Bishop of Vienna. 500 years later a descendant of his house will take over the Goldener Hirsch.
1671	House number 256, today Getreidegasse 37, is for the first time referred to as "Wirtshaus (Inn) Zum Göldenen Hirsch"
1696	The Pferdeschwemme, a washing alley for horses, is built opposite of the Goldener Hirsch.
1705	The first coffee house, the Steigersche Kaffeehaus, today Café Tomaselli, is opened.
1751	Maria Anna Mozart, nicknamed Nannerl, 4. Child of the Mozart family sees the light of the world.
1752	The mail-coach links Salzburg and Linz.
1756 01 27	Wolfgang Amadeus Mozart, is born as the 7th and last child of Leopold and Anna Mozart. Father Leopold is a well-known violin player, vice conductor of the Salzburger Hofkapelle, music teacher and author of a violin school (still in use today!) W.A.Mozart was actually baptised Johannes Chrysostomus Wolfgangus Theophilus (Gottlieb in Greek). In 1770 he starts calling himself Wolfgango Amadeo (Gottlieb, in Latin) and after 1777 Wolfgang Amadé.
1764–67	The tunnel between the place in front of the Goldener Hirsch and the other side of the mountain Mönchsberg is completed.
1767	The rank of count is conferred upon the Walderdorff family.
1773	Salzburg has about 16.000 inhabitants.
1788	The mail coach links Salzburg and Triest at the northern Adriatic coast.
1791	On December 5th Wolfgang Amadeus Mozart dies in Vienna.
1792	Birth of Josef Mohr, the author of Silent Night, Holy Night.
1800 12 15	French Troops occupy Salzburg.
1805	Treaty of Bratislava brings Salzburg to Austria.
1809	French occupation of Salzburg and parts of Austria. Austria defeats Napoleon on May 22nd at Aspern near Vienna, later Austrian defeat at Wagram.
1816 05 01	Salzburg is finally part of Austria.
1818 12 24	First performance of Silent Night, Holy Night at the church of Oberndorf near Salzburg.
1842	Salzburg honours its great son Mozart with a statue (Mozartdenkmal).



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1848/49	Revolution all over Europe. Emperor Ferdinand abdicates. The new emperor is Franz Josef I.
1858	Railway "Kaiserin-Elisabeth-Westbahn" links Vienna with Linz.
1860	1st August: the railway track Linz – Salzburg completed. Salzburg's streets are gas-lit.
1862	The city gets a public sewage system.
1873	Numbering of houses changes to the Paris system. All roads bear names now and houses are numbered. Goldener Hirsch changes from number 256 to Getreidegasse 37 and – on the other side - to Heuwag- or Sigmundsplatz 5.
1877	First telephone in Salzburg. The main bridge receives iron reinforcement.
1878	Electric light for the first time used in a private household.
1880	The house where Mozart was born becomes a public museum. The music academy "Mozarteum" opens.
1884	25.529 inhabitants in Salzburg. The owner of the Goldener Hirschen, Carl Murauer, builds a bowling alley at the hotel.
1889	Electric chandeliers at the main dining hall of the Goldener Hirsch.
1890	Electric elevator to the Mönchsberg is completed.
1904	Hermann Bahr and Max Reinhardt have plans for a Salzburg Festival.
1908	April 5th, Herbert Karajan is born.
1909	Albert Einstein presents his theory of relativity in Salzburg.
1914	World War I.
1916	Emperor Franz Joseph dies.
1917	Foundation of the "Salzburg Festival Association" in Vienna.
1918	Karl Zwerenz announces as the new owner of the Goldener Hirsch: Rooms, cold and warm dishes at the restaurant at any time of the day, Wine-hall (standing only) and excellent beers.
1918 11-11	End of World War I. Emperor Karl abdicates. Collapse of the 51-million people monarchy. On November 12th the Republic is announced.
1919 09 10	Treaty of St. Germain.
1931	Roomrates at the Goldener Hirschen: (total of 70 rooms): Single room: 2,50 – 4 Schilling; high season: 3–8 Schilling. Half board 8–10 Schilling (low season), 12-14 during festival seasons. Lunch from 2,50 Schilling, bathroom an extra 2,50, while heating was always included.
1934	Population of Salzburg is 69.447.
1936	Soprano Lotte Lehmann, a guest at the Villa Trapp, discovers the talent of the singing Trapp family. The Trapps who have lost most of their fortune due to a bank collapse, start their career as a family choir.
1938 08	The Goldener Hirsch has the telephone number 419, a single room is 4–8 Schilling, a double 8–20, half board 12–16, a breakfast 1,50–2, bathroom 2,50.
1939 04 14	Austria annexed by Nazi Germany – becomes the Ostmark, Salzburg a Reichsgau. In September, World War II. starts.
1939 10 13	Emanuel Graf Walderdorff buys the Goldener Hirschen.
1940 08	Franz and Anna Bernauer lease the hotel from Walderdorffs.
1944 10 16	Start of US air raids over Salzburg to liberate Austria and to end World War II.
1945 05 04 / 05	City handed over to American troops.
1946 07 06	Count Emanuel Walderdorff applies for major renovations of the old building.
1946–47	Goldener Hirsch as well as all other major hotels becomes temporary home of ex KZ inhabitants.
1947 01 02	Renovation of Goldener Hirsch to start.



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1948	In April the Goldener Hirsch reopens after extensive renovations.
1949	Maria Augusta Trapp's book "The Story of the Trapp Family Singers" appears in America.
1955	The restaurant of the hotel is on tour: Goldener Hirsch Chef Fritz Lanik produces Spiesschen Goldener Hirsch and Wiener Backhendl at the Horecafe in Amsterdam.
1963 05	Starts the shooting to "Sound of Music" in Salzburg.
1965 03 02	The opening of the movie "Sound of Music" at New York's Rivoli Theatre attracts more people to Salzburg than any other event before and ever since.
1967	Herbert von Karajan starts the festival at Easter.
1968	Baroque composer Emilio De'Cavalieri (≈ 1550 – 1602) rediscovered at the festival. Reason enough for the Walderdorffs to name a house cocktail after him.
1969	Queen Elisabeth II., Prince Philip and Princess Anne visit Salzburg. The Goldener Hirsch caters for the gala dinner.
1970 02 09	Carl Adolf Vogel buys the Goldener Hirsch. Johannes Count Walderdorff remains the general manager of the hotel.
1971	Population of Salzburg at 128.845.
1972	Richard Nixon visits the Goldener Hirsch.
1987	Kupferschmiedhaus annex opposite of the hotel in Getreidegasse inaugurated.
1993 10	Condé Nast Traveller lists the Hotel Goldener Hirsch under Top Foreign Hotels on rank 16.
1993 Winter	Goldener Hirsch goes New York. Metropolitan ticket holders enjoy Rehrücken mit Rotkraut und Serviettenknödel at 54 Dollars after the show at the restaurant The Grand Tier.
1994	Sisterhotel Imperial in Vienna ranked the best hotel in the world by Condé Nast Traveller.
1995	Population of Salzburg at 146.663.
1996 10 18	The library "Bibliothek", a conference venue at the hotel, opened.
1997	Smart room concept including fax, modem and office facilities.
1997	Conference room built at the hotel. The Goldener Hirsch becomes a select member of The Most Famous Hotels in the World.
1997 07 08–11	2. World Economic Forum with 11 heads of states, 75 ministers and over 500 participants, representing 45 countries, meet in Salzburg. The Goldener Hirsch caters for the dinner for 800 guests.
1998	Starwood Hotels & Resorts manages the Hotel Goldener Hirsch under the brand The Luxury Collection
2002	Herbert Pöcklhofer is new General Manager and takes over from Count Walderdorff. He started at the Goldener Hirsch some 40 years ago.
2007	The Hotel celebrates its 600th anniversary.
2008/09	The Hotel Goldener Hirsch gets The Luxury Collection Award "Best Hotel". Even in the rating involving all 900 Starwood hotels worldwide the Hotel Goldener Hirsch in Salzburg accounted for the most satisfied guests.
2010	Gerald Krschek becomes manager of the hotel and builds the business center "Herbert-von-Karajan-Saloon®" that offers 24-hour-internet-access.
2011	Wolfgang Putz replaces Gerald Krschek as Hotel Manager.
2012	The first Goldener Hirsch „Festspielfestl" takes place at the restaurant Goldener Hirsch on June 29.
2012	The hotel gets its 70th room, Suite number 36.
2014	Wolfgang Putz gets announced as General Manager of the hotel.
18.09.2016	Hotel Goldener Hirsch is sold to the German entrepreneur Hans-Peter Wild (Wild Group) and is further managed by Marriott International (formerly Starwood)



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26.09.2016

Starwood Hotels & Resorts worldwide Inc. and Marriott International merge into the world's largest hotel chain.

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