



Hotel Goldener Hirsch, Salzburg

A Luxury Collection Hotel

The five-star Hotel Goldener Hirsch in the elegant Salzburg shopping street “Getreidegasse”, close to the famous “Großes Festspielhaus” (Festival Hall), provides a cosmopolitan retreat right amidst the hustle and bustle of city life. With management providing a personal touch, the 70-room hotel evokes the romantic magic of the 15th century combined with the refined luxury of the 21st century.

The historical building was first mentioned in 1407. It became publicly known in 1564 when the “Güldener Hirsch” guesthouse moved in. At the time Salzburg had just 5,000 inhabitants, but it began to grow with Mozart, who in 1756 was born just a few meters away from Hotel Goldener Hirsch. The city finally gained international fame in music and theatre circles thanks to the “Salzburger Festspiele” festival.

In 1939, Countess Harriet Walderdorff took over the hotel with the objective of establishing the Goldener Hirsch as the top festival hotel. After the end of the Second World War, she began to redesign the interior with simple yet modern décor and created a country manor in the heart of the city. As a contrast to the extravagance of Salzburg at the time, the Countess decided to install typical Austrian furniture and antique artefacts, replacing the Persian rugs with traditional patchwork carpets. The hotel opened on April 19th, 1948 with an unpretentious yet elegant style – modern comfort in traditional surroundings. It swiftly became a prototype for the design of countless other buildings in western Austria.

Since autumn 1976 the Goldener Hirsch has belonged to the Imperial Hotels Austria AG and since 1998 has been able to draw upon the international network of the operating company Starwood Hotels & Resorts as part of its “The Luxury Collection” brand.

The Goldener Hirsch is the epitome of Salzburg hospitality. An experienced and tested team has carried on this tradition for international guests and the Salzburg public for centuries to the very highest of standards – “every guest is a friend of the hotel” is the motto. It is hardly surprising then that over the years the Goldener Hirsch became – just as was originally intended by Countess Walderdorff – a second home to big stars of the Salzburg festival and international celebrities, such as Elizabeth Taylor, Herbert von Karajan, Luciano Pavarotti, the Rothschilds, the Gettys and the Prince of Wales. Wolfgang Putz has been at the reins of the Goldener Hirsch since 2011, when he took over as director.

The Goldener Hirsch is Salzburg’s accommodation option that is most steeped in tradition. Understatement on the outside, alluring luxury of the highest order on the inside – that is how the multi-international-award-winning hotel greets its guests. Decorated in typical Salzburg design and equipped with the full range of modern facilities, the Goldener Hirsch effortlessly combines tradition with style. The age-old front door immediately tells tales of a long history, which can also be felt in the charmingly winding hotel corridors that is full of nooks and crannies featuring magnificent antique artefacts with wonderful attention to detail. Even the bar features an original design, with an antique chest with engravings from an old sky atlas.

The cozy guestrooms – 65 rooms and five suites in total – were all furnished individually with antiques from the last three centuries with the refined feel of a Salzburg country manor. The hotel caters to the needs of an international clientele in every sense. Each guestroom has a vintage trove upon where a modern telephone has



been installed, while high-speed internet access, a minibar, flat-screen TV and air-conditioning are standard features - not to forget the marble bathroom with hairdryer and bathrobe.

The guestrooms are divided into four categories. The first are the “Classic” rooms which span 24 to 27 square meters. The interior features the typical colour range of the hotel, with pink, blue, yellow and red tones, while the dark antique furniture is in the traditional Salzburg style. Old paintings and works of art remind guests of the building’s rich past.

The “Exclusive” guestrooms (28 to 32 square meters) offer either a view out onto the “Getreidegasse” or the inner courtyard. The Goldener Hirsch (Golden Deer) theme is continued with the deer clothes hangers, and the room’s decor is perfectly in harmony with the overall colour palette of the hotel.

Spanning 33 to 48 square meters in total, the “Festival Wing” rooms are the most spacious in the hotel and a real symbol of unassuming luxury. Here you can choose to kick back and relax in the seating area with Salzburg furniture and a sofa, or alternatively by the coffee table or in the inviting armchair. Some of these rooms even have a separate entrance room.

The “Suites” are 42 to 48 square meters and offer plenty of space for a comfortable stay. They comprise a double bedroom, a bathroom and an adjoining lounge – a really cosy retreat right in the city centre. All suites are designed in pink, yellow, blue or red colour tones. Hand printed fabrics, charming antique furniture and other furnishings personally handpicked by Countess Harriet Walderdorff create an intimate link between the hotel’s present and grand past. A spacious seating area, two wireless telephones, high-speed internet access, a flat-screen TV and a DVD player provide the modern comforts. The bathroom, made from handcrafted Salzburg “Untersberg” marble, optionally features a bathtub, shower, bidet and telephone.

The Goldener Hirsch has become widely known as the go-to place for exciting culinary discoveries and cosy get-togethers: the famous Bar Goldener Hirsch really is a place to “see and be seen” especially during the festival. Deer motifs above the arch on the white walls, comfy wingback armchairs around the tables adorned with hand-woven covers – the former inner courtyard which is today home to the bar is considered to be one of the most beautifully designed rustic-style rooms worldwide. A real bestseller on the extensive wine and cocktail menu is the “Susanne” cocktail, which was created at the bar and comprises orange juice, cassis, tonic water, Campari and vodka.

Also part of the Goldener Hirsch hotel is the quaint and cosy Restaurant s’Herzl in the style of a Salzburg manor house. In 1767 it was still a goldsmith’s business, but today guests entering from Herbert-von-Karajan square walk into a folkloric, creative ambience that harks back to bygone times, with dark wooden tables and chairs in a romantically golden light, wonderful table cloths and service staff wearing traditional dirndls. Austrian specialties are served – from “Wiener Schnitzel” to the famous “Bratwurst” with cabbage.

The awarded Restaurant Goldener Hirsch distinguishes itself with its classic Austrian cuisine, inspired by seasonal and primarily regional products, plus a selection of exquisite wines.



The former blacksmith's is the most famous restaurant of all in Mozart's city and is often visited by world-famous artists and members of the international high society. Here guests dine before the backdrop of heritage-protected walls painted with murals of hunting scenes in an ambience of smooth elegance. The inn is furnished with rustic wooden chairs and tables, while the service staff wear traditional green Austrian clothes, and there are handcrafted items all over the place that feature the hotel's deer motif. The restaurant's catering team services government receptions, parties, wedding dinners in castles and other large events with its exquisite creations.

Despite its international reputation the Goldener Hirsch has preserved its private residence feel. That's something which is highly appreciated amongst organizers of board meetings and seminars. The hotel's library and board meeting room with state-of-the-art conferencing technology are available for such events, as well as for training courses and product presentations. Private hosts can also invite their guests to their specially tailored private events at the Goldener Hirsch. For further information or to make a reservation, visit www.goldenerhirsch.com.

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All photos of Hotel Goldener Hirsch are available for download under www.starwoodassetlibrary.com. Third party vendors and design/press agencies working with Starwood are welcome to create their own account.

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