

Schönbrunn Group

DISCOVER IMPERIAL AUSTRIA

CULTURE AT ITS FINEST



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**“We act as an imperial host,
extending a royal welcome to guests
from Austria and all over the world
who come to visit our historical attractions,
providing the finest entertainment
and indulging our visitors in true imperial style.
Our collective success is rooted in quality,
sustainability and strong partnerships.”**

Schönbrunn Group





Dear Reader

With Schönbrunn Palace, the Vienna Furniture Museum, the Sisi Museum and the Schloss Hof Estate, the Schönbrunn Group administers the foremost attractions of Austria's imperial heritage. We invest our revenue in renovating and preserving these cultural assets so that, going forward, we can continue offering a unique experience to our visitors, who come not only from within Austria, but also from abroad.

At the same time, through new and attractive initiatives, we aim to generate worldwide interest in Austria's imperial heritage and the world of the Habsburgs. The only way to achieve this is with a skilled and committed workforce, visionary consultative boards and innovation-friendly cooperation and business partners. Our collective success rests on quality, responsibility, sustainability and strong partnerships, prioritising an open corporate culture and mutual respect.

Accordingly, may I thank you for your interest and your confidence in us! Our work involves so much more than preserving and conserving, for we are also creative in everything we do, seeking to ensure that every visit to each of our locations is an experience to remember!

Mag. Klaus Panholzer

CEO/Geschäftsführer

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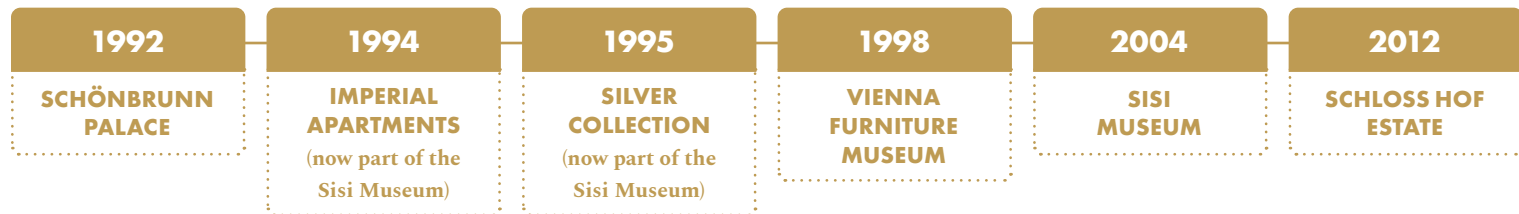
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SCHÖNBRUNN GROUP

With Schönbrunn Palace, the Vienna Furniture Museum, the Sisi Museum in the Vienna Hofburg and the Schloss Hof Estate, the Schönbrunn Group, a company registered under the name Schloß Schönbrunn Kultur- und Betriebsges.m.b.H., administers the foremost attractions making up Austria's imperial heritage on behalf of the Republic of Austria, operating under the remit of the Cultural Section at the Austrian Federal Ministry of Labour and Economy. From 1992 onwards, these cultural assets, all owned by the Republic of Austria, were successively entrusted to the Schönbrunn Group in the form of usufructuary agreements or leases.

The Schönbrunn Group's mission is to self-generate the requisite funds for preserving and restoring these heritage assets through sympathetic and visitor-friendly use, prioritising the greatest-possible protection of their historical substance. In opening up our sites to cultural, touristic and leisure activities, we seek to ensure the most sensitive possible integration of modern touristic infrastructure.



II
**Schloss
Schönbrunn**
IMPERIAL LIVING



AN AUTHENTIC EXPERIENCE OF AUSTRIA'S IMPERIAL HERITAGE

Enjoy a glorious day amid the resplendent ambience of historical, imperial Austria. Schönbrunn Palace is a must-see highlight of any trip to Vienna. Easily accessible to visitors, the Palace is an impressive complex, comprising the Palace itself with all its authentic features, the Children's Museum, extensive Gardens, cafés, and the oldest Zoo in the world. Visitors can experience the imperial heritage of the Habsburgs in all its authenticity, while European history, with historical facts and figures, is presented in an engaging and entertaining format.

II
**Möbelmuseum
Wien**
DESIGN AND HISTORY



A JOURNEY THROUGH TIME, EXPLORING THE HISTORY OF DESIGN

The Vienna Furniture Museum boasts the largest furniture collection in Austria and the world's largest Biedermeier collection. Visitors can also embark on an inspirational journey through time, exploring the history of furniture design from Baroque, through Jugendstil, to the present day in an impressively-staged presentation.



Sisi Museum

EXPERIENCE THE IMPERIAL HOFBURG



SISI'S AURA AS A LIVED EXPERIENCE

Here at the Sisi Museum, Sisi's personality and aura can still be felt in the place where the Empress resided for many years. Visitors gain a sense of what Sisi was really like and why she continues to fascinate today. An inspiring and moving experience, including many of the Empress's authentic personal belongings.



Schloss Hof

IMPERIAL RELAXING



WHERE BAROQUE COMES TO LIFE A DAY OUT FOR ALL THE FAMILY

An unforgettable experience for the whole family, set amid the landscape of the Marchfeld region in Lower Austria. Immerse yourself in the days of old - from the imperial splendour of the Palace with its gardens, to the picturesque estate farm with its herb garden and petting zoo.

MISSION STATEMENT – CULTURE AT ITS FINEST

At the Schönbrunn Group, we act as guardians of the heritage entrusted to us. We continually nurture the cultural assets in our custody - in their role as standout tourist attractions - with the aim of preserving them for the benefit of future generations.

We create standout tourist attractions ranking among the world's top cultural tourism destinations.

The Schönbrunn Group stands for a combination of two qualities: “culture at its finest”, and “economic success”.

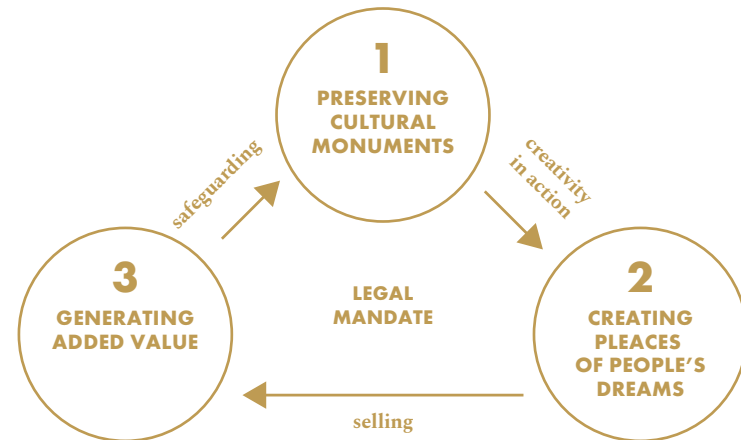
We generate our own revenue in order to preserve the cultural treasures in our care in all their authenticity, making them accessible to the wider public and incorporating them into our cultural education activities.

We act as an imperial host, extending a royal welcome to guests from Austria and all over the world who come to visit our historical attractions, providing the finest entertainment and indulging our visitors in true imperial style.

We offer an attractive, secure working environment and encourage staff development with the aim of contributing to betterment of the Group as a whole.

Our focus is on quality, responsibility, sustainability and strong partnerships with a view to collective success.

CORE COMPETENCIES & VALUES



EXECUTIVE MANAGEMENT & CONSULTATIVE BOARDS

EXECUTIVE MANAGEMENT

Mag. Klaus Panholzer <i>CEO/Director</i>		
Mag.^a (FH) Christina Schumann <i>Finance Department Authorised Officer</i>	Ing. Herbert Polsterer <i>Authorised Officer and Deputy Director</i>	Mag. (FH) Florian Felder <i>Head of Strategy and Development Authorised Officer</i>

SUPERVISORY BOARD

Mag.^a Elisabeth Udolf-Strobl <i>Chair</i>		Mag.^a Eva Landrichtinger <i>Vice Chair</i>
DI Matthias Molzbichler	Florian Langmann, MA MSc	Mag.^a Beatrice Schobesberger
Lukas Svoboda <i>Employee Representative</i>	Andrea Rotter <i>Employee Representative</i>	Michael Schuhböck <i>Employee Representative</i>

HISTORICO-CULTURAL ADVISORY BOARD

The Advisory Board – consisting of art historians, heritage conservationists, museum professionals and tourism experts – assumes an advisory role on all key issues of touristic use.



ORGANISATION CHART

EXECUTIVE MANAGEMENT AND DEPARTMENTS

<p>Mag. Klaus Panholzer CEO/Director</p>		
<p>Mag. (FH) Florian Felder Strategy & Development Authorised Officer</p>	<p>Mag^a Petra Reiner Corporate Affairs Manager Vienna Furniture Museum</p>	<p>Mag^a Katharina Karmel Corporate Communications Press Spokesperson</p>
<p>Dr. Andreas Horner Legal & Compliance</p>	<p>Sophie Schulter, BSc Sustainability</p>	<p>N.N. Audit Risk Management</p>

HEADS OF DEPARTMENT

<p>Mag^a (FH) Christina Schumann Head of Finance Authorised Officer</p>	<p>Ing. Herbert Polsterer Technical Department, Deputy Director Authorised Signatory</p>	<p>Johann Kleemaier Personnel Department</p>
<p>Claudia Schmidberger-Slond Marketing Department</p>	<p>Michael Leonardelli IT Department</p>	<p>Anita Iser-Wieser Event & Hospitality Management</p>
<p>Mag. Helmut Pichler Retail & Merchandising Department</p>	<p>Mag. Wolfgang Smejkal, BA Visitor Service & Cultural Mediation Department</p>	<p>Sebastian Joos, BSc Garden Department</p>
<p>Mag^a Katharina Tschann Zoological Department</p>	<p>Dr.ⁱⁿ Anna Mader-Kratky Scientific Department</p>	<p>Mag. (FH) Mario Feigl Operational Site Management Schloss Hof Head of Event Management Schloss Hof</p>

PRIZES, AWARDS & CERTIFICATIONS

Schönbrunn Group wins 2023 Gold Export Prize

The Schönbrunn Group was awarded the 2023 Gold Export Prize in the category Tourism & Leisure by Advantage Austria, the trade promotion organisation of the Austrian Federal Economic Chamber.

Schönbrunn Group: an ECOPROFIT® company

Since 2002, the Schönbrunn Group has been an „ECOPROFIT® company“, and aims to ensure that all business operations are as environmentally-friendly as possible. The underlying concept of ECOPROFIT® (Ecological Project for Integrated Environmental Protection) is the link between ecological benefit and economic gain.

European Royal Residences

The Association of European Royal Residences (ARRE) was founded in 2001 on the initiative of the Palace of Versailles, where it is also headquartered. This unparalleled European network now has numerous members, representing a unique heritage and acting as a leading representative of European culture. The Association, of which the Schönbrunn Group was a founding member, has two primary aims: firstly, the active sharing of knowledge and experience between members across a wide range of areas – including research, heritage conservation, management, culture, tourism, and more – and, secondly, raising public awareness of our common European heritage.

Austrian Leading Sights The voice of cultural tourism

Since 2019, the association Austrian Leading Sights has represented Austria's principal tourist attractions, and it now has 50 members. The Schönbrunn Group was a driving force behind establishment of Austrian Leading Sights, and the Schönbrunn Group's CEO, Klaus Panholzer, is President of the organisation.

Schönbrunn Palace: UNESCO World Cultural Heritage Site

Schönbrunn Palace is one of Austria's most important cultural assets and, since the 1960s, has ranked among Vienna's leading tourist attractions. In December 1996, at the 20th session of the World Heritage Committee, Schönbrunn Palace and Gardens was added to the list of UNESCO World Cultural Heritage Sites, first established in 1972. Awarding of this world-renowned accolade underlines the significance of the Palace, Gardens and Schönbrunn Zoo as a Gesamtkunstwerk, a synthesis of art forms creating a unified and harmonious ensemble.

Vienna Hofburg: European Heritage Label

Since 2014, the European Union has recognised cultural sites with strong symbolic significance for the common history, unity and identity of Europe. These include monuments, memorials, archaeological and industrial sites, cultural landscapes, cultural assets and intangible cultural heritage. To date, 38 sites have been recognised across the EU, among them the Vienna Hofburg in 2016.

Multiple awards for the online platforms “World of the Habsburgs” and “The First World War and the End of the Habsburg Monarchy”

The interactive web portal “World of the Habsburgs” (www.habsburger.net) presents a virtual exhibition on the history of the Habsburg monarchy, covering a wide range of topics including the private and public lives of the Habsburgs. Through extensive text and imagery, a critical examination is undertaken of the life and works of leading Habsburg rulers, shedding light on contemporary historical contexts. The online platform “The First World War and the End of the Habsburg Monarchy” (ww1.habsburger.net) is conceived as a virtual exhibition addressing the history of the 1914-1918 War in Austria.

- Erasmus EuroMedia Awards 2010/Seal of Approval
- State Prize for Multimedia and e-Business, winner in the category Culture, Learning and Knowledge
- Comenius EduMedia Seal and Comenius EduMedia Medal
- World Summit Award 2011 in the category e-Culture and Heritage
- EuroMedia Seal of Approval and
- Erasmus EuroMedia Special Award

Meetings & Events

In 2017, Schönbrunn Palace Meetings & Events received the Austrian Wedding Award in the category Best Location/ Ceremonial Hall for the Maria Theresa Room in the Apothekertrakt, and in 2019 was awarded the Special Prize for Best Event Location at the Austrian Event Awards. In 2018, Schloss Hof Estate won the Austrian Wedding Award in the category Best Location.

Schloss Hof Estate: Golden Hedgehog Award

By avoiding the use of synthetic chemical pesticides and fertilisers as well as peat, the Schloss Hof gardening team is making a vital contribution to environmental, species and climate protection in Lower Austria. The show garden on the estate farm and the orangery at Schloss Hof were recently again honoured with a Golden Hedgehog Award, presented annually by the Lower Austrian environmental initiative “Natur im Garten”.

IN-SERVICE EDUCATION AND TRAINING

SCHÖNBRUNN ACADEMY

The Schönbrunn Group attaches vital importance to in-service education and training, which aims to ensure that the already outstanding quality of work in all departments is maintained and improved still further. Through the Schönbrunn Academy, the Group is committed to offering employees targeted in-house training and education. Programmes offered are continually updated, in close consultation with both internal and external experts and trainers.

ECHOCAST

The Schönbrunn Group is certified according to ECHOCAST (European Cultural and Heritage Organizations Customer Awareness Staff Training), which means that our visitor services are provided by a skilled and motivated team. All employees who come into contact with visitors, whether in our ticket offices, our shops, or as supervisors and guides, are trained and certified in both customer service and health and safety.

Other museums and cultural institutions in Austria and Germany also apply the ECHOCAST standard, which is subject to regular collective revisions based on experience gathered and visitor requirements. In 2020, the organisational office of ECHOCAST began a 5-year tenure within the Schönbrunn Group.

THE SCHÖNBRUNN GROUP COLLECTION

Following establishment of the Schönbrunn Group in 1992, a collection strategy was developed for the business which, in the early years, focused on purchasing views of the imperial palaces and their interiors under the heading „Imperial Residences“. This provided a useful source of images for the extensive restoration work to be undertaken.

It became apparent that a large number of the interior fixtures and fittings (including paintings and furniture) from the private rooms of the imperial family were missing, having been passed to members of the former ruling house after 1918. In order to recreate an authentic, vivid impression of the private apartments, the Schönbrunn Group has since been endeavouring to acquire items in private imperial ownership in order to add them to the Group's own collection.

Besides objects from the historical interiors, high-quality portrait paintings from the 18th and 19th centuries were subsequently also acquired, so as to present Habsburg rulers and their families in both a historical and museum context. Since the Elisabeth exhibition in 1998, there has been a focus on the world-famous Empress, with the purchase of several private collections. This laid the foundations for the Sisi Museum, opened in 2004 in the Imperial Apartments of the Vienna Hofburg. The attraction has been hugely successful ever since its inception, and now almost exclusively displays exhibits unique to the Museum itself.

Through a targeted acquisition strategy and professional collection management, over the past two decades the Schönbrunn Group has been able to steadily grow its in-house collection. Thus it is now possible to hold special exhibitions on various themes of Habsburg history, such as the travelling exhibition „Sisi on Tour“, drawing on valuable items from our own portfolio.





LOCATIONS

①

**SCHÖNBRUNN
PALACE**

②

**VIENNA
FURNITURE MUSEUM**

③

**SISI
MUSEUM**

④

**SCHLOSS HOF
ESTATE**

1

SCHÖNBRUNN PALACE

Schönbrunn Palace is a UNESCO World Cultural Heritage Site and Austria's most-visited tourist attraction. Under imperial ownership for centuries, the unified and harmonious Baroque ensemble, a Gesamtkunstwerk consisting of Palace and Gardens, is still largely preserved in its original state. Visitors can enjoy numerous attractions – from a tour of the imperial family's authentically-furnished living quarters and state rooms in the Palace, through the maze and labyrinth in the Palace Gardens, to the specially-dedicated Children's Museum.



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With the end of the monarchy, imperial state assets and thus Schönbrunn Palace itself passed into the ownership of the Republic of Austria. Although they had been partially accessible to the public even during the days of monarchy, opening up of the ceremonial rooms to visitors was rapidly accelerated over the course of the 20th century. In 1996, the complex of Schönbrunn Palace and Gardens was declared a UNESCO World Cultural Heritage Site. Today, Schönbrunn Palace ranks both nationally and internationally as a top tourist destination.





An authentic experience of Austria's imperial heritage

Today, visitors to Schönbrunn Palace can gain an impression of the imperial way of life in authentically-furnished living quarters and state rooms. Of the rooms with historical interiors, which total about 80 in number, 45 rooms on the piano nobile are open to the public. Visitor tours commence in the 19th-century living quarters of Emperor Franz Joseph I and his wife Elisabeth, located in the west wing of the Palace. Visitors then move on, via the state rooms in the middle section, to the apartments in the east wing which were used by Maria Theresa and her husband, Emperor Franz I. In the 19th century, part of the east wing was occupied by the parents of Franz Joseph I, Archduchess Sophie and Archduke Franz Karl. From 1880, these rooms served as state rooms and, when needed, also as guest rooms. The differing interior designs are indicative of the lifestyles, inclinations and political leanings of each individual Habsburg ruler.

The Palace Gardens, with their imposing garden buildings and fountains dating from Maria Theresa's time as Dowager Empress in the 1770s, can also still be explored and enjoyed largely in their original condition. Highlights include the Neptune Fountain, the Obelisk Fountain, the Roman Ruins, the eponymous „Schöne Brunnen“ (meaning „beautiful fountain“) and the Gloriette on Schönbrunn Hill. In addition, garden areas created largely in line with historical models, such as the Privy Garden, the Maze and the Labyrinth, as well as the Labyrinthikon playground, are enticing places to spend time in summer.

Visitors to the Orangery garden can embark on a journey through European horticulture, past bitter orange trees, olive trees and myrtle. The Schönbrunn Orangery, 189 metres long and 10 metres wide, ranks alongside Versailles as one of the largest orangery structures in Europe. Thanks to the original hypocaust system (duct underfloor heating) dating from the mid-18th century, exotic, cold-sensitive plants can still be overwintered here at a constant temperature of 10 degrees.

Meetings & Events

On the east side of the Palace grounds, in the so-called Apothekertrakt, is a versatile event centre for conferences, seminars, trade fairs, exhibitions, concerts and corporate events as well as weddings and private parties

The conference and events rooms in the Apothekertrakt combine historical charm with state-of-the-art technology. Across a total area of 2,700 m², ten rooms of different sizes and styles offer the perfect event venue, no matter the occasion, and whether private or corporate. The rooms are interconnected by way of spacious, light-flooded break-out areas. Outside spaces are also available in the form of the Orangery garden terrace and the Apothekerhof (Apothecaries' Court), with step-free access from the facilities on the ground floor.

Directly adjacent to the Apothekertrakt, the Orangery provides an imposing event setting. The 700-m² room is both impressively elegant and unpretentious, with direct access to the Orangery garden. In the summer months, the 1,200-m² Plant Orangery can also be hired. The Great Gallery and the White-and-Gold Rooms in the Palace itself, with their captivating historical imperial interiors, are also available for hire.

In 2017, Schönbrunn Palace Meetings & Events won the Austrian Wedding Award in the category Best Location/Ceremonial Hall for the Maria Theresa Room in the Apothekertrakt while, in 2019, it won the Special Prize "Best Event Location" at the Austrian Event Awards, underlining the exceptional quality of these unique rooms.



The Children's Museum at Schönbrunn Palace

The Children's Museum at the Palace invites young visitors to explore the history of the monarchy during the era of Maria Theresa and her descendants.

The Museum is designed as an experiential world in which young visitors are introduced to courtly life in all its facets, focusing on the life of the imperial children at court. Across twelve rooms on the ground floor of the Palace, through interactive play involving touch and experimentation, children can gain a sense of life in the imperial age. Each room has a different theme, illustrating how children dressed at court, how they played, how they ate and much more. Historical events are communicated adopting a child-friendly, interactive approach.

Our young visitors also have the opportunity to role-play aspects of imperial life, imitating the grand hairstyles of the day, trying on clothes, and setting festive tables. In addition, a varied programme including guided tours, craft sessions and creative workshops, to name but a few, is run throughout the year. Birthday parties are also offered at the Children's Museum.







VIENNA FURNITURE MUSEUM

The Vienna Furniture Museum presents an insight into domestic interior design and courtly furniture spanning over three centuries, with a particular focus on furniture design from Viennese Modernism to the present day. Temporary special exhibitions are devoted to the architecture, design and furniture creations of the 20th and 21st centuries.

The Vienna Furniture Museum displays both outstanding ensembles and individual objects from the imperial period. The heart of the Museum comprises historical items of furniture from the former Imperial Furniture Collection, as well as room suites from former Habsburg residences, including the palaces of Schönbrunn, Belvedere and Laxenburg, which became redundant in situ as they were superseded by later items. Attributed to particular members of the imperial family such as Crown Prince Rudolf or Empress Elisabeth, these objects reflect not only political events, but also courtly ceremony and everyday life.

The objects on display in the Museum, numbering around 6,500, originate from the former imperial Furniture Collection where, until the end of the monarchy, the furniture belonging to the imperial court was stored and maintained. The former Imperial Furniture Collection, now known as the Federal Administration of Movable and for which, in 1901, Emperor

Franz Joseph I commissioned erection of a dedicated building at Mariahilfer Strasse 88, has been in the ownership of the Republic of Austria since 1919. The first exhibits were placed on display in part of the building complex in 1924. In today's Vienna Furniture Museum, 15 Biedermeier cabinets from the initial exhibition have been preserved by way of a "museum within a museum", in which scenes of bourgeois domestic life have been staged using furniture that once belonged to the imperial court.

The current display at the Vienna Furniture Museum essentially dates back to 1998 when the Museum, having been in existence since 1924, was reopened as a modern Austrian furniture museum following large-scale refurbishment and extension work, as well as development of a new museum concept. As part of the redesign, the aim was to retain a sense of the museum as the "depot" facility which it had always been, yet without losing its characteristic features as a museum.

For this reason, a walk-through depot was created, based on arrangements as they existed from the time of Emperor Franz Joseph. Furniture from the Federal Administration of Movable continues to be used for the furnishing of federal offices and Austrian embassies abroad, and for the hosting of state banquets.

Since the re-opening, there has been a particular focus on furniture design from the Viennese Modernist period to the present day. The Vienna Furniture Museum showcases items of furniture created by leading Austrian architects including Adolf Loos, Otto Wagner, Josef Hoffmann and Josef Frank, as well as contemporary designers. In addition, temporary special exhibitions focus on individual aspects of architectural and design output of the 20th and 21st centuries.

The Vienna Furniture Museum is more than just a museum; it is also a meeting place and a popular event location.



SISI MUSEUM

The Vienna Hofburg was for centuries the focal point of the Habsburg monarchy. In addition to its role as principal residence and centre of administration, it was also the imperial family's winter residence. Today, the Sisi Museum, with the Imperial Apartments and the Silver Collection, offers historically-authentic insights into courtly traditions and everyday imperial life at the Hofburg.

The Vienna Hofburg was used as an imperial residence for almost 700 years. Originally a medieval fortress, it was steadily enlarged to meet the requirements of an imperial court and imperial ceremony, with banqueting halls and ceremonial rooms. At the same time, it also housed the imperial family's living quarters and, in addition, rooms also had to be made available for the numerous court offices forming part of the imperial household. This included kitchens, wine cellars and pantries, as well as the Court Silver and Table Room.



Sisi's aura as a lived experience

The Hofburg comprises a total of 18 wings with 2,600 rooms. While most of the rooms now house various museums as well as federal offices and - since 1947 - the Austrian Presidential Chancellery, around the inner courtyard, in the Imperial Chancellery Wing and the Amalienburg, the Sisi Museum with the Imperial Apartments and the Silver Collection are open to visitors. A sympathetically-designed museum, it sheds light on the fascinating personality of the Empress.

In planning the Museum, it was deemed important to eschew an uncritical perpetuation of the Sisi myth and instead present a true-to-life portrait of the monarch without any of the usual clichés. The Schönbrunn Group's extensive collection has enabled the story of a multifaceted individual to be told, drawing on many of the Empress's personal items. Original garments and matching accessories such as umbrellas, fans and gloves take visitors on a journey into a bygone world. Over 300 exhibits bear witness to the joys and sorrows, longings, fears and blows of fate experienced by an Empress who still holds such fascination for so many.



The Imperial Apartments

The Imperial Apartments consist of the 24 rooms in which Emperor Franz Joseph and his consort Elisabeth lived. Visitors experience the apartments largely in their original condition thanks to extensive restoration work. The interior decoration and design of his private quarters reflects the modest tastes of this long-serving ruler from the second half of the 19th century until his death in 1916. While conveying a degree of imperial splendour, they are not redolent of extravagant pomp. Highlights on a tour of the Apartments include the Bedroom and the Study, where Franz Joseph surrounded himself with numerous pictures and mementoes of family members. The Dressing Room/Exercise Room and Bathroom reveal the personal domestic tastes of the beauty-conscious Sisi, while the Empress's Large Salon with its gold furnishings showcases the exquisite craftsmanship on display at the Viennese court. The Dining Room illustrates the fabled dining culture of the Viennese court, showing a table laid with original items from the Silver Collection.

The Silver Collection

The Silver Collection, located on the ground floor, is one of the world's largest exhibits focusing on the culture of a courtly household. Objects on display have been selected from the inventory of the former Court Silver and Table Room, comprising both exquisite individual items used by members of the imperial house and lavish ensembles that impressively testify to the imperial household's wealth. Among the astonishing variety of preserved utensils and artworks are cooking pots from the imperial kitchen, baking moulds from the court confectionary, table linen, glass services, silverware, porcelain tableware and centrepieces made of gilded bronze. Particular highlights are the monumental Milan Centrepiece, the Viennese court table silverware, the Grand Vermeil Service and Maria Theresa's personal cutlery set.

The Silver Collection is currently closed due to remodelling of the Sisi Museum.



SCHLOSS HOF ESTATE

Schloss Hof was built for the legendary Field Marshal Prince Eugene of Savoy and, under Maria Theresa, was extended and remodelled to become the largest rural palace complex in Austria. Today, a stately residential palace, ornate terraced garden and tranquil estate farm form a harmonious architectural ensemble combining a rural idyll with imperial splendour.

Just an hour away from Vienna by car, in the eastern part of the Marchfeld region in Lower Austria, is the Baroque ensemble making up the Schloss Hof Estate, a Gesamtkunstwerk on a site spread over 70 hectares. In 1725, Prince Eugene of Savoy acquired a 17th-century citadel with four wings to which he had two further wings added. Thirty years later, in 1755, Maria Theresa then purchased the Prince's country seat. Between 1773 and 1775 she had the Palace raised by one storey, while the first-floor rooms were redesigned. The rooms of the piano nobile, with their historical interiors, are open to visitors.

Tours begin in the north wing in the former living quarters of Prince Eugene, later remodelled for Emperor Franz Joseph II. The rooms in the east wing, which offer views of the magnificent garden, are devoted exclusively to the life and career of Prince Eugene of Savoy, who excelled as both a military commander and an art connoisseur. The tour continues through the Baroque chapel and the Neo-Classical banqueting hall to the living quarters of Dowager Empress Maria Theresa in the south wing. Further rooms in the north wing of the piano nobile are used for temporary special exhibitions.

Even back in the 18th century, Schloss Hof was already known for its splendid Baroque garden. Seven terraces descending towards the River March are divided in mirror-image form by a central, vertical visual axis. Today, just as in the past, the symmetrically-arranged flower beds, avenues of artfully-trimmed trees and richly-ornamented fountains, as well as a labyrinth and maze, make the garden an idyllic spot in which to spend time simply relaxing. The heart of the Baroque garden is the Great Cascade, a fountain which, in terms of scale and artistry, ranks alongside those of Versailles as one of the greatest Baroque fountains of Europe. Prince Eugene's orangeries, two structurally and architecturally impressive glasshouses with adjacent gardens, are equally inviting spaces in which to spend time.

Where Baroque comes to life – A day out for all the family

Schloss Hof too delivers vivid insights into everyday life during the Baroque era. The Palace also has an estate farm, preserved to this day; in the 18th century, it served to supply the princely household with food, drink and delicacies and was also the place where animals used for riding, and livestock generally, were kept and cared for. Maintenance tasks were also undertaken at the farm. Today, traditional herbs and different fruit and vegetable varieties are once again flourishing in the Weinviertel Farmer's Garden and the Potpourri Garden, the Allerleigarten. In the Snack Garden, the Naschgarten, visitors can help themselves to the berries growing there. The Herb Garden, arranged in the style of a Baroque monastery garden, the Rose Garden and the Main Courtyard, the Herrenhof, which is planted with perennial shrubs, round off the range of themed gardens.



In the shade of ancient walnut trees, hammocks and deckchairs offer the chance to relax. Historically-authentic artisan workshops demonstrate traditional crafts such as woodturning, pottery and basketry.

On two exciting adventure trails, younger visitors can journey through time into the 18th century where, through play, they can experience the many facets of everyday Baroque life.

An adventure playground and balance bike course, as well as our Children's and Family World, make up a rich and varied programme of activities. On stage in the Baroque stables, entertainment is provided by visiting Punch and Judy shows and puppet theatres, along with magic shows, concerts and much more. The Schloss Hof Estate grounds can also be explored on a carriage ride.

The main attraction on the estate farm is the animals that live there. Numbering around 250, they include numerous now-rare traditional Austrian domestic breeds, including Noriker horses, Wallachian and Racka sheep, four-horned goats and white Baroque donkeys. At the petting zoo, animal lovers both young and old have the opportunity to get up close to some of the breeds.

All year round, the Schloss Hof Estate offers an extensive programme of events for the whole family. Back in the days of Prince Eugene and Maria Theresa, Schloss Hof was renowned far and wide as a place of glittering festivities, and that tradition is now being revived.

With its magnificent halls, historical Riding Hall, beautifully landscaped garden terraces, Baroque palace chapel and numerous other venue settings, Schloss Hof offers an atmospheric backdrop for both business events and celebrations. In 2018, the Estate won the Austrian Wedding Award in the category “Best Location”.

Schloss Niederweiden

Located close to the Schloss Hof Estate, Schloss Niederweiden was built in 1693 by Johann Bernhard Fischer von Erlach for Count Ernst Rüdiger von Starhemberg under the name “Engelhartstetten Hunting Lodge”. In 1726, Prince Eugene of Savoy purchased the lodge, having acquired the nearby demesne of Hof in the previous year for use as a country residence and hunting seat.

Like the Schloss Hof Estate, Schloss Niederweiden essentially owes its present features to the influence of Maria Theresa, whose court architect, Nikolaus von Pacassi, remodelled the building in 1765 in line with her wishes. Several rooms were decorated and furnished in the Chinoiserie style that was highly fashionable at the time, a style to which the banqueting hall still bears witness to this day.

To entertain illustrious guests in a manner befitting their status, Fischer von Erlach planned a Game Kitchen in a Palace outbuilding, where two open stoves were installed. Three hundred years after its construction, the cosy Baroque ambience of the room, furnished in its original style, has been restored,



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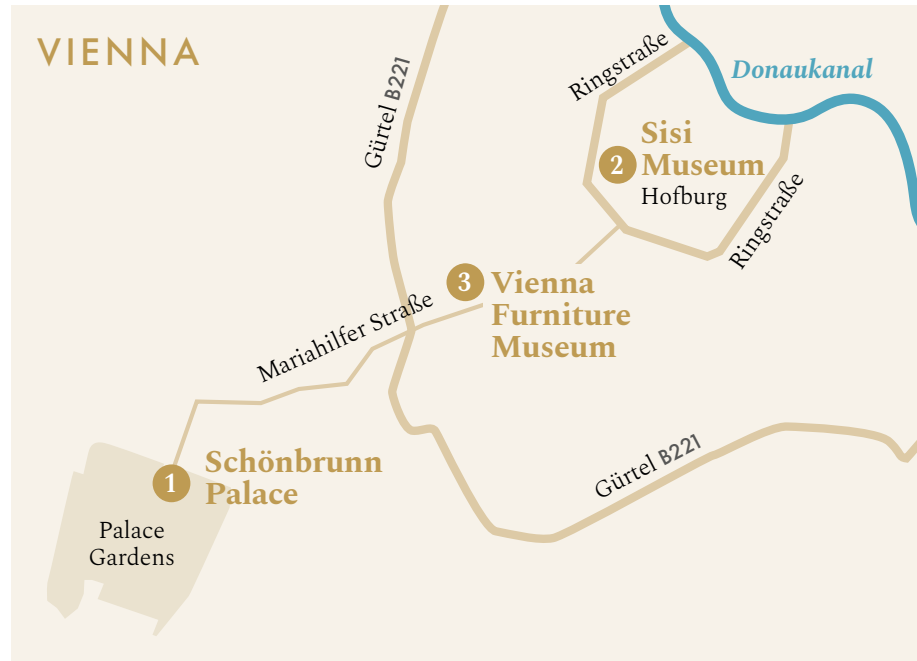
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FACTS & FIGURES

Owner	Republic of Austria (Federal Ministry of Labour and Economy)
Management	Schönbrunn Group
Director	Mag. Klaus Panholzer

2023	
Number of employees	c. 381 (FTE), of which 2/3 female
Total revenue	c. EUR 78,577,000
Investment and restoration volume	c. EUR 9,200,000
Total number of visitors	c. 4,348,000
Number of visitors by location:	
Schönbrunn Palace, including other on-site attractions	c. 3,271,000 admissions
Sisi Museum	c. 794,000 visitors
Vienna Furniture Museum	c. 45,000 visitors
Schloss Hof Estate	c. 238,000 visitors

2022

Number of employees	c. 337 (FTE), of which 2/3 female
Total revenue	c. EUR 52,000,000
Investment and restoration volume	c. EUR 7,600,000
Total number of visitors	c. 3,159,000
Number of visitors by location:	
Schönbrunn Palace, including other on-site attractions	c. 2,344,500 admissions
Sisi Museum	c. 555,000 visitors
Vienna Furniture Museum	c. 31,500 visitors
Schloss Hof Estate	c. 228,000 visitors

2021

Number of employees	c. 305 (FTE), of which 2/3 female
Total revenue	c. EUR 20,900,000
Investment and restoration volume	c. EUR 8,500,000
Total number of visitors	c. 1,133,500
Number of visitors by location:	
Schönbrunn Palace, including other on-site attractions	c. 829,000 admissions
Sisi Museum	c. 160,500 visitors
Vienna Furniture Museum	c. 12,500 visitors
Schloss Hof Estate	c. 131,500 visitors

2020

Number of employees	c. 328 (FTE), of which 2/3 female
Total revenue	c. EUR 18,500,000
Investment and restoration volume	c. EUR 13,200,000
Total number of visitors	c. 937,000
Number of visitors by location:	
Schönbrunn Palace, including other on-site attractions	c. 640,000 admissions
Sisi Museum	c. 97,000 visitors
Vienna Furniture Museum	c. 19,000 visitors
Schloss Hof Estate	c. 99,000 visitors

2019

Number of employees	c. 373 (FTE), of which 2/3 female
Total revenue	c. EUR 71,600,000
Investment and restoration volume	c. EUR 19,200,000
Total number of visitors	c. 5,522,000
Number of visitors by location:	
Schönbrunn Palace, including other on-site attractions	c. 4,255,000 admissions
Sisi Museum	c. 947,000 visitors
Vienna Furniture Museum	c. 58,000 visitors
Schloss Hof Estate	c. 262,000 visitors



**Schönbrunn
Group**

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