Schönbrunn Group

DISCOVER IMPERIAL AUSTRIA

CULTURE AT ITS FINEST



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Publisher: Schloß Schönbrunn Kultur- und Betriebsges.m.b.H.
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Photos: © Schloß Schönbrunn Kultur- und Betriebsges.m.b.H. / Matthias Heschl, Alexander Eugen Koller, Stefan Joham, Severin Wurnig, Daniel Zupanc
Design: Viktor Solt-Bittner

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.







Welcome to the Heart of Imperial Austria!

On behalf of the Republic of Austria, the Schönbrunn Group oversees the country's foremost imperial sites, including the top tourist attractions of Schönbrunn Palace, the Vienna Furniture Museum, the Sisi Museum at the Vienna Hofburg, and Schloss Hof Estate. All income generated is channelled directly into the essential restoration and maintenance of these historical sites, ensuring their long-term preservation.

With diligence, motivation and a spirit of collaboration, we are continually developing new cultural programmes, which we sensitively integrate into their period surroundings. In this way, we can continue creating memorable experiences going forward, introducing an ever-wider audience to the world of the Habsburgs.

Our achievements are driven by a highly motivated team, alongside dedicated partners who share our commitment to quality, responsibility, sustainability and collective success. Together, we go beyond safeguarding our rich heritage, actively shaping it for the future.

The commitment of every individual is key to our success, ensuring that the history and grandeur of the Habsburg era are preserved for posterity and kept alive for future generations.

Mag. Klaus Panholzer
CEO/Director

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SCHÖNBRUNN
GROUP

SCHÖNBRUNN GROUP

On behalf of the Republic of Austria, the Schönbrunn Group (incorporated as "Schloß Schönbrunn Kultur- und Betriebsges.m.b.H.") administers a number of the foremost attractions making up Austria's imperial heritage, including Schönbrunn Palace, the Vienna Furniture Museum, the Sisi Museum in the Vienna Hofburg and Schloss Hof Estate, operating under the remit of the Austrian Federal Ministry of Economy, Energy and Tourism. 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 funds needed to preserve and restore these heritage assets through sympathetic and visitor-friendly utilisation, 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.

1992	1994	1995	1998	2004	2012
SCHÖNBRUNN PALACE	IMPERIAL APARTMENTS (now part of the Sisi Museum)	SILVER COLLECTION (now part of the Sisi Museum)	VIENNA FURNITURE MUSEUM	SISI MUSEUM	SCHLOSS HOF ESTATE

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.

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 in an impressively-staged presentation.

Sisi Museum

EXPERIENCE THE IMPERIAL HOFBURG



SISI'S AURA AS A LIVED EXPERIENCE

The Sisi Museum at the Vienna Hofburg, established in one of the original settings where Sisi's life unfolded, offers a unique experience of the Empress's tastes and personality. Numerous personal items provide an insight into her life and reveal what makes her so fascinating to this day.

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".

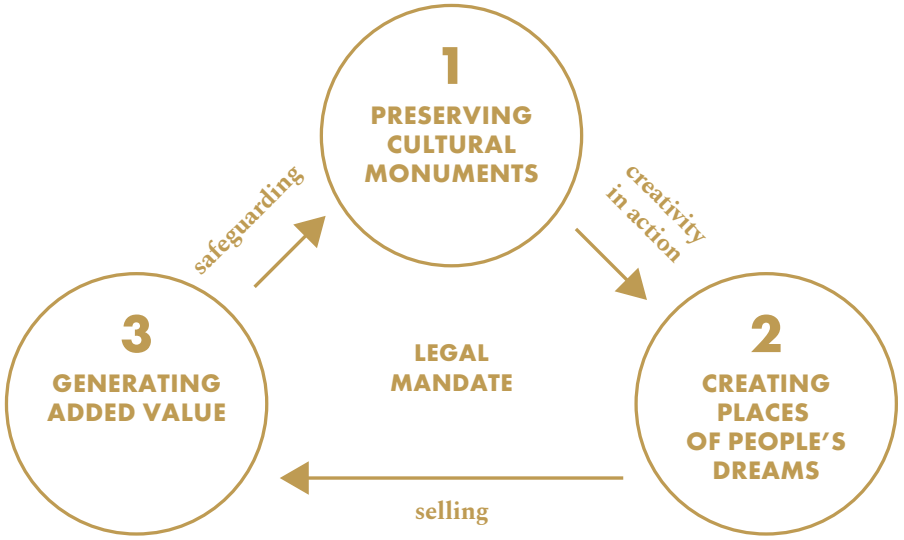
We generate our own revenue in order to preserve the cultural treasures in our care in all their authenticity, making them accessible to the wider public and incorporating them into our cultural education activities.

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



ECONOMIC IN PLANNING

INSPIRING ENTERTAINING

COMMITED IN CONCEPT

AUTHENTICALLY PRESERVING

ACTING FOR SUSTAINABILITY

WORKING WITH THE SCHÖNBRUNN GROUP

Shaping the future – Sharing the journey

From imperial heritage to a vibrant hospitality venue – the Schönbrunn Group acts as guardian of Europe's cultural roots, bringing together international teams at historical locations. A wealth of experience, expertise and team spirit shape the way we work – enabling us to create exceptional experiences for our visitors, at the same time working together to preserve our cultural heritage.

Our pillars of leadership and collaboration

These pillars set out what we stand for, how we lead and how we want to work together.
They help us align our decisions and actions with a shared set of principles.

Prioritising personal wellbeing



Building resilience and mental strength

Leveraging individual talent



Bestowing trust and driving empowerment

Giving direction



Embracing responsibility and actively co-shaping outcomes

Shaping the future



Inspiring courage and driving responsible innovation

Promoting dialogue



Creating transparency and delivering certainty



EXECUTIVE MANAGEMENT & CONSULTATIVE BOARDS

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HISTORICO-CULTURAL ADVISORY BOARD

The Advisory Board
consisting of experts in art history, heritage conservation, museology and tourism – assumes an advisory role on all key issues of touristic use.



Mag. (FH) Florian Felder, Mag.ª (FH) Christina Schumann, Mag. Klaus Panholzer, Ing. Herbert Polsterer



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Bernadette Krischke *Head of Retail & Commercial Development*	**Ing. Günther Kvapil** *Head of Technical Site Management, Schloss Hof* *Technical Lead*	**Sebastian Joos, BSc** *Head of Gardens*
Mag. (FH) Mario Feigl *Head of Site Operations, Schloss Hof* *Head of Programme & Project Management*	**Mag.ª Martina Kotvojs,** **Mag.ª Petra Putz** *Site Managers, Sisi Museum*	**Mag.ª Petra Reiner** *Vienna Furniture Museum*

PRIZES, AWARDS & CERTIFICATIONS

Schönbrunn Group wins 2023 Gold Export Prize

In 2023, the Schönbrunn Group was awarded the 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.

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.

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 and tourism – and, secondly, raising public awareness of our common European heritage.

Schönbrunn Palace: Celebrating 30 years as a UNESCO World 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, including the Gardens and Zoo, was added to the list of UNESCO World Heritage Sites, first established in 1972. Awarding of this world-renowned accolade underlines the significance of the Palace, Gardens and Zoo as a Gesamtkunstwerk, a synthesis of art forms creating a unified and harmonious ensemble.

Schönbrunn Palace wins Tourism Stars Award

In 2026, Schönbrunn Palace was named Cultural Heritage Ambassador of the Year. This prestigious national award recognises excellence, sustainability and innovation in tourism.

Vienna Hofburg awarded European Heritage Label

Since 2014, the European Union has recognised cultural sites with strong symbolic significance to 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
- Erasmus EuroMedia Special Award

Meetings & Events

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

The Orangery at Schönbrunn Palace was named Best Reception Venue at the 2026 Prestigious Star Awards in London.

Schloss Hof Estate

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 once again honoured with a GOLDEN HEDGEHOG Award, presented annually by the Lower Austrian environmental initiative “Natur im Garten”.

In addition, the Restaurant Kräutergarten received two forks and 85 points in the Falstaff Restaurant & Inn Guide 2026, and boasts an AMA GOURMET REGION quality seal.



IN-SERVICE EDUCATION AND TRAINING

A CULTURE OF LEARNING

The strategic development of our workforce is a key driver of our future-readiness. Continuous learning and systematic upskilling not only ensure the high quality of our services, but also enable us to respond sustainably to the ever-growing expectations of our visitors and organisation. Our aim is to foster a learning-oriented corporate culture in which professional, personal and interpersonal capabilities are consistently strengthened. To achieve this, bespoke in-house training programmes are designed and regularly updated in close collaboration with internal and external experts.



ECHOCAST

The quality of our visitor engagement is continually enhanced in line with mandatory training standards. At the same time, our team members are empowered in their role as hosts and equipped with the key skills required to create an outstanding visitor experience. All staff involved in visitor interaction – from ticketing and shop sales to gallery attendants and cultural educators – are trained in skills including visitor services, safety and security, conflict management and inter-cultural communication, as well as inclusion and diversity.

The ECHOCAST standard also operates across other museums and cultural institutions in Austria and Germany. Together, we work with other participating organisations to continuously enhance the ECHOCAST standard, drawing on visitor feedback and insights and thus benefiting directly from shared learning experiences and best practice exchange.

https://echocast.eu/

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 the purchase of views and depictions 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.




PERSPECTIVUM
PHINCIPIS
Eugenii de Sabaudia







LOCATIONS

1

SCHÖNBRUNN PALACE

2

VIENNA FURNITURE MUSEUM

3

SISI MUSEUM

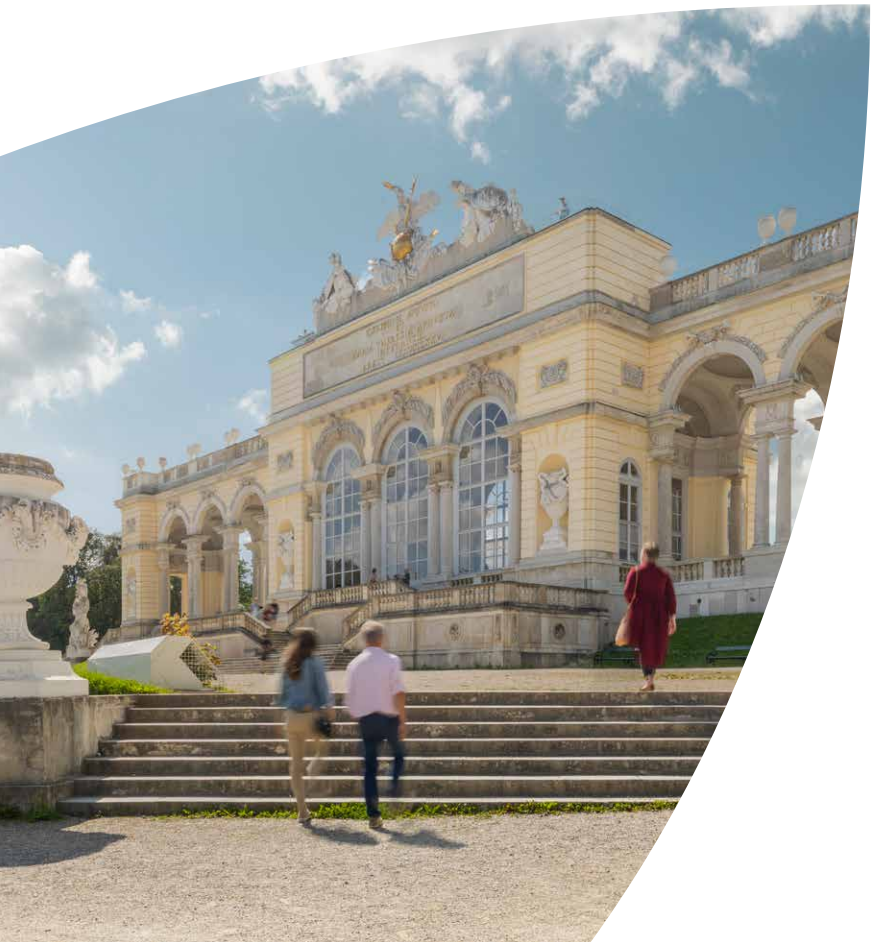
4

SCHLOSS HOF ESTATE

1

SCHÖNBRUNN PALACE

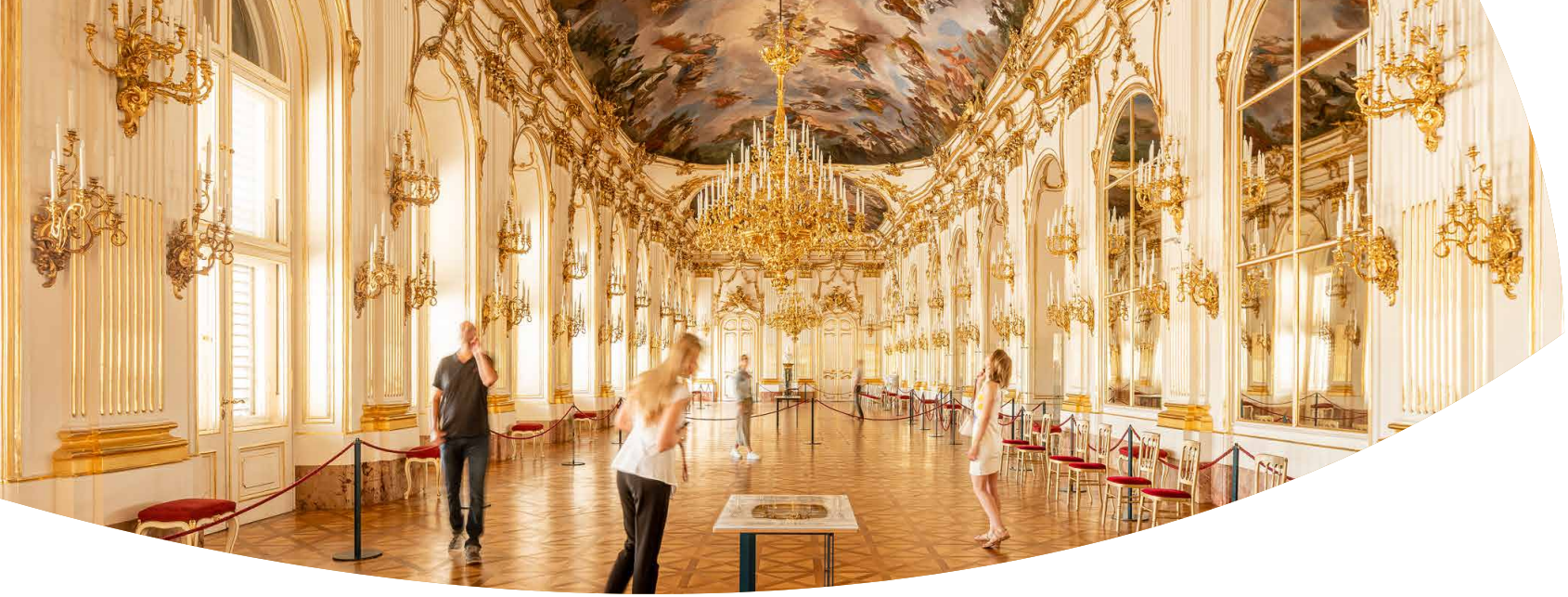
Under imperial ownership for centuries, the Baroque ensemble of Schönbrunn, a unified and harmonious* Gesamtkunstwerk *consisting of Palace and Gardens, is today largely preserved in its original state. Visitors can enjoy multiple attractions, from a tour of the imperial family's authentically-furnished living quarters and state rooms in the Palace, to the maze and labyrinth in the Palace Gardens and a dedicated Children's Museum.



Schönbrunn Palace is a unique synthesis of Baroque art forms, comprising the former residential imperial Palace and surrounding Gardens. From 1569 until the end of the monarchy in 1918, the estate was owned by the ruling House of Habsburg. From 1745 onwards, under the reign of Maria Theresa, the Palace complex was used as a summer residence and became the hub of courtly and political life. This marked the most glittering period in its history. The Baroque interiors of the state rooms dating from the era of Maria Theresa, with adaptations in Neo-Rococo style that followed from the mid-19th century onwards, have for the most part been preserved to this day.

With the end of the monarchy, the 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 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 consort 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 consort, Emperor Franz I Stephan. In the 19th century, part of the east wing was occupied by the parents of Franz Joseph, 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.

Events, Gastronomy & Hospitality

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 m^2, 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-m^2 room is both impressively elegant and unpretentious, with direct access to the Orangery garden. In the summer months, the 1,200-m^2 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.

In 2026, the Orangery at Schönbrunn Palace was named Best Reception Venue at the Prestigious Star Awards held in London. The Apothekertrakt and Orangery are also certified as Green Locations under the Austrian Ecolabel.



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.





2

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 Movables 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 Movables 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.



3

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 Sisi Museum at the Vienna Hofburg, with the Imperial Apartments and Silver Collection, attracts around one million visitors annually, making it one of the Hofburg's principal tourist attractions. Work on redesign and expansion of the Sisi Museum is now nearing completion.

Following the Museum's expansion and redesign, a new visitor route leads through the Sisi Museum, Imperial Apartments and Silver Collection, with a contemporary exhibition design that also includes a number of items never previously on public display. The full costs of the redesign are being met by the Schönbrunn Group from Group revenue, without recourse to either federal-government or provincial funds.

In the design of the museum, particular care has been taken not to perpetuate the Sisi myth unquestioningly, but instead to present a true-to-life portrait of the Empress beyond familiar clichés. The Schönbrunn Group's extensive collection tells the story of a multifaceted personality, drawing on the numerous personal objects that once belonged to her.

Original garments and matching accessories, including parasols, 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 personal tragedies of an empress who, still today, holds an enduring fascination for so many.

The redesigned permanent exhibition will offer visitors a fresh perspective on the Empress, and the displays will also include many new acquisitions. The Schönbrunn Group holds the world's largest collection devoted to Empress Elisabeth.





The Imperial Apartments

The Imperial Apartments comprise the 24 rooms in which Emperor Franz Joseph and his consort Elisabeth lived. Extensive restoration work has returned the rooms largely to their original condition, allowing visitors to experience them much as they once were. The furnishings of the private living quarters reflect the Emperor's modest tastes throughout his long reign, which extended from the mid-19th century until his death in 1916; though they convey a degree of imperial splendour, they are not redolent of extravagant opulence. Highlights on a tour of the Apartments include the Bedroom and 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 gilded furnishings, showcases the exquisite craftsmanship of the Viennese court.

The Silver Collection

In parallel to expansion of the Sisi Museum, the Silver Collection has also been reimagined and, for the first time, incorporated into the Museum's visitor route along with further enhancements to the collection itself. The world's largest exhibit of courtly dining culture, it is now positioned as an integral part of the overall visitor experience. The collection, from the Federal Administration of Movables, includes not only valuable porcelain and crystal glassware, magnificent table centrepieces and dinner services, but also simple copper cookware from the former imperial kitchens. The most impressive exhibit, the 30-metre-long Milan Centrepiece, created for the coronation of Emperor Ferdinand I as King of Lombardy-Venetia in 1838, is also presented in a modern and elegant new display, along with the silver tableware of the Viennese court and the Grand Vermeil Service, an extensive ceremonial service for 140 guests.



4

SCHLOSS HOF ESTATE

Originally built in 1725 by legendary Field Marshall Prince Eugene of Savoy, Schloss Hof later passed into Habsburg ownership under Maria Theresa. During her reign, it was expanded and remodelled to become Austria's largest rural palace complex.
Today, a stately residential palace, ornate terraced garden and a tranquil estate farm combine to create an ensemble embodying imperial splendour amid an idyllic rural setting.

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 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, balance bike course and a water experience trail, as well as our Children's and Family World, make up a rich and varied programme of activities. On the stage in the Baroque stables, entertainment is provided by visiting Punch and Judy shows (Kasperltheater) 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 addition, the Restaurant Kräutergarten and Café Arkadenhof, operated by the Schönbrunn Group, offer a range of dining and refreshment options.



Schloss Niederweiden

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, Niederweiden essentially owes its present features to the influence of Maria Theresa, whose court architect, Nikolaus 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.

Due to renovation work, Schloss Niederweiden is currently closed.

FACTS & FIGURES

	2025	2024	2023
Number of employees (full-time equivalent)	471	415	381
Total revenue	€ 97,300,083	€ 92,060,000	€ 78,577,000
Investment and restoration volume	€ 14,663,227	€ 15,500,000	€ 9,200,000
Visitors			
Total number	5,259,697	4,776,000	4,348,000
Schönbrunn Palace, including other on-site attractions (admissions)	3,963,000	3,593,000	3,271,000
Sisi Museum (visitors)	926,652	872,000	794,000
Möbelmuseum Wien (visitors)	62,000	53,000	45,000
Schloss Hof Estate (visitors)	308,000	258,000	238,000

Owner: Republic of Austria (Federal Ministry of Economy, Energy and Tourism)
Management: Schönbrunn Group • **CEO/Director:** Mag. Klaus Panholzer

	2022	2021	2020	2019
Number of employees (full-time equivalent)	337	305	328	373
Total revenue	52,000,000	€ 20,900,000	€ 18,500,000	€ 71,600,000
Investment and restoration volume	7,600,000	€ 8,500,000	€ 13,200,000	€ 19,200,000
Visitors				
Total number	3,159,000	1,133,500	937,000	5,522,000
Schönbrunn Palace, including other on-site attractions (admissions)	2,344,500	829,000	640,000	4,255,000
Sisi Museum (visitors)	555,000	160,500	97,000	947,000
Möbelmuseum Wien (visitors)	31,500	12,500	19,000	58,000
Schloss Hof Estate (visitors)	228,000	131,500	99,000	262,000

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