



CAPELLA  
HOTELS & RESORTS

LEGENDARY AUSTRIAN LAKESIDE HOTEL SCHLOSS VELDEN,  
TO REOPEN AS A CAPELLA HOTEL & RESORT  
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The magic of a stay at an Austrian lakeside chateau is truly one of life's great travel experiences. Now, a new top-tier international hotel brand is determined to spark a rebirth of the grand European hotel tradition - the ultimate combination of service, luxury and extraordinary surroundings. Capella Hotels & Resorts and Hypo Alpe-Adria Bank International has announced plans to reopen Schloss Velden, or "Chateau Velden," a historic lakeside hotel located in the breathtaking Alpine basin of southern Austria, in the town of Velden.

Schloss Velden overlooks the scenic Wörthersee, or "Lake Wörther," famous for its distinctive transparent blue-green color. The lake is the largest of the Alpine lakes in the Carinthian region of southern Austria, and has inspired composers from Brahms to Mahler, both of whom stayed on its shores.

Schloss Velden has been a legendary luxury hotel for nearly a century, though it traces its origins on the site even further, to the construction of Castle Velden more than 400 years ago, in 1590. After a fire damaged the Castle and areas of the town in the late 19th century, Castle Velden was renovated and reborn as hotel in 1891. The hotel has hosted a "Who's Who" of royalty, socialites and Hollywood stars over the decades, particularly following the opening of Velden Casino in 1922. The hotel ceased operations in 1989, becoming the private residence of a German industrialist. Now, Schloss Velden's owner, Hypo Alpe-Adria-Bank International, has sought to realize the region's dream of returning Schloss Velden to its rightful place as an unparalleled hotel, and has turned to legendary hotelier Horst Schulze and his Atlanta-based Capella Hotels & Resorts brand to do so.

Mr. Schulze is CEO of The West Paces Hotel Group, which launched Capella Hotels & Resorts in October of 2005. He commented, "Our vision here is nothing less than the rebirth of the grand European hotel tradition - a level of service and luxury with a personal touch that I knew in Europe as a young man, and that no longer exists today. Capella Hotels & Resorts is capable of bringing this experience back in a way that matches the needs and desires of today's affluent traveler."

The hotel, which will retain the Schloss Velden name, is scheduled to reopen in Summer of 2007 with 109 suites and junior suites, in keeping with Capella's commitment to a scale that insures the ultimate in personal attention to each guest. Select suites will be located in the historic lakeside chateau, along with two world-class restaurants and a stunning spa designed by ESPA, the renowned UK-based spa design and management company. A modern addition will provide additional suites, all with lake views, as well as 50 private residences to be sold by Christie's Great Estates Europe, the standard bearer in luxury real estate. An exclusive Beach Club and Marina will be built adjacent to the chateau on the shores of Lake Wörther.



Celebrated architectural team Jabornegg & Pálffy will plan the hotel expansion and residences around the historic Schloss Velden. The Vienna-based pair, who founded their company in 1988, have collected accolades for their work including the renowned Prize of the City of Vienna in 2002. Peter Silling, who founded Hotel Interior Design (HID) in 1990, will contribute his talents to the interior design of the hotel. In his seasoned career Silling, whose company has offices in New York and Cologne, has conceptualized the interior design of several European hotels and resorts.



Carinthia, the Austrian state in which Schloss Velden is located, boasts a remarkable combination of natural wonders and cultural treasures. The region features more than 200 crystal clear lakes, as well as a superb collection of castles, churches, and cathedrals. Schloss Velden itself served as the setting for the popular Austrian TV Show, "Ein Schloss am Wörthersee," ("A Castle on lake Wörthersee"), for several years in the 1990's.

Often referred to as the "Monte Carlo" of Austria, Velden features access to four-season attractions that range from extraordinary skiing to Alpine hiking, boating, swimming, horseback riding, fine dining, shopping, and Velden Casino.

The announcement that Capella Hotels & Resorts will reopen Schloss Velden comes only weeks after the news that Capella will manage the legendary Breidenbacher Hof in Düsseldorf, Germany, following its restoration in 2007. The hotel is located on the Königsallee, known as one of the world's great boulevards, in the elegant heart of Düsseldorf. The two recent announcements further secure Capella's emerging reputation as an international hotel brand with an unmatched portfolio of unique properties.