Sensuous objective 1 projects in BURGENLAND

SUCCESSSTORIES

8 IDEAS
8 PROJECTS
1 OBJECTIVE

THIS PROJECT IS CO-FINANCED BY THE EUROPEAN UNION, THE AUSTRIAN FEDERAL GOVERNMENT AND THE PROVINCIAL GOVERNMENT OF BURGENLAND.
WITH

JUNE 6th, 2006

sensuous successful objective 1

this brochure invites you to have a close look at 8 of 13,000 objective 1 projects in Burgenland. The ideas are just as diverse as the
The objective 1 programme of the European Union supports people and projects which move others, which appeal to their senses and which enable future and development with their creative ideas.

Sight, hearing, smell, touch and taste — our senses enable us human beings to grasp and apprehend life in its entirety. The increasing complexity of our daily life is a challenge which we are faced with in economy and politics. Networking, cooperation and joint experiences make it possible to shape the future for the people.

The objective 1 funding and co-financing by the Austrian federal government and the provincial government of Burgenland are the basis for new ways, changes and diversity in many fields. Two objective 1 funding periods were granted to Burgenland. The ideas and projects which were implemented during these periods form a strong foundation for the future of Burgenland. Many things could not have been financed without objective 1 funding.

In this brochure 8 success stories from Burgenland are presented. They are borne by people whose projects appeal to the senses, enable experiences and inspire. Let us take you onto a journey through Burgenland to discover AROMA, TASTE, BODY, EMOTIONS, BALANCE, MOTION, SOUND AND COLOUR.
A modern building made from glass, wood, steel and stone. In front of it a huge black bean which can be seen from a distance. The entrance area of Schärf World in Neusiedl am See takes the visitor immediately into the world of coffee. You encounter a unique smell, café atmosphere and a small coffee plantation. "This is the only existing coffee plant garden where coffee grows without a glass house.", Reinhold Schärf, the company’s head tell us during the tour. “Sophisticated technology creates 60% humidity, the climate in which for example the sensitive arabica plant grows. We want everyone coming to visit us to fully emerge into the world of coffee with his heart and soul. Reinhold Schärf himself is completely dedicated to coffee. About 30 years ago he joined the family owned business, since 1999 he is the head of it."
THE ART OF COFFEE

The Schärf World in Neusiedl am See is a center of competence and a theme park unique in the world. Here the special coffee blends of Schärf World are developed and also roasted for the Austrian market. There are about 4,000 different types of green coffee and a myriad of possibilities to blend them. Fine green coffee costs about €130 per kilo. “Each step of the roasting is accompanied by human hand. Coffee making is a complex process from the coffee plant over the gastronomy concept to the training of staff”, Reinhold Schärf emphasizes. “This is why we do not only produce coffee and coffee machines. We develop entire concepts for our clients, from planning the appropriate gastronomy concept over a calculation of profitability to staff training.”

COFFEESHOP COMPANY

In 1999 Reinhold Schärf founded the franchise coffeeshop chain “Coffeeshop Company”. At present there are 90 coffee shops in Austria, Germany, the United States, Hungary and Slovakia. A branch in Ankara, Turkey is presently under development. In five years the number of coffee shops is to increase to 300. At the Schärf World in Neusiedl am See the employees of Schärf clients are given insight into the secrets of correct coffee brewing and marketing of coffee. “700 employees of 200 international companies have been trained in Neusiedl am See since the opening in 2005.” Reinhold Schärf emphasizes. “Apart from the closeness to the airport and to the cafe culture in Vienna it is the beautiful landscape of Burgenland which makes this location so attractive. The lovely and sensuous Burgenland goes well together with the emotional world of coffee. In their spare time our trainee guests enjoy the vacation feeling here at Lake Neusiedl.”

IN LOVE WITH COFFEE

“Coffee and my family are the two passions of my life.”, Reinhold Schärf tells us on a tour through the Schärf World in Neusiedl am See. And his love and enthusiasm for coffee can be felt in each of his words. “In love with coffee” is more than just a sales slogan on his business card. Reinhold Schärf has up to 10 cups of coffee per day. During testing it’s black coffee of course, but he also likes to have a caffé latte or a coffee with vanilla flavour. He has been living quite a long time in Burgenland. After the erection of Schärf World and the assistance through objective 1 funds and venture capital from WIBAG through the Athena Funds, the company relocated from Wr. Neustadt to Neusiedl am See. Until the end of the year 80 employees will have found work here, among them are many from Burgenland. And Schärf has plans to expand further, also to Eastern Europe. His business recipe: coffee, machines, staff training, coffee shop concepts and a love for coffee.

FACTS & FIGURES

Erection of Schärf World in Neusiedl am See

Time Period: February 2004 – June 2005
Reason: Sustainable growth and employment, regional political relevance
EU-Funds: EFRD
Funding: 20 %
Implementing Body: Wirtschaftsservice Bgld. AG – WIBAG

Life for more than 30 years, he converted the family owned company into a modern business and with the erection of schärf world in neusiedl am see he has made coffee dreams.
Stephanie Eselböck, 26 years old, is responsible for the diverse range of products at the Greißlerei and wine shop Taubenkobel. When she describes her delicatessen she becomes passionate in no time. “People used to ask us where we buy the good things for the restaurant. This is how the idea to offer them in a delicatessen right beside the restaurant came into being. Some people come, look around and can’t tear themselves away for hours. Six years ago, Walter Eselböck, the highly decorated chef, put the idea into practice in an old neighbouring house. After a long and hard day of work he has his coffee here and relaxes. My father actually got hold of many fittings like the old wood floor by himself. The name Greißlerei is supposed to animate others in times where the traditional Greißlerei shops are vanishing.

**DIVERSITY AND FLAIR**

Entering the Greißlerei in Schützen through the small entailing beer garden one dives into a world of smells and colours. The colour of rich red dominates the walls, in the cooling display, typical of a Greißlerei, the best cheeses and hams can be found. There are 500 exquisite food products in Stephanie Eselböck’s delicatessen. She is very proud that many of the goods may only be purchased at her place and nowhere else in Austria. Like the home made truffle pâté, the special balsamico cream, mustard for boiled and fried meats, Mariage Frères – the best tea in the world, champagne meringue, home baked bread, chocolate made at Taubenkobel or honey refined with cinnamon, vanilla or truffle and so on. Many products may be tried immediately in this beautiful ambience.
The range of products offered at the Greißlerei encompasses food products from 350 different companies, about 1000 wines and spirits as well as accessories from more than 750 companies. It’s the large diversity of domestic and international products which overwhelms every visitor. “International flair but in an authentic way. This is our concept which can only be found here in Schützen.”, stresses Stephanie Eselböck. “This is why we didn’t go to Vienna with the Greißlerei although we were frequently asked to do it.” Objective 1 funding supported the establishment of the Greißlerei. “It made it possible to realise the Greißlerei at that time. Our family had had the idea for it for quite some time.”

**THE BEAUTIFUL THINGS OF LIFE**

The Greißlerei and wine shop Taubenkobel in Schützen is a place where the beautiful things of life can be found. After one has had a good meal and has filled his basket with exquisite specialities, it’s time to have a look at the large range of manifold accessories. “Beautiful design is especially important to me.”, Stephanie Eselböck points out. Every day she is on a search to find new and exceptional things like lamps from the Netherlands, jewellery from Venice or paper art work from Amsterdam. “I can get enthusiastic about everything and that’s what makes it possible.”, describes the daughter of the well-known decorated chef de cuisine her own recipe for success. During her education at a school for photography, film and video in Graz, she and her sister used to work at her parent’s restaurant at the weekends. “And I always enjoyed it.” After the opening of the Greißlerei Stephanie Eselböck travelled a lot - to the United States, to Switzerland and to Paris. These travels shaped her view for beautiful and exceptional things. “You can only see things if you have been away for a while.”, she is convinced.

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**FACTS & FIGURES**

Erection of the Greißlerei und wine shop adjacent to the Taubenkobel restaurant

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objective 1 funds the eselböck family has created a land of milk and honey for all senses. As soon as you dive into it you are bound to taste, to
The posture, the skin, the smell, the pulse, the hair colour, the mode of expression – physico-practitioners take a look at the entire human being in order to determine its health condition. “We work with all our senses when clients come to us,” Alice Hann describes her daily professional life. We see, hear, smell and feel and are thus able to draw a picture of the health condition of the respective person. Based on this picture we decide which outside impulses will enable the body to regenerate itself.”

Physico-practice is the unique synthesis of eastern and western knowledge. It is based on the scientifically founded elements of traditional Chinese medicine and western sciences which assume a physico-bio-social model. The most important aim is prevention and the maintenance of health. Physio-acupuncture therapy and tuina practice (traditional Chinese massage) are mostly used for treatment. “Every day we see how well physico-practice works,” stresses Alice Hann. “People of all ages with physical or mental problems come to see us. We are able to help a great many of them to regain their well being, their vitality and their productivity.”

“Within the project health network physico-practice Burgenland we want to build up a network of experts in this field and we want to offer a platform for cooperation which improves the scientific foundation and thus also enables quality assurance,” describes Alice Hann, the head of the project. For this reason an expert system was set up, which is presently tested on its suitability in daily life at the Teaching and Research Centre in Neusiedl am See. The basis of this project is the exact documentation of processes and the treatments resulting from them.
**EXPERT SYSTEM**

“With the help of a standardised questionnaire the data is being collected. Every physico practitioner enters the information and the used methods of treatment anonymously into a central database,” explains Regine Studeny, the head of the Teaching and Research Institute Physico-Practice. “The progress made in treatments and the joint evaluations of practitioners and clients are documented. This makes the statistical analysis and consequently scientific studies possible, which confirm the effectiveness of physico-practice.” A further benefit is the expert system. Physico-practitioners may communicate with each other via a website. “Each one has differing strengths and competences. We can advise each other in treatments or exchange specific professional information, we can even take over entire treatments on a temporary basis,” says Alice Hann. “This improves our work and helps the people with complaints who turn to us.

**HELPING COMPREHENSIVELY**

As physico practitioner it is necessary to approach the individual, to adjust to his situation in order to find individually suited treatment programs. “The interest in physico-practice is constantly increasing,” says Regine Studeny. In Austria there are currently about 400 practitioners who work full time and who treat about 16,000 people. The project Health Network Burgenland aims also at increasing the popularity of this profession and to make it easier to take up this profession for those interested.

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**FACTS & FIGURES**

*Project Health Network Physico-Practice Burgenland*

- **Time Period:** April 2003 – August 2005
- **Reason:** Sustainable growth and employment safeguarding of the business location, innovation content
- **EU-Funds:** EFRD
- **Funding:** 64%
- **Implementing Body:** Wirtschaftsservice Bgld. AG – WiBAG

Knowledge from east and west to improve the quality of life of people. The project Health Network physico-practice Burgenland is the first to build up of a
In the so-called baby active pool at the Sonnentherme Lutzmannsburg Frankenau, at a water temperature of 34-36 degrees Celsius, an air temperature of 27 – 29 degrees and a leisure atmosphere there is quite something going on. In the pool babies and parents are laughing and splashing. Doris Weisz, personal baby trainer, is in the middle of them. It’s a swimming course for the little ones which is on the agenda. Half an hour long the babies have the opportunity to playfully experience the warm thermal spa.
water. They kick about their legs, paddle around, are splashed with water or lie lazily on a swimming mat. It is a carefree and fearless experiencing of the element water.

"In the comfortable warm thermal water the babies can move around freely by themselves." emphasizes, Doris Weisz, who is in charge of guest care at the thermal spa. "Motor abilities, the muscular system, orientation abilities and the sense of balance are put to the test. In addition, the little ones learn to respect the water but without fears. The close body contact between the baby and its parents has a very positive effect on its basic trust."

**PERSONAL BABY TRAINER**

The Sonnentherme is well prepared to suit the needs of babies, infants and their parents.

This is reflected in the rooms available as well as in guests care. Where else would you find a special baby shower, a playing room, a crawling room, a diaper changing dome, a special refuge for 'breast feeding mothers', a sleeping room, a push chair rental or a kitchen to heat up baby food right on the spot. Especially the baby fit packages with the personal baby trainer are probably unique worldwide. "We have a special training for this job and have developed the profession of Austria’s 1st personal baby trainer out of it.", Doris Weisz stresses. "At the beginning of the guest’s stay at the hotel Sonnenpark, which belongs to the thermal spa, there is a conversation with the parents where we discuss the parents' and the baby's individual needs. Based on this conversation we compile an individual activity and pleasure programme. Apart from baby swimming, massages are also offered. There are massages especially for babies, like the baby avocado oil package, which helps with sleeping problems, or back massages for mothers or fathers. "During their entire stay the personal baby trainer is available for the parents. This way we can provide individual service for the little ones and their parents." Doris Weisz tells us. A further peculiarity at the Sonnentherme is the so called 'Snoezelen', which is a world of experiences. "In this room with water pillars, music and light effects the babies may discover their senses. Well being, inner peace and calmness are inspired. A true paradise for the senses of babies' and parents'."

**FOCUS ON CHILDREN**

The Sonnentherme is very successful with its extensive offerings for babies, children and their parents. Since its opening the number of visitors is steadily increasing. In the year 2005 there were a total of 485,000 guests plus about 26,000 babies. Since 2004 there is also the four star hotel Sonnenpark, the family and health hotel which belongs to the Sonnentherme. The hotel and the thermal spa employ about 175 people. It is planned to also offer a special skill’s development and pampering programme for one and a half to three year olds in addition to the baby programme in the future.

**FACTS & FIGURES**

*Health offers for babies at the Sonnentherme Lutzmannsburg Frankenau*

- **Time Period:** May 2003 – May 2004
- **Reason:** Impuls project, regional political relevance
- **EU-Funds:** EFRD
- **Funding:** 70 %
- **Implementing Body:** Austrian Federal Ministry of Economics and Labour – BMWA

at ease in the water. moving around in the water is not only fun it also assists the development of their motor abilities, their muscular help of objective 1 funding.
**The Aura of Beauty**

A 40-second tour through the Balance Resort Stegersbach can be taken from the “captain’s bridge”, in the middle of the six floor high atrium of the hotel. “Through the large glazed front all areas of the hotel can be overlooked and additionally there is a view as far as to Stegersbach.”, welcomes us Manfred Kalcher, the general manager of the hotel. The hotel is situated on the ridge of a sand dune from the glacial epoch. Due to the extraordinary architecture each place in the hotel offers beautiful views of the landscape of Southern Burgenland. Space and nature seem to flow into each other; “When entering our house, you feel immediately comfortable despite its size. This is how our guests feel. Already during construction I could feel that this place here has an extraordinary aura. This aura is passed on to the people who live or work here.”
**WELLNESS AND LIFE STYLE**

“The Balance Resort belongs to the new generation of wellness and life style hotels,” emphasizes general manager Manfred Kalcher. “The architecture is unique and clear. We only use natural material, like wood and leather. The fine design of the furnishing and the earth colours create the appealing and pleasant atmosphere. The hotel has a cool but not a chilly atmosphere. This is important to us. It is the new wellness form called mental spa showing the guests of the Balance Resort Stegersbach new ways to the well being of mind, soul and body. At the heart of it there is the 2000 m large Balance Spa with interior and exterior pool, sauna world, fitness and yoga rooms and extensive massage programmes ranging from classic to Far Eastern to Hawaiian massage. Experiencing is in the centre of the attention. “It is especially important to us that there are little islands offering private space to our guests,” says general manager Manfred Kalcher. The Balance Spas is exclusively available to our hotel guests. Exceptional are also the zen gardens between the treatment rooms in the Balance Spa. Stones, sand and glass fronts create free space and views of nature. “The hotel's name refers to its concept: We want our guests to find their balance between their physical and mental well being.”

**LIVING AND EXPERIENCING**

“We do not different room categories. Each of the 111 double rooms is 36 m in size, has the same furnishings, large glazed fronts onto the balcony and offers a lot of comfort like air condition, free internet access etc.” general manager Kalcher is proud to say. Additionally the hotel offers 12 designer suites and 18 family apartments. 3 restaurants and a show kitchen are at the guests’ disposal. The cigar lounge with the largest selection of Havanna’s to be found in an Austrian hotel is also unique. The terraced garden extends over an area of 12,000 m. The main target group of the Balance Resort Stegersbach are wellness and seminar guests as well as golfers. They use the adjacent golf course, which is the largest golf course in Austria. 90% of the guests are Austrians. The hotel has about 112 employees. “The majority of our employees comes from the region. Their natural cordiality and their professionality are an important pillar for the success of our hotel.”, says Manfred Kalcher. “The architecture, the offerings, the concept and the employees create an environment for our guests in which they feel exceptionally well and in balance.

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**FACTS & FIGURES**

**Erection of the wellness hotel Balance Resort in Stegersbach**

- **Time Period:** September 2003 – December 2004
- **Reason:** Leading company, sustainable strengthening of quality tourism, regional political relevance, innovation content, optimizing of tourism offers at existing thermal spa locations
- **EU-Funds:** EFRD
- **Funding:** 35 %
- **Implementing Body:** Wirtschaftsservice Bgld. AG – WiBAG

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of 2000 m, its cuisine, its cigar-lounge and its many fold extras it truly appeals to all senses. It is its aim that also demanding guests feel comfortable in the new hotel.
EVERYTHING IN MOTION

Before lunch it is power and exercise on inline skates on the tracks of the Rolling Area, afterwards it’s time for pure relaxation at the thermal spa Sonnentherme. Or maybe the other way round. Or rather a few trial rounds at the skating park or a drive with the push chair on inline skates. The Rolling Area in the surroundings of the thermal spa Sonnentherme Lutzmannsburg Frankenau offers invariable possibilities for inline skating. “It is a paradise for inline skaters unique in Austria.” Wolfgang Stündl, manager of the Sonnentherme and of the association “Rolling Area Sonnenland” emphasizes. “You can bike or run almost anywhere, but a 40 km long connected network for inline skating can only be found here.” An enthusiastic inline skater himself, Wolfgang Stündl also enjoys this extraordinary offer. For more than 30 years there have been efforts to connect the individual sections, to mark and to create interesting routes. All trails are at least 4 meters broad and well paved, once a week the trails are cleaned with a road sweeper. The guidance system of the routes is checked regularly and is renewed if the need arises.

ROLLING THROUGH THE SONNENLAND

“We offer extensive comfort to our guests making inline skating a carefree experience.”, stresses Stündl, the head of the association. “At the rolling terminal equipment for all
Further development of inline skating routes in Central Burgenland

Time Period: June 2002 - December 2002
Reason: Impuls project for regional tourism development, regional political relevance, increasing attractiveness and quality improvement of season prolonging installations

EU-Funds: EFRD
Funding: 40%
Implementing Body: Authority of the Provincial Government Burgenland, Dept. 5

In the past 8 years, plain cleaned trails, well marked routes and beautiful nature make the rolling area a unique offer in Austria. Objective 1 funding pushed the project ahead.

Sizes is available. The guests may rent inline skates and protection gear anytime. In made-to-measure lessons for beginners the most important techniques are taught and fears are taken away. And then it's time to get on the skates.

Three skate routes lead through Sonnenland. Far away from street noise, on varied, well paved trails, cutting through the landscape of Central Burgenland, passing meadows, orchards, fields, vine yards and woods. Along the Rabnitz River to Frankenau, Unterloisdorf, Oberloisdorf or Kroatisch Minihof. There are plain speeding trails, gentle trails for those with less practice, downward slopes for speedy descents, curvy roads and broad sections for beginners or larger groups. The routes mostly take you around villages to avoid traffic.

EXERCISE AND HEALTH

The Rolling Areas is popular with guests of all ages. "Inline skating is very healthy", stresses Wolfgang Stündl, manager of the Sonnetherme and head of the association. "It is a fat burning sport, just like jogging. Skating is kind to the joints, builds up muscles and promotes the blood circulation of the skin. This health aspect matches our wellness offers at the thermal spa and in the surrounding hotels. "The new trend is inline skating with sticks where the entire body is trained and challenged."

To also attract the youths of the region to use the offer, inline hockey events are organised monthly at the skating park in front of the Sonnetherme. In winter the same court can be used for ice skating or curling.

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Currently the noise of the building machines still dominate the new concert house in Raiding only a few meters away from the house where the virtuoso and composer Franz Liszt was born. Already in October this house will be filled with the sound of his intensive and moving music interpreted by internationally known musicians. "The new Franz Liszt Centre in Raiding will provide a new and exceptional concert experience appealing to all senses.," says Dr. Walter Reicher, artistic director and manager of the association of the Franz Liszt Society Burgenland. "See – listen– experience. Those are the three pillars on which the new concert house is built. Each seat in the hall will have good views onto the stage, the acoustics are unique and are especially suited for chamber music, large glass fronts will let the visitors feel the closeness to the house where Franz Liszt was born. Thus, the music in the new concert house will be an experience appealing to the human being in its entirety.

ARCHITECTURE OF MUSIC

The architecture of the new building, a modern construction, needs to fit in well with the village structure of Raiding, a village with 800 inhabitants. "Its immediate closeness to the small and simple house where Franz Liszt was born, now home to the museum, was a challenge for the architects from the Netherlands who won the international architectural competition.," says Dr. Walter Reicher, who apart from organising the International Haydn Days, is also pushing ahead the erection of the Franz Liszt Centre. The white walls and materials like glass and wood dominate the new building in terms of architecture as well as in terms of function.

THE LISZT EXPERIENCE

from this autumn the new concert house in raiding will offer a musical experience appealing to all senses. the unique acoustics and international center of liszt appreciation.
“The concert hall is about 12 meters high and the floor will be made from oak. Huge spruce plates, like the wood of a violin, and the work from international acoustics experts guarantee the unique sound experience.” Dr. Walter Reicher is pleased to say. About 590 visitors can be accommodated in the new concert house. They will not only hear a wonderful sound, but they will also be comfortably seated, have a good view and will spend their time in a beautiful concert environment. “With the erection of this centre, the remodelling of the museum in the birth house and the organisation of the Franz Liszt Festivals the work of the internationally renowned virtuoso and composer can be appreciated and cultivated in an appropriate way.” The erection of the centre, the furnishings, the garden and the infrastructure cost about 6.8 million Euro. Financial assistance came from the provincial government, the federal government, the EU and a credit.

**FRANZ LISZT (1811 – 1886)**

Franz Liszt was born in Raiding in 1811 and lived here for 11 years. Because he was already an outstanding piano player in his childhood his family moved to Vienna. From there he started his career as virtuoso and composer. His solo concerts as piano player were always sold out, as Franz List had countless fans. He was the star in music in the 19th century, during his time already merchandise products bearing his name like Liszt kipferl or Liszt candy existed. Franz Liszt is known as the creator of a completely new form of piano music and is unforgettable because of his future oriented composition style.

**LIS(2)TEN IN RAIDING**

“With the opening of the new concert house in October 2006, on the 195th birthday of Franz Liszt, we also want to establish a new festival in the field of classical chamber music.” says Dr. Walter Reicher. The festival visitors will experience music by Franz Liszt with the best interpreters at the birth place of the artist.” Concerts and song recital evenings with the music of other composers are of course also possible. In a second, smaller hall lectures, audition afternoons, and small concerts may be organised. For the benefit of the entire region the Franz Liszt Centre offers the opportunity to appeal to new target groups of visitors and to jointly market wine, thermal spas and music.

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**FACTS & FIGURES**

**Erection of the Centre of Franz Liszt in Raiding**

- **Time Period:** January 2004 – December 2006
- **Reason:** Important for the cultural infrastructure of the province, improvement of cultural offers, maintenance of the cultural heritage
- **EU-Funds:** EFRD
- **Funding:** ca. 50 %
- **Implementing Body:** Authority of the Provincial Government Burgenland, Dept. 7

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The closeness to the birth house of the virtuoso and composer Franz Liszt create the preconditions for this objective 1 funded project to become an
A FEELING FOR COLOUR

“For me the red colour of our hotel is a very powerful colour, it is full of noticeable energy. Our guests also feel this way. They like RED.”, this is how Mag. Patricia Windisch, the hotel’s director describes the reactions of the hotel guests to the colour and design concept of ALL inclusive RED in Lutzmannsburg. The perfect combination to its bordeaux colour is the spa hotel’s cooperation with wine makers of the region. A concept called “All in Red Wine”, we offer wine tastings to our guests and we serve numerous wines from the Blaufränkischland in our hotel.” The colour red acts as a design element and can be found in the entire hotel facilities. With her red jewellery and her red pullover Patricia Windisch, the hotel director, is also in line with the hotel concept. A feeling for colour at first sight.

On second sight the light and casual atmosphere at the ALL in@clusive RED sticks out. “Our guests come to relax in the hotel and in the thermal spa. This also entails that they can enjoy their lunch or snack leisurely in their bath robe.” The reception staff is
dressed in jeans and polo shirt to also demonstrate this lightness. “The motto of our last New Year’s Eve party was “All in red goes blue jeans.”, Patricia Windisch, hotel director points out. “And our previous success confirms this concept. Our guests very much enjoy the stress-free, casual atmosphere in our hotel.”

**ALL IN@CLUSIVE RED**

The hotel and its 71 rooms, seminar rooms, and a pool and sauna area were only opened in April 2005. It is the youngest project in the surroundings of the thermal spa Sonnentherme Lutzmannsburg Frankenua, even disposing of a direct underground access to the thermal spa. The hotel is owned by 20 private associates from Styria. In addition, the erection was funded by assistance from the objective 1 programme. The hotel’s business philosophy: “All inclusive for thermal spa and business guests.” This means more to us than just inclusive food and drinks.” Patricia Windisch points out. “It means that there are no extra charges for child care in the high season, for air condition in every room, for the balcony, for snacks and drinks at the bar, for the internet terminal as well as for the use of the hotel’s bathing and sauna area. The total costs for a holiday or for a conference may be calculated in advance.

**HOTEL WITH A VIEW**

At present the majority of guests at the ALL in@clusive RED come from the east of Austria, Upper Austria and Tyrol. “But Hungary and Slovakia are definitely new markets in the future.” As seminar hotel the ALL in@clusive RED in Lutzmannsburg profits from its closeness to Vienna. The majority of the 47 employees are from Central Burgenland. Patricia Windisch, the hotel director, is a Carinthian, with a great love for the beauty of the region. “Therefore I am very proud that every room has its own balcony. This is unique in Lutzmannsburg and enables our guests to closely experience nature and landscape. Thus, the ALL in@clusive RED is a hotel with a view and a vista.

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**FACTS & FIGURES**

**Erection of the all inclusive hotel**

**All in Red in Lutzmannsburg**

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just opposite the thermal spa sonnentherme offers, apart from all inclusive 4 star comfort, many interesting insights, views and vistas. it was financed by private