

# SMART LUXURY AT HOTEL DANIEL GRAZ



## THE CONTEMPORARY CONCEPT OF A LIVELY CITY HOTEL

The idea of offering smart, sensible reduction instead of intrusive pomp and fresh ideas instead of awkward hospitality has been realised to perfection at Hotel Daniel in Graz. The concept, which goes by the name of “Smart Luxury”, is perfectly tailored to meeting the needs of today’s travellers: Intelligently appointed rooms with a clear design, a lobby with an espresso bar to relax, snack, do business or for the best breakfast in town. Furthermore an exquisite „motor pool“ of bikes and brand new E-Vespas for getting around in Graz. Everything the Daniel has to offer is fully in keeping with the modern interpretation of luxury. And that also goes for the moderate prices per night and per room – whether you’re coming on your own or as a pair.

It’s been called a design hotel, a lifestyle hotel – in fact ever since it reopened in 2005 there have been many attempts to use conventional hotel definitions to pin down the Daniel Graz. But “Smart Luxury” is perhaps the best way to describe the philosophy which is pursued and practised at the Daniel: Modern travellers are pleasantly surprised by the hotel’s approach towards tasteful and sensible reduction; many details of its appearance and range of services are considered quite unorthodox. As a result, guests keep coming back to the Daniel.

For a start, there are the 108 bright and breezy rooms in the categories "Smart" and "Loggia", which were all redesigned in 2014 and dispense with conventional hotel furnishings: Here, the rooms feature a timeless aesthetic design and are perfectly suited for business purposes. Noticeably absent is anything which isn’t really needed or would get in the way: Hence a place for storing the suitcase replaces the wardrobe, a move-able trolley takes the place of the fixed desk, and instead of chairs there’s a comfortable bench for enhanced relaxation. What’s more, guests are twice as relaxed when they can sing and dance under a “Raindance” shower system. In 2020 the category "Loggia" was upgraded with a 58 inch smart-TV, a free minibar and a coffee machine. Speaking of "upgrade": Among all loggia bookings, a "Lucky One" is now and then drawn by lots (depending on availability), who can move on to the LoftCube on the hotel's rooftop: A suite 24 metres above the ground with 44 square metres of superbly equipped living space and a panoramic view over the city – there aren’t enough superlatives to describe the Cube, designed by German designer Werner Aisslinger and based on Florian Weitzer’s interior design ideas.

Hotel Daniel's services are also smart, contemporary and well thought out: it goes without saying that guests can surf the Internet for free via WLAN throughout the hotel or that the espresso bar in the lobby is open 24 hours and also acts as a reception area for check-ins and check-outs. Similarly seamless are the spatial transitions between the entrance, the Daniel shop, the bar and the lounge: the lobby is in the form of a spacious loft, rich in green plants and charming furniture. A lively urban place, where people stay to relax, work and meet business partners or friends, and use as a venue for staging events. Even "non-travellers" such as the local Grazers appreciate the uncomplicated, laid-back atmosphere at the Daniel and like to come over for breakfast or a snack. Daniel's small but excellent menu is so gratifying. Or they come to grab a gift from the Daniel shop, such as Daniel soaps, bed linen, Daniel shirts as well as "The Schnitzel Love Book", published by Florian Weitzer and the Austrian journalist Severin Corti in 2020. Also noteworthy are the two open terraces surrounded by lush greenery. One of them is perfect for summer breakfasts overlooking the "Annenstraße".

Speaking of Grazers – they have the great fortune to live in a highly diverse city. So whether you're of a dreamy disposition, are bright-eyed and bushy-tailed, whether you appreciate the glories of the past or prefer strident modernism, Graz always has something to match your taste. From Hotel Daniel you can conveniently reach all the sites and venues by bus or tram, and the city centre is only a 10-minute walk away. Alternatively, why not set out to explore your new surroundings on the hotel's trendy E-Vespas with the impressive sounding name Elettrica. With a range of 100 km, a proper city tour can start using the Italian shooting star of the scooter scene. For those who prefer pedalling, Daniel Graz also has bicycles available.

The immediate proximity to Graz main railway station was also the reason why Alois Daniel originally decided to build a hotel there in 1887. Some 60 years later the renowned architect Georg Lippert rebuilt the hotel from scratch after its destruction in the Second World War. The result was a classic example of 1950s' architecture. After the hotel reopened, 5-star luxury was the order of the day at the Daniel. Florian Weitzer, who took over the management of the Daniel in 2002, wanted to make a clean break with what he regarded as unnecessary pomp and ceremony. He set about instigating a process of rethinking: adjustments were made to meet the habits of modern travellers; the hotel began to concentrate on the essentials and get rid of the superfluous. The concept "Urban Stay – Smart Luxury" got off to a successful start. Following thorough refurbishment, the Daniel was honoured with one of the most prestigious awards in the hotel industry, the "Hotelimmoblie 2006." After cooperating with the Berlin designer Werner Aisslinger in the past, Florian Weitzer stuck to the idea of, one day, installing an Aisslinger-LoftCube on the roof of the Daniel Graz. 2014 perfectly seemed like the perfect time for the project – the square in front of Graz's main railway station shone in new splendour, the cube as a roof construction was technically sound and official permits had been acquired. Since then, the suite has occupied a lofty position, sitting above the Daniel Graz and the city.

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## CATEGORY:

Smart Luxury

## AWARDS:

“Hotelimmobilie 2006”

*(Europe’s highest award for hotel establishments)*

## LOCATION:

Graz main railway station

## ROOMS:

108 rooms in the categories "Smart" or "Loggia" including the LoftCube on the roof

## SEMINARS / CONFERENCES:

Held in the loft or “Terrace” hall on the ground floor

## PARKING:

Private garage and parking spaces

## DINING AND SPECIAL FEATURES:

Espresso bar and snack bar; "Loggia" rooms with a Nespresso coffee machine and a 58 inch smart-TV with AppleTV; 5 bikes (10,00 EUR per day), 4 E-Vespas (incl. helmet, 35,00 EUR per day); LoftCube on the roof top; Daniel-Shop