

Essay written by Peter Rieder, BA, BA, BEc.

4 January 2015

LUXURY HOTELS

G'Schlössl Murtal

Aristocratic heritage and a luxurious sanctuary

G'Schlössl Murtal is an exquisite luxury hotel surrounded by imperious mountains, pastures and forest in Upper Styria. The property exudes a rich aristocratic tradition and provides guests with a sanctuary to rejuvenate and recuperate. Dietrich Mateschitz, the founder and Chief Executive of Red Bull GmbH purchased Gut Murhof. The aristocratic mansion was renovated and became a five star luxury hotel offering guests exquisite accommodation, impeccable cuisine, swimming pools, spa treatments and equestrian stables. The property appeals to discerning guests and those pursuing leisure.

G'Schlössl Murtal is located in the village of Großlobming with a rich aristocratic heritage and tradition. The Archbishop of Salzburg first mentioned Großlobming in a document in 927. The Knights of Lobming established Burg zu Altlobming, a castle and other fortifications during the twelfth century. Schloß Großlobming an elegant palace adorned in Kaisergelb (Imperial yellow) also appeared in the document in 927. The palace was transformed into an agricultural university. Gut Murhof was built in 1898 for Baron Gustav Hanstein. Baron Hanstein established the aristocratic mansion and estate to breed English riding horses. He was very successful claiming national and international trophies for breeding excellent thoroughbreds.

The estate was transformed into a five star luxury hotel and became part of Projekt Spielberg. Dietrich Mateschitz, the founder and Chief Executive of Red Bull GmbH purchased Gut Murhof and an exquisite Jugendstil villa in the neighbouring town of Zeltweg. G'Schlössl Murtal and Steirerschlössl became five star luxury hotels and integral in the transformation of the area into a leisure paradise surrounding the Österreichring. Mateschitz purchased the Österreichring, an automobile racing circuit in the neighbouring market town of Spielberg in 2003. Projekt Spielberg welcomed the public in May 2011.

G'Schlössl Murtal opened its beautiful gates to welcome guests in May 2012. The luxury hotel retains the aristocratic elegance and refinement after careful renovation and construction. Nine suites and the acclaimed restaurant are located in the manor house. An indoor swimming pool, sauna, luxurious spa and gymnasium are found in the former stables. The rejuvenation and relaxation paradise incorporates 600 square metres and became the epicentre of the luxury hotel. An outdoor swimming pond and vast grounds provide ample opportunities for guests to enjoy the alpine ambience and various leisure activities.

The Superior Suite is the most desirable suite in the luxury hotel. The luxury hotel consists of nineteen suites, two apartments and six rooms. The Superior Suite occupies 70 square metres of refinement and sophistication. The suite offers guests a balcony to enjoy the natural environment. White walls and dark leather furniture create a refined ambience. Guests enjoy a beautiful bedroom chamber with ample space to enjoy a pleasant sleep. The bed sheets are created from the finest fabrics. Limestone is used in the bathroom to provide a stage for the designer bath. Guests can enjoy private dining in the Tower Room.

Ten exquisite Maisonette Suites provide a wonderful experience. Each suite encompasses 70 square metres of rustic elegance. Carefully preserved wooden beams from the original roof are prominent in the suites. A balcony allows guests to observe and experience the natural environment surrounding the property on the lower floor. The living area combines elegance and comfort with an inviting lounge and generous use of timber furniture. A generous bedroom chamber and bathroom are located on the upper floor of the suite. The timber floor, comfortable and sophisticated furniture and delicate colours create a Landhausstil (country house style) ambience.

Restaurant G'Schlössl Murtal is a renowned and celebrated restaurant providing excellent Styrian cuisine and impeccable service. Guests can enjoy the Stubn, a dining chamber within the kitchen. The 'chef table' provides an opportunity to observe the creativity and innovation involved in preparing and cooking dishes. The kitchen uses the finest and freshest local ingredients to create main courses ranging from stuffed turkey breast with fruit bread and spinach to boiled veal with roasted potatoes and creamy spinach and goulash with semolina dumplings and parsley. Local cheeses, powidltascherl with cinnamon crumbs, maroni ice cream and burnt hazelnut cream with two types of plums are served for dessert. The restaurant received 83/100 and a Falstaff Gabel in the 2014 *Falstaff Restaurant Guide*.

Rejuvenation and relaxation are important reasons guests visit G'Schlössl Murtal. Guests can enjoy visiting the indoor swimming pool and experience the counter-current system, waterfall and massage jets or the swimming pond to relax and enjoy the soothing water. A traditional Styrian bathhouse is located on the banks of the swimming pond. Guests can enjoy a varied sauna experience. Steam baths, infrared cabins, saunas and a Finnish sauna are available. There are various massage treatments ranging from Sassi dei Vulcano to reflexology to back massage to the use of aromatic oils and full body peelings. Bathing rituals to relax muscles and reinvigorate the body. Baths containing lavender, coconut oil and lemon-lime are offered.

Guests can enjoy a variety of leisure activities within the vast grounds of the luxury hotel. The estate encompasses 18,000 square metres of majestic land. The property provides stylish clay tennis courts to enjoy the sport of tennis. A jogging track allows guests to exercise and savour the beautiful grounds. An equestrian facility and stables allows guests to pursue equine sport and activities. Walking and hiking are other summer activities guests enjoy. Guests also enjoy a variety of winter leisure activities. Cross country skiing, snowboarding and alpine skiing are a few winter activities to sample. Alpine skiing can be enjoyed at nearby Kleinlobming, Gaberl and Gaal. Ski lifts are available at the resorts.

G'Schlössl Murtal is a rare property combining exclusivity, impeccable service and privacy of a luxury hotel and the facilities of an excellent resort. The suites, celebrated restaurant, swimming pool, swimming pond and spa treatments are impeccable and satisfy the demands of discerning guests. The 18,000 square metres of property surrounding the luxury hotel appeal to guests with a strong interest in leisure. Tennis courts, a jogging track and equestrian stables offer guests beautiful facilities to pursue various leisure activities. It is a wonderful property located in the Murtal.