



INNVIERTLER

*Versailles*

*Concepts*

in the castle

Event- & adventure castle  
Innviertler Versailles!

[www.innviertler-versailles.at/investment](http://www.innviertler-versailles.at/investment)

## MAIN TOPICS IN THE INNVIERTLER VERSAILLES:

### Vacation in the castle – boutique apartments:



Then as now, the Innviertler Versailles is above all a place of retreat – for those seeking peace and quiet and for individualists who want to experience history and feel the splendor of ancient times.

A total of eight unique rooms and suites are available, in which you can enjoy the tranquility and the beautiful ambience of the Innviertler Versailles.

Each room has its own character, modern and elegant interior design, and offers an integrated kitchen area.

### PACKAGES:

Our current theme packages (*spa, golf, romance*) perfectly expand the holiday offering. These holiday packages are also marketed through external tour operators, such as: HOFER Reisen.

Capacity utilization can be massively increased through exclusive packages for foreign tourists.

### QUOTA:

The number of rooms can be increased to 10 within a very short time.

By expanding the left wing there is the possibility of adding another 40 beds. This would require an investment volume of approximately EUR 3,000,000.

The right side building, called “Pflegerstöckl”, is currently owned by the municipality of Auzolzmünster. There have already been good conversations about acquiring this building by moving the current owner to another property, the so-called “Old Castle”, which is located on the market square in the middle of the town. This property is already owned by the Ungar family and a property exchange is possible. This could increase the bed capacity to 100.



## Events in the castle – weddings, celebrations & feasts:

The Innviertler Versailles is increasingly establishing itself as a popular event location – whether for private weddings with a fairy tale charm, company celebrations, birthday parties or public events.

We act as organizers ourselves and successfully organize events for up to 700 people indoors (Over-30 party, Irish Night, Love Peace & Rock'n'Roll, Wine feast, Night of history, etc.).

External organizers can rent the castle for concerts, openings, exhibitions, trade fairs, cabarets, theater, etc. The maximum indoor capacity is 900 people.

There is also the possibility of holding events outdoors in our castle courtyard. The capacity here is 3,500 people – like our annual “Schloss Advent” christmas market.

Rooms and halls in the moated castle are also often booked by private individuals for exclusive birthday parties or by companies for seminars, workshops, conferences, retreats or company celebrations.

The Innviertel Versailles is also a popular wedding location with 20-25 weddings every year. The bride and groom rent the castle exclusively for the whole weekend.



## Attractions in the castle – escape room & castle tours:



### ESCAPE ROOM

The Innviertler Versailles has its own Escape Room on its premises.

During this game, players are locked in a room having 60 minutes to escape. They can only succeed by solving puzzles and following clues which are in the room.

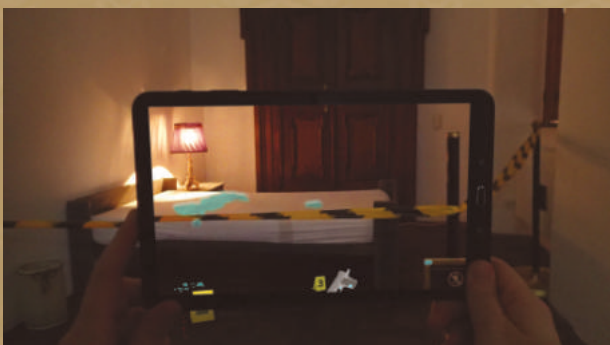
In our escape room - called "The Energy Machine" - we take up part of the history of the castle. The players must activate the invention of former castle owner Karl Schappeller in order to successfully escape.

Escape room bookings are fully automated. The income for 45 m<sup>2</sup> is around 2000 €/month. Ascending trend.

### CASTLE TOURS

The baroque moated castle not only fascinates with its imposing architecture, but also with its exciting history. We regularly offer guided castle tours.

“Interactive self-guided castle tours” with app control and augmented reality are being planned, which will allow guests to immerse themselves in the history of the castle.



### GOCLUE- Murder in the hotel

Mystery & Crime in the castle - Who is the murderer? GoClue is an augmented reality game that turns the castle into a setting full of adventure, mystery and puzzle fun!

## Business in the castle – seminars & office facilities:



### SEMINAR, CONFERENCE & WORKSHOP

The Innviertler Versailles is the ideal place for seminars, conferences and workshops in an extraordinary atmosphere. Completely renovated rooms with technical equipment and seating for up to 120 people are available.

### OFFICE FACILITIES

The approx. 450 m<sup>2</sup> of office space in the Innviertler Versailles impress with top-luxury furnishings and offer a very special working atmosphere.

The central heating works perfectly and provides a cozy warmth in winter. In summer it is cool and comfortable even without air conditioning due to the thick walls.



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## Gastronomy in the castle – restaurant, café & outdoor area:

The gastronomy will be leased to an entrepreneur with an upscale cuisine. Particularly noteworthy is the attractive outdoor dining area and the completely renovated kitchen.

The tenant has the right to cater any indoor events.

In the outdoor area as well as in the Marstall, the owner has reserved the opportunity to work with external catering agencies or other companies, especially for events.



## Shop in the castle – castle shop & wine shop:



### CASTLE SHOP

Regional and sustainable. We live these values in our in-house castle shop and offer a special selection of delicacies, freshly delivered from our regional companies from the Innviertel.

The taste of the Innviertel can be sensed in all the great food, delicacies, decorations and much more.



We have our own brand “Innviertler Versailles” with which we offer exclusive and unique products: tasty seccos, our own castle beer, special spices, soothing tea blends, and much more. We also have our own merchandising line.

### WINE SHOP & TASTINGS

In our wine shop and bar there is the opportunity to take part in soirées and meeting selected, excellent winemakers. Various samples and treasures from their wine cellars are of course included and thus initiate an enjoyable evening.

A large selection of delicious bottled wines can be found in our wine bar and our open wines invite to a cozy glass. All items are also available in our online shop.



# ACCOMMODATION CONCEPT

The historic moated castle offers unique, luxurious accommodation for foreign tourists who want to focus on exploring the most beautiful and historically significant cities and landscapes in Central Europe. The central location of the castle means that day trips to the cultural highlights in Austria, Germany, Italy, the Czech Republic and beyond can be easily organized. Guests not only enjoy the charm and elegance of the castle, but also special tours to destinations such as Hallstatt, Bad Gastein, Salzburg, Prague and Vienna.

## TARGET GROUP:

The concept is aimed at wealthy international travelers who have high expectations of comfort and cultural experiences. The focus is on exclusivity, high-quality services and a close connection to the history and culture of the region. The concept is particularly suitable for tour operators who specialize in premium tourism.

## CENTRALE ELEMENTS:

- 🏰 **Historical accommodation in a moated castle:** Guests stay in luxurious, individually designed rooms and suites that combine the charm of past centuries with modern comfort.
- 🏰 **Exclusivity and individuality:** The moated castle offers intimate and exclusive stays with a maximum of 20 guests. An expansion of up to 100 guests is possible.
- 🏰 **Custom-made day trips:** Exclusive excursions to cultural highlights of the destination are offered daily from the castle. Excursions are customizable, with a personal guide, comfortable transportation, and additional services such as gourmet picnics, private tours, and off-the-beaten-track visits.



## DESTINATIONS:



### **Hallstatt:**

The world-famous, picturesque village on the lake "Hallstätter See", which is a UNESCO World Heritage Site, with its traditional wooden houses, the salt mines and the impressive lake "Hallstätter See". Experience: Boat tour on the lake, visit to the oldest salt mine in the world and the Hallstatt Beinhaus (ossuary).



### **Bad Gastein:**

The elegant health resort is known for its thermal springs, the impressive Gastein waterfall and the surrounding Alps. Experience: Wellness day in the world-famous thermal baths, hikes in the alpine surroundings and golfing on exclusive courses.



### **Salzburg:**

The historic old town (*UNESCO World Heritage Site*) with the Hohensalzburg Fortress, Mozart's birthplace, Sound of Music tours and the beautiful Mirabell Gardens.



### **Prague:**

With attractions such as Prague Castle, Charles Bridge, Old Town Square with the Astronomical Clock, a Vltava River cruise and the Jewish Quarter.



### **Vienna:**

With its wide range of cultural offerings and sights such as the Hofburg, Schönbrunn Palace, St. Stephen's Cathedral and the State Opera.

## BENEFITS FOR A TOUR OPERATOR:



**Uniqueness:** The moated castle as accommodation offers an exclusive and unforgettable experience that stands out from typical hotel stays.



**Premium price level:** The high quality standard and exclusive excursions allow you to charge premium prices and achieve higher margins.



**Combining culture, nature & luxury:** The castle's central location allows high-class customers to comfortably explore several of Central Europe's most famous destinations.



**Long-term growth potential:** The ability to expand from smaller groups (*15 guests*) to large groups (*100 guests*) provides flexibility in scaling the offering. Depending on the season and demand, different target groups can be addressed.



**Additional earnings:** Additional offers such as wellness, exclusive events and gastronomy can significantly increase sales per guest.



## CALCULATION & SALES POTENTIAL:

Basic turnover per guest and excursion: EUR 300.00 per day/excursion.

Contribution margin per guest and excursion: approx. EUR 50.00.

### Expansion capacities:






The moated castle can accommodate groups of 25 to 100 guests.

With an occupancy of 50 guests over a period of 7 days, this results in:

Total turnover: 50 guests x EUR 300.00 x 7 days = EUR 105,000.00

Contribution margin: 50 guests x EUR 50.00 x 7 days = EUR 17,500.00

### **Additional sales can be achieved through the following offers:**

-  **Wellness:** Spa treatments, massages and private wellness areas in one of the nearby thermal baths.
-  **Gastronomic experiences:** Exclusive dinners
-  **Events:** Private concerts, themed evenings or historical demonstrations on the castle grounds.
-  **Souvenirs & luxury products:** Selling regional products such as handmade jewelry, handicrafts or premium food.
-  **Other activities:** Escape room or interactive castle tours.



# INNVIERTLER *Versailles*

## HISTORY OF THE MOATED CASTLE AUROLZMÜNSTER

The history of the magnificent moated castle began in 1676 when *Count Ferdinand Franz Albrecht von der Wahl* acquired the property.

In the years 1691-1705 the castle was built in the style of the Bavarian baroque according to the plans of the architect *Enrico Zuccalli*. Precious frescoes and stucco work, an imposing park with cascades, mazes and water features (unfortunately no longer existent today) and the Marstall - stables with marble columns - are among the architectural highlights. Until 1745, work was done on the equipment and interior design.



In 1830 the property passed to the Counts Arco from the nearby village St. Martin. In 1836 part of the castle was adapted to become Austria's first sugar factory.

In 1927 the moated castle was one of the first objects in Upper Austria to be listed as a monument.

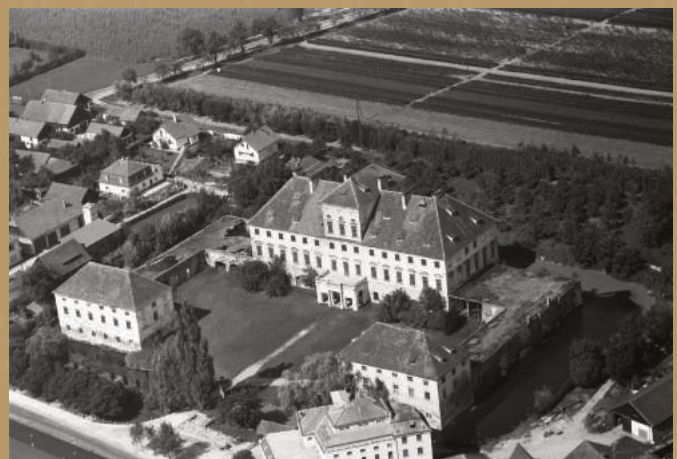


In 1925 the abandoned castle was bought by the retired postmaster *Karl Schappeller*, who was said to have occult powers. Born in 1875 in the alms house of Aurolzmünster, Schappeller developed into a self-proclaimed inventor, visionary and ingenious imposter. Over time he found more and more sponsors for his unusual future projects, like his "energy machine", which should generate energy from nothing or his "elementary power fabrication aggregates", which should extract silver and platinum from the earth's interior.

The turning point occurred when the former German emperor *Kaiser Wilhelm II* generously supported him. Schappeller began to renovate the castle and spent money like water.

On March 6th, 1930, an insolvency forced him to leave the castle. But in the same year Schappeller returned triumphantly with a new project, which he had already spread through the media in advance - he was looking for the grave and treasure of Attila, King of the Huns, in the castle courtyard. But this phantasm lasted only for a short time because excavations in 1932, did not bring any real results besides lurid headlines in the world press.

In 1947, Schappeller died amid the financial chaos he had caused in Aurolzmünster. He is buried in the local cemetery with the inscription "Carl Schappeller, private, physicist and castle owner" together with his wife Anna, "the castle owner's wife", and their daughter Anschy.



After these eventful years, the property changed hands several times and fell into disrepair. In 1994 the *Dr. Spiegelfeld-Schneeberg KG* purchased the castle.

After an initial emergency refurbishment, another general renovation was carried out in 2003 with a construction cost volume of 9.5 million euros. Intense 18 months later, the baroque moated castle shone again in the former splendor of its heyday.

In 2008 the *Schlossverwaltungs AG* – a consortium of four foundations – bought the castle in Aurolzmünster. Due to the limited decision-making authority of the managing directors and the lack of a strategy, the castle was again left to decay.

In 2020 the *Schlossverwaltungs AG* went bankrupt and the *Ungar family* took over the helm.

After two years of project development, the castle is not only impressive looking and beautifully renovated, but the cost-effectiveness has also been ensured.

## THE INNVIERTLER VERSAILLES TODAY



The Innviertler Versailles offers now a wide range of possibilities - from the event castle, wedding location, seminar location, boutique apartments to leisure activities with castle tours and escape rooms.

There is also a castle shop with regional products as well as a café, a restaurant, and an outdoor dining area in the Innviertel Versailles.

The moated castle is still surrounded by a moat.

Essential is the two-storey central building, which contains a ballroom that extends to the top floor. This is placed on the central avant-corps and has beautiful ceiling painting and garden landscapes on the side walls. This main building is connected by low wings, enclosing the courtyard to two pavilions with two floors each.

Website of the Innviertler Versailles: [www.innviertler-versailles.at](http://www.innviertler-versailles.at)

A 3D-tour of the entire area can be found on the homepage.



## TECHNICAL EQUIPMENT:

The property is heated with a central 440 KW pellet system from the company *Hargassner*.

There is also the capacity and the technical possibility to heat the Marstall (left wing) and the Pflegestöckl (right wing).

The “*Loxone control element*” was installed. This system makes parts of the light, music and the heating system controllable via the Loxone app.

The access system for the apartments is also fully automated and no manned reception is needed.