

TRAVEL AND HOSPITALITY

## Rosewood says hallo with new Vienna property

August 1, 2022



*The new hotel boasts 71 guestrooms and 28 suites in the bustling Austrian city. Image courtesy of Rosewood*

---

By LUXURY DAILY NEWS SERVICE

Hospitality group **Rosewood Hotels and Resorts** is branching out into the German speaking market for the first time with the new Rosewood Vienna.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Marking the fifth European property in its portfolio, Rosewood Vienna is located at Petersplatz, one of the city's most visited squares. The new hotel boasts 71 guestrooms and 28 suites in the bustling Austrian city.

"The opening of Rosewood Vienna offers today's ultra-luxury travelers a new kind of Viennese lifestyle, one that is imbued with the rich history of the destination yet the modern and cosmopolitan outlook befitting this dynamic European capital," said Alexander Lahmer, managing director of Rosewood Vienna, in a statement.

"We are thrilled to open our doors to a distinctive hospitality experience in one of the world's greatest cities."

**Taking in Vienna culture**

Rosewood Vienna is steeped in history, as the new hotel is located at the former headquarters of Erste Group Bank AG.

The 19th-century landmark also housed buildings where history took place, including the apartment of iconic composer Wolfgang Amadeus Mozart who wrote "The Abduction from the Seraglio" while living there.



*A deluxe room at Rosewood Vienna. Image courtesy of Rosewood*

The former bank has been transformed into a pillar of luxury with many exciting amenities including a brasserie on the sixth floor and a rooftop bar that overlooks Vienna's Old Town.

Vienna tourist delights, including the gothic cathedral of St. Stephen, the Hofburg Imperial Palace complex, the Kunsthistorisches Museum and more are just blocks away from the hotel.

Influenced by the art and culture of the Austrian city, Rosewood Vienna weaves work from contemporary artists throughout its guestrooms and property.

Rosewood continues proving it values disparate cultures and providing travelers with opportunities to also take everything in.

In June, Rosewood announced five new summer experiences at its Las Ventanas al Paraso location that range from romantic to familial fun.

The five new offerings are commemorating Las Ventanas al Paraso's 25th anniversary, with each activity honoring its Mexican heritage. The Summer Collection of Emotions series is a set of thoughtfully designed experiences that invite travelers to become immersed in the joy of summer and the spirit of Mexico ([see story](#)).

---

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.