

ALL SEASONS STEINHAUS AM SEMMERING

CONCEPT DEVELOPMENT

EXECUTIVE SUMMARY

The objective of this Concept Development was to transform the original architectural proposal into a commercially stronger, operationally efficient and emotionally distinctive hospitality destination.

Rather than focusing solely on interior design, the concept evaluates the hotel as a complete business ecosystem, balancing guest experience, operational efficiency and long-term commercial performance.

The development process included a comprehensive review of guest circulation, operational workflows, accommodation strategy, food and beverage operations, wellness facilities and revenue opportunities. Each functional area was reassessed to improve usability, strengthen the identity of the hotel and maximise the value of its most important assets.

One of the key strategic decisions was relocating the main panoramic restaurant to the top floor, allowing the landscape itself to become a central part of the guest experience while creating new premium revenue opportunities. The arrival level was redefined as a social and emotional heart of the hotel, while the wellness, accommodation and event facilities were reorganised to create a clearer operational structure and a more balanced guest journey.

The design concept, Dream Inside the Mountain, forms the foundation of the entire proposal. Rather than imitating the surrounding landscape, the concept interprets the experience of entering a mountain, revealing light, minerals and crystal formations hidden beneath its surface. This narrative guides both the spatial organisation and the emotional atmosphere of the hotel.

The outcome of this Concept Development is an integrated hospitality strategy that combines commercial thinking, operational planning commercial strategy, operational planning and spatial concept development and into a single coherent vision, providing a solid foundation for the following architectural and technical design phases.

Instead of relying on visual spectacle alone, the project seeks to create memorable moments through atmosphere, spatial sequence, natural materials and carefully orchestrated emotional transitions. The result is a hotel designed to be experienced rather than simply observed.

PROJECT VISION

The concept is expressed through Dream Inside the Mountain — a journey inspired by the hidden world beneath the Alpine landscape.

Guests are invited to experience the mountain not as an object to observe, but as a place to enter. Stone gradually gives way to light. Crystal formations emerge from solid rock, streams quietly flow through the interior, and ceilings dissolve into the feeling of an endless night sky illuminated by countless stars. Inspired by the minerals naturally found in the Semmering region, each space reveals a different atmosphere, colour and emotional character, transforming the hotel into a sequence of discoveries rather than a collection of rooms.

Rather than creating a literal interpretation of nature, the project seeks to evoke the emotions associated with exploring it — curiosity, silence, wonder and the feeling of discovering something unexpectedly beautiful beneath the surface.

CONCEPT STRATEGY

The objective of this Concept Development was not to redesign the architecture, but to unlock its full commercial, operational and experiential potential.

The original architectural proposal provided a strong spatial foundation. Rather than replacing it, the development process focused on identifying opportunities to improve the hotel's commercial performance, operational efficiency and guest experience. Every intervention was therefore guided by strategic thinking rather than purely aesthetic decisions.

The concept is based on six key principles:

1. Unlocking the Hotel's Greatest Asset

The panoramic landscape represents the hotel's most valuable natural resource. Relocating the main restaurant to the top floor transforms the surrounding scenery from a visual backdrop into one of the hotel's primary commercial and experiential assets.

2. Creating Multiple Revenue & Experience Opportunities

Instead of relying primarily on accommodation revenue, the concept introduces a collection of independent hospitality experiences—including the Signature Lobby, Wellness Destination, Panorama Restaurant, Sky Event Hall, Chef's Table and Wine Library. Each destination broadens the hotel's appeal, attracts different guest segments and creates additional opportunities for year-round revenue generation.

3. Strengthening Operational Performance

Guest circulation, staff movement, kitchen operations, housekeeping, logistics and service routes were comprehensively re-evaluated to create a more efficient and intuitive operational structure while maintaining a seamless guest experience.

4. Optimising the Accommodation Strategy

The accommodation programme was comprehensively re-evaluated to create a more balanced room mix aligned with contemporary hospitality demand. The original distribution of room categories was revised, introducing a stronger combination of family accommodation, accessible rooms, premium suites and flexible room types that respond more effectively to different guest profiles while improving the hotel's long-term commercial potential.

5. Creating Memorable Guest Experiences

Beyond functionality, the concept is designed to create memorable experiences that remain with guests long after their stay. Water, light, natural materials and crystal-inspired elements become part of a carefully orchestrated guest journey, transforming everyday hotel spaces into emotionally engaging moments that strengthen the identity of the destination.

6. Establishing a Distinct Hospitality Identity

Rather than applying a decorative theme, the project establishes a clear identity expressed through Dream Inside the Mountain. This narrative influences architecture, interior spaces, guest experience and operational decisions, creating a coherent hospitality destination with a recognisable character.

SCOPE OF CONCEPT DEVELOPMENT

The Concept Development establishes the strategic framework for the future development of the hotel. It defines the operational organisation, commercial direction and experiential vision of the project while providing a coordinated foundation for the following architectural and engineering phases.

The scope of this study includes:

- overall hospitality concept and project vision,
 - operational and functional planning,
 - guest and staff circulation,
- accommodation strategy and room mix optimisation,
 - food & beverage concept development,
 - wellness and event strategy,
- revenue-generating hospitality functions,
 - preliminary space planning,
 - guest experience strategy.

This document does not represent a detailed architectural or construction design. Technical engineering, structural solutions, building services, statutory compliance and construction documentation remain subject to subsequent design phases and coordination with the architectural and engineering team.

MASTER PLAN STRATEGY

The hotel has been conceived as a sequence of interconnected hospitality destinations rather than a collection of independent floors. Each level has been assigned a clear strategic purpose, allowing every major function to contribute to the overall guest experience while supporting the hotel's long-term commercial performance.

Each floor has been designed with a clear purpose rather than simply accommodating functions. Instead of distributing hotel facilities throughout the building, the concept creates destinations that invite guests to move, explore and experience different parts of the hotel throughout their stay.

The arrival level establishes the hotel's social and emotional heart, creating a memorable first impression and encouraging guests to remain within the public spaces beyond the check-in process.

The wellness level functions as an independent destination, designed to serve both hotel guests and day visitors while extending the operational use of the property throughout the year.

The accommodation floors prioritise guest comfort, efficient circulation and a diversified room mix that responds to different visitor profiles and changing market demands.

The upper levels transform the hotel's strongest natural asset—the panoramic landscape—into its primary hospitality experience. The Sky Event Hall creates opportunities for corporate events, celebrations and premium social gatherings, while the Panorama Restaurant, Chef's Table and Wine Library establish a destination that extends beyond traditional hotel dining and attracts both resident and external guests.

Rather than operating as separate facilities, these functions are designed to complement one another, encouraging guests to experience multiple parts of the hotel during their stay while creating several independent sources of revenue. This integrated operational strategy strengthens the hotel's commercial resilience, improves year-round utilisation and establishes a distinctive identity within the regional hospitality market.

HOSPITALITY DESIGN APPROACH

The development of this concept was guided by the belief that successful hospitality design begins long before interior aesthetics are considered.

Every design decision was approached through three complementary perspectives:

Commercial Thinking

Understanding how individual functions contribute to the hotel's long-term financial performance and identifying opportunities to strengthen revenue generation throughout the property.

Operational Thinking

Analysing guest circulation, staff workflows, operational relationships and functional efficiency to ensure that every space supports the daily operation of the hotel as effectively as possible.

Experiential Design

Creating memorable guest experiences through atmosphere, spatial composition, materiality and emotional storytelling, allowing every space to contribute to a distinctive hospitality identity.

Rather than treating these disciplines independently, the Concept Development integrates them into a single decision-making process, ensuring that commercial strategy, operational performance and guest experience support one another throughout the entire hotel.

WELLNESS, LEISURE & EVENTS

Level -1

Purpose

This level is designed as a multifunctional destination that combines wellness, recreation and large-scale event facilities within a single operational hub.

Rather than serving hotel guests alone, it is conceived to attract a broader audience through wellness experiences, family activities and year-round events, creating multiple independent revenue opportunities beyond accommodation.

Key Functions

- Wellness & Thermal Spa
 - Fitness Centre
 - Children's World
 - Grand Event Hall
 - Public Facilities
 - Staff Facilities
 - Housekeeping
- Technical Infrastructure

Strategic Contribution

The lower ground floor significantly expands the hotel's commercial potential by combining several complementary hospitality functions within one integrated level.

The wellness facilities operate as an independent destination accessible to both hotel guests and day visitors, while the Children's World broadens the hotel's appeal to families and extends the range of activities available throughout the year.

The Grand Event Hall introduces a completely different revenue stream by enabling conferences, corporate meetings, celebrations, weddings and cultural events, allowing the hotel to generate income independently of overnight stays.

Together, these functions transform the level into one of the hotel's primary commercial engines, reducing seasonal dependence and strengthening year-round utilisation.

Operational Benefits

- independent wellness operation
 - dedicated family facilities
- conference and event destination
 - diversified revenue streams
- improved year-round occupancy
 - efficient operational zoning
- integrated technical and service support

ARRIVAL EXPERIENCE

Ground Floor (Level 1)

Purpose

The arrival level is designed as the social and emotional heart of the hotel. Rather than functioning solely as a reception area, it establishes the first impression of the destination, introduces the hotel's identity and encourages guests to remain within the public spaces long after the check-in process has ended.

Key Functions

- Reception
- Signature Lobby
 - Emotion Core
 - Signature Bar
- Fireplace Lounge

- Concierge Services
- Public Guest Facilities
- Administrative Support
 - Housekeeping
- Technical Infrastructure

Strategic Contribution

The arrival level transforms the traditional hotel lobby into a multifunctional hospitality destination where arrival, relaxation, social interaction and food & beverage experiences naturally merge.

The reception is no longer the dominant feature of the space but forms part of a broader public environment organised around the Emotion Core, which becomes the symbolic centre of the hotel. Flowing water, natural stone, crystal-inspired forms and carefully orchestrated lighting introduce the narrative of Dream Inside the Mountain, creating an immediate emotional connection with guests from the moment they enter.

The Signature Bar and Fireplace Lounge extend the function of the lobby beyond check-in, encouraging guests to meet, relax, work or enjoy food and beverages throughout the day. Together they create a vibrant social destination that strengthens the hotel's identity while generating additional food and beverage revenue.

Operational Benefits

- memorable first impression
- strong and recognisable hotel identity
- increased utilisation of public spaces
 - higher food & beverage activity
 - intuitive guest orientation
- seamless connection to other hotel functions

LIFESTYLE & BUSINESS FLOOR

Level 2

Purpose

The second floor is designed as a transitional hospitality level that bridges the hotel's vibrant public spaces with its private accommodation floors. It provides dedicated environments for relaxation, informal business meetings and premium guest experiences while extending the use of the hotel beyond guestrooms.

Key Functions

- Guest Rooms
- Cigar Lounge
- Relax Lounge
- Meeting Room
- Housekeeping
- Technical Infrastructure

Strategic Contribution

The second floor expands the guest experience by introducing a collection of complementary spaces that support different styles of stay. Rather than directing guests exclusively to their rooms after arrival, the concept encourages them to remain engaged with the hotel through spaces designed for relaxation, conversation and business activities.

The Cigar Lounge offers an intimate environment for guests seeking privacy and premium social experiences, while the Relax Lounge provides a quiet retreat dedicated to reading, informal meetings or peaceful relaxation throughout the day.

The Meeting Room extends the hotel's appeal to business travellers and smaller corporate groups, supporting professional meetings without requiring the use of the larger event facilities. Together, these functions broaden the hotel's target audience and reinforce its ability to accommodate leisure, business and premium hospitality experiences within one integrated concept.

Operational Benefits

- extended guest dwell time in public areas
- dedicated facilities for business travellers
 - premium guest experiences
 - diversified hospitality offer
- increased utilisation beyond guestrooms
 - efficient operational organisation

ACCOMMODATION EXPERIENCE

Levels 3–4

Purpose

The upper accommodation floors are dedicated entirely to guest rooms, providing a calm, comfortable and efficient environment that supports the hotel's diverse accommodation programme while ensuring operational simplicity and a high-quality guest experience.

Key Functions

- Guest Rooms
- Family Rooms
- Accessible Rooms
 - Junior Suites
 - Premium Suites
 - Housekeeping
- Technical Infrastructure

Strategic Contribution

The accommodation programme was comprehensively re-evaluated to improve both guest experience and commercial performance. Rather than preserving the original distribution of room categories, the concept introduced a revised room mix based on market demand,

replacing part of the original family accommodation with a more balanced portfolio of room types, including accessible rooms, premium suites and flexible accommodation categories.

This revised accommodation strategy broadens the hotel's appeal to different guest segments while improving occupancy flexibility and long-term commercial performance. Based on the comparative evaluation of the original accommodation programme and the investor's operational assumptions, the revised room mix is projected to increase annual accommodation revenue by approximately €500,000 compared to the original proposal.

Operational Benefits

- commercially optimised room mix
 - broader guest market
 - improved accessibility
- flexible accommodation portfolio
- efficient housekeeping operation
- increased long-term accommodation revenue

SKY EVENTS & PANORAMA LOUNGE

Level 5

Purpose

The fifth floor is designed as the hotel's premium social and event destination. Combining panoramic hospitality with flexible event facilities, it creates a vibrant environment for celebrations, corporate gatherings, cultural events and everyday social experiences while fully utilising the hotel's exceptional views.

Key Functions

- Sky Event Hall
 - Panorama Lounge Bar
- Outdoor Panoramic Terrace
 - Event Support Facilities
 - Public Guest Facilities
 - Operational Support
- Technical Infrastructure

Strategic Contribution

The fifth floor transforms panoramic views into a multifunctional hospitality experience that extends beyond traditional hotel services.

The Sky Event Hall provides a flexible venue for conferences, weddings, private celebrations and corporate events, allowing the hotel to attract additional market segments and generate revenue independently of accommodation occupancy.

Complementing the event facilities, the Panorama Lounge Bar offers a relaxed social environment where guests can enjoy the surrounding landscape throughout the day and evening. Together with the panoramic terrace, these spaces establish the upper levels as one of the hotel's most distinctive hospitality destinations.

The outdoor areas further enrich the culinary journey. The Chef's Garden supplies fresh herbs and edible plants used by the kitchen, reinforcing the connection between cuisine and nature. The Wine Garden extends the hospitality experience into the landscape, creating a relaxed outdoor setting where gastronomy, wine culture and the surrounding Alpine scenery naturally come together.

Rather than functioning solely as the hotel's restaurant, the sixth floor establishes a complete gastronomic destination capable of generating independent revenue, strengthening the hotel's identity and encouraging repeat visits throughout the year.

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- Operational Benefits
- signature gastronomic destination
 - maximised commercial value of panoramic views
 - diversified food & beverage revenue
 - premium culinary experiences
 - independent attraction for external visitors
 - integrated indoor and outdoor hospitality experiences

COMMERCIAL & OPERATIONAL TRANSFORMATION

The Concept Development process focused on optimising the hotel's principal commercial functions while introducing new revenue-generating destinations and improving operational efficiency.

Unlike the original proposal, which relied primarily on accommodation and standard hotel facilities, the revised concept creates a diversified hospitality model with multiple independent destinations capable of attracting both hotel guests and external visitors throughout the year.

The proposed interventions focus on the operational areas representing 59.6% of the hotel's annual revenue, based on the investor's original financial model, while simultaneously introducing several new commercial opportunities that were not included in the original concept.

Commercial Transformation overview

Commercial Area • Original Proposal • Concept Development

Accommodation strategy	•	Standard room mix	•	Commercially optimised room mix
Wellness	•	Hotel- oriented operation	•	Independent destination for hotel guests and external visitors
Restaurant	•	Traditional hotel restaurant	•	Panorama destination restaurant
Event facilities	•	Single event operation	•	Main Event Hall + Sky Event Hall
Premium Gastronomy	•	Not included	•	Chef's Table

Wine experience • Not included • Wine Library and Wine Tastings

Public Social Spaces • Standard Lobby • Signature Lobby + Emotion Core + Fireplace Lounge

Family facilities • limited • Comprehensive children's destination

Outdoor Hospitality • limited • Panorama Terrace + Chef's Garden + Wine Garden

Operational Improvements

Area • Improvement

Guest circulation • Redesigned guest journey throughout the hotel

Staff circulation • Improved operational logistics and service routes

Accommodation • Optimised room distribution based on market demand

Wellness • Optimised room distribution based on market demand

Gastronomy • Integrated operational workflow and premium dining concepts

Events • Independent event infrastructure on two levels

Public areas • Higher utilisation throughout the day

Hotel identity • Unified concept connecting architecture + operation + guest experience

New commercial opportunities

The Concept Development introduces several new commercial functions that were not included in the original proposal:

- Chef's Table
- Wine Library
- Wine Tasting Experience
- Independent Wellness Reception
 - Panorama Lounge Bar
 - Sky Event Hall
- Expanded Panorama Restaurant
 - Chef's Garden
 - Wine Garden
- Signature Lobby Experience
- Emotion Core

These functions expand the hotel's commercial offer beyond traditional accommodation and create multiple opportunities for additional year-round revenue generation.

Measurable improvements

Indicator • Amount

Annual Hotel revenue (Original Financial Model) • €14,978,700

Revenue Generated by Optimised Business Areas • €8,928,372

Share of Total Annual Revenue • 59.6 %

Estimated Increase in Annual Accommodation Revenue • ≈ €500,000

New Revenue - Generating Hospitality Concepts • 11

Independent Event Destinations • 2

Premium Gastronomic Concepts • 3

Independent Wellness Operation • Introduced

PROJECT OUTCOMES

The Concept Development transformed the original architectural proposal into an integrated hospitality strategy combining commercial thinking, operational planning and experiential design into one coherent concept.

Key Project Outcomes

- Optimisation of the accommodation strategy with an estimated increase in annual accommodation revenue of approximately €500,000.
 - Creation of multiple independent hotel destinations generating new revenue opportunities beyond accommodation.
- Relocation of the Panorama Restaurant to maximise the commercial value of the hotel's panoramic views.
- Improved operational efficiency through the optimisation of guest circulation, staff logistics and service organisation.
 - Diversification of revenue streams by introducing wellness, event and premium gastronomic experiences for both hotel guests and external visitors.
- Strengthening of the hotel's market positioning through the creation of a distinctive identity based on the Dream Inside the Mountain concept.

CONCLUSION

- The Concept Development establishes a strategic foundation for the future development of the hotel by integrating operational planning, commercial strategy and experiential design into one coherent hospitality concept.

- Rather than focusing solely on architectural organisation, the proposal redefines how the hotel functions, how it creates value and how guests experience every stage of their stay. Each design decision has been guided by the objective of strengthening the hotel's long-term commercial potential while creating a distinctive destination with a clear identity and memorable guest experience.
- The document is intended to serve as a strategic framework for the subsequent architectural and engineering phases, supporting the continued development of the project while preserving the principles established during the Concept Development process.
- By combining operational efficiency, commercial thinking and emotionally engaging design, the project aspires to create a hospitality destination that is economically resilient, operationally effective and memorable for its guests.

MARTINA BARBOLETA

A handwritten signature in black ink, appearing to read 'Barboleta', with a stylized, flowing script.