

niche
destinations

FACTS
&
FIGURES



• CELLA CENTRAL •

Historic Boutique Hotel

— BY SEGL —

AUSTRIA | SALZBURG
Zell am See | SalzburgerLand



*My
perfect
day*

'Waking up to the historic heart of a picture-postcard town in the Alps'

'Loving the location, and planning our day over a delicious breakfast'

'A trip to the TOP OF SALZBURG viewing platform'

'Hiking on the Kitzsteinhorn - there are so many routes to choose from!'

'A few hours of luxury shopping in Zell am See's lovely boutiques'

'Enjoying the full 19th century Vienna experience with coffee and cake at Café Central'

'A stroll along the shore of Lake Zell, watching the paddleboarders'

'Pavement café pre-dinner drinks and people-watching'

'Blackjack at the Casino overlooking Lake Zell'

'Making new friends and staying up late in the hotel's Bernstein's Bar & Lounge'

'Falling into our comfy bed, still laughing... and looking forward to tomorrow'

CELLA
CENTRAL



HISTORY

A *Weinmesserhaus* pre-1600, where wine imports were controlled and taxes gathered

1900 - Coffee house opens in the building.

2019 - The Segl family, owners of the Sporthotel Alpenblick, acquire the Hotel Feinschmeck and relaunch as Cella Central.

LOCATION

Truly 'Central', in the heart of Zell am See's pedestrianised historic city centre, by the town square and just 200m from Lake Zell and the lakeside Casino, Cella Central is also only 200m from the CityXpress lower lift terminus, thereby providing access to one of Austria's largest interconnected ski areas. The hotel is also very close to the train station.

PROPRIETOR

City Hotel Zell am See GmbH

MANAGEMENT

Christine and Georg Segl

PHILOSOPHY

Historic centre location, charming hospitality and elegant 19th century style in Zell am See, at the heart of the popular winter and summer holiday region of Zell am See-Kaprun.

OFFICIAL RATING

4-star

ANNUAL OPENING

Open all year

ACCOMMODATION

Cella Central offers 25 rooms and suites, as well as 11 apartments in an adjacent building linked to the hotel by an underground passageway.

Hotel: Standard double room (19sqm), Deluxe double room (22sqm): spacious double rooms in traditional style with desk, sitting area, bathroom with shower and WC, flat-screen TV with radio, telephone, hairdryer, safe, minibar and coffee machine. Extra bed possible in deluxe category. Cella suite (35sqm) - living room with comfortable sofa, separate bedroom, bathroom with tub, separate WC, desk, flat-screen TV with radio, high-speed Wi-Fi, telephone, hairdryer, Hefel Pure Maize pillows, safe, minibar and coffee machine.

Apartments: Basic - 602 (33sqm), sleeps two - on the third floor, kitchen with dining area. Standard (52-59sqm) sleeps 2-4 - bedroom, living room with sofa bed, kitchenette with dining area. Deluxe - (75-85sqm) sleeps 2-5 - bedroom, living room with sofa bed, kitchen with dining area. Superior - (95sqm) sleeps 4-6 - two bedrooms, living room with double sofa bed, kitchenette and dining area, two bathrooms with showers and WCs.

All apartments have fully equipped kitchens, flat-screen TV, hairdryer, bathroom with shower, WC, flat-screen TV, high speed Wi-Fi, hairdryer and Hefel Pure Maize pillows.

RATES

Rooms and Cella suite from €73–€188 pp/pn including breakfast, bathrobes, slippers and bathroom amenities, use of the spa at both Cella Central and Sporthotel Alpenblick, and, from May to October, the Zell am See-Kaprun Summer Card with free admission to a range of attractions and leisure facilities. High-speed Wi-Fi. Half board with four-course dinner at the Sporthotel Alpenblick €20 pp available on request.

Apartments for two people/pn: Basic from €114, Standard from €124, Deluxe from €144, Superior apartments for four people/pn: €204. Charge for additional occupants: €25. Final cleaning charge: Basic €65, Standard €85, Deluxe €85, Superior €95.

Rates include bathrobes, slippers, bathroom amenities and high-speed Wi-Fi, and, from May to October, the Zell am See-Kaprun Summer Card with free admission to a range attractions and leisure facilities.

FACILITIES

Lobby, Café Central and pavement café area, Bernstein's Lounge & Bar, spa area, parking (chargeable).

CUISINE

A taste of 19th century Vienna at the Café Central and pavement café area where hotel guests can enjoy breakfast too – open for coffees, teas, ice cream, snacks, classic desserts and cakes – the house speciality being the *Kaiserin-Sisi-Torte*, created in honour of Empress Elisabeth of Austria.

The hotel's *Vinothek* contains a delectable collection of Austrian and international wines.

Bernstein's Bar & Lounge for cocktails, exclusive Austrian and international wines and an exquisite selection of grappas, whiskies, brandies and rums. Private events for up to 50 pax.

Austrian beers, e.g. *Kellerbier*, a cloudy, unpasteurised brew, served at the Café Central and at Bernstein's Bar & Lounge, make up another of the establishment's fortes.

Guests of the Cella Central are welcome to dine at the hotel's big sister, the Sporthotel Alpenblick, where a five-course dinner plus salad buffet or themed night is available for just €20 per person. The Sporthotel Alpenblick also hosts wine tasting events, which guests of the Cella Central are welcome to attend for an additional charge.

SPA

180sqm spa area: Finnish sauna (90 °C), bio sauna (55 °C), steam room (50 °C), rainforest shower, warm bench and comfortable beds.

The hotel's sister hotel, the Sporthotel Alpenblick, admits guests of the Cella Central to their 1,300sqm wellness area free of charge, including bathrobe, slippers and towels; treatments such as massages, facials, beauty treatments and body scrubs are also available at a charge. Guests can also use the Sporthotel Alpenblick's gym with regular fitness classes and activity programme free of charge.

EXPLORE

Plenty to see and do including shopping, sightseeing and culture in historic Zell am See. Zell am See's Casino enjoys a charming lakeside location just a five-minute walk from the Cella Central.

ACTIVITIES

Mountain, lake and glacier – summer

The unique combination of Lake Zell, Schmittenhöhe and Kitzsteinhorn offers unlimited summer fun: Tennis; mini golf; golf at Zell am See (two 18-hole courses within a 10-minute drive, Kitzsteinhorn and Schmittenhöhe); horse riding; cycling with free bike hire at the Sporthotel Alpenblick; hiking and mountain climbing on the Schmittenhöhe, Kitzsteinhorn and in the Hohe Tauern National Park; summer skiing on the Kitzsteinhorn; water sports and activities on and around Lake Zell, including stand-up paddleboarding, diving, angling, wind surfing, rafting and canoeing; Segway tours and fishing.

Family summer: Cool Kids Fun programme for children aged 5 to 12; Monday to Fridays during summer school holidays in July and August. Teenager Summer Days for kids aged 12 to 16, seven days a week.

Transport pass: The Pinzgau Mobility Card is valid from 1 May to 31 October for free public transport throughout the Pinzgau region by train, postbus and the local railway.

Zell am See-Kaprun Summer Card: Added holiday value throughout the region with one card. Participating businesses offer attractive benefits and discounts such as lift and cable car transport on the Schmittenhöhe, Kitzsteinhorn and Maiskogel mountains, public transport, admission to the Kaprun Alpine reservoir, boat trips on Lake Zell, admissions to the lake lidos, Zell am See indoor pool and the Sigmund Thun gorge. The Ferleiten deer and adventure park, Nationalparkwelten museum, the famous Krimml waterfalls, the Leogang mine, various museums, gorges and other attractions in the region make exciting day-trip destinations for the whole family and are also included in the Summer Card. Plus, many discounts from numerous bonus partners. The Zell am See-Kaprun Summer Card is valid from 15 May to 15 October and is issued to guests on arrival at reception.

Mountain, lake and glacier – winter: Glacier skiing with 100% guaranteed snow from September to June, only 200m from the CityXpress lift providing access in minutes to the Schmittenhöhe. NEW: direct access to one of Austria's largest ski regions with three premium interconnected ski areas – Skicircus Saalbach Hinterglemm Leogang Fieberbrunn, Schmitten in Zell am See and Kitzsteinhorn Kaprun, providing 408km of slopes and 121 lifts with only one ticket.

Skiing in one of Austria's largest ski areas: The zellamseeXpress is a state-of-the-art 10-seater monocable gondola that transports skiers and snowboarders from the lower terminus in Viehhofen to the Schmittenhöhe ski area – opened in December 2019. From the valley station, winter sports enthusiasts can also reach Skicircus Saalbach Hinterglemm Leogang Fieberbrunn in a few minutes by ski bus. Return to the lower terminus in Viehhofen by means of natural-snow slope no. 68. Since the 2019/2020 ski season, K-connection has linked Kaprun to the Maiskogel with one lift, and then to the Kitzsteinhorn with another, and thus the heart of the glacier ski area: 12km scenic ride on the longest continuous gondola axis and the greatest elevation (2,261m) in the Eastern Alps. The Ski ALPIN CARD offers access to 408km of slopes and 121 lifts across the three premium ski areas (including the glacier) with just one ski pass (138km of pistes in Zell am See-Kaprun).

Weekly activities include early-bird skiing, twice-weekly guided skiing, a ski school, ski rental and free ski bus on the hotel's doorstep (two minutes to the Areitbahn in the Schmittenhöhe ski area). Freeriding on the Kitzsteinhorn.

Gentle winter: The valley and lake provide a perfect setting for cross-country skiing, ski touring, winter hiking, snowshoeing, ice skating, ice hockey, tobogganing, sleigh rides and trips to feed the deer.

SHOPPING IN ZELL AM SEE-KAPRUN

Zell am See offers fantastic shopping opportunities all year round with exclusive fashion boutiques, jewellery and accessory shops as well as traditional costume shops. Farm shops offer a great introduction to the traditions and specialities of the SalzburgerLand, and art enthusiasts enjoy Zell's galleries and open studios.

TOP EVENTS

The Cella Central is in pole position for the town's many and varied events; don't be square – be there: in a hop, skip and a jump! **From spring to autumn:** Ski & Golf World Championships (spring), Magic Lake Show (May-October), Zell Summer Night festival (July and August every Weds), Night of Water (July, August and early September every Mon), Zell am See-Kaprun Golf Open, summer concerts, Castle festival, biking events, Grossglockner Ultratrail, Trizell and Ironman Triathlons, rural events and harvest festivals. **Winter season:** Ski opening, Castle Kaprun Christmas market, ski shows, Advent and New Year's concerts, Mystic Mountain Kitzsteinhorn BBQ night, Spartan Race, GP Ice Race.

FACTS & FIGURES

CELLA CENTRAL

EVENTS - CELEBRATIONS

Bernstein's Bar & Lounge for private events up to 50 pax

HOW TO GET THERE

By air: Salzburg 95km, Munich 200km

By train: Zell am See station is just 300m from Cella Central

By car: Salzburg 95km, Munich 170km

The hotel is located in the pedestrianised centre of Zell am See. Parking is available behind and opposite the hotel at €13 per day, while underground parking is available at €15 per day. Parking is free at the Sporthotel Alpenblick, use the Mobility Card (free public transport) to get to the Cella Central

IMAGES

<https://www.flickr.com/photos/marketing-deluxe/collections/72157709673065881/>

Photo credits: Cella Central

Cella Central

Historic Boutique Hotel

Dreifaltigkeitgasse 10 | Zell am See

SalzburgerLand | Austria

T +43 6542 72549 | hotel@cella-central.com

cella-central.com

PRESS & MARKETING

marketing deluxe GmbH - Claudia Reichenberger

International press: claudia.reichenberger@marketing-deluxe.at

International marketing: marlene.obholzer@marketing-deluxe.at

T +43 5242 61115

niche-destinations.com

niche
destinations