

**LOI  
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# DISCOVER THE STORY OF WINE

**LOISIUM WINE & SPA  
HOTEL SÜDSTEIERMARK**



## **A GEM FOR WINE LOVERS AND PLEASURE SEEKERS**

In southern Styria, located on one of the most beautiful wine routes, the LOISIUM Wine & Spa Hotel in Ehrenhausen opened its doors in 2012. Just like its sister hotels in Langenlois and Champagne, it has since been captivating the audience with its avant-garde design, which stands in perfect symbiosis with the unique beauty of the southern Styrian wine landscape. Wine as an essential part of the way of living is a central theme in LOISIUM and has been put on the central stage with style and charm.

## **LIFESTYLE AMIDST THE STYRIAN VINEYARDS**

With 84 double rooms, two of which are handicapped-accessible and further 18 junior suites, the hotel offers a refuge that entices the guests to dream and let their thoughts run free. The light wood design presents itself purist and free and positions itself as a perfect counterpart to the lush landscape of the vineyards. Unusual elements lend the design an inspiring liveliness.

In addition, the LOISIUM Spa Club, the LOISIUM Vinotheque and the Weinkuchl restaurant and wine bar provide relaxation and enjoyment at the highest level. The location on the Schlossberg in Ehrenhausen affords a wonderful view of the surrounding vineyards, the Eggenburg Mausoleum, and the Ehrenhausen Castle.

## **MODERN AVANT-GARDE IN HARMONY WITH THE NATIVE WINEMAKING TRADITION**

At first glance, it seems as though the LOISIUM Hotel is floating above the hills of Ehrenhausen with one third of the building hidden in the hillside. The reduction to clear elements gives the structure a distinct touch. The exterior façade made of larch wood, as planned by Architekturconsult Graz, radiates poise, strength, and connection with the surroundings.

The interior design by BEHF Vienna can also be described under the motto „Styria reinterpreted“. While the materials, colours and themes create a direct reference to the immediate surroundings, the interior design presents itself in its own right. All in all, this results in an ingenious confrontation between modernity and tradition. Recurring themes are, for example, the sun-drenched forest, but also traditional lamps of Styrian inns that have dared to cross into modernity.

## **IMMERSE YOURSELF IN THE STYRIAN WINE EXPERIENCE**

Viticulture and wine culture in Styria go back some 1,000 years - all the way to the Roman times. With climatically favourable conditions and countless hours of intense labour, a tradition sprung which has rewarded the area as the birthplace of truly top-quality wines. Especially in recent decades, the region has been able to consolidate its place among the international elite and produce pure classics. In 2015, the LOISIUM vineyard produced its own LOISIUM wines for the first time in cooperation with Erzherzog Johann Weine.

## **VINOTHEQUE AND WEINKUCHL THE FAVOURITE PLACE FOR CONNOISSEURS**

The Vinotheque, located directly next to the hotel, offers a carefully selected range of top local wines and vintner's sparkling wines at farm-gate prices. Tasting and discovering everything from grandiose classics to

personal favourites under the guidance of our expert sommelier is a long-lasting experience. For those who want to delve deeper into the world of wine, a guided wine tasting or a wine workshop in the wine séparées are an excellent option. Get-togethers with the winegrowers as a first-class sensory experience can also be organised.

In the Hotel-Restaurant Weinkuchl, the architecture's claim to combine tradition with modernity is crafted into culinary perfection. Here, down-to-earth regional dishes are combined with new international elements. Local products of the highest quality are staged in an original way and combined with the perfect wine accompaniment.

## **LOISIUM SPA CLUB POWERED BY SAINT CHARLES RELAXING CAN BE THIS BEAUTIFUL**

1,400m<sup>2</sup> with a very special purpose - the intense feeling of well-being, deep relaxation and radiating beauty. Here, only the best treatments are used to bring the body, mind, and soul into harmony. In the appealing design, which refers to the signatures of the Styrian landscape with green tiles and wood, clear and fresh structures characterise the appearance.

Since the start of 2016, the modern fitness pavilion has been located on the slope of the Schlossberg, directly next to the hotel building. The large glass front offers a unique view of the LOISIUM vineyards and the town of Ehrenhausen during your exercise. When you open the double doors, it almost feels as if you are standing directly in the nature.

The sauna area with infrared cabins and a steam bath leaves nothing more to be desired with its different temperature ranges, and the vineyard view. Pure relaxation is offered by the relax areas and the outdoor pool (with indoor access), which is heated all year round. An open fireplace, a bar and a cosy sun terrace await you in the Spa Lounge, where snacks, nuts and various teas are available for refreshment.

In summer, the Vineyard Pool Bar which is set directly by the outdoor pool and in the middle of the vineyard lawn ensures maximum enjoyment and unforgettable wine experiences. Refreshing drinks and the best wines under the open sky included. But that's not all, because the bar on four wheels not only provides cooling on hot summer days, but also lets the taste buds cheer with a wide variety of snacks!

## **ATTRACTIVE LEISURE ACTIVITIES**

In Southern Styria, even the most reluctant sportsmen are said to become energizingly active. This is not surprising, because here sport can be combined with a real discovery voyage of the region's most beautiful sights. Fantastic cycling, hiking, and running trails lead along magnificent roads, past dreamlike scenery, through vineyards and cellar lanes, into the most beautiful villages and towns. Along the paths there are also enough hideaways for short breaks or a cosy picnic.

Together with the Outdooractive app, a route planner has been developed for guests which, among other things, displays cycling paths that start directly from the hotel and lead back there again. You can choose between easy, medium, and difficult tours - as such there is something here for everyone. For that convenient extra, the region can be conquered by an e-bike, which, thanks to the partner iBike Box, can be rented directly at the LOISIUM Hotel.

## **WHEN BUSINESS MEETS RELAXATION**

For business as well as private events, meetings, workshops or product presentations, the LOISIUM Hotel in Southern Styria offers a total of 246 m<sup>2</sup> of modern and professional conference space, plus four boardrooms, all with a first-class view of the vineyards.

The various combinations of the areas allow room concepts for individual requirements and space for up to 180 people. The hotel's comprehensive range of services - including team-building workshops, hybrid meetings and virtual wine tastings - inspires an interplay of productivity and experience which creates space for fresh ideas.

## **FACTS: LOISIUM WINE & SPA HOTEL**

### **Management:**

XENIOS Management GmbH

### **Architects:**

Architekturconsult

Graz BEHF Wien

### **Management board:**

Martin Schaffer

Mustafa Özdemir

- 104 rooms
- handicapped accessible
- E-charging stations
- 246 m<sup>2</sup> Conference facilities
- 1,400 m<sup>2</sup> Spa Club powered by Saint Charles Apothecary
- 1,000 year old wine culture
- approx. 3 ha large vineyard
- 2012 Opening LOISIUM Wine & Spa Hotel

## **GET IN TOUCH**

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