



Corporate Social Responsibility Report

2024



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Introduction

From a Simple Guest House to a Leading Hotel in Design, Art & Sustainability



Since its construction at the end of the 19th century, Der Wilhelmshof can look back on an eventful past.

The history-steeped main building could tell its visitors anecdotes from two world wars, a time when it was called the "Hotel Moskau" and several phases as a residential building. Its history as "Der Wilhelmshof" began in the 1950s, when Johann Holzinger took over the building and renamed it after Wilhelm von Tegetthoff, the most important admiral of the Austrian navy, whose monument can be seen from afar at Praterstern.

Johann Holzinger and his wife Maria ran the hotel until the 1980s. Then their niece Auguste Mayrhofer took over the business. She renovated and expanded the hotel from a simple 2-star hotel to a prestigious 3-star hotel. In 1997, her sons Christian and Roman Mayrhofer took over the hotel and have continued to run it in their mother's spirit ever since. They consistently continued the path they had begun, expanding the hotel by a further 40% within a few years and raising the quality to 4-star standard.


Over the decades, Der Wilhelmshof has developed from a simple 2-star guest house with 70 beds to a unique, extravagant 4-star hotel with 102 rooms thanks to the loving management and tireless commitment of the family. Sustainability has always been part of the corporate philosophy. Since the 1990s, topics such as energy efficiency and environmental protection have played an important role in every investment decision.

Despite the building's long history, Der Wilhelmshof is by no means "old". Rather it has matured over the years into a complete work of art. Der Wilhelmshof differs from other art hotels in that art is not only exhibited, but the artists and designers become the creators of entire rooms.

At the end of 2009, the Viennese artist Ty Waltinger designed some of the hotel rooms and the public areas, upgrading existing rooms on the one hand and creating completely new room categories on the other. The latter concept is particularly evident in the three Juniorsuites - opulent rooms full of poetry with powerful ceiling paintings. Ty Waltinger's art perfectly complements Der Wilhelmshof's sustainability efforts - he works primarily with old, natural colour pigments and allows nature to help shape some of his works. Such extremely elaborate "processual works under the influence of nature" can be found, for example, in our breakfast rooms and in our gARTen.

In 2017, 43 rooms were renovated and redesigned as part of another collaboration with the Vienna-based artist Andreas Reimann. He stands for dynamism and sees himself more closely associated with Mannerism. His works - brilliant large-format pop art - are digitally reproduced using a multi-layered screen printing technique, revealing hidden details. He achieved international fame through his homages to personalities such as Romy Schneider.

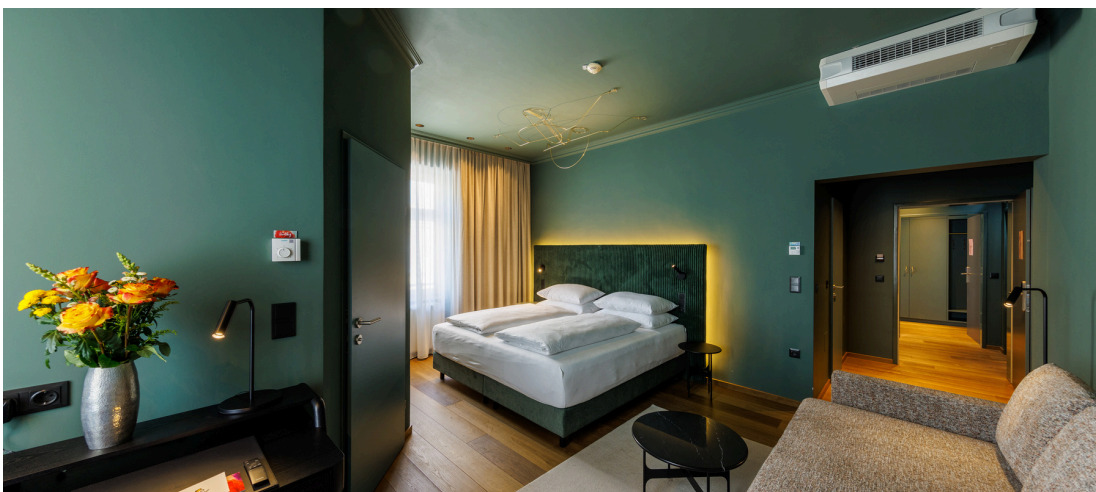


Der Wilhelmshof - where art meets sustainability 

In 2020, all public areas were redesigned by the Vienna-based and internationally operating interior designer Eugenie Arlt, whereby existing works of art were combined with new artwork to create a harmonious overall concept. Eugenie Arlt's work is characterised by a clear language of form and colour, and is composed down to the smallest detail.

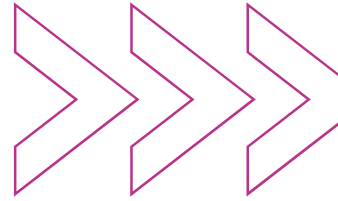
In 2023, an entire part of our hotel was renovated. The result is 29 hotel rooms in either a deep forest green or a soft blush - designed by Viennese interior design studio Meindl Cavar Concepts and equipped with artwork by the Vienna-based artist Constantin Luser - partly with wire sculptures floating under the ceiling and partly with impressive mirror drawings.

The stylish, detailed and unusual artistic design of the entire hotel combined with the sustainability endeavours and the personal atmosphere renders Der Wilhelmshof a very special place to stay.



Der Wilhelmshof - where art meets sustainability 

Mission & Values



Mission

Der Wilhelmshof is more than just a hotel. It aims at being THE art hotel in Vienna, offering the best possible experience for guests interested in art and design. We want to give our guests an absolutely unique experience by creating the atmosphere of a second home while making a positive contribution to the environment and society.

Values

- 01 Hospitality:** All employees - regardless of their position and the extent of guest contact - see themselves as hosts.
- 02 Environmental Awareness:** We save energy, conserve resources, reduce and separate waste and are aware of our role as a multiplier.
- 03 Regional Focus:** We favour regional suppliers and partners as well as regional and organic products.
- 04 Social Responsibility:** People are the focus of our attention. We stand for warmth, fairness, diversity, tolerance and equality - both with our guests and in our team, in (business) partnerships and in supporting social projects.
- 05 Professionalism:** We work professionally and efficiently to provide all our guests with a consistently good service.
- 06 Joy** is our main drive and is tangible for our guests.
- 07 Development:** We never stop improving.
- 08 Reliability:** You can rely on the people at Der Wilhelmshof just as much as on the quality of the services we offer.

Vision



01 Positioning

Further increasing our positioning as THE art hotel in Vienna.

02 Perfect Host

To be perfect hosts - not offering the right design for every traveller visiting Vienna, but finding the right tone for every guest.

03 Sustainability

Expanding our sustainability efforts, including social sustainability by supporting selected social projects.

04 Work Environment

To create and maintain joyful and liveable working conditions.



Our Guests

We address art- and design-loving guests of any origin and regardless of the reason for their stay in Vienna.

Due to our offer and our location, we equally appeal to a wide variety of guest segments. For families, for example, we offer spacious family suites that can accommodate up to 6 people. Business guests appreciate our proximity to the exhibition center, the Vienna International Center, the Praterstern transport hub and the city centre, as well as our hotel's own underground garage with e-charging facilities. We also cater for couples with special packages and a wide range of room categories - from simple to extravagant.

Our guests appreciate our genuine hospitality, the uniqueness of the design and, above all, the personal atmosphere. Our motto: feels like home - only with better service. Every guest is treated according to their specific needs - and there's no such thing as "impossible"!

Furthermore, our sustainability efforts play a key role in our guests' booking decisions, alongside location and design.



Around 75% of our guests are from Central and Southern Europe. The majority of the rest is from Anglo-Saxon areas and Scandinavia. The proportion of Asian and Arab guests is low.

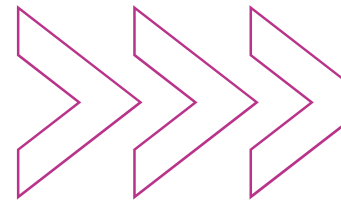
60% of our guests book us directly, i.e. via our hotel website, by telephone or by e-mail. 35% book via online travel agents (such as booking.com & Co.) and the remaining 5% book through travel agencies.

As a service provider, the satisfaction of our guests is the focus of our endeavours. Hence, we gather feedback from our guests directly on site, and we evaluate the hotel reviews published on the Internet on a daily basis. After all, we can only improve our services through feedback from our guests.

We reward guests who travel in an environmentally friendly way (train, bicycle) - thus, support our sustainability efforts - with a jar of our delicious house jam. This can also be actively booked as "Soft Mobility" package on our website.



Environmental Responsibility



Environmental and climate protection has been a key concern for us for many years. We have, therefore, paid particular attention to saving energy and pollutants in all our renovations. It is essential to us to do more with well-thought-out measures than simply fulfil the legal requirements.

Here is a brief overview of our commitments:

01 We obtain electricity from 100% renewable sources (<https://www.kelag.at/>).

02 We heat, cool and produce warm water CO₂-neutrally - without fossil fuels - with our groundwater heat pump and our solar system, which has been the largest solar system in the Viennese hotel industry (156 m²) since 2008.

03 All façades are insulated with full thermal insulation (except for the beautifully structured turn-of-the-century façade of the main building, where such insulation is unfortunately not possible). U-value of less than 0.25w/m²K.

04 All of the hotel's windows are 3-pane plastic windows with particularly good insulating properties.

05 We only use energy-saving lamps or the latest LED technology.

06 We favour regional and fresh products. We also offer a selection of organic products (such as teas by Sonnentor, juices by Höllinger, organic Fairtrade coffee specialities by Hornig), an exclusively Austrian wine selection (some organic), the CO₂-free Tres Hombres rum and chocolate by plant-for-the-planet.

Our endeavours are reflected in having been rewarded with the Austrian Ecolabel for Tourism as well as with the European Ecolabel - two awards for companies with exemplary commitment to sustainability.



Der Wilhelmshof - where art meets sustainability



Social Responsibility

Sustainability at Der Wilhelmshof is not limited to environmental protection. As a family-run employer and as a client, social sustainability plays a key role: our hotel is not only a place where guests feel at home, but also a company that focuses on fair working conditions and an appreciative work culture.

We cultivate sustainable relationships with all the people and companies that accompany us on our journey. This can be seen, for example, in the fact that former employees regularly visit us or that business relationships have sometimes developed into long-term friendships. The following aspects are particularly important to us as an employer:

- 01 Fair salary & training:** Our employees are our most valuable asset. Regular internal and external training tailored to the respective position and individual interests, a team-based, low-hierarchy working environment and fair pay are a matter of course for us.
- 02 Health & well-being:** In addition to healthy food, we offer free massages during working hours and emphasise a good work-life balance (for example, by taking family circumstances and private appointments into account when organising work schedules, time-recording to the second, team excursions and events).
- 03 Diversity & inclusion:** We live equality. Regardless of origin, gender identity, age, appearance, religion, sexual orientation, physical or mental limitations, or similar. Everyone is welcome at Der Wilhelmshof.

In addition, with our donation budget, we support various projects around the world, such as World Vision with child sponsorships, *Nachbar in Not*, but also small micro-projects through charity events such as a punch event in our gARTen in November 2023, where the proceeds went to the non-profit organisation PA1 - Together for Africa, which gives women in Africa access to training opportunities and thus a self-determined life.

Sustainable Cooperations & Partnerships

Sustainability also means choosing the "right" partners.

We work closely with local partners and suppliers, know all our partners personally, and value long-term business relationships with handshake quality. For this reason, prompt payment and fairness are a matter of course.


We take our sustainability endeavours into account when selecting our partners. For example, we favour regional suppliers, designers and artists and generally partners who share our attitudes and values.

The Wilhelmshof accommodates approximately 50,000 guests per year - who make their decision in favour of their preferred hotel very consciously. We are aware of our role as a multiplier and, therefore, endeavour to make our sustainability efforts comprehensible to our guests and invite them to engage with them. These considerations are also incorporated into our product range decisions. We offer, for example, "The Change Chocolate". The purchase of this chocolate supports the organisation plant-for-the-planet, which is committed to the reforestation of endangered forests.

Our product selection also includes the award-winning Tres Hombres Rum - the only zero-emission rum transported across the Atlantic from the Caribbean to Europe by sailing cargo ship, powered exclusively by wind.

We are a member of PrivateCityHotels, a co-operation of privately run, successful city hotels with a focus on hospitality and individuality.



Der Wilhelmshof - where art meets sustainability 

Sustainability & Economic Success

For us, sustainability does not end with ecological and social measures - it also encompasses economic success. Our approach shows that sustainable action not only protects the environment and promotes social justice in the long term, but is also economically successful. In all decisions at Der Wilhelmshof, we ensure that sustainability and economic success go hand in hand.

Long-term investment in quality and efficiency

We favour investments in high-quality, durable goods and innovative technologies that reduce costs and save resources in the long term, such as our groundwater heat pump and our solar energy system. The modernisation of lighting to LED technology and the digitalisation of processes also contribute to savings by reducing energy consumption and cutting material costs.

Low staff turnover and high team satisfaction

A key factor in our economic success is our employee loyalty. The satisfaction and well-being of our team ensures low staff turnover and, therefore, stable working conditions. This minimises training costs and ensures a consistently high level of service for our guests. Sustainable, fair personnel management, thus, also pays off economically.

Economic benefits through regular guests

Sustainability and the exceptional experience we offer our guests lead to a high level of guest satisfaction and a high proportion of regular guests. These long-standing relationships enable us to save costs for agents through direct bookings and ensure a stable occupancy rate. In addition to the unique ambience and personal atmosphere at Der Wilhelmshof, guests appreciate our commitment to the environment and society, which increasingly influences their booking decisions.

Efficiency through regional partnerships

Working closely with regional suppliers and opting for (organic) products from the surrounding area not only contributes to our ecological commitment, but also provides economic benefits. Short delivery routes mean lower transport costs, and working with long-standing partners creates trust and ensures reliable quality at fair prices.

Sustainability as part of our brand essence

For Der Wilhelmshof, sustainability is not just an operational measure, but part of our brand essence that differentiates us in the market. Our focus on environmentally conscious innovation and artistic design strengthens our position in a highly competitive market and helps to increase brand loyalty. By combining sustainable action, unique design and the personality and warmth of our team, we offer our guests an experience that also pays off economically.



The SDGs & Der Wilhelmshof

The United Nations' Sustainable Development Goals (SDGs) are a central point of reference for our sustainability strategy. Der Wilhelmshof makes a direct contribution to achieving all of the 17 SDGs. Here, are our most important contributions:



SDG 3: Good Health & Well-Being

We are a family-run company and our employees are also part of this family. Their health is particularly important to us, and we promote this not only by providing healthy meals, but also by offering free monthly massages during working hours. We also make a contribution to SDG3 by regularly inviting families affected by fate to take a (short) holiday with us to give them a chance to take a well-deserved break; thus, we contribute to their well-being.



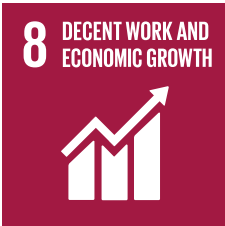
SDG 4: Quality Education

We regularly offer our employees internal and external training on a wide range of topics from hospitality to language courses and personal development. We are also committed to education for all: for example, through our child sponsorship or by supporting other social projects such as the non-profit organisation PA1 - Together for Africa, which offers women training and, thus, paves the way for them to a self-determined professional life.



SDG 7: Affordable & Clean Energy

We use 100% green electricity. Furthermore, we are considering to install a photovoltaic system.



SDG 8: Decent Work & Economic Growth

We offer a positive working environment through fair working conditions, regular training and the promotion of employee satisfaction. In addition, we promote sustainable economic projects (e.g. vocational training for women in Africa).



SDG 10: Reduced Inequalities

We promote a diverse and inclusive work culture. Moreover, we support selected social projects (child sponsorship, women's empowerment programme) to help combat global inequalities. We also enable disadvantaged families to spend an unforgettable holiday with us that would otherwise not be possible for them.



SDG 11: Sustainable Cities & Communities

We promote sustainable city tourism in Vienna by using innovative technologies and want to set an example for other hotels. We attach great importance to environmentally friendly mobility and not only provide our guests with free bicycle parking spaces, but also offer e-parking spaces and "reward" guests who travel in an environmentally friendly way.



SDG 12: Responsible Consumption & Production

We reduce waste and focus on sustainable, preferably regional and organic products (e.g. organic juices by Höllinger, tea by Sonnentor, "The Change Chocolate" by plant-for-the-planet or the CO2-neutral transported Tres Hombres Rum).

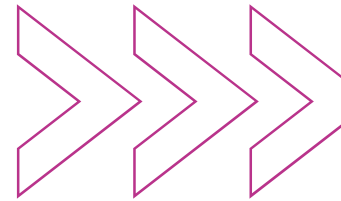


SDG 13: Climate Action

We actively contribute to climate protection with our CO2-neutral heating, cooling and warm water production, but also with many smaller measures.



Goals & Achievements



2020-2021

The entire ground floor (bar, lobby, reception, breakfast rooms) as well as parts of the basements were completely renovated.

The staff area in the basement was enlarged and equipped with separate cloakrooms, showers and toilets.

New separate guest toilets and a new luggage room were installed in the guest area.

A temperature lock was installed in the bar to reduce the energy required for heating and air conditioning.

Furthermore, the front facing the garden was fitted with glass doors to flood the hall, reception and bar as well as the newly built lobby and co-working area with daylight.

A large-scale light installation by the Graz-based artist Valentin Ruhry was also installed as part of the remodelling work.

With the installation and commissioning of the groundwater heat pump, we have achieved our major goal: we heat, cool and produce warm water in a CO2-neutral way - without fossil fuels - using the groundwater heat pump and our solar system.

Therefore, we are now almost CO2-neutral in terms of energy. Only our tumble dryer and company car still emit CO2. In total, around 5.4 tonnes of CO2 were emitted in 2023. This is roughly equivalent to the amount of CO2 produced by an economy flight from Vienna to Washington and back for two people (source: <https://austria.myclimate.org>).

Our digital guest map was introduced in summer 2021. This represents great added value for our guests and has enabled us to take a further step towards full digitalisation.

2022

Renovation of all corridors and introduction of a new standardised design concept with a focus on the artistically designed room signage - based on the lighting concept of an art gallery.

Our new website went online, which now also offers our guests an appealing online experience - in harmony with the on-site experience.

2023

Two technical innovations were implemented: A new reservation system was introduced by changing the channel manager. The entire offer system is now digital and offers our guests a user-friendly and appealing experience. .

2024

Our entire team was equipped with a new uniform. Thanks to a mix & match concept, each employee was able to choose the colour and shape of their uniform according to their own preferences.

A part of the building with a total of 29 rooms was renovated. The rooms were redesigned. The contracts for the remodelling were mainly given to regional and Austrian companies. In addition, a new art co-operation was established with the Vienna-based artist Constantin Luser.



Vision of the Future

In winter 2024, we are once again planning a punch stand in our gARTen in the punch hut made by our senior manager himself from old hotel roof truss wood. There we will serve our guests homemade punch according to our senior manager's recipe. We are also planning a charity punch event for winter 2025, for which we are currently looking for a suitable project.

For spring 2025, we are planning to build two insect hotels on our already planted flat roof to promote biodiversity, as well as greening the balconies of our three junior suites.

Long-term measures planned for the coming years include minimising the use of chemical cleaning agents by switching to steam cleaning and reducing CO2 emissions by purchasing an electric company car. We are also considering the installation of a photovoltaic system.

We would also like to implement several smaller measures, such as minimising disposable food packaging, switching to digital reporting and payment systems, increasing the proportion of organic products at the breakfast buffet and networking with other PCH members in the form of staff exchanges at partner hotels. Our aim is to prioritise sustainability in all departments and work together with our team to achieve this.

Our journey towards sustainability and becoming THE art hotel in Vienna is far from over. We are committed to ensuring that the Wilhelmshof remains a role model in the Viennese hotel industry and sets new standards for environmentally friendly and social responsibility. Innovation and creative solutions take centre stage.

Reporting

Our new projects as well as achievements are shared on Instagram (derwilhelmshof) and on Facebook (Der Wilhelmshof).

The current CSR report is available

- on our website (<https://derwilhelmshof.com/en/>),
- in our digital guest map (<https://portal.gastfreund.net/der-wilhelmshof>)
- and in our employee handbook.



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