

A Future Shaped by History Schick Hotels Vienna

The foundation for Vienna's hotel industry was laid 425 years ago with what was then the Hotel Weiße Rose. Today, the Vienna Tourist Board lists more than 400 hotels with nearly 41,000 rooms. The grande dame of Vienna's hotel scene is Hotel Stefanie, part of the family-owned Schick Hotels Group, which recently celebrated not only the anniversary of its flagship property but also the entry of the fifth generation into the business.

In autumn 2025, **Alexander Schick** took over the management of the entire hotel group from his father, **Martin Schick**. The group comprises five four-star hotels, employs 170 people, and generates annual revenues of around EUR 25 million. In addition, Alexander Schick is responsible as General Manager for the operational management of Hotel Stefanie, which once hosted imperial delegations and today combines imperial flair with modern hospitality.

"Traditional businesses such as the Schick Hotels Group are the heart of Austrian hospitality. They stand not only for outstanding quality, but also for our Austrian way of life, which is highly valued internationally. Congratulations to the Schick family on their entrepreneurial vision across five generations. Here's to many more years of success," says **Astrid Steharnig-Staudinger, CEO of Österreich Werbung**.

"Guests want to feel genuine, individual experiences. History is unique—you can't buy it. It is a key asset of the Schick Hotels Group, and one that can be experienced every day at Hotel Stefanie," adds **Martin Schick**.

"Tourism is one of the most exciting and important industries and accounts for one sixth of value creation and employment in Austria. As the owner of Vienna's oldest hotel and hosts for generations, the Schick Hotels Group will continue to contribute to the development of tourism in Vienna while also advocating for future-oriented framework conditions. In the coming years, we will translate lived historical values into the digital future and thus live up to our responsibility both as a family business and as a significant hotel operator," emphasizes **Alexander Schick**.



Economically Successful and Traditionally Grounded—Looking to the Future

After investing around EUR 8 million in recent years to modernize its properties, the family-owned hotel group will continue to develop its portfolio under Alexander Schick through careful evolution and a move into the digital future—without breaking with the traditions that form the soul and distinctive character of each hotel.

The hotel and tourism manager places particular emphasis on maintaining and expanding cooperation with traditional Viennese businesses, as well as on strengthening the individual profiles of each property. Hotel Am Parkring, Hotel Capricorno, Hotel City Central, Hotel Erzherzog Rainer, and Hotel Stefanie will be guided into the future with determination and optimism, further reinforcing the Schick Hotels Group's role as a key player in Vienna's tourism value chain.

With an average occupancy rate of 85 percent, Alexander Schick is building on a solid foundation and looks optimistically toward the coming year, in which the Eurovision Song Contest and a significant expected increase in arrivals from China are set to provide additional momentum in Vienna's tourism market. The family company's stable economic base will create room in the coming years for sustainable investments in the portfolio and the realization of new projects.

About the Schick Hotels Group

The family-owned Schick Hotels Group has stood for warm Viennese hospitality, excellent service, and high quality for five generations. With five four-star hotels (Hotel Stefanie, Hotel City Central, Hotel Erzherzog Rainer, Hotel Am Parkring), two restaurants (Restaurant Stefanie and Restaurant Wiener Wirtschaft), and a wide range of event facilities, the Schick Hotels Group is among the top addresses in Austria's capital. Around 170 employees make Schick Hotels one of the largest employers in Vienna's tourism industry.

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