



HOTEL EISENHUT  
Ein Arvena Hotel  
Herrngasse 3-5/ 7  
91541 Rothenburg o. d. Tauber

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## **Press Release**

### **Rothenburg: The Hotel Eisenhut shines with a new brilliance!**

December 2008, Rothenburg o. d. Tauber. The famous and traditional Hotel Eisenhut achieved a new brilliance as well as opened his well known beer garden with a completely new look.

### **New paint-work, more balconies and a great opening in the famous beer garden of the Hotel Eisenhut.**

The sun was shining, the flowerage awaked ... Everybody has been hard at work all year at the wonderful Hotel Eisenhut, well known for its medieval ambience.

The opening of the new conference room in May was only part of the excitement last year. There was still much more to do.

The rear of the hotel ready received new trappings and new paint-work. The beer garden was just in time for the Conference Center grand opening on May, 1<sup>st</sup>. Hotelier family Schlag, under the direction of Oskar Schlag, together with the Arvena architect Eckhard Kunzendorf also redesigned the existing balconies and added new ones. The fronts of the hotel buildings from both sides of the Herrngasse continue to comfortably invite guests to step closer, relax and stock up on some sunshine while enjoying the ambiance of the streets and Market Place.

The summer weather was perfect and on the sun deck, all the guests were fascinated by an abundantly blooming garden, enjoying draught beer, Franconian style snacks and barbecues.



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The new Conference Center located behind and just below the hotel grounds, accommodates approximately 160 guests on two levels.

The requirements of a modern hotel have changed a lot over the years. At the Eisenhut, the capacity of meeting rooms was no longer adequate to meet the needs of the business traveller. It was determined that changes needed to be made to keep the Eisenhut a viable property while not disturbing the historical significance of the buildings.

Additional conference and meeting capacities were created with all technical equipment to ensure our guests comfort, adding important capabilities for business meetings. Another important aspect of the renovation was the upgrade of the fire prevention facilities to ensure customer safety.

Whether our guests are planning an executive level meeting, staff training or a festive banquet, the Eisenhut now offers a special atmosphere as well as excellent food and service.

### **Tradition needs innovation ...**

While conserving valuable treasures, certainly the Hotel Eisenhut fulfills its guests needs with the well known high expectations of ambience, comfort and perfect care.

Tradition and congeniality of the Hotel has been preserved. The Hotel Eisenhut benefits from the synergies of Arvena clients.

From beyond all borders of Europe to the famous Rothenburg o.d. Tauber, character and atmosphere of the hotel embrace you when you enter the hall. The hotel is a place of pure relaxation, perfect to free your soul and forget all about everyday life:

Look out onto our beautiful, tranquil garden. Enjoy the regional and international specialities in our restaurant and choose from our wine list which holds many local wines along with international favourites while the piano player entertains you in our cocktail bar.

With excellent access from all parts of Germany, the Hotel Eisenhut is the perfect place to mix business and pleasure. The hotel has function and banqueting space accommodating 5 up to 200 guests while the historical setting in the middle of Rothenburg presents an enhancing atmosphere and a special place for your meetings and incentives.

### **Outdoor & indoor:**

With the completion of the facade renovations, the Eisenhut-team achieved to fulfil its guests an all around perfect Tauber-Valley stay.

Shortly we will begin Phase 2 to expand the standards of the hotel. New carpets will be fitted in some rooms and corridors, luxurious wallpapers will bring new freshness and ensure harmony. Bathrooms will be renovated. Suites will not only shine with their charm but with modern equipment: Stereo and flat screen TVs will complete the comfort of the luxury category. Some rooms will be redecorated in familiar historical style.

Feel the spirit in today's Hotel Eisenhut!

The Eisenhut team is looking forward to awaken the desire of meeting again soon.

## **History of the Hotel Eisenhut**

Engaged with tradition ...

During the Middle Ages the Herrngasse was the centre of Rothenburg. All the buildings belonged to the Patricians, the most powerful and wealthiest families in town. Four of these patrician houses, from which three date back to the 16<sup>th</sup> century, form the Hotel Eisenhut today.

The oldest of those houses is now the main entrance to the hotel. Next to the Front Desk you will find a gothic iron door which was probably part of St. Nicholas chapel. This chapel was located in the vicinity of the Herrngasse between the 12<sup>th</sup> and 16<sup>th</sup> century.

Later on, the Winterbach family, one of Rothenburg's most important families lived in the house "Herrngasse 3".

In 1876 it was Georg Andreas Eisenhut who opened a small Inn in this building and sold the wines he cultivated in the Tauber Valley.

As he had no son, his son-in-law Johann Andreas Ploss turned the inn into a hotel and provided the ever increasing number of visitors with a decent hotel in Rothenburg.

His successor was again a son-in-law. In 1924 Georg Pirner took over. Together with his wife Paula he managed the Hotel Eisenhut which became one of the best hotels in Germany and was famous all over the world. Until 2006 their son Dr. Hans J. Pirner great-grand-son of the founder Georg Andreas Eisenhut, continued the tradition in the best manner.

In December 2006 the hotel was sold to the hotelier family Schlag from Nuremberg. Still in private hands, the Hotel Eisenhut is now part of the Arvena Hotels.

### **Prominent guests in the Hotel:**

Burt Lancaster, Paul Hindemith, Svatoslav Richter, Gideo Kremer, Art Garfunkel, Erich Maria Remarque, Winston Churchill, Theodor Heuss, John McCloy, Sir Alfred Ramsey, G. Rockefeller, William Randolph Hearst, Malcolm Forbes, Rezah Pahlevi, Prince Naruhito Hironomiya (Japanese heir to the throne), Louis Ferdinand of Preussen, Queen Sylvia of Sweden, King Carl XVI, Mario Adorf, Heiner Lauterbach, Herbert Grönemeyer, Willy Brandt, Franz Josef Strauß, Walter Scheel, Erich Kästner, J. Mario Simmel, Gert Fröbe, Curd Jürgens, Heinz Rühmann. Gustav of Schweden, such as numerous members of the European aristocracy, important personalities of art, industry and politics.

## **First Class Hotel Eisenhut– in Rothenburg o. d. Tauber. A hotel of the Arvena Group.**

78 guest rooms and suites, 8 conference rooms for up to 600 guests in total. Restaurant with international cuisine, coffee/bar. Garden terrace.

### **Staff & Management**

The hotel has about 50 employees, 15 of them are trainees. The fully service-oriented Eisenhut-team cares lovingly of his guests. In collaboration with the Hotel Manager Jochem Eylardi, the hotelier family Schlag are responsible as General Managers.

### **Arvena Group**

The Arvena Hotels ([www.arvena.de](http://www.arvena.de)) are a private hotel group with 6 different hotels in Franconia. In total there are 855 guest rooms and 53 conference rooms for up to 700 people in the largest hall.

The brand Arvena Hotels signifies modernity and perfect facilities. First and foremost Arvena attuned to the special needs of business- and meeting-guests. First-class locations combined with sophisticated leisure destinations feature the 6 Arvena Hotels in Bayreuth, Bad Windsheim, Erlangen, Nuremberg (Trade Fair), Nuremberg (Langwasser) and Rothenburg o. d. Tauber.

In the year 2006 the Arvena Park Hotel in Nuremberg-Langwasser celebrated his 20<sup>th</sup> existance, whereas Schlag's first hotel directly at the Nuremberg Trade Fair celebrated his opening 30 years ago.

## Hotel descriptions:

### **ARVENA PARK \*\*\*\* - Das Hotel am Franken-Center, Nuremberg.**

242 comfortable guest rooms and suites – chiefly provided with aircondition, 15 modern conference rooms for up to 550 persons. 2 restaurants with international cuisine and a coffee/bar. Wellness area with fitness centre, 2 saunas, a steam bath with multi colour starry sky, a solarium and a fresh air court. Numerous parking spaces free of charge. Underground station located directly next to the hotel.

### **ARVENA MESSE \*\*\*Superior - Hotel an der NürnbergMesse**

directly across the Nuremberg Trade Fair.

101 comfortable guest rooms – completely provided with aircondition, 3 conference rooms for up to 60 persons, fitness area with sauna, coffee/bar. Parking free of charge. Distance to the underground station only 300 meters.

### **ARVENA BUSINESS \*\*\*\* - Hotel in Erlangen / Tennenlohe.**

126 comfortable guest rooms, 7 conference and breakout rooms for up to 250 persons. Fitness area with sauna and solarium. International restaurant and bar. Ideal Location, directly in the city-triangle of Nuremberg-Fuerth-Erlangen at the motorway A3. Parking free of charge. Bus stop in front of the hotel

### **ARVENA KONGRESS \*\*\*\* - Hotel in der Wagnerstadt, Bayreuth.**

196 comfortable guest rooms with suites – completely provided with aircondition, 14 conference rooms for up to 750 persons, theme restaurants, coffee/bar as well as a wellness area above the roofs of the Wagner city. Parking free of charge. Distance to the bus stop only 100 meters.

### **ARVENA REICHSTADT \*\*\*\* - Hotel in Bad Windsheim.**

112 guest rooms with suites, 8 conference rooms for up to 350 persons. International restaurant and coffee/bar. Fitness center right across the hotel, 2 km to the next golf court. Directly in the centre of the Imperial City.

[www.arvena.de](http://www.arvena.de)



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