

## **Press information**

Schloß Schönbrunn Kultur- und Betriebsges.m.b.H.

## **Imperial attractions as magnets for visitors**

**The Schloß Schönbrunn Kultur- und Betriebsges.m.b.H. (SKB) administers Schönbrunn Palace, the Hofmobiliendepot · Imperial Furniture Collection, the Imperial Apartments in the Vienna Hofburg, including the Sisi Museum and the Silver Collection and Schloss Hof and Schloss Niederweiden in the Marchfeld (Lower Austria), in other words, the greatest attractions of Austria's imperial heritage. The SKB is tasked with the preservation and revitalization of these cultural heritage sites. The funds required for this purpose derive exclusively from revenue generated by the SKB itself.**

The Schloß Schönbrunn Kultur- und Betriebsges.m.b.H. operates three of the most important imperial cultural heritage sites in Vienna: Schönbrunn Palace, the magnificent summer residence of the Habsburg monarchs, the residential and state apartments of Emperor Franz Joseph I and Empress Elisabeth together with the Silver Collection in the Hofburg, and the Hofmobiliendepot · Imperial Furniture Collection, the core of which was formed from the extensive holdings of the former furniture repository of the imperial court household. Owned by the Republic of Austria, these cultural heritage sites, starting with Schönbrunn Palace in 1992, were successively hived off to the SKB in the form of usufructuary or lease agreements. The SKB is charged with generating the income needed for the upkeep and revitalization of the palace by making use of these properties in a manner which provides top-quality service to its customer base while making the least possible impact on the historic fabric of these sites. The main focus of the SKB's operations is the preservation and restoration of these valuable cultural attractions to the most authentic standard possible based on thorough scientific and historical research. In the case of developments undertaken to increase the range of amenities in the cultural, tourist or leisure sectors, the SKB ensures that the impact of integrating modern tourist structures is kept to a minimum.

On 31<sup>st</sup> December 2012 the SKB took over the Marchfeldschlösser Revitalisierungs- und Betriebsgesellschaft (MRBG) from state holdings as a fully independent subsidiary company, and since that time has provided the expertise and necessary financial means for the operation and preservation of Schloss Hof and Schloss Niederweiden in the Marchfeld. In mid-2015, backdated to 1<sup>st</sup> January 2015, the MRBG merged with the SKB. Since then Schloss Hof and Schloss Niederweiden in the Marchfeld have been SKB sites.

Since they were hived off from state administration, Schönbrunn Palace and the Imperial Apartments in the Vienna Hofburg have undergone the most intensive construction phase since they were built. Step by step these cultural heritage sites are regaining their original imperial appearance. Since 1992 the SKB has invested more than EUR 200 million in construction projects, 12 million in 2017 alone. Both the state rooms at Schönbrunn and the residential apartments in the Hofburg have

undergone – and in some cases are still undergoing – extensive maintenance and restoration work, as are the numerous architectural elements in the park at Schönbrunn. The Neptune and Obelisk Fountains together with the Roman Ruin have all been completely overhauled in the past few years. An ongoing feature of this construction work is the restoration of the façades extending over a total length of more than 6,800 metres. The latest project were the extension of the functions rooms in the Apothecaries' Wing at Schönbrunn, the creation of a new admissions zone for the Hofburg museums in the Michaelerkuppel, the general remediation of the Gloriette and the restoration of the two Chinese Cabinets. The seventh garden terrace in Schloss Hof is currently being revitalized.

In addition to measures that preserve or restore the original character of the imperial palace complexes, the SKB also focuses on creating new attractions. In the west wing of Schönbrunn Palace a Children's Museum has been set up to capture the interest of younger visitors with hands-on displays, while the park now offers a Maze and a Labyrinth constructed on historical models. In the Hofburg the Sisi Museum, dedicated to Empress Elisabeth, has been opened. An ideal complement to the sites operated by the SKB is its online portal *World of the Habsburgs* ([www.habsburger.net](http://www.habsburger.net)). Anybody wanting to know more about the dynasty can explore the interactive website which contains a wealth of texts and images examining the lives and times of the most important Habsburg rulers in a critical light. The website has now become a reference project and is constantly being updated.

The SKB prides itself on providing the best possible service. This includes an electronic ticketing system which prevents long queues at the ticket desks.

The SKB is also highly commercially successful. At Schönbrunn alone admissions rose from 1.2 million in 1993 to 3.8 million in 2017. For years, Schönbrunn Palace has been Austria's premier tourist attraction. The SKB generates all funds for the preservation of the cultural assets entrusted to its care from its revenues and thus represents a revenue factor in the federal budget.

# **Schloß Schönbrunn Kultur- und Betriebsges.m.b.H.**

## **Locations**

### **Schönbrunn Palace**

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### **Hofmobilienepot · Imperial Furniture Collection**

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Website: [www.hofmobiliendepot.at](http://www.hofmobiliendepot.at)

### **Sisi Museum – Imperial Apartments – Silver Collection**

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### **Schloss Hof**

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### **Schloss Niederweiden**

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## **Proprietor**

100% Republic of Austria

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## **Management**

Schloß Schönbrunn Kultur- und Betriebsges.m.b.H.  
Mag. Klaus Panholzer, Managing Director

## **Supervisory board**

Mag. Karin Fuhrmann (Chair of the supervisory board)  
Maryrose Sutterlüty M.A. (Vice-Chair)  
DI Matthias Molzbichler  
SC Dr. Gerhard Popp  
Mag. Beatrice Schobesberger  
Karin Lirzer (employee representative)  
Andrea Rotter (employee representative)  
Michael Schuhböck (employee representative)  
KR Josef Fröhlich (Honorary Chair of the supervisory board)

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