

URBANAUTS

PRESS INFORMATION

URBANAUTS turns 10 Years!

TRAVEL EXPERIENCE X URBANAUTS

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10 years, three countries, one urban vision: URBANAUTS celebrates!

Vienna, August 2026 – For ten years, URBANAUTS Hospitality has stood for innovative hotel concepts that combine urban development and hospitality.

As early as 2011, the three aspiring architects Theresia Kohlmayr, Christian Knapp, and Jonathan Lutter successfully launched a new hotel concept in Vienna: Former commercial spaces were transformed into newly designed hotel rooms that guarantee city travelers a particularly authentic Vienna experience. Not only does staying in the groundfloor level create a special sense of closeness to everyday city life, but the innovative concept also incorporates local businesses into the hotel's daily routine.

The concept quickly attracted international media attention, from Austria to overseas. Staying overnight in a former storefront? What initially seemed unusual, evolved into a groundbreaking concept that demonstrated how attractive architecture, sustainable urban development, and extraordinary guest experiences can be combined.

In the years that followed, additional Street Lofts were established in the Belvedere district, and 2016 marked another milestone with the founding of URBANAUTS Hospitality and the merger with Grätzl Betriebs GmbH. New locations in Vienna, including in the 2nd, 9th, and 12th districts—were opened. The underlying philosophy has always remained the same: to make sensible use of existing buildings, breathe new life into them, and at the same time strengthen the local neighborhood and the Grätzl.

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URBANAUTS subsequently expanded successfully to Linz as well as internationally to Italy and Germany. With the urban, personalized, and design-oriented URBANAUTS-STAY brand, the company also established its first larger locations with up to 33 units. Complementing this, hideauts-stay offers retreats that combine exceptional design, local identity, and personal comfort to create a special stay. In total, the company operates 13 locations with a total of 208 units in Austria, Germany, and Italy.

With **#stayurban**, **#stayunique**, and **#stayrelaxed**, URBANAUTS brings together three different ways of traveling: urban and right in the heart of action with URBANAUTS-STAY, personalized and full of character with grätzlhotel, or relaxed and secluded with hideauts-stay – always with the goal of combining special places and authentic experiences to discover **the essence of a local** - the city's character—its neighborhoods, its people, and its very own rhythm. This is how a single night's stay becomes an experience that not only lets you discover the destination, but also makes it feel, to some extent, like a temporary home.

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An anniversary is always a good opportunity to say thank you.

We would like to extend our special thanks to our shareholders, whose trust and long-term support have played a key role in helping URBANAUTS grow into the company it is today. Through the involvement of architects, hospitality and communications experts, we have not only pooled valuable expertise but also continuously developed the URBANAUTS brand.

A heartfelt thank you also goes to our Fellows – our partner businesses in the neighborhoods. They are the first point of contact for our guests and are what make this authentic city experience possible in the first place. Restaurants, cafés, and shops give each location its own distinctive character. Together, we create the sense of connection to the neighborhood that we want to share with our guests.

Special thanks go to our entire team—especially Managing Director and co-founder Theresia Kohlmayr, who has been passionately pursuing the URBANAUTS vision for 15 years now. Her dedication and conviction continue to shape the company to this day and inspire the entire team to offer guests an authentic travel experience.

Our greatest thanks, however, go to our guests. From the very beginning, you have embraced our concept, supported it, and made it the success we are able to celebrate together today. As a token of our appreciation, we are giving away 100 tickets to the Upper Belvedere during our anniversary year to guests who book a stay at URBANAUTS STUDIOS Sylvette in Vienna's 5th district, plus a 10% + 10% discount with the code: 10YURBAN on trips in the fall and spring of 2027 to all URBANAUTS locations.

Explore Vienna. Experience Klimt. Stay at URBANAUTS.

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