

FACT SHEET

Status: February 2025

Address	Hotel Zeller GmbH & Co. KG Bürgermeister-Wohlfarth-Straße 78 DE-86343 Königsbrunn
Contact details	Phone: +4982319960 E-Mail: info@zellers-quartier.de
Main domain of the website	www.zellers-quartier.de
Online image archive	Flickr: https://www.flickr.com/photos/199441800@N05/albums
First opening & Reopening	First opening: 1919 / Reopening: May 2025
Owner and host families	Dreisbach, Mitzel and Schuler families
Architectural office	tauber architekten
Interior design	UNYKAT Interior Design GmbH
Social Media	Instagram : www.instagram.com/zellers_quartier/ Facebook : www.facebook.com/zellersquartier/
Main target markets	Germany, Austria, Switzerland
Philosophy & Prehistory	<p>Zeller's Quartier is deeply rooted in the town of Königsbrunn, located along the historic Via Claudia. Its story begins with the inn „Zum Goldenen Hirschen“, founded in 1919 by Josefa Oswald on a former agricultural estate. In the 1960s, the inn evolved into „Hotel Zeller“, which has since been continuously modernized and expanded.</p> <p>Key milestones:</p> <ul style="list-style-type: none"> • 1919: Establishment of the inn „Zum Goldenen Hirschen“ • 1968/69: Transformation to the „Hotel Zeller“ with 48 beds • 1983/84: Expansion to 150 beds • 2003: Handover to the next generation (Dreisbach/Mitzel family)



Das Herz der Stadt

ZELLER'S QUARTIER

	<ul style="list-style-type: none">• 2021: Planning of Zeller's Quartier as a forward-thinking hospitality concept <p>2025: Grand reopening of Zeller's Quartier following an extensive renovation</p> <p>Zeller's Quartier sees itself as „The heart of the city“ and embracing the innovative „hub and home“ concept. As a „hub“,it serves as a vibrant meeting point where locals and travelers come together to experience the urban life of Königsbrunn. Simultaneously, as a „home“,it provides a welcoming retreat for guests who appreciate a warm, family-like atmosphere and a place with character.</p> <p>The hotel's philosophy is built on three core pillars: tradition, sustainability, and community. Its deep connection to the region and its historical significance are reflected in the architecture, interior design, and overall concept. At the same time, the focus is on sustainability and regionality: Zeller's Quartier relies on local products, supports regional manufacturers and follows ecological principles to ensure conscious and environmentally friendly hotel management. The hotel is also a place of conviviality and enjoyment, where guests and locals come together, experience special moments and enjoy the culinary diversity of the region.</p> <p>More than just a hotel, <i>Zeller's Quartier</i> is a dynamic part of Königsbrunn - a successful fusion of tradition and modernity that enriches not only its guests but also the town itself.</p>
Location	<p>Königsbrunn is located just 7 kilometers south of Augsburg, directly along the historic Via Claudia Augusta and today's B17 highway. The town's main road stretches south toward northern Italy and north to neighboring Augsburg.</p> <p>While Königsbrunn is not a classic tourist destination, hotel guests primarily stay here due to its proximity to Augsburg—whether for business trips, as a stopover, or to visit family and friends receiving treatment at one of the many health clinics in and around Augsburg.</p> <p>The region offers a variety of sports and leisure activities, including hiking, cycling, and diving at the Ilsee diving paradise. Visitors can also explore the Königsbrunner Heide, step inside the world's largest walk-in globe, or experience traditional Bavarian festivals. History enthusiasts can follow in the footsteps of the ancient Romans, marvel at Celtic burial sites, and visit monuments and ruins that bear witness to Königsbrunn's rich and eventful past as the largest city in the Augsburg district.</p>

Hotel ZELLER GmbH & Co. KG | Bürgermeister-Wohlfarth-Straße 78 | D-86343 Königsbrunn
Telefon +49 (0)8231/996-0 | info@zellers-quartier.de | www.zellers-quartier.de

GF: Gabi Dreisbach, Gudrun Mittel | Prokura: Christian Dreisbach | Sitz Königsbrunn – HRA Augsburg 14766

P.h.G. Zeller Hotelgrund Verwaltungs GmbH | Sitz Königsbrunn | HRB Augsburg 20290 | USt-IdNr. DE 234401761 | St-Nr. 102/163/11707
Stadtsparkasse Augsburg IBAN DE47 7205 0000 0000 0692 78 BIC: AUGSDE77XXX



Das Herz der Stadt

ZELLER'S QUARTIER

	For city or business travelers, Königsbrunn provides the perfect balance between urban accessibility and idyllic natural surroundings.	
Design	The hotel's architecture is fundamentally shaped by four key materials: water, wood, natural stone, and glass. Together, they create an inviting atmosphere of comfort and arrival, while also sparking curiosity. These materials are consistently integrated throughout all experience areas of <i>Zeller's Quartier,</i> with one exception— hops, which are exclusively used in the Cervus restaurant. There, hops serve as privacy screens, partitioning elements, and decorative accents. Light, natural wood contributes to a warm and welcoming ambiance, ensuring a cozy indoor climate. The element of water is subtly referenced through blue color accents, glass details, and fluid, curved shapes. The interior design is further enhanced with warm earth and sand tones, creating a natural and harmonious setting. Carefully selected accent colors complement the overall palette, adding visual highlights throughout the space. A well-conceived lighting concept accentuates the architectural details and unique characteristics of each room, ensuring a perfectly balanced and inviting atmosphere.	
Facilities	<u>Logis:</u> <ul style="list-style-type: none">• Elevator access• Air conditioning• WC• Partly walk-in showers and rain showers• Sitting area and desk• Non-smoking rooms• Allergy-friendly bed linen• Free Wi-Fi• Television• Telephone• In-room safes (in some rooms)• Cooling facilities	<u>MICE:</u> <ul style="list-style-type: none">• Two meeting rooms with a total capacity of up to 90 guests <u>Spa:</u> <ul style="list-style-type: none">• Finnish sauna• Steam sauna• Rain and tropical showers• Relaxation room with comfortable lounge loungers• Complimentary Towels & bathrobes <u>Parking facilities:</u>

Hotel ZELLER GmbH & Co. KG | Bürgermeister-Wohlfarth-Straße 78 | D-86343 Königsbrunn
Telefon +49 (0)8231/996-0 | info@zellers-quartier.de | www.zellers-quartier.de

GF: Gabi Dreisbach, Gudrun Mitzel | Prokura: Christian Dreisbach | Sitz Königsbrunn – HRA Augsburg 14766

P.h.G. Zeller Hotelgrund Verwaltungs GmbH | Sitz Königsbrunn | HRB Augsburg 20290 | USt-IdNr. DE 234401761 | St-Nr. 102/163/11707
Stadtsparkasse Augsburg IBAN DE47 7205 0000 0000 0692 78 BIC: AUGSDE77XXX



Das Herz der Stadt

ZELLER'S QUARTIER

	<ul style="list-style-type: none">• Make-up mirror and hairdryer <p><u>F&B:</u></p> <ul style="list-style-type: none">• Breakfast buffet• Restaurant Cervus• Meals catering to all dietary requirements (available upon request)	<ul style="list-style-type: none">• Free parking directly at the hotel
Accommodation (rooms)	<ul style="list-style-type: none">• Total number of rooms: 70• Room categories: Business: Single/ Double/ Triple room, Comfort: Single/ Double room, Junior Suite• Furnishing style/Design: modern, cozy, and stylish with subtle color accents• Special features: use of natural materials, focus on regional & sustainable products, flexible & smart furnishings for enhanced comfort and functionality• Current offers: Explore here: https://offers.zellers-quartier.de/	
Food & Beverage	The in-house Restaurant Cervus pays tribute to the former inn “Zum Goldenen Hirschen”, blending Bavarian tradition with modern cuisine. The focus is on regional ingredients, high-quality craftsmanship, and convivial dining experiences. The menu presents a creative reinterpretation of Bavarian, Austrian and South Tyrolean classics with a contemporary twist – from hearty game dishes to vegetarian and vegan specialties. With its stylish yet cozy atmosphere, Cervus is the perfect gathering place for both locals and guests who appreciate exceptional cuisine and warm hospitality.	
MICE (Work & Relax Spaces)	Zeller's Quartier is also a conference hotel that combines work, socializing and enjoyment in a special way. Productive meetings, exciting team-building activities, relaxed get-togethers, excursions into nature and culinary experiences at Cervus merge seamlessly. The two bright, modern conference rooms accommodate up to 90 people and are fully equipped with: Projector, screen, flipchart, pin board, TV screen, lectern, sound system and air conditioning. Both rooms offer plenty of natural light and barrier-free access . <ul style="list-style-type: none">• Professional equipment• Flexible usage options• Culinary catering available• Ideal location	

Hotel ZELLER GmbH & Co. KG | Bürgermeister-Wohlfarth-Straße 78 | D-86343 Königsbrunn
Telefon +49 (0)8231/996-0 | info@zellers-quartier.de | www.zellers-quartier.de

GF: Gabi Dreisbach, Gudrun Mittel | Prokura: Christian Dreisbach | Sitz Königsbrunn – HRA Augsburg 14766

P.h.G. Zeller Hotelgrund Verwaltungs GmbH | Sitz Königsbrunn | HRB Augsburg 20290 | USt-IdNr. DE 234401761 | St-Nr. 102/163/11707
Stadtsparkasse Augsburg IBAN DE47 7205 0000 0000 0692 78 BIC: AUGSDE77XXX



Das Herz der Stadt

ZELLER'S

QUARTIER

Reception/ lobby	<p>The first impression of Zeller's Quartier is the reception and lobby, the face of the hotel. Instead of a traditional reception desk, the information desk serves as a welcoming point for overnight guests, restaurant visitors, and customers alike. A large glass front seamlessly connects the interior with the exterior, offering guests a glimpse into the world of <i>Zeller's Quartier</i>. A thoughtfully designed lighting concept, curved shapes, and blue color accents subtly reference water and the city of Königsbrunn. For added convenience, state-of-the-art technology streamlines the check-in and check-out process, catering especially to time-sensitive business travelers.</p>
Other hotel areas	<p>The small yet exclusive sauna vitality area at Zeller's Quartier offers overnight guests a complimentary retreat for relaxation and rejuvenation. Guests can unwind in the Finnish sauna, which provides intense heat, or enjoy the steam sauna, where gentle humidity creates a soothing, feel-good atmosphere. For refreshment, a rain and tropical shower is available, while three comfortable lounge loungers in the relaxation room invite guests to unwind in peace. For added convenience, towels and bathrobes are provided. This tranquil retreat is the perfect place to recharge and escape the demands of everyday life.</p>
Leisure & Activity program	<p>Summer activities:</p> <ul style="list-style-type: none">• Cycling & hiking tours in the Königsbrunner Heide or along the Via Claudia Augusta• Swimming & diving in Ilsesee, one of the region's most renowned diving paradises• Beer garden & outdoor terrace at Restaurant Cervus – enjoy regional specialties• Bike rental for exploring the surrounding area or nearby Augsburg• Discover historical sites - Roman ruins, Celtic burial grounds & cultural monuments• Traditional Bavarian festivals & markets in Königsbrunn & Augsburg• Augsburg Zoo – an exciting experience for animal lovers• LEGOLAND – an adventure for the whole family <p>Winter activities:</p> <ul style="list-style-type: none">• Winter walks & hikes through the snow-covered landscape of the Königsbrunner Heide• Christmas markets in Königsbrunn & Augsburg, featuring mulled wine and regional delicacies

Hotel ZELLER GmbH & Co. KG | Bürgermeister-Wohlfarth-Straße 78 | D-86343 Königsbrunn
Telefon +49 (0)8231/996-0 | info@zellers-quartier.de | www.zellers-quartier.de

GF: Gabi Dreisbach, Gudrun Mittel | Prokura: Christian Dreisbach | Sitz Königsbrunn – HRA Augsburg 14766

P.h.G. Zeller Hotelgrund Verwaltungs GmbH | Sitz Königsbrunn | HRB Augsburg 20290 | USt-IdNr. DE 234401761 | St-Nr. 102/163/11707
Stadtsparkasse Augsburg IBAN DE47 7205 0000 0000 0692 78 BIC: AUGSDE77XXX



Das Herz der Stadt

ZELLER'S

QUARTIER

	<ul style="list-style-type: none">• Cozy winter evenings at Restaurant Cervus enjoying hearty seasonal dishes & beer• Museum visits & cultural experiences in Augsburg
Arrival	<p>Zeller's Quartier is easily accessible by various means of transportation:</p> <ul style="list-style-type: none">• By car: Convenient access via the nearby highway• By train: Augsburg's main train station is just 14 kilometers away, with easy connections by taxi or bus• By air: The airports in Munich, Nuremberg, Stuttgart, and Augsburg offer connections via train, rental car, or taxi• By bus: The nearest bus stop, "Königsbrunn Zentrum," is just a short walk from the hotel
Parking	<p>Complimentary on-site parking is available directly at the hotel.</p>

Hotel ZELLER GmbH & Co. KG | Bürgermeister-Wohlfarth-Straße 78 | D-86343 Königsbrunn
Telefon +49 (0)8231/996-0 | info@zellers-quartier.de | www.zellers-quartier.de

GF: Gabi Dreisbach, Gudrun Mitzel | Prokura: Christian Dreisbach | Sitz Königsbrunn – HRA Augsburg 14766

P.h.G. Zeller Hotelgrund Verwaltungs GmbH | Sitz Königsbrunn | HRB Augsburg 20290 | USt-IdNr. DE 234401761 | St-Nr. 102/163/11707
Stadtsparkasse Augsburg IBAN DE47 7205 0000 0000 0692 78 BIC: AUGSDE77XXX