



The New World of Congress

at Hotel Gut Brandlhof near Saalfelden

With the opening of the World of Congress in January 2026, Hotel Gut Brandlhof is sending a strong signal for the Saalfelden-Leogang region in Austria's Salzburger Land. The innovative new building was completed in just nine months. As a result, the 4-star superior hotel now offers top quality and functionality for every type of business event, featuring 24 (flexible) seminar rooms and eight event locations across a total area of 4,000 m².

"We remain true to our philosophy and continue to offer the full spectrum of events. These include medical and physicians' congresses, strategic sales and management meetings including kick-off events, automotive events in cooperation with the ÖAMTC, incentives, conferences for insurance companies and banks, as well as mindset training sessions and coaching programs," explain Hotel Gut Brandlhof owners Birgit Maier and Alexander Strobl together with General Manager Thomas Bauer.

Congress Center Accessible to Heavy Vehicles

A special highlight of the World of Congress is that certain areas can be accessed by vehicles weighing up to 20 tons, making it truly unique for automotive events. Atmospheric gala dinners for up to 700 guests, product presentations, trade fairs, and international conventions with spacious exhibition areas can also be realized. Thanks to flexible room concepts, short-notice seminar requests can now be accommodated as well.

Guests benefit from state-of-the-art sound systems and high-resolution screens. Particularly noteworthy is the new foyer, which is twice the previous size and offers ceiling heights of up to seven meters—providing generous space for innovative product launches and elegant evening events. Accessible via the hotel lobby, it impresses with exposed concrete, acoustic walls made of sheep's wool, and unobstructed mountain views. A drinking fountain, a seating stone, and a ladder by artist Herbert Golsen, an innovative lighting concept featuring diamond tubes in the foyer, and controlled daylight adjustment in the seminar rooms all contribute to a truly unique atmosphere.

Sustainability at the Forefront

Hotel Gut Brandlhof is also setting a strong example for its employees: in addition to a renovated team restaurant, a modern 500 m² team lounge has been created as a motivating work environment, complete with a pool table and table football. Sustainability was a key focus during construction as well. A groundwater cooling system ensures efficient climate control, the existing photovoltaic system has been expanded, and roof areas have been de-sealed and greened—allowing the World of Congress to blend seamlessly into the surrounding nature. In addition, a new wet-waste system and a cardboard compactor help reduce unnecessary transport routes.

As a flagship business and driving force, Gut Brandlhof is strengthening not only its own profile with this project, but also the entire region through international events and added value creation. The management emphasizes: "Our unique selling point is the combination of a state-of-the-art congress center and an exceptional leisure offering—from the golf course and spa to the directly connected ÖAMTC driving technology center and the natural beauty of the Alps—all with exciting options for corporate incentive travel."

Even now, guests and partners alike are expressing their enthusiasm and appreciation for the innovative strength of Hotel Gut Brandlhof, which continuously creates new offerings and thus guarantees secure jobs in the long term—true to the motto: “The future has been built here—with quality, passion, and plenty of charm.”

Further information is available at: www.brandlhof.com/world-of-congress-saalfelden/

For further inquiries, please contact:

Hotel Gut Brandlhof,
Director Thomas Bauer
marketing@brandlhof.com

Fedra Sayegh
PR / Media & Marketing, Munich
fs@sayegh-pr.de