The Prater – Not only unique for Vienna

Since 1766, the Vienna Prater has been the most attractive local recreation area in the heart of the city. It is a place where culture meets architecture, innovation meets tradition and romance encounters adventure – join in for an enchanting experience and immerse yourself in a world without the dullness of everyday life!

Here, you will find charm and joie de vivre and can be a child again. You can prove your daringness or just relax and enjoy the culinary treats by the Prater gastronomes. The art of fun is alive here, which is why every visit to the Prater – whether alone, with family or friends – will become an unforgettable and rewarding experience.

365 Days of Fun a Year

The Prater season starts shortly before the beginning of spring: the amusement park entices visitors from March 15 until October 31 with new attractions every year while outdoor gastronomy guarantees genuine „Prater-coziness“ in the typical sidewalk cafés. In the winter months, the focus is shifted from the classical amusement park to activities including several events: be it the Winter Market at the „Riesenradplatz“ or the year-round open restaurants and catering businesses.

Facts and Figures

The Vienna Prater stands for the Culture of Enjoyment – entertainment is offered here for every taste and young and old alike. Historical, traditional Viennese attractions meet young, innovative enterprises and coin the typical atmosphere on an area of 260,000 m².

<table>
<thead>
<tr>
<th>Individual attractions:</th>
<th>250</th>
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<tr>
<td>Total no. of visitors per year:</td>
<td>approx. 4,2 Millionen</td>
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<tr>
<td>Visitor frequency on May 1st:</td>
<td>approx. 500.000</td>
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<tr>
<td>Opening hours:</td>
<td>open all year, daily from 10:00 a.m. to 12:00 p.m.</td>
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<tr>
<td>Main season:</td>
<td>March 15 to October 31</td>
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The Structure Behind

The Prater Wien GmbH
The Prater Wien GmbH is an enterprise of the City of Vienna, which is responsible for the operation of the „Wurstelprater“, as well as for the execution of construction- and infrastructural projects and organizational measures in terms of a positive overall development of the Wurstelprater.

The Vienna Prater Association
The Vienna Prater Association („Wiener Praterverband“) represents the interests of the Prater companies. The association currently counts approx. 100 members. Together with the Prater companies, the Vienna Prater Association implements publicity measures and organizes events every year.
The Green Prater

The total area of the Prater comprises 6 million square meters. It is a green oasis in the heart of Vienna, only three kilometers far from the St. Stephan’s Cathedral. Large meadows and woods are intersected by small watercourses and thus form a perfect recreation site in the middle of the city.

The entire park is divided by the so-called „artery”: the 4.5-kilometer-long „Hauptallee“, lined with 2,500 trees, forming a broad avenue.

Business Partners around the Prater

The Prater is attractive not only as an oasis for leisure – it has a lot to offer as an economic neighbor as well. The new University of Economics, the Vienna Trade Fair Hall, the real estate project „Viertel Zwei“ that houses the OMV Headquarters, the Messehotel and Trendhotel as well as the Project „Messe carrée“ are all established adjacent to the park area. The new office-and business quarter is currently being built, including a hotel and short-term-residences, and represents an interesting new connection between tradition and economy.

This also implies the improvement of the area’s accessibility by means of public transportation, which is ensured by the extension of subway line U2 by the new stations „Messe-Prater“ and „Krieau“ and the direct connection with the already existing subway line U1.

This development does not only increase the Vienna Prater’s attractiveness – it also appreciates the entire Second District.

Directions to the Vienna Prater

Subway line U1: station Praterstern
Subway line U2: station Praterstern or Messe-Prater
Suburban train: S1, S2, S3 and S7
Tram lines: 0 and 5, bus line 80A
Parking: Pratergarage (Ausstellungsstraße/Tiefweg) and Parkplatz Waldsteingartenstraße
Fun since 1766 – History is made in the Prater

1766 – The Year of Birth of the Prater: The Vienna Prater is counted among the oldest places of entertainment in Europe. Once used as a private imperial hunting ground, the Austrian Emperor Josef II donated the area to the Viennese people in the year 1766. The „settlement“ of the Prater began immediately: the first gastronomy units were established, followed by swings, carousels and bowling alleys, which laid the foundation stone of the Praters as a place for culture and entertainment.

„Nobody shall be denied of diverting themselves with hitting balls, discs and other permitted entertainment“ – so the order by Emperor Joseph II on April 7, 1766 on the Prater.

World Exhibition 1873: In 1873, the first – and to date only – World Exhibition took place in Vienna on the Prater grounds. On the occasion of this major event, the amusement park was reformed: streets and huts were built and the entire area was subdivided into parcels.

Back then, 53,000 exhibitors showed their cultural issues on a total area of 2.3 million m². The Exhibition’s landmark, the 84-meter-high Rotunda, fell victim to fire in the year 1937. Today, the site is marked by the Vienna Trade Fair Hall’s main building.

Venice in Vienna: In 1895, a new theater- and amusement quarter was created with „Venice in Vienna“. On the area of the Imperial Gardens („Kaisergarten“) comprising 50,000 square meters (today „Kaiserwiese“), theater owner Gabor Steiner arranged the construction of artful replicas of Venetian examples of architecture, as well as of canals travelled by gondolas.
**Vienna Giant Ferris Wheel:** The Vienna Giant Ferris Wheel was built on the occasion of Emperor Franz Josef’s 50th anniversary in the year 1897 by the British constructors Walter Basset and Harry Hitchins. Basset remained owner of the Wheel until 1916, the year in which he was expropriated due to his nationality and the Giant Wheel was released for demolition. However, due to acute shortage of money, this never happened.

However, the effects of war in the year 1944 completely destroyed the Wheel except for its iron construction. Together with the reconstruction of the St. Stephan’s Cathedral, the State Opera and the Burgtheater, the Giant Ferris Wheel was also restored and put back into operation in 1947. Today, the Wheel is owned by the families Lamac and Petrisch and is the only maintained Giant Wheel from the 1900s worldwide.

**„Vienna’s largest Beer Barrel“:** Legend has it that the „Schweizerhaus“ existed already before 1766. It obtained its name „Schweizer Hütte“ („Swiss Hut“) from Swiss huntsmen who hosted the members of the imperial court there. After several changes of name it obtained its current name in 1868, which is known to all Viennese and to most tourists: „Schweizerhaus“.

In 1926, manager Karl Kolarik traveled to Bohemia, where he „discovered“ Budweiser beer. He spontaneously bought an entire carrier, brought it to Vienna, where it was immediately selling like hot cakes.

**Destruction and Reconstruction 1945:** In the last days of World War Two, a bombing raid was razed the old Vienna Prater to the ground. A piece of unique Viennese cultural heritage was thus destroyed.

Yet the surviving Prater-entrepreneurs joined together to rebuild the amusement park in an initiative of their own. However, the lack of capital and too many different ideas of the individual entrepreneurs hindered the realization of the overall concept. The result was many individual initiatives that turned the Prater into the colorful place it is today, as we know it.
Cuisine – a particular pleasure!

Whether Viennese cuisine or international specialties – the Prater offers something for every taste. Delicious burritos or tacos in the „Estancia Santa Cruz“ guarantee to make mouths water as well as classics of the Italian kitchen in „L'incontro“. A visit to the „Luftburg“ or at the „Praterfee“ is something not only kids will enjoy.

Viennese coffeehouse tradition in historical atmosphere and the best view into the green can be enjoyed in the „Meierei“. Enjoy the legendary „Stelzen“ (pork legs) and a cool Budweiser in the „Schweizerhaus“ and round off your day under chestnut trees in the shady sidewalk cafés.

The outdoor season is opened on March 15 every year in the „Schweizerhaus“. Freshly tapped original Budweiser beer will guarantee a hearty party at the season’s beginning.

The Culture of Entertainment
Scheduled Events in the Prater

Events for the whole family have been taking place in the Prater ever since. We remain loyal to this tradition!

Spring: Season’s start/Opening of the „Schweizerhaus“/Easter/Children's Flea Market/May Day Celebrations
Summer: Science Fiction Day / Praterrummel
Fall: Vienna „Wiesn-Fest“ / Children’s Flea Market
Winter: Winter Market at the „Riesenradplatz“ / Vienna New Year’s Trail („Wiener Silvesterpfad“) at the „Riesenradplatz“

Winter Market at the „Riesenradplatz“: According to the motto „The Prater rocks“, the „Winter Market at the Riesenradplatz“ offers an exciting entertainment program in the cold season as well. Pleasure rides with the „Winter Train“, flights with the carousel, excitement in the „Autodrom“, musical live-acts and hot drinks and culinary delicacies guarantee an extremely cool winter atmosphere. Moreover, the Winter Market at the Riesenradplatz also features excellent concerts from Gospel over Pop to Soul – there’s something for every ear!

The turn of the year is yet another special highlight in the Vienna Prater. Welcome the New Year with a superb musical program and unforgettable musical firework at the Riesenradplatz!

Combined with a visit to Madame Tussaud’s Vienna or a ride in the Giant Ferris Wheel, the winter market at the Riesenradplatz is surely an eventful experience – not only for tourists, but for the city’s residents as well.
Strange Worlds in the Center of Vienna

In the Prater world of experience, young discoverers enjoy themselves as much as great heroes. Ride, slide, or slip? Or rather jump, float and lose sense of orientation?

Some prefer to scream in the Ghost Train or experience maximum joy on top of the rollercoaster, while others are in search of the perfect kick and get staggered by the most exciting attractions. The little ones are on the loose with the new sensations, or rediscover old friends as for example the „Praterkasperl“.

Travel with us the fairy world of the „Wurstelprater“!
The Prater as an Event Location

The Prater offers the ideal ambience for events of all kinds: secluded, romantic or highly frequented places – they are all ready for promotion events, company parties and many more.

Event Areas in the Prater

Kaiserwiese – Royal Arguments: As part of the entire Prater, the „Kaiserwiese“ has become a very popular outdoor location in the entertainment industry over the recent years. Numerous top-class events such as the „Wiener Wiesn“, the „Thai Fest“ and many more take place here. In the open air and with a view to the Giant Ferris Wheel, the 9,000 m² area has got all it takes for a large event.

„Riesenradplatz“ – „Tradition meets Modernity“: With its architectural arrangement, the „Riesenradplatz“ radiates a unique atmosphere and combines tradition with modernity. Thanks to the square’s old-Viennese charm, it is the perfect site to place events in the perfect light on an area comprising 200 m² and to turn it into something very special.

Forecourt „Riesenradplatz“ – „The Gate to the Prater“: The forecourt „Riesenradplatz“ paves the way for visitors to the Prater and is thus one of the most frequented areas of the Prater. It is the perfect basis for information- and promotion events.

Between „Riesenradplatz“ and „Hauptallee“: With a touch of tradition, mixed with a pinch of green Prater by the „Riesenradplatz“, this avenue is perfectly suitable for information- and promotion events.

„Calafatiplatz“ – „Young and Colorful“: The motto of the „Calafatiplatz“ is „Young and Colorful“. With its colorful design, this square irradiates youthly flair. On an event area comprising approximately 100 m² the motto of your event can only be „Let’s have fun!“.

Rondeau – „Fantasy, Art and Stars“: The „Sternenpodest“ in the center of the Rondeau offers enough space for both art and culture and awaits events’ visitors with fantastic figures and a „star tent“.

„Wurstelplatz“ – „Home of the Kasperl“: There is no better place for kids, fun and joy than the „Wurstelplatz“ in front of the backdrop of the „Original Viennese Parterkasperl“. The artistic fountain and the cultivated green area provide the square with a unique character.

„Zufahrtstraße“: Various events can be perfectly staged here between trees, gastronomy units and Prater attractions.
Event Areas in the Prater – Facts

Kaiserwiese:
- Event area: 9,000 m²

Riesenradplatz:
- Event area: 200 m²
- Professional sound system available (are of the „Riesenradplatz“ and the Gabor-Steiner-Weg), as well as acoustic irradiation of the „Riesenradplatz“ possible
- 2 radio microphones available for presentations
- Mobile stage (6x4m) if needed
- W-LAN (free) / glass fiber network (subject to charge)
- power connections (up to 6x 124 A)

Forecourt „Riesenradplatz“
- Event area: 60 m²
- power connection (1x 32 A)
- W-LAN (free of charge)
- suitable for promotion- and info-events

Road between „Riesenradplatz“ and „Hauptallee“
- Event area: 80 m²
- suitable for promotion- and info-events

„Calafatiplatz“:
- Event area: 100 m²

„Rondeau“:
- Event area: 150 m²

„Zufahrtstraße“:
- Event area: 300 m²

„Wurstelplatz“:
- Event area: 80 m²

Additional Services

The following services can be offered by the Prater Wien GmbH:

- Announcement of your event on our homepage
- Info-steles (8 screens in the Prater)
- Beamer presence „Austellungsstraße“
- Special Newsletter mailing
- Flyer/posters at the Infopoints
Further event areas in the Vienna Prater

„Liliputbahn“ (www.liliputbahn.com)
A large-space event tent together with the „Festwiese“ is the ideal location for parties, presentations, meetings, trade fairs, etc... The green roof of the Remise offers the unique scenery of the „Wurstelprater“ with direct view to the world-famous Giant Ferris Wheel.

TIP: The „Praterzug-Shuttle“ picks up your guests from any specified location. Or simply combine your event with a tour by the Liliputbahn – a unique experience especially after dark! Enter and exit the train directly on the event grounds.

Kolarik’s Recreational Operations – www.kolarik.at
Kolarik’s Recreational Operations offer four different unforgettable locations for the most beautiful day in life.

Kolarik’s Luftburg The Glass Palace with windows all around offers a magnificent panorama view into the green and is suitable for weddings with between 100 and 200 guests. Smaller ceremonies can be held in the Winter Garden or on the Terrace.
Kolarik’s Fairy Tent Ideal for wedding pictures in front of a romantic backdrop or for ceremonies hosting between 50 and 200 persons.
Kolarik’s Praterfee This genuine Viennese restaurant impresses by excellent cuisine and rooms for smaller ceremonies.
Kolarik’s Himmelreich You will feel as if on cloud nine here in these rustic and natural surroundings and can enjoy exclusive celebrations.

Waggon 31 – www.waggon-31.at
This state-of-the-art lounge offers an unparalleled view to the Giant Ferris Wheel through a glass roof or to the Riesenradplatz through the end-to-end window front. Be it meetings, presentations or parties - WAGGON 31 will impress guests with modern infrastructure, on-demand seminar equipment and excellent catering.

WAGGON 31 is the place where you can hold business meetings undisturbed and outside the limelight and enjoy highest quality cuisine at the same time.

Total area: 328 m², cocktail-setup for up to 200 persons, dinner-setup for up to 150 persons, terrace for up to 80 persons.
Vienna Giant Ferris Wheel – www.wienerriesenrad.com:
From a ride in waggons built in the style of 1897 to smaller celebrations or a romantic dinner for two in the lush „Jubiläums-waggon“ and the „Kaiserwaggon“ – the Giant Ferris Wheel has it all.

The special waggons are often rented as they are highly popular for a heavenly ride with a glass of champagne. Whether presentations or press conferences, proposals, birthdays or anniversary celebrations, wedding-eve parties or children’s parties, brunch or lunch – anything is possible.

Culinary highlights are served from the award-winning kitchen of the „Eisvogel“ restaurant.

Event Catering Partners:
• Estancia Santa Cruz (www.santacruz.at)
• Kolariks Freizeitbetriebe (www.kolarik.at)
• Meierei (www.meierei.at)
• Pratergartl – neu ab 2014
• Stadtgasthaus Eisvogel (www.stadtgasthaus-eisvogel.at)
• Stormy Sunday (www.stormysunday.at)
• Terrassenstüberl (www.terrassenstueberl.at)
• Vivus (www.vivus.cc)
• Zum Englischen Reiter (www.restaurantzumenglischenreiter.at)
**Prater Card**

The Prater Card has been introduced to continue the tradition of cashless payment at the Prater attractions in a state-of-the-art manner, which began years ago with the uniform “currency” called “Calafati Schilling”. Holders of the Prater Card will experience great flexibility at their visit to the Prater and benefit from a 10% discount at around 50 participating attractions. The Prater Card is a rechargeable means of cashless payment at the Vienna Prater. The card is available at the information counters at the Riesenradplatz and the Praterzentralplatz, at marked selling points or under www.pratercard.at and can be topped up anytime with amounts between 10 and 500 Euro.

**All benefits at a glance**

- Comfortable cashless payment at the Vienna Prater
- Overview of your expenses
- 10% discount (except gastronomy)
- Payment function in restaurants
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- Österreichweite kostenfreie Beratungshotline: 0800 20 52 42
- ADMIRAL Casinos & Entertainment AG ist zertifiziert und behördlich genehmigt
- Tipps für verantwortungsvolles Glücksspielen und weitere Informationen unter www.responsible-gaming.info

Wetten, Sie gewinnen!

www.admiral.at
Vertrauen ist wichtiges Kapital eines Unternehmens und Basis für den Erfolg, weil es durch eine unabhängige Prüfung gestärkt wird.

Persönliche Beratung, umfassendes Know-how und die Verbindungen eines weltweiten Netzwerkes haben PKF zu international anerkannten Wirtschaftsprüfern gemacht.

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Mehr Informationen finden Sie unter www.nestle-schoeller.at
A Thank You to our Partners

We would like to thank our longstanding and reliable partners for the fruitful cooperation and look forward to a productive, culturally enriching future!
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