

New hotels & fresh designs: new accommodation in Tirol for winter 2021/22

From the lively regional capital Innsbruck to the idyllic side valleys of Tirol: Just in time for the winter season 2021/22, new accommodation is opening across Tirol. The trend towards modern chalets for a very private get-away with loved ones continues – but traditional family-run hotels have also used the last few months to create new highlights in their businesses or to even transform completely. This selection of the most important hotel news will awaken your anticipation for winter!

DAS SeeMOUNT: A place to enjoy nature and recharge your batteries

A relaxing, cosy haven in the midst of impressive nature, that's what the new Active Nature Resort "DAS SeeMOUNT" in See in Paznaun valley embodies. The 60 light-filled rooms, in which warm wood and soft fabrics set the tone, are cosy retreats to relax after an adventurous day in the mountains. The hotel's restaurant provides culinary delights, while the spa area is the perfect place to relax. The infinity pool with a panoramic view is guaranteed to be a favourite spot for mountain lovers! Feel free to explore the SeeMOUNT-World! Opening 25 November 2021!

www.seemount.at

Golden Marmot and Silver Fox: Exclusive chalets at St. Anton am Arlberg

Two new, exclusive luxury chalets are opening in St. Anton am Arlberg: The Chalet Golden Marmot – with three apartments for eight to ten guests each and a small spa area – is located just a few metres from the bottom station of the Nasserein cable car and the entrance to the Arlberg ski area. The sister chalet, Silver Fox, will also open its doors in December 2021: The three apartments – each with a spacious living and dining area – are perfect for a cosy get-together around the fireplace with your family or group of friends. You can also relax in the sauna of the in-house spa area.

www.chalet-stanton.com

The 1,800 m² Alpinespa at Hotel Naudererhof

In Nauders am Reschenpass, at the ****s Alpin ART und SPA Hotel Naudererhof a new spa paradise has been created: The Alpin SPA offers you a relaxing area of 1,800m² over four floors. The spa area includes, among other things, a stone pine sauna, a mountain hay organic sauna, an

aromatic stone steam bath and an indoor biotope with a spa garden and relaxation room. A special highlight is the Skypool with a panoramic view of the winter mountain landscape.

www.naudererhof.com

Nauders: Sky sauna above rooftops at Hotel Arabella

Hotel Arabella, also in Nauders, has a beautiful new spa area. At this hotel, the new 36°C hot whirlpool is the perfect place to relax and look up into the sky after a long day of skiing. The spa has the resonant name “Wolke 78” (Cloud 78) and after a visit to the new saunas and the salt bath in the garden, you really will feel as light as a feather.

www.hotel-arabella.com

It's time to reveal some secrets: The Secret Sölden

An opulent golden entrance, copper-coloured metal panels: “The Secret Sölden” attracts all eyes even from the outside. From December 2021, the exclusive apartment resort with 44 residential units will reveal its secrets. The Secret Sölden is not a classic hotel but instead it aims to impress with an innovative overall concept and open-house approach. LA‘ LIV – the living room of the house – will be the heart and central meeting point. Breakfast buffet in LA‘ LIV or undisturbed breakfast in your apartment? You choose! Guests can also help themselves to a fine selection of snacks as well as drinks throughout the day. In the evening, LA‘ LIV transforms into a chic restaurant. But that’s not all: The absolute highlight during your stay at The Secret Sölden will be the spectacular sky bar THE VUE with a glass ceiling.

www.the-secret-soelden.com

Holiday in the city: The Meininger Hotel opens its doors in Innsbruck

Paris, Rome, Copenhagen, Brussels, Berlin – and now also Innsbruck: The Meininger Hotels group is about to open a new city hotel in the heart of Innsbruck in autumn 2021. Following the proven Meininger concept, families, friends, backpackers, and business travellers can look forward to cosy comfort at affordable prices: single and double rooms, shared rooms and dormitory beds are available.

<https://www.meininger-hotels.com/en/hotels/innsbruck/hotel-innsbruck-center/>

Luxurious lifestyle & delightful calmness: The Hygna Chalets in Reith in Alpbachtal

In the Tirolean Alpbachtal valley, in the middle of the mountains, eleven exclusive chalets are awaiting those seeking rest and relaxation as from December 2021. The luxurious Hygna Chalets offer peace and quiet as a source of strength as well as authentic hygge living. They combine traditional construction and modern interior design, plus the idyllic secluded location with absolute privacy. Each chalet has its own wood sauna, fireplace, and bed system with massage function. The *Heustadl Infinity Pool* (hay barn infinity pool) with a view of the Wiedersbergerhorn mountain is accessible to everyone. Four of the chalets have a private jacuzzi. Breakfast is freshly prepared and served every morning for a perfect start to the day: Regional specialities are served, giving you plenty of energy for a day on the slopes.

www.hygna.at

The classic one with a new look: Hotel Kristall in Leutasch

Hotel Kristall is a traditional establishment: It has been in this beautiful spot in Leutasch on the Seefeld Plateau since 1973, and it has been run by the Pfeffel family since 2004. In 2021, the hotel is being fully renovated. The hotel lobby and bar are being redesigned and expanded, the restaurant will shine anew and an additional floor with rooms and suites is being created. “But our highlight is the new Sky-SPA with a heated outdoor pool, panorama sauna, indoor and outdoor lounging areas and panoramic view of the Wetterstein mountains and Hohe Munde,” says hotelier Bernhard Pfeffel.

www.hotel-kristall.at

Luxury Mountain Resort Zillergrund Rock: What a change!

A spectacular renovation is about to take place in the Zillertal valley: The family-run Aktiv Relax Hotel Zillergrund is currently being transformed into the “Zillergrund Rock”, an exclusive luxury mountain resort. The Pfister family (fifth generation) is fulfilling an eagerly awaited and heartfelt wish. In addition to the unique, natural, and open architecture, the 3000m² Nature Sky Spa with Skypool on two levels and the Nature Alpine Spa are particularly impressive. In addition, the culinary offer has also grown: As from December 2021, guests can enjoy the Gourmet Full Board Plus including gourmet buffet breakfast, lunch, late lunch, tea & coffee, gourmet dinner and more.

<https://www.zillergrund.at/en/ii7/home.html>

Simply a cool place to stay: The Gerlos

An alpine flat-share, a modern hostel, a meeting place for all those enthusiastic about nature and sports – or simply a cool and stylish place to stay: That’s “The Gerlos”. True to the motto “a cool place to stay”, the newly built (design) hotel in the centre of Gerlos offers everything guests really need for a holiday – the best location, excellent breakfast, modern and cosy rooms, a small spa with mountain views, and space to get together. The Gerlos opens in December 2021.

www.dasgerlos.com

Beautiful new spa area at Hotel Berghof in Mayrhofen

In the winter of 2021/22, winter sports enthusiasts can also look forward to two further, freshly renovated hotels in the Zillertal valley. The first one is Hotel Berghof in Mayrhofen: Since the summer of 2021, the new garden SPA with a rooftop sunbathing lawn (adults only) and a spacious wellness landscape with an indoor and outdoor pool, children’s pool and family saunas await guests.

www.berghof.cc

Swimming in the rooftop pool at Hotel Neue Post

The Hotel Neue Post, also in Mayrhofen, has expanded, and as from December 2021 it will offer an all-year-round outdoor pool on the rooftop – with impressive views guaranteed of course. In addition, there are 7 new, luxurious pool suites and 23 new Tirolean-style suites and rooms, a fitness room, and even a gaming room with state-of-the-art consoles.

www.neue-post.at

Get a taste of the old town in Lienz

The completely renovated *Apartmenthaus Nr. 1* is located in the middle of the charming old town of Lienz. The house offers eleven holiday apartments with enough space for up to three people, two maisonettes for four to six people, and three cosy double rooms. The perfect place to enjoy the almost Mediterranean old town flair – and you don't have to miss out on a good view of the mountains!

<https://www.apartmenthaus-nr1.at>

Converted with love for detail: The exclusive old barn apartments in Prägraten

A special accommodation has been created in Prägraten am Großvenediger. Guests can enjoy their holidays in an exclusive old barn. The Ortnerhof, a traditional hotel and health farm with riding stables, has converted the adjacent barn creating six cosy Tirolean-style apartments.

www.ortnerhof.at/stadl-apartments

8,899 signs

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Tirol is one of the leading holiday destinations in the Alps. There are 34 regional tourism associations which represent their members' interests and promote tourism within their respective areas. Tirolean tourism is characterised by almost 200 years of history and numerous pioneering achievements. In summer and winter, guests appreciate the alpine mountain landscape and nature, the high quality of service and infrastructure, as well as the Tirolean hospitality. Tirol Werbung GmbH, based in Innsbruck, is part of Lebensraum Tirol Holding GmbH and acts as the tourism marketing organisation of Tirol. Its most important mission is to position Tirol as the most sought-after destination in the Alpine world.

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