

WELL-BEDDED IN TIROL: NEW ACCOMMODATION IN SUMMER 2023

Tirol's accommodation providers have once again come up with a wealth of new ideas to welcome their guests with innovative concepts and creative ideas in summer 2023 - whether in historical ambience, a luxurious SkyLoft, triangular timber house or a stylish jungle hotel in the middle of the mountains. Here, an overview of newly built and freshly renovated accommodation in Tirol:

Refined luxury: Nova Moments, Achensee

Nova Moments in Pertisau at Lake Achensee opens this summer with a mix of classic architecture and modern design, a wellness area with large glass fronts and panorama saunas, as well as an infinity whirlpool and view of the Rofan Mountains, contemporary rooms and suites with natural materials featuring wood and linen, as well as a restaurant with a stone pine clad dining lounge. Hosts Manuela Bergmüller and Tobias Strauß have skilfully transformed the former *Das Liebling* Hotel into a boutique hotel with the very highest standards of comfort. www.novamoments.at

Exclusive vantage point: Achensee SkyLoft at Hotel Rieser, Lake Achensee

The new Achensee SkyLoft at Hotel *Das Rieser* is not just the only hotel suite in Tirol with a private pool, but also offers an array of interior features, where natural materials combine with modern design. Two bedrooms and a children's room with en-suite bathrooms, a living room with open kitchen and sofa landscape ensure maximum comfort for two to six people. The 115 m² terrace with south-east panoramic views, an outdoor living room, private pool with an infinity feeling and a Finnish sauna with a view of Lake Achensee are real highlights. www.hotel-rieser.com

Charmingly casual: Wagnerhof, Achensee

The Wagnerhof in Pertisau on Lake Achensee is located just a few metres from the lakeshore and will be inviting guests to the new suite retreat in summer 2023, after major conversion and extension works. The luxurious suites - with either mountain or lake views - are furnished to superior standards and can comfortably accommodate two to four persons with up to 72 m² of space. Stays are rounded off by regional, Austrian cuisine with ingredients from the hotel's own farm, as well as the new "Still & heimlich" spa with infinity pool, indoor and outdoor pool, sauna world, fitness room, quiet comfort zones and a spacious garden. www.wagnerhof.at

Relaxing time-out: Zeit.Glück Apartments, Alpbachtal

Stephanie Bühler took over the former *Prosserhof Guesthouse* in Radfeld in the Alpbachtal holiday region from her aunt. It took only 13 months to convert the house into eight new apartments with sauna, relaxation and fitness room as well as a roof terrace with views of the ancient Rattenberg Schlossberg Castle. *Zeit.Glück Appartements* offer space for two to six persons, are fully equipped and disabled friendly.

www.zeitglueck.at

Historic ambience: Boutiquehotel Rattenberg, Alpbachtal

The new *Boutiquehotel Rattenberg* is ensconced in the middle of the historic old town of Rattenberg, Austria's smallest town. Situated amidst winding alleys and directly on the Inn River, nine extravagant apartments invite you to take a break in these historic walls - surrounded by unique collectibles from the region. A 130 m² penthouse with atrium, two roof terraces with views of the Schlossberg and River Inn and a private sauna forms the highlight of the house.

www.rattenberg.com

Authentic apartments: Greidlhof, Zillertal

The 100-year-old *Greidlhof*, owned by the Sprenger family, is located in the centre of Fügen. A good 30 years ago, the old stables were moved from the village centre and rebuilt. Today, the three new apartments (for two to six people) feature a down-to-earth yet modern style. Guests will find homemade specialities such as fruit spreads, various cheeses and many other products in Anni's farm shop on the ground floor and can also sample fine brandies and liqueurs from the in-house distillery.

www.greidlhof.at

Landhaus Erna at Landgasthof Linde, Zillertal

Landgasthof Linde in Stumm in Zillertal is one of the oldest inns in Tirol with multi-award-winning cuisine. Inspired by the name of senior chef Hannes Ebster's mother, guests can stay in the new Landhaus Erna in addition to the existing guest rooms from spring 2023. The 75-year-old home has been carefully expanded in recent months and offers charming suites, a small, exclusive spa and a garden pool.

www.landgasthof-linde.at

Stylish hospitality: Fasserhäusl, Zillertal

Originally built in 1750, the *Fasserhäusl* in Uderns in the Zillertal served as a home for many generations. The building has now been carefully renovated by the Hell family and lovingly refurbished with great attention to detail. With space for four to eleven people, guests can look forward to a welcoming holiday home with both style and a touch of luxury: solid old timber, sophisticated technology and a comfortable interior.

www.fasserhaeusl.at

Pleasant atmosphere: Alpenchalets Oberlaiming, Kitzbühel Alps

From May 2023, the Faistenauer family will welcome guests to the new Alpenchalets Oberlaiming in the Kitzbühel Alps - Hohe Salve. 14 apartments for up to four persons each are accommodated in four chalet buildings. The chalets, made of spruce wood, are equipped with every comfort and impress with a sunny, quiet location and a magnificent wrap-round view of the Kitzbühel mountains. In summer, guests can cool off in the hotel's own swimming pond. Numerous leisure activities are available in the immediate vicinity.

www.alpenchalet-tirol.at

Second home: home suite home, Pillerseetal

Boutiquelodge in Fieberbrunn was recently transformed into the new, stylish 4-star *home suite home* hotel, carefully designed with much attention to detail. Five double rooms and ten completely renovated apartments, from small two-person apartments to spacious family apartments, impress with their trendy, luxurious design. Cuisine in the new "suite&sour" restaurant features a creative yet down-to-earth range of dishes. The "suite&relax" rooftop spa with outdoor pool, Finnish sauna, organic herbal sauna, outdoor loungers, relaxation room, wellness bar and an all-round mountain view is a special highlight.

www.home-suite-home.at

Skandinavia meets Tirol: Schauplats, Innsbruck and its holiday villages

Concept store, café and holiday apartment under one roof: the Streicher family has created a very special place with Schauplats in the middle of Axams, near Innsbruck. Guests can look forward to a Nordic living culture, homemade coffee house specialities and a real "hygge" lifestyle. The 45 m2 holiday flat can comfortably accommodate one to four persons and impresses with its Scandinavian furnishings, the open exposed roof truss and mountain views.

www.schauplats.at

Everything new: Griesneralm, Kitzbühel Alps

After a fire in the winter of 2021, in which the *Griesneralm* in Kirchdorf was completely destroyed, it is set to reopen its doors in May 2023. Situated in the Kaiserbachtal Nature Reserve, the guesthouse will resume regular operations in May. The Dornauer host family will then welcome guests to their inviting rooms again from summer 2023.

www.griesneralm.at

Listed historic building: Kirchenwirt Wörgl, Kitzbühel Alps

A place of comfort, conviviality and tradition has been re-created with the Kirchenwirt in Wörgl. This business is a successful showcase for the "#dufehlst - Tiroler Wirtshäuser suchen DICH" campaign. An initiative launched by the Province of Tirol to promote the Tirolean inn culture, whose aim is to preserve traditional local establishments and reactivate those that have been closed. Regional dishes are now served in the Kirchenwirt's traditional setting, a listed building dating back to 1875.

www.kirchenwirt-woergl.at

Little village: Lacknerhof, Kufsteinerland

Restaurant, butcher's shop, bakery, confectionery, dairy, farm shop and holiday apartments: the *Lacknerhof* in Langkampfen in Kufsteinerland will resemble a small village within a

village from summer 2023. Built in the style of former times, yet with a clear concept for the future, guests can look forward to welcoming apartments in the midst of a modern farm. The two holiday apartments are fully equipped, generate electricity via their own PV system on the roof and offer magnificent mountain views. Furthermore, they are only a few steps away from the hotel's own restaurant and farm. With an adventure playground, an indoor children's paradise and farm animals, the Lacknerhof is also ideal for families.

www.lacknerhof.tirol

Steeped in history: Stearawirt's Hauserei, Lech Valley

The new *Stearawirt's Hauserei* is located at 1,120 m above sea level in Steeg and thus in the middle of the Tirolean Lech Valley nature park region. The stylish "herb" hotel ingeniously combines tradition and family hospitality with down-to-earth luxury and lifestyle. Chic natural rooms and suites with natural materials and a sophisticated wellness area with mountain views await guests in the renovated and newly expanded 180-year-old traditional establishment. Guests can also look forward to a unique taste experience and workshops on the world of herbs.

www.hauserei.at

Homely feeling: Chalina Apartment, Seefeld region - Tirol's alpine plateau

High-quality materials such as matured timber, natural stone and metal, modern forms and sustainable fabrics: welcome to *Chalina*, the brand-new apartments in Leutasch near Seefeld. Whether it's time as a twosome, a family holiday for four or a friends' getaway for six - the apartments impress with a well-planned room concept and high-quality furnishings. In the basement, a small spa and relaxation area invites you to indulge in the essential pleasures of rest and relaxation after a day in the mountains.

www.chalina.at

Scenic triangle: Collis Hill, East Tirol

Collis Hill, a mountain resort consisting of three "ticha" chalets and five rooms in the main building, can be found in Kals am Großglockner and in the heart of the Hohe Tauern National Park. The tichas impress with a triangular wooden construction inspired by mountain peaks and American tipis. Inside, guests can expect a pleasant indoor climate, a unique smell and a sense of well-being with mountain views. With a sun terrace, open fire, produce hut, meeting room and other spaces, host Katrin Polentz aims to bring her guests together on the grounds of a former farm.

www.collishill.com

In the jungle: LIFESTEIL Apartement Resort, Ötztal

Toucan instead of an eagle, palm instead of stone pine, tiger lily instead of traditional dress - do you fancy a bit of jungle fever in the middle of the Ötztal Valley? Together with Dominic and Benedikt Kapferer, Janine Scheiber has brought an international jungle-style apartment resort to the Ötztal mountains. There is something to discover in every corner of the house: from the well-designed luxury apartments to the Botanic Bar & Bistro and the wild, green urban jungle.

www.lifesteil.at

Family first: Hannesn Hof, Ötztal

From summer 2023, *Hannesn Hof* will offer fully equipped apartments for two to six people near Längenfeld in the Ötztal Valley. With their concept, the Egger host family is focusing entirely on younger guests and has come up with a variety of things for little adventurers to discover with Wilma, Flori and Hannesn the rabbit. The family-friendly flats are wheelchair accessible and pets are also welcome.

Betwixt mountain and valley: Puitalm Natur Apart Hotel, Pitztal

Formerly a traditional alpine farm, today an aparthotel with mountain spa and restaurant: from summer 2023, the host family Kopp-Musch will welcome guests to the new Natur Apart Hotel Puitalm at 1,476 m above sea level. Those seeking peace and quiet and nature lovers will feel right at home in any one of the 25 holiday apartments. Expansive windows bring nature inside, where natural materials emphasise the ambience. The mountain spa offers everything needed to indulge in the essential pleasures of rest and relaxation over 400 m² with an infinity pool, spacious sauna area, sunbathing area and fitness room. Only seasonal ingredients, predominantly from Tirol, are served in the mountain restaurant, ranging from game specialities from our own hunting grounds to favourite Tirolean dishes.

www.puitalm.at

Alpine wine: Neururer Winemaker, Pitztal

Wine from the Pitztal Valley? May sound strange, but it's perfectly true. Fabian and Rabea Neururer's guests stay in two modern apartments with floor-to-ceiling windows, a covered terrace with mountain panorama and a fully equipped kitchen. What is special, however, is that the hosts are winegrowers and guests can therefore enjoy the hotel's own wine. Either in the WeinCafé, where cold as well as hot dishes are available alongside NEURURER wines, or while developing your own wine together with the host.

www.wein-neururer.at

New outfit: Luisalle, Wildschönau

The Luisalle Apartment House in the centre of Auffach, just a few minutes' walk from the Schatzberg gondola, is a long-established family-run business with a whole new look. The building, which is over 60 years old, has already been renovated and extended several times, and is now entering the summer season with a new concept and fresh ideas. The fully equipped apartments all have balconies from which guests can enjoy the surrounding mountains and can comfortably accommodate couples and families.

www.luisalle.at

Sustainable concept: Bildungshaus St. Michael, Wipptal

The newly built Bildungshaus St. Michael in Matrei am Brenner, only twenty kilometres south of Innsbruck, is situated in a secluded location at 1,200 metres above sea level. Constructed entirely of wood, the building has a passive house design standard and thus pursues a sustainable concept. The 58 single and double rooms all have balconies, and guests start the day with a rich breakfast buffet.

st.michael.dibk.at

A brief overview of further new openings & refurbishments:

- **Max Studios & Apartments**, Zillertal Valley: New Apartment-Hotel with high quality studios. www.max-studios-zillertal.com
- **Camping Aufenfeld**, Zillertal: New "Wiesenhof" with spacious flats and luxury suites. www.camping-zillertal.at/de/apartments-uebersicht
- **Gasthof Traube**, Kitzbühel Alps: Re-opening after renovation works. gasthof-traube.hotels-in-tyrol.com
- **Hotel Fuchswirt**, Kitzbühel Alps: Traditional country inn reopened. www.fuchswirtkelchsau.at
- **Hotel Hexenalm**, Wilder Kaiser: Re-opening after renovation works. www.hexenalm-soell.at
- **Jezz AlmResort**, Wilder Kaiser: Innovative hotel & gastro concept on the former Brenneralm Farm. <https://jezz.tirol>
- **Auszeit Tiny House**, Kitzbühel Alps: Extraordinary eco-house on 45 m2. www.instagram.com/ausz.ei.t
- **Ahrnhof**, Innsbruck and its holiday villages: Inviting farm-based holiday apartments. www.ahrnhof-hofladen.at
- **Der Walzl**, Innsbruck and its holiday villages: Renovation of the wellness area with infinity pool and panorama sauna. www.gasthof-walzl.at
- **Moarhof**, East Tirol: Re-opening after extensive renovation work. www.hotel-moarhof.at
- **Falkners Five**, Ötztal: High-quality apartments with alpine charm in Oetz. www.falkners-five.at
- **Alps-Resort · Alpenchalets Biberwier**, Tirolean Zugspitz Arena: New chalets with private wellness area and quality furnishings. alps-resorts.com
- **Das Lenz**, Wildschönau: New apartment house in Oberau. www.p2apart.at
- **Gasthof Lamb**, Wipptal: New acquisition of the mountain climbing village partner business. www.lamm-gasthof.at

Further information on accommodation in Tirol can be found at <https://www.tyrol.com/book-your-holiday>

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With its 34 regional associations, **Tirol** is one of the leading holiday destinations in the Alps. Tirolean tourism is characterised by almost 200 years of history and various pioneering achievements. Summer and winter guests alike appreciate the alpine mountain landscape and nature, the high quality of service and infrastructure, as well as the welcoming hospitality. Based in Innsbruck, Tirol Werbung GmbH is part of the Lebensraum Tirol Holding GmbH group of companies and serves as the provincial tourism marketing organisation, working towards positioning Tirol as the most sought-after and spiritually energising location in the alpine world.

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