

WELCOME! NEWS ON TIROL'S WINTER ACCOMMODATION 2023/24

No matter whether a stylish 4-star hotel, comfortable holiday apartment or a traditional farm: Over 90 % of the accommodation establishments in Tirol are family-run and Tirol's hosts welcome their guests with both warmth and enthusiasm, day in and day out. It's therefore no wonder that almost three quarters of Tirol's guests are also regular visitors to the region. They can also look forward to benefitting from numerous innovations and environmental awards in the 2023/24 winter season.

Latest news from the Tirolean hotel industry

Renovation in pursuit of sustainability: Böglerhof, Alpbachtal

The Duftner host family is launching the 2023/24 winter season at their *Böglerhof* Hotel with eight new suites that enjoy views over Alpbach, a relaxation room, large sauna area with an event sauna, yoga room and terrace, as well as treatment rooms and a large garden area with natural swimming pool. As an environmentally certified business, considerable emphasis was also placed on the topic of sustainability during renovation works: a 100 m² photovoltaic system, a new heat pump and large energy buffer for better utilisation of the existing pellet system are important elements of the future comprehensive concept. www.boeglerhof.at/en

New concept: armona medical alpinresort, Kufsteinerland

armona medical alpinresort at Lake Thiersee in Kufsteinerland will be welcoming guests with a new concept from the 2023/24 winter season. The renowned health hotel focuses entirely on the well-being of its guests and, with a team of attending physicians, physiotherapists and osteopaths, will do everything within its power to facilitate the rapid recovery and permanent improvement in the quality of life of its guests. The facility specialises in disorders of the musculoskeletal system. Spacious rooms with a view of Lake Thiersee, the in-house restaurant and spa area allow guests to indulge completely in the essential pleasures of rest and relaxation. www.armona.at/en

More space for wellness: Hotel Panorama Royal, Kufsteinerland

The family-run 4-star *Panorama Royal* wellness hotel in Bad Häring in Kufsteinerland offers an exclusive wellness paradise with the expansion of its spa area, heralding a whole new "era

of well-being”. Guests can look forward to a sophisticated world of rejuvenation with a new infinity pool as well as sauna, water and relaxation rooms in the midst of nature on an area encompassing some 7,500 m². Activities such as yoga, meditation, Qi Gong and forest bathing round off the stay. www.panorama-royal.at/en

New home base for sports enthusiasts: Sportlers Lodge, Ötztal

Sportlers Lodge opens its doors at the heart of the winter hotspot Sölden in time for the 2023/24 season, where sports enthusiasts can look forward to a relaxed home base in the Ötztal Alps. Highlights include the three-storey Sky Spa wellness area with sauna and steam bath, 150 m² infinity rooftop pool and fabulous mountain views. In addition to breakfast, the “La Cucina” in-house restaurant also serves à la carte dishes in the evenings. www.sportlers.at

Temporary hostel: PhiliPop-Up Hostel, Region Seefeld

Guests can revisit the “good old days” and experience the charm of the contemporary, yet vintage style of this house in winter 2023/24 at the *PhiliPop-Up Hostel* in Scharnitz in the Seefeld region. Key features of this temporary hostel are its unobtrusive charm, with a shared kitchen for self-catering and a trust-based bar. The former guesthouse has been given a temporary new lease of life with a focus on up-cycling, however the PhiliPop-Up won’t be around forever. Freestylers will appreciate its immediate proximity to the “Banger Park” kicker area. www.philipop-up.at

Amidst the mountaineering village: Alplodge, Wipptal

At 1,422 metres above sea level, the newly renovated *Alplodge* is located in the unspoilt Schmirntal in the Wipptal Valley. With ten double rooms, one single room and a further apartment, which together can comfortably accommodate up to 27 persons, the self-catering house is ideal for larger groups and families. One highlight of the modern renovated house is the over 100-year-old Tirolean pine-clad parlour with tiled wood-burner, which can be enjoyed by everyone staying. www.alplodge.at

Newly recognised and certified

As a sign of their commitment to the environment, not only towards their guests but also towards their employees, increasing numbers of businesses are undergoing extensive certification processes; and are thus able to proudly bear the Austrian Ecolabel from the Ministry of the Environment (“Österreichisches Umweltzeichen”). Guests can experience sustainable holidays at the following establishments:

First Green Hotel in the Upper Zillertal Valley: Zillertalerhof, Zillertal

Alpine Hideaway Zillertalerhof is the first hotel in the Upper Zillertal to be certified as a “Green Hotel” and proud bearer of the Austrian and European eco-label award. Sustainability is firmly anchored in the company strategy of this 4-star designer hotel, and all activities are geared towards it accordingly. Hosts, Katharina and Franz-Josef Perauer, have a clear corporate vision: the Zillertalerhof is not only a trail-blazer in terms of design, innovative hospitality and the promotion of an appreciative work culture, but also a pioneer in terms of

tourism development in the entire region on an economic, social and above all ecological level. www.zillertalerhof.at/en

First certification in the Wipptal: Parkhotel Matrei, Wipptal

Parkhotel in Matrei am Brenner is the first hotel in the Wipptal Valley to be awarded with eco-label and EU Ecolabel certification. The family-run hotel is managed by Florian Obojes and was successfully certified in 2023. The decision was made to embark on the certification process because the hotel is aware of its responsibility towards its employees, guests and partner businesses. Guests who travel by public transport even receive a 10 % discount on the overnight rate. www.parkhotel-matrei.at/en

New holiday flats and apartments

Amidst historic surroundings: H5 Studios, Innsbruck

Historic flair with modern design and high-quality furnishings await guests to the new *H5 Studios* in the heart of Innsbruck. As a partner of the *Hotel Grauer Bär*, guests can not only enjoy stylish, fully equipped apartments, but also use the wellness facilities with sauna, steam bath, infrared cabin, pool and outdoor whirlpool above the rooftops of Innsbruck. The 22 new suites can each comfortably accommodate one to four persons. h5-innsbruck.at/en

Exclusive Aparthotel in an idyllic alpine valley: Alpine Collection, Wildschönau

Eight stylish flats with high-quality furnishings and comfortable space for up to six people, as well as studios for more compact comfort for two are accommodated in the new *Alpine Collection Wildschönau* in Niederau. Located just a few metres from the entrance to the SkiJuwel Alpbachtal Wildschönau ski area, it is the ideal starting point for a winter holiday in the tranquil Wildschönau holiday region. With charging station for e-cars, fitness and wellness area, Honesty Bar and more, the modern apartment-house is equipped with all amenities required for a relaxing stay. www.alpine-collection.at/en

Home base for adventure lovers: Mano's Apartments, Paznaun-Ischgl

Two new, fully equipped holiday apartments for two to eight people will be available at the new *Mano's Apartments* in Kappl in the Paznaun Valley from winter 2023/24. Alpine comfort encounters modern design. As the Grisseemann family are already well aware of guest requirements from their experience in running the *Hotel Post*, holidaymakers will want for nothing. Moreover, breakfast and use of the wellness area at the partner hotel can be booked on request. The Silvretta Card Premium is also included in the accommodation price. manosapartments-kappl.at

Luxury for families: Domenigs, Serfaus-Fiss-Ladis

Eight luxurious apartments that can comfortably accommodate two to six people each will be available at the new *Domenigs* in Fiss in the family-friendly Serfaus-Fiss-Ladis region from the 2023/24 winter season onwards. Host family Domenig have placed a special focus on the interplay of feel and light, of luxury and nature in their new apartment house. The well-equipped apartments with one to three bedrooms and one to three bathrooms also have a spacious living room, sauna and fully equipped kitchen. domenigs.com

fil HOME Apartments, Osttirol

From the coming winter season, *fil HOME Apartmenthaus* in Leisach in Osttirol will be home to three contemporary flats in a lovingly renovated house that is over 100 years old. Timeless interior design, clear lines and natural materials characterise the three flats for two to four people. With a panoramic view of the Dolomites, *fil HOME* is the perfect starting point for skiing enthusiasts, cross-country skiing experts and winter hikers – only a few minutes away from Lienz. www.fil-home.at

Farm holidays in winter

Farm holidays are the perfect choice for guests who appreciate an authentic holiday experience and friendly hospitality. Family-run farms that belong to the “Urlaub am Bauernhof” brand, represent standardised quality criteria regarding their facilities, services and experiences on the farm. Only recently, the following farms were certified with the 5 flower award. These farms guarantee an exclusive holiday experience in an exceptional rural ambience. Furnishings of the rooms and holiday apartments meet the very highest standards with elegant interiors, top-notch amenities and exclusive comfort.

- Marlstein, Oetz: www.farmholidays.com/en/accommodations/marlstein
- Wachter, Fiss: www.farmholidays.com/en/accommodations/wachter
- der Veitenhof, Niederthai: www.farmholidays.com/en/accommodations/veitenhof
- Leneler, Arzl im Pitztal: www.farmholidays.com/en/accommodations/leneler
- Breierhof, Zell am Ziller: www.farmholidays.com/en/accommodations/breierhof

More news in brief

- **LUF Lodges, Paznaun-Ischgl:** the new apartments in Ischgl offer luxury combined with comfort and an affinity with nature. www.luflodges.com
- **Hautz, Kitzbühel Alps:** nine lovingly furnished holiday apartments and a coffee house under one roof. www.urlaub-hautz.at
- **Hotel Tilia, Ried in Oberinntal:** Bed & Breakfast charm with the comfort of a small hotel, with wellness, garden facilities and tilias kitchen & bar. www.tilia-living.at
- **Bio Chalet “Haus Wagner”, Kufsteinerland:** Spacious living ambience in a farm holiday partner business with health and wellness offers. www.farmholidays.com/en/accommodations/haus-wagner

Further information on Tyrol’s accommodation: www.tyrol.com/book-your-holiday.

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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