

ENJOY HOLIDAYS AND WELL-BEING NEWS FROM TIROL'S ACCOMMODATION PROVIDERS

Newly built, redesigned or reinvented – when Tirol starts the 2024/25 winter season, guests can once again look forward to an array of new and redesigned hotels, apartment buildings and holiday homes. Here, an overview of the latest news from Tirol's hospitality scene:

News from Tirol's hotel sector

Grand Tirolia · Kitzbühel

This is where luxury and family friendliness go hand in hand: at the Grand Tirolia Kitzbühel, which is set to impress with some new features following an extension in winter 2024/25. 69 new, comfortable rooms and family suites where the whole family will feel at home, more space in the restaurant, a children's pool area, a new indoor playground and a wide range of entertainment and leisure activities will ensure that guests of all ages feel completely at ease. www.hommage-hotels.com/en/grand-tirolia-kitzbuehel/our-hotel

Bichlhof · Kitzbühel

The traditional Bichlhof Hotel in Kitzbühel is now in the capable hands of the third generation of the Hopfner Family. 11 new rooms and suites combine luxury and comfort thanks to modern design elements and high-quality materials, the bar has been given a new look as a popular meeting place and investments in a photovoltaic system have placed an even greater focus on sustainability. www.bichlhof.at/en

Juffing Hotel & Spa · Kufsteinerland

Elmar and Sonja Juffinger-Konzett will be welcoming their guests to the Juffing Hotel & Spa from winter 2024/25 after some major refurbishments. Although these weren't about increasing the number of beds, but instead about making qualitative improvements. Specifically, the spa facilities will be expanded to include a relaxation oasis with an additional relaxation room and an exercise oasis with a larger panoramic yoga and fitness studio, an infinity hot-water whirlpool and a biodynamic garden pool. Many efforts are also being made in terms of climate protection: these include an expansion of the underground car park including new charging stations, new construction of the in-house laundry facilities, expansion of the PV system and greening of the restaurant and relaxation room roof. www.juffing.at/en.html

eriro · Tiroler Zugspitz Arena

The new eriro at an altitude of 1,550 metres in Ehrwald in the Tiroler Zugspitz Arena is characterised by its natural and purist design. The nine luxurious suites at the foot of Mount Zugspitze all offer spacious accommodation for two to four people and impress with their exquisite interiors, an open fireplace, natural materials made from stone, old timber and organic fibres, as well as the location and panorama, which can be admired through floor-to-ceiling windows. In addition to the suites, guests of the adults-only hotel can look forward to an exclusive spa area with pools, saunas and relaxation rooms, as well as a restaurant with an open barbecue and cooking island. The journey to eriro alone is an experience in itself, as you need to travel by cable car to Ehrwalder Alm. www.eriro.at/en

Lärchenhof Holiday Resort - Tiroler Zugspitz Arena

The new wellness tower at the Lärchenhof will extend the spa and wellness facilities to an area of 2,500 m² from winter 2024/25. Spread over three floors, guests will find a family area with indoor and outdoor pool, a panorama sauna, cold plunge pool, rooftop infinity whirlpool and roof terrace. <https://laerchenhof-lermoos.at/?lang=en>

Neuhaus Zillertal Resort · Zillertal

The Moigg family has been welcoming guests to the Neuhaus Zillertal Resort in Mayrhofen since 1649. Over the years, it has developed from a farm into an extensive hotel complex with 170 rooms, suites, flats and chalets. From winter 2024/25, the wellness and family facilities will be expanded to include a 5,800 m² bathhouse. For guests, this means an additional 25 metre infinity pool, 25 metre indoor pool, slide paradise over three floors, Seppi's Water Fun for the whole family, sun deck with relaxation pool, family relaxation rooms and special effects sauna. The new bathhouse is powered by climate-friendly groundwater heat pumps and its own solar power. www.neuhaus-zillertal.com/en

Hotel Neue Post · Zillertal

The Pfister host family is starting the new winter season with four new family suites, eight new junior suites, a modern Chill Out Lounge and an extended photovoltaic system, which generates 25 % of the electricity required. The traditional hotel in Mayrhofen, which was first documented in 1664, is prioritising sustainability in the further development of the business, which is why energy efficiency, heat recovery and solar power were used during the renovation of the main building. Furthermore, the "Der Postwirt" restaurant will be offering vegan dishes in future.

Alpen Resort Schrofенblick · Zillertal

The former Hotel Schrofенblick in Mayrhofen has been transformed into the new Alpen Resort Schrofенblick apartment and activity hotel in just a few months. Featuring 29 modern apartments, a wellness area with Finnish sauna, organic sauna, steam bath, infrared loungers and spring water fountain, as well as the hotel's own "GenussBlick" restaurant, guests can look forward to a holiday home that combines nature with the essential pleasures of rest, relaxation and comfort to create an unforgettable holiday experience. The specially equipped workation room with modern workstations also presents guests with the opportunity to combine work with pleasure. www.resort-schrofенblick.at/en

Nature Hotel Outside · Osttirol

As a third-generation family business, the Ganzer family's Naturhotel Outside has always placed a special focus on sustainability. Guests can now look forward to a renovated and expanded Nature Spa from winter 2024/25. Highlights include the heated outdoor pool and the first Deferegger healing water brine bath, which, at around 600,000 years old, is one of the oldest and most effective healing waters in the world. www.hotel-outside.at/en

Mount Med Resort · Wildschönau

Mount Med Resort opens its doors in Wildschönau in December 2024 with a unique health fusion concept. Built on the 850-year-old foundations of a former monastery, Mount Med Resort has been developed into a high-end health resort that focuses on customised solutions for quality of life, healthy beauty, mobility and health with the so-called MOUNT MEDolutions concept. The medical spa resort is home to 46 rooms and junior suites, 14 chalet suites, 3,500 m² of holistic spa & health facilities, 38 treatment rooms, 340 m² of fitness & gym facilities and 7 historic restaurant lounges. www.mountmedresort.com/en

Almhof · Wildschönau

The Almhof, run by the Gruber family, is expanding the main hotel with the new AlmLODGE with new suites and double rooms from winter 2024/25. The rooms and suites for up to six people feature a contemporary design and utilise the facilities of the main hotel, such as half board, wellness facilities and indoor pool. This family-run business is prioritising comfort and quality improvements for both its guests and team with its renovation and expansion measures. www.gasthof-almhof.com/the-almhof.html

New holiday apartments in Tirol

Jagglinghof · Pillerseetal

The traditional Jagglinghof in St. Ulrich am Pillersee offers eight new holiday flats, some of which feature a private sauna. Once a simple farm, the host family Danzl developed the estate into a modern but traditional family business. The newly renovated holiday flats boast an exclusive design, featuring a fully equipped kitchen, fantastic location and can comfortably accommodate two to six people. www.pillerseetal-ferienwohnungen.at

sil132 · Osttirol

The new sil132 complex offers stylish holiday apartments in the middle of the quiet village of Sillian in Osttirol. The modern residences for two to six people come with a choice of garden, terrace or balcony, are elegantly furnished in a minimalist style and boast of a convenient location within walking distance of the village centre, as well as a ski bus stop right outside the front door. www.sil132.at/en

Lebe'scharnitz · Seefeld Region – Tirols Hochplateau

Lebe'scharnitz is home to ten new holiday apartments, which are characterised by their modern design, the use of high-quality materials and an inviting feel-good concept. Ideal for couples, families and groups, the flats can accommodate up to eight people and, thanks to their location close to Karwendel Nature Park, offer a wealth of leisure activities such as snowshoeing, ski touring, cross-country skiing and tobogganing. <https://lebe-scharnitz.at>

August träumt · Wipptal

The new August träumt in Matrei am Brenner is a charming little apartment with distinctive flair. Just a few minutes' walk from the town centre, guests can look forward to a welcoming, feel-good atmosphere. Many small details, such as a historic pair of skis or a kitchen lamp made from enamelled crockery, make the accommodation a real eye-catcher. www.instagram.com/august_traeumt

More accommodation news in a nutshell

- **ADEA Lifestyle Suites Fieberbrunn:** Located directly at the valley station of Fieberbrunn cable cars, the 124 spacious suites and lodges, including wellness area and restaurant under the direction of top chef Stefan Marquard, are the perfect choice for a skiing holiday. <https://opening.adea-fieberbrunn.at/en>
- **Grünwald Resort Sölden:** Superbly located right on the ski slopes, these stylish studios and chalets, including a bathhouse with heated outdoor pool and a Panorama Alm ski hut, offer everything you need for a successful ski holiday. www.gruenwald-resort.com/en
- **Explorer Hotel Stubaital:** Contemporary rooms, a large breakfast buffet, sports spa, bike and ski area and e-charging stations await guests at the new ultra-low energy passive house hotel in Neustift in the Stubai Valley. www.explorer-hotels.com/stubaital
- **Zugspitz Suites Lermoos:** The new resort in the Tiroler Zugspitz Arena offers holiday apartments for up to seven people with a spacious terrace, wellness area, fully equipped kitchens and direct location next to the ski lift. <https://alps-resorts.com/holiday-resorts/details/zugspitz-suites-lermoos>

Further info on Tirol's accommodation can be found at www.tyrol.com/book-your-holiday.

With its 34 regional associations, **Tirol** is one of the leading holiday destinations in the Alps. Tirolan 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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