

# FROM HISTORIC TO INNOVATIVE: THE LATEST NEWS FROM TIROL'S HOLIDAY HOSTS IN SUMMER 2025

*Historic buildings swathed in new splendour, creative concepts and traditional family businesses providing yet more comfort, enjoyment and relaxation for their guests – Tirol's holiday hosts promise yet more and impressive highlights in summer 2025.*

## News from Tirol's hospitality sector

### **Pachmair 1453 – apart resort · Erste Ferienregion in Zillertal**

16 new rooms and 31 new apartments, a brand-new à-la-carte-restaurant and state-of-the-art wellness facilities: Pachmair 1453 in Uderns in the Zillertal Valley has undergone an incredible makeover, one that stylishly embraces all the tradition of the Geiger host family, while setting the tone for the future. In addition to aesthetics, a serious focus is also placed on the use of renewable energy and e-mobility. [www.pachmair.com/en](http://www.pachmair.com/en)

### **Tante Trude · Ötztal**

This newly renovated apartment hotel in the Lower Ötztal Valley is a wonderful homage to the owner's Tante (aunt) Trude. The rooms and apartments are characterised by clean lines and a Nordic flair, creating a welcoming atmosphere and a true sense of familial hospitality. In addition to a small yet exquisite wellness area, *feline* restaurant is the new centrepiece of the establishment, where guests can look forward to dining on delicious Mediterranean cuisine in modern ambience. [www.tante-trude.at/en](http://www.tante-trude.at/en)

### **DION Wattens · Region Hall-Wattens**

The first DION Hotel in Austria is set to open in Wattens in spring 2025 – opposite the legendary Swarovski Crystal Worlds. The modern hotel successfully combines stylish elegance, maximum functionality and first-class service. Thanks to its sophisticated concept, the hotel appeals to business travellers, individual guests and tour groups alike. In addition to an exclusive crystal room, its highlights include a freely accessible terrace with a view of Swarovski Crystal Worlds. [www.my-dion.com](http://www.my-dion.com)

### **Der Stern · Innsbruck Region**

The eco-friendly certified family hotel Der Stern in Obsteig is welcoming guests with a brand-new design on the ground floor: the inviting lounge with new Welcome-Bar forms the new centrepiece of the house, from where visitors can access the historic dining lounges, gourmet buffet with

“market bar” and show kitchen, as well as the veranda with impressive mountain views. [www.hotelstern.at/en](http://www.hotelstern.at/en)

### **Klosterbräu Hotel & Spa · Seefeld Region – Tirol’s Alpine Plateau**

The host family Seyrling is committed to continuously raising the bar in terms of sustainability with their historic Klosterbräu Hotel in Seefeld. The hotel is another worthy recipient of the prestigious Austrian Ecolabel for environmentally friendly practices. This year’s new additions include nature rooms and suites furnished with wood from the hotel’s own forest. What’s more, a photovoltaic system on the roofs of the former monastery has recently been installed to meet basic electricity needs. [www.klosterbraeu.com/en](http://www.klosterbraeu.com/en)

### **Fräulein Nannerl · Zillertal Arena**

In the words of hosts Stefanie and Mario Fräulein Nannerl is the place to go for down-to-earth, exclusive and relaxed holidays. The newly built aparthotel in Gerlos in the Zillertal Valley offers an attractive combination of authentic hospitality, Scandinavian-boho-chic and Alpine flair. The twelve holiday apartments combine modern design with natural materials, and guests can enjoy a regional breakfast. On request, breakfast boxes, picnic and BBQ boxes or pre-cooked meals are also available. [www.fraeulein-nannerl.com](http://www.fraeulein-nannerl.com)

### **Elva – Premium Apartment Hotel · Stubaital**

The new Elva Premium Apartment Hotel in Neustift in the Stubai Valley offers 45 apartments, an à la carte restaurant and bar, Sky Spa & Pool, as well as an extensive sports and fitness programme. Ranging in size from 23 to 120 m<sup>2</sup>, the apartments and their unique blend of Alpine style and modern architecture, offer the perfect ambience and amenities for every guest. [www.elva-stubai.at/en](http://www.elva-stubai.at/en)

### **Fuchswirt Kelchsau · Hohe Salve Holiday Region**

New hosts, new concept: the Fuchswirt in Kelchsau is buzzing with life all over again. Claudia and Christian Lorenz are the new leaseholders of the 600-year-old inn, where restaurant diners are served authentic cuisine in traditional, unpretentious surroundings. The rustic Mühlfeldhof apartment house, a former farm, is located a little further up the hill. [www.fuchswirtkelchsau.at](http://www.fuchswirtkelchsau.at)

### **Hotel & Apartment Taxacher · Kitzbühel Alps – Brixental**

Guests can look forward to modern rooms, studios and apartments in an ideal location near Kitzbühel at the newly built Hotel & Apartment Taxacher in Kirchberg in Tirol. In addition to the unique sports facilities right on the doorstep, the hotel also boasts an extensive spa area with saunas, steam baths, infrared cabins and an indoor pool. [www.alpenparks.at/de/hotel-apartment-taxacher-kirchberg](http://www.alpenparks.at/de/hotel-apartment-taxacher-kirchberg)

### **Kaiserlodge · Wilder Kaiser**

Guests staying at the Kaiserlodge in Scheffau can look forward to even bigger and better spa facilities as from summer 2025: a 25-metre sports pool, sunset pool with panoramic views, gym and multi-purpose yoga room allow you to indulge in the essential pleasures of rest and relaxation in the new adults-only *Natürlich.Spa*. [www.kaiserlodge.at/en](http://www.kaiserlodge.at/en)

### **Kaiserjuwel – Deluxe Suites · Wilder Kaiser**

Stylishly furnished suites with panoramic views of the majestic Wilden Kaiser Mountains, an exclusive spa area with infinity sky pool, saunas and more, together with *Das Juwel* gourmet restaurant make the recently built Kaiserjuwel in Going an outstanding holiday destination in the Wilder Kaiser region. [www.kaiserjuwel-seiwald.at](http://www.kaiserjuwel-seiwald.at)

### **Hotel Sonnschein · Wildschönau**

The new *Herzensträume (Heart's Desire)* wellness area at Hotel Sonnschein in Wildschönau offers pure relaxation over 570 m<sup>2</sup>. Highlights include a fire-side lounge, several saunas, a meditation room, rock grotto, a new relaxation room furnished with natural materials and, of course, a water world with indoor pool, sports pool and outdoor pool. [www.hotel-sonnschein.com/en](http://www.hotel-sonnschein.com/en)

### **Hotel Iris · Wildschönau**

The stylish rooms and apartments for two to six people at the Aparthotel Iris in Auffach in the Wildschönau offer greater comfort, more space and a modern ambience. In addition to fully equipped kitchens, some apartments also feature a private sauna. Guests can also enjoy yoga classes with junior manager Lisa Gwiggner in the newly built yoga room with panoramic views. [www.iris-tirol.at/en](http://www.iris-tirol.at/en)

## **Self-catering: new holiday apartments, chalets & more**

### **Tischlerhof · Kitzbühel Alps – St. Johann**

Guests have been enjoying summer holidays here since the 1950s, and the newly renovated Tischlerhof now awaits their return at the gateway to the Wilder Kaiser Nature Reserve. Natural materials, great attention to detail and high-quality furnishings ensure that the holiday apartments for two to six people have a truly special ambience. [www.tischlerhof.com](http://www.tischlerhof.com)

### **Alpenlodge Madau · Lechtal**

The Madau Valley, an idyllic tributary branch of the Lechtal Valley, can only be accessed via a private road in summer. It is where the new Alpenlodge Madau can be found, which offers 150 m<sup>2</sup> of comfortable space for up to nine people, with three bedrooms, two bathrooms, a comfy living room with traditional wood-burner and a sunny terrace. [www.alpenlodge-madau.at](http://www.alpenlodge-madau.at)

### **Leni Mountain Lodge · Ötztal**

The new Leni Mountain Lodge in Sölden in the Ötztal Valley offers superbly appointed holiday apartments for two to ten people. The lodges impress not only with their modern Alpine furnishings but also, depending on the type, with a private sauna and spacious balconies. A small but perfectly formed wellness area, a morning bread delivery and breakfast service and Alpine-Mediterranean cuisine in the *Cervo* restaurant round off the wonderful holiday experience. [www.lenimountainlodge.com/en](http://www.lenimountainlodge.com/en)

### **ViBES – your alpine homebase · Ötztal**

The new ViBES apartment building in Sölden features five stylish and fully equipped accommodation units, to which its hosts will welcome their guests in a refreshingly different style from summer 2025 onwards. In addition to the relaxed ambience, guests will enjoy the quiet location near the gondola, panoramic views and a wide range of outdoor activities. [www.vibes-soelden.at/en](http://www.vibes-soelden.at/en)

### **Bei Moser – Boutique Apartments · Seefeld Region**

Boutique Apartments Bei Moser have been completely renovated and redesigned. Featuring a modern wooden façade, the house in Leutasch is not only an impressive sight from the outside; inside, guests can enjoy six newly renovated holiday apartments in a practical and stylish design. As part of the renovation process, the host family Moser has opted for renewable energies from photovoltaics and pellets. [www.beimoser.at](http://www.beimoser.at)

### **Aura Karwendel · Seefeld Region**

Past encounters present: nestled at the gateway to the Karwendel Mountain Range, the Aura Karwendel in Scharnitz welcomes guests to three newly created apartments. The main building, VILLA64, was renovated and furnished in the elegant spirit of the 1960s, while the additional new building – consisting of CHALET21 and LOFT21 – is a contemporary interpretation of a barn in a modern design. [www.aurakarwendel.com/en](http://www.aurakarwendel.com/en)

### **Pitz Alpin Panorama Chalets · Pitztal**

The new Pitz Alpin Panorama Chalets are located just a stone's throw from the Pitztal Glacier, in the heart of the Pitztal mountains. The ten chalets can comfortably accommodate two to six people each and impress with their modern furnishings and optional terrace or garden. Guests can book breakfast, dinner and even wellness packages on request. [www.pitz-alpin.at](http://www.pitz-alpin.at)

### **Kreuzjoch Apartments · Zillertal Arena**

The newly renovated Kreuzjoch apartment building is located right next door to the Rosenalmbahn cable car valley terminal in the Zillertal Arena. The six apartments can comfortably accommodate two to six people each, offering plenty of space and amenities for families and friends. Highlight: the private spa sauna on the balcony of five holiday apartments. [www.apart-kreuzjoch.at/en](http://www.apart-kreuzjoch.at/en)

## **More mountain comfort & working in the mountains**

### **Gepatschhaus · Kaunertal**

The oldest Alpine Club hut in Austria (1,928 m), located near the Kaunertal Glacier Road, is steeped in tradition, picturesque and the perfect starting point for mountain and high Alpine tours. After undergoing extensive renovations, Gepatschhaus will offer even more comfort from summer 2025 thanks to heated rooms, modernised sanitary facilities, optimised insulation and new windows. [www.gepatschhaus.at/en](http://www.gepatschhaus.at/en)

### **Wienerhof – Mountain CoSpace · Wipptal**

Alpinists have been meeting at the Wienerhof in the mountaineering village of Trins in the Gschnitztal valley since 1730. Now, the Wienerhof's hosts Chrissi and Waldo are opening the Wienerhof as a new Mountain Co-Space, with co-working spaces and a Work-Café, as well as a Movement Space for yoga retreats and other events. Digital nomads and remote workers can also look forward to vegetarian, vegan and seasonal cuisine. [www.wienerhof.tirol](http://www.wienerhof.tirol)

## **Austrian Eco Label**

The Austrian Ecolabel for tourism, gastronomy and cultural institutions was created in 1996 to recognise environmentally conscious management and socially responsible business practices. Since then, ever-increasing numbers of Tirolean businesses have been seeking to protect the environment by meeting the Austrian Eco Label's strict criteria. Seasonal food from regional suppliers is as much a matter of course as the responsible use of water and energy. There are now more than 80 environmentally certified accommodation providers in Tirol, ranging from small private B&Bs to large wellness hotels – and the number is growing. More information about certified enterprises can be found at [www.umweltzeichen-hotels.at/en](http://www.umweltzeichen-hotels.at/en).

Further information about accommodation in Tirol can be found at [www.tyrol.com/accommodation](http://www.tyrol.com/accommodation).

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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