

# FRESH IDEAS & NEW PLACES TO STAY: WHAT'S NEW IN TIROL'S ACCOMMODATION SCENE IN WINTER 2025/26

*From boutique hotels set in historic walls to spectacular play zones for children and exclusive holiday apartments – Tirol's accommodation providers are investing boldly in the future. The renovations, reopenings and brand-new builds for winter 2025/26 once again highlight how richly varied the region's tourism landscape is: tradition meets modern architecture, sustainable concepts meet spaces for alpine adventures.*

## Renovations & Reopenings | **Hotels**

### **Boutiquehotel Acherl, Achenkirch • Achensee**

What was once Pension Panorama has been transformed into a stylish yet family-friendly boutique hotel with 29 rooms and suites. Sonja and Marco Lechner have placed the focus on generous play and leisure areas: over 900 m<sup>2</sup> of indoor and outdoor fun including a ninja course, climbing wall, gaming zone, summer quad track and a toboggan slope in winter. Add to that 2,500 m<sup>2</sup> of gardens and a spacious wellness area, open to the whole family at fixed times. [www.acherl.at/en](http://www.acherl.at/en)

### **Das Steinberg, Steinberg am Rofan • Achensee**

Newly established as an exclusive event location: 23 double rooms and two suites offer space for up to 64 guests. Whether for seminars, yoga retreats or weddings – the location is always available for exclusive use. Facilities: natural swimming pond, beach volleyball court, fitness, yoga and wellness area, plus accessible rooms. [www.das-steinberg.at/en](http://www.das-steinberg.at/en)

### **Hotel Traube, Rattenberg • Alpbachtal Holiday Region**

After five years of major renovation works, this traditional inn in the heart of Rattenberg has reopened as a boutique hotel. Once the townhouse of Bavarian dukes, today it offers 14 double rooms and 4 suites (47 beds) and a special highlight: the "Traube Loft" on the top floor. [www.hoteltraube-rattenberg.at/en](http://www.hoteltraube-rattenberg.at/en)

### **Schlosshotel Mitterhart, Vomp • Silberregion Karwendel**

The historic Schloss Mitterhart in Vomp, complete with restaurant, has been expanded into Schlosshotel Mitterhart with a new country house wing and 28 additional rooms and suites.

The central focus of the renovation and extension was sustainability and the subtle integration of the new building into the fabric of the romantic castle. Here, historic walls and romantic flair meet modern spa suites and contemporary comfort – a successful blend of history and the present day. [www.schlosshotel-mitterhart.com/en](http://www.schlosshotel-mitterhart.com/en)

### **Boutiquehotel ZOMM • Region Seefeld – Tirols Hochplateau**

The rooms and apartments at the small but charming Boutiquehotel ZOMM in Seefeld have been given a fresh look for the coming winter season. In the hotel's own restaurant, the focus is on regional produce sourced from nearby farms – with cooking classes led by top chefs for guests. [www.zomm.at/en](http://www.zomm.at/en)

### **Hotel Quellenhof, Leutasch • Region Seefeld – Tirols Hochplateau**

The Quellenhof Leutasch is expanding its range of accommodation with the luxurious Grand Panorama Suite #640 in the Quellenhaus. Covering 156 m<sup>2</sup>, it comfortably accommodates two to six people and features three bedrooms, three bathrooms and its own infrared cabin. Two balconies offer views of the surrounding countryside. [www.quellenhof.at/en](http://www.quellenhof.at/en)

### **Hotel Kirchenwirt, Feichten • Kaunertal**

On 25th December 2025 the Kirchenwirt will unveil a brand-new spa with views across the church tower to the Kaunertal mountains. Infinity pool, bio and Finnish saunas, steam bath, generous relaxation zones and sunny terraces promise pure relaxation. The upgrade also includes new individually designed rooms in various categories. Simone and Martin Larcher have taken careful steps to modernise their establishment – always with the aim of preserving the historic soul of the hotel. [www.kirchenwirt.com/en](http://www.kirchenwirt.com/en)

### **Hotel Sonnenhof, Zell am Ziller • Zillertal**

The Sonnenhof in Zillertal has undergone major expansion works: a new lobby and refurbished restaurant and bar areas create more space for enjoyment and sociable get-togethers. Additions include an extended garden and pool terrace, an underground car park with direct access to the hotel, and a brand-new children's and youth zone complete with an indoor Ninja Warrior course. [www.sonnenhof.tirol/en](http://www.sonnenhof.tirol/en)

### **Kinderhotel Kröller, Gerlos • Zillertal**

The long-established Kröller family hotel in Gerlos is opening the “Captain K Playworld”, a 500 m<sup>2</sup> indoor adventure park. A trampoline park, go-kart track, CycloBeat and other mixed-reality experiences ensure that older children and teenagers are well catered for too. [www.kroeller.at/en](http://www.kroeller.at/en)

### **Almhof Family Resort, Gerlos • Zillertal**

The multiple award-winning Almhof Family Resort is expanding its range of activities with the new “ALMI-opolis”, a one-of-a-kind adventure playground designed in the style of an alpine village. The leisure programme is complemented by the in-house Almhof Theatre – a meeting place for family entertainment with a “Swiftie style” karaoke bar, billiards and darts. [www.familyresort.at/en](http://www.familyresort.at/en)

## Renovations & Reopenings | **Holiday Apartments & Chalets**

### **Gasthaus Traube, Hopfgarten · Kitzbühel Alps –Hohe Salve Holiday Region**

This listed historic house in the centre of Hopfgarten has been carefully renovated. It now houses six stylish holiday apartments, each accommodating four to six people. The reopening also brings back its restaurant, serving regional specialities, along with a rustic wine cellar.

[www.gasthof-traube.tirol](http://www.gasthof-traube.tirol)

### **Kristall Apartments, Neustift · Stubaital**

The former Pension Kristall in Neustift has been transformed into a contemporary apartment residence. Spacious, modern interiors blend with natural regional materials, an eco-friendly building concept and resource-conscious operations. Guests can look forward to a new breakfast area, an in-house sauna with relaxation lounge and mountain views of the Serles – all just steps away from the slopes, trails, peaks and alpine huts. [www.pension-kristall.com](http://www.pension-kristall.com)

## New Builds

### **SkiWelt Lodge, Brixen im Thale · Kitzbühel Alps – Brixental**

Right in the centre of Brixen im Thale, the new SkiWelt Lodge opens its doors with 30 alpine-style units offering 60 beds. With ski-in/ski-out convenience, heated ski storage, rental services and lift passes available in-house, it's a perfect base for an easy-going skiing holiday.

[www.skiweltlodge.at/en](http://www.skiweltlodge.at/en)

### **Lynett Suites, Fließ · TirolWest Holiday Region**

The new Lynett Suites offer three spacious holiday apartments with panoramic balconies – some even featuring private outdoor saunas. A stylish retreat for those who value both privacy and closeness to nature. [www.lynett.at/en](http://www.lynett.at/en)

### **Weidenchalets, Sellraintal · Innsbruck Region**

Exclusive chalets and apartments in the Sellrain Valley promise luxury living in pristine alpine surroundings. Premium furnishings and, in some cases, private saunas, are complemented by Café Bergliebe, the Weidenalm inn and even a newly built chapel – making this a special venue for weddings and christenings. [www.weidenchalets.at](http://www.weidenchalets.at)

### **Das 1494, Mieminger Plateau · Innsbruck Region**

This listed cultural heritage site dating from 1494 on the Mieminger Plateau has been transformed into a holiday idyll that combines tradition and modern lifestyle. Six fully equipped apartments, each accommodating up to six people, and a double room make this a charming retreat. [www.das1494.at/en](http://www.das1494.at/en)

### **Herzel View Loft, Lans · Innsbruck Region**

The Herzel View Loft in Lans, near Innsbruck, offers around 60 m<sup>2</sup> of light-filled, modern living with a sunny terrace. Just minutes from the regional capital and the Patscherkofel ski area, it is a stylish hideaway in a perfect location. [www.herzel-loft.tirol](http://www.herzel-loft.tirol)

### **Stay Here Living, Thiersee · Kufsteinerland**

These nine newly built holiday apartments in Thiersee accommodate between one and six guests. Contemporary comfort meets natural surroundings, making this a convenient base for holidays close to Kufstein. [www.apartment-thiersee.com](http://www.apartment-thiersee.com)

### **Lärchenlodge Apartments & Spa, Fulpmes · Stubaital**

Built from larch wood sourced from the family's own forest, the Lärchenlodge in Fulpmes combines expert craftsmanship with alpine cosiness. Thirteen apartments feature large panoramic windows, balconies or loggias, while the exclusive spa boasts a rooftop stainless steel whirlpool, sauna and relaxation nooks under the eaves. [www.laerchenlodge.at](http://www.laerchenlodge.at)

Further details 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 warm 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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