

NEW HOTELS & HOLIDAY APARTMENTS IN WINTER 2026/27: NEW HIGHLIGHTS FROM TIROL'S HOLIDAY HOSTS

New properties, concepts and perspectives for winter holidays: Tirol's accommodation landscape is set to welcome a diverse range of new additions in the 2026/27 season. Historic buildings are being transformed into unique holiday destinations, new hotels are focusing on design and wellbeing, apartments combine independence with hotel-style comforts, and established businesses are creating new experiences through extensions and renovations. From the revival of a former "Lost Place" on Lake Achensee and new aparthotels and holiday apartments to a fully modernised mountain hut on the Zahmer Kaiser. Read on for a brief insight into all that has been going on:

New Hotels

Mazaggs – Alpenhof am Achensee, Pertisau · Achensee

After standing empty for more than 50 years, the former "Alpenhof am Achensee" has been given a fresh lease of life and will reopen its historic doors as an exclusive boutique hotel directly on the lake in late 2026. The building is being carefully renovated and named after architect Siegfried Mazagg, while the rooms and suites draw inspiration from the Art Deco era. A sophisticated destination for art and design lovers, golfers and connoisseurs, as well as anyone who likes to round off an active day with sumptuous fine dining. www.mazaggs.com/en

THE GREEN, Uderns · Holiday Region Fügen-Kaltenbach im Zillertal

Nestled between the golf course and ski area, the new THE GREEN hotel resort in the Zillertal will open in December 2026. Its highlight is the 3,300 m² Flora & Fauna indoor and outdoor wellness landscape, featuring pools, saunas, a Sky Garden and THE GREEN Lagoon, a natural bathing lake. Other facilities include a kids' club, seminar and off-site facilities, as well as a flexible buffet concept for breakfast, afternoon and evening dining. www.thegreen.at/en/

Q Lodge, Leutasch · Seefeld Region – Tirol’s High Plateau

The new Q Lodge will open in Leutasch in November 2026, a mere 100 steps from Hotel Quellenhof. The renowned wellness hotel’s new annexe offers 15 exclusive rooms with spacious living areas, contemporary architecture and natural materials. www.quellenhof.at/en/

New Holiday Apartments & Aparthotels

Apartments ’43, Reith im Alpbachtal · Alpbachtal

Hanni and Hansi Reschenhofer opened their newly built studios for up to three people and modernised apartments for up to five people in Reith im Alpbachtal in July 2026. The accommodation is complemented by five camper and van pitches, as well as a communal area featuring a Finnish sauna, a herbal bio-sauna and an infrared cabin. The innovative concept is rounded off with lounge and play areas, together with self-check-in. www.apartments43.at

by Franz – Alpine Aparthotel, Kirchberg · Kitzbühel Alps – Brixental

The former Landhotel Lechner in Kirchberg was completely renovated following a fire around two years ago and has now reopened as an aparthotel. Rather than traditional hotel rooms, it offers 13 apartments for families, friends and active holidaymakers. The new concept includes window seats, a sauna and a ski and bike room, along with modern building technology, timber construction in the attic and a photovoltaic system. www.byfranz.at/apartement/

Twentyone Living – Boutique Aparthotel, Sölden · Ötztal

The newly built, family-run Twentyone Living will open in December 2026 in a central location in Sölden. Modern studios and spacious “Family & Friends” apartments offer accommodation for couples, families and friends. Facilities include a generous wellness area with a sauna, infrared facilities and more, as well as a breakfast trolley delivered directly to the apartment each morning. www.twentyoneliving.at/en/

Das Buggls, Sölden · Ötztal

From winter 2026/27, 14 newly designed holiday flats for two to six people will welcome guests in the heart of Sölden. High-quality interiors, spacious layouts and a conveniently location close to cable cars, restaurants and shops combine alpine living with easy access to everything Sölden has to offer. www.buggls-soelden.at/en/

Residenz Seiblishof, Mathon · Paznaun-Ischgl

The recently built Residenz Seiblishof in Mathon will open in winter 2026/27, offering modern alpine apartments. Box-spring beds and high-quality, hotel-style amenities, including bathrobes and slippers, combine the independence of a holiday apartment with hotel comforts. www.residenz-seiblishof.com/en/

Bergpanorama 1135, Navis · Wipptal

This newly built apartment block opens in Navis and comprises three holiday flats, each accommodating up to six people. The light-filled apartments offer unobstructed mountain views, whilst a lift ensures easy access. Electric car-charging points and the peaceful location round off the amenities. www.wipptal.at/en

Appartement Fieger, Volders · Hall-Wattens Region

The stylishly renovated Appartement Fieger is located directly next to Friedberg Castle in Volders. The 100 m² holiday apartment forms part of the historic ensemble and combines modern amenities with exposed wooden beams and natural stone. Three bedrooms can comfortably accommodate up to six people. The new apartment offers guests the opportunity to stay in the immediate vicinity of the listed castle, whose history dates back to the 13th century. www.hall-wattens.at/en/

Burg Trautson Living, Matrei am Brenner · Wipptal

A holiday apartment for up to eight people has been created in the former chaplaincy of Burg Trautson in Matrei. The building is the only one to have survived the 1945 bombing raid, in which the castle was almost completely annihilated. Historic furnishings, a distinctive castle atmosphere, and its hilltop location overlooking the valley as far as Innsbruck make this a truly special holiday retreat. www.burg-trautson.tirol

Apartments VIER.ZWEI, Abfaltersbach · Osttirol

A former traditional farmhouse in Abfaltersbach is being transformed into new accommodation featuring four holiday apartments of around 40 m² each. Natural materials and handcrafted furniture combine with contemporary living comfort. The facilities are complemented by a ski cellar, lounge, relaxation area and Finnish sauna. Opening is planned for early December 2026. www.apartments-vierzwei.at

Refurbishments and Renovations

Hotel Klosterbräu, Seefeld · Region Seefeld – Tirol's High Plateau

Following a major fire in April 2026, Hotel Klosterbräu is scheduled to reopen in December 2026. Alongside major rebuilding work, the hotel is also implementing previously planned projects, including an adults-only sauna house with panoramic views, a natural bathing pond of around 50 m², the renovation of the existing wellness area, and additional rooms, including more natural-style double rooms. www.klosterbraeu.com/en

Biohotel Bergzeit, Zöblen · Tannheimer Tal

This family-run hotel is adding 23 rooms to its existing facilities by December 2026, almost doubling its size. New facilities will include an 18-metre-long pool, an extended sauna and wellness area, a yoga and fitness room, underground car parking and a bar. The hotel is a member of the Bio Hotels Association and Change Maker Hotels. www.biohotel-bergzeit.at

Central Hoamat, Fügen · Holiday Region Fügen-Kaltenbach im Zillertal

Following extensive renovation and expansion, this complex in Zillertal is scheduled to reopen in December 2026: 18 additional apartments in Central Hoamat will complement the modernised rooms and apartments in the main building. New facilities also include a panoramic rooftop pool, family and adults-only saunas, a fitness room, play areas and a large garden. The underground car park as well as the ski and bike room are also being expanded. www.central-zillertal.at/en/

Vorderkaiserfeldenhütte · Kufsteinerland

After around two years of construction work and the complete renovation of the over 130-year-old hut, Vorderkaiserfelden Hut is scheduled to reopen in October 2026. The original hut has been fully renovated, with the existing infrastructure modernised and brought up to higher safety standards, while careful restoration has preserved its historic character. A new self-catering hut with a winter room is also being added, and the hut will be open year-round. The new team of hut operators is focusing on regional produce and authentic mountain-hut cuisine. www.alpenverein-muenchen-oberland.de

For more information on Tirol's accommodation, please visit 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 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 Gruppe and serves as the provincial tourism marketing organisation. Its primary mission is to enhance the allure of Tirol as a holiday destination.

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