

PRESS KIT: Ayurveda Resort Sonnhof in Hinterthiersee



RETURN TO THE CENTRE. **RETURN TO ME.**

Finding the centre of European Ayurveda necessitates a journey to Austria or, more precisely, to the heart of the Tyrolean Alps in Hinterthiersee. The Mauracher family, who own and run the four-star Ayurveda Resort Sonnhof, are the **pioneers of European Ayurveda®**. With their profound knowledge as well as the help of specialists from India and the Sonnhof team of experts, they are able to reconcile Ayurveda's holistic approach with the Western way of life. The result is a unique blend of Ayurvedic philosophy and European culture. The resort's international guests relish the opportunity to return to centre and their true selves.



Location – a natural paradise

Hinterthiersee is a tranquil haven in a sunny section of the Thiersee Valley. Austria's first Ayurveda resort, the Sonnhof, is situated far from major roads and traffic. Gentle hills, deep forests and the majestic Kaiser mountains provide a gorgeous natural backdrop for a revitalising stay in the wonderful Tyrolean mountains. Dreamy Kufstein with its impressive fortress is Tyrol's second largest town and just 12km from the hotel. Guests enter into the gentle energy of this leafy and picturesque town between resting, relaxing and enjoying their Ayurvedic treatments.



History, experience, love and life

History and experience shape our lives and, if we are fortunate, they eventually direct us along a meaningful path. This is what happened to the Mauracher family when they established their Ayurveda Resort in the heart of the Alps. The story starts in 1987 when Brigitte and Johann Mauracher purchased the Sonnhof, a traditional Tyrolean guest house. Four years later it was time for change, and in 1992 the guest house was transformed into a 15-room hotel. Initially it was just one of many simple holiday hotels in the region, but Brigitte Mauracher could see the potential to create a sustainable place of spiritual energy. In 2005 she became fascinated by Ayurveda, the Indian philosophy and way of life. This suggested a new way forward and 2006 saw the creation of 15 new rooms plus the AyurvedaCentre with a Yoga room, massage rooms, medical consulting room and sauna area.

FROM TRADITIONAL GUEST HOUSE TO AYURVEDA RESORT

The new philosophy attracted new guests and a new team to the Sonnhof. Daughters Elisabeth and Christina provided additional family support and were joined by Ayurvedic specialist Gaurav Sharma and Indian chef Walia. An unparalleled place of spiritual energy emerged in beautiful Hinterthiersee; a star that shone ever brighter.

Further renovations followed in 2010 and 2012 brought major alterations including a new main building, reception, restaurant and new underground car park. The Garden of Five Elements brought the resort close to perfection. As these building works were progressing, the Mauracher family also achieved a breakthrough with European Ayurveda®. News of this new concept spread fast and holidaymakers from around the world joined the Austrian guests who were already flocking to the resort.

Another important step was the family's purchase of the Lindhof in 2015: a beautiful farm where the Maurachers established a sustainable agricultural business in line with the principles of European Ayurveda®. The farm allows the resort to combine its Tyrolean roots with Vedic culture, harmonising local and Indian traditions. And the guests get to enjoy lots of fresh fruit, vegetables and honey. All the produce grown by the Lindhof is used in the kitchen to make wholesome European Ayurvedic cuisine.

AYURVEDA – HELP THROUGH BAD TIMES

Sometimes we need to let go of things before we can start afresh or effect change. For the Mauracher family, Ayurveda proved to be a deeply meaningful philosophy of life. Ayurveda helps us to reconnect body, mind and spirit, to centre ourselves, even in life's darkest moments; and the Mauracher family's saddest time began with Brigitte Mauracher's cancer diagnosis. This taught them to focus on the essential things in life. The Maurachers learnt the true value of health, friendship and life, and this is the spirit in which Johann, Elisabeth and Christina Mauracher continue Brigitte's legacy as the pioneer of European Ayurveda®. 'Live your life!' is their rallying cry – for themselves as much as their guests.



I do
feel
really
good.®

Hospitality and expertise

Guests at the Ayurveda Resort Sonnhof are in good hands thanks to the highly competent team of specialists from India, an experienced GP and the Sonnhof's hosts and experts.

A HOSPITABLE FAMILY

The Sonnhof is – and always has been – a family business. Johann Mauracher and his daughters Elisabeth and Christina share a passion for hospitality. They look after their guests with cordiality and pay great attention to their wellbeing. Each has a field of expertise and area of responsibility in addition to the Sonnhof's pioneering concept: European Ayurveda®.



Johann Mauracher

Johann Mauracher is passionate about being a hotelier, a profession he has pursued for 25 years. The pioneering chairman of Kufstein's tourist association is always contemplating new and better ways to provide his guests with the most restful and restorative breaks.



Elisabeth Mauracher

Operational management, HR and looking after guests are among General Manager Elisabeth Mauracher's responsibilities. The qualified Yoga teacher also offers Yoga lessons and Mind Detox coaching. By combining these diverse activities, she brings balance into her working life. She is also passionate about energetic Vastu fumigation, Flow Yoga, consciousness training and meditation.



Christina Mauracher

The AyurvedaCentre manager's extensive understanding of alternative medicine was handed down to her by her mother. She qualified as a medical Ayurveda specialist in 2014 and has been instrumental in the development of European Ayurveda®. As a licensed Tipping Method coach, she can also provide guests with superb emotional support.

HEALING EXPERTS

Guests on a healing holiday or curative break require expert support to help them along their journey to greater health and self-development. At the Sonnhof, support is provided by Ayurveda specialist Gaurav Sharma, his assistant, naturopath Sarah Bergmeister, and GP Dr Alaettin Sinop.



Gaurav Sharma

The specialist Ayurveda physician and state-approved Ayurveda practitioner is in charge of pulse diagnosis at the Sonnhof. Thanks to his many years of experience in this field, Gaurav Sharma is able to interpret the pulse beat on both wrists and gain valuable information on the body's overall energetic condition. In addition to pulse diagnosis, the Ayurveda specialist also asks detailed questions relating to nutrition, digestion and sleeping habits. The information he gathers enables him to categorise a person as a Vata, Pitta or Kapha constitutional type and to draw up an appropriate individual treatment and nutrition programme for each guest. Consultations with Gaurav Sharma can be held in German or English.



Dr Alaettin Sinop

The GP and naturopath's medical expertise and holistic approach complement the Ayurveda Resort Sonnhof's team of therapists. He is a specialist in acupuncture, modern Chinese and Ayurvedic medicines, as well as manual medicine and kinesiology in all its facets. Dr Sinop advocates the meaningful combination of conventional and biological medicine.



Sarah Bergmeister

The naturopath and psychoenergetic kinesiologist is the Sonnhof's organiser and provides treatment support. She also assists Ayurveda specialist Gaurav Sharma and is currently training as an Ayurvedic practitioner.



Ayurveda – a philosophy and way of life

The Ayurveda Resort Sonnhof is dedicated to the Eastern philosophy of Ayurveda, harmoniously combining it with European culture. Guests experience the power of the Indian mind-body health system in the heart of an Austrian mountain idyll without the need for long-haul trips to the subcontinent.

HEALTH AND HAPPINESS

Ayurveda is so much more than just a method of healing or culinary trend – it's a way of life! Ayurveda means embracing new happiness, improving our health and developing a profound understanding of self, personal development and inner peace. In the Ayurvedic view of the world there is correspondence between the body and nature. Health is a state of dynamic balance between the body's elements.

PULSE DIAGNOSIS – DOSHA BALANCE

Every stay at the Sonnhof starts with a pulse diagnosis performed by Ayurveda specialist Gaurav Sharma. Pulse diagnosis indicates which of the three energies – Kapha, Pitta or Vata – defines a person's make-up. Kapha harmonises and calms body and mind. Pitta supports digestion and metabolism. And Vata, Kapha's opposite, controls all movement in the body and affects the nervous system. To feel completely well, we need the three Doshas to be in balance.

Pulse diagnosis also delivers information about the current condition of body, mind and emotions and about their interaction. Disharmonies such as indigestion, inflammation or hormonal disorders are identified and can then be treated. In addition to pulse diagnosis, Gaurav Sharma also asks detailed questions about diet, digestion,

sleeping habits and life in general. Only then can a person be properly categorised as Vata, Pitta or Kapha constitutional type. Vata characterises people who are slender, constantly on the move, forgetful and prone to anxiety. By contrast, Pitta types are of medium build, good at decision-making and predisposed to anger. Kapha types have a calm nature, keep their heads in stressful situations and have a tendency towards to idleness. Each respective constitutional type is determined from the ratio between these three Doshas. The aim is to maintain or restore the balance of the Doshas by means of specific treatments, exercise, nutrition and regeneration.

THE THREE PILLARS OF HEALTH

Guests at the Sonnhof are offered a soothing medical Ayurveda break based on the three pillars of health – nutrition, treatment and Yoga – that is perfectly in tune with Western requirements and able to deal with modern lifestyle diseases. This means that as well as curing the symptoms of complaints such as burnout, metabolic disorders, migraine and depression, the Dasha balance is restored for sustained health and wellbeing.

AYURVEDIC TREATMENTS

The Ayurveda Resort Sonnhof's comprehensive choice of treatment programmes ranges from two AyurDetox cleansing programmes and Fountain of Youth rejuvenation weeks to the Rasayana intense regeneration programme and Panchakarma, the queen of Ayurvedic therapies – one of the resort's top specialities.

European Ayurveda® is based on three pillars





PANCHAKARMA – QUEEN OF AYURVEDIC TREATMENTS

The Sanskrit word Panchakarma means 'five procedures'. These procedures are designed to help balance the Doshas and eliminate toxins from the body. The result: enhanced physical and spiritual wellbeing, mental clarity, increased vitality and a stronger immune system.

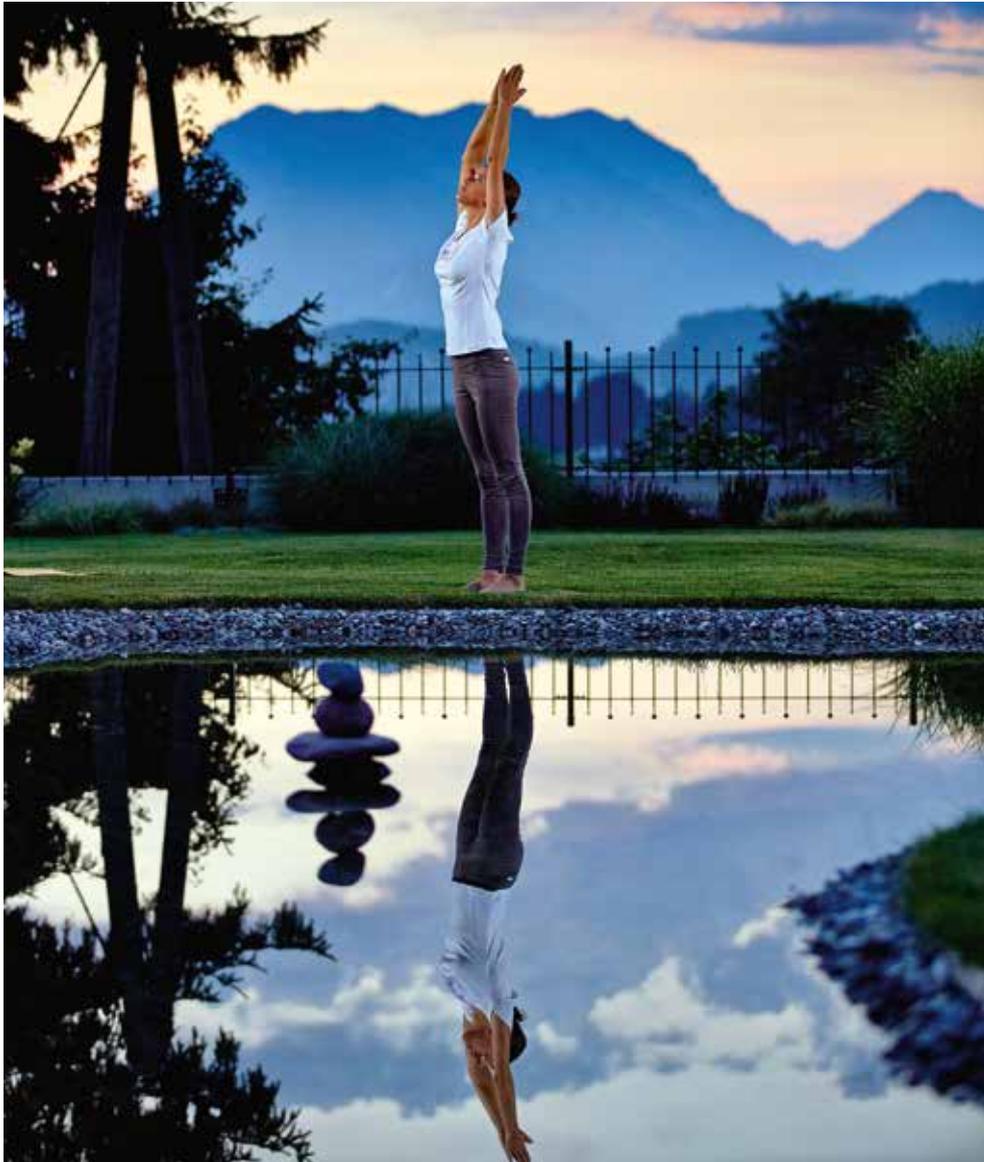
Panchakarma treatments expel disease-causing Doshas from the body, the assumption being that these can penetrate tissue where they trigger a range of ailments and blockages.

In order to eliminate excess Doshas from tissue, every Panchakarma treatment starts with Purvakarma. The oral application of ghee combined with oil massages binds the excess Doshas and toxins and leads them to the body passages from which they are eliminated during the subsequent Panchakarma treatment.

Swedana heat therapy causes perspiration that removes toxins from the skin and underlying fatty tissue. This process can be supported by drinking ginger tea or hot water.

Ayurvedic herbs are used to help detoxification. Brimhana therapy follows the completed Panchakarma treatment to nourish and strengthen the body and rebalance the Doshas.

The Ayurveda Resort Sonnhof practises Panchakarma as it was originally conceived in India while simultaneously integrating it into the holistic system of European Ayurveda®. Every Panchakarma treatment programme at the Sonnhof starts with a thorough examination and pulse diagnosis by Gaurav Sharma. The treatment programme can last for seven, ten, 14 or 21 days and includes Yoga and meditation sessions.



SHIVA & SHAKTI YOGA

Together with 'diagnosis & treatment' and 'Ayurvedic nutrition' based on nutritious local ingredients, Yoga acts as one of three pillars of a healthy, balanced life. The Ayurveda Resort Sonnhof has developed its own form of Yoga, Shiva & Shakti Yoga, which combines classic elements and poses from Flow Yoga with traditional breathing and meditation techniques. The combination of physical asanas and breathwork trains the nervous system and the brain. The name given to this form of Yoga refers to the ancient gods Shiva and Shakti, which respectively embody male power and strength and female energy and flexibility. Although they appear quite distinct from, and even opposed to, one another, together they represent the highest form of harmony and balance.



Spaces of spiritual energy – Tyrol meets India

In June 2012, the Ayurveda Resort Sonnhof was refurbished in line with a 'Tyrol meets India' design concept, and the AyurvedaCentre was significantly extended.

Rooms: 30 rooms and suites are retreats of intense relaxation, offering ample space for focusing inward. The options are: Sonnhof single room, Tirol standard double room, OM Spirit double room, Tirol meets India junior suite, Alpienne Spirit junior suite, SONNHOF Spirit junior suite, Harmonie Spirit junior suite and the VEDA Spirit junior suite.

Wellbeing, fitness & rest: Regenerate deeply in the panoramic indoor swimming pool and sauna area with themed Kapha, Pitta and Vata saunas as well as the Sun Sauna and the Moon Sauna. Find stillness and your true self in the Om meditation room. The Shakti fitness room is where guests can really work up a sweat before relaxing in the Swasthya peace room.

Shiva Shakti energy garden: This unique garden was designed in accordance with the ancient Indian Vastu Shasta teachings and the principle of the five elements. Guests can linger in the garden, absorbing the spiritual energy of spaces such as the Rose Garden – Portal to the Path of the Heart – the Shakti Yoga Platform, Chakra Spaces, the Place of Bliss, the Place of the Buddha and Compassion. An Ayurvedic herb garden, a bird table and a natural pond add to the tranquil charm of this place of quiet meditation.





The Lindhof farm: The picturesque 250-year-old Lindhof farm at the foot of the Zahmer Kaiser mountain is just a few minutes away from the Sonnhof in Thiersee. This idyllic farm came into the Ayurveda Resort Sonnhof's possession in 2015. It is a project close to the heart of Johann Mauracher who started his working life in farming and is thus returning to his roots. Back to the roots is also where the Sonnhof's cuisine is going: where it naturally began as a provider of health and energy. This is sustainable organic farming, using traditional growing methods and heritage varieties. The Sonnhof's European Ayurvedic cuisine makes full use of the range, variety and high quality of the farm's products.

The Lindhof also offers visitors and the Sonnhof's guests the opportunity to rediscover the flavours and natural cycles of farming as it used to be practised.



Cuisine based on the principles of European Ayurveda®

The Sonnhof's own culinary brand, European Ayurvedic cuisine, takes into account the nutritional foundations of Ayurveda while pleasing European palates. Only top-quality products from the hotel's own farm as well as regional produce sourced from local markets and farms are used. In addition to classic Indian ingredients such as coriander, ginger, cardamom and cinnamon, European herbs including thyme, basil and fennel are given an opportunity to unfold their healing powers.

A HOLISTIC PRINCIPLE

Nutrition is extremely important in Ayurveda, and forms the foundation of successful outcomes. Ayurvedic nutrition is not a diet but a holistic system of nutrition with a highly nuanced approach to each human being's specific requirements. The tasty dishes are tridoshic to support each constitutional type's metabolic digestive and renewal processes. Special foods, herbs and spices may also be used therapeutically to prevent or treat health complaints.

A QUESTION OF ENVIRONMENT

A key requirement in Ayurvedic nutrition is that staple foods are locally grown. Anything grown in Europe contains active ingredients that suit European living conditions. To ensure that Ayurvedic nutrition is gently and easily processed by our European bodies, European Ayurveda® has developed its own recipes using local foods and herbs whose effects correspond to the Ayurvedic originals.



SONNHOF SIGNATURE CUISINE FULL BOARD

We're all individuals with different requirements, and Ayurvedic cuisine takes into account the three constitutional types of Vata, Pitta and Kapha. The Sonnhof's team of experts makes nutritional recommendations based on each guest's chosen programme, and the tridoshic menu is suitable for all constitutional types.

FULL BOARD INCLUDED – THE SONNHOF'S CULINARY DAY

The day begins with a generous breakfast buffet that combines regional and Ayurvedic specialities.

For lunch, the Sonnhof's kitchen invites guests to sample a Pitta buffet, which is served from 12 noon until 1.30pm. Guests help themselves to delicious soups, salads, appetisers and desserts.

In the afternoon, guests enjoy the delights of a Vata snack which include a tea ceremony and healthy delicacies.

In the evening, guests have a choice of three menus: the Panchakarma & Detox Menu, the Ayurvedic Rejuvenation Menu, and the Classic Sonnhof Menu.

All meals are included in the Sonnhof Signature Cuisine full board and are served in the Buddha's Place restaurant and in Indra's Garden.

How to get there

By car:

Leave the Inntal motorway at Kufstein Nord, follow the Rosenheimerstrasse (B175) towards Bayrischzell for 12km to Hinterthiersee.

By air:

- Innsbruck airport 90km 1 hr
- Salzburg airport 119km 1 hr 20 mins
- Munich airport 135km 1 hr 30 mins
- Vienna airport 415km 4 hrs 50 mins

By train:

Kufstein train station

Timetable for Swiss railways www.sbb.ch

Timetable for German railways www.db.de

Timetable for Austrian railways www.oebb.at

The Sonnhof team can also organise your transfers (chargeable).

Contact

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