



MEDIA INFORMATION | Autumn 2018

TOP HOTEL HOCHGURGL – FIRST 5-STAR SUPERIOR HOTEL IN TYROL'S ÖTZTAL VALLEY

TOP NEWS³ from Hochgurgl in the Austrian Tyrol.

- **TOP Hotel Hochgurgl has been upgraded to 5-star superior**
- **The new Ötztal Super Ski Pass combines 6 ski areas for the 2018/2019 winter season offering 356km of pistes and 90 lifts**
- **The new Kirchenkarbahn II cable car opens on 15 November 2018 for faster access to the Obergurgl-Hochgurgl ski area, more pistes and a new freeride zone**

At 2,150m Hochgurgl is among the highest and most snow-sure resorts of all Alpine resorts and its opening date for skiing – 15 November 2018 – is the first of the Tyrol's non-glacier ski areas.

TOP NEWS item #1: 5-star superior rating for the TOP Hotel Hochgurgl

As the first, and only, hotel in the Ötztal Valley permitted to use the designation '5-star superior', TOP Hotel Hochgurgl is the highest 5-star superior hotel in the Alps. It is also one of the highest Relais & Châteaux establishments in the Alps – in one of the highest Alpine resorts.

It is thanks to their guests' reviews that Alban and Attila Scheiber's vision of luxury Alpine ski holiday hospitality has been recognised. 'This is a special token of appreciation will motivate us even more in the future', say the fourth-generation tourism experts. 'It's so gratifying that our contemporary style – combining proud tradition, Alpine flair and heart-felt hospitality – has proved so popular', say the Scheiber brothers. To achieve the 5-star superior rating the hotel must meet the awarding committee's stringent criteria of top-quality infrastructure and uncompromising service.

Ski-in & spa-out plus oyster bar

The piste-side ski-in & spa-out Relais & Châteaux TOP Hotel Hochgurgl boasts a superb sun terrace and oyster bar with stunning panoramic views. Many aspects of excellence went into the accolade: staff aside, the hotel offers exceptional gourmet cuisine with Tyrolean specialities, a wine cellar filled with delectable rarities, sophisticated rooms and suites equipped with an open fireplace or tiled stove, and the TOP Mountain SPA – a world apart offering highly-effective treatments using local herbs and marine and medical anti-ageing cosmetics. The outdoor heated pool overlooks the piste and commands a stunning panorama of the Ötztal Alps. TOP location... TOP service with heart... a TOP ski area.

TOP NEWS item #2: new Kirchenkarbahn II cable car

Doppelmayr's new masterpiece, the new Kirchenkarbahn II, opens on 15 November 2018: 10-seater mono-cable gondolas transport up to 2,400 passengers per hour from the lower terminus at 2,147m to an altitude of 2,839m in just nine minutes. The first section of the Kirchenkarbahn opened in 2015 – the world's first 10-seater D-Line cable car by the Austrian industry leader. The second section offers the same technical sophistication. Passengers enjoy greater comfort with heated seats, generous space,

niche

quiet operation and reduced vibration. More importantly, the new Kirchenkarbahn II offers leisure skiers and powder hounds fast access to 110km of perfectly groomed slopes and the 25 state-of-the-art lifts in the Obergurgl-Hochgurgl ski area which are now linked to an additional 2.2km of pistes (1.5km blue and 0.7km red) and a new freeride area.

TOP NEWS item #3: new Ötztal Super Ski Pass

The Ötztal Super Ski Pass launches on 15 November 2018 to offer access to the 6 Ötztal Valley ski areas – a total of 356km of slopes and 90 ski lifts: Obergurgl-Hochgurgl, Sölden, Hochoetz-Kühtai, Niederthai, Gries and Vent – a resort for almost every day of the week! The Ötztal Valley's 6 ski areas offer something for everyone, young or old, from novice to expert, skiers, snowboarders or freestylers and powder hounds, who will love the off-piste guiding. High altitude brings snow reliability: ski conditions guaranteed from mid-November to the end of April. The Ötztal Super Ski Pass is available in all Ötztal ski areas for three or more days and holders can use the half-hourly shuttle buses free of charge.

The diamond of the Alps

Obergurgl-Hochgurgl – the diamond of the Alps – is located at the head of the Tyrol's Ötztal Valley, and famous throughout ski, snowboard and freestyle communities for its snow reliability and all-round appeal. A holiday in Obergurgl-Hochgurgl is stylish, relaxing and brings you close to nature. It is also innovative: the **TOP Mountain Crosspoint** is a multifunctional building that hosts Europe's highest motorbike museum, the base station of the new Kirchenkar mountain gondola, the road toll station and a state-of-the-art mountain restaurant with table service. This 6,060sqm space at 2,175m is the meeting point between North and South Tyrol, and a gateway to Hochgurgl ski area on the Timmelsjoch High Alpine Road. At 3,080m on the narrow ridge of the Wurmkogel, the **TOP Mountain Star** is another exciting landmark. This temple of good food is an architectural gem with thousands of Swarovski crystals sparkling on the 'star bar' and a panoramic view of the Dolomites. The TOP Mountain Star is available for private parties at the peak of exclusivity.

TOP EVENT tip: 15 to 25 November 2018

Obergurgl-Hochgurgl ski opening with glittering parties, first-class music and guaranteed snow.

Obergurgl-Hochgurgl ski area facts & figures

- Ski resort altitude: 1,800 to 3,080m
- Opens in November in advance of Tyrol's other non-glacier ski areas
- Guaranteed snow from mid-November until May
- 112km of slopes for all ages and skill levels – 37km easy, 55km intermediate and 20km challenging
- Off-piste fun with plenty of variation
- Two fun slopes, two snow parks and one fun cross in the ski area
- High-tech snowmaking facilities cover 90% of the slopes
- No waiting thanks to 25 lifts with a capacity of approx. 42,000 people per hour
- 5 feeder gondolas in the village: Hochgurglbahn, Festkoglbahn, Hohe Mut Bahn, Rosskarbahn and Kirchenkarbahn
- Maximum space and safety on extra-wide slopes above the tree line
- TOP-level mountain restaurants
- Ski storage and ski rental available at the valley stations
- Free parking and free Wi-Fi in the ski area
- Daily entertainment and cultural events

niche

5-star superior TOP Hotel Hochgurgl facts & figures

- Open from mid-November until early May
- Location: at 2,150m in Hochgurgl at the head of the Tyrolean Ötztal valley, adjacent to the longest ski run in the Obergurgl-Hochgurgl ski area, surrounded by the Ötztal Alps' 21 three-thousanders, 90km from Innsbruck
- Member of Relais & Châteaux
- Proprietors: Alban & Attila Scheiber | Hosts: Alban & Jasmin Scheiber, Attila & Sabine Scheiber, senior manager Lotte Scheiber, general manager Martin Kuprian
- 62 rooms & suites
- Restaurants & facilities: sophisticated hotel restaurant – 90 points in the 2018 Falstaff restaurant guide, 2 rustic Tyrolean Stuben: Jagdstube and Schalkkogel, one of the Alps' highest wine cellars with 500 bins, in-house patisserie, oyster bar, sun terrace, après-ski bar, fireplace bar with daily live music, sports shop with ski and snowboard rental
- TOP Mountain SPA: indoor and outdoor pools, sauna area, gym, beauty & spa treatments including dermo-cosmetics, medical anti-ageing cosmetics, aesthetic cosmetics, time for two with exclusive treatments for couples and much more

www.tophotelhochgurgl.com

www.tophochgurgl.com

Download images:

www.flickr.com/photos/marketing-deluxe/collections/72157694889341790/

PRESS CONTACT

| marketing deluxe GmbH - Claudia Reichenberger

| Claudia Reichenberger | Managing Director | claudia.reichenberger@marketing-deluxe.at

| Marlene Fuchs | Senior PR Consultant | marlene.fuchs@marketing-deluxe.at

Wopfnerstrasse 9 | 6130 Schwaz | Austria

T +43 5242 61115

presse@marketing-deluxe.at | www.marketing-deluxe.at