



PRESS RELEASE | November 2019

DISCOVER NICHE DESTINATIONS – A WORLD OF STORIES

MEET THE NICHE EXPERTS AT ILTM IN CANNES FROM 2 TO 5 DECEMBER 2019

Niche Destinations is exhibiting at the International Luxury Travel Market (ILTM) in Cannes from 2 to 5 December 2019 at stand TT135. ILTM, the benchmark event for the luxury travel trade, introduces buyers from 80 countries to an unrivalled collection of international travel experiences. The 2019 Cannes edition marks the launch of ILTM's Year of Health and Wellness, reflecting the increasing interest and growth in the wellness travel sector.

Niche Destinations is a handpicked selection of awesome experiences in unforgettable places. Depart the ordinary and embark on an authentic journey with our niche insider tips. Set out on an epicurean adventure, cultural discovery, or blast of adrenalin-fuelled action. Reboot, refresh, detox in the spa and find healing for body, mind and soul. Hide away, blissfully, on a romantic interlude. Share precious time with family and friends, enjoying nature and each other's company. Make happiness your destination.

FIND YOUR NICHE

Health highs: Medi-spas and healing retreats delivering effective programmes for the restoration of body and spirit. Intelligent diagnostics and sensitive treatment are tailored to individual needs and priorities. It's all about wellbeing and balance, health and happiness.

Soul soothers: Check in, chill out. In a peaceful retreat rest and relaxation are paramount. Discover wellbeing and rebalance mind and body in stunning locations at a destination spa or an innovative health haven.

Carve your niche: Powder on the hill, a corduroy piste on the doorstep. Perfect winter escapes for families, couples and go-it-alone winter sports fans.

Family affair: Fun by the ton, for everyone. Flying foxes, enchanted forests, kids' clubs, a children's buffet, family spa zones and outdoor activities; dip in and out for just the right mix of togetherness and freedom.

Tastemakers: Take fresh local produce; apply culinary flair and a generous helping of passion, with colour and a dash of brilliance; serve in stylish surroundings with a well-chosen wine. The ultimate epicurean adventures.

Stargazing: Flagships; simply the best. A quest for the ultimate in quality, down to the last detail. An exquisite spa, a flawless meal, service so effortless and natural it goes unnoticed. Prepare for perfection.

High achievers: Sanctuaries at the heart of nature's adventure playground. Scale the peaks for adrenalin highs, escape to flower-filled meadows, take the plunge in diamond-clear mountain water – against a backdrop of spellbinding beauty.

Love nesters: Divine hotels in dreamy locations. From a romantic escape to a proposal, wedding, honeymoon, then anniversary... one thing leads to another in the seclusion of an intimate hideaway or an opulent 5-star pleasure dome.

From niche to green: Lush fairways and fast-rolling greens in a breathtaking setting. Holiday golf as it should be played, on a cluster of beautiful courses to challenge the champion and encourage the enthusiast. The ultimate must-stay-and-playgrounds.

Cool culture: Fascinating destinations and stylish hotels and riads with art and culture in their DNA. Beautiful artefacts, edgy design, subtle nuance and bold statements are their hallmarks. *Vive la différence.*

Above and beyond: These little gems don't fit a mould, but they might fit a mood: quirky, funky, creative. For a new perspective on hospitality, cuisine, healthy living... shake it up a little.

NICHE GEMS FOR ILTM

Park Igls – Innsbruck-Igls, Tyrol, Austria – Mayr respite for body, mind and spirit

Austria's pre-eminent Mayr clinic is a tranquil and inviting haven. In the established mountain resort of Igls, the pioneers of Modern Mayr Medicine have raised the bar for scientific health tourism. The multi-award-winning medi-spa's friendly and professional team offer state-of-the-art diagnostics and personalised exercise and treatment programmes. Guests benefit from cutting-edge conventional and complementary medicine, coaching and preventive medical care, while delicious Modern Mayr cuisine defines all eight dietary stages of the fasting process. A panoramic pool, an extensive menu of spa and beauty treatments, and exercise sessions including Yoga and kybun® training in the gym promote physical and emotional wellbeing.

Niche category: Health highs

European Ayurveda Resort Sonnhof – Hinterthiersee, Tyrol, Austria – Namasté or Servus?

A sanctuary for the soul set in Hinterthiersee in the Austrian Tyrol. Owing-managing family, the Maurachers, have registered the European Ayurveda® trademark for their pioneering adaptation of the ancient Indian life science, developing it specifically to suit Western lifestyles, climatic conditions and food culture. An expert team includes outstanding general practitioners, Ayurvedic physicians, naturopaths, therapists and chefs from India and Europe. Guests benefit from a consultation with Ayurvedic pulse diagnostics, a wide range of treatment programmes including Panchakarma, and Yoga classes and meditation sessions. The Ayurveda Spa has an indoor pool, saunas, steam rooms and meditation areas, and opens onto the restful garden. Healthy and delicious European Ayurveda® Signature Cuisine uses organic produce from the family's own Lindhof farm. A complete physical and spiritual detox.

Niche category: Health highs

European Ayurveda Resort Mandira – Bad Waltersdorf, Styria, Austria – European Ayurveda arrives in Styria

The Mauracher family of hoteliers, yogis and health gurus have acquired a new resort in Austria's far east. Formerly the 4-star superior Paierl hotel, the new European Ayurveda Resort Mandira brings their tried and tested approach closer to Vienna, Graz and eastern Europe. An initial investment of €1.8 million is set to refurbish the reception and public areas, restaurants and rooms. Bad Waltersdorf is famous for two healing thermal springs, making this an ideal location for treatment of musculoskeletal issues in combination with a Panchakarma cure. With the focus on prevention and regeneration, guests can benefit from a variety of outdoor sports including running and Nordic walking. Expected reopening in early 2020.

Niche category: Health highs

TOP Hotel Hochgurgl – Hochgurgl, Tyrol, Austria – Alpine luxury rich in tradition

Ski-in, spa-out is 5-star superior TOP Hotel Hochgurgl's proud boast. What could be more glam than reclining in the piste-side infinity pool as skiers swoosh by? At 2,150m this Relais & Châteaux hotel really is the height of Alpine luxury; great skiing from mid-November to May, the immaculate pistes of Obergurgl-Hochgurgl's interconnected slopes, and one of the world's ten most attractive and snowsure winter sports areas. The Tyrolean hotel is the brainchild of the Scheibers, a local family whose simple idea was the ultimate ski holiday where guests want for nothing. Arrive at leisure – a helipad is on the doorstep should you require it, pick up pre-ordered equipment, sip Champagne in the Perrier Jouët gondola, drop a jaw at the view from 3,000m in the TOP Mountain Star bar – even Europe's largest motorcycle collection is in the museum at the TOP Mountain Crosspoint. Take a break from skiing at the piste-side sun terrace, or after an exciting day on snow, relax with a treatment in the 2,200sqm TOP Mountain SPA. Dine on sumptuous cuisine: fresh oysters, a sociable fondue, or a gourmet menu complemented by exquisite wine. A fabulous venue for ski incentives with exclusive use available early in the skiing season with the same snow-safe guarantee. +++ News +++ TOP Hotel Hochgurgl has won the coveted Austria's Best Ski Hotel 2019 award in the World Ski Awards, further acknowledging the 5-star superior's place amongst elite Alpine winter sports destinations.

Niche categories: Stargazing; Carve your niche; Soul soothers

Schlosshotel Fiss – Fiss, Tyrol, Austria – Discover a luxury experience

The only 5-star ski-in, ski-out in Serfaus-Fiss-Ladis! When it comes to family fun in an elegant design context, nowhere does it better than the Schlosshotel Fiss. At 1,436m, the Schlosshotel commands breathtaking views and brings the best of cuisine, comfort, style, wellbeing and fun for all the family under one roof. The Kids' and Teenagers' Clubs and the Schloss Spa's water playground provide endless amusement for children, without compromising their parents' peace and relaxation – there's a dedicated Family Spa too. The hotel's slow-food philosophy presents original interpretations of classic Alpine dishes prepared with the best local produce, including a children's buffet – and gourmets of all ages can enjoy the ultimate Schlosshotel culinary experience at the new Beef Club restaurant. In winter, get kitted out at the hotel's own sports shop and step out from the ski room lift straight onto the piste – the interconnected Serfaus-Fiss-Ladis ski area is one of Europe's most family-friendly resorts and offers the best ski schools and children's ski courses in Tyrol.

Niche categories: Stargazing; Family affair; Soul soothers

Dollenberg Schwarzwald Resort – Black Forest, Germany – Bliss in the Black Forest

Sublime cuisine, spa bliss and flawless hospitality. The 5-star superior Relais & Châteaux Dollenberg is one of Germany's leading resorts, set on the hotel-owned Dollenberg hill and surrounded by its own 7-hectare park and 10,000 hectares of the beautiful Black Forest National Park. Gourmet and spa lovers can escape for an indulgent break, while sports aficionados will love exploring the park and forest. Chef de cuisine Martin Herrmann's culinary genius for refined classic-contemporary cuisine finds expression at the 2-Michelin-starred Le Pavillon. The 5,000sqm DOLLINA Spa & Health is one of Germany's finest facilities, and a wide range of wellness beauty and health treatments include holistic treatments, Yoga and activities. Perfect for celebrations.

Niche categories: Stargazing; Tastemakers, Soul soothers

SPA-HOTEL Jagdhof – Neustift, Stubai Valley, Tyrol, Austria – Tradition & lifestyle in a breathtaking setting

Longstanding member of Relais & Châteaux, no one does relaxed Tyrolean-style luxury quite like SPA-HOTEL Jagdhof. With a stunning Stubai Alps backdrop, the iconic 5-star faces the Stubai Glacier – Austria's largest glacier ski area – and offers a guest shuttle service during ski season from October to June. In addition to excellent service and superb food in the à la carte Hubertus Stube restaurant and dining rooms, the Jagdhof offers unique facilities including the Gourmet Gondola – probably Tyrol's smallest gourmet restaurant, food for sharing in the *Stadel* barn, and a fabulous wine cellar housing over 20,000 bottles, awarded 'World's Best Wine List'. The ground-breaking 3,000sqm jSPA offers 20 wellbeing experiences, pools and an innovative treatment concept, as well as a separate Alpine SPA CHALET and luxurious Private SPA Suite for serious relaxation. The Jagdhof has everything for a fantastic family holiday and the region offers plenty to do and see 365 days a year.

+++ News +++ The Hubertus Stube has just achieved a first-time rating of 4 toques and 17 points in the 2020 Austrian edition of the Gault&Millau restaurant guide. The rating system now follows the Gault&Millau France model in order to provide equivalence across international editions and ease of comparability for diners.

Niche categories: Stargazing; Soul soothers; Carve your niche; Family affair

Hotel Restaurant Spa Rosengarten – Kirchberg-Kitzbühel, Tyrol, Austria – The pinnacle of culinary delight

Austria's only 5-star hotel with two multi-award-winning restaurants. Offering pleasure on the palate and balsam for body and soul, the dynamic partnership between Simon Taxacher, culinary wizard, and talented designer Sandra Kobald has produced an exquisite home of good living in the Kitzbühel Alps. Urban chic combines with cutting-edge cuisine at Restaurant *Simon Taxacher*, and its Alpine-themed partner, Bistro-Restaurant Rosengarten. Harmony reigns in the Rosengarten SPA, where guests sample Taxacher's new wellness and nutrition concept, ALPINE ELEMENTS®. Outside, the mountains invite to explore on skis, on two wheels or on foot – with your own private guide if desired. Just 7km from Kitzbühel, the hotel offers superb facilities for meetings and events at the highest level, exclusive use is available. For skiers, the 10-seater Maierl gondola is 500m and golfers have a choice of five courses nearby and 30 more within 100km.

+++ News +++ Restaurant *Simon Taxacher* has just achieved a rating of 5 toques and 19 points in the 2020 Austrian edition of the Gault&Millau restaurant guide. The rating system now follows the Gault&Millau France model in order to provide equivalence across international editions and ease of comparability for diners.

Niche categories: Stargazing; Tastemakers; Carve your niche; From niche to green

Botanic Sanctuary Antwerp – Antwerp, Belgium – Niche arrives in Antwerp

A new jewel in the capital of diamonds... Located close to the botanical gardens in Antwerp, a huge project is underway to restore and revitalise a historic 12th century monastery. With General Manager Marc Alofs at the helm, the 5-star superior *Leading Hotels of the World* Botanic Sanctuary Antwerp will offer 98 rooms, four foodie destinations with Michelin-starred chefs, a botanical spa, 17 conference rooms (largest to 300 pax capacity) and superb banqueting facilities (largest room 440sqm). Expected opening October 2020.

About Claudia Reichenberger, Founder and Managing Director of Niche Destinations

After spending over 20 years across all aspects of the luxury hotel and travel industry, in 2007 Claudia created her own representation company, marketing deluxe, to operate in tandem with her specialist Niche Destinations portfolio. International acclaim and many coveted awards secured for Niche Destinations members are tribute to her success. Positioning the client and finding their niche is Claudia's passion and it is her conviction that for a destination or hotel to excel it must step out from the crowd, strive for originality and be ahead of the game. Each Niche Destination has its own, often quirky, character and its own version of excellence – guests are invited to depart the ordinary and find their niche!

www.niche-destinations.com

Download photos: <https://www.flickr.com/photos/marketing-deluxe/albums>

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PRESS OFFICE | marketing deluxe

Claudia Reichenberger | Sarah Amazu

Wopfnerstrasse 9 | 6130 Schwaz | Austria

T +43 5242 61115

press@marketing-deluxe.at | marketing-deluxe.at