



PRESS RELEASE | November 2019

## AND THE OSCAR GOES TO... TOP HOTEL HOCHGURGL! AUSTRIA'S BEST SKI HOTEL 2019 AT WORLD SKI AWARDS

**TOP Hotel Hochgurgl has won the coveted Austria's Best Ski Hotel 2019 award in the World Ski Awards. The annual celebration of excellence in ski tourism took place over three days (22-24 November) in Kitzbühel, Austria. This award further acknowledges TOP Hotel Hochgurgl's place among the elite Alpine winter sports destinations.**

Coming together for a seventh time, ski industry figureheads, innovators and decision makers met to exchange knowledge, brainstorm ideas and discuss the principles of best practice. The forum brings together representatives from ski nations across Asia, Europe, Oceania and the Americas in a common aim to foster growth and drive up standards in this important segment of the tourism and hospitality industry. Skiers account for six million bed nights over 400 million visits to 2,500 resorts worldwide.

The awards are made on the strength of vote submitted online by industry professionals and members of the public to provide a fair and transparent representation of opinion across the trade and consumer markets. The results celebrate the trailblazers, trendsetters and standard bearers of the global ski industry and acknowledge the finest ski hospitality brands in the world.

Other winners at the gala reception included Europe's highest resort, Val Thorens, voted World's Best Ski Resort thanks to its vast network of snowsure slopes. Contemporary urban design amid a spectacular Alpine setting led Switzerland's W Verbier to capture the title of World's Best Ski Hotel, whilst Chalet LesANGES in Zermatt was named World's Best Ski Chalet. In the newcomer categories, the breathtaking Le Chalet (Chamonix) was named World's Best New Ski Hotel, whilst over on the opposite side of Mont-Blanc in Italy, Le Massif (Courmayeur) scooped World's Best New Ski Hotel.

Upon receiving the award, Alban Scheiber said: 'This is a real honour and the perfect endorsement for our exceptional team whom we regard as family.' The Scheiber twins are the 4<sup>th</sup> generation of a local Hochgurgl family, and they continue to nurture their inheritance, safeguarding the land and property for the next generation.

[www.tophotelhochgurgl.com](http://www.tophotelhochgurgl.com)

### **About TOP Hotel Hochgurgl**

*Ski-in, spa-out* is 5-star superior TOP Hotel Hochgurgl's proud boast. What could be more glam than reclining in the outdoor infinity pool as envious skiers swoosh by? At 2,100m this really is the height of Alpine luxury; good skiing from November to May, immaculate pistes of Obergurgl-Hochgurgl's interconnected slopes, and in the top 10 resorts for height and extent. The hotel is the brainchild of a local family, the Scheibers, whose simple idea was the ultimate ski holiday where guests want for nothing. The third generation is now at the helm, welcoming guests to their ski-spa-gastro sanctuary, with all the trimmings. Arrive by helicopter, pick up pre-ordered equipment and guide; sip champagne in the 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. After an exciting day on snow, take a deep breath and a relaxing treatment in the spa. Dine on sumptuous cuisine: fresh oysters, a sociable fondue, or a gourmet menu complemented by exquisite wine.



### **About Niche Destinations**

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.

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