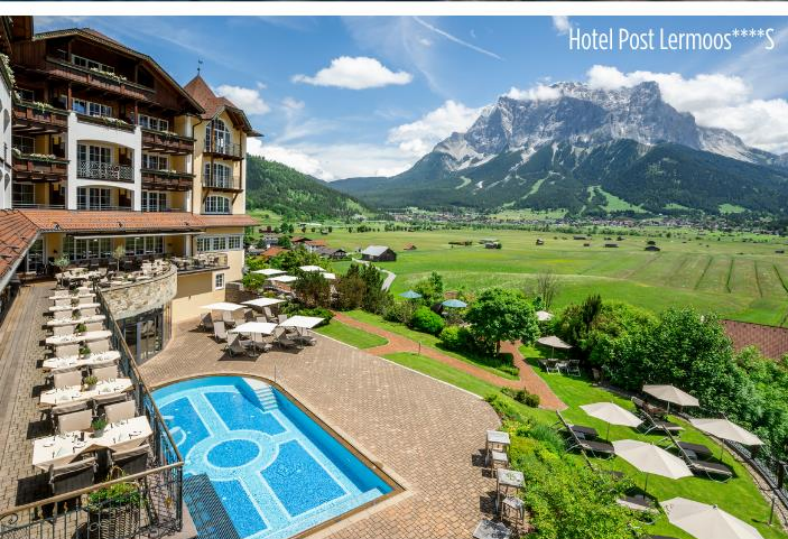
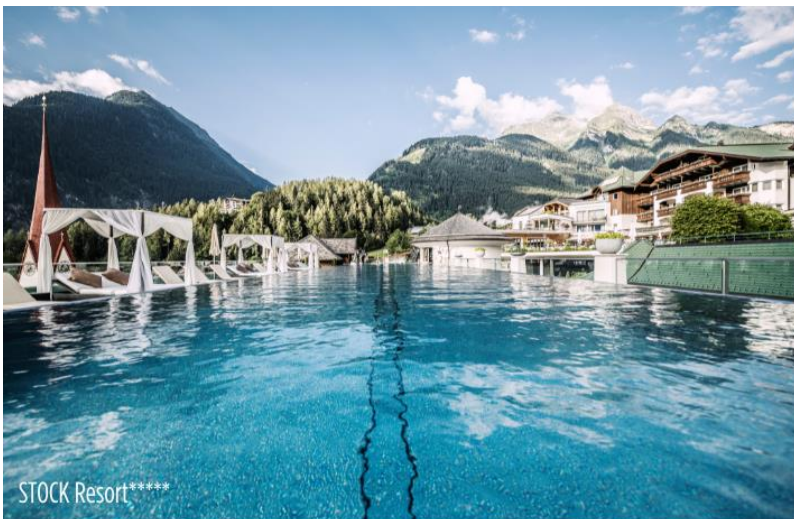




PRESS KIT 2026

BEST ALPINE WELLNESS HOTELS
INNSBRUCK, ÖSTERREICH

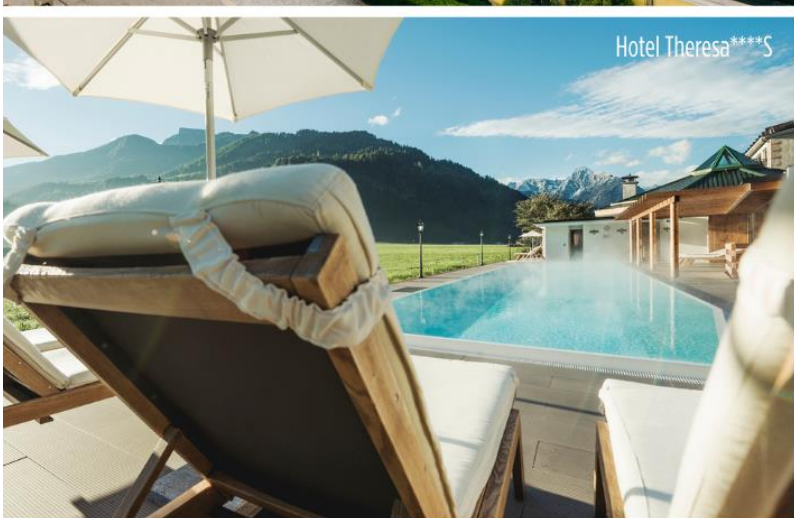




STOCK Resort*****



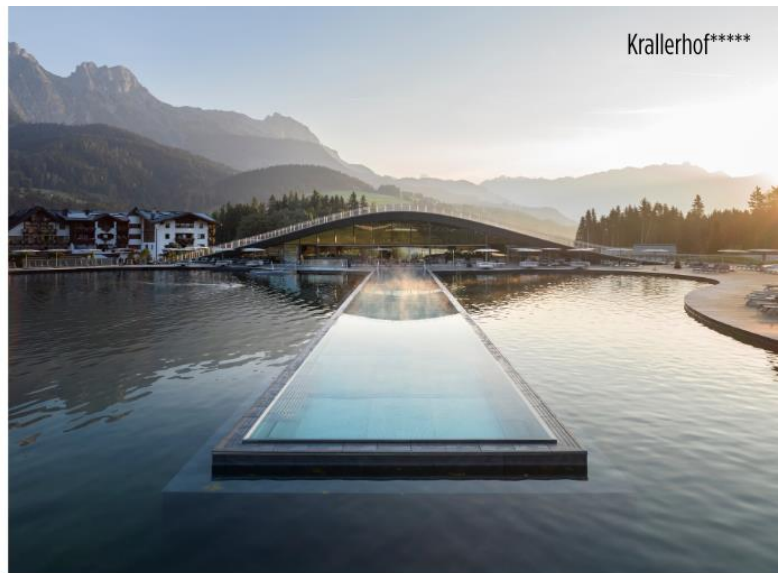
Wellnessresidenz Alpenrose*****



Hotel Theresa****S



Übergossene Alm Resort****S



Krallerhof*****



Nesslerhof*****



Naturhotel Waldklausen****



Wellnesshotel Warther Hof****S



ABOUT US

Although Best Alpine Wellness Hotels, which have existed in their current form since 1992, have only borne this name since 2015, they can already look back on a success story spanning more than 30 years. The core elements of innovation, the highest quality and absolute guest satisfaction have always been the focus and continue to shape the development of this renowned hotel association to this day. The goal in the hotels' daily work is to provide guests with individual well-being at the highest level. Numerous awards confirm this. The partner establishments of Best Alpine Wellness Hotels are selected according to strict admission criteria. All family-run hotels belong to the 4-star superior to 5-star superior hotel category. The decisive factors for admission are an innovative, extensive wellness programme, a comprehensive sauna world with steam and themed baths, cosmetic and beauty treatments, first-class cuisine and a health-promoting activity programme. In addition, all Best Alpine Wellness Hotels are regularly and independently checked for compliance with the quality criteria.



BEST WELLNESS TIMELINE

Find out more about the history of Best Alpine Wellness Hotels and the work of the wellness pioneers here.

- 1985** Founding of a Tyrolean group of hoteliers for the purpose of exchanging experiences, with advice from Josef Knabl
- 1988** Launch of the development of a wellness concept that was new in the Alps at the time: 'Living with wellness'
- 1990** Implementation of the wellness concept in Tyrolean wellness hotels
- 1992** Founding of the Association of Tyrolean Wellness Hotels by six founding members and admission of the first additional members; Franz Pirktl, Best Wellness Hotel Schwarz, becomes president of the hotel association. Josef Knabl becomes managing director of the group
- 1993** Development of the 'Green Dot' catering concept
- 1995** Renamed Wellness Hotels Austria
- 1998** Development of the Wellness Club
- 1999** Admission of the first wellness hotel in South Tyrol
- 2000** Development of the first database-based guest questionnaire, the 'Wellness Barometer'; start of development of an Alpine wellness treatment line
- 2004** Michaela Thaler takes over as managing director
- 2005** Renamed Best Wellness Hotels Austria
- 2006** Development of the Wellness with the Moon concept; introduction of the mandatory Best Wellness Quality concept
- 2007** Josef Stock, Best Wellness Hotel Stock resort, replaces Franz Pirktl as the new president of Best Wellness
- 2008** Development of the Wellness in Sleep concept
- 2010** Start of the development of a proprietary sustainability concept at Best Wellness Hotels Austria
- 2011** Wolfgang Burgschwaiger, Best Wellness Hotel Übergossene Alm, takes over the presidency from Josef Stock.
- 2012** 20th anniversary of Best Wellness Hotels Austria
- 2013** Development of the exclusive, natural skincare line Balance Alpine 1000*
- 2015** Renamed Best Alpine Wellness Hotels; implementation of the new Human Resource Hero campaign
- 2016** Implementation of career website
- 2017** 25th anniversary of Best Alpine Wellness Hotels with anniversary celebration; Best Friends Club customer loyalty programme
- 2019** Development of the MY ALPINE BALANCE spa concept; addition of Naturhotel Waldklausen
- 2020** Addition of Hotel Nesslerhof
- 2021** Launch of the My Alpine Heart charity project
- 2022** 30th anniversary of Best Alpine Wellness Hotels
- 2023** Addition of Alpbacherhof; new Best Friends Club goes online
- 2024** 10 years of Balance Alpine 1000* – hotel's own skincare line



THE LOCATION – POWER SOURCES OF THE ALPS

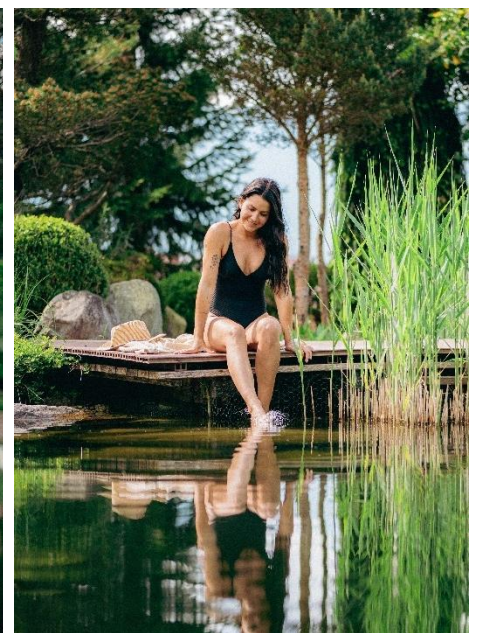
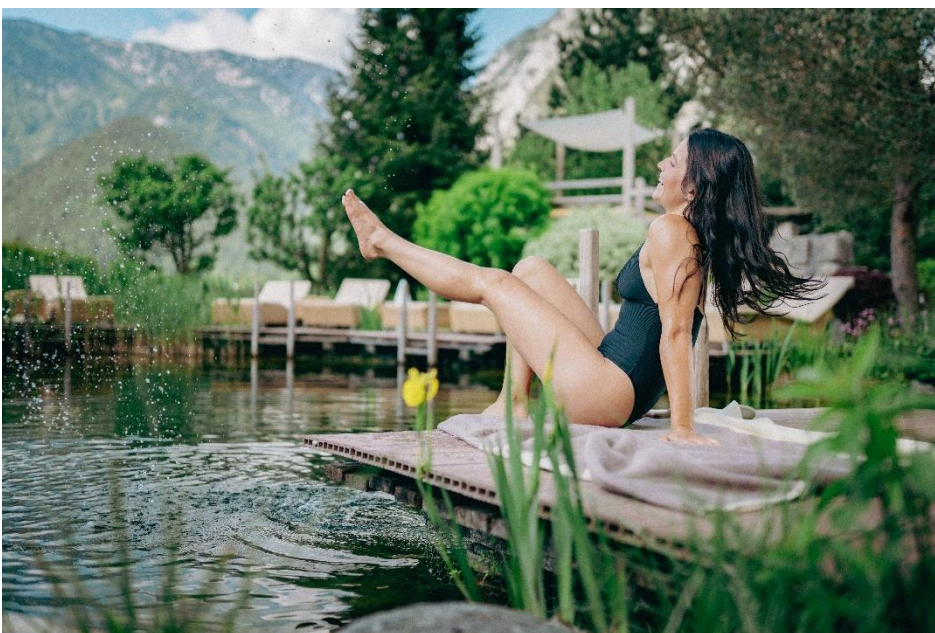
All 15 member hotels are located in the most beautiful holiday regions amidst breathtaking alpine scenery, on lakes or in sophisticated ski resorts, with idyllic golf courses in the immediate vicinity. What all hotels have in common is a paradisiacal, peaceful location, as can be found in the most beautiful Austrian regions of Tyrol, Vorarlberg, Salzburg, Carinthia. Pure nature awaits you right outside the hotel door. Whether it's picturesque hikes across lush mountain meadows or an enjoyable combination of local delicacies – an alpine wellness holiday in Austria promises enjoyment in its highest form. The range of activities on offer is diverse and caters equally to those seeking relaxation and active holidaymakers.

This idea gave rise to the concept of combining the power sources of the Alpine region with state-of-the-art science and medicine to create a 'balance/experience concept' – and in 2013, the natural cosmetics line Balance Alpine 1000+ was developed on this basis. For these exclusive care products and treatments, specialists rely on the purity of medicinal herbs that thrive at altitudes of over 1,000 metres in purely organic alpine cultures. For inner strength and beauty that radiates outwards. Returning to the essence of what really matters, namely 'the sensible and sustainable art of hosting', the Best Alpine Wellness Hotels do not simply put on a marketing facade, but create a seal of quality for a sustainable and integrative wellness philosophy.

In 2019, Best Alpine Wellness Hotels are presenting MY ALPINE LIFE BALANCE, an innovative approach that is even more closely geared to the personal needs of wellness guests. True to the motto: we see people holistically and treat them that way.

QUALITY OVER QUANTITY

For Best Alpine Wellness Hotels, quality means the best facilities, personalised service and a particularly conscientious look behind the scenes. That is why all 15 family-run hotels undergo an annual inspection by an independent hygiene company in accordance with HACCP standards, among other things. In addition, ongoing guest surveys and covert checks ensure high quality standards. Best Alpine Wellness Hotels have developed an innovative mystery check: once a year, an independent committee checks over 1,600 criteria to ensure that guests enjoy consistent quality during their wellness holiday.





TOP WELLNESS RESORTS – THE MEMBERS

ALPBACHERHOF – MOUNTAIN & SPA RESORT *****
TIROL / ALPBACH
www.alpbacherhof.at

WELLNESSRESIDENZ ALPENROSE & COCOON *****
TIROL / MAURACH AM ACHENSEE
www.alpenrose.at

ALPIN RESORT SACHER *****S
TIROL / SEEFELD
www.seefeld.sacher.com

DER ENGEL *****S
TIROL / GRÄN
www.engel-tirol.com

GENUSSDORF GMACHL *****S
SALZBURG / BERGHEIM
www.gmachl.at

HOTEL HOCHSCHOBER *****S
KÄRNTEN / TURRACHER HÖHE
www.hochschober.com

KRALLERHOF *****
SALZBURG / LEOGANG
www.krallerhof.com

HOTEL NESSLERHOF *****
SALZBURG / GROSSARL
www.nesslerhof.at

HOTEL POST LERMOOS *****S
TIROL / LERMOOS
www.post-lermoos.at

ALPENRESORT SCHWARZ *****
TIROL / MIEMING
www.schwarz.at

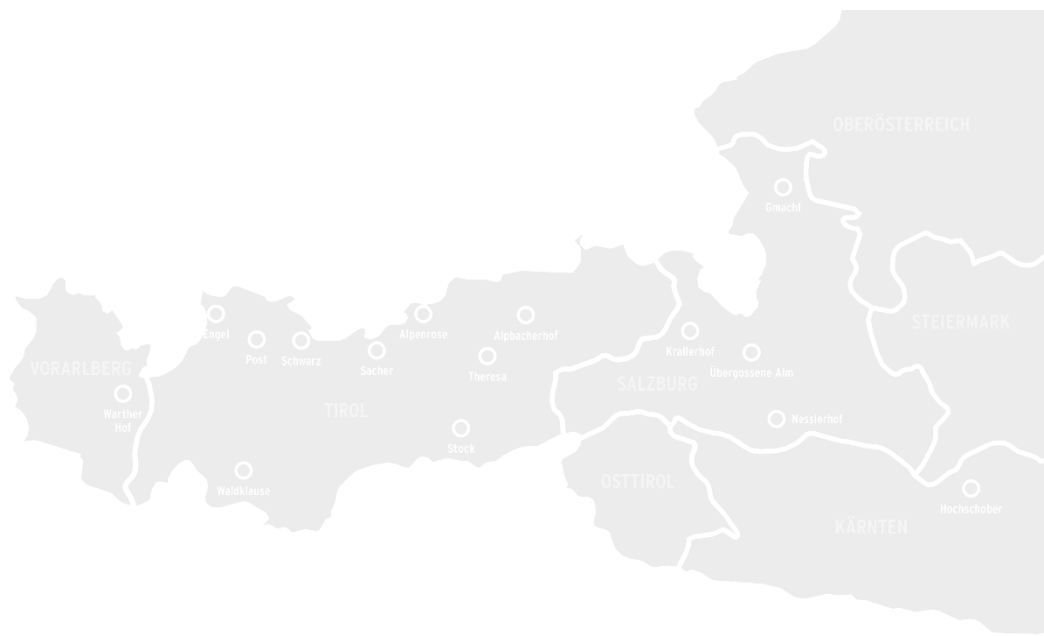
STOCK RESORT *****S
TIROL / FINKENBERG
www.stock.at

HOTEL THERESA *****S
TIROL / ZELL AM ZILLER
www.theresa.at

ÜBERGOSSENE ALM RESORT *****S
SALZBURG / DIENTEN
www.uebergossenealm.at

NATURHOTEL WALDKLAUSE *****
TIROL / LÄNGENFELD
www.waldklaus.at

WELLNESSHOTEL WARTHER HOF *****S
VORARLBERG / WARTH
www.wartherhof.at





BALANCE ALPINE 1000+: THE NEXT DIMENSION OF WELLNESS WITH THE POWER OF THE ALPS

Crystal-clear air, bubbling springs, spectacular landscapes and the precious treasures of unique vegetation: Balance Alpine 1000+ combines the original sources of energy from the Alps in a completely new and unique vitality concept. Only organic medicinal herbs planted and harvested at 1,000 metres above sea level are used. Through individually tailored treatments, Balance Alpine 1000+ ensures natural beauty, deep well-being, revitalisation of energy and lasting balance.

NATURE & EFFECT

The continuous development of the range and the ongoing integration of trends and new ideas were decisive factors in the decision by the Best Alpine Wellness Hotels to incorporate the purity of medicinal herbs, which thrive at altitudes of over 1,000 metres in purely organic alpine cultures, the latest scientific and medical findings into the Balance Alpine 1000+ product line. The result is a range of valuable and unique creams, oils and lotions for face and body treatments, suitable for all skin types. The products are based on the purest Mehrner water and highly effective alpine herbs such as dandelion, wild thyme, angelica and yarrow, and contain no artificial colours, harmful preservatives, mineral oils, paraffins or parabens. In combination with an application individually tailored to the person's metabolic type, they help to let go, achieve a natural balance of body and mind and maintain it in

the long term. The skin, as a reflection of the soul, is brought into balance with nature from head to toe according to a holistic treatment approach – inside and out.

www.balancealpine.at

'ALPINE GUIDE': THERE IS A HERB FOR EVERY NEED

The herbs used come from purely organic alpine cultures in Austria. They take into account the typology of European people in particular, based on the teachings of Hippocrates and the principles of monastic medicine.

Guests benefit from this by having their personal metabolic typology determined using the 'Alpine Guide'. The resulting wishes and needs then determine the goals and benefits of the Balance Alpine treatments. Guests benefit from this by having their personal metabolic typology determined using the 'Alpine Guide'. The resulting wishes and needs then determine the goals and benefits of the Balance Alpine treatments for the entire stay.

(RE)BALANCE YOUR LIFE! BALANCE ALPINE 1000+ for body, mind and soul

Shop: mybestwellness.com





FASCINATION WITH MOVEMENT – THE ALPINE BODY TREATMENT

Based on the latest sports and movement science principles, the 'Fascination with Movement' treatment was developed as part of Balance Alpine 1000+. Fascia therapy, combined with other specific techniques, releases tension and adhesions in the muscles and tissue structures. The result is lasting mobility and freedom of movement, relief for the musculoskeletal system, the release of blockages and accelerated muscle recovery. Your body feels light, unblocked, rested and ready to perform. The treatment is ideal for active sports enthusiasts, for stress relief, improving posture, normalising tension and alleviating discomfort caused by sedentary activities. Together with other body and facial treatments such as 'Genussgipfel' (Summit of Pleasure), "Vitalkraft" (Vitality) and 'Gedankenfreiheit' (Freedom of Thought), Balance Alpine 1000+ forms a comprehensive package that brings body, mind and soul back into balance.

BALANCE ALPINE 1000+ WEEKS

The top wellness hotels in the Alps offer nature, mountains and wellness in a unique combination: the four seasons in the mountains and the range of outdoor and indoor activities such as hiking, golfing, skiing, biking, e-biking and yoga, combined with the Balance Alpine 1000+ concept, guarantee wonderful days with a high recreational value. Experience the special world of the Balance

Alpine 1000+ concept during the Balance Alpine 1000+ Weeks at the Best Alpine Wellness Hotels. The facial and body treatments with alkaline, natural products, accompanied by specially trained therapists and activity trainers, bring balance. Together with the nature and freedom surrounding the Best Alpine Wellness Hotels, the Balance Alpine 1000+ Weeks are a source of energy par excellence!

MY ALPINE HEART – DOING GOOD AND HELPING OTHERS

Since 2021, part of the proceeds from the sale of Balance Alpine 1000+ products and related applications has been going to our donation fund for people in need in mountain regions. With the My Alpine Heart project, the resorts are supporting, among other things, a medical centre in Rolwaling, Nepal, which is still one of the poorest regions in the world. The medical station was built by Tyroleans and has been run by a nurse until now. With the help of Best Alpine Wellness Hotels, it is now possible to hire a doctor.

www.myalpineheart.at

Give from the heart. Touch hearts. Achieve more together!





OUR PHILOSOPHY OF WELLNESS AND WELL-BEING

Following the successful launch and establishment of their own product line, Balance Alpine 1000+, which draws its original power from the Alps, the pioneers of the wellness industry are consistently continuing on their path. They place the individuality of the guest, their wishes and requirements even more at the centre of the wellness experience and, in 2019, are presenting MY ALPINE LIFE BALANCE, an innovative approach that is purely oriented towards personal needs.

MY ALPINE LIFE BALANCE

The renowned association of Best Alpine Wellness Hotels is known for turning its visions into reality. For more than a quarter of a century, the 15 member establishments have been committed to a sustainable and integrative wellness philosophy, first-class service and cuisine based on regionality and creativity. "Just as nature in the Alps always strives for balance, so do we humans. But just as each person's needs are different, so too are their individual ideas of balance and the paths to achieving it. This is exactly where we come in," explains Michaela Thaler, Managing Director of Best Alpine Wellness Hotels. The group has therefore developed a spa concept based on the power of the mountains, which gives guests the freedom to choose while also showing them the way.



CUSTOMER LOYALTY PROGRAMME

BEST WELLNESS FRIENDS CLUB

Friends in the Best Wellness Friends Club enjoy VIP status during their stays at member hotels. Loyalty pays off with us – in the truest sense of the word! As a member of the Best Wellness Friends Club, you collect valuable cashback with every stay at a Best Alpine Wellness Hotel: 1% of the accommodation amount is credited to the guest's customer account after their stay – and that's for every holiday!

BEST WELLNESS CLUB

Becoming a member of the Best Wellness Club secures you price advantages. Club members and holders of a so-called wellness voucher (worth €4,000) receive a guaranteed fixed wellness discount every year and a five percent discount on their hotel booking. This applies to the club member, their children and their family members. For friends and acquaintances, the discount applies once during their first stay.



HOLIDAYS AT THE BEST ALPINE WELLNESS HOTELS

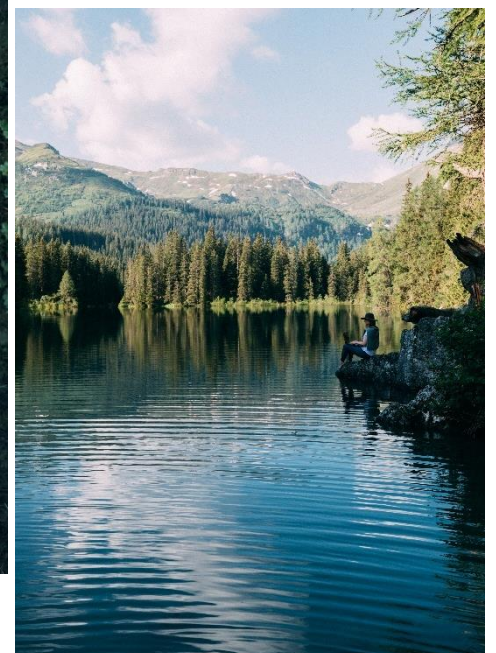
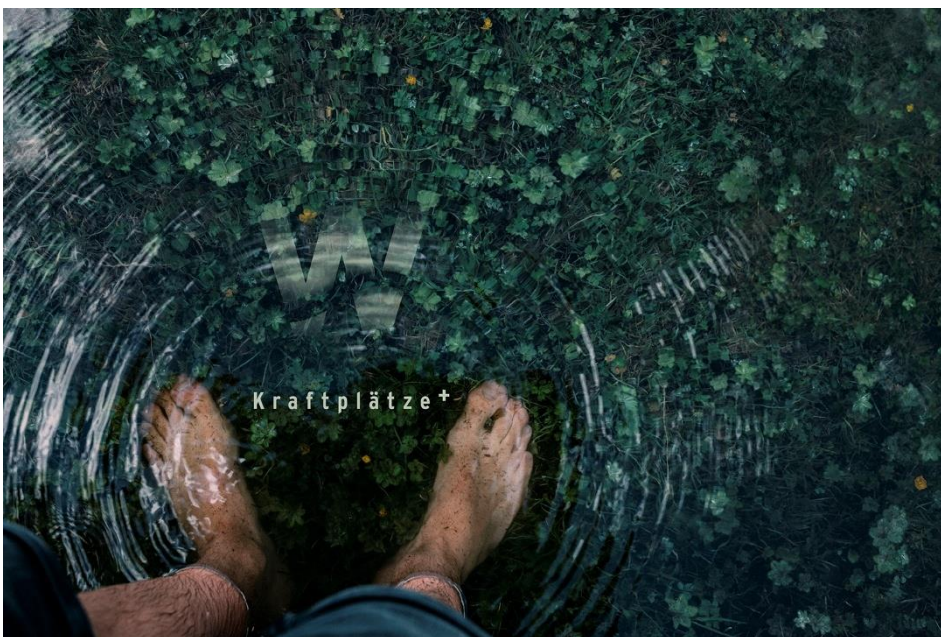
The power of the Alps for your well-being

Wellness in the mountains promises a holiday full of possibilities. The Best Alpine Wellness Hotels stand for wellness holidays in the Alps that are characterised by an awareness of authenticity, pure genuineness in harmony with nature, a lived regionality, the importance of family and a feeling for people. It goes without saying that this philosophy is reflected in the wellness themes and the corresponding offers and packages. A wellness holiday in the Alps combines wellness & spa as well as beauty & spa. Treating yourself to some peace and quiet and pampering yourself with a wide range of wellness and cosmetic treatments is a top priority at the Best Alpine Wellness Hotels. Promoting your health and well-being is another matter close to the hearts of these family-run premium establishments. If you appreciate excellent regional cuisine and indulgence, you've come to the right place. Only the best ingredients, mainly sourced regionally from local producers, find their way onto your plate. The natural surroundings of the Best Alpine Wellness Hotels

are also the most versatile arena for sports and active holidays with plenty of wellness moments. If you are looking for a last-minute wellness break, the Best Alpine Wellness Hotels are also the right place for you. The offers will make the hearts of wellness lovers beat faster.

BEST ALPINE POWER SPOTS*

Our greatest fortune: The Best Alpine Wellness Hotels are located in and around the most beautiful places in the mountains, surrounded by picturesque, scenic landscapes. However, there are also a wide variety of places of power in the natural surroundings of the resorts, which particularly touch visitors with their mystical, healing, calming and energetic power: These include ancient Christian places of power as well as pagan cult sites, natural monuments and beautiful forests and natural sites. Our staff will be happy to guide you there and help you feel and absorb their power and energy. As Julius Waldemar said: 'In the simplicity and silence of nature, man finds the power of life.'





CULINARY DELIGHTS & ENJOYMENT.

Pamper yourself with regionality, sustainability and hospitality

Those who have mastered the art of enjoyment are truly wellness masters. During your holiday at the Best Alpine Wellness Hotels, enjoyment comes in many forms. The wellness and gourmet hotels conjure up sophisticated dishes from first-class regional products and pay close attention to the selection of wines to accompany them. They impress with exceptional service, certified quality and sumptuous experiences of the highest standard. Wine and wellness complement each other perfectly, because it is well known that a glass of wine in the evening is good for your health. Whether it's a wine and wellness weekend or a longer holiday dedicated to gourmet food and wellness, the Best Alpine Wellness Hotels always offer the perfect blend of enjoyment and wellness. The wellness experience begins in the morning, when the breakfast buffets tempt you with local delicacies. Meals are served in rustic parlours, tastefully furnished restaurants or on inviting terraces with fantastic views of the surrounding mountains. All partner hotels offer their guests a 'wellness pampering board' as a kind of full-board catering, which promises unlimited enjoyment.



FAMILY HOLIDAYS.

Inspiring families with intergenerational activities

The Best Alpine Wellness Hotels are family-run businesses that draw their strength primarily from their own families. And precisely because family is so important, the member establishments have taken on board the needs of holidaying families. A full wellness holiday with children in Austria is much more than just wellness with children or wellness with childcare. It is a wellness holiday for children. The Best Alpine Wellness Hotels have not only set themselves the goal of creating enough space for parents and their treatments with appropriate childcare services, they also want to offer children access to the world of wellness.

With their own children's pools, saunas and steam baths, as well as beauty treatments for kids and expectant mothers, Best Alpine Wellness Hotels ensure that wellness has added value for families. With childcare and youth supervision available (almost) around the clock (often seven days a week), Best Alpine Wellness Hotels do everything they can to make a family wellness weekend or a long holiday at a wellness family hotel an unforgettable experience. This allows parents to have some time to themselves. Young people have their own space to play, run around and be creative. In nurseries and with kids' and teens' programmes, entertainers make children's hearts beat faster. The alpine location also has a particularly positive effect on families. Right outside the hotel door is an adventure arena that leaves nothing to be desired. A trip to the forest to search for tracks, a mountain bike tour together, a family ski day or simply building a snowman together. Nature is a great adventure playground for young and old alike!



HEALTH AND WELLBEING.

Preventive care and relaxation at all levels

Health is the most important asset in our lives, and wellness resorts are happy to help you nurture and cherish it like a treasure. Anyone who chooses a wellness holiday at Best Alpine Wellness Hotels has already taken an important step towards improving their health. Simply slowing down has a positive effect. Appropriate treatments further promote health. The selection is large – exercise and relaxation, fasting and meditation, sauna and bathing rituals, yoga and wellness, Ayurvedic weeks or medical wellness, metabolic balance or vegan weeks. Not everything is suitable for everyone. Let yourself be inspired or seek advice at the Best Alpine Wellness Hotels. A stay in the mountains is always healthy, as we have known for a long time. Whether it's a two-week summer retreat or just a few days several times a year. Be well and fit!

SPORT AND ACTIVITY.

Active holidays in the mountains and wellness enjoyment par excellence

The special recreational value of Best Alpine Wellness Hotels is based on a holistic approach to harmonising body, mind and soul, and on the knowledge that this can be achieved in an impressive way in the heart of the mountains through wellness and sport. The 15 family-run resorts consciously embrace a symbiosis with nature. They revitalise body, mind and soul with the power of the Alps and also offer an extensive range of sports and activities for wellness holidays. Guests will find the perfect environment for all kinds of activities all year round around the Best Alpine Wellness Hotels. Many hotels are located in the best ski destinations in Austria, where perfectly groomed slopes covering hundreds of kilometres ensure an unforgettable skiing and wellness experience. Tobogganing, cross-country skiing, ski touring and great winter and snowshoe hikes get the pulse racing and increase the zest for life. In summer, the Best Alpine Wellness Hotels are the ideal starting point for all kinds of sporting activities. Whether it's leisurely hiking, golfing in good company, yoga in impressive locations, action-packed mountain bike tours or breathtaking

summit ascents with trained hiking guides – there is something for everyone on a sports and wellness holiday at the Best Alpine Wellness Hotels. But spring and autumn are also perfect seasons for a trip to a wellness hotel. It is a time of change. In spring, everything comes back to life. Trees, bushes, alpine meadows – they all begin to turn a lush green again. And it's not for nothing that autumn is called the spring of winter. The colours are also magnificent here, bathing the alpine landscape in soft shades of orange, red and yellow. Both seasons represent renewal and are excellent opportunities to expand your health routine with wellness and sport. Exercise in the fresh mountain air, combined with cleansing treatments, has a doubly positive effect.

WELLNESS TIME OUT.

Wellness in the mountains with that special something

When it comes to a wellness holiday, everything has to be just right – time is too precious. The Best Alpine Wellness Hotels know that every guest is special, and that's how they are treated. The offers are put together with a great deal of expertise so that everyone seeking relaxation can find exactly the right thing for themselves and their companions. Whoever you want to spend the best days of the year with, Best Alpine Wellness Hotels are sure to have the right offer for you. Wellness for couples becomes a true experience with the pioneers of the wellness industry. Enjoying romance together and being pampered with couples' treatments is a welcome change from everyday life, where there is often little time for each other. But the romance doesn't end after the treatment. The mountains invite you to take beautiful walks and hikes in intimate togetherness, and in winter there is hardly anything more beautiful than cuddling up to each other on a romantic horse-drawn carriage ride.

Wellness with friends is also becoming increasingly popular. Our wellness specials for two or more friends include everything that makes the hearts of wellness enthusiasts beat faster. Uninterrupted relaxation, lively conversations, indulging in culinary delights and enjoying the best company – wellness with your best friends should be a regular fixture in every women's group.



ADVANTAGES FOR YOUR WELLNESS HOLIDAY

Buchen Sie online Ihren Urlaub in einem der Best Wellness Hotels in Österreich und Südtirol und profitieren Sie von folgenden Vorteilen:

Best price guarantee

When booking through the Best Alpine Wellness Hotels online portal, we guarantee you the lowest price.

Recommendation

Thousands of satisfied guests speak for the best quality of the Best Alpine Wellness Hotels. We attach great importance to continuous improvement and appreciate every single review from our guests, as this is the only way we can develop further. A stay at Best Alpine Wellness Hotels should not only provide rest, relaxation and well-being, but also convey a feeling of 'home'. Our staff and hosts always strive to take care of our guests and ensure they have a carefree holiday. All this is only possible with the help and feedback of our guests, because we want to make our guests' holidays perfect.

Carefree booking

If you are unable to take a trip booked via the Best Alpine Wellness Hotels online portal at short notice, you can cancel free of charge up to 7 days before arrival. As part of the cancellation, you will receive a credit note for the (down) payment already made, which you can redeem during your next stay at the hotel.

Short text / info text about Best Alpine Wellness Hotels:

Best Alpine Wellness Hotels are special wellness resorts in Austria, each one carefully selected for you. Let yourself be pampered with fantastic award-winning cuisine accompanied by selected wines. A wide range of soothing beauty and spa treatments awaits you. Combine indoor fitness programmes with a variety of sporting activities in the beautiful Alpine countryside. Indulge in moments of happiness, pause and relaxation, activity and self-discovery, enjoyment and well-being. The highest quality and a dreamlike ambience, paired with exceptional recreational value – this is what guests can look forward to at one of the 15 Best Alpine Wellness Hotels.

FOR FURTHER INFORMATION:

BEST ALPINE WELLNESS HOTELS

Brixner Str. 3/4

6020 Innsbruck

AUSTRIA

Tel. +43-512-360261

marketing@bestwellnesshotels.at

www.bestwellnesshotels.at

www.bestwellnessfriends.com

www.balancealpine.at

mybestwellness.com

Instagram: <https://www.instagram.com/bestwellnesshotels/>

Facebook: <https://www.facebook.com/bestwellnesshotels/>

Pinterest: <https://www.pinterest.at/bestwellnesshotels/>

TikTok: <https://www.tiktok.com/@bestalpinewellnesshotels>

LinkedIn: <https://at.linkedin.com/company/bestalpinewellnesshotels>