



PRESSEINFORMATION

Gustav Zech Foundation takes over the Blumen Haus hotel project and opens “SEVERIN*S – The Alpine Retreat” in Lech

- 5 star luxury hotel to open in December 2016 as part of the soft opening
- Informal luxury and authenticity similar to SEVERIN*S Resort & Spa on Sylt

Zürs/Bremen, 8. November 2016. On 3. November 2016 the Gustav Zech Foundation signed the contracts for the takeover of the Blumen Haus hotel building project in Lech as part of a share deal / through the acquisition of shares in the Blumenberg Anstalt. The 5 star luxury hotel is now nearing completion and is due to open before Christmas as SEVERIN*S – The Alpine Retreat. Guests will therefore be able to enjoy this luxuriously furnished hotel for the highest standards which is in a class of its own, in a magnificent setting, already this winter.

During the building, special importance was placed on the use of traditional building materials. The SEVERIN*S – The Alpine Retreat is therefore harmoniously integrated into the overall landscape of Lech with a combination of antique wood with a stone façade and copper roof. Also inside this exceptional hotel, guests can look forward to the highest quality fittings combined with state-of-the-art technology: “Similar to our hotel SEVERIN*S Resort & Spa on Sylt, the architecture and building materials are traditional and typical of the region and, with this, also authentic. On Sylt we have had very good experience with the combination of traditional architecture and luxury and our guests feel very comfortable and at home here. In association with our philosophy of informal luxury, our guests will in the future be able to



relax and enjoy their holiday on the highest standard also in SEVERIN*S – “The Alpine Retreat,” explains Markus Griesenbeck, Managing Director of the operating company ATLANTIC Hotel Management GmbH.

The hotel incorporates a total of nine luxury suites and a two-storey 423 m² “Residence”, carefully furnished in contemporary Alpine style. The spacious suites offer an area of 47 m² to 67 m² and all have terraces or balconies with marvellous views of the Alpine scenery. Three of the nine suites can be flexibly converted into family suites with further sleeping spaces.

The “Residence”, meanwhile, is unrivalled in the Alps and offers, alongside the main bedroom with open bathroom, also three further bedrooms, a modern kitchen, dining room, spacious living area as well as a home cinema, bar and office. A seven square metre outdoor whirlpool is perfect for relaxing and unwinding whilst the state-of-the-art TV and IT facilities complete this stunning accommodation.

The 400 m² spa and wellness area of SEVERIN*S -The Alpine Retreat gives guests the opportunity to pamper themselves for example in the Beauty Salon and Spa Suite which also offers treatments for couples. The fitness area, meanwhile, with the latest equipment, is ideal for sports lovers. The luxurious wellness options are completed by a 12.5 metre pool with counter current, waterfall, whirlpools, two saunas, a steam bath and an infrared cabin – ideal for relaxing after a long day in the fresh air!

With regard to dining, guests can either enjoy dining in their own suite or the hotel's restaurant or wine cellar. The restaurant philosophy focuses on innovative, modern and fresh cuisine with special emphasis placed on the use of high quality, local organic produce to create exquisite specialities with a regional influence.



The restaurant and wine cellar are also open to external guests. SEVERIN*S also offers an excellent choice of services and options for wine tastings, private dinners and exclusive events.

SEVERIN*S – The Alpine Retreat will be operated by ATLANTIC Hotel Management GmbH which operates further five star hotels including SEVERIN*S Resort & Spa on Sylt and the ATLANTIC Grand Hotel Travemünde.

More information: www.severins-lech.at

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