

## New Alpine Design Hotel Opens in Austria

**Mountains, nature, lake - in Zell am See the BWH Hotel Group is expanding its portfolio in Austria with an alpine design hotel. The ELEMENTS Resort opens in December and joins the BW Signature Collection by Best Western. The four-star hotel offers 54 luxury rooms and apartments, restaurants as well as a generous wellness area with inside and outside pool.**

**Zell am See, Austria / Eschborn, Germany, 3 December 2019.** In December the four-star hotel ELEMENTS Resort opens in Zell am See in Austria. It is the first hotel of the BW Signature Collection in Austria and thus belongs to the BWH Hotel Group Central Europe. The BW Signature Collection is a so-called soft brand for independent private hotels of the upper middle class with a special design. Under the umbrella of the collection, selected hotels are marketed which appear to the outside world independent of the brand and at the same time benefit from the marketing and sales strength as well as the global customer loyalty program of the global group. Alpin Rentals GmbH - Alpin Family with Managing Director Ralph van Kollenburg is the hotel operator of the alpine design hotel: "With the new design hotel, which combines the elements glacier, mountains and lake, we can ideally realize the brand standards of the BW Signature Collection. The uniqueness of the design, individual and high-quality furnishings and special service moments characterize our Aparthotel", explains Ralph van Kollenburg. The headquarters of the BWH Hotel Group is also pleased about the growth in the attractive Austrian holiday region: "The entire Zell am See and Kaprun region is one of the most beautiful holiday regions in Austria. We are very pleased that we can extend our collection of extraordinary vacation hotels with the ELEMENTS Resort", says Ivona Meissner, who is responsible in the regional office in Vienna for the development and support of the hotels in Austria and the region Central Eastern Europe.

### **Luxury stays at the mountain, lake and glacier**

In the alpine design hotel ELEMENTS Resort, tradition and modernity have been coordinated in many small details and luxury combined with comfort. The newly opened property reflects the harmony of the surrounding nature with a facade of wood, glass and stone. In the hotel, guests are offered a total of 54 luxurious Alpine design apartments. The rooms and apartments are available for two to ten persons in a size of 17 sqm in a standard double room up to 126 sqm in their own penthouse. All apartments have a balcony and are equipped with floor heating, high-quality designer sanitary facilities and a fully equipped kitchen. The ELEMENTS Resort offers a modern lobby with lounge area, its own restaurant and a large terrace. Guests find a spacious fitness and wellness area with large sauna area and a year-round heated outdoor pool with panoramic view. In addition, the resort offers a laundry room with washing machines and dryers as well as ski storage with heated and lockable ski boxes and boot warmers.

**The following press picture is available for download:**

*Caption: The ELEMENTS Resort in Zell am See, Austria, convinces with its alpine design and combines glacier, mountains and lake. It belongs to the exclusive BW Signature Collection by Best Western.*

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## **About BWH Hotel Group®:**

*The BWH Hotel Group® is an international hotel group headquartered in Phoenix, Arizona, and the umbrella brand for the three global brand families including Best Western Hotels & Resorts, WorldHotels Collection and SureStay Hotel Group with a global network of approximately 4,700 independent hotels in over 100 countries and territories worldwide. \* BWH Hotel Group offers a total of 17 hotel brands worldwide that suit the needs of hotel developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÅ«b®, GL , Aiden®, Sadie®, BW Premier Collection® and BW Signature Collection® as well as WorldHotels® Luxury, WorldHotels Elite and WorldHotels Distinctive. SureStay®, SureStay Plus®, SureStay Collection® and SureStay Studio<sup>SM</sup> complete the group's brand portfolio. \*\* BWH Hotel Group offers hoteliers operational services, sales and marketing support, multiple award-winning online and mobile booking options as well as the customer loyalty programs Best Western Rewards® and WorldHotels Rewards<sup>SM</sup> with more than 40 million members.*

*BWH Hotel Group Central Europe GmbH, formerly Best Western Hotels Central Europe GmbH, based in Eschborn, supports a total of around 300 hotels in ten countries, including Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary.*

*Further information: [www.bwhhotelgroup.de](http://www.bwhhotelgroup.de) [www.bestwestern.de](http://www.bestwestern.de) and [www.bestwestern.com](http://www.bestwestern.com)*

*\* Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.*

*\*\* All Best Western, WorldHotels and SureStay branded hotels are independently owned and operated. In Europe, SureStay Hotels are managed with the brand Sure Hotels.*

## **Further information and press contact:**

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