

ALPENROYAL



HEART OF DOLOMITES

PRESS FOLDER



Hotel Alpenroyal***** Meisulesstr. 43 I- 39048 Selva Val Gardena (BZ)
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ALPENROYAL



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DATA AND FACTS

ADDRESS:

Hotel Alpenroyal
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Italy
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Opening times: seasonal, summer and winter

LOCATION:

The Alpenroyal is located in the heart of Val Gardena, at the entrance of a small town called Selva. A ten-minute walk leads to the village center. Over the course of the years, starting



from the main building, the Hotel has been expanded in the form of a horseshoe. Within the horseshoe, there is a giant fifteen thousand square meters park. A heated outdoor pool and the swimming lake „Kurat“ are embedded within it. The Alpenroyal is situated very close to the historic „Via Ferata“ trail – a perfect starting point for hiking and biking tours in Val Gardena.

ALPENROYAL



HEART OF DOLOMITES

Selva lies 1.543 meters above sea level and the Alpenroyal is



located exactly on 1.500 meters of altitude. Since it is the last town in the Gardena Valley, Selva is settled in the middle of the Dolomites – a unique mountain chain, which was nominated part of the UNESCO World Heritage. Selva belongs to South Tirol, a small region at the northern edge of Italy.

ARRIVAL:

Bolzano Airport (45 km)
Verona Airport (190 km)
Innsbruck Airport (120 km)
Bergamo Airport (276 km)
Munich Airport (306 km)
Milano Linate Airport (320 km)
Milano Malpensa Airport (360 km)

INAUGURATION:

1956 retaining the first indoor swimming pool in the valley

LAST RENNOVATION:

Spring 2023

CATEGORY:

5 Stars

NUMBER OF ROOMS:

55 rooms & suites:
1 Double Room (26 m²)
5 Double Rooms De Luxe (30 – 34 m²)
10 Juniorsuites (50 m²)
13 Juniorsuites De Luxe (48 m²)
5 Alpenroyal Suites (50 m²)
19 VIP- Suites (55 – 85 m²)
1 “Marmolada” – Queen of Dolomites Suite (175 m²)
1 President VIP Suite (260 m²)

ALPENROYAL



HEART OF DOLOMITES

SERVICES:

- 24 - hours - roomservice
- laundry and ironing service
- Free Wifi high-speed internet in the whole hotel
- Animation for children at the Miniclub „Alpenprince“ in the main holiday season
- Ski rental and ski room in winter
- Free shuttleservice on demand within Selva
- Underground car park with parking service
- Heliport directly at the Hotel



ALPENROYAL



HEART OF DOLOMITES

CULINARY CHOICE:

Restaurant LE STUBEN

This is where dinner and breakfast are served. The area contains five different dining rooms - each of them has its own appeal and charm. There are the “Zirmstube”, the “Schlosserstube” and the “Bergsteigerstube” in traditional Tirolean style. Whereas the “Weiße Stube” and the “Parkstube” are designed in modern alpine style. All the “Stuben” together can accommodate up to 150 people. In the restaurant Le Stuben, breakfast and dinner are served.



ALPENROYAL GOURMET RESTAURANT

À-la-carte – 1 Michelin star

The Alpenroyal Gourmet Restaurant is under the direction of Chef Mario Porcelli. It was honored with one Michelin star and is listed in the Michelin Guide. Gault Millau awarded the Restaurant with two “Chef’s caps” (16,5 points). It is open every evening during the high season (except Sunday).



ALPENROYAL



HEART OF DOLOMITES

Restaurant LA MONT - open in winter only

The “La Mont” Restaurant, where lunch is served, is located within the “Le Stuben” Restaurant. Traditional Tirolean and Ladin specialities are presented here.

Restaurant AlpenBISTRO – open in summer only

Lunchtime in summer. Creative salads, light summer dishes and our best classics are served on our sunny hotel terrace.



LOUNGE - BAR

This is where delightful homemade sweets from our in-house patisserie are presented. Additionally, at aperitif time, our guests can enjoy a selection of delicious and colorful snacks.



ALPENROYAL



HEART OF DOLOMITES

The very special feature of our bar is our tea corner - where over fifty sorts of tea from all over the world are illustrated. Starting from Darjeeling to Earl Grey, our tea is prepared according to typical English tradition.

Next to the bar, there is a billiard room and a winter garden as a smoking room.

Every evening in winter, live piano music provides entertainment.

ALPENROYAL SPA:

WATER WORLD

The Alpenroyal SPA offers a heated indoor and outdoor pool. (open in summer and winter). For those who love the cool water, the „Kurat“ swimming lake is a perfect choice. This lake is the biggest hotel lake in the Alps.



In summer, the atmosphere at the Alpenroyal is similar to the one in a beach club. The wide green fields and the breathtaking view over the unique Dolomites invite our guests to lie down and relax.

In winter, days are shorter. It gets dark early. The atmosphere is then more romantic and our guests can have a swim in the warm pool while snowflakes are falling from the sky.

The Alpenroyal Water World is composed of:

- Outdoor Pool (heated 33°, open also in winter) with:
 - underwater music
 - various whirlpool attractions
 - water flow channel

ALPENROYAL



HEART OF DOLOMITES

- Swimming Lake "Kurat" with natural mountain water (open in summer only)
- Indoor Pool (30°) "Underneath the stars"
- Outdoor Whirl Pool "Jacuzzi" (36°) in the new sauna world
- Indoor Whirl Pool "Jacuzzi" (36°)

SAUNA WORLD

„Tradition meets Modernity...

This is the New Alpenroyal Spa's philosophy."

In December 2016, an extraordinary Sauna World opened, where our guests now benefit from absolute privacy.



The Alpenroyal Sauna World is composed of:

- Aroma Salt Steam Bath
- Orange Steam Bath
- Hay Sauna
- Alpine Herbs Sauna
- Panoramic Finnish Sauna
- Family Sauna (dressed on) in the Grand Park's Cottage
- Emotional Kneipp Path
- VIP showers
- Chill-out-Area with fireplace
- Vital Lounge with a huge variety of teas, infusions and healthy snacks
- Panoramic Solarium Garden (in summer only)
- Fresh Air Garden

Additionally, sauna infusions and peeling are offered regularly.

The young architect Rudolf Perathoner designed the Sauna- and Fitness World. By now, he is famous all over Northern

ALPENROYAL



HEART OF DOLOMITES

Italy. The Alpenroyal Spa is an architectural masterpiece with amazing 3D elements.

The front face represents an eye. It seems, that the eye is looking through the Sauna World upon the astonishing peaks of the Sella and Cir. Within the impressive building, there is a patio, which gives furthermore light and warmth to the whole construction.

FITNESS WORLD

Due to the enlargement of the wellness area, also the gym is now bigger, brighter and has a fantastic view. Now our guests can work out with a stunning view over the Sella massive.

The Alpenroyal Fitness World is composed of:

- Treadmill
- Elliptical Trainer
- Stepper
- Exercise bike
- Recumbent bike
- Multifunction gym
- Bench press
- Abdominal workout
- Back workout
- Upper body workout
- Stretching and relax area



GRAND PARK

This park is one of the most beautiful in the alps. Various plants and serene islands invite our guests to have a sunbath and to take joy in the wonderful view over the Dolomites.

RELAXING AREAS

It has always been important to the Alpenroyal to consent a lot of space to all guests. For this reason, various oasis of tranquility were created. This is where our guests can relax and regenerate after a sportive day or after a sauna session.

ALPENROYAL



HEART OF DOLOMITES

- “chill out” room in the winter garden with a fireplace and a 360° view over the Dolomites
- relax room with waterbeds and heated benches
- relax room „underneath the stars“ in the sauna world



BEAUTY & MASSAGES

Our beauty department offers various massages - traditional and oriental ones. Furthermore, we offer luxurious treatments of the famous cosmetic line „Maria Galland - Paris“.

MINICLUB:

Our Miniclub „Alpenprince“ is situated on the first floor of the main building and is open the whole day. Our kid’s entertainer daily organizes exciting activities with the small ones: fishing, horse riding, drawing competitions, etc.



ALPENROYAL



HEART OF DOLOMITES

CONFERENCE ROOM:

A 60 m² multi-function-room can be booked upon request. It is located in the ground floor and perfect for group work or small meetings.

SKIING IN WINTER:

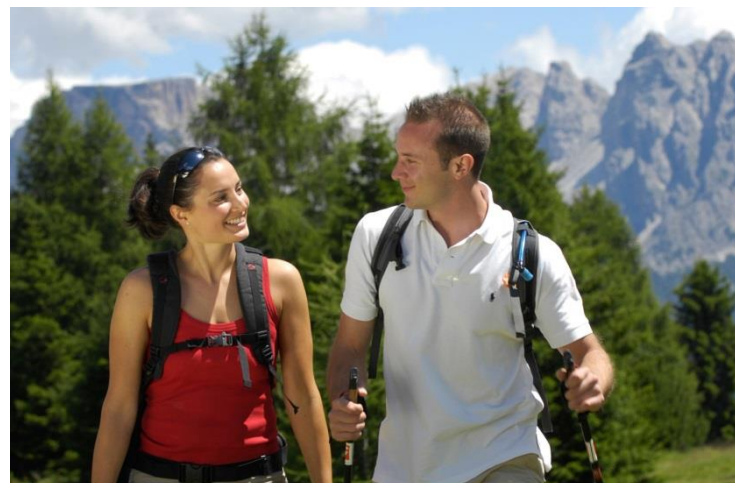
The Alpenroyal is broadly equipped for ski lovers. The ski



passes are issued directly in the Hotel. The main ski school of Selva has its own information desk next to the reception. Right here our guests can book ski lessons. Furthermore, the Alpenroyal retains its own ski room and ski rental in the lower basement. A ski butler is available for any help or assistance - all day long.

HIKING IN SUMMER:

The two prime activities in summer are climbing and hiking. Val Gardena offers a never-ending range of possibilities. The



Alpenroyal is an excellent starting point for spending unforgettable days in the mountains. To gain information

ALPENROYAL



HEART OF DOLOMITES

about the best hiking and climbing tours (and hiking maps) our guests can come to the information desk at the reception

SPARE TIME ACTIVITIES:

In winter

- Skiing: in the greatest ski carrousel of the world – with 1.200 km of perfectly prepared slopes (direct connection to the famous Sellaronda)
- Backcountry skiing and ski touring
- Snowboard - Funpark at the Piz Sella
- Cross-Country skiing: over 80 km trails with different levels
- Sledging
- Snowshoeing
- Nordic Walking
- Ice-skating



In summer:

- Hiking on marked trails (most of the cable cars are operating)
- Mountain bike tours all around the Sella massive
- Climbing and high altitude hikes
- Two golf grounds nearby (Corvara and Seis/St.Vigil)
- Play tennis
- Horse riding
- Paragliding and –chuting
- Nordic Walking
- Ice-skating

ALPENROYAL



HEART OF DOLOMITES

SIGHTSEEING:

- Dolomites - UNESCO World Heritage
- Ötzi - The oldest mummy
- MMM Messner Mountain Museum
- Museion - Museum of Modern Art
- Church tower on the surface of Lake Resia
- Other cities nearby like Bolzano, Verona and Innsbruck

HIGHLIGHTS:

- Christmas markets in the whole region
- Gardenissima - the world's longest ski slalom
- Skijoring (skier pulled by a horse)
- FIS Weltcup Race Saslong
- Christmas on Ice with the multiple world champion Carolina Kostner
- Sellaronda Hero - the world's hardest bike race
- Sellaronda Bike Day
- Val Gardena Musika in summer

THE HOTEL

A little bit of history...

In 1956, the family Prinoth established the guesthouse "Royal". Originally, they sold woodcarvings to make a living. Just like most families from Val Gardena after World War II.

With the money they laid aside, they were able to build the small country inn.



ALPENROYAL



HEART OF DOLOMITES

In 1966, the first indoor swimming pool of Val Gardena was set up – a complete novelty in these times. Afterwards, the guesthouse’s name was changed from “Royal” to “Alpenroyal” and it became a 3-star Hotel.



The Hotel was then expanded constantly. Starting from the main building, it was enlarged in the form of a horseshoe. First, a small swimming lake was laid out within the horseshoe. In 2007, an outdoor swimming pool was added.

In 2003, the Alpenroyal turned into a 5-star Hotel. Since 2008, it is part of the Hotel cooperation “The Leading Hotels of the World”.

In winter 2016, the new Sauna World was opened.