

# MIRAMONTI Boutique Hotel

"Hard to find - hard to forget"

## **The view & you:**

At 1,230 meters above sea level, the MIRAMONTI Boutique Hotel presents itself as an Alpine retreat tucked away on a rocky massif amidst a picturesque natural landscape. It is located on the edge of a 30-hectare forest on the sunny Tschöggberg plateau in the idyllic mountain community of Hafling, above Merano. Hafling has remained true to its original character, and especially here, in the small village of St. Kathrein, it seems wildly romantic and enchanting. Here you will also find the charming 13th century Romanesque church on a small hill surrounded by green meadows. From here, our guests enjoy a magnificent view of the mountain panorama. Even the journey to MIRAMONTI is an experience. A winding panoramic road winds its way from Merano up towards Hafling to reach this hidden gem. As an insider's tip, the MIRAMONTI appears reserved - as if you had just discovered something unprecedented for yourself. This house blends so unobtrusively into nature. Like a part of it.

## **Hosts Carmen und Klaus:**

Carmen and Klaus Alber have been going through life side by side for many years. They met at the hotel management school in Merano. Even then their path together seemed sealed.

They travelled through foreign countries, saw the world in all its nuances and learned to know and love the art of being a host in the international hotel industry.

At the age of 23, they were offered the chance to run a business together: the MIRAMONTI. At that time, it was still a residence, and they ran it for six years as general managers.

However, they both lacked the experience of the large hotel industry. They therefore accepted the challenge and for four years very successfully steered the fortunes of a 400-bed hotel in the upper category as a seasonal business.

Although far away, the couple soon realized their greatest wish: to return to their home in South Tyrol, in Hafling.

Here, since May 2012, they have been realizing their long-cherished dream: to run their own hotel of a manageable size, impart their values to it and design it entirely to their liking.

Since buying the MIRAMONTI, they have been living casual chic, continuity, closeness to nature and proximity to their guests, day after day, with joy and passion.

Carmen devotes herself with great dedication to the numerous tasks behind the scenes, pulls the strings for a smooth operation and looks after the needs of her staff and guests around the clock. And she lives the love of detail, the extraordinary and the sensual.

Klaus works as a visionary, day by day, to make the MIRAMONTI Boutique Hotel a unique house that writes its own little stories, goes its own way, and offers tailor-made service. He loves the power of nature and the spectacle of the seasons. His favorite place is with his guests. He is bubbling over with ideas to make their time at MIRAMONTI unforgettable - he feels called to bring nature closer to the guests, to make them experience it. Weather it is during the Forest Walk or the weekly wine tasting in the Tea Room.

They are hosts with soul and have made it their mission to make this small refuge between valley and mountain unforgettable. They both love nature and focus on the essentials. They remain true to the established tradition of hospitality and feel a close bond with their guests. Discreet and personalized service of the highest standard is a matter of course and an obligation in equal measure.

## **Claims about our MIRAMONTI Spirit:**

"Hard to find. Hard to forget."

"The place of power at the edge of the forest."

"Where like-minded people meet."

"A place with soul factor."

"Space for inspiration with attention to detail."

"With passion and personality."

"Like something out of a James Bond set."

"Alpine cuisine with soul and spirit."

## **MM 1932:**

*Preserving the tried and tested. Dare to try something new:*

The MIRAMONTI looks back on a history rich of traditions:

In 1932, the house opened its doors for the first time as a small inn with three rooms. Later, in the 1950s, it was renovated from the ground up and transformed into a sought-after inn, which has since been listed in the Michelin Guide.

In 1984, it was converted into a residence and in 1998 it was expanded to a four-star establishment.

In 2005, the Panorama Restaurant was built with an incredible panoramic view of the city of Merano and the imposing mountains.

Merano and the imposing mountain scenery contributed decisively to the hotel's development. It has become a popular meeting place for gourmets, connoisseurs, and nature lovers.

In 2008, the transformation from a residence to a hotel took place.

The rooms and suites were renovated and, step by step, the entire building was given a new design.

In 2012, the new hosts Carmen and Klaus Alber celebrated the reopening of the house as a noble boutique hotel.

In 2019, the MIRAMONTI became a five-star establishment.

In 2021, the renovation of the entrance area and the Klassik restaurant takes place: Scandinavian interiors give the entire ground floor the desired restrained Nordic-Japanese flair.

In 2022: the complete renovation of the Roof Top Lofts and Loft 007 followed.

In 2024: New construction of the MONTI climate house with 3 private units. It's own Wine Cellar and underground parking space. 300 metres away from MIRAMONTI.

## **Architecture and rooms:**

The exceptional five-star hotel embodies authenticity and naturalness. It was built in the style of the 1970s Alpine architecture, pleasantly unobtrusive and yet very present. The MIRAMONTI Boutique Hotel harmoniously adapts to its natural surroundings and has something of a hidden treasure.

Indeed, as soon as you dare to take the first step into the hotel, you realize what lies behind it: a reduced, first-class design and a strong connection to nature. Both characterize the unmistakable style of the owner-managed boutique hotel. The entire hotel is designed in the Nordic style and is therefore attractive in winter as well as in summer. Above all, however, the unobtrusive luxury and the perceived hospitality of the Alber couple characterize this special Alpine gem. In harmony with nature and at the same time protected by it, it blends harmoniously into the idyllic landscape - something the Tara Architects team took very much to heart during all the renovations. The boutique hotel's 44 suites and rooms also offer peace and well-being. Open and bright gabled lofts, spacious double rooms, and especially large family rooms, all with a southern exposure, welcome the guest with a clear, linear style, contemporary technical equipment, and small attentions.

## **MM Cuisine:**

Chef Massimo Geromel and sous chef Sergio Chinellato take care of the physical well-being. The chef, who is listed in the Michelin Guide and the Italian gastronomic guide, L'Espresso, spoils guests with culinary diversity. Always with a focus on authenticity and regionality, special emphasis is placed on the local origin of the ingredients used in the preparation of the dishes.

In the three restaurants under one roof, every guest will find what he or she is looking for:

The "*Panorama Restaurant*" lets the whole world take a seat. Alpine lifestyle, natural living, simplicity, and sobriety. Its view is an unforgettable natural spectacle. In an elegant and stylish ambience, guests enjoy light, Mediterranean and at the same time creative dishes. This is a place dedicated to fine dining. Not only the hotel guests appreciate this. Even among non-hotel guests, the gourmet restaurant is considered a real insider tip. The restaurant has been awarded two toques.

"*Classic-Osteria Montana*" is simple, to the point - Italian, in fact.

At the MIRAMONTI Klassik, guests start their day with a unique and simple breakfast. In the afternoon, at teatime, the hotel's own patisserie spoils hotel guests and external visitors. An exquisite selection of freshly baked and deliciously fragrant cakes, the popular South Tyrolean apple strudel and seasonal fruit sweeten the second half of the day.

In the evening hours, the MIRAMONTI Klassik tempts you with a colorful selection of light, Mediterranean and hearty Alpine à la carte dishes in a casual atmosphere. Of course, vegetarian, and vegan dishes are also offered.

The "*Stube*" celebrates South Tyrol in its new tradition.

The MIRAMONTI Stube presents the rustic part of the house. The cosy atmosphere of the original Schnalstal farmhouse parlour from 1887 is a pleasant place to dine. Guests can enjoy original South Tyrolean specialities in the comfortable stube. Two other stube delicacies are the original Swiss cheese raclette and the beef tartare prepared at the table.

## **Massimo Geromel:**

Chef Massimo Geromel takes pleasure every day up here on the mountain in the special challenge of reconciling three concepts, three restaurants and the high expectations of the owners, while offering the most demanding guests unexpected culinary delights. Born in Treviso, he has already delighted guests at the Michelin starred restaurant Carpaccio in Paris, the Four Seasons Hotel Milano\*\*\*\*L and the BVLGARI HOTEL MILANO \*\*\*\*L, as well as other exclusive addresses in South Tyrol. Since 2012, as the new head chef, he has devoted himself to the task of recomposing the culinary diversity of the MIRAMONTI Boutique Hotel on a daily basis.

## MM Spa: Activity & Slow Down

The MIRAMONTI wellness area is tastefully furnished and reduced to the essentials. Here, guests can find themselves and at the same time experience nature, both actively and passively. The atmosphere is pleasantly quiet and unobtrusive. The imaginative attention and amenities again underline the hospitality of the house. In the morning, guests can make their own coffee at the espresso machine or enjoy South Tyrolean dried fruit. Beauty or treatment rituals can be booked directly at the spa reception. With the first-class care lines Comfort Zone and Davines and their excellent, natural and nourishing ingredients, we pamper the body, refresh and give it a pleasant fragrance.

Our spa has everything for the relaxation experience - whether for those seeking peace and quiet or sports enthusiasts. The MIRAMONTI spa area includes

- Infinity Pool. With millennia-old volcanic rock and Pietra Piasentina.
- A Japanese-inspired Onsen Pool with water up to 40 degrees, integrated into the rock massif.
- A Swedish Forest Sauna, just 36 steps away.
- A relaxation house with an incomparable mountain backdrop.
- An outdoor whirlpool in the greenery with a forest view.
- A wind-protected sun terrace. And a fabulous panorama in front of the large glass fronts, which makes the MIRAMONTI such a precious hideaway.
- The Activity House is the centre for workout and slow down. The 1st floor Gym is equipped with the latest cardio and strength machines. In the Sacred Space on the second floor, our guests are invited to guided meditations and mindfulness exercises.

The natural surroundings of the MIRAMONTI Boutique Hotel, especially the large untouched forest directly in front of the front door, invites you to unconventional outdoor activities. Physical strengthening in harmony with nature is possible here at any time of year and is proven to be very stimulating and health-promoting, especially at this altitude.

Forest therapy, for example, is offered in summer and winter and promises positive effects on body, mind and soul. Alone and in peace.

Use the holiday for a more conscious life, regeneration, motivation and healthy lifestyle. Forest Bathing. Guided and accompanied by Monika Laner, a trained forest and wildlife expert.

## **#miramontimoments:**

If you follow the guests' paths through the house, you will be greeted right at the beginning in the casual-looking entrance area by the dreamlike view of the South Tyrolean summit landscape. A successful welcome, which you can take in at your leisure on the stylish lounge sofa. Taken in by the natural spectacle in the entrance, the path leads into the inviting welcome area with the discreet reception and the cosy MIRAMONTI Tea Room. When designing this central area, great importance was attached to the well-being of the guests. Because this is not only the place to arrive - it's also the place to linger. Lovingly furnished with selected books, magazines and illustrated books and stylishly arranged with special accessories, it invites you to idleness: Read, chat, sink into deep armchairs and dream, enjoy an aperitif at the chic bar or taste a good glass of wine together with friends by the crackling fireplace - completely informally, according to your mood.

## **MM Experiences:**

The varied region around Hafling and Merano 2000 appeals especially to sports and nature enthusiasts. The sunny high plateau is known for its mild temperatures in winter and the vitalising light experience that guests appreciate so much at this time of the year. Added to this, the sweeping view of the snow-covered summit landscape, which will not let you go again. The Merano 2000 ski area spoils you with wide, perfectly groomed slopes and hiking trails, modern lifts and, above all, beautiful huts serving traditional South Tyrolean dishes.

In the warm season, when it is hot down in the valley, the home of the famous Haflinger horses has a wide range of activities ready: Nordic walking, horse riding, mountain biking, hikes to remote alpine pastures, challenging via ferratas and ambitious summit climbs fill the summer.

Hafling and the surrounding area:

On the way downhill to the small town of Merano, only ten kilometres away, countryside and city merge and you are greeted by lush, Mediterranean vegetation. The charming town embodies cultural diversity and looks back on an eventful history. The medieval arcades houses, stylish boutiques, gourmet and speciality shops as well as excellent restaurants and inns.

The lively South Tyrolean capital of Bolzano also attracts visitors as a melting pot of cultures and contrasts. The centre boasts an abundance of restaurants, trattorie, bars and cafés spread out on beautiful squares, in winding alleys and charming streets. The unique location of the MIRAMONTI Boutique Hotel offers everyone their own personal experience of nature and culture, of retreat and openness. Being it directly on site, being it in the immediate vicinity and in the region, being it further away at the lake or in the city. We recommend a trip to the middle of the Dolomites in only 50 minutes by car. Lake Garda is easily accessible in 1.5h by car.

## Fact Sheet:

The MIRAMONTI Boutique Hotel embodies authenticity and naturalness. Built in the style of the alpine architecture of the 1970s, today it presents itself pleasantly unobtrusive and yet very present. The elegant five-star hotel, designed in the Nordic style, harmoniously adapts to its natural surroundings and has something of a hidden treasure. Because as soon as you take the first step inside, you realise what is hidden behind it: an unobtrusively luxurious holiday domicile in a reduced, first-class design.

Below you will find all the relevant facts and figures about the house.

### Contacts:

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### About:

Member of:	SLH, The Aficionados, Pretty Hotels, Urlaubssarchitektur, Smart Travelling
Position:	1.230m
Opening days:	All year round
Floors:	6 floors, one floor underground
Classification:	5-star Hotel
Room Quantity:	44 plus 3 units at MONTI
Staff members:	58

### Brief chronicle:

**1932** Construction and opening of the historic inn with three guest rooms by the Huber family from Merano.

**1958** Extensive renovation work and listing in the Guide Michelin as a popular excursion destination and an outstanding inn with a unique view.

**1984** Conversion into a residence with flats and a new restaurant

**1998** Qualitative extension to the upscale 4-star Residence Hotel

**2005** Opening of the Panorama Restaurant and renovation of the wellness area

**2008** Change from a residence to a hotel with the renovation of the rooms and suites in a new contemporary design. The reception and bar area was also redesigned during this time and implemented in a timeless chic style.

**2012** Takeover by Klaus Alber & Carmen Kruselburger.

Repositioning as a boutique hotel with 36 rooms: living hospitality through personal, tailor-made and discreet service Re-opening in May 2012.

**2013** First major investment: conversion to pellet heating system

**2014** Construction of Loft 007

**2015** 3 years MM: extension of the Owner's House, expansion and renovation of the spa area

**2016** Completion of MM Spa and furnishing of Owner's House, expansion to 42 rooms

**2017** 5 Years MM: Construction Design Lofts & Q Suites with subsequent opening on 24 Dec 2017.

Through the Secret Door, the Q-Suite is accessed via the handcrafted iron spiral staircase. Inspired by "Q", the inventor of 007, the new masculine suite on the ground floor is built on rock. Other features include Vitra design furniture, a walnut bar cabinet, wall panelling with hand-tanned leather, floors made of local porphyry stone and a balcony that juts out over the steep slope. The modern bathroom with walk-in rain shower offers a view of the city of Merano - showers with nature observation.

**2018** Sustainable renovation in the main part of the MIRAMONTI with the architect duo Heike Pohl and Andreas Zanier. Complete renovation of MM rooms on the 2nd and 3rd floor.

Our 2018 project: a good decision in favour of products and materials from the forests, mountains and valleys of South Tyrol, often handcrafted by regional businesses and designed by and with people who look beyond our mountain peaks.

As a result, our hotel consists of 44 rooms divided into 22 categories and a total of 5 styles

**2019** Acquisition of The Apartment (Lago di Garda), construction of the Sky House, Activity House and Onsen Pool.

**2020** Acquisition of Villa Fluggi

**2021** Complete renovation of MM Bar, Tea Room, Classic Restaurant and Panorama Restaurant

**2022** Renovation of Rooftop Lofts and Loft 007, reception area and hotel kitchen

**2024** Building of MONTI. 3 private units, built as a sustainable climate house. Just 200 metres away from MIRAMONTI. Suitable for 2-5 guests.

### **Room rates:**

EUR 160-800 per person per night

### **Equipment:**

43 rooms are south-facing and 40 of them have a balcony. From here, guests can enjoy a breathtaking view of the city of Merano as well as the unique mountain world. The rooms are furnished in a clear, linear style. One room (M-Room) faces east with a view of the forest and has no balcony.

### **Basic room amenities:**

Modern bathroom, hairdryer, shower and bath, bath bag, bathrobe, FLAT TV, docking station, W-Lan, minibar, selected care products and high-quality, Italian cotton terrycloth. Each category stands out with a special details.

## Public spaces:

### Entrance & Reception

Cosy tea room and bar area with open fireplace. At the disposal of selected books, illustrated books and national and international magazines and journals.

Bar, Panorama Restaurant, MIRAMONTI Classic Restaurant and MIRAMONTI Stube

Conference room for up to 20 people and private terrace with special view

Complete standard technology, presentation and seminar equipment (beamer, screen, overhead projector, laptop, flipchart with pen set, TV and DVD, pin board).

Children's facilities: Children's room for playing, children's playground at the Sulfner riding stables, nanny service on request.

## Restaurants

### Panorama Restaurant:

- Fine dining à la carte in an elegant ambience with an unforgettable view
- Listed in the Guide Michelin & the Italian gourmet guide L'Espresso
- 26 seats

### MIRAMONTI Stube:

- South Tyrolean specialities in the original panelled farmhouse parlour from the Schnals Valley (dating from 1887). Seats 12

### MIRAMONTI Klassik:

- Light Mediterranean cuisine à la carte in an informal atmosphere.
- 60 seats
- Breakfast with rich, fine "It's organic" buffet
- Tea time with homemade patisserie and fresh fruit from 15.00 to 17.30
- Menu prices: 3 to 6 course menu: from 50,00€ to 95,00€ per person

## MM Spa & Activity

**Spa area:** Infinity outdoor pool (up to 34°C) 16 x 4m with sunbathing area and adjoining sun terrace.

Onsen pool (up to 40°C) 8 x 4m

Forest sauna, rock bio sauna, steam bath,

Relax zones / rest areas indoors & outdoors

Outdoor whirlpool in the greenery, can be used all year round (38°C)

Spa treatments on request

**Care lines:** Comfort Zone, Davines, Trehs, Team Dr. Joseph

**Fitness area:** Activity House. Equipped with Technogym cardio machines (treadmill, bike, stepper, weight bench). A spacious meditation area is located on the second floor. Guided yoga and meditation classes on request.

**Activities:** Forest therapy (Nordic walking & fitness walk through the 30 ha forest), hiking, trekking, jogging, mountain biking, paragliding, horse riding, alpine skiing, tobogganing, skiing, ski tours, snowshoe hikes, horse-drawn carriage rides, snowboarding, cross-country skiing, Nordic winter walking, winter hikes and much more.

## **Personal Service & MIRAMONTI Highlights**

**Seven Days - Seven Emotions:** Experience South Tyrol's nature & culture anew every day: 7 days - 7 experiences

**Wine Tour:** With the Land Rover Defender to the most beautiful wine cellars in South Tyrol and to the highest sparkling wine cellar in Europe.

**Wine tasting:** Every Wednesday evening there is a wine tasting with Klaus in the Tea Room. The best South Tyrolean wines are tasted together at a long table.

**Forest breakfast:** A served breakfast according to your wishes in the forest. The private table is set just for you with a magnificent view.

**Rent our Giulia:** Day trip in the hotel's own Alfa Romeo built in 1977.  
"Good old days" - Feeling

**Photo/ Film Location:** Ideal location for shootings or as a film set

**Wedding & Honeymoon:** Wedding in the St. Kathrein church followed by a small wedding party. We will be happy to discuss your wedding and honeymoon wishes with you.

**MM Service:** - Concierge Service, Laundry Service, Room Service, Nanny Service, Pet Service, Shuttle Service

- Covered parking and underground parking
- Old World Lifestyle Service: Valet Parking, Suitcase Service
- 20% discount on the "Golfclub Passeier"

## **Awards & Recommendations:**

Awards: Condenast nomination for Most Excellent Room with a View Award; Listing in Michelin and Gault Millau Guide, Tripadvisor Traveller's Choice - Winner 2016, The Monocle Travel Top 50 Awards 2016, Gault & Millau - Hotel of the Year 2018, Geo Saison - Best Mountain Hotel 2018, Lifestyle Insider Award 2018 and 2020, Relax Guide 2021, Falstaff 2021, Condenast 2022, Corriere della Sera 2022, Vogue Netherlands 2023, Deltazera 2023, Falstaff 2024, The Social Life Magazine 2024, Condenast 2024.

Recommendations: Lonely Planet, Elle, Geo Saison, Madame, Monocle, Grazia, AD, Vogue Germany, Bazaar.