

# PRESS RELEASE

Winter 2010/2011

## Hotels and restaurants in Zell am See-Kaprun set standards

Bertelsmann Guide: MAVIDA and Schloss Prielau are hotel and restaurant of the year

Nowhere else in Austria can guests spend their nights in a more relaxed way and dine better than in Zell am See-Kaprun. That is the conclusion of the great restaurant and hotel guide 2011, also known as the 'Bertelsmann Guide'. The hotel 'MAVIDA Balance Hotel & Spa' as well as restaurant Schloss Prielau, both of them situated in the popular holiday region in the heart of Pinzgau, were able to win over the editorial team and received top marks in their respective category. When looking for the best restaurant and the best hotel, the jury chose two establishments in Zell am See-Kaprun as its winners.

In the opinion of the Bertelsmann Guide experts Zell's MAVIDA Balance Hotel & Spa is more than just a hotel but a holiday residence of international standard. 'Cordial service, beautifully designed rooms, haute cuisine, and fantastic wellness offers harmoniously join hands here', write the guide's editors. Hotel owner Ilona Hagleitner is excited to have received the title 'Austria's Best Hotel of the Year 2011'. 'We are so proud! This award encourages and inspires us to outperform ourselves again and again.'

When looking for culinary delights, Zell am See-Kaprun is the place to go, too. After all, it is home to the stately home Schloss Prielau which has been awarded the title 'Austria's Best Restaurant of the Year 2011'. The jury was enthralled by the dishes created by prize-winning chef Andreas Mayer who has been awarded two stars by the Michelin Guide, too. Happy to try out new things, daring, and visionary were the attributes that the Bertelsmann editors used to describe his cuisine. It can be assumed that they are referring to the innovative concept 'Nosing and Tasting' which stimulates the taste buds as well as the scent.

→ Bertelsmann Guide: one of the most widely read hotel and restaurant guides.

→ Austria: the jury chose the winners from 87 restaurants and 105 hotels.

→ Awards: for years Zell am See-Kaprun has won over guests with its service quality.

# PRESS RELEASE

Winter 2010/2011

'We refine our dishes with perfume. This makes perfect sense considering that the human nose can distinguish as many as 4,000 scents. This concept is extraordinary and enjoys great popularity among our guests', says Annette Mayer, managing director of Schloss Prielau.

Both awards demonstrate the elevated and ambitious service philosophy of Zell am See-Kaprun. Accommodation providers and restaurants such as Rudolfshof in Kaprun which has been decorated by familyselect (four of five possible points) as well as amiamo Familotel in Zell am See, placed in the highest category Q3 by the Swiss tourism association, are among the first-class award-winning houses in the region.

For more information on the holiday offers of Zell am See-Kaprun please visit [www.zellamsee-kaprun.com](http://www.zellamsee-kaprun.com) on the Internet.

**Contact within the region**

Guest Service Zell am See-Kaprun  
Phone +43 (0)6542 - 770 0  
[welcome@zellamsee-kaprun.com](mailto:welcome@zellamsee-kaprun.com)  
<http://www.zellamsee-kaprun.com>

**Press contact**

knoefler-journalist . media + communications GmbH  
Mr. Benjamin Knöfler  
Phone +49 (0)6028 - 80729 0  
[zellkaprun@kj-media.com](mailto:zellkaprun@kj-media.com)  
<http://www.knoefler-journalist.com>

# PRESS RELEASE

**Winter 2010/2011**

## Information summary

The holiday region of Zell am See-Kaprun with its 15,000 beds and two million overnight stays per year is one of the most important holiday destinations in Austria. The beautiful flora and fauna in the Alpine panorama and Lake Zell guarantee relaxation and well-being. Golfing, hiking, and bathing are at the focus for the summer time programme, but visitors can choose from more than 40 other activities as well. During the cold season, fun on skis and boards make sure that there is no dull moment. Skiers can comfortably reach the 138 kilometres of slopes covered with powder snow by one of the 54 lifts. Snowboarders enjoy the perfect conditions of the Snowpark on the 2,600-metre-high glacier plateau. Even in the summer you can swish down the slopes here. And family-friendliness is a top priority in Zell am See and Kaprun. For this reason, the region has already received various awards.