



Press release

Introducing Adler Spa Resorts in the Dolomites & Tuscany

Italy, March 2014: Adler Resorts (<http://www.adler-resorts.com/en/>) is a bijou collection of three Italian properties owned and managed by the Sanoner family. On 9 January 1810, Josef Anton Sanoner acquired the first property – a small tavern called Daverda, which he renamed Gasthof zum Adler (Eagle's Inn). That property has been passed down through the family, and is currently managed by the seventh generation, though the sixth generation is still represented by the sprightly 90-year-old Elly, who is often to be found greeting guests when they check into the hotel.



L to R: Adler Dolomiti & Adler Balance in the Dolomites, Adler Thermae in Tuscany

The Gasthof zum Adler, which has been extended over the years, is now known as the **Adler Dolomiti** and is located in the stunning mountain resort of Ortisei in Val Gardena, surrounded by the majestic beauty of the Dolomites. A 120-room hotel, it stands in the heart of this traditional mountain resort, which has a rich history having been an important trading centre through the ages. The five-star Dolomiti is set in 9000 square metres of its own private parkland within the town's pedestrianised zone, but less than a 5-minute walk from lifts that quickly transport guests up to an extensive nature playground for skiing/cross-country skiing/snowshoe hiking in winter, and walking/mountain biking/horse riding in summer. The hotel is home to the largest wellness facility in the Dolomites, with three distinct zones: Dolasilla for beauty & vitality, Aguana where the pools, including thermals are located, and AdlerFit for sport & fitness.

Adler Balance is linked to the Adler Dolomiti via an underground pedestrian walkway, so benefits from all the facilities of the original hotel, but is quite different in style, having been created in 2009 as a medical competence centre. There are three doctors in residence who work with the innovative Adler Balance health care concept, based on five pillars of health (diagnostics, nutrition, inner balance, exercise and treatments), to provide a complete health screening and subsequent recommendations according to guests' needs, whether they are cosmetic, medical or stress-related. The Balance is also a certified Mayr client for those who wish to follow a strict detox regime and lose weight. Built with natural materials such as wood and slate according to the principles of organic architecture, the Balance is a small intimate property with just 31 spacious rooms (45 sq m) each with its own private balcony and views over the town and Dolomites. The Balance is a child-free zone.

Adler Thermae is located in the very peaceful Val d'Orcia, where a thermal spring used since Roman times – and renowned for its healing qualities with particular regard to joints and bones – bubbles to the surface at Bagno Vignoni, just a few hundred metres from the hotel. Every aspect of the hotel has been conceived to aid relaxation and ensure a complete recharging of batteries. For example, the Adler Thermae has been built in harmony with the surrounding landscape, in a Tuscan style, with rooms having stunning views over the rolling hills or the resort's own gardens, and has developed its own bio-climatisation system, which negates the need for air-conditioning or central heating. Like the Adler Dolomiti, the Adler Thermae has large areas dedicated to wellness, zoned into areas that cover the award-winning spa, the thermal pools, as well as the steam, sauna and salt grottoes, and the fitness studios.

All of the Adler resorts display a genuine generosity of spirit, with complimentary daily offerings of an afternoon tea buffet and a full programme of leisure activities (guided skiing and snow hiking in the Dolomites in winter for example, and visits to the surrounding region year-round in Tuscany) included in the room price.

This spirit reflects the fact that the hotels are still family run; every guest of an Adler resort is warmly welcomed as if they were visiting a family home and every meal is lovingly prepared in a healthy way, using the produce of local farmers. At the same time, the hotels are continuously improved and the latest innovations introduced, in order to maintain the high standards expected by modern travellers.

The locations of the hotels also merit a mention, as all are located in UNESCO World Heritage Sites recognised for their outstanding natural beauty and culture. This means guests have a stunning natural environment on their door step in which to exercise, as well as plenty of beautiful towns, villages and historic sites to explore during their stay. Places in which, as the Adler Resorts like to say, you can “let your soul fly”.

For more information on all the Adler hotels, please visit <http://www.adler-resorts.com/en/>.

Ends

Notes for Editors

Timeline

- 1810 – Josef Anton Sanoner acquires first hotel, now known as Adler Dolomiti
- 2004 – Adler Thermae, the second Adler property, opens in Tuscany
- 2009 – Adler Balance, a health & wellness annexe to the Adler Dolomiti, opens

Adler Dolomiti/Adler Balance - Dolomites

Getting there

Flight to either Innsbruck (in winter) and Verona (year-round), then to Ortisei by private transfer or airport coach

Leisure facilities

- 9000 sq m of private parkland
- 3500 sq m water world (largest in Dolomites)
- Dolasilla beauty & vitality zone, offering wide range of treatments from Alpine to Ayurveda
- 350 sq m of AdlerFit, including a packed daily programme of activities in & outside the hotel
- AKI Kids Club

Restaurants & Bars

- One main restaurant, with 2 traditional Tiroler dining areas
- Adler Balance a la carte restaurant, for lighter meals for those following a health/detox programme
- Wine Cellar for tastings
- Adler Cocktail Bar

Rooms

- Adler Dolomiti has 120 rooms, Adler Balance has 31 spacious rooms, all with TV (free movie channels),

minibar, tea & coffee making facilities and free internet & wifi

Adler Thermae – Tuscany

Getting there

Flight to Perugia (110km), Florence (180km) or Pisa (230km), then to Bagno Vignoni by private transfer or car hire

Leisure facilities

- Adler Spa, providing a wide range of cosmetic & wellness treatments
- Adler Aquae, a world of thermal waters, surrounded by a 3000 sq m park, plus several saunas, steam rooms & salt grottoes
- Adler Fit, offering a fully-equipped gym, as well as a 13.5km jogging trail and a comprehensive programme of indoor classes
- Adler Sport & Nature, with a varied outdoor programme for walkers (a newly-developed network of 200km of GPS-supported circular & linear walks start from the hotel), mountain bikers (free use of the hotel's own mountain bikes) and culture lovers
- AKI Kids Club

Restaurants & Bars

- Tuscan-style restaurant with a romantic piazzetta and retractable roof offering vitality dishes
- Osteria set within the hotel's gardens, serving lunch in the warmer months
- Wine Cellar for tastings
- Bar with panoramic terrace

Rooms

- Adler Thermae has 87 rooms, all with TV (free movie channels), minibar, tea & coffee making facilities and free internet & wifi

For more information, please contact:

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