



Press release

**Mountain Lodge, Adler Resorts' fourth hotel,
to open in July in the heart of the Dolomites UNESCO World Heritage Site**

Italy, Spring 2014: It's taken more than 10 years to come to fruition, but Adler Resorts' fourth property, Mountain Lodge (www.adler-lodge.com), is now nearing completion and will open on 3 July 2014. Why the lengthy gestation period? Because Mountain Lodge is located high up in the mountains, at a height of 1800m, and in the heart of the Dolomites, a UNESCO World Heritage Site recognised for its outstanding natural beauty, so there have been various building obstacles and planning battles to overcome. But it's been worth the wait.



Chalet bedroom; view from Mountain Lodge

The Sanoner family, owners of Adler Resorts, bought what was then the Hotel Mezdi in 1999. Dating to 1938, the Hotel Mezdi was built three years after one of the Dolomites' first cable cars carried its first visitors from the mountain resort of Ortisei up to Alpe di Siusi. The Hotel Mezdi's location, just below Col da Mezdi (Midday Peak) and in the middle of the piste, within walking distance of the lift station, was idyllic and guests were soon flocking to stay in both winter and summer, won over by the tranquil location and magnificent views.

The Sanoner family pulled down the Hotel Mezdi, which had fallen into a state of disrepair, and have replaced it with a central wooden lodge and an arc of 12 small chalets, modelled on old Tyrolean mountain huts, so that they blend in with the unique scenery of the Alpe di Siusi.



The Dolomites, through the seasons, spring to winter, L to R

Using natural raw materials from the region and sustainable construction methods, local architects Hugo & Hanspeter Demetz have worked alongside Rudi Perathoner from Selva to create a bijoux 30-bedroom hotel. The main lodge houses the reception, a cavernous lounge with open fireplace, spacious sun terrace, restaurant, wellness and spa facilities, infinity pool and 18 guest suites, all with panoramic views of the Dolomites. Behind the main building, higher up the slope so they too enjoy uninterrupted vistas, stand 12 two-storey guest chalets.

The aim of Mountain Lodge is to offer guests an unparalleled opportunity to holiday in the midst of unspoilt nature. Somewhere that guests have time to spare, where daily routines are forgotten, pressures disappear and tranquillity emanates from the landscape, to be absorbed by every pore in the body. A place where, after a hearty breakfast of local specialities, the day can be spent exploring nature, whether on skis in winter or on foot in summer, while filling lungs with oodles of the freshest air. Returning only to the hotel terrace in the evening to admire the magical light on the mountains, while nursing a good glass of Italian wine.



The sitting room in one of the 12 chalets

The 12 south-facing chalets are particularly special, having been entirely made of local spruce wood (each panel planed by a Val Gardena craftsman) in order to give them an authentic mountain feel. Draw back the curtains in the morning and admire the majestic mountains from the cosy warmth of your bed, before heading to the bathroom where throwing open the window reveals a meadow view and, in summer, the sweet scent of flowers. Step out onto the private balcony to breathe in the pristine air and let the morning sunshine warm your soul. In the evening, guests can watch the setting sun from their own terrace or relax in their own private sauna before snuggling up in front of the flickering flames of the fireplace in their own sitting room.

This is yet another hotel at which, as Adler Resorts like to say, you can “let your soul fly”.

Room rates will start at Euros 207 (approx £170) per person per night on a full-board basis, including soft drinks and a selection of Italian fine wines and liquors, as well as access to the spa and wellness facilities, together with a full programme of activities, such as guided skiing, hiking and mountain biking, plus yoga at sunset.

Bookings are now being taken by telephone on +39 0471 775 001 or by e-mail at info@adler-lodge.com; more information can be found on the website www.adler-lodge.com.

Ends

Notes for Editors

Adler Mountain Lodge has a total of 30 rooms:

- 16 junior suites in the main building (measuring 40 to 45 square metres)
- two family suites in the main building (measuring 60 to 65 square metres, each with two bedrooms)
- eight chalets (measuring 70 to 75 square metres)
- four family chalets (measuring 80 to 85 square metres)

Each chalet has a spacious living room with a glassed-in fireplace and comfortable sofas, plus a terrace, on the ground floor, with a cosy sleeping area and bathroom with private sauna and separate toilet, plus balcony, on the second floor. In addition, the two family chalets have an extra bedroom with separate bathroom on the ground floor. All of the chalets have a walk-in closet, digital TV, Wi-Fi, safe and minibar with tea and local fruit juices.

The food at Mountain Lodge will reflect the specialities of the South Tyrol, with a focus on buying supplies from local producers. All guests will enjoy full board: a buffet breakfast in the morning, light healthy lunches on the sun terrace or packed lunches (individually assembled according to guests' needs) for those spending the day exploring the Dolomites, a South Tyrolean afternoon tea and a gourmet dinner in the evening. Mineral water, soft drinks and a wide choice of local wines and liqueurs are also included in the room rates and available throughout the day.

The wellness area, located on the top floor of the main lodge, will have a sauna, relaxation area and three treatment rooms, as well as a wrap-around infinity pool, all with panoramic views of the Alpine landscape.

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

Adler Resorts (<http://www.adler-resorts.com/en/>) is a small collection of three, soon to be four, 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, now known as the Adler Dolomiti, has been passed down through the family, and is currently managed by the seventh generation of the Sanoner family. There are currently two other hotels in the collection: Adler Balance, also in the Dolomites, and Adler Thermae in Tuscany.

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
- 2014 – Adler Mountain Lodge opens

For more information, please contact:

Sue Heady
Heady Communications
T: 01608 651 692
E: sue@headycommunications.com