



- PRESS KIT -

# Kempinski Hotel Das Tirol

*Kempinski*  
HOTELIERS SINCE 1897



Kempinski Hotel  
Das Tirol

JOCHBERG – KITZBÜHEL ALPS

# — Kempinski Hotel Das Tirol —

## TYROLEAN ALPINE EXPERIENCE

Stylish, modern, comfortable – and unique. A hotel with first-class service and Tyrolean charm in the heart of the Kitzbühel Alps, boasting elegance and warmth.

With superior and deluxe double rooms, junior suites, suites and a penthouse suite, the Kempinski Hotel Das Tirol offers guests a comfortable and luxurious experience

with views of the Tyrolean mountainscape. Culinary delights at the Steinberg Restaurant and pan-Asian Sra Bua Restaurant will satisfy even the most discerning palates. With hiking trails and ski slopes right on the doorstep, it's the perfect place to stop by. Surrounded by mountains and nature, rest and relaxation are assured. Not to mention the 3,600 m<sup>2</sup> spa and superior service.

**KEMPINSKI**  
• Europe's most traditional luxury hotel group  
[KEMPINSKI.COM](http://KEMPINSKI.COM)

**KEMPINSKI HOTEL DAS TIROL**  
• 155 attractive rooms and suites, 3,600 m<sup>2</sup> alpine spa, two restaurants, Rubin Bar, Mountain Health Bar, four function rooms  
[KEMPINSKI.COM/HOTEL-DAS-TIROL](http://KEMPINSKI.COM/HOTEL-DAS-TIROL)



## — Region —

### A PARADISE SURROUNDED BY THE KITZBÜHEL ALPS

Situated in tranquil Jochberg, surrounded by the Kitzbühel Alps, the Kempinski Hotel Das Tirol has been delighting guests from around the world since 2011. Near at hand is the world-famous Kitzbühel resort, a place of glitz, glamour and Tyrolean charm. But the town is not all there is to see, an impressive mountainscape lies all around. In summer, the Kitzbühel Alps are a

paradise for cyclists and hikers, while in winter they transform into the world-famous Kitzbühel ski resort, consistently voted number one in the world. The ‚Gamsstadt‘, as it is known, is also famous for the numerous international events that take place here throughout the year, including the Hahnenkamm Race, Snow Polo World Cup and the Alpen-Rallye.

#### FACTS AND FIGURES

- Easy access due to proximity to Munich, Innsbruck and Salzburg airports

#### FACTS AND FIGURES

- Over 1,000 km of hiking trails
- More than 80 stunning Kitzbühel tours & trails
- 233 kilometres of ski slopes



## — General Manager —

### THIES BRUHN, EXPERIENCED HOTEL MANAGER AND GOLF FANATIC

Originally from northern Germany, Thies Bruhn operates in Tyrol since 2024 – once again with Kempinski: for 28 years he worked for the world’s most famous hotel group before taking on new challenges at the Grand Hotel Heiligendamm in 2019. He returned to Kempinski at the beginning of this year as the new General Manager of the Kempinski Hotel Das Tirol in Jochberg near Kitzbühel. Thies Bruhn started his career in the hospitality industry in 1985 as a trainee at the Romantik Hotel Kieler Kaufmann, advancing his career with Royal Caribbean Cruise Line in food and

beverage before moving to the Kempinski Hotel Bristol Berlin as Revenue Manager in 1999. The same year, he took on his first General Manager position at the Kempinski Hotel Rotes Ross in Halle, Germany. In June 2008, Thies Bruhn was appointed General Manager of the Kempinski Palace Hotel in Portoroz, Slovenia, where he played a key role in the hotel’s success. Born in Kiel and an avid cyclist and golfer, Bruhn most recently managed the Grand Hotel Heiligendamm. He now brings his wealth of experience to a new role as General Manager of the Kempinski Hotel Das Tirol in Jochberg.

#### FACTS AND FIGURES

- Based at the Kempinski Hotel Das Tirol since 2024
- Grand Hotel Heiligendamm
- Kempinski Palace Hotels & Kempinski Hotel Bristol Berlin

#### DETAILS

- Keen sportsman
- Cyclist
- Golfer

## — Wide range of sports activities —

### SKIING, HIKING, MOTORING

With the ski lifts right next to the Kempinski Hotel Das Tirol, hotel guests can be on the slopes of one of the largest and most snowsure ski resorts in the Alps in no time – repeatedly voted the best ski resort in the world – with 233 kilometres of slopes. It also has its own ‚Jochberg Snow Academy‘, with children’s courses, freeriding and even race tranings. No other 5-star hotel in the region offers this. Carve, snowboard, winter hike, toboggan, cross-country ski or take on the world-famous ‚Streif‘ course – the hotel’s perfect location guarentees unforgettable memories, especially in winter.

But even in summer, the Kitzbühel Alps are an attractive location for outdoor pursuits and major international events. Fans of classic cars gathers in summertime for the Kitzbühel Alpen-Rallye. And motoring enthusiasts in general – whether in classic or sports cars – will savour numerous opportunities for trips into the mountains, including the Grossglockner High Alpine Road. For outdoor pursuits, opportunities include hiking, cycling, mountain biking or golfing: there are four golf courses near the ‚Gamsstadt‘, with 30 more within a radius of 100 kilometres.



## — Rooms & suites —

### MODERN, STRIKING, WARM AND COZY

Warm woods and light colours, loden and leather, spaciouly appointed with breathtaking views: the 155 rooms and suites at the Kempinski Hotel Das Tirol have a unique character of their own. The superior and deluxe double rooms, junior suites and suites are modern and striking, yet warm and cozy.

Among the hotel’s highlights is the Penthouse Suite, with five bedrooms, four bathrooms and striking floorboards paired with Tyrolean wood furnishings representing an alpine ambience. Contemporary design, stylish and chic: with leather and loden, felt and glass, both light and airy. 520 m<sup>2</sup> of indoor living

space, plus three terraces of together 500 m<sup>2</sup>. This is the largest hotel suite in Austria.

The bright three-room Chalet Suites are the hotel’s signature rooms. Modern Tyrolean design, with wood and stone details, convey the air of a chalet residence. The furnishings are bright, modern and luxurious, and the alpine views from the balconies are breathtaking. With three bedrooms boasting comfortable king-size beds and en-suite bathrooms, plus a spacious living room with fireplace and kitchen, the Chalet Suite is the perfect retreat for families or groups of up to 6 people.

#### PENTHOUSE SUITE DETAILS

- 520 m<sup>2</sup> living space
- five bedrooms
- four bathrooms
- up to 10 guests
- 500 m<sup>2</sup> terrace

#### CHALET SUITE DETAILS

- 220 m<sup>2</sup> living space
- three bedrooms
- up to 6 guests

## — Steinberg —

**NEW, CREATIVE TYROLEAN CUISINE WITH MODERN INFLUENCES**

Steinberg is the restaurant for those who love classic mountain cuisine. Chef Karl Schmid and his team of culinary artists give a new twist to typical Tyrolean recipes, combining traditional and modern flavours. The focus is always on regional and seasonal products. In addition to the extensive à la carte menu, guests can also enjoy seasonal highlights such as Smoky Friday. The delicious Restaurant Steinberg creations are complemented by informal fondue evenings – featuring classic cheese fondue or fondue

chinoise (by reservation). The rich and balanced breakfast buffet is the perfect way to start the day. Authentic with classics such as freshly baked goods, BioLifestyle mueslis, jams from famous Viennese manufacturer Staudt, and bread, sausage and cheese – often from local Tyrolean farmers, bakers and butchers – plus freshly squeezed juices and the finest coffee. Breakfast at the Kempinski Hotel Das Tirol is an experience in itself, with dedicated vitality, pastry and cereal stations.

**DETAILS**

- Cuisine: regional
- Style: à la carte
- Dress code: smart casual

**OPENING TIMES**

- Breakfast: Mon–Sun  
07:00–11:00
- Dinner: Mon–Sun  
18:30–22:00



## — Sra Bua —

**A CULINARY JOURNEY THROUGH THE RICH AND VARIED WORLD OF FLAVOURS AND AROMAS**

Alongside the Steinberg breakfast and dining restaurant, which serves modern Tyrolean cuisine, the Sra Bua (‘lotus pond’) offers pan-Asian delicacies, combining the finest Tyrolean ingredients with exciting flavours from around

the world for a Far Eastern touch of the exotic at the hotel ‘Das Tirol’. A visit to Sra Bua is a culinary journey of a special kind – an explosion for the senses. The creations are a joy for the palate and a feast for the eyes and nostrils.

**FAKTEN**

- Cuisine: pan-Asian
- Style: à la carte
- Dress code: smart casual
- High tea: from 2 persons

**ÖFFNUNGSZEITEN**

- Dinner:  
Thu–Sat 18:00–22:00
- Winter season:  
Wed–Sun 18:00–22:00

## — Afternoon Tea —

### IT'S TEATIME!

Sometime around 1840, afternoon tea was introduced by the English Duchess of Bedford to bridge the gap between lunch and dinner. This ritual still retains its popularity today – and not only in Great Britain. Not surprising: the traditional celebration of tea and indulgence not only titillates the

palate, but also fosters repose and serenity. Especially in a setting as spectacular and elegant as the Kempinski Hotel Das Tirol in Jochberg. This unique experience brings a touch of English culture amidst the beauty of Kitzbühel – and not only for residents of the 5-star superior hotel.

#### DETAILS

- Daily from 13:00 to 17:00
- ‚Jochberg‘ option (€42 p.p.)
- ‚Kitzbühel‘ option (€63 p.p.)

#### DETAILS

- handcrafted sandwiches
- fine finger food
- delicate pastries
- freshly baked scones
- premium teas



## — Mountain Health & Rubin Bar —

### LIGHT PLEASURE AND EXCLUSIVE DRINKS

The Mountain Health Bar, with its terrace and panoramic views of the Alps, offers light refreshments during a day at the spa with hot Italian-style paninis and bagels, Sra Bua-style poke bowls, vegan dishes and cereal sweets with fruit. Freshly squeezed juices, smoothies, matcha, homemade iced teas and lemonades ensure maximum refreshment.

The Rubin Bar invites to linger, relax, chat and, above all, enjoy. Whether an exclusive single malt, exotic cocktails, classic long drinks or a simple glass of champagne, the young and creative bar staff will conjure up the right drink for every taste. And it tempts guests with crowd-pleasing dishes and the finest cigars.

#### OPENING TIMES

- Mountain Health Bar:  
Mon–Sun 12:00–19:00

#### OPENING TIMES

- Rubin Bar: Mon–Sun  
16:00–00:00



## — Alpine spa —

**MOUNTAIN WELLNESS ACROSS 3,600 M<sup>2</sup>**

Mountain wellness. It may sound cosmopolitan, but it is an entirely alpine experience. Tyrolean herbs, mineral oil, rock crystals, salt, and fresh, soft Grander water. The spa menu offers treatments that harness the healing power of nature. But the treatments are just the icing on the cake of an exceptional offering.

Natural essences are also used in the saunas and steam rooms: lava and salt stones, Tyrolean mountain herbs and local woods, the soothing and revitalising scents of essential oils, the Hildegard von Bingen bath. The spacious outdoor pool with 20-metre lanes and the brine pools even contain mountain water.

**TREATMENTS**

- Mountain tour
- Alpine holiday
- Alpine massage
- Alpine bath

**OPENING HOURS**

- Pool area – from 7:00 to 21:00
- Sauna – from 11:00 to 21:00

## — Private wellness sanctuaries —

### INTIMATE ATMOSPHERE OF LUXURY AND SECLUSION

For ultimate relaxation, Kempinski Hotel Das Tirol offers an intimate atmosphere of luxury and seclusion in one of the three private spa suites with personalised massages – such as an aromatherapy massage or

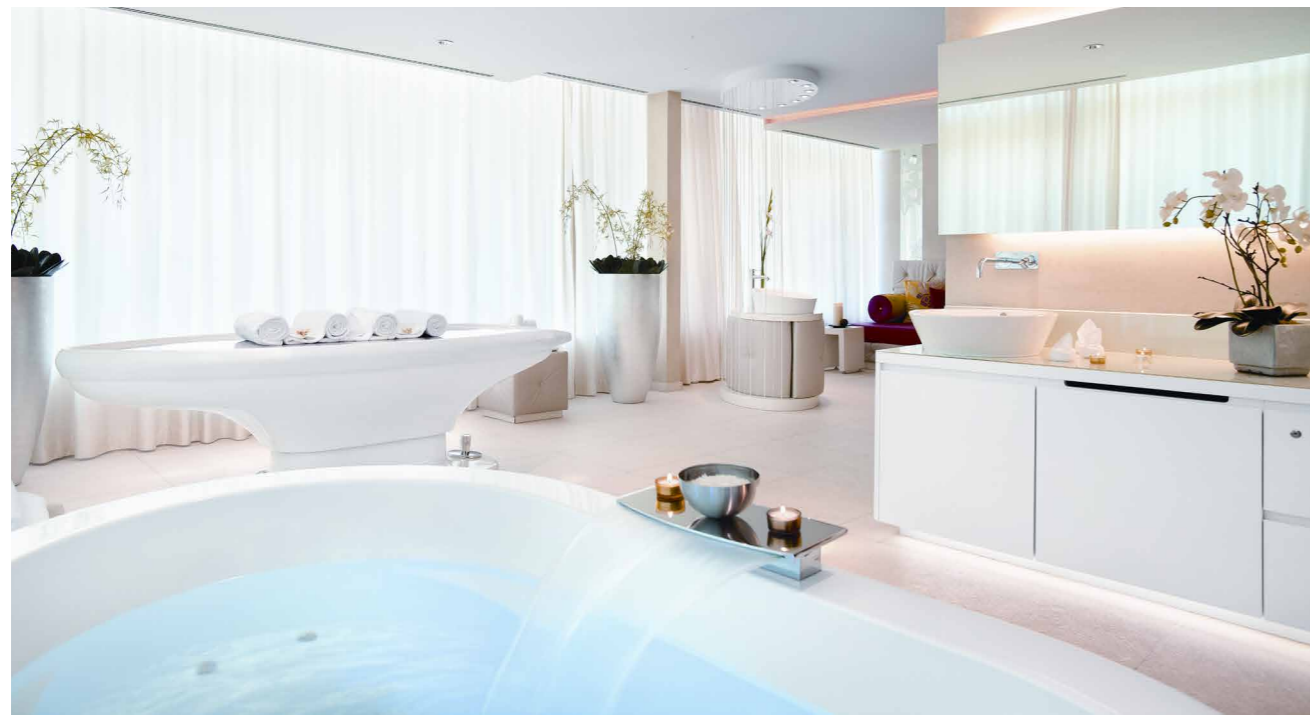
body treatment –, an exclusive hydrobath, private sauna or steam room. Each of the three personal hideouts has its own unique décor and atmosphere. An escape for body, mind and soul.

#### DETAILS

- Crystal Spa Suite
- Pearl Suite

#### DETAILS

- Kitz Suite







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