

# Luxury with a twist.

Press Information  
Hotel SEPP in Maria Alm



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## Intro

Out of the ordinary. Unique. Remarkable. Just "ExSEPPtional". That is the ambition of the SEPP. Under the motto "together in the middle of it all", guests celebrate life here in a stylish, casual atmosphere and an unconventional feel-good atmosphere. Adults-only concept, design highlights and extravagant details give the hotel a unique touch for the lifestyle of a special kind.

## Philosophy

The motto "together in the middle" determines the attitude to life at Hotel Sepp. Sports, micro-events and themed weekends bring people together here. At the same time there is enough room in the house with favorite places for individual retreat moments. The lifestyle hotel sees itself as a very special place for beautiful encounters, special quality of life, true happiness and many moments of pleasure and wellbeing.

## Concept

In the stylish "adults only" hotel for guests over the age of 21, a sumptuous breakfast / brunch buffet is included in the price until 1pm. In the evening there are daily changing theme dinners from the live cooking station at the loft. The rooftop lounge, the thermal infinity pool and the hotel's Airstream sauna offer spectacular views of the mountains from the rooftop. A specially designed leather lounge from the traditional fashion brand Meindl and trendy swings on the balconies from the manufacture of Hutschn underline the extravagant and at the same time playful touch of the extraordinary hotel.

40 casual-cozy rooms surprise with different fancy details such as integrated cinema screen, illuminated storage for bikes in summer and skis and snowboards in winter, cuddly beds, rustic old wood walls that could tell stories, a solid, heated wooden floor that invites to walk barefoot, turntables and detail-loving design highlights.

## Owner | Host

Josef „Sepp“ Schwaiger

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## Guest Rooms

40 guest rooms in 5 categories with stylish casual interior

House	Category	Subline	No. of Rooms	Highlights
Woodhouse	„Cosy“ 22 m <sup>2</sup>	Small and lovable	9	<ul style="list-style-type: none"><li>☞ Cinema screen &amp; projector</li><li>☞ Sound system</li><li>☞ Wide windowsill for sitting</li></ul>
	„Roomy“ 25 m <sup>2</sup>	Wonderfully comfortable	8	<ul style="list-style-type: none"><li>☞ Diagonal bed</li><li>☞ Record player &amp; vinyl</li><li>☞ Sound system</li><li>☞ Balcony</li></ul>
	„Sporty“ 24 m <sup>2</sup>	Visibly sporty	18	<ul style="list-style-type: none"><li>☞ Storage space for sports equipment &amp; boot dryer</li><li>☞ "Showcase" &amp; Mood Light</li><li>☞ Balcony</li></ul>
Glasshouse	„Woody“ 26 m <sup>2</sup>	Charming extravagant	3	<ul style="list-style-type: none"><li>☞ Glass facade with panoramic views</li><li>☞ Balcony with Hutschn swing</li></ul>
	„Luxury“ 38 m <sup>2</sup>	Exquisite. Not to say: exSEPptional	2	<ul style="list-style-type: none"><li>☞ Freestanding bath</li><li>☞ Glass facade with panoramic views</li><li>☞ Balcony with Hutschn swing</li><li>☞ Record player &amp; vinyl</li><li>☞ Sound system</li></ul>

## Partner

### Converse

Converse is not just a shoe brand, but an attitude to life. Founded more than one hundred years ago, the trendy company has been producing Chuck Taylor All Star and One Star sneakers and is dedicated to the design of street style classics. The style has always been defined in close orientation to the requirements of the Converse wearer. This creates an

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authentic culture that allows everyone to live out their own style. Chucks are the epitome of coolness. And that is in the spirit of the stylish and casual hotel SEPP. SEPP guests and employees, as well as Converse wearers, are individual, unique and celebrate life with their own unique attitude. From the very beginning, the Converse brand has accompanied the unique hotel with the common goal of always being a bit different from the others.

[www.converse.com/at/über-uns/about-us.html](http://www.converse.com/at/über-uns/about-us.html)

## Gösser

With a history spanning more than 1,000 years, Gösser is one of Austria's best and oldest beer brands firmly linked to the traditions, values and history of the country. Lively and innovative have made the beer from Gösser over time to one of the largest brands in the country - and so to a piece of Austria. Local ties, values and quality are also very important at the SEPP. And because the two brands Gösser and SEPP are characterized by passion and conviction, a wonderful partnership has emerged. So it's not just „good. Better. Gösser.“, but with the friendly permission of the brewery now also „Good. Better. Eder.“. The slogan proudly stands on the labels of the Eder beer produced by Gösser for the Eder Collection. <https://www.goesser.at/kernwerte/>

## Hillinger

Leo Hillinger is regarded among wine lovers as an exceptional talent, has caused some fame with his exclusive wine creations and received numerous awards, is internationally known by public appearances, promotes with the TV show „2 minutes 2 million“ start-ups and talents of various industries and has meanwhile also made a name as author. Despite his success, the star winemaker is down-to-earth, deeply rooted in his homeland and family, and is known for his enthusiasm and love for his job. Therefore, both Leo Hillinger and Josef "Sepp" Schwaiger have much in common as well as the brands they represent. Reason enough that the selected Hillinger wines are served in the SEPP and the star winemaker also occasionally drops by in person to take the SEPP guests on an exclusive wine and bike tour.

[www.leo-hillinger.com/de/content/visionen-werte](http://www.leo-hillinger.com/de/content/visionen-werte)

## Hutschn

Precision, craftsmanship, quality, longevity, origin and sustainability characterize the HUTSCHN® brand. Of course, these aspects are also important in the SEPP. But the deeper reason that makes up the symbiosis between the handcrafted Hutschn swings and the SEPP is the story behind it. The Hutschn creators lovingly handcrafted real favorite pieces. Hutschn is an honest product with no frills, to give people pure joy, to put a smile on their faces, to feel the lightness of being. So it is almost a logical consequence that the Hutschn swings belong to the favorite places in the SEPP. Swinging back and forth in sliding motion, feeling the wind on the skin and gliding towards the

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fantastic mountain scenery, slows down and just makes you happy. And just because the SEPP is an adults-only hotel where life is celebrated, Hutschn and SEPP are the perfect symbiosis.

[www.hutschn.de/bauteile/die-freude](http://www.hutschn.de/bauteile/die-freude)

## Meindl

At the fashion manufacturer Meindl, culture and craftsmanship combine to create authentic luxury. Attributes such as passion, creativity, vision, courage and experience are the cornerstones of the philosophy of the traditional company. The brand has charm, character and a special design language that is unique and unmistakable. As the SEPP, Meindl is associated with genuine values and respect for traditions that are lived in a modern way. Because all creative things should come from the heart and the inner dialogue. Honest, timeless, individual and incomparable. So there is one key conviction in the house of Meindl: Luxury is not glitter and glamour. It is not loud. It is quiet and discreet. Luxury means authenticity. And that fits wonderfully to the SEPP. A good reason to sink into the exclusive Meindl leather lounge at the SEPP loft, to let the thoughts and dreams run free and to enjoy the real, pure luxury of being. [www.meindl-fashions.de/philosophie](http://www.meindl-fashions.de/philosophie)

## **Sustainability**

Sustainability is very important to us, especially with regard to our alpine, nature environment. At the Hotel SEPP, we consciously made the following decisions:

- ☞ The hotel was built with concrete blocks conducive for the indoor climate, as air conditioning and excessive heating are saved.
- ☞ When designing the facade, only old and recycled wood was used, which is very much in terms of material conservation and sustainability.
- ☞ The hotel is heated with wood chips - also a particularly sustainable solution.
- ☞ We refrain from minibars in the rooms, since the devices are enormous energy spender. Additionally, as minibars would have to be replaced every 5 years, the coolant and the technology of the devices are enormously harmful to the environment. And although some guests would still like to have a minibar, we do not want to answer this "environmental sin".

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- ☞ Hotel slippers with its plastic bags and rubber soles and high plastic share are not environmentally friendly. Therefore, we do not automatically put slippers on the room. Many guests have their own slippers with them anyway. Even if the hotel slippers are unpacked just to have a look, we have to dispose of it for hygiene reasons. This produces gigantic amounts of waste per hotel, which we find irresponsible. Therefore, guests get the slippers only on request if they really need them.
- ☞ We also avoid individual plastic packaging such as portioned butter etc. for reasons of sustainability. Therefore, there is jam, honey, butter, etc. at the buffet for self-portioning.
- ☞ When buying groceries we pay attention to regional products. The bread is brought by the baker in Maria Alm, eggs from local farmers, sausage, meat and cheese as far as possible also from regional suppliers. Of course, this is not possible with all foods, but if we can save supply routes and thus relieve the environment, of course, we do it. In addition, the local products are so delicious anyway! Seasonally we even cultivate herbs ourselves and then use them in the kitchen.
- ☞ In the public areas of the hotel as well as in the rooms, we have used many natural materials and refrained from sealing varnishes and waxes. For example, the wooden floors and walls are completely untreated.
- ☞ The rooms have no air conditioning. The way of construction ensures a comfortable indoor climate in every season. In summer a pleasant draft with open windows is much healthier than an air conditioning system, which would also be very energy consuming and therefore not very sustainable.
- ☞ We have refillable soap dispensers in the rooms to avoid small packaging and we deliberately don't provide amenities in the rooms such as individually packed cotton pads, nail files, etc. to avoid unnecessary garbage. Of course, we keep a small supply ready at the reception if a guest needs it.
- ☞ For guest transfers and delivery we rely on e-mobility from Greenstorm and therefore have two electric vehicles to avoid both exhaust gas pollution and noise emissions. Between our two hotels, we move either by foot or with our eco-friendly "TreeCycle", with which we can shuttle guests and also make smaller deliveries between the hotels.

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- ☞ For guests with electric vehicles and the hotel's own e-mobile cars we have installed two wall boxes from [www.freiesolarroute.at/solarroute](http://www.freiesolarroute.at/solarroute). There are also two Tesla electric charging stations in the underground car park.
- ☞ The tap water in the hotel comes directly from the sources of the surrounding mountains. Thus, we can drink the water, so to speak, directly from the tap. Therefore, we provide a bottle of water for self-filling in the rooms, thus avoiding the waste of disposable bottles.

## Meetings & Events

For corporate events, the new stylish hotel for team buildings, meetings and events offers a creative and inspiring atmosphere and has the ideal size for an exclusive rental when needed. The open space at the attic is particularly suitable for modern workshop formats such as bar camps. There is also a flexibly designed bright daylight room. For small creative meetings, the lounge under the tree in the atrium is an ideal place. For a feel-good time after the workshop, the meeting or the conference, there are varied possibilities. In addition, the exceptionally designed meeting rooms of the Hotel Eder can be combined with the offer of the Hotel SEPP as part of the Eder Collection. For evening events, the exclusive TOM Almhütte is also available.

In addition to the conference facilities in the hotel, rooms in a nearby meeting house can be rented (about two minutes by foot from the hotel).

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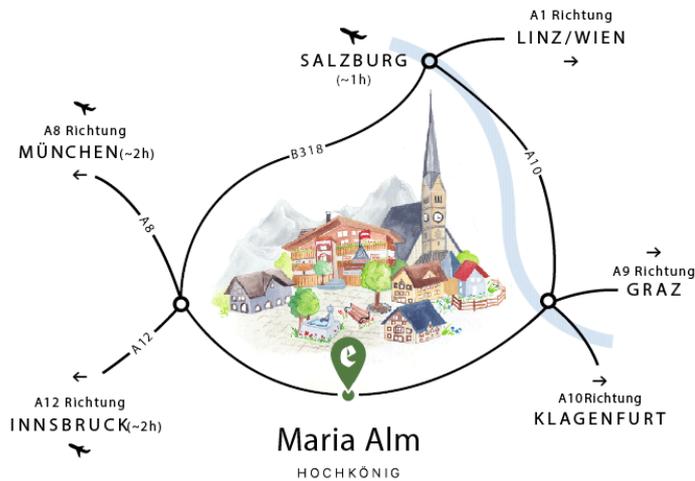
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## Location



The Hotel SEPP is located in the idyllic village of Maria Alm in the Hochkönig region in the province of Salzburg.

The touristic destination Maria Alm is surrounded by the majestic mountains of the so called "Steinernes Meer", the Hochkönig and the Pinzgauer gras mountains. Around the highest church tower in the province of Salzburg - the more than 500-year-old pilgrimage church in Maria Alm - tradition and customs are an integral part of the village life.

In summer, Maria Alm is a paradise to experience nature with all your senses while hiking, climbing, mountain biking and e-biking. There are endless possibilities on the numerous tours, themed trails and trails. Fast downhill you go by mountain bike in the Flow Trail on Natrun Hill or slips in the world's first forest slide park. The sporting highlights in Maria Alm are unique in the summer. The "HochkönigMan" - a breathtaking trail running event - opens the sporty summer, followed by the event "Hundstoa biag di" - the toughest mountain bike uphill race of the Pinzgau - and the "Jakobiranggeln" at the Hundstein mountain. Hundstein, with its 2,117 m, is one of the highest mountains in Europe that can be used by mountain bike.

The impressive winter setting of the Hochkönig region offers 120 kilometers of pistes with perfectly groomed runs, 30 km of cross-country trails, floodlit toboggan and curling lanes, as well as numerous romantic winter hiking trails. The absolute highlight of winter is the ski tour "Königstour" with 35 km of pistes, six peaks and 7,500 vertical meters, which has been awarded the title of the most beautiful ski round in the Alps. Maria Alm is the ideal starting point for the Königstour.

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## Chronology

2018 Construction of the Hotel SEPP (opening on September 7th, 2018) and the TOM Almhütte (opening December 1st, 2018) and thus brand extension to the Eder Collection

## Eder Collection

By September 2018, the Eder brand has grown into an exclusive collection with another hotel and an event location. Thus, there will be the following capacities from autumn 2018:

The four-star superior lifestyle Hotel Eder with an impressive design concept and wellness offer. Exceptional in design and ambience, the SEPP Hotel with its adults-only concept, extravagant design highlights, rooftop lounge, thermal infinity pool, Airstream sauna, 40 stylish rooms and open space with show cooking station at the loft. The exclusive Tom Almhütte with cabin charm and a modern-traditional architecture mix with 300 seats (150 inside + 150 outside) and a spectacular panoramic location.

All three houses of the Eder Collection can be combined for meetings, incentives, conventions, events or other occasions.

## Information

[www.edersepp.com](http://www.edersepp.com)

[www.ederhotels.com](http://www.ederhotels.com)

## Social Media

[www.facebook.com/hotelSEPP](http://www.facebook.com/hotelSEPP)

[www.instagram.com/hotelSEPP](http://www.instagram.com/hotelSEPP)

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## Impressions



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