



# Press Kit

## Kinderhotels Europa THE ORIGINAL

### Villach-Drobollach, Austria



**Name** Kinderhotels Europa THE ORIGINAL

**Category** Kids' and family hotel group

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Familien-Sporthotel Brenseehof



Familienhotel Buchau



Familienresort Ellmauhof



Pitzis Kinderhotel



Oberjoch Familux Resort



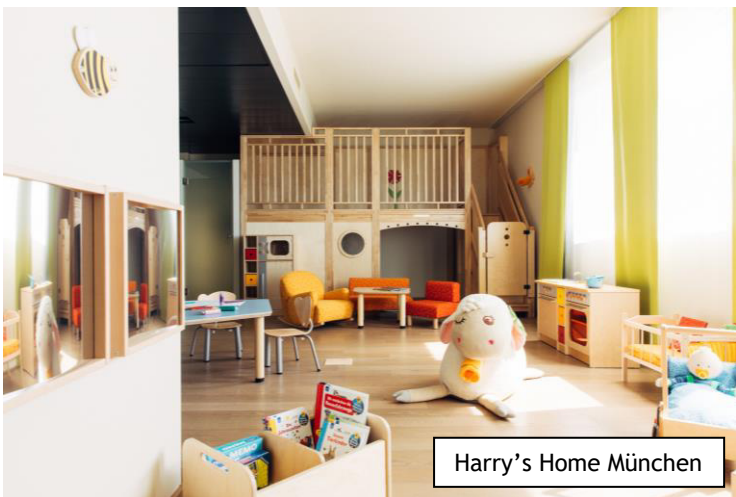
Familienresort Buchau



Almhof Family Resort & Spa



Martinhal Sagres



Harry's Home München



Almhof Family Resort & Spa



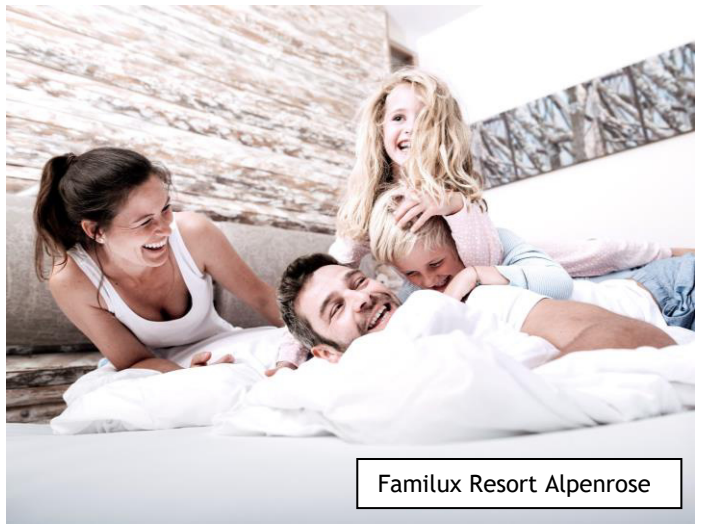
Der Kröller



Almhof Family Resort & Spa



Almhof Family Resort & Spa



Familux Resort Alpenrose



Der Kröller



Kinderhotel Stegerhof



Kinderhotel Kreuzwirt



Kinderhotel Stegerhof

## Facts and figures

Countries	Austria, Germany, Italy, Croatia, Portugal
Member hotels	42 total, of those: 28 in Austria, 5 in Italy, 3 in Germany, 2 in Croatia, 4 in Portugal
Number of beds	ca. 7,000 beds (incl. kids' beds and baby cots)
Employees	3,000 total, of those: 350 childcare workers 300 trainee childcare workers

## Location

The Kinderhotels THE ORIGINAL are located in some of the most beautiful holiday destinations of Austria, Germany, Italy, Croatia and Portugal, from mountain slopes and secluded lakes to the shores of the sea. No matter where they are, their first priority is children's safety. That is why every member hotel is either located in a low-traffic neighbourhood or nestled in natural surroundings.

## The history of Kinderhotels Europa

1988 saw some thirty family hotels join forces to lay the foundation for what today is Kinderhotels Europa THE ORIGINAL. Under the auspices of the Austrian National Tourist Office, these hotels set themselves the goal of offering the perfect family holiday, providing the highest quality standards and expert childcare. At ITB 1988, what had previously been a purely Austrian hotel group was introduced to the public. After about ten years, the hotel partnership was transformed into a GmbH (company with limited liability) in order to expand and operate on an international scale. Since that day, it is known as the Kinderhotels Europa GmbH brand, counting 44 hotels in five countries as its members.

## The brains behind the success



Gerhard Stroitz, General Manager of Kinderhotels Europa THE ORIGINAL

Gerhard Stroitz from Lake Faak is considered the initiator of Kinderhotels Europa THE ORIGINAL. It was his two sons who gave the hotelier and present General Manager of the group the idea; Wolfgang and Christian both felt that simple “farm holidays” were too boring; they wanted to make camp fires and build dens in the woods. Thus, from 1986 onwards, Stroitz gradually transformed his bed-and-breakfast business into a well-rounded hotel for children offering a wide range of activities. Gerhard Stroitz has been the hotel group’s General Manager since Kinderhotels Europa THE ORIGINAL was established.



Siggie Neuschitzer, Co-Owner of Kinderhotels Europa THE ORIGINAL

Siggie Neuschitzer has been running Europe’s first babies’ and children’s hotel in Trebesing, Carinthia, for 30 years. The idea of a holiday centring around the needs of babies saved his parents’ spa hotel from the verge of bankruptcy. In 1985, Neuschitzer and Stroitz founded the “Kinderland Kärnten” group, and in 1988, Neuschitzer became Kinderhotels’ Head of Marketing & Partner Relations. Today, Siggie Neuschitzer is a co-owner of the Kinderhotels Europa THE ORIGINAL brand.

## Setting trends

Kinderhotels Europa THE ORIGINAL is a pioneer in the child-friendly hospitality industry who has never ceased to set new trends. Many developments and products which are taken for granted today or are, in fact still unique, originated from the hotel group’s initiatives and ideas:

- **Highest safety standards**

All Kinderhotels are regularly checked by Germany’s independent product safety consultants (TÜV).

- **Smiley system**

The Smiley rating system specifically devised for the group shows at a glance the quality and range of services in the individual hotels.

- **Quality that's worth its price**  
Kinderhotels Europa THE ORIGINAL member hotels offer a well-rounded, high-quality service portfolio at a price that is fair to all parties.
- **Proprietary Academy**  
Established by the group itself, the Kinderhotels Academy offers 300 training sessions per year to provide employees with continuous professional training and development.
- **Diapers on the slopes**  
Many member hotels offer beginners' ski courses for children as young as two years old.
- **Learning to swim is child's play**  
Fred's Swim Academy has qualified professionals teach children of all ages how to stay afloat.
- **Baby Perfect**  
Many member hotels specialise in packages and amenities for first-time parents and their little bundles of joy. These "Baby Perfect" hotels offer everything infants and their parents need.

### **The Kinderhotel philosophy**

For more than 30 years, Kinderhotels Europa THE ORIGINAL has been synonymous with carefree family holidays offering premium quality childcare. From family-run businesses to luxurious wellness hotels, the organisation offers accommodation types to suit every taste. All member hotels are regularly inspected by Germany's independent product safety consultants (TÜV), use only highly qualified employees and regularly undergo secret quality inspections. The hotel group goes for "quality over quantity" when selecting its member hotels. From around 100 Kinderhotels in 1998, the number of members has been reduced to under 50. With this reduction, Kinderhotels Europa THE ORIGINAL was able to ensure that partner hotels comply with the stringent quality requirements, implementing all of the specified criteria. Strict quality control may slow growth, especially in new EU member states, but it offers guests the greatest possible confidence that their families will receive the best service and care. For the future, Kinderhotels Europa THE ORIGINAL intends to expand its presence in Central Europe. The group is also working towards expanding its city family hotel portfolio.

To this end, Kinderhotels Europa THE ORIGINAL is negotiating with major hotel groups to discuss the possibility of transforming entire floors of hotels into Kinderhotels. Even so, General Manager Gerhard Stroitz holds firm that “by the end of 2025, there should be no more than 60 Kinderhotels.”

### Quality Assurance

To become a Kinderhotels member, hotels have to meet exacting quality criteria. As part of the application process, each hotel is inspected by the group’s management. Everything from the available amenities and the food to the children’s recreational areas and the service portfolio offered is meticulously checked against a detailed catalogue of criteria. Only if every criterion is met, the applying hotel can become a Kinderhotel. In order to ensure that the high quality standards are maintained in the long run, every member hotel is inspected each year by the group’s independent inspection team and by journalists. If a complaint is raised, the group will perform a Mystery Check and discuss any issues with the member in question. If complaints persist, the hotel’s membership is revoked. To help families find the perfect Kinderhotel for them, the group developed the Smiley rating system. In this system, hotels with more Smileys will have a more diverse and more specialised service portfolio. A detailed catalogue of criteria determines the number of Smileys awarded to any particular hotel (three, four or five).

Three-Smiley category    Minimum standard that every Kinderhotel is required to maintain:

- at least 1 childcare worker per 20 children present
- a children’s play area completely removed from traffic
- a children’s menu
- an on-demand babysitting service (24/7)
- part-time childminding five days a week (at least 40 hours per week)

Four-Smiley category    Additional amenities and services, e.g.:

- indoor swimming pool and/or indoor paddling pool
- baby monitor in every guest room
- complimentary kids’ juice bar, open between 10 am and 10 pm
- scheduled activities for the whole family at least once per week
- full-time childminding five days a week (at least 40 hours per week)

Five-Smiley category Kinderhotels's top-tier category, offering among other things:

- at least three years as a four-Smiley hotel
- Four-Star Superior hotel standards
- large wellness area
- in-house theatre or cinema
- indoor soft play area
- complimentary full board for the whole family
- childminding services during meals
- at least 1 childcare worker per 10 children present
- diverse children's activity programme at least three days per week
- full-time baby- and childminding six days a week (at least 60 hours per week)

#### The Kinderhotels Academy

In an effort to ensure the high levels of childcare services at all Kinderhotels, the group established the Kinderhotels Academy. Each year, 300 childcare workers are trained at the Academy. Both trained educators and experienced parents wishing to take their enthusiasm into the field of professional childcare are welcome. The Kinderhotels Academy offers an ever-evolving range of basic and advanced training programmes, which incorporate relevant trends and developments. Each course offers the chance to choose an aspect to focus on, developing fresh ideas to incorporate into the seasonal children's activity programme. Topics covered include everything from developmental psychology, communication with parents and nutrition to first aid for children, children's entertainment and employee motivation. The courses take a decidedly hands-on approach. The Kinderhotels Academy believes in "learning by doing" with learners getting the chance to immediately apply what they have learned. Separating the courses into two tiers, one for infants and toddlers and another one for children aged 3 to 14, ensures that the childcare workers at Kinderhotels Europa THE ORIGINAL are able to cater to the individual needs of the age group in question. In addition to these training programmes, participants can train to become a swimming instructor using the Fred's Swim Academy method, learn to be a magic teacher, or enrol in a two-year extra-occupational programme to become a certified children's entertainer.



### **Babies, kids and teens**

All childcare workers are trained within the group and have access to continuing professional development in order to ensure that the quality of childcare offered continues to develop as well. Great emphasis is placed on multi-lingual communication with young children. The group's custom training system ensures that member hotels are able to offer a varied recreational programme catering to the individual needs and interests of different age groups—from babies to teens. Many member hotels specialise in services for babies from the first week of life, offering the ultimate care-free holiday experience for brand-new parents, with a HIPP baby menu, baby care products in guest rooms, a baby paddling pool and a doctor on call 24 hours a day. Teenagers don't have to settle for toys and a paddling pool either. Many Kinderhotels maintain close ties to outdoor activity centres and sports specialists, who offer a range of exciting activities, such as mountain biking, climbing, or horse riding.

### Special offers for children

At Kinderhotels Europa THE ORIGINAL, children don't get bored, not even the highly energetic ones. When the weather is nice, the little ones and their minders explore the countryside together and learn all about nature in the woods and fields. And if it rains, there are spacious play areas, children's pools, magic schools or children's theatres to keep them entertained.

### Fred's Swim Academy

35 member hotels offer swimming courses using the Fred's Swim Academy method. Babies from four months old can enjoy splashing around in the water. Every child, no matter the age or developmental stage, receives competent guidance by professional swimming instructors. Custom swimming aids built for different age groups help children develop their reflexes and train the proper techniques. Even after only a few sessions, the results are usually impressive. Spending time in the water has beneficial effects on the physical and mental development of babies. Children between the ages of two and nine have the chance to learn movements and techniques in a playful environment.

### Toddlers' ski school

The *Windelskischulen* ("diaper ski schools") offer ski courses for children from the age of two. There, toddlers are taught by certified ski instructors in small groups of up to five children.

The training area for these groups is always designed with age-appropriate features. “Magic carpets” take the little ones safely to the top of the training hill. The gentle slopes feature Smileys, tunnels, small bumps and other fun challenges. White slopes are guaranteed, as snow machines will compensate for lacking snowfall, ensuring that skiing fun can be reliably had throughout the winter. While the kids are out practicing, parents can pursue the winter sports activity of their choice, relax in the wellness area or simply revel in doing absolutely nothing.

### **A good time for the whole family**

In the early days, the group’s main focus was on catering to the children. Today, that focus has shifted to providing an enjoyable experience for the family as a whole. In this approach, shared family experiences are just as important as time spent alone or as a couple. If parents are secure in the knowledge that their children are well cared for, they can relax and really enjoy their holiday. The sports and activity programmes offered by Kinderhotels also provide adults with a wide range of fun activities to choose from: hiking, Nordic walking, climbing, mountaineering, cross-country skiing, horseback riding and much more. In addition, many Kinderhotels offer superb wellness areas where exhausted adults can enjoy massages and treatments to recharge their batteries. The various wellness options, sauna complexes and stylish chill-out areas give mum and dad the opportunity to rediscover themselves and reconnect as a couple. While the little ones learn to swim with Fred the frog or splash around in the often spectacular pool complexes, parents can enjoy real peace and quiet. Mum and dad can also rekindle their romance with a candle-lit dinner, while their offspring enjoys dinner with friends at the children’s table.

### **A selection of Kinderhotels highlights**

The teams working at Kinderhotels Europa THE ORIGINAL know what families want. With attractive packages, special offers and exciting programmes, they are able to ensure that every family member gets what they need from their holidays. To keep things fresh, member hotels are constantly thinking up new and exciting activities and attractions for the whole family:

### First Kinderhotel via ferrata with zip line

Nestled in the heart of the Carinthian Nock Mountains, at an elevation of 1,900 m, the Heidi-Hotel Falkertsee is the first Kinderhotel with a via ferrata and a zip line.

### Intrepid little adventurers

Kleinwild is the group's first and only holiday village, offering a diverse entertainment programme for children up to the age of 14. Kleinwild is part of the holiday villages Kirchleithn in picturesque St. Oswald, Carinthia. At the village's own biotope pond, petting zoo and water playground, children get in touch with nature.

### Family holidays by the sea

Just outside the picturesque town of Rovinj, Croatia, the Family Hotel Amarin offers Mediterranean family holidays with professional childcare services. At the Baby Club, Mini Club and Teen Club, children of all ages will find fun things to do.

### Luxury for the little ones

The Four-Star Superior Hotel Alpenrose in Tyrol boasts luxury amenities, a first-class wellness area and a top-notch children's entertainment programme. In Pirate Country, an indoor and outdoor adventure playground, little scallywags enjoy boarding the pirate ship and sometimes even taking their parents hostage.

### Ahoy matey!

Gina's Kinderhotel in Drobollach, Carinthia, is shaped like a ship. This hotel is every little explorer's and adventurer's dream. From tricycle grand prix to puppet shows, this hotel is sure to put a smile on every child's face. If it gets too hot outside, they can blow off steam splashing around in the spectacular Waterworld.

### Where new-borns are the stars

Europe's first baby & children's hotel in Trebesing, Carinthia, offers professional and friendly services for families with infants from their 7th day of life. Exploring the baby soft play landscape, visiting the farm with petting zoo next door or relaxing with a soothing baby massage, babies of all ages are sure to feel well-cared for. The HIPPI baby menu rounds out the hotel's culinary concept.

### Spooky holidays

The Alpina Wellness & Sporthotel, located in St. Johann im Pongau in the state of Salzburg, is haunted. Children and parents can take the Alpendorf cable car and then board the ghost train to reach Ghost Mountain, where earth, water, air and fire spirits await them.

### Kinderhotels City

Kinderhotels City have proved that city getaways and family holidays need not be mutually exclusive, serving as an ideal base for families wishing to explore the various metropolises and their surroundings. After the Cascais Family Hotel in Lisbon, Harry's Home München Moosach is the brand's second Kinderhotel City, with further additions to the portfolio planned.

Information valid as of: 2020

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