

MEDIA RELEASE

CUBE BIBERWIER-LERMOOS

The Event and Incentive Location in the Mountains of Tyrol

CUBE BIBERWIER-LERMOOS goes to new dimensions in the field of event organisation. Since opening in July 2007, business guests have had a unique all-in-one offer for events at their disposal in Tyrol's Zugspitz Arena. The available services span the range from room and board all the way to sports activities and even include setting a company's corporate design and brand into lights and sound, making CUBE an impressive combination of business and pleasure.

The hotel, located directly by the Marienberg lift base station, features a total of 80 rooms – doubles and quads – with enough space for groups of up to 275 persons. CUBE BIBERWIER-LERMOOS provides accommodation for small groups and can also be let for exclusive events, always with an eye on individual wishes and demands. Our guests' culinary well-being is seen to by the professional staff of the self-service and à-la-carte steak restaurants.

Team-Oriented Sport Offer

In addition to the wide variety of "traditional" types of sports, CUBE and its partner NTC (New Technology Centre) also offer a number of leisure-time activities which go far beyond the standard selection of mountain biking or skiing – some examples are Stanley Rider in the summer or Snow Cycle in the winter. The offer always includes all protective gear and an introductory training session. Most important for team processes, however, is the fact that these trend sports are more fun when done as a group and that no previous experience is necessary. Guests at CUBE can top off an adventurous day of outdoor activities with the varied indoor programme, which includes fitness and gymnastics, a climbing wall, table football, ping pong and PlayStation in the CUBE atrium.

Open Communication through Open Architecture

The heart of the CUBE hotel is its loft-like lobby with cosy living-room suites in front of an open fireplace – the perfect place for company employees to exchange their experiences and comfortably wind down an exciting day. The hotel's interiors and the CUBE club can also be transformed into a party and event location, with bars and stages perfectly suited for club events or live acts. In the summer, or on any warm evening, the hotel's terrace is ideal for open-air BBQs.

Light and Technology – an Innovative Approach

Design permeates CUBE BIBERWIER-LERMOOS on all levels and on all floors. Backlit pillars, glass and concrete, and modern furnishings define the interior, with particular attention paid to the effects of light and lighting, including the possibility to create light effects custom tailored to each event. Come nightfall, coloured beams of light illuminate the CUBE's "façade" – in fact a simple steel-and-glass construction – transforming it into an optical centre of attraction visible for miles around. During company events, the glass surfaces both inside and outside can be illuminated with company colours and the company logo. The modern technology of the hotel's audio and video facilities also reflects the innovative approach of the whole CUBE concept, with centrally located plasma screens in the public areas to turn CUBE into a giant cinema. The screens can project a company's image videos or show highlights and images of the time spent together at CUBE. At CUBE, there are no limits to creativity and imagination.

The CUBE concept was first realised with the opening of CUBE NASSFELD in Carinthia in February 2004. CUBE SAVOGNIN in the Surses region of the Swiss canton of Graubünden/Grisons followed in December 2005. For more information, please visit www.cube-hotels.com.

The CUBE Concept

CUBE means unconventional architecture and urban design in the middle of the Alps. CUBE means open-minded community and non-stop entertainment. An innovative sport programme offering the latest fun and trend sports in addition to the classic types of sports, summer and winter, rounds off the concept.

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