

## **MEDIA INFORMATION**

### **CUBE BIBERWIER-LERMOOS: The innovative home base in Tyrol's Zugspitz Arena**

**Vienna/Biberwier – CUBE BIBERWIER-LERMOOS is the third CUBE location after Nassfeld/Austria and Savognin/Switzerland. The right combination of sport, entertainment, design and community makes CUBE a popular attraction for all young-at-heart active holiday makers.**

Biberwier is located in Tyrol's Zugspitz Arena at 989 metres above sea level and surrounded by an impressive mountain landscape. This popular holiday region offers countless opportunities to practice a variety of sports any time of year. In winter, Biberwier is a popular destination for alpinists and cross-country skiers. In summer, the flowery alpine meadows, clear mountain lakes and many mountain bike and hiking trails are perfect for a large number of outdoor activities which can be enjoyed by beginners as well as aspiring professionals. Only recently Tyrol's Zugspitz Arena was chosen by the readers of Mountainbike Magazine as the best mountain bike region in Austria.

All of this makes the region a perfect place for CUBE – after all, the CUBE concept involves not only sport and leisure, but also landscape and surroundings. CUBE BIBERWIER-LERMOOS is located directly next to the base station of the nearby lift, making it an ideal starting point for any number of sports activities. With its varied programme 24 hours a day, seven days a week, CUBE is the perfect place for those who for their next holiday are looking for variety, adventure and sports all packed in modern design. A holiday at CUBE is guaranteed to be a unique experience.

#### **CUBE Sports**

CUBE BIBERWIER-LERMOOS offers its guests a great variety of indoor as well as outdoor sports to choose from: at CUBE Sports, guest can choose from classic options like skiing and snowboarding in winter, or mountain biking, climbing and hiking in summer.

If the weather drives the sports enthusiasts indoors, a climbing wall and a fitness area with modern fitness devices are available in the CUBE Atrium. The Relax Area – with sauna, steam bath and quiet zone – offers perfect opportunities for relaxation. Other leisure activities include table football and darts. And CUBE Active provides guests the possibility to participate in a number of entertaining activities at no extra cost.

### **CUBE Community**

CUBE places great emphasis on community: at CUBE, life takes place outside of the hotel rooms. CUBE gives priority to fun and pure entertainment. The open architecture and numerous chill-out areas, the spacious lobby and the CUBE Club promote communication among the CUBE guests. An open fireplace and a large number of comfortable sofas beckon guests to relax and socialize with others.

CUBE BIBERWIER-LERMOOS also provides for its guests' nutritional and culinary needs: The CUBE's self-service restaurant offers delicious regional and international cuisine for breakfast, lunch and dinner. Late sleepers can have breakfast until 3 p.m. Small appetites can be satisfied with a snack at the 24h bar. And the gourmets among our guests get their money's worth at the CUBE Grill, a fine à-la-carte steak restaurant.

### **CUBE Design**

CUBE offers unconventional design on all levels and floors, inside and out. At night the CUBE façade – a simple glass-and-steel construction – is lit up in different colours, turning CUBE into an optical centre of attraction recognizable from afar. "Modern", "uncompromising" and "contemporary" also sum up the interior design: Life in CUBE is marked by backlit pillars, glass, concrete and modern furnishings. Instead of stairs, the floors are connected by ramps which allow the gear and equipment to be easily transported to the special showroom in front of the actual hotel room. Specialized climate control guarantees that the clothing is dry for the next day, in winter as well as in summer. The rooms themselves have flatscreen-TV, hairdryer and shower with separate toilet. Each bed has a special locking stow-away container for the luggage as well as a safe for valuables.

CUBE BIBERWIER-LERMOOS has 80 rooms and 275 beds and offers a choice of doubles or quads with shower/toilet. Quads are available with double bed and bunk bed and may be booked for 1 to 4 people according to need.

### **The CUBE Concept**

CUBE means unconventional architecture and urban design in the middle of the Alps. CUBE means open-minded community and 24-hour entertainment. An innovative sport programme of the latest fun and trend sports in addition to the classic types of sports, summer and winter, rounds off the concept. Further locations among CUBE BIBERWIR-LERMOOS are CUBE SAVOGNIN (Graubünden, Switzerland) and CUBE NASSFELD (Carinthia, Austria).

### **Booking & Reservations**

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