



## GREEN CARE TOURISM

The views and opinions expressed in this report are those of the authors and do not necessarily reflect the official policy or position of the organisations they belong to, nor that of the European Commission. The European Commission cannot be held responsible for any use which may be made of the information contained therein.

### case study




## MIRAMONTI BOUTIQUE HOTEL

Miramonti hotel is located in front of a majestic mountain scenery, where nature is really at the centre of wellbeing; it is the right place to offer its guests the possibility of forest bathing to regain balance and energy.

*"Every person who walks in the forest  
will find a different medicine. Bis bald  
im Wald!"*  
(See you soon in the forest!)

Klaus Alber

### MODEL IN A NUTSHELL

Website <a href="http://www.hotel-miramonti.com">www.hotel-miramonti.com</a>	Main sector Private
Social channels <a href="https://www.instagram.com/miramontiboutiquehotel">instagram.com/miramontiboutiquehotel</a> <a href="https://www.facebook.com/Miramonti.Meran">facebook.com/Miramonti.Meran</a>	Specific sector Tourism, Health, Local Development
Country Italy	Stage of development Incorporated
	Our work in SDGs
	  

MIRAMONTI  
BOUTIQUE HOTEL

## FROM FEW TO MANY

**MIRAMONTI Boutique Hotel** is located in an enviable tranquillity at the edge of a forest in **South Tyrol**, where the changing of the seasons impresses. The hotel owner, **since 2012**, is nature-loving **Klaus Alber**. It was as a result of Klaus's love of nature and personal experience with **forest bathing** that he decided to offer this innovative therapeutic service in the hotel, making it the only hotel that offers this service in the area.

Klaus is hotel owner, director and marketing manager. He manages the hotel with his wife, Carmen, who is accounts manager. In addition to Klaus and Carmen, there are a Hotel Assistant, a maître and a number of housekeepers, and General (and project) Manager. There are **48 employees** in the hotel. We have many partners (suppliers of our goods and other hotels wishing to avail of our innovative activities). We try to keep supply of our products local and sustainable.

The forest bathing services are offered by the hotel through local **forest bathing trainers and experts** individual consultants and organizations, although some hotel staff are now taking part in training.

In the beginning, we collaborated with Martin Kiem (Frontier Wellbeing) and we organised workshops on forest bathing. Later on, we contacted a local forest bathing guide, Monika Laner, and she became the reference person for our forest bathing activities.

Our main clients, and beneficiaries of the forest bathing we offer, are the guests of our hotel. Most of them are adults, although children, senior citizens and even some teenagers like to try it too (except 15-17-year olds). They are **international** with many of them coming from Italy, Austria, Belgium, Scandinavia and USA.



## FROM IDEA TO ACTION

When Klaus Alber was 19, he was diagnosed with a rheumatic disease that caused him back problems. He went to different doctors, but nothing really could help him. Many years later, after one specific doctor spent his holidays at our hotel, he noticed Klaus had back problems and suggested that he do very extended walks in the forest, he even showed him some exercises he could do for his back. Klaus returned saying **it was amazing to feel what nature can do**. Klaus received great benefits from these activities in nature and in **2017** decided to share this experience with other people and to propose forest bathing activities to the hotel guests.

In the early years, forest bathing was suggested only as a means of **self-therapy**. Guests were simply invited to have a walk in the forest without any guide. But then we thought it was not enough, because some people were not used to forests and could be even overwhelmed by silence and nature. We decided there was the need to teach our guests how to relax in forests and to show them how to feel nature and so we decided to bring in **outside expertise**.

Along with other more classical hotel services and activities (golf, biking, trekking and horse-riding in the forest), we offer our forest bathing activities. Forest bathing sessions are organized **3 times a week** and guests only need to register before the session. While we are completely financed by our private clients (guests visiting our hotel), forest bathing activities are paid for separately.

We have been keeping track of our clientele satisfaction through feedback forms and so far, everyone has been really satisfied and fascinated by this extra activity that we offer. With this feedback, we know that we are on the right track: it is something that the guests appreciate and need.



## FROM OLD TO NEW

Our innovation to this industry lies in our **connecting luxury with the benefits and services of nature** for the well-being of people. We offer these forest bathing services, but also have focussed our cuisine also on vegetarian and veganism. We try to make our connection with nature clear, not just by our proximity to it, even though our surroundings are very beautiful. We are always moving and changing and adapting to guests' needs, supporting sustainable lifestyles. We are keen to offer activities, where we can share and respect our surrounding environment. We closely collaborate with local producers of biological food and beverages and contribute to local economic development in this way.



## FROM NOW TO THEN

We seek to continue making choices that can make the hotel more sustainable for the environment and at the same time more welcoming for our guests. We try to follow new trends and at the same time keep our style on **offering luxury** and nature. It is not about changing identity every year, but about keeping eyes open on new things coherent with this style. Our beautiful landscape is key and we are conscious that we have to look after it, and the nature it lies within, otherwise there will be no future for the hotel and for our activities in nature. We aim to become an ever more sustainable hotel.

We are also conscious of our staff and know that it is important to ensure that our aim and style is maintained through their training.

A big challenge lately was brought on by the lockdown due to coronavirus. We need to learn how to adapt accordingly to these events as our industry is much affected by such events.

We want to adapt to the changing climate and to do so we have already started thinking about how to improve our negative impact on nature: we are keen to **invest in more sustainable technologies** in the future.