Sustainability pioneers – The HUBERTUS Alpin Lodge & Spa

Darmstadt, July 5, 2017 *** On a regular basis Green Pearls® informs you about vicious personalities who have written history in changing the world to a better place. Part four is dedicated to the family Traubel, owners of the HUBERTUS Alpin Lodge & Spa in Germany.
Making a virtue of necessity

It all began in 1950 with the vision of tourism in the fifties. Together with his wife Marc Traubel’s grandfather realized his dream of his own gastronomy. He chose Balderschwang as location, the smallest independent village of Bavaria in Germany, lonely and isolated in the airy heights of the Allgäu and Bregenzer forests. The village, 1,044 m above sea level, is only accessible from Austria. Neither a mountain pass, nor a street or a convenient access to the valley existed. "Only five years up here", the grandfather promised his wife. But they stayed and the curiosity and drive of the Traubels despite of the deep scepticism of the villagers turned into a life’s work. The basis for tourism in Balderschwang had been laid.
A heritage for the future
In 1980 Marc's grandfather died unexpected. His father Karl ended his apprenticeship as a hotelier at the 5 star hotel Arosa and took over the business together with his brother Walter. The brothers both in their early twenties, like their father cook and butcher by profession, are well aware of their responsibility. The parents had already invested in sustainability, the winter guests liked it and returned. The skiing area of Balderschwang is small but with up to 12 metres snow in winter it is one of the most snow guaranteed ski areas of Germany. This is why the region is also called "Bavarian Sibiria". A mountain pass provided opportunities for bus tourists and day-trippers and the brothers continued investing.
Deceleration and calmness in harmony with nature

The HUBERTUS became a retreat for stressed townsfolk and managers - an ideal place far away from the main roads and the hectic and stress of every day life. "The world down there is predominated by frantic stagnation, the world up here by soothing change. It has always been like this," underlines Marc until today. These days the HUBERTUS focus was determined by a various number of seminars. Today the HUBERTUS Alpin Lodge & Spa is managed in second (senior managing director Karl Traubel and his wife Christa) and third generation (junior managing director Marc Traubel and his wife Sabrina). The Traubel family trust in the combination of tradition and zeitgeist. Around the turn of the millennium the family decided to set the focus on wellness not as a short-lived trend but a vocation. The initial scepticism especially among the lenders was high. But the professional and sustainably developed concept convinced. Since 15 years the HUBERTUS Alpin Lodge & Spa is well known for its wellness concept and treatment methods. The luxurious spa area has been awarded "The best hotel in the Country-Side", "The European Spa Award" in the category Best Hotel Spa, "The German Tourism Award", "The Wellness Aphrodite" etc.
A dialogue between tradition and modernity

Staying at the HUBERTUS you feel the respect and gratitude for nature everywhere. All investments are made in accordance with nature and its local conditions. Therefore only original and grown materials are used. "We are conducting a dialogue between tradition und modernity," explains Marc Traubel. "My hometown Balderschwang has its own atmosphere. Maintaining the regional context and culture was equally important for my thinking and acting. With our concept we address those guests who prefer reduction and simplicity as well as high quality." All floors and stairs are made of oak wood, in the kitchen and the relaxation room granite tiles were used. The hotel’s Stadel is 100 percent recyclable. From the outside the Hubertus is planked with natural wood while the inside is designed straight. High-quality sustainable materials like stones, brushed wood, linen and furs create a warm and cosy
atmosphere.

Respect and attention
The luxurious spa area consists of regional silver fir timber. Marc Traubel’s mother Christa managed to realize her self-developed HolisticDetox concept to harmonize body, spirit and soul. Christa is a qualified pharmacist, alternative practitioner and yoga teacher and combines natural medicine with TCM, Ayurvedic medicine with gentle detox. The former guest rooms of the fifties – not even offering bathroom and toilets – turned into a light flooded yoga area.
Familiar all-in-one package

HUBERTUS is offering different hotel categories with a combination of minimalistic, traditional and modern style and culinary delights of the highest level. Every day there is a bottle of fresh water in the room as well as a backpack for a hike, a warm fur and blanket for the balcony or terrace and even an umbrella and a lovely hot-water bottle. The service is always very friendly and personal, but always discrete. "Lust for Life" is the motto of the HUBERTUS which is characterised by its naturalness, appreciation and joie de vivre. All year long guests can experience unique and personal guided tours through nature - starting directly at the front door.
A piece of HUBERTUS to take back home

"The HUBERTUS interior decoration is in continual development. It lives. Almost everything is up for sale," declares Marc. An in-house fashion label offers a HUBERTUS souvenir to take home. Every Tuesday and Saturday Marc and his father open the doors of their pantry, filled with various local and sustainable delicacies. Their motto: First choose and taste and then take it home. The guests love it and love having a sustainable piece of the HUBERTUS at home.

The German Green Pearls GmbH with place of business in Darmstadt, Germany unifies international tourism companies that support environmental protection and demonstrate social commitment. Thereby, Green Pearls is the first holding company worldwide that consolidates sustainable hotels, destinations and restaurants in a global data source.

Among the criteria of admission to Green Pearls® Unique Places, are a sustainability plan on management level, sustainable architecture, comprehensive water, energy saving and waste recovery measures, the use of seasonal and regional ingredients in the kitchen, as well as a large commitment for the social balance in each of the vacation regions.

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