

PRESS INFORMATION

Truthfully with corners and edges:

***truuee. hotels & places* focuses on the individual**

Munich (w&p) - A place for all: The new hotel brand truuee. hotels & places unites various hotels with different characters under a single roof. The portfolio mix includes locations in Bad Gastein in Austria, on Lake Garda in Italy and on Lake Tegern in Bavaria. All of the hotels share the same values, which are the hallmarks of truuee. hotels & places: Freedom, regionality, whimsicality, diversity, closeness to nature and sustainability. On the other hand, each hotel defines its own focus - so that in the end each hotel tells its own individual story.

truuee. hotels & places creates lifestylish living spaces with rough edges, unique stories and plenty of room for resonance experiences - freedom-seeking, nature-loving, transformable and above all true. With unique thematic backgrounds, the hotels encourage people to reflect deeply on themselves and come to terms with their own relationship to the world. Always in focus: the needs of the individual. With *truuee. hotels & places*, everyone can be who they are, think and say what they feel and do as they please. The brand welcomes everyone and, in the premium and luxury segment, is aimed primarily at a progressive, largely age-independent target group.

Dolce far niente and even more experiences

A total of four hotels are currently planned under the brand umbrella of truuee. hotels & places; two of them, the Straubinger as well as the Badeschloss, are located in Bad Gastein in the Hohe Tauern National Park in Austria and will open their doors at the end of 2023. The Bachmaier at Tegernsee in Upper Bavaria will be another of the brand's hotels to begin operations once renovations are complete. The first hotel from truuee. hotels & places is expected to open in July 2022 in Salò, Italy. Then it will be said on Lake Garda: La Dolce Vita has never been more beautiful! Picturesquely situated on a hill above the western shore of the lake, L'Affetto sul Lago di Garda stands for pure Italian lifestyle. The five-star hotel combines refined, regional cuisine, a modern wellness offer and a variety of excursions for an intensive vacation experience.

More information at www.truuee.com.

Status: November 2021

For further press information and images:

Alina Wegner | Martina Kube | Franziska Küpfer

Wilde & Partner Communications GmbH

Tel. +49 (0)89 - 17 91 90 - 93

truuee@wilde.de | wilde.de