

Press release dated 20 April 2026

## **The Panorama Royal Bad Häring Hotel is the first 5-star hotel in the Kufsteinerland region**

**With the Hotel Panorama Royal in Bad Häring, the Kufsteinerland region has reached another milestone in tourism: this is the first 5-star hotel in the region. During a small ceremony, representatives from the Tourismusverband Kufsteinerland personally congratulated the hotel on its successful classification.**

It was officially confirmed a few days ago: the Hotel Panorama Royal Bad Häring meets all the strict criteria for hotel classification and is now officially listed as a 5-star establishment.

Chairman Georg Hörhager and Managing Director Michael Weiß conveyed their congratulations to the host family. "The Panorama Royal has already been one of the leading and flagship establishments in the Kufsteinerland region. As a 5-star hotel, its appeal will increase further – for our entire destination as well. I offer my heartfelt congratulations," said Hörhager.

Michael Weiß, Managing Director of the Kufsteinerland Tourist Board, also emphasised the significance of this step:

"Making the leap into the 5-star segment requires more than just perfect facilities and excellent service – it demands courage, strong family cohesion and a great heart for hospitality. Peter Mayer, Julia Mayer and Daniel Krieger embody all of these qualities."

The Panorama Royal is one of Tyrol's multi-award-winning top establishments. Among other accolades, the hotel was named Austria's best wellness hotel at the Connoisseur Circle Award 2025. The resort also sets standards in culinary excellence: the gourmet restaurant "Atelier Freund-Schafft" has been awarded three toques by Gault&Millau and stands for the highest quality of culinary enjoyment. Furthermore, the hotel regularly receives top international ratings and recognition from renowned platforms and guides such as Falstaff.

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**Caption:** Congratulations on the first 5-star hotel in the Kufsteinerland region: The Hotel Panorama Royal Bad Häring is now officially a 5-star hotel. During a small ceremony, TVB Chairman Georg Hörhager and Managing Director Michael Weiß congratulated the Mayer family.

**Pictured from left:** Daniel Krieger, Julia Mayer, Peter Mayer, Tourismusverband Kufsteinerland Chairman Georg Hörhager and Tourismusverband Kufsteinerland Managing Director Michael Weiß (Tourismusverband Kufsteinerland).

### **Enquiries for media representatives**

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