

## **PRESS RELEASE**

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**Freising. 18th October 2006 | Sleeping in art heaven**

**Jury elects Sightsleeping®-Hotels to launch new Bavarian Hotel Brand**

**Seven experts of arts, design and tourism elect first dozen Sightsleeping®-Hotels in Bavaria/ Brand to launch in January 2007**

MUNICH – The gaze falls onto the exhibited works of art changing every four to six weeks, and door-high nut tree panelling on the lobby’s walls, square tables made of Travertine and Bavarian natural stone. The lobby of the new Sightsleeping®-Hotel Advokat in Munich meets the needs of art and culture loving travellers. Modern installations and furniture of contemporary design impressed the seven experts of the jury. Twelve hotels will bear the Bavarian hotel brand. The hotels are: Landhaus Freiberg, Schlosshotel Pommersfelden, Hotel Restaurant Mittermeier, Nebelhorn Relaxhotel, Hotel Herzog am Dom, Hotel Advokat, Schloss Neuburg, Hotel Burg Wernberg, Hotel Schloss Eggersberg, Corbin Feng Shui Business-Hotel, Burg-Hotel Rothenburg and Schloss Burgellern.

### **Criteria for Sightsleeping®-Hotels**

The jury of art experts, design and marketing professionals as well as tourism journalists based their choices on the following criteria: Sightsleeping®-Hotels are castles, châteaux or other listed buildings. They distinguish themselves through especially appealing décor: Paintings, printings, drawings or sculptures that show a concept. On top of offering overnight stays in places of interest, Sightsleeping® hotels will offer a range of active programs such as painting or sculpturing lessons, author readings, concerts or theatre performances.

### **Sleeping for spectators**

The brand Sightsleeping® stands for a new way of experience orientated tourism, combining art and culture with active experiences. One example is the Nebelhorn Relaxhotel which was unanimously accepted into the Sightsleeping® family,

combining appealing interiors with attractive design. “Candidates were only accepted after intensive discussion. We only elected hotels which can clearly bear the title ‘sleeping for spectators’” described Dr. Martin Spantig, product manager of the Sightsleeping® brand of BAYERN TOURISMUS Marketing GmbH the selection process. Michael Pause, editor-in-chief of Bavarian State Television’s leisure department described his selection criteria as follows: “From my perspective, the assessment of the authenticity was always very important. Only what is not superficial can offer the guest an experience.”

#### **Châteaux and castles**

Amongst the chosen hotels are five Bavarian château and castle hotels: Schloss Neuburg, Hotels Burg Wernberg, Hotel Schloss Eggersberg, Schloss Burgellern and Schlosshotel Pommersfelden. Schloss Neuburg, a fortification from the late middle ages, convinced the jury due to its true to original renovation of the entire castle.

Dr. Wolfgang Stäbler, representing the world of museums in the jury remarked: “In two of the hotels one lodges almost next to the exhibition. A dream, not only for the museum person but for everyone interested in culture. In Schloss Eggersberg one sleeps like in another century. In Schloss Pommersfelden the beds stand a few steps away from paintings of Brueghel, Rubens and Tizian”.

#### **Year of arts and culture 2007 of the German Tourist Board**

The new Bavarian hotel brand Sightsleeping® starting in January 2007 goes along with the annual motto of “Germany: Country of Art and Culture” of the German Tourism Board. Next year, more hotels are to be awarded with the title Sightsleeping®. Res Ingold, professor at the academy for fine arts and Sightsleeping® juror is convinced of the concept’s sustainability: “I am sure that in future even more hotels in Bavaria will actively integrate works of contemporary art into their appearance. A hotel can be an outstanding display for modern art. But a little courage on part of the hotelier is required - why not contact an arts academy?”

### **Sightsleeping®-Hotels**

(can be found combined at [www.sightsleeping.de](http://www.sightsleeping.de))

Landhaus Freiberg	<a href="http://www.landhaus-freiberg.de">http://www.landhaus-freiberg.de</a>
Schlosshotel Pommersfelden	<a href="http://www.schlosshotel-pommersfelden.de">http://www.schlosshotel-pommersfelden.de</a>
Hotel Restaurant Mittermeier	<a href="http://www.mittermeier.rothenburg.de/html/gal.htm">http://www.mittermeier.rothenburg.de/html/gal.htm</a>
Nebelhorn Relaxhotel	<a href="http://www.nebelhorn-relax.de">http://www.nebelhorn-relax.de</a>
Hotel Herzog am Dom	<a href="http://www.herzog-hotel.de">http://www.herzog-hotel.de</a>
Hotel Advokat	<a href="http://www.hotel-advokat.de">http://www.hotel-advokat.de</a>
Schloss Neuburg	<a href="http://www.schlossneuburg.de">http://www.schlossneuburg.de</a>
Hotel Burg Wernberg	<a href="http://www.burg-wernberg.de">http://www.burg-wernberg.de</a>
Hotel Schloss Eggersberg	<a href="http://www.schloss-eggersberg.com">http://www.schloss-eggersberg.com</a>
Corbin Feng Shui Business-Hotel	<a href="http://www.corbin-hotel.de">http://www.corbin-hotel.de</a>
Burg-Hotel	<a href="http://www.romanticroad.com/burghotel/deutsch/hotel.htm">http://www.romanticroad.com/burghotel/deutsch/hotel.htm</a>
Schloss Burgellern	<a href="http://www.schloss-burgellern.de">http://www.schloss-burgellern.de</a>

### **Jury**

*Dr. Martin Spantig*, product manager of Sightsleeping®-Hotels

*Prof. Res Ingold*, Academy of Fine Arts, Munich

*Michael Pause*, Editor-in-chief of Bavarian State Television's leisure department

*Frank Meißner*, Editor of Bavarian State Television's leisure department

*Karin Mecklenburg*, Editor of „Architektur und Wohnen“ (Architecture and Living)

*Dr. Wolfgang Stäbler*, Board of non federal museums, Bavaria

*Sybille Wiedenmann*, Head of Marketing of BAYERN TOURISMUS Marketing GmbH

### **BAYERN TOURISMUS Marketing GmbH**

BAYERN TOURISMUS Marketing GmbH is responsible for the national and international marketing of the Bavarian leisure and tourism business that generates a gross turnover of approx. Euro 24 billion per year. Moreover, the marketing association is the official proprietor of the trademarked word brand Bayern®. The brand management lead by the marketing association forms the strategic basis for all national and international activities to promote the Bavarian tourism, and the umbrella brand Bayern® is available for licence marketing as well. The systematic composition of holiday brands and product lines fosters the interaction of supply

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and demand in the tourism business. The target group-oriented holiday brands WellVital in Bayern®, Kinderland Bayern®, Fußballland Bayern®, the business brand Gipfeltreffen® and several product lines such as „Genießerland Bayern“ and „Lust auf Natur“ guarantee individual offerings. The state of Bavaria offers more than 550,000 guest beds, i.e. over 74 million overnight stays, per year. Please find more information about the diversity of Bavaria's tourism and travel diversity and about BAYERN TOURISMUS Marketing GmbH online <http://www.bayern.by>

**For further press information please contact:**

Jens Huwald

Manager Corporate Communications and PR  
BAYERN TOURISMUS Marketing

Phone: +49 89 21 23 9710

[huwald@bayern.info](mailto:huwald@bayern.info)

Dr. Martin Spantig

Product Manager

BAYERN TOURISMUS Marketing

Phone: +49 89 21 23 9720

[spantig@bayern.info](mailto:spantig@bayern.info)

Press services: [www.presse.bayern.by](http://www.presse.bayern.by); [www.bildarchiv.bayern.by](http://www.bildarchiv.bayern.by)

