

Walch's
ROTE WAND
Gourmet Hotel



Press Kit

**„This is ROTE WAND in Zug. One, two, three, four, five houses, almost a small village with church and SCHUALHUS.
This is where people live and talk, dream and celebrate.“**

Press Contact

If you have any questions, enquiries or ideas for a collaboration, our marketing and press team will be happy to help.

**Magdalena Walch
Zug 5
6764 Lech
Österreich**

**rwmarketing@rotewand.com
+43 5583 34350**



Welcome to Rote Wand

Rote Wand is more than just a gourmet hotel on the Arlberg. It is a hotel where everyone feels welcome and comfortable. This is because, day after day, we all do our utmost to offer you that little bit more than others. More service, more comfort and above all more heart.

One thing is for sure: You'll find enjoyment wherever you are. Not only the culinary delights, but also the fascinating surroundings make a holiday at the Rote Wand an unforgettable experience. Whether in winter for skiing, winter hiking, cross-country skiing or wellness or in summer for climbing, hiking, mountain biking or simply to enjoy the peace and quiet - the fantastic mountain world on the Arlberg offers a wealth of opportunities to be active and relax at any time of year. Right in the middle of it all, just 3 km from fashionable Lech, a holiday awaits our guests at our gourmet hotel in Zug near Lech am Arlberg that they won't forget any time soon.

The image shows the interior of a rustic dining room. The walls are made of dark, vertical wooden planks. A large, rectangular, light blue pendant light hangs from the ceiling. A patterned rug with vertical stripes in dark, red, and white is draped over the wall. In the foreground, a white table is set with a white cup and saucer, and a glass vase with dried flowers. A dark, patterned rug is on the floor. The ceiling is made of light-colored wooden beams.

64 years of Rote Wand history

Once upon a time...

There was only a simple farmhouse at the address Zug No. 5. Today, one of the most modern and comfortable hotels on the Arlberg awaits our guests at the same location.

The old Walser farmhouse was built in 1651. 300 years later, Josef Walch Sr. and his wife Burgi brought the old house no. 5 in Zug back to life as a café and guesthouse. The first guests arrived in 1959, and in the summer of 1960 the attic was extended and an extension with a parlour and further guest rooms were added. The restaurant was extended in 1972. At that time, the restaurant was the main focus and the guest rooms were no longer available. Many guests from Lech came to eat at the Gasthof Rote Wand in Zug. Burgi Walch still cooked for her guests herself. Many guests from the early days still rave about her apple and quark strudel, but her Kaiser-schmarren is also legendary.

The fondue, which Josef Walch Sr. was the first to bring to the Arlberg, was also particularly popular. And is still today.

Hospitality since 1959

During the day as a ski instructor, Josef Walch Sr. personally picked up his guests in his own horse-drawn sleigh in Lech in the evening for a fondue dinner at Rote Wand. Many guests stayed on afterwards to dance. The former cellar bar, a disco with a DJ, later became the infamous Sennkessel - which also attracted many celebrities from Lech to nearby Zug for exuberant partying. Until 1999, when the lively operation was finally discontinued in favour of an undisturbed night's sleep for hotel guests. It then became the ski cellar and, since last year, our ultra-modern Friends and Fools Lounge.

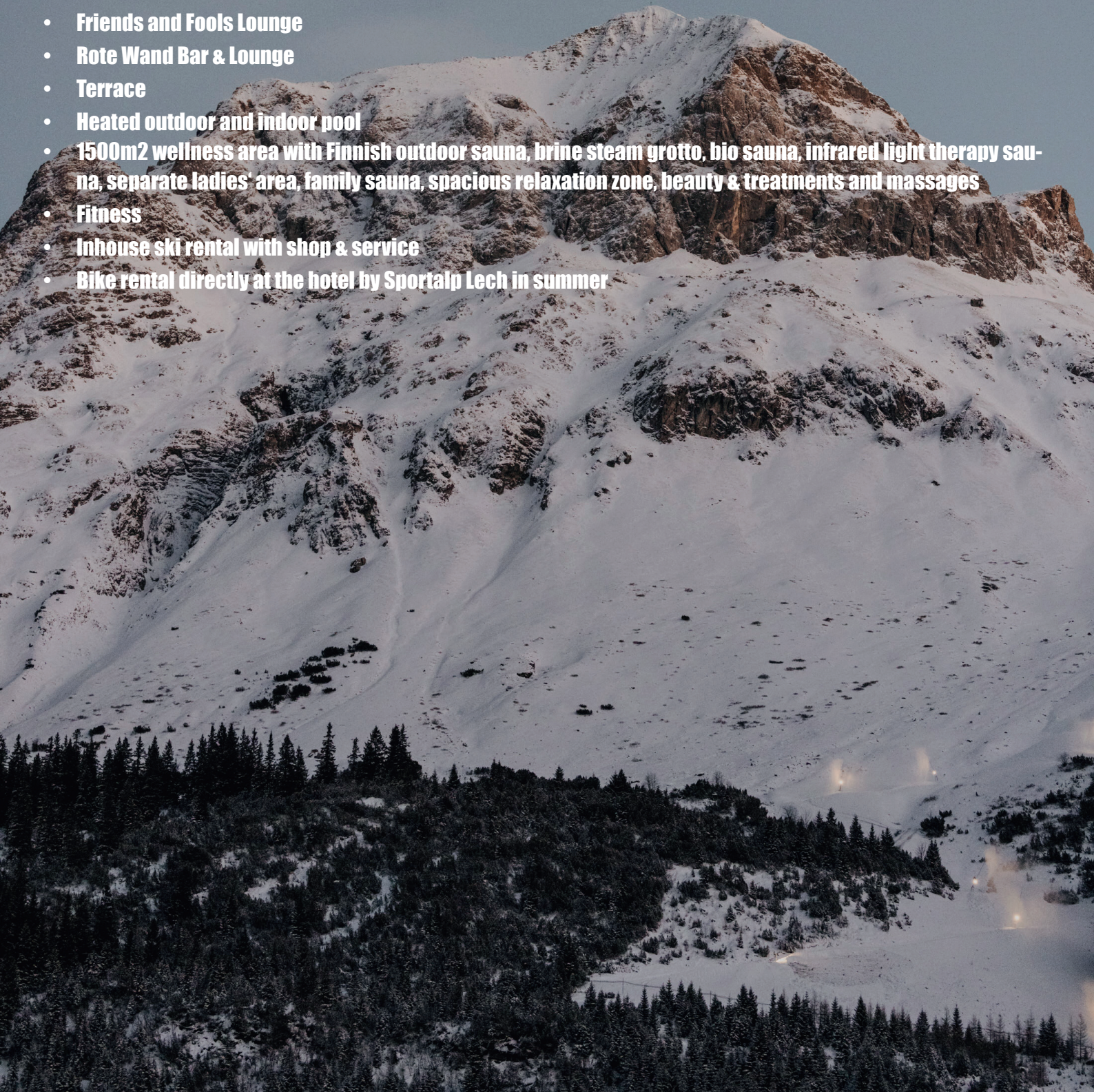
After taking over the inn from his parents in 1987, Joschi Walch began expanding it into a hotel in 1989. Houses A and B (double rooms and gallery rooms) were added first, followed by Apartment House C (family lodges) and House D (junior and family suites) on the site of the former stables. The Cube Rooms, which are located in House E, were built in 2018. An extension to the apartment building. In 2022, the underground car park and the Friends and Fools Lounge were built.

Today, the Rote Wand Gourmet Hotel is a design hotel with five buildings connected underground, outdoor and indoor pools, a large wellness area and many other extras that are well worth discovering.



Rote Wand Facts to know

- **The Rote Wand Gourmet Hotel is located in Zug am Arlberg, a district of Lech**
- **Family-run hotel by Natascha & Joschi Walch with their children Magdalena, Josef-Martin and Valentin and their dog Alma**
- **Burgi Walch is Joschi Walch's mum and founder of Rote Wand**
- **The hotel is named after the striking mountain, the Rote Wand 2.704m, which is located in the Zugertal valley near Lake Formarin**
- **Since 2020 Member of Design Hotels**
- **62 rooms and suites in 7 different categories**
- **2 restaurants (Rote Wand Chef's Table & Rote Wand Stuben)**
- **Friends and Fools Lounge**
- **Rote Wand Bar & Lounge**
- **Terrace**
- **Heated outdoor and indoor pool**
- **1500m2 wellness area with Finnish outdoor sauna, brine steam grotto, bio sauna, infrared light therapy sauna, separate ladies' area, family sauna, spacious relaxation zone, beauty & treatments and massages**
- **Fitness**
- **Inhouse ski rental with shop & service**
- **Bike rental directly at the hotel by Sportalp Lech in summer**





Social Media

Facebook: www.facebook.com/rotewand

Pinterest : www.pinterest.de/rotewandgourmethotel

Linkedin: www.linkedin.com/company/rote-wand-gourmet-hotel

Instagram Rote Wand Gourmet Hotel: www.instagram.com/rotewandgourmet

Instagram Rote Wand Chef's Table: www.instagram.com/rotewand_chefstable

Instagram Rote Wand Friends and Fools: www.instagram.com/rotewand_friendsandfools

Website: www.rotewand.com/en

Rote Wand Shop: www.rotewandshop.com

#rotewandgourmethotel #rotewandchefstable #rotewandfriendsandfools

Awards

- **World Luxury Awards 2023: Rote Wand Gourmet Hotel - Best Luxury Gourmet Hotel in Austria**
- **World Luxury Awards 2023: Rote Wand Chef's Table - Best Tasting Menu in Austria**
- **World Luxury Awards 2023: Rote Wand Chef's Table - Best Luxury Unique Experience GLOBAL WINNER**
- **Falstaff 2023: Rote Wand Chef's Table - Best Restaurant in Vorarlberg (97 Points)**
- **Gault Millau 2022: Rote Wand Chef's Table mit Max Natmessnig - Chef of the year**
- **Falstaff 2021: Joschi Walch - Gastronom of the year**
- **Falstaff 2021: Rote Wand Gourmet Hotel - Most Popular Gourmethotel in Austria**
- **Forbes 2021: Rote Wand Chef's Table - Upon the 10 coolest restaurants 2021**
- **Vorarlberg Tourismus Innovation 2016: Rote Wand Chef's Table with Joschi Walch - Main Winner**



SEE YOU SOON AT ROTE WAND

