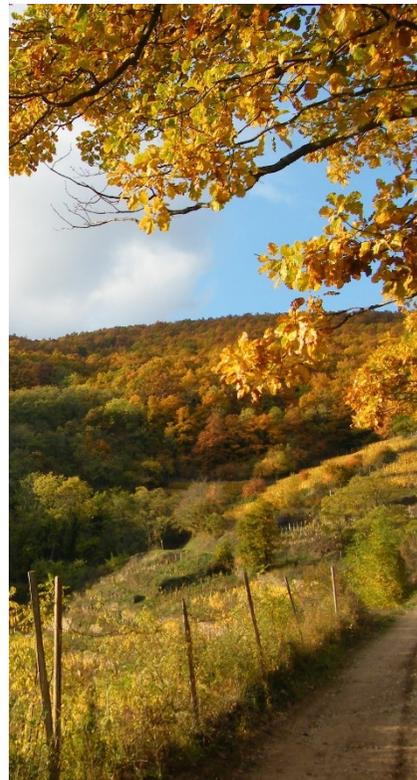


**Press Kit**



**Walking tours Alsace Nature Hotels Heritage Gastronomy Wines Local Produce**

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# Horizons d'Alsace, a fine story

*Once upon a time, in an Alsace valley, there were twelve hoteliers and a new idea ...*

In 1985, twelve hoteliers in the Kaysersberg valley (north-west of Colmar) decided to join forces to promote family-run country hotels, and thus to achieve together what they would never have been able to manage on their own. And so, the Horizons d'Alsace Association was born.

The Association's Presidents have been in turn Denise Florence, Christiane Keller, Isabelle Saulnier, and the current President is Romain Petitdemange; the Association, currently consisting of nine member hotels, prides itself on being dynamic and attractive, and offers a concept which at the time of its foundation was innovative and original: **hiking without luggage from one hotel to another**. Horizons d'Alsace organises the circuit, deals with the logistics, and the hoteliers are responsible for transferring the luggage. This allows the hikers to travel light, carrying only their pack-lunch, and to reach the next hotel in a day's walk.

The concept is available in several versions: gourmet, Bacchus, medieval, Welche country, snowshoes, cycling tours, mountain biking and remembrance; and the idea has attracted clients and tour operators in France, Europe, Australia but also more recently in the USA and Canada.



*« Nous avons passé une bonne semaine en Alsace. Merci encore pour votre accueil chaleureux. Vous aviez répondu à toutes nos questions avant notre voyage et tout était vraiment bien organisé. Les gérants et le personnel des hôtels étaient vraiment professionnels et efficaces. » – L. ALLEMANG Canada, 2018.*

*„Die Reise hat uns Super gefallen! Vielen Dank, wir werden Sie weiter – empfehlen! Viele Grüße an das gesamte Team.“ – K. MERKERT, Autriche, 2018.*

*“I am telling everyone I know about this amazing experience and can't wait to come back and hike again!” – M. MCMAHON, USA, 2017.*

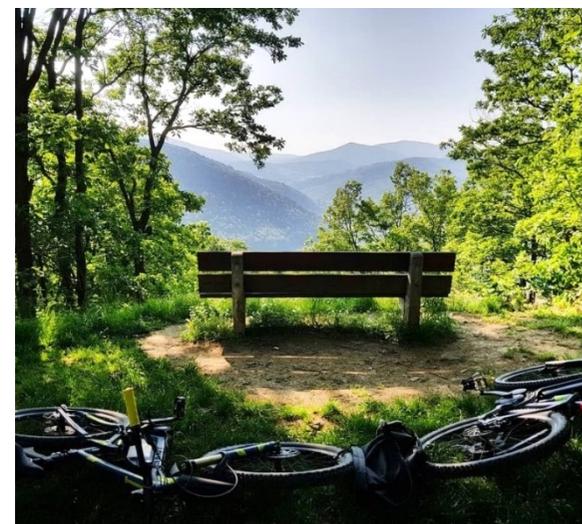
The wealth of the formulae on offer is a result on the one hand of the diversity of the 9 partner hotels, which include:

- A former farm-house
- An abbey
- A post-house
- A winery
- A modern building

On the other hand their high quality product goes hand in hand with the exceptional and varied environment of the Kaisersberg Valley, criss-crossed by a network of trails which are remarkably well signposted by the Club Vosgien (Vosges Rambling Club); there can be no doubt that it is this magical blend, combined with made-to-measure attention to detail, that attracts more than 500 hikers every year!

Since its creation the Association has organised a large number of events (hosting overseas hotel schools, organising the Alsace Wine Festival in Malmö, Sweden ...) which have earned it recognition not only from the public but also from fellow hoteliers. And, to establish its reputation in the world of ecotourism, Horizons d'Alsace has participated in many exhibitions, both consumer shows and professional events. The Association won the first Antoine Ribout prize in 1990, recognizing the best tourism promotion document, and the 'Etoile de l'Initiative Touristique d'Alsace' (Star award for Initiative in Alsace Tourism) in 1992. Today the Association's communication strategy tends to be a virtual one, relying mostly on social media.

With this long experience behind them, the second generation of professionals who run each of these hotels are taking up the torch and signing up to continue on this 30-year-old road to adventure.



*« With great hiking, great food, a week of hearty exercise, and someone waiting for you at the end of the day, this may indeed be the perfect way to start your walking vacation career».*

– WARMING HOUSE, December 2002.

*« That is the joy of travelling around the hotels of Les Horizons. It is the can do attitude and the warmth of the welcome from the patrons. They are all family owned businesses, they have all been friends for even longer than they have been partners and it shows in the ease and comfort of all the arrangements. The hotels are all different. The food and service are superb ».* – LATER LIFE, November 2011

# Another way to discover Alsace

Horizons d'Alsace offers different types of holiday to lovers of hiking, gastronomy and wines, who want to discover our local region off the beaten track, while still enjoying the comfort of hotels.

Passing through valleys, vineyards, forests and meadows, Horizons d'Alsace invites walkers to enjoy their holidays, unencumbered by luggage or any constraints, in the Ballons des Vosges Regional Nature Park.

## Pedestrian

### o Walking tour without luggage

This circuit was created in 1986 and is the hot favourite among hikers.

Weaving among the vineyards and the mountains, this route provides a circular walk around Kaysersberg Valley and invites walkers to discover the valley's cultural, natural and culinary treasures.



## o Hiking in the Welche country

This small stretch of country, located in the heart of the Vosges range, was forged by the capricious action of water, wind and the passage of time, and is fiercely proud of its traditions and of its Romanesque identity.

The area is wild and yet accessible, and all-pervading Nature has moulded the soul of its farmers who for centuries have been orchestrating a life-size pastoral symphony. This circuit enables hikers to appreciate all of its highlights.



## o Hiking first war memory

As a mountain range located at the frontier, the Vosges of Alsace were the scene of fierce fighting during the Great War of 1914-18. This circuit takes hikers onto the Western Front's highest battle fields, onto the imposing high-altitude meadows which were No Man's Land, as well as the military encampments hidden behind the ridges.

In this region it has always been Geography that makes History.



## o Medieval walking tour

Castles, a fortified bridge, ramparts, towers, gates – all these sites and remains which bear witness to a rich medieval past.

This circuit carries travellers along the corridors of time to discover our History.



## o Snowshoe hiking

You leave the valley bottom on foot towards the snow-covered peaks, then you don your snowshoes and continue up onto the Alsace side of the Vosges mountain range. It is a different way of meeting up with nature and with the mountains.

We offer two alternatives: you can make your own way, or call on the services of a qualified mountain guide.



## o Gourmet walking tour

This is a type of roaming where you look, smell, taste; and which offers you the pleasure of savouring more specifically the local gastronomy. This unique walking tour, threading its way amid vineyards and mountains, has you spend the night in hotels which uphold the tradition of welcome and hospitality, and in which gastronomy is an art practised with great pleasure.



## o Bacchus walking tour

A true meeting with traditional skills: from the mountains where fragrant spirits are distilled, to the vineyards where fine vintages are grown, the Bacchus walking tour really resonates with those for whom wine and the pleasures of the table speak their own language.



# Cycling Tours and Mountain Bike Trails

## o Cycling tour

This is an easy bike ride which takes cyclists along little country roads, with no strenuous efforts, to discover the undulating landscape of the vineyards and its charming villages; but, to vary the pleasures, the routes lead through woodland and fields where crops are grown.

## o Mountain bike escape

This energetic way of discovering the 'balconies' of Kaysersberg Valley is a real joy for moderately experienced mountain bikers.

From the Lac Blanc range to the vineyard terraces, this circuit is unique for the variety of its scenery, the comfort of its accommodation and the excellent local country cuisine.



# The Secretariat

**Betty Munier** is in charge of the secretariat, and it is she who receives the request from the client or from the travel agency, and organises the circuits according to the availability of the hotels.

## *Tailor-made holidays ...*

The programme is tailor-made to the client's request (easy or more demanding walking tours, preference for vineyards or mountains, hotel with swimming pool or room with bathtub, reserving a taxi to meet the client at the station or arranging transport for the client back to their own car at the end of the circuit, vegetarian menu, food allergies, etc).

## *Departure guaranteed every day ...*

With us there is no fixed date for setting off. The circuit is arranged according to the client's arrival date, which may be any day of the week or at the weekend, and according to the availability of the hotels. In practice each hotel may be reached in one day on foot from any other hotel, which provides a whole range of possible combinations of routes and ensures a departure on the desired date.

## *Document pack ...*

The secretariat also prepares the document pack which will be handed to each client. The pack includes a hiking map on which the circuit is traced, together with descriptions of each day's walk in the client's preferred language (French, English or German). The pack is deposited at the first hotel on the circuit and handed to the client on arrival. Horizons d'Alsace is working on a downloadable digital version of the pack.



# The Hoteliers who are Members of d'Horizons d'Alsace



**Romain  
Petitdemange**  
Hôtel de la Poste



**Isabelle Saulnier**  
Hôtel Les Bois Le  
Sire



**Catherine Weiss**  
Hôtel L'Abbaye  
d'Alspach



**Françoise Keller**  
Hôtel Les  
Remparts



**Chantal &  
Thierry  
Baldinger**  
Hôtel Du Faudé



**Pascal &  
Benjamin Lanoix**  
Hôtel La  
Rochette



**Anne Wiss &  
Isabelle Boxler**  
Hôtel De L'Ange



**Caroline &  
Matthias Degouy**  
Hôtel Les Alisiers



**Marianne &  
Laurent Beaulieu**  
Hôtel Les  
Bruyères

## o Hôtel - Restaurant Au Bois Le Sire \*\*\*

+00.33.(0)3.89.71.25.25

[boislesire@bois-le-sire.fr](mailto:boislesire@bois-le-sire.fr)

03.89.71.30.75

[www.bois-le-sire.fr](http://www.bois-le-sire.fr)

This is an ideal base for nature lovers, and a warm welcome awaits you in this hotel located right in the centre of the Val d'Orbey and very close to the numerous walking trails. The Hotel Au Bois Le Sire boasts 35 handsomely appointed and fully equipped rooms; 23 of them are motel-style single storey accommodation ideal for family holidays, tranquil and completely independent. Isabelle Saulnier and her team promise you a warm and convivial welcome, as well as offering local regional cuisine of high quality and refinement.



## o Hôtel l'Abbaye d'Alspach \*\*\*

☎ +00.33.(0)3.89.47.16.00

✉ [hotel@abbayealspach.com](mailto:hotel@abbayealspach.com)

☎ 03.89.78.29.73

[www.hotel-abbaye-alspach.com](http://www.hotel-abbaye-alspach.com)

The Hotel l'Abbaye d'Alspach is a former outbuilding of a convent of St Claire dating from the 11th century, and is located at the foot of the vineyard-covered hillside, in the heart of the medieval village of Kientzheim. It is an ideal starting point for walks in the vineyards and for discovering Alsace. The hotel has been superbly converted and decorated by the manager Catherine Weiss, and offers a rustic setting with a hint of elegance. The hotel does not have a restaurant, but there are two restaurants in the village and many others within a radius of two kilometres.



## o Hôtel les Remparts et les Terrasses \*\*\*

+00.33.(0)3.89.47.12.12

[hotel@lesremparts.com](mailto:hotel@lesremparts.com)

03.89.47.37.24

[www.lesremparts.com](http://www.lesremparts.com)

The Hotel Les Remparts is located on the edge of the historic town of Kayserberg, the birth-place of Dr Albert Schweitzer; it is close to the forest and the vineyards, and is an ideal starting point for lots of trips, in all seasons: hiking, golf, mountain biking and of course the town's famous Christmas Market. The contemporary-style hotel, with its 40 rooms divided between two wings, offers tranquillity and comfort. The hotel does not have a restaurant, but manager Françoise Keller will happily provide advice on choosing one from among the ten or so restaurants within walking distance of the hotel.



## o Hôtel Restaurant du Faudé \*\*

☎ +00.33.(0)3.89.47.50.35

☎ 03.89.47.24.82

✉ [info@faude.com](mailto:info@faude.com)

[www.faude.com](http://www.faude.com)

The Hotel Le Faudé is located in the heart of the Welche country, amid meadows and forests, in the centre of the typical mountain village of Lapoutroie. The Baldinger family has been welcoming their guests here since 1960 in this hotel whose style is determinedly rustic. As for the hotel, there are 30 rooms with all mod cons and with warm tints and personalised décor. As for the kitchen, you will experience fine gastronomy, changing with the seasons and focussing on the specialities of the region – Welche and Alsatian produce.



## o Hôtel Restaurant la Rochette \*\*\*

+00.33.(0)3.89.49.80.40

[info@larochette-hotel.fr](mailto:info@larochette-hotel.fr)

03.89.78.94.82

[www.larochette-hotel.fr](http://www.larochette-hotel.fr)

Nature, tradition and excellence form the inspiration behind the Hotel La Rochette. It is located at an altitude of 850 metres in a green setting surrounded by grounds of about an acre, and the Lanoix family welcomes its guests in a contemporary building that is both warm and elegant. The chefs, a father-and-son team who have won many awards, offer a fresh and creative cuisine, focussing on flavours and emphasising seasonal local produce.



## o Hôtel Restaurant de l'Ange \*\*

+00.33.(0)3.89.27.05.73

[ange@hotelange.fr](mailto:ange@hotelange.fr)

03.89.27.01.44

[www.hotelange.fr](http://www.hotelange.fr)

The Hotel de l'Ange is located right in the centre of Niedermorschwihr, where there has always been a shared history of wine and lodging in this burg rich in tradition. The first winemakers in the Boxler family can be traced back to 1672. The hotel has been run by the family for a hundred years, and over four generations they have been careful to maintain the convivial family atmosphere of this hotel with typical local charm.



## o Hôtel Restaurant les Alisiers \*\*\*

+00.33.(0)3.89.47.52.82

03.89.47.22.38

[hotel@alisiers.com](mailto:hotel@alisiers.com)

[www.alisiers.com](http://www.alisiers.com)

The Hotel Les Alisiers is located at an altitude of 700 metres and enjoys an idyllic panorama, surrounded by nature; it offers you a seductive 'art de vivre' in several respects. This former farm-house has been renovated and is a harmonious blend of the modern and the authentic, of comfort and ecologically responsible practices. Caroline and Matthias Degouy and their team extend their hospitality to their guests in a spirit of respecting and sharing the locality to which they are very attached. Their cuisine highlights local produce and brilliantly blends traditional recipes and exotic spices, ensuring that every dish is a delicious experience.



## o Hôtel Restaurant les Bruyères \*\*\*

☎ +00.33.(0)3.89.71.20.36

✉ [info@auxbruyeres.com](mailto:info@auxbruyeres.com)

☎ 03.89.71.35.30

[www.auxbruyeres.com](http://www.auxbruyeres.com)

The Hotel les Bruyères sits in the middle of the 'Canton Vert' or green zone, located between the wine road and the 'Route des Crêtes' or mountain ridge road; it is located in the centre of the village of Orbey, giving onto a magnificent park planted with trees, and it offers its guests comfort, relaxation and conviviality. The Beaulieu family will be delighted to share its passions with the visitors: local history and a superb collection of orchids and citrus fruit trees. In the restaurant the music of Alsatian gastronomy is modulated in time to the changing seasons.



## o Hôtel Restaurant de la Poste \*\*\*

☎ +00.33.(0)3.89.47.51.10

✉ [contact@hotel-la-poste.com](mailto:contact@hotel-la-poste.com)

☎ 03.89.47.23.85

[www.hotel-la-poste.com](http://www.hotel-la-poste.com)

The Hotel de la Poste is situated in the heart of the Ballons des Vosges Regional Nature Park, a stone's throw from the Col du Bonhomme mountain pass, close to the ski resort and located on the GR5 hiking trail; it is a typical local family-run hotel, run in the same way for generations. The Petiddemange family receives their clients as if they were friends. The 'Nature' wing will delight those in search of space, calm and modernity. The hotel is designed throughout for people with reduced mobility, and has six bedrooms with disabled access. The traditional restaurant offers a generous, regional-style cuisine which will delight 'gourmets and gourmands' (those with refined and large appetites) who are in search of authenticity.



# For a Greener Horizon

The Horizons d'Alsace Association is closely in touch with nature and the environment as it offers board and lodging for hikers in the valley. The Association takes pleasure in helping people discover its mountains, its vineyards and its villages, which it loves so much! However the environment today needs our help more than ever. This is why the Horizons d'Alsace Association and all those who make up its membership promise to do all they can to work in harmony with the nature that surrounds them.

The Association has instituted changes in the pack lunches given to the clients: the plastic bags have been replaced by reusable cooler bags. We no longer hand out plastic bottles and plastic cutlery for the picnics – now the clients bring their own bottles and implements.

The Association uses very few paper leaflets as we make maximum use of digital formats. We are still considering further improvements. All the Association's members strive to make their car journeys as efficient as possible – for example by combining luggage transfers with shopping trips or with staff's journey home. Clients are encouraged to use public transport, and if necessary Horizons d'Alsace will organise the transfer from Colmar rail station to the first hotel.



Lastly, the hoteliers belonging to Horizons d'Alsace also make every effort to be environmentally friendly. They sort and recycle their rubbish, they use local produce and in some cases grow their own vegetables.

Here are some examples of environmentally friendly practices which are common to the majority of the hotels:

- Sorting rubbish
- Using a composter
- Installing water-saving devices
- Choosing local produce
- Recycling
- Installing low-energy (LED) lamp bulbs
- combatting food waste (for example by offering doggy bags)
- carefully managing energy (insulation, solar panels ...)
- Awareness-raising and training for employees in relation to water management, sorting and recycling rubbish and avoiding food wastage
- Awareness-raising for clients in ways of saving water

**Horizons d'Alsace is convinced that Nature which surrounds us is an asset, a resource and a privilege which it is absolutely imperative to conserve!**





# Press Contact



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