

An aerial photograph of a Swiss village. On the left, a large white church with a tall, dark spire and a cemetery. In the center and right, several modern, multi-story buildings with wooden facades and grey roofs. The surrounding area is green with rolling hills and traditional Swiss houses.

GOCO
HOSPITALITY

Horwath HTL
Health and Wellness

APPENZELLER HUUS
SWITZERLAND

Spa and Wellness Concept Development

April 2023

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SPA & WELLNESS CORE OFFERINGS

The spa & wellness experience will be seamlessly integrated into all elements of the Quell Huus at Appenzeller development, enabling all guests to explore wellness through a variety of many different pathways.

The plethora of wellness opportunities at Quell Huus offers a variety of lifestyle wellbeing opportunities that suits all needs and caters to various guest preferences.

These primary pillars of wellness and its subsequent modalities represent the array of healing experiences available to guests, offering a 360 approach to wellness, which can be availed singularly or combined to maximize the benefits either in a one day or multiple day program.

The Appenzeller Huus, will be known as a center of good living.

HOLISTIC
TREATMENTS



BIOHACKING



BEAUTY &
AESTHETICS



BALNEOLOGY MUD & PE
AT CURES



INTEGRATIVE
WELLNESS &
TREATMENTS



CRAFTED
RITUALS &
JOURNEYS



COMPREHENSIVE &
MULTI-DIMENSIONAL
WELLNESS



DIAGNOSTIC &
CONSULTATION



NUTRITION



CLASSIC
TREATMENTS



WORKSHOPS &
CLASSES



Speaking to the past, present and future through authentic traditions and technological innovation to create the wellness lifestyle of tomorrow.

A group of hikers is shown on a rocky trail during sunset. The scene is backlit by the sun, creating a warm, golden glow. In the foreground, a hiker with a backpack is climbing a rock, while another hiker reaches out to assist them. In the background, two more hikers are visible, one standing and one walking. The overall mood is one of teamwork and outdoor adventure.

CONNECTIVE ENERGIES

Quell Huus sits on a geographically diverse land mass, which gives rise to a natural phenomenon whereby magnetic forces are emitted. Known as geo-biology various studies have shown the location to house several 'Power Spots', which are believed to have significant healing properties – making Quell Huus a very special place for wellness and recovery.

Power spots in a wellbeing sense, are defined as places of connection that enable improved energy flows within the body and mind, an integral component of the holistic wellness experience. Within Quell Huus, the healing energy lines have been defined by geographical location, and offer insight into the role of natural energy forces for physical and emotional healing, and create a new dimension and point of difference for the property.

While these areas are common visited sites for those interested in 'geo-biology', the concept of healing energies will be specifically curated at Quell Huus for guests to immerse themselves in the connective synergies of the areas' energy field through the curated selection of wellness modalities and activities put forward throughout the concept, as well as in various touch points guests will come into contact with during their visit or stay.

Connected Energies



The hotel's close connection to nature through its distinct mountain location, offers a healing energy which will support, and enrich each guest journey, allowing them to immerse themselves in the tonic of well-being that nature provides.

NATURAL IMMERSION

Seeking balance and contemplation in nature

The hotel's close connection to nature through its distinct mountain location, creates a healing energy which will support and enrich every guest journey, allowing them to immerse themselves in the tonic of well-being that nature provides.

PRESCRIPTIVE NATURE

Harnessing the natural energy of the region

"There is something infinitely healing in the repeated refrains of nature—the assurance that dawn comes after night, and spring after winter."

Rachel Carson

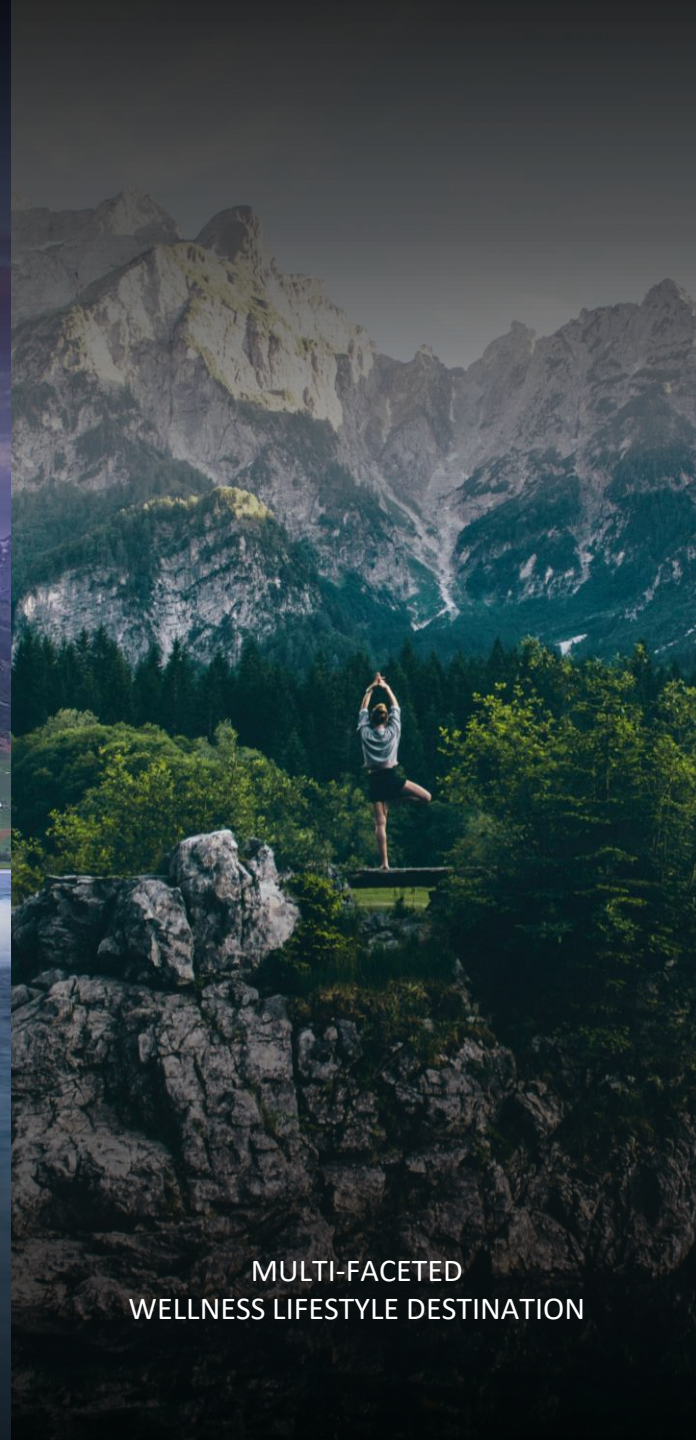




TECHNOLOGICAL ADVANCEMENTS
FOR OPTIMAL WELLBEING



THERMAL THERAPEUTICS & HYDROTHERAPY
EXPERIENCES



MULTI-FACETED
WELLNESS LIFESTYLE DESTINATION

TECHNOLOGICAL
ADVANCEMENTS FOR
OPTIMAL WELLBEING

*Merging the latest technological
advancements with Alpine touches*





*Technological advancements for
optimal wellbeing that...*

PROVIDES ACCURATE DIAGNOSTICS FOR ADVANCED
INTEGRATED WELLNESS

DELIVERS TANGIBLE RESULTS IN A SHORT PERIOD OF TIME


ENHANCES CONNECTION WITH NATURE AND THE LAND

ENERGIZES AND REJUVENATES MENTAL &
PHYSICAL WELL-BEING

COMPLEMENTS THE HOLISTIC TREATMENT OFFERING FOR A
COMPREHENSIVE WELLBEING SOLUTION

BUILDING GUEST RELATIONSHIPS THROUGH THE USE OF INTEGRATIVE
TECHNOLOGY



A man and a woman are seen from the chest up, sitting in a hot spring. The water is a deep blue color, and a soft mist or steam rises from the surface. In the background, there are large, rugged mountains covered in snow under a bright blue sky with scattered white clouds. The overall scene is peaceful and scenic.

THERMAL
THERAPEUTICS &
HYDROTHERAPY
EXPERIENCES

*Healing through thermal bathing
experiences indoors and outdoors*



*Thermal therapeutics & hydrotherapy
experiences that...*

PROVIDES IMMERSIVE BATHING EXPERIENCES THAT ARE ELEVATED
BY SIGNATURE ALPINE SPECIALITIES



SEAMLESSLY BLEND THE HEALING POWER OF WATER WITH NATURE
AND THE GREAT OUTDOORS

COMBINES TRADITIONAL BATHING MODALITIES WITH
CONTEMPORARY THERAPEUTIC SOLUTIONS

OFFERS A UNIQUE ROOFTOP BATHING EXPERIENCE THAT
TAKES IN BREATHTAKING CONSTELLATIONS UNDER THE CLEAR
MOUNTAIN SKIES



CATERS TO THE NEEDS OF THE NEXT GENERATION OF LEISURE AND
WELLNESS GUEST

An aerial photograph of a mountain valley. In the foreground, a steep, rocky mountain slope descends towards a lush green valley. The valley floor is a mix of vibrant green meadows and dense evergreen forests. A small, clear blue lake is nestled in the center of the valley. In the background, a range of jagged, snow-capped mountain peaks stretches across the horizon under a clear blue sky. The overall scene is one of natural beauty and tranquility.

MULTI-FACETED
WELLNESS LIFESTYLE
DESTINATION

*Inspirational experiences that create lasting
memories infused with wellness, designed for the
multigenerational guest*



The multi-faceted wellness lifestyle destination that...

PROVIDE GUESTS, VISITORS, RESIDENTS AND THE LOCAL COMMUNITY REASONS TO RETURN TIME AND TIME AGAIN

OFFERS A YEAR-ROUND CALENDAR OF INSPIRATIONAL ACTIVITIES AND EVENTS

ENABLES SELF DISCOVERY AND LEARNING FROM REKNOWNED VISITING PRACTITIONERS AND EXPERTS

CONNECTS GUESTS OF ALL AGES TO A PLACE STEEPED IN HISTORY, PRISTINE NATURE AND LOCAL TRADITIONS

OFFERS FREEDOM OF CHOICE FOR GUESTS TO CREATE THEIR OWN LIFESTYLE AND WELLNESS JOURNEY

SPA & WELLNESS SERVICE PLATFORM



INTEGRATIVE
WELLNESS



CLASSIC & HOLISTIC
SPA TREATMENTS



BATHING & THERMAL
THERAPEUTICS



FITNESS &
MOVEMENT



EXTRA
DIMENSIONS



THE BEGINNING OF THE
WELLNESS JOURNEY

A woman in a white lab coat is smiling and looking towards a guest. She is holding a clipboard and a pen, suggesting a consultation or diagnostic session. The background is a bright, clean clinical or spa setting.

DIAGNOSTIC & CONSULTATION

*Understanding the guests needs & creating a road map
for improved wellbeing*

At Huus Quell, the wellness programs and journeys will commence with insightful diagnostics and consultation, which will be guided by the facilities team of wellness experts in which guests are invited to discuss their specific health, fitness and lifestyle goals.

The diagnostic and consultation process provides an invaluable opportunity for wellness experts in naturopathy, coaching, movement and nutrition to gain an understanding of the guests' current state of health, and provide guidance and recommendations through the guests' wellness journey. Consultations include nutrition and diet, movement and active lifestyle, stress management and mental resilience, and prescriptive nature.

This process will give wellness guests the opportunity to understand the cause and effect of their symptoms, and what is contributing to their health concerns. This information will also enable the wellness team to subsequently recommend specific treatments in hydrotherapy, biohacking, integrative wellness and holistic spa treatments.

Additionally, guests who are not on wellness programs have the unique opportunity to gain a deeper understanding of their personal health levels and can incorporate new healthy habits into their lifestyle to improve long term wellbeing.

MOVEMENT DIAGNOSTIC & CONSULTATION MODALITIES

In-depth, personal and precise diagnostics that deliver results



Cell Wellbeing S-Drive is an analytical device that detects any nutritional deficiencies or relevant environmental factors, based on personal hair follicles. The resulting reports contain epigenetic indicators on key markers such as vitamin deficiency, EMF pollutants, anti-oxidant deficiency, amino acid and mineral levels, pollutants and immune suppressors.

These essential bio-markers provide the practitioner a thorough overview on the guest's current diet, nutrition and lifestyle choices. Based on this assessment the practitioner is able to tailor a program according to the guest's individual needs and preferences for their stay at Huus Quell.




Styku is a versatile and highly precise scanning device that produces interactive 2D and 3D visuals as well as overlays through infrared imaging, allowing the practitioner to perform an in-depth analysis of the guest's body composition.

Styku produces a 360-degree review of the body and automated reports follow, allowing highly precise measurements of the guest's composition of visceral, gynoid and android fat. The analysis is essential for wellness programs as it allows the practitioner to track changes throughout the guests stay and to build on this for future progress, in particular for sports, weight management and active programs.



The Asyra Bio resonance machine is a highly advanced and flexible screening system that has a variety of functionalities, including; the reading of meridians, chakras, aura's, the central nervous system as well as emotional patterns. The generated reports form the basis of an in-depth consultation from where subsequent program planning and treatments can ensue.

With fast, accurate and instant personal data, the Asyra Bio resonance assists wellness professionals to get to the root of a condition whilst eliminating the need for blood labs or testing for most symptoms. Enabling the wellness consultants to map out the most effective route and programs to cater to the guest's health goals.

A person is lying on a massage table, their face partially covered by a white towel. A handheld steam device is positioned above their face, emitting a soft mist. The scene is dimly lit with a blueish tint, suggesting a spa or wellness environment.

Huus Quell will offer integrative wellness solutions to combat the challenges of today's modern lifestyles as well as providing effective, preventative and anti-aging tools for optimising health and wellbeing.

The Hi-Tech modalities will form an essential component of the facilities' service platform by offering a comprehensive range of curated result-oriented modalities. Underpinned by diagnostic and consultation, guests will be able to avail revitalising solutions for the mind, body and spirit, which can be combined for maximum effect and benefit.

Available as a-la-carte or as part of defined programs, ranging from half day to multiple days, the range of contemporary wellbeing modalities will be seamlessly integrated into the guest journey, offering attainable results and long-term lifestyle improvement.

Guests may seek the support of the team of wellness professionals to understand their current state of wellbeing and through consultation, they will be advised in selecting the most relevant treatments and modalities that are in line with their wellness needs. Through this process guests will be supported during their stay with motivation and ongoing feedback relating to their immediate and long-term health goals.

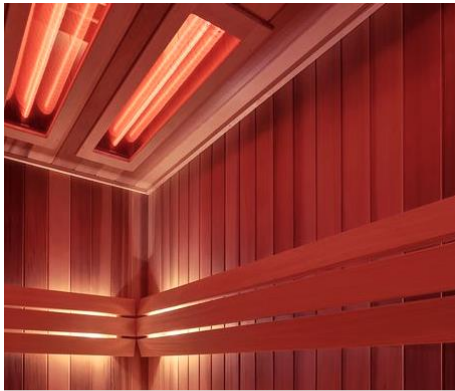
In addition, guests will find opportunities for wellness throughout the hotel, including the thermal bathing zone, healthy food and beverage options, workshops and events and immersive fitness, all to be explored within an amazing setting, of stunning architecture and the surrounding alpine landscape which is also immensely conducive to wellbeing and self healing.

INTEGRATIVE WELLNESS

*A contemporary Hi-Tech-inspired wellness
experience*

INTEGRATIVE WELLNESS

High-tech solutions for immediate and long-term benefits



INFRARED SAUNA

Infrared heat is typically delivered via heat storage ceramics, whereby long-wave infrared radiation is absorbed by the upper layers of the skin for a more intense sweat at a lower temperature than a regular sauna.

This warmth is then distributed throughout the entire body and is comparable to the pleasant feeling experienced from the warming of the sun without being exposed to harmful ultraviolet rays.

Benefits include:

- Detoxification
- Weight loss and calorie burning
- Stress and fatigue reduction
- Helps in reducing muscle aches, arthritis, and joint pain relief



CRYOTHERAPY

Cryotherapy is a regenerative therapy that stimulates the body to self heal via the constriction and dilation of blood vessels resulting from an extremely cold environment.

Cryotherapy can support the rejuvenation process both topically to skin conditions and mentally and physically by providing a rush of endorphins that helps to increase focus and improve cognitive function.

Benefits include:

- Boosting the immune system
- Enhancing athletic performance
- Accelerate muscle repair and sports injuries
- Reduces arthritic pain
- May help prevent dementia and Alzheimer's disease



HYPERBARIC OXYGEN THERAPY

Oxygen is vital to the body's energy exchange mechanism it also destroys toxic substances and promotes new cell growth.

Increasing the uptake of oxygen has an incredible effect on the body and oxygen therapy can enhance these processes by providing cells with 14 times more oxygen than they would typically receive.

Benefits include:

- Boosted energy and vitality
- Improved brain function and memory
- Relieved tension and stress levels
- Reduced fatigue and improved sleep
- Clearing of pollution from the lungs



BIOHACKING ORB

The Biohacking Orb is a multisensory chamber that features neuro-acoustic sound therapy, applying specific sound frequencies added to the use of chromotherapy and aromatherapy, to induce a desired brain state, from stimulating creative thoughts to deep mental tranquility, achieving an improved state of mental and physical wellbeing.

Benefits include:

- Enhance brain performance
- Stimulate creativity and positive thoughts
- Boost physical recovery
- Deliver pain relief and increased joint mobility

PORTABLE HI-TECH WELLNESS ENHANCEMENTS



LYMPHATIC PRESSOTHERAPY

This treatment promotes lymphatic drainage and cleanses the body of toxins, by using alternating compression and decompression on the body. Benefiting the body holistically, physically and aesthetically. This treatment can also be combined with other treatments such as facials and head, neck and shoulder massage to increase blood circulation to the face and body.

Benefits include:

- Reduction of swelling and stiffness, ideal after a long-haul flight
- Toned and firm skin
- Stimulates the immune system
- Helps to drain toxins and waste
- Stimulates blood exchange and improves circulation.

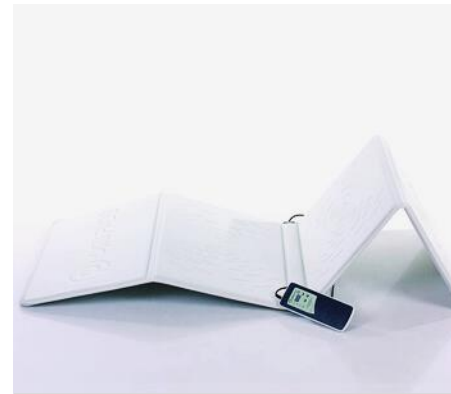


RED LIGHT THERAPY

This non-invasive treatment using LED light energy triggers the body's natural cell processes, accelerating rejuvenation and repair of the skin. This therapy is recommended to help improve the skin from the effects of sun damage, acne, eczema, dermatitis, inflammatory conditions, as well as wound healing and scarring.

Benefits include:

- Enhanced wound healing and tissue repair by stimulating collagen and fibroblast production
- Enhanced bone repair and growth
- Reduce cell inflammation
- Increase blood circulation



PEMF THERAPY

PEMF technology emits electromagnetic waves at different frequencies in order to stimulate and encourage the body's natural recovery process. PEMF enhances the body's natural recovery process and targets areas affected by inflammation fatigue, and pain, and restores cells' healthy electromagnetic charges.

Benefits include:

- Improved circulation
- Increased energy levels
- Corrects cellular dysfunction and Stimulates cells to recharge
- Improves athletic performance.
- Helps recovery from injury faster



TARGETED CRYOTHERAPY

The Instant cooling effect on the skin leads to an immediate and beneficial contraction of the blood vessels and the underlying cells aiding detoxifying and encouraging lymphatic drainage. Targeted cryotherapy has a myriad of benefits such as boosted production of collagen and cell regeneration and the reduction of skin inflammation.

Benefits include:

- Skin tightening and firming
- Increase blood circulation
- Body pains and headaches alleviation
- Improved healing and skin rejuvenation
- Improves cellulite and skin tone

CLASSIC & HOLISTIC SPA TREATMENTS

*A carefully curated selection of treatments, therapies
and lifestyle options*

Classic and holistic treatments will be the essential core of the overall wellness service platform of Huus Quell. A unique collection of services that will enhance the quality of the offering, allowing guests to fully decompress, balance and ground themselves whilst continuing to connect with nature through a selection of the healing ingredients on offer, activating the self healing process of the mind and body.

Natures cures will sit harmoniously alongside a range of carefully selected renowned Swiss skincare product lines, ranging from clean and natural to high performance and results-driven. All working together in synergy to provide guests with obvious and tangible solutions based on their personal needs.

Guests will be able to experience an atmosphere of tranquil rejuvenation, reflection and restoration within this space, in harmony with the destination and Appenzell adjoining valleys. In addition, the healing elements of nature will be seamlessly blended with advanced technologies and innovative results-driven products to create personalized holistic therapies, reinvigorating and recharging the human body, both inside and out.

Treatments for the face and body will be delivered with the highest level of attention by the hotel's professional wellness team.

Carefully selected treatments will include:

- Classical Treatments
- Holistic Wellness Therapies
- Regionally Inspired Treatments
- Crafted Restoration Treatments

CLASSIC TREATMENTS

Selected specifically for their targeted results



MASSAGE

Carefully selected for guests in pursuit of a complete wellness experience, the spa will offer a selection of eastern and western inspired massages that treat a variety of ailments such as stress, tension and pain.

Massages may include treatments such as deep tissue, shiatsu, lymphatic drainage, sports massage and prescriptive aromatherapy. Massages will use medicinal grade-A therapeutic oils, some of which will be formulated with local botanical and herbal ingredients as well as aromatherapy balms, CBD and essential oils from around the world.

Massage remains at the core of any treatment experience and this fundamental element will be a much sought-after treatment of choice.



BODY TREATMENTS

The selection of body treatments at Huus Quell will include wraps, packs, compresses, peels and scrubs. Utilizing the best of scientifically advanced compounds to address various guest concerns.

Combining both cosmeceutical and natural products that will deliver obvious and tangible results, using clean ingredients such as muds, peats and potent local botanicals and herbs, are combined with regional product lines that offer targeted cures and treatments. All being integral to the guest experience, wellness programs and benefits the guests seek.

Body treatments can range from 60-90 minutes and can be enjoyed as a stand-alone treatment or in combination with other services.



FACIALS

With advanced Swiss skin care lines, working in powerful synergy with clean natural ingredients at the core of the treatment offering, the spa will deliver a selection of results orientated facials. The menu will be focused on immediate and lasting visible results through the application of the most potent Swiss skin care ingredients.

All treatments will be targeted to encourage skin regeneration and prevent premature ageing through stimulating the production of healthy new cells and correcting and alleviating specific skin concerns.

Facials will also be the perfect solution for skin that has been exposed to the effects of urban living, pollution and sun exposure.

HOLISTIC WELLNESS THERAPIES

Achieving balance, relieving physical & mental tension



The element of sound is a powerful method of communication, connection and spiritual healing. Using different instruments like crystal bowls, singing bowls, bells and gongs the practitioner will create soothing overlapping vibrations that have a positive effect on the parasympathetic nervous system, inducing muscle generation and calming brain waves leading to a deep state of relaxation and enhances self healing.

Benefits include:

- Alleviates stress, anxiety and depression
- Improves mood
- Releases tension
- Lowers blood pressure
- Improves sleep
- Balances the emotions



Shirodhara is an Ayurvedic treatment 'Shiro' in Sanskrit means head or forehead region and 'dhara' means a continuous flow, so Shirodhara translates to a continuous flow of warm, herb infused oil on the forehead which stabilizes the nervous system and stimulates production of endorphins, serotonin, and positive brain neurotransmitters by increasing blood flow to the brain and cerebrospinal fluid.

Benefits include:

- Improves sleep
- Reduces hypertension
- Relieves depression & anxiety
- Balances mood swings & emotions
- Relieves sinus problems & migraine
- Encourages detoxification



The craniosacral system is a physiological body system which comprises the membranes and cerebrospinal fluid that protects the brain and spinal cord. With soft, gentle touches, on the skull, spine and pelvis, this method releases restrictions and tension in the nervous system to promote wellbeing, reduce pain and help boost immunity.

Other benefits include:

- Releases emotional and physical stress
- Restores cranial mobility
- Releases restrictions within the head, neck and nerves
- Increases energy flow
- Improves function of autonomic nervous system

REGIONALLY INSPIRED TREATMENTS

Utilizing natural regional ingredients for optimal wellbeing



ALPINE MUD WRAP

Peat and Mud is applied across the body, for those suffering from multiple areas of inflammation and who require maximum healing benefit. The mud is heated to a temperature of between 40-42°C, prior to the guest being wrapped head-to-toe with warmed sheets and blankets for a period of 20 minutes. The mud is then showered or hosed off by use of a Scotch hose.

Benefits include:

- Improved blood circulation
- Softening of muscles and tissue
- Reduced intestinal heat
- Improved digestion
- Natural detoxification
- Provides relief to bone & joint conditions such as arthritis

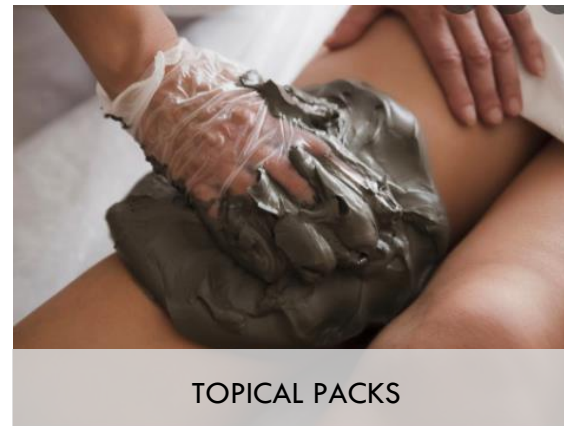


APPENZELL HERBAL TREATMENT

Switzerland is home to a myriad of natural remedies that have been used over centuries to treat imbalances and inflammations of various body parts. In the Appenzell region, plants with powerful healing properties grow in abundance. A selection of these include the Edelweiss, Hay flowers, Swiss Pine as well as Arnica, which are used in herbal packs and compresses.

Benefits include:

- Stimulate the lymphatic system
- Increases blood flow
- Rejuvenates muscles, relieves stiffness and fatigue
- Versatile and effective compresses for the face and the body
- Supplies vital nourishment to the skin



TOPICAL PACKS

Heated body packs and poultice treatments can combine both muds and herbs and are applied directly over the area of concern. They are an effective way to absorb toxins from the body and reduce pain to the area whilst adding nourishment by way of minerals to the area applied. Packs can be used in conjunction with therapeutic, aroma, or CBD oil massage and alternate with body wraps and baths.

Benefits include:

- Alleviate high blood pressure
- Decreased stress levels
- Aid the expansion of blood vessels
- Pain relief from muscle and joint issues
- Anti-inflammatory effect
- Nourishes and fortifies
- Treats skin conditions



PRESCRIPTIVE RESTORATION TREATMENTS

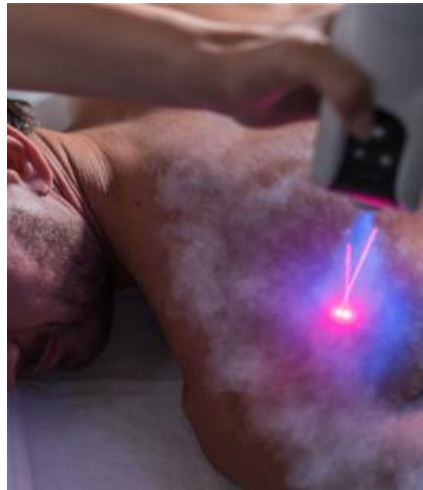
The prescriptive restoration treatments have been carefully selected in direct response to the activities the guests partake in when visiting the beautiful region of Appenzell. Visitors flock to the region in order to connect with the surrounding countryside in the form of hiking, walking, cycling and running, amongst other activities to partake in whilst in nature.

The Prescriptive Restoration service menu speaks to this need by offering antidotes to ease aching, sore and stiff muscles, that are often a result of immersing oneself in the great outdoors. Such as a long and strenuous hike, cycling, fitness classes or other activities that are on offer at Huus Quell. The range of services will also cater to guests who may have bone and joint issues such as arthritis, offering relief both physically and mentally.

In addition to the guests needs as mentioned above, this versatile offering will cater to a wide range of guests needs, including athletes, active sporty individuals and those burdened by office syndrome and sedentary lifestyles.

Treatments will be tailored or combined to improve overall mobility, strength and aid recovery, including the following:

- Osteopathy
- Physiotherapy
- Assisted Stretching
- Fascia Release
- Sports Massage
- Percussion Therapy
- Targeted Cryotherapy
- Red-Light Therapy
- PEMF Therapy





PRESCRIPTIVE NATURE *for* COMPLETE WELLBEING

“Nature holds the key to our aesthetic, intellectual, cognitive and even spiritual satisfaction.

Just being surrounded by bountiful nature, rejuvenates and inspires us.”

EO Wilson

Research today confirms the profound healing and restorative effects that nature can have on our mind and body. Studies show there are trees that emit invisible chemicals known as phytoncides which reduce stress hormones like cortisol, lower blood pressure and improve immunity.

It is proven that people who live closer to open green spaces are healthier and live longer. The ancient practice of forest bathing, is proven to lower the heart rate and improve overall feelings of well being, whilst the simple practice of being in nature, is proven to repair DNA and reduce the risk of serious diseases.

A more recent research document by PNAS confirms that spending time in nature reduces rumination and a reduced risk of mental illness. There are a variety of initiatives around the world, where healthcare practitioners are prescribing nature as a preventive and curative measure, in order to detoxify EMF's, reduce inflammation, and counteract many health issues. This is taking place in the U.K, U.S and Europe, amongst other countries for conditions such as anxiety, high blood pressure, diabetes and heart disease.

During the wellness consultation, guests will be prescribed a variety of nature-based activities and while some of these outdoor pursuits will be led by the wellness team through various classes and activities, others will be scheduled for guests to undertake individually, encouraging them to reconnect with themselves through nature by forest bathing, breathing, meditation, earthing, nature walks and hiking.



WELLNESS PROGRAMS

The comprehensive selection of wellness programs that will be available at Huus Quell will entail elements of the unique Spa & Wellness service platform and prescribed nature activities. The programs will be tailored to the individual needs of each guest and will be scheduled over the course of a few days, or for longer extended periods if required.

Below are a range of recommended sample programs, suited to the anticipated guest mix and in consideration of the varying requirements for each season:

ACTIVE MOVEMENT

DISCONNECT & RE-CONNECT

RECHARGE & RECALIBRATE

COMPREHENSIVE DAY PROGRAMS



ACTIVE MOVEMENT

Promoting overall vitality through movement and purposeful outdoor pursuits

This program is primarily designed to help guests who find being fit and regularly active a key element of feeling well both mentally and physically. In addition, this program also encourage guests who live a more sedentary lifestyle and would like or have the need to be more physically active. During this program participants are advised to keep their phone usage to a minimum and ideally not to use at all, when out in the wilds in order to fully immerse themselves in the wonders of the surrounding environment and gain the plethora of benefits from nature as previously described.

Many of the movement classes and activities included in this program will be guided by the wellness team at Huus Quell along with further recommendations for the guests to undertake individually during their free time to gain maximum benefit.

This program will help guests to:

- Discover a newfound appreciation for the great outdoors and nature
- Improve fitness levels and strength
- Revitalize and energize the mind and body
- Increase respiratory function and immunity

PROGRAM INCLUSIONS

- Daily hiking & walking schedule
- Wellness classes & activities
- Personal training
- Yoga & meditation classes
- Lifestyle & coaching
- Lymphatic presso-therapy
- Prescribed balneotherapy
- Sports Massage
- Prescriptive restoration treatments
- Cryotherapy full body
- Infrared sauna
- Targeted Cryotherapy
- Red Light Therapy
- Hyperbaric oxygen therapy

DIAGNOSTIC & CONSULTATION

- Epi genetic & Asyra diagnostics
- Styku 3d body mapping
- Opening and closing lifestyle & nutrition consultation



DISCONNECT & RE-CONNECT

Disconnecting from outside stressors to reconnect and reset

Designed to transform guests physically, mentally and emotionally, this program lifts guests from a state of exhaustion to a place of equilibrium and positivity. This fully personalised experience tackles burnout, by showing guests how to disconnect from the strains of urban and digital stressors of everyday life.

Phone usage is prohibited during classes and wellness sessions, so that guests may fully immerse themselves in this program, combining both diagnostics, nutrition, meditation, holistic treatments, lifestyle coaching and movement modalities. Designed for guests who are looking to reset themselves both mentally and physically, connecting with the energy and vibrations of nature and at the same time their inner self.

This program will help guests to:

- Finding mental & emotional resilience
- Reset and recharge
- Finding a new sense of purpose
- Breaking off negative habits and replacing these with new healthy choices
- Rediscovering creativity and resourcefulness

PROGRAM INCLUSIONS

- Life coaching
- Personal Training
- Daily yoga classes
- Daily meditation sessions
- Pranayama classes
- Automatic writing
- Sound Healing
- Grounding mud body wrap
- Prescriptive Aromatherapy
- Cryotherapy
- Infrared sauna
- Hyperbaric oxygen therapy
- Biohacking Orb

DIAGNOSTIC & CONSULTATION

- Epi genetic & Asyra diagnostics
- Styku 3d body mapping
- Opening & closing lifestyle & nutrition consultation



RECHARGE & RECALIBRATE

Regaining a new sense of vitality and vigor

The Recharge & Recalibrate program is an engaging and fun retreat that is designed to energize and restore the mind body and spirit, strengthen the immune system and build resilience both physically and mentally, whilst enhancing mental clarity and human connection.

Offering a more active schedule than the Disconnect and Re-connect program, each day consists of hours of a variety of sessions, taking place within breath taking nature, which includes fitness, movement, personal training, meditation, cooking classes, social workshops and events. Many of the activities connect guests with other like-minded individuals making this program a more social and interactive wellness experience.

This program can help guests to:

- Bolster immune strength and resilience
- Improve respiratory health
- Increase vitality and energy
- Bolster confidence and build new connections

PROGRAM INCLUSIONS

- Meet & greet participants dinner
- Group movement classes
- Life & nutritional coaching
- Camp fire gatherings
- Wild herbal foraging & workshops
- Nutrition workshops & cooking classes
- Facilitated Geo Caching Adventures
- Prescriptive Aromatherapy
- Wild crafted herbal body treatment
- Infrared sauna
- Hyperbaric oxygen therapy
- Biohacking Orb
- Cryotherapy

DIAGNOSTIC & CONSULTATION

- Epi genetic & Asyra diagnostics
- Styku 3d body mapping
- Opening & closing lifestyle & nutrition consultation

COMPREHENSIVE DAY PROGRAMS & PACKAGES

The day programs will appeal to both hotel guests and more so have been designed to attract external guests from the local community and nearby competitor hotels and resorts. With this objective in mind, the day programs are curated with a variety of wellness modalities and treatments, offering further opportunities for guests who are new to wellness and would like to take the first step towards the start of their journey to improved health and wellbeing.

BIOHACK YOUR WELLBEING

Optimizing health and personal wellbeing

Diagnostic & Lifestyle Advice

Infrared Sauna

Targeted Cryotherapy with Stretching & Fascia Release

Hyperbaric Oxygen Therapy

Biohacking Orb Session

Lymphatic drainage Massage with Pressotherapy

Herbal tea

Treatment duration: 4 hours

THERMAL REJUVENATION

Restore and revitalize through the healing powers of water

2.5 hours Hydrotherapy Experience

Alpine Mud Wrap

Deep Tissue Physio Massage with Targeted Cryo

Infrared Sauna

Cryotherapy

Healthy Lunch or Dinner with herbal tea and fresh juice

Treatment duration: 4.5 hours

MINDFUL DISCOVERY

Reset and rediscover your inner balance through the five senses

Diagnostic & Lifestyle Advice

Visualization and Autonomic Writing

Sound Therapy

Prescriptive Aromatherapy Massage & Consultation

Yoga, Pranayama & Meditation

Biohacking Orb Session

Shirodhara

Healthy Lunch or Dinner with herbal tea and fresh juice

Treatment duration: 5 hours



SPA AND WELLNESS CENTER
Look & feel

SPA AND WELLNESS CENTER ARRIVAL

Look & feel



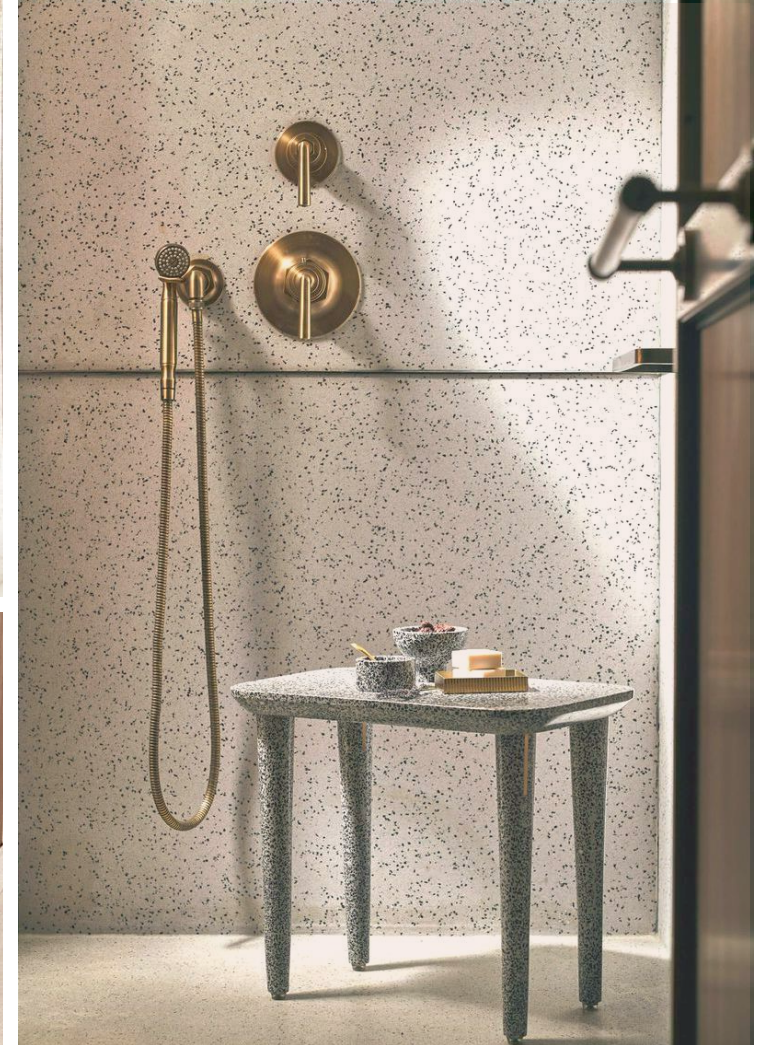
LOCKERS & CHANGING ROOM

Look & feel



TREATMENT ROOMS

Look & feel



SPA SUITE

Look & feel



A woman with long brown hair, wearing a blue and white patterned swimsuit, is shown from the chest up, splashing in water. She is looking towards the left. The background features a snowy mountain landscape with evergreen trees and a wooden structure, possibly a ski lift or cabin, under a cloudy sky. The overall scene is bright and refreshing.

BATHING &
FACILITIES

Respecting tradition while embracing the future of bathing



BATHING OVERVIEW

An evolving wellness journey

“Water will wash over your spirit, rinse through your soul and clean out all that is keeping you from clarity.” Rian Sprigh

The proven benefits of bathing on both body and mind have long been recognized as an integral part of a healthy and vibrant lifestyle.

As a wellness destination, Appenzeller Huus will offer bathing experiences that blend authentic European bathing traditions with the latest in wellness technology to create memorable bathing journeys for families and individual wellness seekers, alike.

Comprised of both indoor and outdoor spaces, the different bathing areas will offer an impressive variety of heat and water experiences, each in a unique setting. Capitalizing on available views and natural lighting, all three bathing zones will foster a strong connection with nature.

Whether enjoying the thermal facilities as an internal hotel guest or external visitor, all will be able to experience year-round indoor and outdoor bathing as part of an ongoing pursuit of a fun and healthy, wellness-focused lifestyle.

CONTRAST BATHING BENEFITS

Powerful healing for body and mind

Bathing has been used for millennia by many cultures and has been proven to provide mental and physical stress relief. Although bathing practices come in a variety of forms, they are often combined with hot and cold, or contrast therapy.


Contrast therapy is the process of immersing the body in extreme heat followed by extreme cold – usually in the form of saunas, steams and pools. The interchanging hot and cold effect on the body stimulates dilation and constriction in the blood vessels, which in turn stimulates blood flow for flushing toxins, releasing endorphins, boosting energy levels and balancing the mind.

Additional benefits include:

- Boosted metabolism and strengthened immune system
- Enhanced sleep and alleviated stress and depression
- Support in recovery after strenuous workouts or related injuries
- Relieved joint pain and muscle aches
- Contrast bathing also has anti-ageing benefits as it closes the pores and tightens the skin.

As a 'core' element, the bathing experiences at Huus Quell will be integral to the property's wellness philosophy, bringing healing through traditional therapies and new innovation.





Sunken into the earth beneath the spa garden, this thermal area is designed like an underground grotto with a series of organically shaped rooms.

Skylights at key points within provide a visual connection to the outdoors and also act as beacons that will guide guests through each cluster of experiences.

A gently curving staircase physically connects the indoor and outdoor bathing zones, providing direct access into the spa garden.

These experiences will include:

- Meditation Sauna
- Rain Room
- Multisensory Lounge
- Herbal Sauna
- Salt Steam
- Experience Showers
- Immersive Floatation Pool
- Hot & Cold Plunge Pools
- Heated Loungers

INDOOR BATHING

MEDITATION SAUNA WITH MULTISENSORY LOUNGE

This immersive journey is one that focuses on allowing the heat of the sauna to not only relax the body, but also heighten the senses and invigorate the mind.

The physical stress of heat therapy is thought to be responsible for neurogenesis and the growth of new brain cells, allowing the brain to experience enhanced perception and learning, while also alleviating anxiety and depression stemming from stressful events.

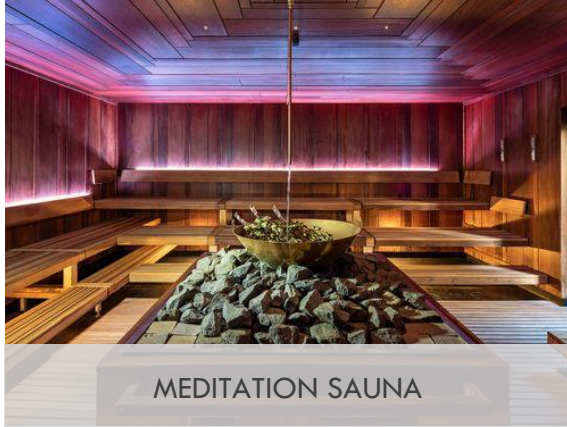
Based on this research, the meditation sauna experience begins with a combination of heat, music and choreographed bursts of steam to begin calming the mind and awakening the senses and constitutes the first step on this thermal journey.

As with many other contrast bathing experiences, the most invigorating moment often comes immediately after the heat, with a contrasting cold element creating a sudden rush of endorphins to further heighten the senses. In this case, that contrast comes as guests leave the sauna and walk through the rain room, where a sequence of cooling shower effects will provide an immediate cooling effect.

In this heightened state of perception, guests will end the journey in a multisensory relaxation lounge, where they may fully immerse themselves in a series of natural art images that will be projected onto the ceiling above.



MEDITATION SAUNA EXPERIENCE



Combining music and chromotherapy, the relaxing effects of the heat will take on a new dimension. While intense heat is required, the temperature will be less intense than other saunas. Starting at 75°C, it will be increased gradually to 85°C over the course of the session.

This journey may be programmed with timed dosing of water directly onto the heater, which will generate bursts of steam, choreographed with the music.

Benefits include:

- Deep relaxation of body and mind
- Release of brain-derived neurotrophic factors which triggers neurogenesis



As an alternative expression of the experience shower, the rain room will lead guests through a short sequence of cold experiences to create an equally intentional and contrasting step in this immersive journey.

Beginning with a light overhead mist, followed by chilled, wall-mounted sprays and ending with a final drench, the intensity of the cold elements increase gradually, in a similar way to the heat.

Benefits include:

- Release of endorphins and hormones
- Increased sensory perception



At the pinnacle of this meditative journey is the multisensory lounge – an immersive art experience for which the body and mind have been perfectly prepared.

A softly curved space with domed ceiling and comfortable chaise lounges will help to focus the gaze upwards, inviting guests to linger and enjoy this moving art at a new level: more vivid colors, sharper images, and an increased capacity to remember the experience.

The projected imagery may rotate throughout the year, offering guests a fresh new perspective at each visit.

IMMERSIVE FLOATATION POOL

The dreamlike feeling of weightlessness while surrounded by warmth and solitude will embrace bathers in this floatation pool. Fully capturing the therapeutic benefits of floatation, this transformative experience will allow the mind to nearly forget about the body for the duration of the session.

Adding more layers to this sensory journey, bathers will enjoy underwater soundscapes, along with gentle light and water reflections on the ceiling above that ebb and flow with the music creating an even more immersive experience.

This projection-filled dome will float seamlessly above a 35°C body-temperature, saltwater pool that includes a state-of-the-art submerged sound system delivering sound waves to floating bathers.

This floatation pool will be a distinctive experience within the indoor bathing zone, providing a water-based form of relaxation to complement the dry relaxation areas.



INDOOR THERMAL BATHING EXPERIENCES



PLUNGE POOLS

As a necessary part of any contrast bathing circuit, thermal elements of varying temperatures are required to kickstart the body's circulatory system, providing a multitude of health benefits.

A hot pool at 40°C will provide a final body temperature boost before the plunge into a 10-15°C cold pool that is sure to be a memorable.

Benefits include:

- Release of endorphins and hormones
- Relief from inflammation
- Boosted immunity and metabolism



RINSE SHOWERS

Provided for use before and after time spent in the floatation and plunge pools, rinse showers are a necessary part of the contrast bathing experience.

Aside from feeling good after a long time in the heat, they are also critical for maintaining hygiene within the pools.

Benefits include:

- Maintenance of hygiene within thermal components
- Refreshing cooldown for better circulation and metabolism



HEATED LOUNGERS

Integral to the bathing journey is the relaxation of body and mind after any type of therapeutic treatment.

These gently heated, ergonomic relaxation loungers will be warmed to body temperature for maximum comfort, and the curved seats will distribute both heat and body pressure evenly.

Benefits include:

- Relief for muscle tension and pain
- Enhanced relaxation and sleep quality
- Easing of mental tension and stress



HERBAL SAUNA

A fragrant sensory immersion

This sauna will provide a multi-layered heat experience for guests to engage the senses and stimulate the mind. In addition, the utilization of fresh herbs will further reinforce the strong connection to nature.

As an herbal sauna, the sense of smell will be activated through the incorporation of Alpine herbs, such as edelweiss, swiss pine, arnica, sage, and mint. These may be changed seasonally to offer guests a continuously fresh experience.

To deliver the aromatic experience, an herbal tray will be positioned over the sauna heater, providing bursts of steam to blend with the essential oils for further sensory stimulation.

The release of fragrance-filled steam may be choreographed with chromatherapy lighting and / or music to create a memorable, programmed journey.

Benefits include:

- Sensory engagement
- Detoxification of the body
- Physical and mental relaxation

INDOOR THERMAL BATHING

Water Experiences



INDOOR THERMAL BATHING

Thermal Experiences



INDOOR THERMAL BATHING

Meditative Experiences



A person wearing a white bathrobe is walking away from the camera on a rooftop terrace. They are holding a metal handrail. The terrace has a glass railing and a view of a snowy landscape with buildings and trees. The sky is overcast.

ROOFTOP BATHING

As the most active of the three bathing areas, the rooftop provides the perfect place for family bathing and those looking to socialize while enjoying the pools and thermal experiences.

Boasting stunning views, this zone will offer a number of immersive indoor and outdoor experiences for guests, residents and local visitors to enjoy.

Bathing modalities will include a varied selection of contrast bathing options, known for their therapeutic benefits.



ROOFTOP POOL EXPERIENCES

Bathing in the skies

The lap and vitality pools situated on the highest floor of the hotel will offer guests a picturesque and targeted bathing experience while being embraced by the stunning hillscape of Appenzell.

The indoor lap pool will be complimented by pockets of relaxation, with an indoor dry lounge area focused around a cosy fire feature, and an outdoor lounge area looking towards the endless views. Available throughout the day for leisure or lap swimming, the pool will also be programmed at specific times for a variety of aquatic exercise classes.

Concurrently, situated under the skies will be the vitality pool heated to 38°C to 40 °C, allowing guests to enjoy outdoor bathing throughout the seasons. This pool will offer a wide selection of hydrotherapy treatments through a variety of air and water jets that are grouped to target different areas of the body in sequence. These features may include:

- | | |
|----------------------------|---------------------------------|
| Swan Necks | Resistance Jets |
| Sole of Feet Air Jets | Vertical Wall Massage Jets |
| Standing Body Massage Jets | Reclined Bubble Massage Lounger |



A key element in the wellness programming, guests can guide themselves through a set circuit of therapeutic activities based on individual needs.

The vitality circuit pools provide multiple health benefits including:

- Reduced body pain and joint impact
- Improved fitness and balance
- Decreased anxiety and mental stress
- Boosted immune system
- Enhanced detoxification of the body



EXPERIENCES & RELAXATION

Body & soul in harmony


An inspiration to soul and spirit, the thermal therapeutic journey on the roof offers pure relaxation. It is comprised of salt sauna, bio sauna, aroma steam room, a hot pool, a cold plunge and an adjacent semi-open rinse shower for cleansing before and after each session.

With natural light and picturesque scenery, this bathing area will provide a connection to nature throughout the ever-changing seasons. Inspired by regional bathing traditions, these facilities will focus on contrast therapy through bathing. This circuit will create an environment that can provide hours of relaxation and regeneration for families and guests of all ages and gender.

Rest is also an important component in any contrast bathing journey, as it is needed for recovery between hot and cold therapies. On one side, a wet relaxation area will be provided for resting mid-journey, while on the other side, a dry rooftop lounge will wrap around the spiral staircase and fireplace, serving as a space for transition between the thermal areas and the mind and body studio. The lounge will feature individual and modular seating with ample cushions and soft blankets to create a restful environment.

A refreshment station within the dry lounge will offer guests a selection of locally sourced herbal teas and fruit-infused waters to rehydrate the body. A light selection of snacks will also be offered to stabilize energy levels, allowing guests to further enjoy personalized spa treatments or additional bathing experiences before needing a break.



A man and a woman are shown from the chest up, sitting in a hot spring. They are both smiling and looking towards the right. The water is steaming, and the background is a natural stone wall. The overall mood is relaxing and therapeutic.

The stunning backdrop of the Appenzell region, provides the perfect setting for rejuvenating outdoor thermal bathing experiences, that will elevate the overall guest experience, and well-being journey, and instill a memorable sense of place.

Nestled into the lush and thoughtfully designed landscape, the outdoor wellness garden area will feature a series of curated thermal and bathing experiences, that will encourage guests to restore their connection to the energetic and authentic spirit of the region, to become the epicenter of healing for a comprehensive well-being experience.

The thermal bathing experience offerings within the outdoor area will include:

- Ceremonial event sauna – Regenerative healing
- Treatment scrubs and wrap zone – Revitalized healing
- Uniquely-designed sensory relaxation pool – Reinvigorated healing
- Varying temperatures therapeutic mineral pools – Rejuvenated healing

Each ‘healing’ zone will symbolize a wellness element that would complete the mind, body, and soul well-being loop. These will also surround a central area that forms a unique holistic healing circle unique to the region.

This ‘energized’ circle will be a place for both engaged and contemplative activities by individuals or small groups, through a variety of programmed holistic healing modalities, which may consist of:

- Sound and light bath in nature
- Mindful meditation
- Labyrinth walks

The Huus Quell bathing garden, will transform with the seasons further animating and differentiating the guest’s engagement experience each and every time.

OUTDOOR THERMAL BATHING

A photograph of a man from behind, shirtless, in a sauna. He has a tattoo of three birds on his left arm. The background is a wooden sauna interior with other people blurred. The lighting is warm and golden.

CEREMONIAL EVENT SAUNA

At the heart of the reinvigorated healing zone is one of the most animated and interactive forms of sauna bathing – the “Aufguss,” or Event Sauna. This vital modality of thermal bathing is renowned for its immersive and performative quality and brings a strong social nuance to the traditional sauna bathing experience.

This intricate and vibrant ritual is conducted by an experienced “Sauna Meister,” who skillfully weaves a sense of enchantment into the health-enhancing Aufguss.

The special ceremony involves the master’s pouring water infused with essential oils over the sauna’s hot stones, where it is vaporized and gives off its scented steams throughout the sauna.

Different Aufguss rituals may be offered, ranging from dramatic theme shows to multi-sensory experiences synthesizing sound and aroma, to musical theatre that stimulates the soul and evokes emotions enhanced by the immersive heat.

A set schedule will provide guests with information regarding the time and specific Aufguss style they may experience in the sauna. This facility may on occasion also be available for private sessions.

REINVIGORATED HEALING

Transformative bathing



As part of a curated thermal therapeutic circuit, the event sauna proposed for the outdoor bathing area will be the heart of the 'Reinvigorated Healing' experience in the bathing garden.

The specifically-calibrated heat of the sauna has proven therapeutic health effects and is a vital component of any thermal bathing circuit.

Benefits include:

- Increased metabolism and energy
- Reduce inflammation, aches and pains
- Relaxed muscles, eliminating stiffness and tension



Thoughtfully-designed shower areas will be carved into the privacy berms around the landscape, which will further highlight the visitor's connection to the natural surroundings.

These rinse and waterfall showers will allow guests to cool off after bathing in the hot springs, or partake of an animated session in the event sauna's additional thermal experiences, before moving on to the relaxation loungers for extended relaxation.

Benefits include:

- Release of endorphins and hormones
- Relief from inflammation
- Boosted immunity and metabolism



The perfect combination of different physical stimuli paired with the healing powers of water, the Kneipp walk also reflects the region's Barfussweg culture.

Strategically located as part of the reinvigorated healing zone, the Kneipp walk will be an enjoyable and memorable social experience, providing relief from more intense thermal sessions.

Benefits include:

- calming and harmonized effects on physical and mental health
- Stimulate blood flow and metabolic system
- Strengthen immune system
- Alleviate inflammation and swelling in lower body

A woman with long, wavy brown hair is shown in profile, looking down. She is wearing a white bikini top. Her right arm and shoulder are covered in a thick, greyish-brown mud. The background is a soft-focus outdoor setting with greenery.

MUD SCRUB AND WRAP THERAPY

A showcase of the engaging social bathing experience is the treatment mud, scrub and wrap zone, where guests are invited to indulge their senses in a self-led wellness experience cocooned in nature.

A purifying treatment will feature mineral-rich mud originated from the region, which draws toxins out of the body in a pleasurable, self-curated environment that is perfect to share with friends.

After guests have moistened their bodies within the mist paths, or nature shower area, they will be able to freely apply the mud treatment within the scrub zone to various areas of the body as personally desired. To optimize the natural benefits of the mud treatment, guests will be encouraged to utilize natural seating areas around the plinth or enter the steam grotto.

Although not a traditional steam room, the steam grotto will emit bursts of steam periodically into the chamber to keep the mud soft and pliable, while the mud or scrub will be removing impurities from the body and skin. As a final step, guests will be rinsing off the mud or scrub fully within the nature shower area.

To continue the sensory journey, guests may choose to spend time in the deeply calming sensory relaxation pool, enjoy a mini-mineral bathing pool journey, join a programmed Aufgüss in the event sauna, or just relax in the afterglow of the sensory-immersive offerings of the outdoor bathing experiences.

REVITALIZED HEALING

Thermal experiences for the Senses



MIST PATHS

As the first step of this bespoke thermal mini-circuit, the mist paths will moisturize the body and clarify the mind in preparation for the sensory-stimulation of the self-scrub zone.

This invigorating mist path will envelope guests in an alternating warm / cold aromatic herbal infused mist. This zone may be pre-programmed with light, temperature, and sound variables for added sensory rejuvenation.

Additional benefits include:

- Engagement of the senses
- Relaxed body and mind
- Improved circulation



SELF- SCRUB ZONE

The self-scrub zone at the heart of this experience will showcase a fun twist on a classic wellness offering, allowing guests to enjoy time alone or with others.

Guests will be encouraged to apply locally inspired treatment scrubs.

After a relaxing stay in the scrub zone, guests will rinse in the naturally designed waterfall or rinse shower, then proceed to some much-deserved time in the Steam grotto.

Benefits of exfoliation include:

- Removal of dead skin cells
- Enhanced skin hydration
- Clearing of blemishes



STEAM GROTTA

This unique journey culminates in a relaxing and immersive experience within the steam grotto. The grotto will be an opportunity for guests to experience a naturally-inspired multisensory escape. The grotto inspires “quiet time” for inhaling the healthful benefits of herbal aromas, while expelling various internal stresses from the body.

Guests will leave this memorable experience refreshed and renewed.

Additional benefits include:

- Cleansing for the respiratory system
- A sense of calm and reflection
- Hydrating for the skin

A woman with blonde hair tied back is sitting in a swimming pool at night. She is looking towards a dark, starry sky. In the background, there are dark silhouettes of mountains. The pool water is dark, and the sky is filled with stars. The overall mood is serene and contemplative.

SENSORY RELAXATION POOL

The Reinvigorating Healing Zone reflects the popularity of stargazing in the region. With above-average air quality and low light pollution in this mountainous region, people have long journeyed to the Appenzell region to not only seek out 'power spots' to recharge, but to also enjoy the sublime pristine natural beauty of Appenzeller night sky.

At the center of the Reinvigorating Healing Zone, the Sensory Relaxation Pool provides an opportunity to create an immersive elemental 'Bathing under the Stars' story, unique to Huus Quell and the greater region. This multi-sensory water experience will feature a design-driven bathing environment that transforms its persona from day to night.

The warm pool will be custom designed with multi-sensory light and sound projections engaging in multiple mind and body senses. As day turns to night, the light will be projected outwards drawing the attention of those in the pool area to the stunning night sky, and a star gazing experience that offers a multidimensional sensorial connection with nature and its elements.

REJUVENATED HEALING

An intense contrast bathing journey



HOT MINERAL POOL

The kind of heat that has the ability to warm the body to the core produces the most significant effect on the body, when combined with the contrasting cold bath.

The hot pool is warmed to an intense 40°C to 42°C and should be entered slowly, first dipping the lower half of the body, and then gradually submerging to the shoulders. Although guests will spend a shorter period of time in this bath, it is a critical component of the contrast bathing circuit.

Benefits include:

- Deep relaxation of muscles and tissues
- Improved circulation
- Release of mental tension and stress



WARM MINERAL POOL

The warm mineral pool, tempered between 36°C and 39°C will be enriched with minerals similar to those found in local hot spring waters to create an authentic sense of place.

The mineral enhancement of the waters produces a therapeutic effect that goes beyond relaxation, offering additional health benefits to the body.

Referencing to the properties of local, natural hot springs, the pools might be infused with minerals such as the following:

- Sodium
- Magnesium
- Calcium
- Sulfate



COLD PLUNGE

Particularly common to contrast bathing, utilizing a cold plunge to cool down after a sauna session or hot mineral pool bath is a normal part of the process. Within bathing garden of Huus Quell, the water temperature will literally take guests' breath away and provide an invigorating stop during their spa experience.

A quick dip in the cold plunge, after a sauna and steam session or hot mineral bath, usually lasting between 30-45 seconds provides numerous benefits, including the following:

- Alleviates muscle aches
- Rejuvenates skin
- Improves blood flow and muscle flexibility

A person is walking through a circular labyrinth made of stone paths in a lush green garden. The labyrinth consists of several concentric circles with a central point. The garden is surrounded by trees and a fence in the background. The scene is captured in a cinematic style with soft lighting and a slight blur on the person walking.

OUTDOOR MIND AND BODY

At the center of the four different healing zones within the Huus Quell outdoor bathing garden, where the connective trajectory of each healing zone meets the 'energizing' circular ground, will allow guests to fully reconnect and recharge their mind and body back in tune with nature.

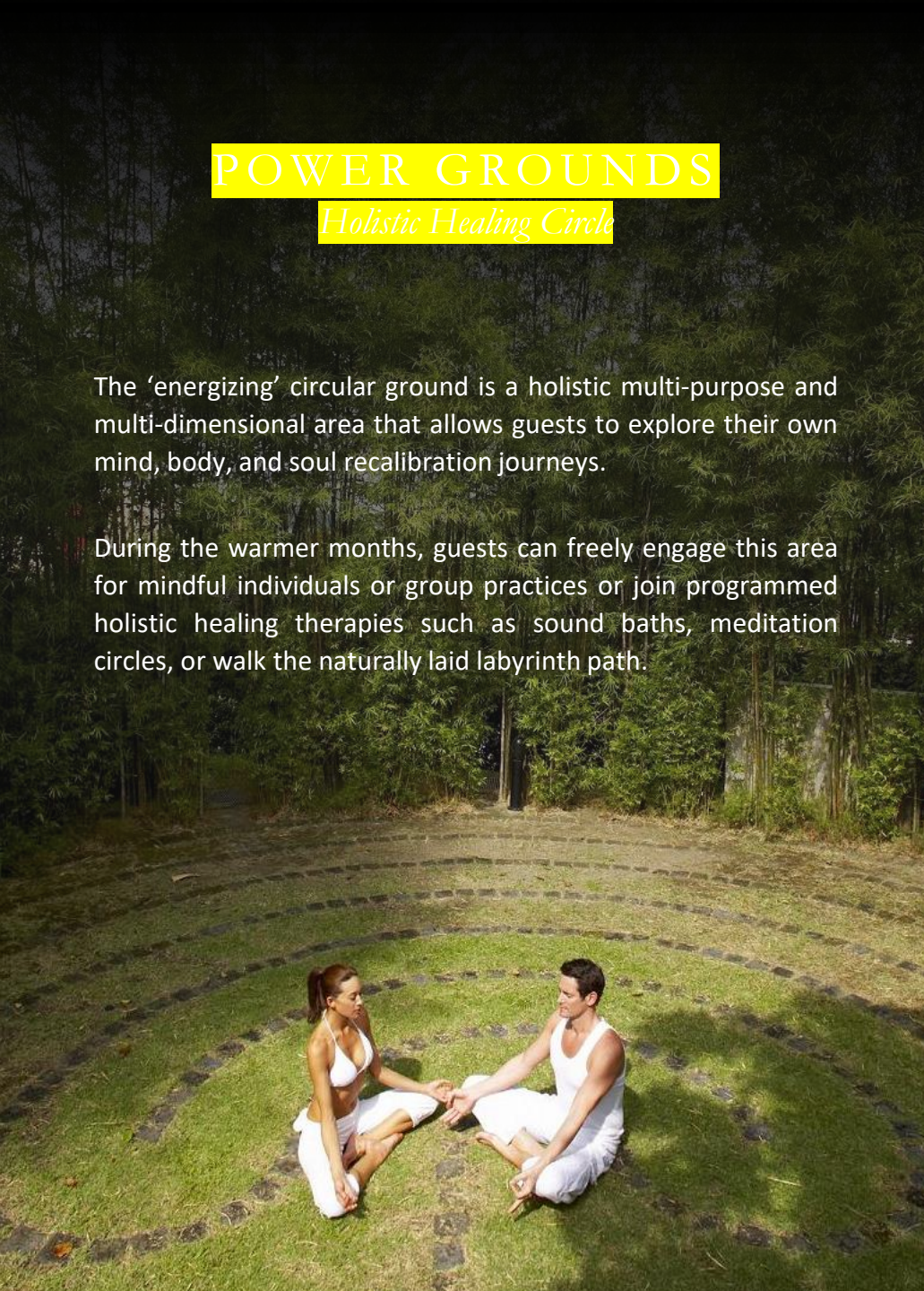
This circular element will be designed to enable guests to immerse themselves in mindful meditation and moments of reflection, as well as providing a spiritual connection with nature and the land. Guests will traverse a transformative labyrinth symbolizing the central 'energy' point located in the core of the garden.

POWER GROUNDS

Holistic Healing Circle

The 'energizing' circular ground is a holistic multi-purpose and multi-dimensional area that allows guests to explore their own mind, body, and soul recalibration journeys.

During the warmer months, guests can freely engage this area for mindful individuals or group practices or join programmed holistic healing therapies such as sound baths, meditation circles, or walk the naturally laid labyrinth path.



ENERGIZED LINES

Transformative Meditation Labyrinth

An ancient contemplative tool to calm the mind, a self-guided labyrinth walk offers an engaging way to help guests relax and seek silence in meditation. Embedded into the natural landscape, the labyrinth walk fosters a deep connection with nature through a mindful and sensory experience.

Lit cyclical paths leads guests on this immersive journey during the colder months in Autumn and Winter. A truly unique experience under the Appenzeller star-lit sky.



WELLNESS GARDEN & RELAXATION AREAS

Sensory immersion within nature

After an invigorating thermal bathing journey or casual afternoon dip, a place to relax and soak outdoors in clean, fresh air will be the perfect way to end an experience or transition to the next.

Located throughout the outdoor garden will be a variety of relaxation opportunities, just waiting to be enjoyed. These clusters of respite are an important part of the bathing journey, particularly for guests wishing to enjoy a quiet moment.

From the more social seating groups surrounding the firepit to the relaxation loungers tucked within the landscape, there will be a space that is aligned with every preference.

A hydration station with infused waters and fruits will be provided within close proximity of each resting area, and the wellness garden will feature fresh herbs that may be used in various treatments and rituals throughout the spa.

Discreetly integrated outdoor heaters will make the garden area enjoyable and usable for most of the year, and each change of season will bring a fresh new perspective to the outdoor bathing experience.





FITNESS & MOVEMENT

Offering a perfect year-round blend of indoor & outdoor fitness activities



FITNESS & MOVEMENT PHILOSOPHY

Entrancing, engaging and empowering

With the property being surrounded by breathtaking nature, the Huus Quell fitness concept showcases the importance of a multidimensional fitness experience that incorporates both indoor and outdoor spaces holistically together.

Physical activity and movement are the fundamental pillars of a personal maintenance routine and are essential in the betterment of health and overall wellbeing, enhancing the quality of life.

The fitness offering will feature a carefully curated selection of activities and classes, that seek to welcome and encourage guests to enjoy varied and effective exercises throughout the seasons. These activities will then allow guests to improve not only their physical fitness, but are equally conducive in maintaining mental balance and enhancing sleep quality.

Each guest will have the opportunity to embark on a tailored fitness journey through the guidance from professional personal trainers and class-based fitness activities in the inspiring rooftop yoga studio, gym and outdoor mind & body terrace.

Fitness will be an integral and guided part of the guest journey, going beyond a simple hospitality amenity, aiming to inspire guests to venture beyond the hotel, embracing the exceptional clean Swiss air and landscape that surrounds the hotel, creating purposeful fitness opportunities, while reconnecting guests with nature, body, mind and spirit.



FITNESS & MOVEMENT OFFERINGS

The following components represent Huus Quell's integrative movement and multi-faceted fitness service platform and physical space offering.



FITNESS CONSULTATION

FUNCTIONAL FITNESS

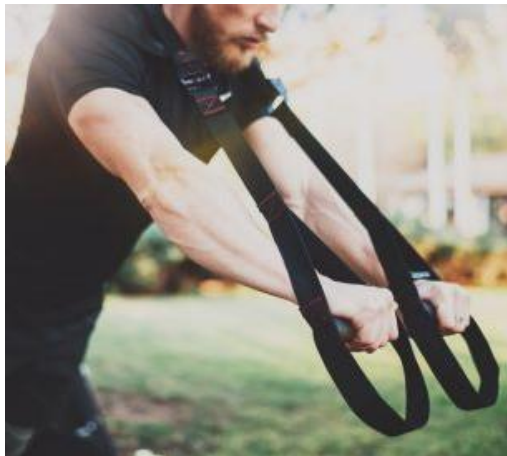
PERSONAL AND GROUP TRAINING SESSIONS

MULTIFUNCTIONAL MIND & BODY STUDIO

MINDFUL MOVEMENT

OUTDOOR FITNESS & WELLNESS ACTIVITIES

SEASONAL FITNESS ADVENTURES





FITNESS FACILITY OVERVIEW

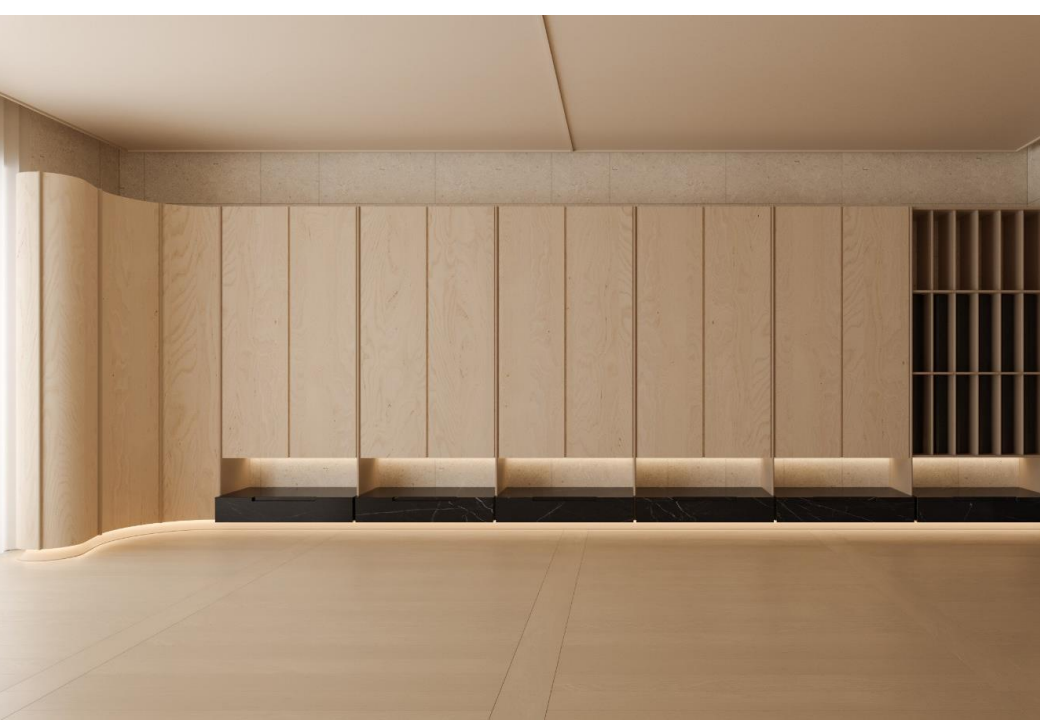
The highly inviting and functional gym, outdoor mind & body terrace and rooftop yoga studio interiors will showcase an airy and welcoming ambience through its use of large windows and light colors.

Overlooking the landscape and onto contemporary architecture, these spaces will embrace as much natural light as possible, which will further enhance the connectivity between guests and nature, resulting in a greater motivation to engage with these space.

The fitness area will feature a combination of cardiovascular and strength training equipment to entice guests to workout and attend regular, scheduled training sessions customised to their needs. Towels and seasonal water-based infusion stations will be conveniently located within the gym to ensure guests have access to constant hydration. The gym will offer state-of-the-art equipment and results-driven personal training for those seeking for inspiration or focus on a specific goal in a set period of time.

The outdoor mind & body terrace and rooftop yoga studio will provide guests with a sense of tranquillity through the design, creating a space for both exercise and reflection. This space will be suitable for both active and passive classes and in combination to the wide selection of outdoor modalities on offer, all these activities will be an integral part of the wellness programs.

The facility will be designed as a space which corresponds to the needs of guests who seek to support their summer and winter activity preparation or simply to boost their fitness before a long day of outdoor adventure.



ALL-SEASON STRENGTH TRAINING

A variety of fitness modalities to restore, maintain & prepare for seasonal activities



TRX / RESISTANCE TRAINING

Total Body Resistance Exercise training increases muscle strength by making muscles work against a weight or force.

Different forms of resistance training include using free weights, weight machines, resistance bands and platform such as TRX or the Kinesis system. This type of training suits guests who aspire to improve balance, coordination, flexibility and joint stability as part of their overall fitness training regime.



CIRCUIT TRAINING

Circuit training is a form of training where guests rotate through several stations, while performing different exercises, back-to-back and with minimal rest between exercises until completion.

Due to its adaptability in nature, circuit training can be developed for cardio improvement, endurance, mobility, strength and even sports specific. This training can be a private session and or within a group setting encouraging guests to motivate each other for greater engagement.



WEIGHT / STRENGTH TRAINING

Weight training is a type of strength training that uses weights for muscle toning and growth. This involves creating muscular stress through the use of free weights (i.e. barbells and dumbbells) or by using dedicated weight training machines.

This type of training improves wellbeing and hormone production. Guests at the resort will be presented with a number of motivational and enjoyable options to make working out as fun and result oriented as possible.

MINDFUL MOVEMENT | SAMPLE MIND & BODY CLASSES

A blend of modalities focusing on core stability, strength and alignment



TAICHI

Tai Chi is an ancient Chinese tradition that is based in martial arts and involves a series of movements performed in a slow, focused manner and accompanied by deep breathing. Each posture flows into the next without pause, ensuring that the body is in constant motion. Tai Chi has many physical and emotional benefits.

Other benefits include:

- Improved immunity system function
- Increases energy and stamina
- Improves flexibility, balance and agility
- Enhances quality of sleep



PILATES

Pilates is a series of low-impact full-body exercise method designed specifically to challenge the muscles in a wide variety of ways and can be done both in group or private sessions. The wellness programs offered to guests at the hotel will mainly focus on building strength, recovery and prevention of musculoskeletal injuries and increased mind-body awareness.

Other benefits include:

- Improved functional movement
- Balanced strength on both sides
- Enhanced core strength and flexibility
- Greater posture alignment



RESTORATIVE YOGA

Restorative yoga is a restful 45 to 60 minutes replenishing session offering guests low impact mobility flows, postural realignment, long holds and focused breath-work. It is the perfect post-workout antidote for aches and pains after a strenuous day of sports. This deep stretch session not only restores physically but mentally, leaving guests feeling stretched, relaxed and calm.

Other benefits include:

- Increased relaxation
- Better sleep
- Improved athletic performance
- Better respiration, energy and vitality

MINDFUL MOVEMENT | SAMPLE MIND & BODY CLASSES

Creative fitness experiences for self-betterment



ACTIVE & PASSIVE STRETCHING

Active and passive stretching encourages guests to move their body in ways and positions that they are usually not engaged in during self practice. By “hacking” body stretches, guests can ease general aches and muscle pains, improve posture, increase blood flow, and oxygenation of the muscles.

Assisted stretching can also:

- Help relax muscles that are uncomfortably tight
- Improve functional mobility
- Minimise the risk of injury during exercise or gaming
- Increase flexibility and athletic performance



SOUND THERAPY

The power of sound is utilised by man and in nature as a powerful method of communication, connection and spiritual healing. Using different instruments like crystal bowls, singing bowls, bells and gongs the practitioner will create soothing overlapping vibrations that have a positive effect on the parasympathetic nervous system, inducing deep relaxation.

Benefits include:

- Clears energetic blockages
- Mood enhancement
- Better pain management
- Boost physical and mental health



MEDITATION

Meditation at the resort will empower the guests to incorporate mindfulness and stillness within their daily wellness programming and assist them in connecting with their inner self for better mental clarity. These sessions will stimulate guests on an emotional and physical level while the improved breath control will lead to guests experiencing an overall well-being.

Benefits include:

- Reduces stress and anxiety
- Promotes emotional health and wellbeing
- Enhances self-awareness
- Improves sleep



FITNESS & MOVEMENT IN THE GREAT OUTDOORS

Outdoor activities & experiences beyond the hotel that enrich the guest experience

Bringing guests on the journey into nature and extending to the furthest outreaches of the property, the forest and the hills will provide a stunning backdrop for a wide variety of active and mindful classes and activities. The blend of external sights, sounds, and ever-changing seasonal surroundings will add a new dimension to the outdoor fitness offering. Additionally, guests exercising outdoors activates the selfhealing process of the body, engages the mind and soothes the soul.

The hotel's outdoor wellness offering will include a mind & body terrace and a dedicated outdoor fitness area, nestled between greenery and seamlessly integrated into the natural landscape. The mind & body terrace will provide guests with a series of multifaceted opportunities to enjoy greater mindful movement practices such as yoga, meditation, pranayama, sound therapy, moonlight bathing and star gazing.

Positioned in close proximity to the gym, the dedicated outdoor multipurpose fitness area will consist of several varied and thoughtfully chosen exercise stations, providing guests with an interesting alternative to indoor exercising with added health advantages.

In addition, the hotel's wellness team will make use of the various hiking trails, vast grasslands and forest trails of the region and incorporate these into the weekly schedule of fitness activities.

Besides the pure results from exercising and guided activities, guests will also be able to enjoy the benefits gained from spending time in nature:

- Decreased levels of stress hormones (cortisol)
- Increased nervous system activity
- Boosted immune function
- Increased Vitamin D intake





WELLNESS GEOCACHING

Connecting wellness with fun

The idea of Wellness Geocaching combines the typical characteristic of this increasingly popular social activity with an interactive wellness experience taking place in the great outdoors.

While geocaching is a purely recreational pursuit that involves “treasure” hunting through the usage of simple navigational equipment. At the Huus Quell, a unique wellness experience has been created by incorporating mindfulness, spirituality and movement through different various wellness treasure hunts.

Designed and facilitated by the on-site wellness team, who will take guests on various pathways to significant cultural and spiritual landmarks within the region. This activity is only uniquely available for guests and residents at Huus Quell. Nevertheless sharing the same approach to cache hunting, guests will be provided only with a compass, a GPS device and the clue for the first landmark. Finding a hidden cache and successfully completing the experience outlined on the clue will allow guests to progress to the next destination.

Although possibilities are endless, it is recommend to start developing two distinct geocaching journeys. The Mindful Journey will focus on connecting with the gifts of nature, personal growth and spirituality, allowing guests to practise grounding experiences for emotional wellness. Specific activities in this journey may include meditation and pranayama at high energetic landmarks, thoughtfully diarising notes of self-reflection.

The other Active Geocaching Journey is more fun, emphasizing on social and family interactions combined with physical activity as well as the exploration of the Appenzell region by foot. Specific activities in this pathway include the visit of the Roothuus, the Barfussweg and the various hiking areas in the region, encouraging guests to stretch, do yoga or jodel at specific waypoints.

Through these individual activities, guests will not only benefit from a physical exercise, but the myriad of mental health benefits from spending time outdoors and away from their mobile devices. Additionally it will allow guests to explore and experience Gonten from a different perspective.



AL FRESCO SUMMER FITNESS

Body & mind reconnection under the sun



BOXFIT

Boxfit is a fun filled circuit style class which replicates boxing movement in a form of fitness. Classes involve a variety of moves and techniques, such as shadow-boxing, skipping, pad work, press-ups, shuttle-runs and sit ups. The session is usually accompanied by music.

Boxfit is not only highly inclusive, but great for the mental health aspect, as it releases aggression in a controlled and channelled way.

Other benefits include:

- Increase mental agility
- Increases stamina



MEDITATIVE ARCHERY

Meditative archery is a therapeutic journey that reconnects the mind, body and spirit. This activity requires guests to stay present with a quiet mind and focus on the target. The goal is not to be perfect, but to take the journey towards perfection.

Unlike other meditations, archery allows guests to focus on a simple goal while rewarding a sense of gratification when the goal is achieved.

Other benefits include:

- Improved posture
- Tension relief



POWER YOGA

Power Yoga is a fast-paced cardio workout focusing on strength building, endurance and flexibility of the body through quicker and more active yoga postures. Guests are required to link breath and movement in order to achieve maximum impact.

This rigorous Yoga session burns more calories than most traditional forms of yoga and therefore aids in toxin release and weight loss.

Other benefits include:

- Improved mental and physical wellbeing
- Alleviate stress

TOTAL SOULFUL JOURNEY

As within, so with out



HATHA YOGA

Hatha Yoga as compared to classic Yoga is practiced at a much slower pace with static postures, focusing on breath work, mindful movement and stretching. The session is typically conducted within 45 minutes to 90 minutes of breathing techniques, yoga poses and followed by meditation.

This slow-paced style of Yoga has a wide variety of benefits for both physical and mental health.

Some of the most prominent include:

- Enhance mindfulness
- Better sleep



MOUNTAIN MEDITATION

“Be the mountain, share it’s stillness”. Mountain meditation on the expansive hills of the Appenzell region allows guests to take in the beauty of the area while connecting with nature. Guest will also be given a meditation cushion to sit on to ease into a meditative state.

The meditation is simple yet profound and perfect for guests who are looking to connect more deeply with themselves and nature.

Other benefits include:

- Boost mental health
- Better cognitive abilities



PRANAYAMA

Pranayama is the ancient practice of breath exercises. Guests are to purposefully inhale, exhale and hold one’s breath in a specific sequence. The goal is to connect body and mind through oxygen supply while removing toxins, creating physiological healing benefits.

Pranayama helps to promote both relaxation and mindfulness. It is also proven to support multiple aspects of physical health, including:

- Improved lung function
- Better sleep quality



EXTRA DIMENSIONS

A selection of well thought-out experiences and possibilities that immerse guests in Appenzeller's rich regional heritage, culture, food and traditions



EXTRA DIMENSIONS OVERVIEW

Extra dimensions represents components that both elevate and enhance the overall concept offering, beyond the physical perimeters of the spa and wellness facilities.

Delving into local food, culture, traditions and the surrounding environment, this is an opportunity to create dynamic experiences that enable guests to immerse themselves in the destination far beyond a normal hotel stay.

The following elements illustrate a unique and enticing proposition for Appenzeller Huus, which will give guests reasons to return to the property:

CULINARY WELLNESS EXPERIENCES

INTERACTIVE FOOD WORKSHOPS & DEMONSTRATIONS

SWISS CULTURAL PURSUITS

INCLUSIVE FAMILY WELLNESS

CULTURAL EVENTS & SOCIAL GATHERINGS

WELLNESS WORKSHOPS & VISITING PRACTITIONERS

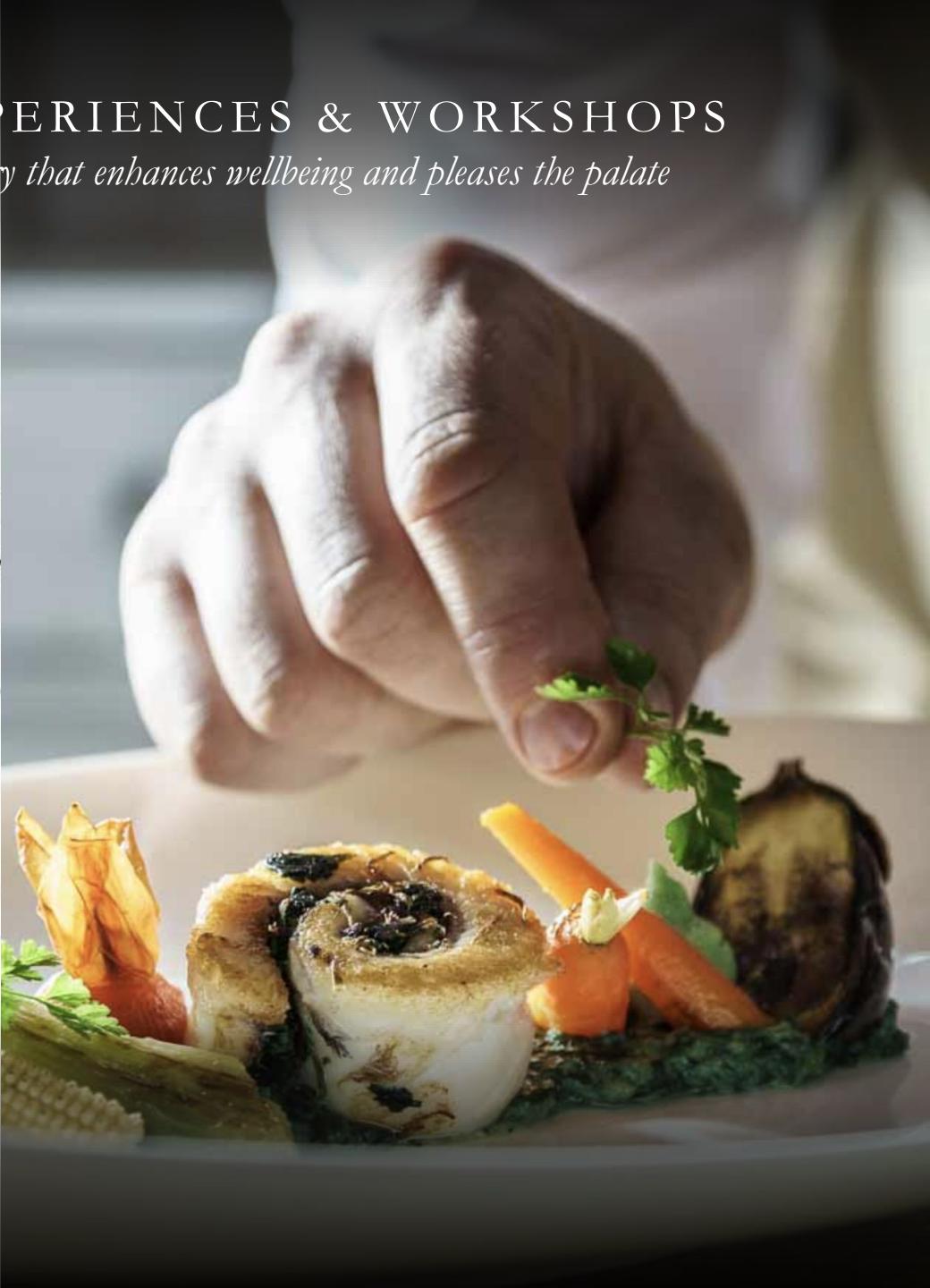
AN ENGAGING SOCIAL CAMPUS

INNOVATIVE IN-ROOM WELLNESS

CURATED SELECTION OF LIFESTYLE RETAIL

CULINARY WELLNESS EXPERIENCES & WORKSHOPS

Leading guests on a journey of culinary discovery that enhances wellbeing and pleases the palate



CULINARY WELLNESS EXPERIENCES

As a non-didactic lifestyle wellness property, the varied food and beverage offerings at Appenzeller Huus will offer something for everyone, enabling guests to indulge and gain a greater understanding of how food can enhance overall health and wellness long after they leave Appenzeller.

Examples of how guests can interact with healthy food at Appenzeller Huus include;

- Interactive food workshops designed to engage guests in the role of nutrition and cooking methods for healthy living
- Year-round collaborations with visiting chefs, mixologists and nutritionists through a rotating schedule of culinary events
- Insightful and fun chef-led foraging experiences, that engage guests of all ages in food sourced from the region's natural environment
- Non-alcoholic beverages enhanced with nutritive local ingredients paired with healthy dishes for guests can enjoy whilst on their wellness programmes
- Pure grade wines tastings
- Curated wellness menus based on seasonally available ingredients and sustainably-sourced where possible

These well thought-out food and beverage offerings will not only create a point of difference for Appenzeller Huus, but also engage guests in a world of exciting culinary opportunities, creating skills that can be taken home, and shared with family and friends.



WELLNESS PROGRAM MENU SAMPLES

Thoughtfully curated nutritious dishes with locally sourced ingredients for a holistic wellness experience



ORGANIC ROOTS WITH WALNUTS

Support energy levels without weighing down digestion for the Active Movement Program with locally harvested root vegetables, crunchy walnuts and apple, packed with natural fiber, antioxidants, carotenoids and omega-3



WILD MUSHROOM MEDLEY

A comforting and nourishing complement to the Disconnect and Re-connect Program, featuring wild foraged mushrooms accompanied by a balanced vegetable broth is rich in nutritional properties including vitamin B



GREEN GARDEN PEA SALAD

A healing enhancement to the Vitality & Restoration Program, combining fresh peas and leafy greens which are a good source of vitamins A, C, E and zinc to support immunity and anti-inflammatory properties for healing

HEALTHY DRINKS MENU SAMPLES

Thought provoking mocktails that visually entice, cleanse and refresh the palate



NOOTROPIC MOCKTAIL

Rich in adaptogens from native Alpine herbs, exotic fruits, and nootropics supporting cognitive health and functionality



KOMBUCHA MOCKTAIL

Probiotic rich with botanical add-ins such as rose, pomegranate juice, or jalapeño peppers perfect for gut health



IMAGE
Done
Approval
X

TEA MOCKTAIL

Winter tea pear, cinnamon, apple balsamic vinegar, sage, ginger ale, fig and pear slices good for detoxifying and as a circulation booster



INTERACTIVE COOKING WORKSHOPS & DEMONSTRATIONS

For those wishing to delve into the intricacies of a true healthful diet and learn how to prepare meals that reflect this, the cooking classes and workshops will provide an exciting opportunity for learning.

Guests will be able to explore a variety of themed and informative subject matters, focusing on a range of health-oriented cuisines that embrace seasonality and fresh local ingredients. The classes, available for small groups or as an individual journey, will create an opportunity for families and friends to bond while spending quality time together.

The sessions will explore the health properties of ingredients and highlight the importance of cooking preparations in ways which retain the highest nutritional value. Visiting culinary experts will host demonstrations to inspire and inform guests as part of their journey towards healthy eating; whereas mixology classes will incorporate creative use of healing native Alpine botanicals and herbs into guests' favorite drinks.

Through such events, Appenzeller Huus will have an exclusive opportunity to create long term relationships with the region's culinary experts. With these collaborations, the hotel will naturally become a destination of choice and excellence within the regional healthy culinary scene.

A THEATRE FOR WELLNESS GASTRONOMY & RENOWNED CHEFS



TAL RONNEN

Founder & chef of Crossroads Kitchen in Los Angeles', the author of the New York Times bestseller The Conscious Cook & Crossroads: Extraordinary Recipes from the Restaurant That Is Reinventing Vegan Cuisine.



ALEXIS GAUTHIER

Chef patron of the Gauthier Soho restaurant in Soho, London and was awarded a Michelin star in 2011. The restaurant won UK Best Vegan Menu Award in 2015.



PIETRO LEEMANN

Vegan and Vegetarian author and Chef & Founder of Joia restaurant in Milan, the first vegetarian restaurant in Europe to receive a Michelin star in 1996.



XANTY ELÍAS

Ran the Michelin-starred restaurant Acánthum (Spain). Winner of Basque Culinary World Prize for his Children Eat The Future program launched in 2018 to educate school children about healthy eating,



ALAIN PASSARD

French Chef and owner of L'Arpège, 3 Michelin-star restaurant since 1996, and 2 organic gardens. Since 2000s, Passard gives vegetable centre stage in his culinary creations.

CULTURAL PURSUITS & FAMILY WELLNESS

Integrating traditional Swiss experiences that create lasting memories for all ages



SWISS CULTURAL PURSUITS

Celebrating Swiss traditions through immersive indoor and outdoor experiences and activities will inspire guests to delve deeper into the destination's rich history and culture, and in doing so, elevate the overall guest journey.

This can be accomplished through a variety of enriching and fun experiences, that not only offer a point of difference to the overall offering, but will also create additional collaboration and revenue generating opportunities, and enable guests to become fully engaged with the destination.

Examples of how culture and tradition can be incorporated into the Appenzeller Huus include:

- Hike the infamous Kulturspur Appenzellerland trail – a 19km cross country trail through scenic countryside and historical settlements;
- Enriching Dewiisli-Malerei workshops using traditional local arts, which create one-of-a-kind art pieces steeped in history whilst sustaining a connection to the local land and community;
- Swiss craftsmanship workshops and demonstrations of metal-worked and wood crafted accessories from hammered dulcimer, to dairyman's saddlery that are still held in high regard today;
- Engage in the authentic, fun and expressive sounds of yodeling through classes, suitable for all ages. This was once used by villagers to stay connected village to village.

Through these enriching activities, guests will be immersed into the region's traditional customs and culture, whilst also taking part in authentic experiences that will be an extension of the well-being journey offered at Appenzeller Huus.



INCLUSIVE FAMILY WELLNESS

The wellness activities at Appenzeller Huus offer a year-round opportunity to explore the rich, authentic culture and traditions of Appenzell, that are adaptable to all ages and tastes. This offers a chance for families to do a digital detox, by spending more outdoor quality time with one another, and disconnecting from technology and their busy lives in the city.

Examples of these experiences for young children, teenagers and adults can include:

- Walking trails of Appenzellerland, where guests are encouraged to reconnect with nature together
- Mindful breathing and meditation under the clear alpine skies
- Family and Kid's Yoga sessions in the garden
- Family cooking day and picnic
- Guided activities with fun stretching and thermal bathing
- Themed scavenger hunt and foraging on the outdoor grounds
- Outdoor activities and sports such as Snowshoeing in the winter for all ages

Curating engaging activities for the whole family within this idyllic setting will create lasting memories, and an opportunity for parents and children to be together emotionally, physically and mentally in a way they may not otherwise be able to do due to leading busy urban lives.



WELL-BEING INFUSED WORKSHOPS, EVENTS & VISITING PRACTITIONERS

Lifelong learning that engages and inspires wellness beyond the hotel, at every opportunity



CULTURAL EVENTS &
SOCIAL GATHERINGS



WELLNESS WORKSHOPS &
VISITING PRACTITIONERS



ENGAGING LIBRARY &
SOCIAL CAMPUS



CULTURAL EVENTS & SOCIAL GATHERINGS

To further enhance Appenzeller Huus's vision as a hub for arts and culture, a platform for engagement and dialogue will be available, which can be enjoyed by all generations of guests and visitors.

Venue areas will be multi-dimensional, and adaptable to cater to specific personalized gatherings indoors and outdoors. The following recommendations will elevate the use of social spaces, offering the Appenzeller guest and visitor reasons to stay year-round.

- Wedding events set amongst the scenic Alpine range
- Themed soirées in the gardens
- Musical concerts such as piano under the stars
- Inspiring and exclusive talks and symposiums by global thought leaders
- Practitioner-led wellness workshops
- Hosting seasonal, cultural festivities such as Silvesterschlausen
- Private celebrations and events outdoors



By blending cultural elements to create a point of differentiation through these events, this adds another dimension to the wellness experience, that is integral to social connection, community and appreciation of local traditions against the idyllic backdrop of the Swiss Alps.

WELLNESS WORKSHOPS & VISITING PRACTITIONERS

To complete the wellness offering, an extensive schedule of visiting practitioners and experts will be available, providing access to a variety of workshops. The visiting practitioner schedule will focus on subjects and information that support and enhance the hotel's core wellness programs, keeping guests engaged.

These private and group interactive sessions will be available throughout the year and cover topics including:

- Sound therapy for cognitive brain health
- Sleep health and stress management sessions
- Healthy eating and nutrition, including gut health
- Traditional alternative healing modalities to enhance and re-balance wellbeing
- Mindfulness practices such as meditation, Pranayama Yogic breathing techniques, or mindful movement in the form of Tai chi and Qi Gong
- Physiology and active movement for effective injury prevention
- Physiotherapy and Osteopathy treatments

Set amongst the peaceful scenic mountainous region of Appenzell, visiting practitioners will contribute to the guest experience, broadening their perspective of the wider wellness world.



VISITING PRACTITIONERS



DR. JOHN SANCHEZ

Licensed acupuncturist and traditional Chinese medicine expert, qualified massage therapist and Yoga/Tai Chi/Qigong teacher



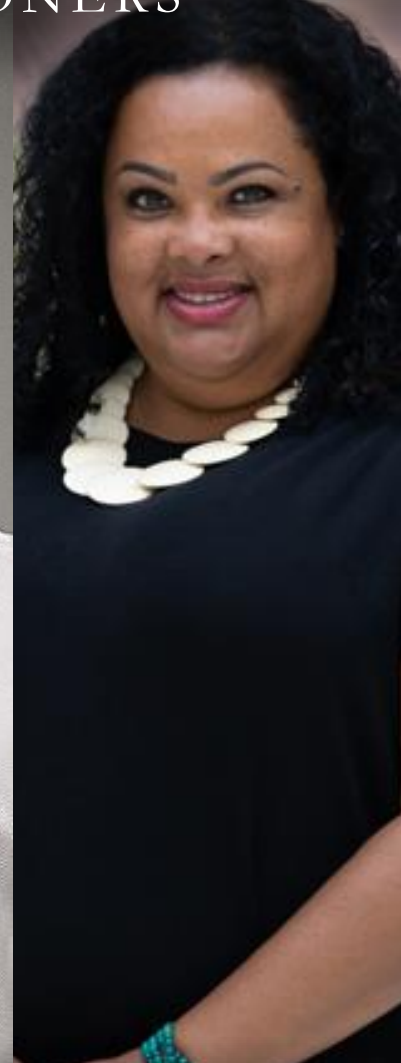
LUCJA MASLOWSKA

Holistic Specialist and Nutrition Coach, and founder of holistic wellbeing company My Separate World Ltd



LEO COSENDAI

A Swiss sound healing practitioner based in London. His unique and powerful gong bath meditation has received worldwide recognition



ANA MATTOS

Offering Osteopathy Structural and Cranial, Pediatric Osteopathy, and Dry Needling to ease muscular pain and Sports Massage Therapy.



DR. SONG QINGGENG

Doctor of Traditional Chinese Medicine, specialising in spinal care and bone setting, a Chinese form of chiropractic work.

AN ENGAGING SOCIAL CAMPUS

The co-working area located on the ground floor of the Huus Kronerg provides a space that encourages individuals to focus on work, or to mingle and participate in meetings and activities.

This versatile space will also make the perfect venue to facilitate some of the events and workshops, available for residents and hotel guests, including:

- A choice of board games, inspiring books and media
- Lifestyle or Wellness Workshops from visiting practitioners for small groups, or individual consultations
- Art exhibitions by regional artists to create a point of conversation and connection
- Themed film screenings
- Community gatherings and events

Thoughtfully designed as an indoor space to be multifunctional and flexible, the Social Campus complements the wellness offering and enables social connections for guests, families and senior residents.



WELLNESS-INFUSED LIFESTYLE FEATURES

Providing thoughtful selfcare options to enhance wellbeing



INNOVATIVE
IN-ROOM WELLNESS



CURATED SELECTION OF
LIFESTYLE RETAIL



INNOVATIVE IN-ROOM WELLNESS

Selected features to support sleep quality and healthier habits may be considered for both hotel and residential guests to complement the spa and wellness offerings at Appenzeller Huus.

Recommended in-room amenities include:

- Pillow menu for optimal sleeping posture positions and specialized sleep supporting eye masks such as Slip™
- Healthier, more comfortable sleep with natural, non-toxic anti-microbial memory foam mattress
- SleepHub® bedside sleep aid designed to support guests to overcome insomnia, or to optimize their sleep using ground-breaking neuroscience and sound technology
- Healing wellness soundscapes through built-in speakers to support cognitive health, with a playlist of bi-neural beats, uplifting soundtracks or delta waves to enable deep sleep.
- Smart circadian lighting that produces warm and cool colours to match the natural circadian rhythms at different times of day
- EMF (electromagnetic field) filters and radiation devices to reduce the negative effects of EMF on the body

In addition, more permanent advanced solutions can also be offered in the residential apartments such as;

- Fitness mirror and home gym system, which offers a large selection of workout options, and appeals to a variety of guest preferences



CURATED SELECTION OF LIFESTYLE RETAIL

A selection of lifestyle items that extends the benefits of wellness beyond the hotel stay. Featured brands may be both local, regional and international providing a well thought out range of items that address various lifestyle needs, and provide an additional revenue enhancement opportunity for Appenzeller Huus.

Examples of lifestyle retail offerings that could be put forward include;

- Clean personal care and skincare brands
- Swiss-formulated, results-orientated skincare
- Essential oils using Alpine herbs with relaxing, calming qualities
- Alpine apothecary herbal spa range such as soaps and candles
- Activewear for functional fitness and outdoor pursuits
- Sleep accessories such as eye masks to facilitate better sleep
- Healthy herbal tea collection with healing, soothing properties

Thoughtfully selected for their undisputed health-enhancing qualities and enjoyment, guests can continue to apply and use these products after their stay at Appenzeller Huus.

CURATED SELECTION OF LIFESTYLE RETAIL



ACTIVEWEAR



ESSENTIAL OILS



HERBAL TEAS



CANDLES



ADVANCED SKINCARE



SLEEP WELLNESS ACCESSORIES

EXPERIENCE



A LIFESTYLE WELLNESS CONCEPT FOR ALL

Meeting the demands of the traditional and future travelers



Located on a beautiful landscape of rolling hills, the car-free village of Appenzell entices with charming pedestrian streets, outstanding architectural history, delightful gastronomy and a myriad of shops and boutiques. Renowned for its rural customs, traditions and numerous cultural events, the region is also famed for its snowy-white winter landscapes and boasts a wide network of approximately 200km of cross-country ski trails. During the summer, nature lovers will appreciate Appenzell's dense network of hiking trails, including experience trails, as well as sports and adventure sites, ideal to experience with friends and family.

All the above provides Appenzeller Huus with an opportunity to stand out as a year-round destination, through the creation of unique experiences that can differentiate and elevate it as the place to stay in Appenzell, thereby appealing to a wider demographic of outdoor sports and leisure enthusiasts, as well as spa and wellness goers looking for rejuvenation through an authentic connection with nature.

Developing the spa and wellness facilities will be the perfect driver for year-round visits, including the revitalizing thermal bathing area perfect for relaxation irrespective of the season, targeting potential guests keen to experience the beauty of the destination and all it has to offer.

In consideration of the above and bearing in mind the proposed service platform detailed in this concept, it is possible for the Appenzeller Huus to market itself in line with the evolving annual cycle and target potential guests for each season. This section seeks to understand how the hotel will resonate with the following key guest demographics identified both by geographical source market and reasoning for travel:

- Local Swiss Visitors
- Germany
- The United States of America
- China
- Family Groups
- Wellness Seekers
- Leisure Travelers
- Corporate
- Wellness Members
- Individuals
- Day Visitors
- Appenzeller Huus Residents
- Local Guests

MEMBERSHIPS RECOMMENDATION

The spa and wellness facilities at Appenzeller Huus will go beyond a traditional spa or fitness experience. Leveraging its unique multi-faceted spa & wellness offering, the Huus Quell will have the opportunity to generate additional, and regular income through the creation of a comprehensive membership program. Providing for its guests, residents, as well as external visitors with the opportunity to enjoy the extensive facilities and diverse programming whilst engaging in holistic and technology-driven solutions for health and well-being.

The implementation of monthly and yearly competitive tiered memberships will encourage regular visitation, which will enable the property to drive year-round visits, and stand out from the competition whilst residents and visitors will be able to utilize the facilities on a frequent basis as part of their lifestyle routine.

The property may also consider including further benefits for its wellness members such as discounts and privileges, as well as other services on offer within the overall destination. Wellness membership will be a popular business extension for the hotel and help it become established in the community.

The below is an illustrative example of top tier wellness membership inclusions:

- Unrestricted access to the lockers, gym and all group classes & activities
- Unrestricted access to the indoor and outdoor thermal bathing facilities
- Annual wellness consultation and analysis
- Limited complimentary laundry services for sports gear
- Discount on spa treatments
- Discount on integrative treatments and therapies
- Discount on hotel accommodation
- Discount on food and beverage outlets
- Discount on retail products
- Preferential rates for visiting practitioner workshops
- Complimentary gifts and more



APPENZELLER HUUS' SEASONAL GUESTS INTERACTION

Driving year-round visitation and profitability through an enticing spa , wellness and lifestyle offering

APPENZELL TRADITIONAL HIGH SEASONS

NOVEMBER - MARCH

JUNE - AUGUST

WINTER

SPRING

SUMMER

AUTUMN

OUTDOOR ACTIVITIES

- Skiing / cross-country skiing
- Ice skating
- Tobogganing / sledding
- Hiking / lantern hiking
- Snowshoe hiking
- Mountain railway excursions
- Skijoring
- Paragliding
- Ice stock sport

SPA & WELLNESS ACTIVITIES

- + Specialized services and therapies in support of skiing
- + Thermal & contrast bathing experiences
- + Wellness workshops with visiting practitioners
- + Winter outdoor fitness activities
- + Indoor active movement classes and activities
- + Mindful movement classes
- + Wellness focused cooking & mixology classes and demonstrations from visiting chefs
- + Private Chef's table

OUTDOOR ACTIVITIES

- Shopping
- Arts, culture & music festivals
- Town visit & outdoor excursions
- Mountain railway excursions
- Kronberg Fairy-tale World and Zipline Park
- Biking / e-biking
- (Guided) Hiking

SPA & WELLNESS ACTIVITIES

- + Wellness & fitness activity programs
- + Thermal bathing experiences
- + Holistic spa treatments & integrative therapies
- + Wellness workshops with visiting practitioners
- + Fitness & active movement classes
- + Mindful movement classes
- + Cooking and mixology classes & demonstrations from visiting chefs
- + Private Chef's table

OUTDOOR ACTIVITIES

- Arts, culture & music festivals
- Town visit & outdoor excursions
- Mountain railway excursions
- Kronberg Fairy-tale World and Zipline Park
- Golfing
- Tennis, basketball
- (Guided) Hiking, barefoot path
- Mountainboard excursions
- Biking / e-biking
- Wild swimming

SPA & WELLNESS ACTIVITIES

- + Wellness & fitness activity programs
- + Thermal bathing experiences
- + Holistic & Integrative spa treatments and therapies
- + Wellness workshops
- + Summer outdoor fitness activities
- + Fitness & active movement within natural spaces
- + Mindful movement classes
- + Cooking and mixology classes & demonstrations from visiting chefs

OUTDOOR ACTIVITIES

- Shopping
- Arts, culture & music festivals
- Town visit & outdoor excursions
- Mountain railway excursions
- Kronberg Fairy-tale World and Zipline Park
- Biking / e-biking
- Cable Car Trips
- (Guided) Hiking

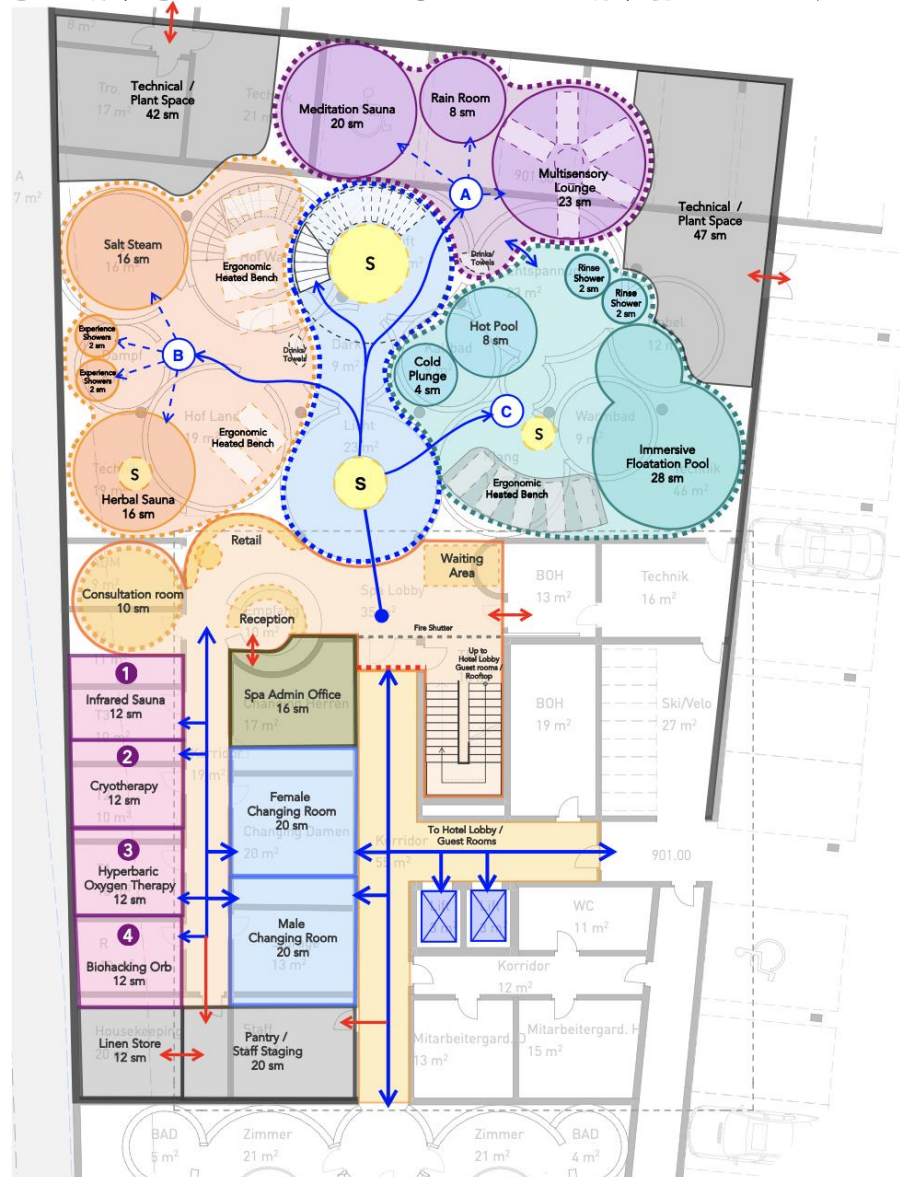
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- + Mindful movement classes
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- + Private Chef's table

ADJACENCY AND
AREA PROGRAM SUMMARY



ADJACENCY – BASEMENT LEVEL

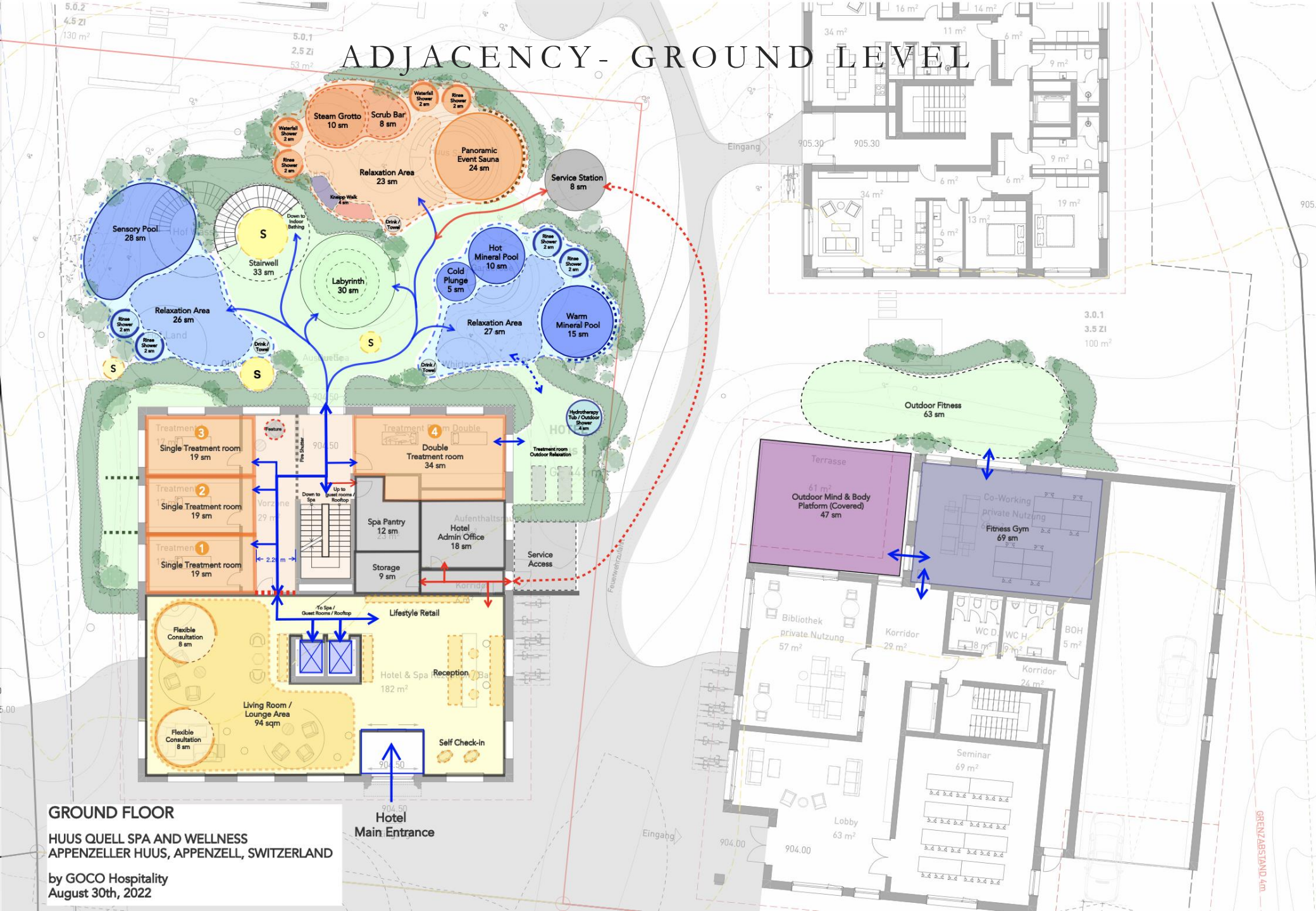


BASEMENT

HUUS QUELL SPA AND WELLNESS
APPENZELER HUUS, APPENZELL, SWITZERLAND

by GOCO Hospitality
August 30th, 2022

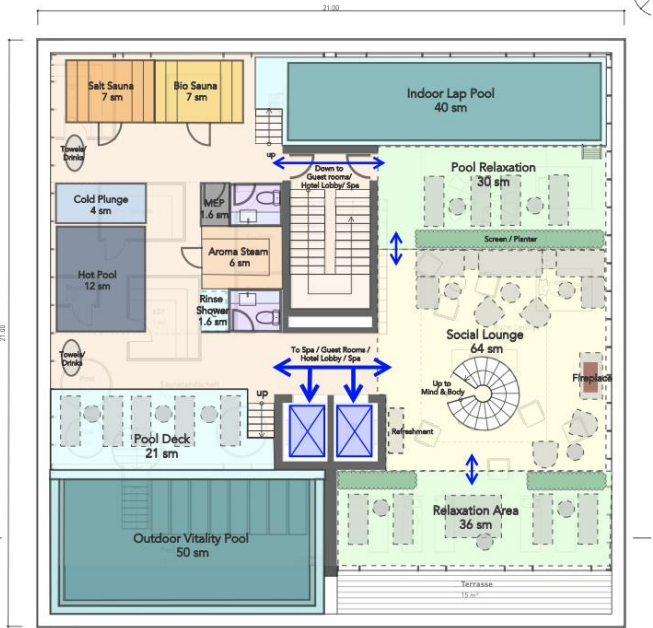
ADJACENCY - GROUND LEVEL



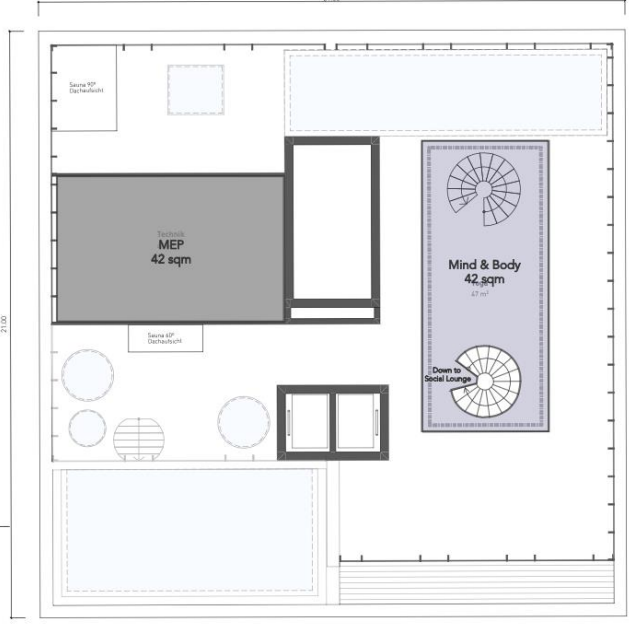
GROUND FLOOR
 HUUS QUELL SPA AND WELLNESS
 APPENZELER HUUS, APPENZEL, SWITZERLAND
 by GOCO Hospitality
 August 30th, 2022

GRENZABSTAND 4m

ADJACENCY – ROOF LEVEL



ROOFTOP



MEZZANINE

HUUS QUELL SPA AND WELLNESS
 APPENZELLER HUUS, APPENZELL, SWITZERLAND

by GOCO Hospitality
 August 30th, 2022

AREA PROGRAM SUMMARY

<u>AREA SUMMARY</u>			
<u>SPA AND WELLNESS</u>			
	AREA	TOTAL SQ. M.	% OF TOTAL
1.00	SPA & WELLNESS ARRIVAL, CONSULTATION AND RETAIL	231	12.63%
2.00	SPA ADMINISTRATION, HOH / SUPPORT	63	3.45%
3.00	SPA TREATMENT ROOMS	246	13.42%
4.00	MALE / FEMALE CHANGING ROOMS	48	2.62%
5.00	INDOOR THERMAL BATHING	419	22.88%
6.00	OUTDOOR THERMAL BATHING	234	12.77%
7.00	ROOFTOP BATHING AND	394	21.52%
8.00	FITNESS, MIND & BODY	196	10.71%
TOTAL	SPA AND WELLNESS	1,832	100.00%

<u>SPACE ALLOCATION SUMMARY</u>			
	Above Ground Area	826	
	Underground Area	626	
	Outdoor Area	381	
TOTAL	SPA AND WELLNESS	1,832	

NOTES:

1. These areas shall be further defined in detailed design stages.
2. All areas in the area calculation are NET usable areas and does not include circulation between different uses, vertical circulation, lifts, escape stairs, voids, double height spaces etc.
3. Please note all MEP space requirements are not included in this area program and will require input and confirmation from the Client's appointed MEP Consultant.



CONCLUSION

The global pandemic has created a new quest for spa and wellness focused travel and lifestyle experiences that incorporate elements of well-being as well as cultural immersion into local communities. Consequently, this has influenced guests who now seek to be part of something more than just a vacation.

Thus, the service platform offering of future destinations must now extend to include a variety of multi-dimensional options. Examples of which may be wellness and lifestyle programming, a focus on sustainability, comprehensive dining opportunities, authentic experiences of the local arts and culture, that support the guest wellness journey, and a series of year-round events and programs that further elevate the overall offering. With its new positioning, Appenzeller Huus, will set a new benchmark as an unique spa, wellness and lifestyle destination.

An antidote to the challenges and stresses of city living, this wonderful location will combine comprehensive and integrated wellness, with fun and engaging indoor and outdoor inspired experiences suitable for all ages. There will also be a focus on sustainability that extends throughout the offering, and a series of touchpoints throughout the property that link to the rich heritage and culture of Appenzell. In addition, the innovative spa, fitness and thermal bathing modalities, well-being memberships and residential service options will enable Appenzeller Huus to stand apart from its competitors through its unique approach to all round well-being.

Appenzeller Huus, will appeal to a multi-faceted guest demographic looking for a destination that combines wellness with a varied, and engaging selection of activity choices, that go beyond the property itself. Attracting local residents and regional travelers as well as those from further afield, it will provide an innovative selection of facilities, that will suit leisure guests, families, small executive corporate groups, spa and wellness seekers and long-stay residents. The wider destination will be a vibrant hub of healthful, innovative and community focused lifestyle pursuits.

All signs point to the fact that the development of this iconic property with a spa and wellness focus is perfectly aligned with the needs and desires of a growing demand segment that seeks the opportunity to live a life that is conscious, inspired and fulfilled.



THANK YOU

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