

Relaxation Close to Nature: Seegatten Aparthotel Under Development on the Island of Pellworm



Seegatten's thatched accommodation is fitted out with loving attention to detail © Seegatten Betreibergesellschaft mbH

Kiel, September 6, 2021. Peace, space, an unspoiled environment – this sums up the North Frisian island of Pellworm, on the North Sea coast of northern Germany. The new Seegatten Aparthotel on Pellworm will offer guests the opportunity to take a break from their everyday lives in natural surroundings. Spread over seven locations, the development includes 22 suites, 96 beds, and restaurant, catering and event spaces. Drees & Sommer SE, a planning and consulting firm specializing in construction and real estate, is providing support to the operating company Seegatten Betreibergesellschaft with the preparations, for which it has conducted an extensive feasibility study. The new aparthotel is to open its doors to the first guests in 2024.

What makes Seegatten unique is its situation: Pellworm is the third largest of the North Frisian islands. It is in the middle of the Schleswig Holstein Wadden Sea national park, which is on UNESCO's list of natural World Heritage sites and is the habitat of a unique group of birds and animals. Pellworm is not overrun with tourists, unlike other North Sea holiday destinations such as Sylt, Föhr and Amrum.

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Jan Ole Hagen, Managing Director at Seegatten Betreibergesellschaft mbH, said: 'The island is perfect for a timeout from everyday life.' He sees this as a success factor: 'Many people are looking for quality breaks in quiet places set in untouched natural landscapes, with high-end facilities.'

Sustainability Increasingly Important

With its unique selling points, there is a good chance that Seegatten Aparthotel will become established as a popular destination in northern Germany. Even before the pandemic, Germany was the favorite travel destination for German people. Already before the coronavirus crisis, they spent a quarter of vacations in their own country, according to *Forschungsgemeinschaft Urlaub und Reisen e.V.*, a special interest group of tourism research¹. Gisela Loidolt, Drees & Sommer's hospitality expert, commented: 'Owing to the current travel restrictions, there is a preference for domestic travel – a trend that will continue in the long term.' For this reason, she believes, Seegatten Aparthotel will benefit from a growing market. Travelers' demands are changing: 'When looking for the right hotel, increasing numbers of vacationers are concerned about the environmental impact of their travel. With the rise in health consciousness among the population, this is becoming an increasingly important criterion for investors and operators.' For this reason, natural building materials such as wood and thatch are being chosen to create a healthy indoor climate in the aparthotel. Building materials are also required to be highly energy-efficient to minimize carbon emissions. Even the products provided in the bathrooms are environmentally friendly.

Online Offerings to Meet Individual Needs

However, the concept of sustainability concerns far more than just environmental matters; it also has a social dimension. Vacationers will be directly connected to local offerings via digital guest directories, which are linked to the *Insel.Leben* platform. Guests can use the portal to reserve a table in the restaurant, order from caterers or organize collection from the ferry terminal. They can also use the app to keep in touch with the staff member assigned to them on the island, including before and after their stay. Drees & Sommer expert Gisela Loidolt said: 'The wide range of services offered in addition to the accommodation strengthens guests' sense of connection with the island. Digital tools like *Insel.Leben* improve the guest journey and ensure that vacationers feel at home.'

<https://reiseanalyse.de/first-results/>

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Decentralized Accommodation for Vacations off the Beaten Track

The Seegatten Aparthotel consists of a mixture of old and new properties in locations spread across the island. The *Lindenhof* is to be modernized as the main Seegatten building. Built in 1773, this large farmhouse is only a few minutes' walk from Pellworm's small principal village of Tammensiel. Also in Tammensiel is the Seegatten restaurant and wine bar *Das Schipperhus*.

Other suites can be found in the *Kontor* building, which has views of the harbor and mudflats. Guests at *Tede Warft* in the west of the island have an unobstructed view of the surrounding meadows. Suites are available for singles or for families or groups of friends. Some are already available now, before the completion of Seegatten Aparthotel. Jan Ole Hagen commented: 'All locations are stylish and have a warm, welcoming ambience.' Pellworm itself also offers activities for those looking for active and wellness vacations. These include mudflat hiking, bicycle tours, horseback riding on the mudflats, swimming, and boat trips and excursions all around the island.

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