

REYA COMMUNICATIONS

**REYA Communications Named U.S. PR Agency of Record for
Schlosshotel Fiss in the Austrian Alps, Europe's Premier
Luxury Family Hotel and Spa**



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New York, NY (November 11, 2025): [REYA Communications](#) (REYA) proudly announces its appointment as the U.S. Public Relations Agency of Record for [Schlosshotel Fiss](#), a hotel for the whole family, offering wellbeing, skiing, and gourmet experiences based in the Tyrol region in western Austria. This ski-in/ski-out property sits on the slopes of Serfaus-Fiss-Ladis in the Alps.

In the heart of the Austrian Alps, Schlosshotel Fiss offers its guests a unique blend of refinement, comfort and authentic Alpine hospitality. Situated at an altitude of 1,438 meters (4,717 ft) in the sunny village of Fiss, the hotel stands out for its exceptional service and exclusive facilities, often with separate adults-only and family areas. The hotel offers 135 rooms and suites with sweeping mountain views, an outstanding culinary program, and an extensive spa and wellness area spanning over 53,820 sq. ft., including the unique Aqua Monte Waterworld.

In both summer and winter, Schlosshotel Fiss offers a wide range of activities for all ages, from families to couples seeking an alpine escape. From skiing and snowboarding to hiking and mountain biking, making it the perfect destination for those looking for a relaxing yet adventurous holiday in beautiful natural surroundings. In 2024, Schlosshotel Fiss was awarded a Michelin Key for a stay of exceptional quality. In addition, the hotel's gourmet restaurant, Beef Club, earned a Michelin Star in January 2025, further underlining the hotel's culinary excellence.

“REYA’s ability to capture the essence of independent, family-run properties truly resonated with us,” shares owner Simone Domenig. “They understand the balance of luxury and warmth that defines Schlosshotel Fiss — and their expertise in the luxury ski sector makes them an ideal partner for our next chapter.”

As the PR Agency of Record, REYA will lead strategic communications, media relations, and storytelling for Schlosshotel Fiss, positioning the property as an international destination for luxury travelers, particularly families who love skiing and outdoor adventure. For REYA, this appointment reflects its commitment to amplifying independent, family-owned brands and helping them share their messaging among larger hotel brands.

“What drew us to Schlosshotel Fiss is its distinctive blend of five-star sophistication and family appeal,” says Alexandra Avila, Co-Founder of REYA Communications. “We love working alongside owners whose personal passion drives everything they do — it mirrors our own commitment to bringing their stories to life on a global stage.”

With a proven track record of amplifying independent, family-owned travel brands, REYA Communications is recognized as one of the top global PR agencies by PRWeek. Through its innovative, digital-forward approach, REYA continues to shape the future of luxury travel storytelling.

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About REYA Communications

[REYA Communications](#) is a boutique PR agency for luxury travel brands, navigating the media world with a commitment to conservation, sustainability, and social impact. Founded by travel PR veterans Alexandra Avila and Julie Leventhal, REYA combines their passions for working with independent and family-owned boutique hotels, international tour operators, and travel trade. They seek to work with travel brands providing the best service to their guests, communities, and environments. REYA believes the power of public relations can generate quality media awareness, as well as recognition and support for the social impact travel brands are making. Unique to the field, REYA incorporates digital marketing tactics into their PR strategies that elevate their clients' visibility to new levels