

MEDIA KIT 2025

Our digital delight—the first virtual hotel 🍷 Pre Opening 2025 🍷 Check in to get inspired, feel your vibe!

SPIRATIONS

BECAUSE OF AGE *Hotel* ROOTED IN SUNNY VIBES

ULRIKE KAISER

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Hi, I am Ulrike

I'm Ulrike (in the US pronounced Eureka) – your host at Hotel SPIRATIONS 360°. At level 53, I'm a wife, twin mum, and someone who has experienced both the highs and lows of a long career. I call Southern France and Cologne home, while keeping a deep and lasting connection to New York.

Even as a professional 5 star hotelier, I often struggled to find truly heartfelt “hideaways”—those hidden gems where you can step away from the busyness of life, return to your roots, and open yourself to new possibilities in a beautiful setting. Out of this very longing, the idea of creating a virtual hotel was born.

Now—I finally have the space to begin this new hotel project. It's not about chasing the cliché of “living your best life,” but about living life well—by practicing every day to do what you love. No pressure, no excuses.

I share what I love: nature, hotels & travel, arts & crafts, interior design, inner beauty, slow fashion, and the art of savoir vivre – always with as much clarity as possible. Have a most wonderful stay,

Ulrike
xxx.



FAQ

♠️ „What does it feel like to step into the virtual Hotel SPIRATIONS?“

Spirations360 is more than a place – it’s an invitation. A new destination with mindful digital storytelling, a quarterly print edition, and perhaps soon, a community of women who truly connect.

In this hotel, the elevator lets you choose your destination based on your mood: Will you visit the first floor, where you can choose from eight unique room types? Or head to the second floor – Restaurant & Bar – to chat with real people? Or go all the way up to the rooftop, with spa and shop? I hope you’ll return often.

No reservation needed – just take time for yourself. To connect, to listen, to celebrate who you are – and what matters most to you.



♠ „Why place so much weight on “because of my age”?

This is a sunny space, born from my passion for people, the experiences of female entrepreneurs, and real conversations about life and aging. **Every year adds another layer to the story.**

Age is not just a number – **it is the sum of our moments, our choices,** our lessons, and our laughter. In the virtual hotel, **age is something to be celebrated, not feared.** Each year marks another chapter, another layer of wisdom and texture that makes you, you.

With each level we reach, life feels different. I realise that **slowing down is no longer optional – it’s essential.** I also know that not everyone gets to reach this stage, and that makes it even more precious. The race to be the fastest fades away; instead, there’s joy in choosing the pace that feels right. Unbelievable at first – and yet so liberating.



♠ „What’s the journey that has brought you here?“

I grew up in a hotel, which I took over at age 31 together with my brother. Before that, I had a remarkable career in international hospitality – with stations at the **Four Seasons New York** (yes, celebrities included), at the **Culinary Institute of America in California and NY**, and in classic **Swiss and German luxury hotels and restaurants**.

Returning to the idyllic countryside family business meant carrying on a tradition that had lasted seven generations. It made sense on paper – but in real life, I found myself torn between family expectations, guest needs, staff responsibilities, and my own deep wish for a family life.

At 38, I buried a close friend – and with him, my idea of what happiness and family could look like. I resigned myself to the thought that my life would simply belong to the business. Until fate stepped in: I met my now-husband – and he was... persistent.

And then: twins! I still believe it was a sign from above – because one child I might have “managed” alongside the businesswoman I was, but two?

Then came the moment of truth. The banks grew more doubtful, and the weight of expectations became too much to carry. With heavy hearts, we had no choice but to let go of the family business.

A painful farewell that marked the end of one era and the hesitant beginning of a new one – full of doubt, sadness, and uncertainty. And yet, today, a beautiful leisure park hotel stands where our Michelin-starred resort once proudly welcomed guests – and I began a life I would never have dared to imagine before.

“For what achievement were you awarded the Young Hotelier of the World trophy?“

-“At the age of 28, I was honored with the prestigious Young Hotelier of the World trophy (IH&RA). At that time, I was working for the Four Seasons Hotel in New York. This award — often regarded as the ‘Hotel Oscar’ — opened the door to a scholarship at the renowned Cornell University and ultimately guided me into the fields of hotel development, content & performance marketing, as well as interior hotel design.”



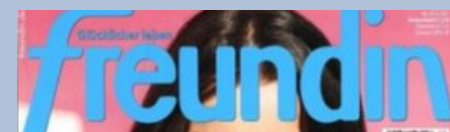
WELT *am* SONNTAG



Ulrike Schassberger and Thomas Meier Recognized as 'Young Hoteliers of the World 2000', by the International Hotel & Restaurant Association ...

April 30, 2000

Hotel Online Special Report Ulrike Schassberger and Thomas Meier Recognized as "Young Hoteliers of the World 2000", by the International Hotel & Restaurant Association London - 19th November 2000 - Ulrike Schassberger, 28, junior hotel manager at Schassbergers Kur- und Sporthotel, a family hotel in Germany's Swabian forest, and Thomas Meier, 30, resident manager at the Hotel Le Royal in Phnom Penh, Cambodia, are this year's "Young Hoteliers of the World 2000", the title conferred by the International Hotel & Ulrike Schassberger and Thomas Meier Restaurant Association (IH&RA) in recognit...



Erstmals ist eine Deutsche "Young Hotelier of the World"

Veröffentlicht am 22.12.2000

Ulrike Schassberger von Schassbergers Kur- und Sporthotel am Ebnisee bei Stuttgart wurde von der Internationalen Hotel- und Restaurant Association (IH&RA) für ihre herausragende Laufbahn mit der Auszeichnung "Young Hotelier of the Year 2000" geehrt. Die nominierten Kandidaten für den jährlich vergebenen Förderpreis dürfen nicht älter als 30 Jahre alt sein und werden aufgrund ihrer Leistungen, Sprachen, Engagement in der Bevölkerung sowie ihrer Visionen ausgewählt. Nach der Ausbildung zur Hotelkauffrau im Hotel Bareiss in Mitteltal absolvierte Ulrike Schassberger die Hotelfachschule Lausanne, arbeitete im Hotel Beau Rivage in Genf sowie in Sterne-Restaurants in Frankreich. 1995 begann sie am Culinary Institute of America in New York, Kenntnisse in der Aus- und Weiterbildung sowie im Bereich Marketing zu sammeln. 1998 wurde Ulrike Schassberger Front Office Manager im New Yorker Four Seasons Hotel. Im vergangenen Jahr kehrte sie an den Ebnisee zurück, um im elterlichen Betrieb, einem Ferienhotel mit 47 Zimmern, Sport- und Wellnessanlage und drei Restaurants, einzusteigen. Ihr langfristiges Ziel ist es, das Image der Berufswelt Hotellerie aufzupolieren. "Menschen und Kulturen zu erleben, Sprachen zu sprechen und jung Karriere zu machen ist schließlich nur in wenigen Branchen möglich", sagt die frisch Gekürte. heg

Frauen erobern die Hotellerie

Von Elke Birke

Veröffentlicht am 28.10.2001 | Lesedauer: 4 Minuten

Kompetenz, Charme und Einfühlungsvermögen sind ihre Stärken. Und so sind sie immer öfter in den Topetagen zu finden, in denen diese Eigenschaften bei Gästen besonders gefragt sind

Anfang der 60er waren Frauen noch ein Novum in der Hotellerie", erinnert sich Jutta Breyer, zuletzt Geschäftsführerin des Hotels Marriott/ "Treudelberg" in Hamburg. Mit zwei Kolleginnen gehörte sie als Verkaufs- und Marketingmanagerin zu den Pionieren in dieser Zeit. Heute sitzen in vielen Hotelkonzernen - von Steigenberger über Hilton bis Marriott - Frauen auch auf dem Chefessel, sind Food-&-Beverage-Manager, Verkaufsmanager oder PR-Chefin. Ihre Stärken: Flexibilität, Charme, Einfühlungsvermögen, soziale Kompetenz, Teamfähigkeit, Konfliktvermögen, Kreativität und Ehrgeiz. Wichtige Eigenschaften, speziell in einer Branche, die von und mit Menschen lebt. Nur auf der Direktorenebene dominieren oft noch die Männer.

Für Jutta Breyer, die heute die Branche als Beraterin beobachtet, ist das Hotelmanagement ein idealer Beruf für Frauen. Leidenschaft, Weiterbildung, Ehrgeiz und Menschlichkeit waren ihre Triebfedern auf dem Weg in die Top-Etage. Der Preis: Verzicht auf geregelte Freizeit, Familienleben und niedrige Anfangsgehälter.

Ulrike Schassberger hatte leichtere Startbedingungen. In einem Alter, in dem frühere Kommilitonen noch vor Zwischenprüfungen in Germanistik zitterten, hatte sie bereits mit 27 Jahren erste Sprossen der Karriereleiter erklommen: Als Front-Office-Managerin im Hotel "Four Season" in New York City gehörte die tägliche Auslastung der 347 Zimmer und der reibungslose Ablauf im Bereich Zimmer und Kasse zu ihren täglichen Aufgaben. Mehr als 60 Mitarbeiter unterschiedlichster Nationen und Religionen aus den Abteilungen Bellman (Gepäckträger), Doorman (Türsteher) und Front Office (Rezeptionisten) folgten ihren Regieanweisungen. "Menschliche und betriebswirtschaftliche Erfahrungen auf internationaler Ebene sind wichtig für Führungspositionen", so Schassberger, die für Auslandsaufenthalte auf dem Karriereweg plädiert. Bevorzugte Länder: USA, England, Frankreich und die Schweiz.

Als Einstieg in die Branche empfiehlt die Schwäbin den klassischen Weg: eine fundierte, fachliche Praxisausbildung. Darauf aufbauend das Fachstudium an einer der renommierten Hotelfachschulen wie Lausanne, Brig, Heidelberg, Paris oder Cornell.

Topadressen wie Hotel "Bareiss", Mitteltal, Hotel "Beau Rivage", Genf, und Sterne-Restaurants in Frankreich pflastern ihren beruflichen Weg. Im Dezember 2000 wurde Ulrike Schassberger als erste Deutsche von der Internationalen Hotel- und Restaurant Association (IH&RA) für ihre herausragende Laufbahn mit der Auszeichnung "Young Hotelier of the Year 2000" geehrt. Heute managt sie in der sechsten Generation das elterliche Kur- und Sporthotel Schassberger am Ebnisee bei Stuttgart. Ihr Motto: Hotellerie ist Lebensfreude, Intuition und Verantwortung.

Aber auch Quereinsteiger haben gute Chancen. "Wichtig ist eine Vision für die Branche und das Produkt", erklärt Regina Lichtenthäler ihren Wechsel von der Spielwarenbranche in die Welt der Gastlichkeit. Heute ist die 36-jährige ehemalige Sales- und Marketingleiterin mit der Geschäftsleitung von Center Parcs Deutschland und der Grand Dorado Group betraut.

Zahlen stehen auch im Mittelpunkt der diplomierten Betriebswirtin Innegrit Volkhardt. Die 35-jährige geschäftsführende Gesellschafterin des "Bayerischen Hofs" München hat ihren Traumberuf gefunden. Sie schätzt die Begegnungen mit den unterschiedlichen Menschen und die vielen kleinen täglichen Erlebnisse. Ihr Tag beginnt morgens um halb zehn und endet selten vor 22 Uhr. Wochenenden inklusive. Verantwortlich ist sie für zwei Privathotels, 800 Mitarbeiter, einen Umsatz von rund 100 Mio. Mark (im vergangenen Jahr) und natürlich für das Wohl der Gäste aus Politik, Wirtschaft, Kultur und Showbusiness.

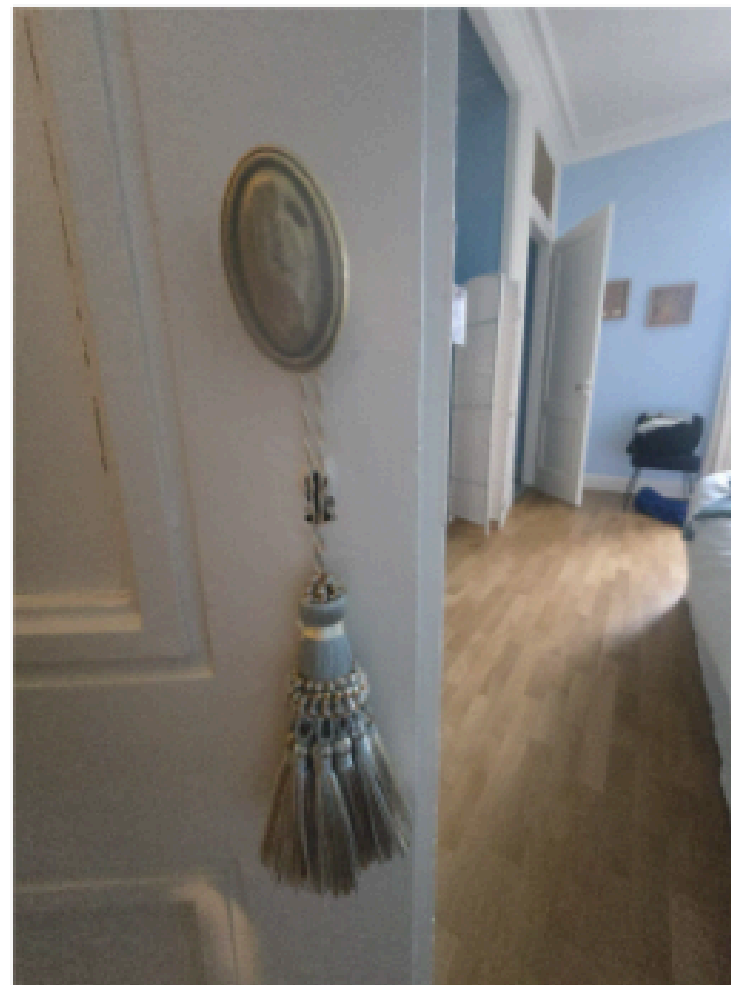
Press

Featured rooms

or the topics
we cover

The 8 rooms to choose from

Try them all! My personal favourite? The Garden – simply follow the path till you arrive *@Nature Distilled Arboreum*. Then there's the *Just Like That Suite* with its wide-open views, *Atelier d'Inspirations* offers vibrant patterns. *The Book of Life Salon* is the perfect companion for grey days. And yes, there is a very special studio called *ABC Work & Stay* especially for professional hosts – training, exchanging, mentoring – my deep passion. Easygoing is the *Spa Suite Weekend Vibes* as well as the Artist's Suite with beautiful quotes – *both only accessible on Instagram*. And before leaving, take a look at the exciting *rool kit loft* for a next visit.



Meet & Greet places

or the topics
we cover

The Bar & Restaurants or The Spa & Shop?

For some guests these places might be even more important than the rooms. Stop by the bar for **Bartalk** and meet inspiring personalities, or unwind in the Spa and flip through The Magazine. Want to take something home with you? Browse the Shop or subscribe to the Spirations newsletter for a little joy delivered straight to your inbox.

Traveling & Pro Experiences

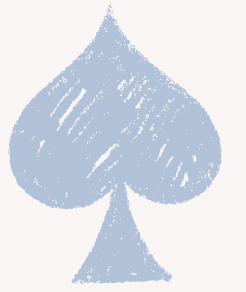
Ready to experience such dreamlike places and inspiring people *in real life*? The Concierge at 88 Places holds a unique collection just for you.

And yes, you'll also meet professional hosts here – training, advanced learning, mentoring – that's my true passion. I'm always excited to meet those who bring that unforgettable *smile* to others' faces. Because that smile? It's pure happiness – for you and for me.



Target Audience

Fact Sheet 1/2



1. Demographics

- **Age range:** Primarily 35–65+, with a strong core audience among “above 50 / mature adults”
- **Gender:** Slightly more female, though with a significant male audience (driven by travel, lifestyle, and culture interests)
- **Location:** International (Europe, North America, global reach through network)
- **Income / Socioeconomic status:** From affluent middle class to high earners and ultra-high-net-worth individuals (UHNWIs), with substantial disposable income for travel, lifestyle, and premium products
- **Education:** Well educated; many are professionals, creatives, entrepreneurs
- **Industry mix:** Among the followers are also hoteliers and hospitality professionals, who themselves represent additional reach through their properties and guest communities — making them a valuable multiplier audience.

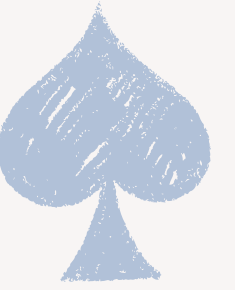
2. Interests & Psychographics

- **Travel & Hospitality:** Boutique hotels, soulful and meaningful travel experiences
- **Culture & Tradition:** Brands with history, storytelling, heritage
- **Design, Interiors & Beauty:** Aesthetic living, well-curated spaces, art, home décor
- **Age-positive / Pro-aging & Authenticity:** Celebrating life beyond youth; embracing beauty at every age
- **Wellness & Mindfulness:** Slowness, reflection, meaningful rituals
- **Luxury with soul:** Not just premium, but with depth, authenticity, values

3. Reach & Platforms

- **Instagram following:** ~2,900+ follower:
 - Notably, Instagram has shown **strong growth since its launch in summer 2025**, attracting an active community of followers who are genuinely interested and engage in conversations.
- **Content posting:** **Regular feeds, reels, stories**, and engagement in lifestyle as well as reflective/motivational content
- **Website / Blog:** spirations360.com — presented as a “virtual hotel” and magazine-style platform
- **Newsletter / direct audience:** Subscribers to the magazine / mailing list for updates, features, and curated content
- **Cross-network presence:** Additional reach through shares and presence on other social platforms (Facebook, **Pinterest**, etc.)
- **LinkedIn:** Professional audience reach through Ulrike’s **international business network**; strong potential for brand and B2B collaborations
- **TikTok:** Growing presence with lifestyle, culture, and reflective content in short-video format, targeting a younger and highly engaged audience

Fact Sheet 2/2



4. Value & Benefit to Brand Partners

- **Authentic alignment:** Ulrike collaborates only with brands she truly appreciates, ensuring that every partnership reflects genuine affinity rather than simple sponsorship.
- **Credibility & trust:** With a long-standing international **network and reputation**, collaborations are backed by authority, reliability, and authenticity.
- **Targeted, high-quality audience:** Access to an audience **deeply engaged in culture, authenticity, mindful luxury, and meaningful living** — a highly valuable niche beyond mass marketing.
- **Content with depth:** Brand stories are told in a **clear, elegant, and authentic way** — far more compelling than superficial advertising — resonating with discerning consumers.
- **Mutual growth:** Partnerships are designed for **long-term impact**, offering exposure through in-depth features, storytelling, and curated presentations.
- **Heritage & meaning:** Especially brands with history, **craftsmanship**, or a **unique legacy** benefit from being showcased in an environment that values **depth and tradition**.



Collaborations

Ulrike works with brands that she likes herself.

Many connections date from her international network.



Brands with history and tradition are most interesting. Partners are presented authentically and clearly.

References: Four Seasons Hotels | Aberlour Group | Lalique | Villeroy & Boch | JAB Anstoetz | JBL Speaker



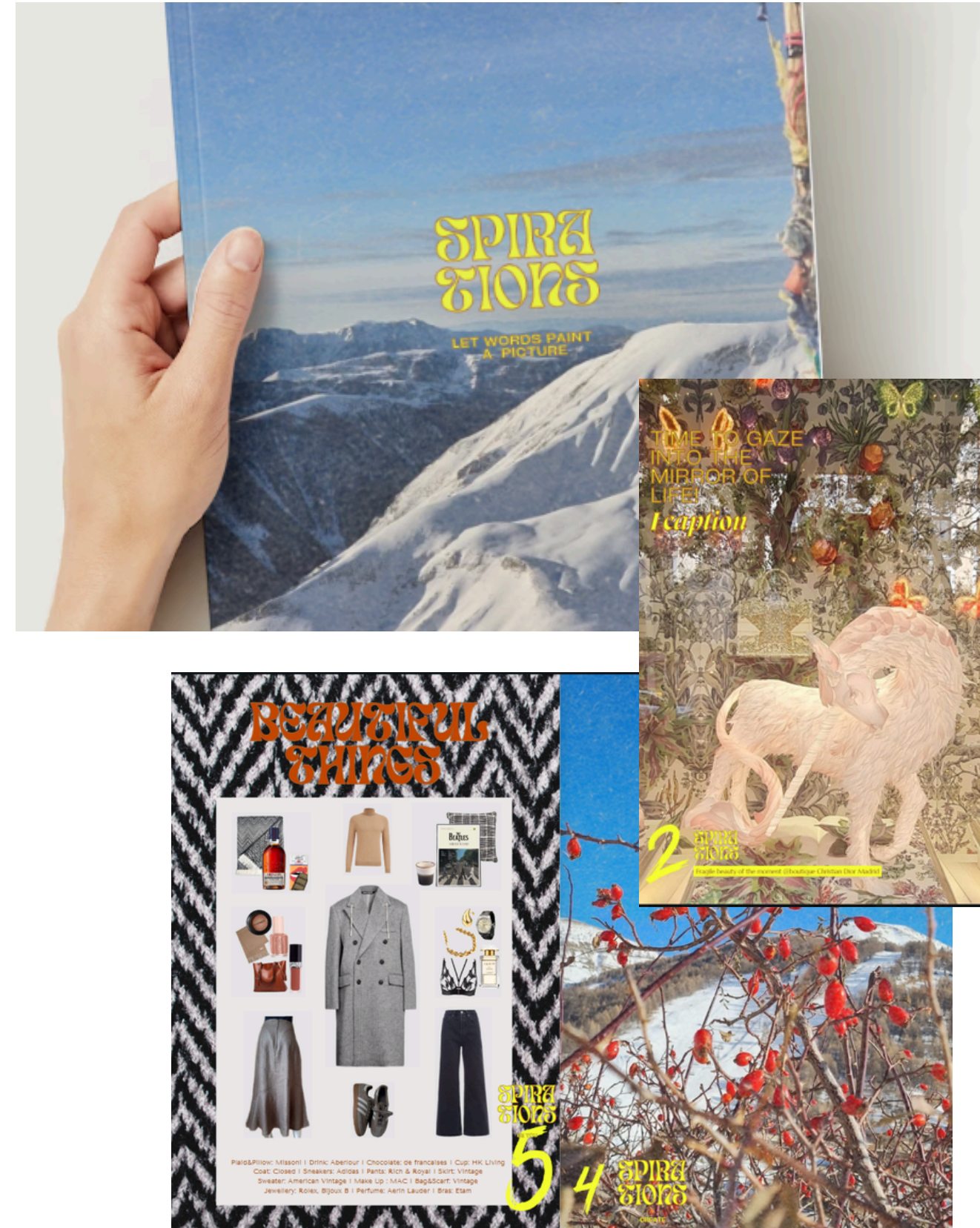
A: The Magazine

Partnership Opportunities (see pricing on page 17)

- Exclusive product Ad
- Display Ads (sidebar)
- Sponsored Articles / Advertorials
- Newsletter Mention
- Event Partnerships & Special Editions

Web:

- www.spirations360.com/magazine



Die größten Ereignisse,
das sind nicht unsere lautesten,
sondern unsere stillsten Stunden.

FRIEDRICH WILHELM NITSCHE
1844-1900

Goal Phase 1:
10.000
active
subscribers

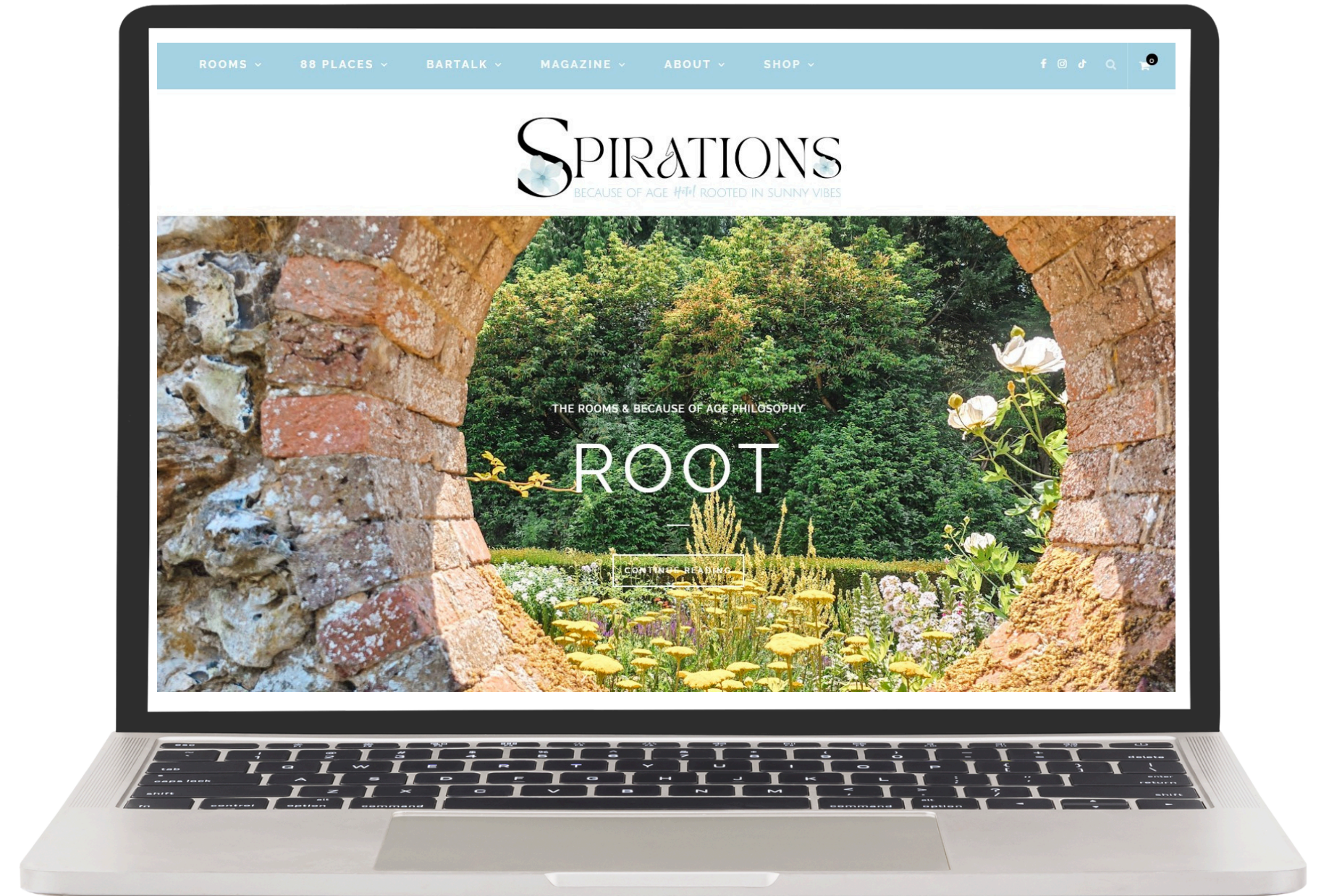
B. Web Placement

Partnership Opportunities (see pricing on page 17)

- Exclusive high-level sweepstakes, product showcases, brand interviews in our signature BarTalk format — and much more.”

Web:

- www.spirations360.com

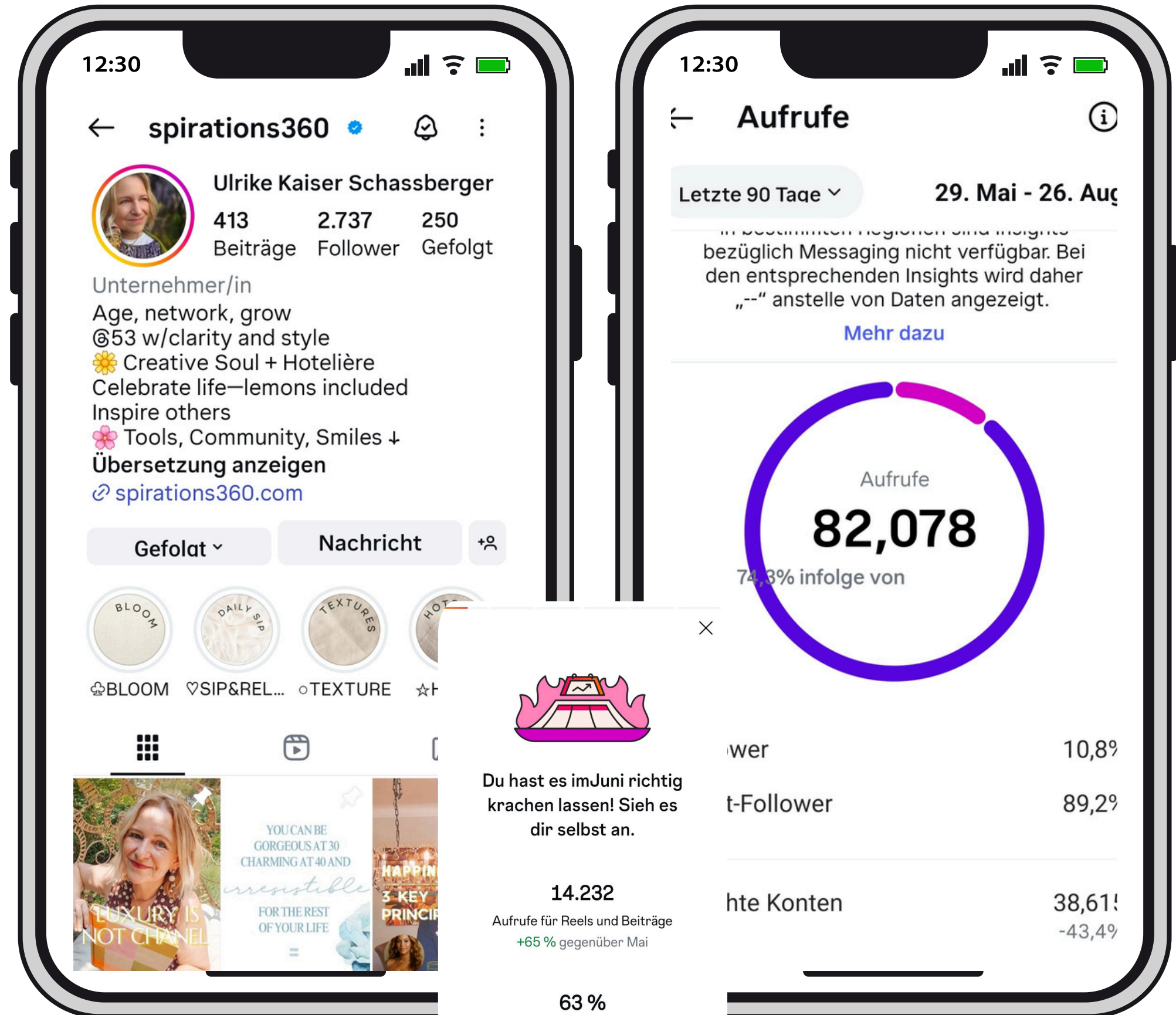


Goal
Phase I:
10K
Visitors

Partnership Opportunities (see pricing on page 17)

- sponsored Posts
- Story Features
- Reels Collaborations
- Giveaways & Contests
- Product Placement
- Brand Interviews (bartalk)
- Exclusive Highlights
- Affiliate / Link-in-Bio Promo

Instagram :
@spirations360



E. Tiktok

Partnership Opportunities (see pricing on page 17)

- Sponsored Posts
- Branded Reels & Trends
- Product Placement
- Hashtag Challenges
- Giveaways & Contests
- Influencer Collaborations

TikTok:

@spirations360

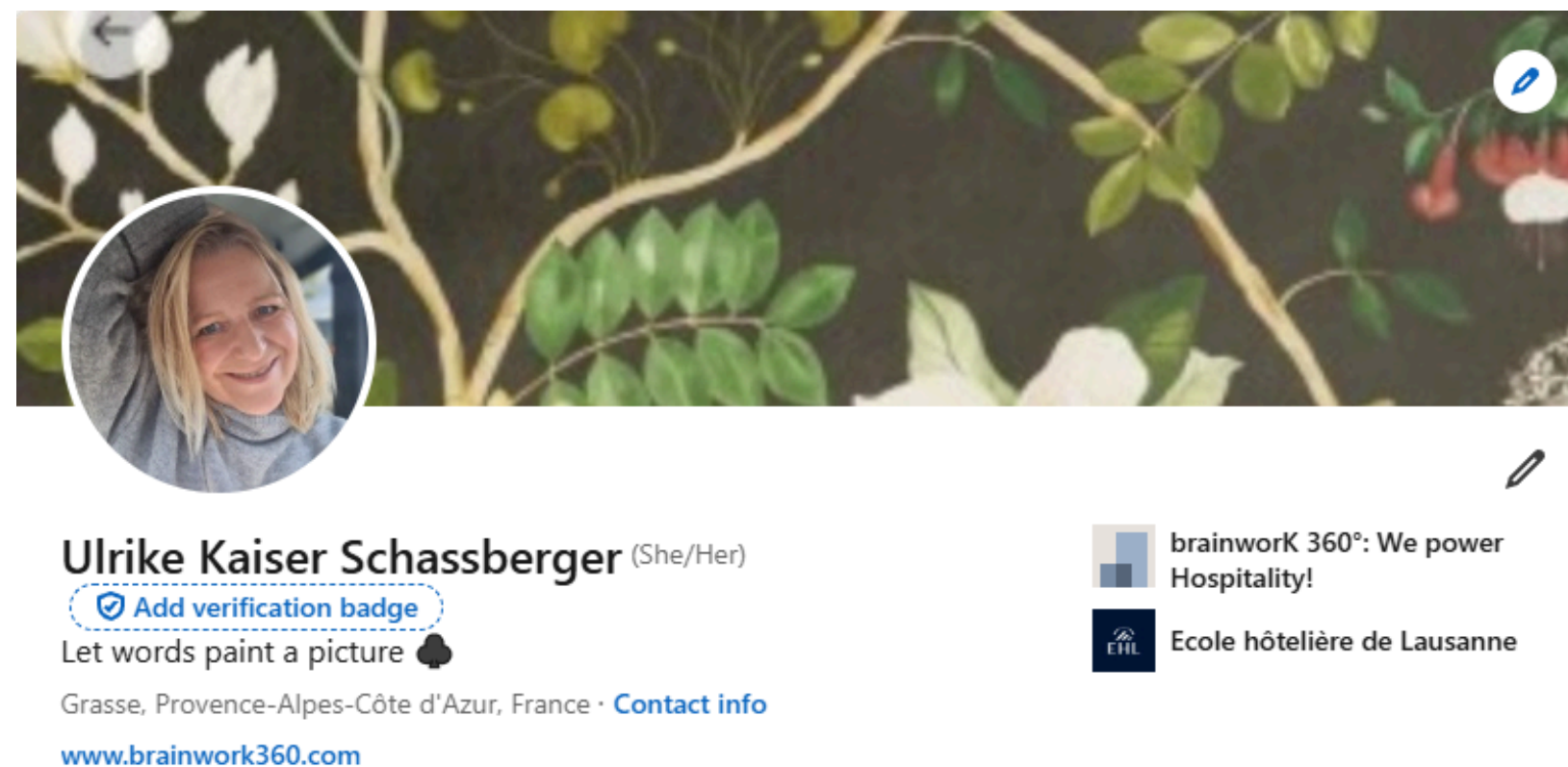


D. LinkedIn

Partnership Opportunities (see pricing on page 17)

- Sponsored Posts
- Article Features
- Newsletter Mentions
- Thought Leadership Interviews
- Product Showcases
- Event Partnerships
- Branded Video Content

LinkedIn:
@spirations360



Ulrike Kaiser Schassberger (She/Her)
[Add verification badge](#)
Let words paint a picture 🎨
Grasse, Provence-Alpes-Côte d'Azur, France · [Contact info](#)
www.brainwork360.com

brainwork 360°: We power Hospitality!
EHL Ecole hôtelière de Lausanne



Collab Pricing

As a startup the pricing is meant to be reasonable. In phase 1 we will be focusing on strengthening SPIRATIONS online presence, improving the awareness experience for customers, connecting in new ways, and staying updated with trends. By staying flexible and learning from experiences, SPIRATIONS is ready for growth and success. Do not hesitate to contact us to discuss your ideas.

your BRAND & SPIRATIONS

BECAUSE OF AGE #fit ROOTED IN SUNNY VIBES

salon NATURE

intro package

1x Insta Story
(unboxing moment or
everday use or table scene)

€2.000

*Up to half of the price may be
contributed in the form of original
sales products. These products
can, if required, be used either for
promotional giveaways (e.g. prize
draws) or sold through our shop.*

suite LUMIERE

essential package

1x Insta Story
(unboxing moment or
everday use or table scene)

+

1x Insta Post or Reel
(essential moment in action)

+

blog mention

+

1/5 page feature in
THE MAGAZINE

€3.250

villa AZUR

exclusive package (5-month term)

5 x Insta Story
(unboxing moment or
everday use or table scene)

+

1x Insta Post or Reel (incl. tiktok)
(essential moment in action)

+

Showcased in an Exclusive Blog Feature
as our Signature Partner in its segment

+

50% off ad page in THE MAGAZINE

+

products will be integrated into ongoing
posts – ideally with individual shopping
codes for Spirations 360 customers.

€6.500

**All prices incl agency fee, excl. production costs, VAT I *Content can be
organically reposted on the channels of the collaborating partner (non paid).*



Curious to hear your thoughts
and to learn more about the possible collaboration.

your BRAND & SPIRATIONS

BECAUSE OF AGE #Htl ROOTED IN SUNNY VIBES

Social MEDIA

1x Reels: €3.250

1x Story: €2.000

1x TikTok: €2.000

Virtual Hotel WEB BLOG

1x exclusive blog article &
partner listing (3-months term)

€1.500

(€1.000 pre-opening
rate until 28.2.26)

The MAGAZINE

1x Exclusive Ad THE
MAGAZINE (A4) last page

€3.000

(€2.500 pre-opening
rate until 28.2.26)

**All prices incl agency fee, excl. production costs, VAT I *Content can be
organically reposted on the channels of the collaborating partner (non paid).*



Curious to hear your thoughts
and to learn more about the possible collaboration.

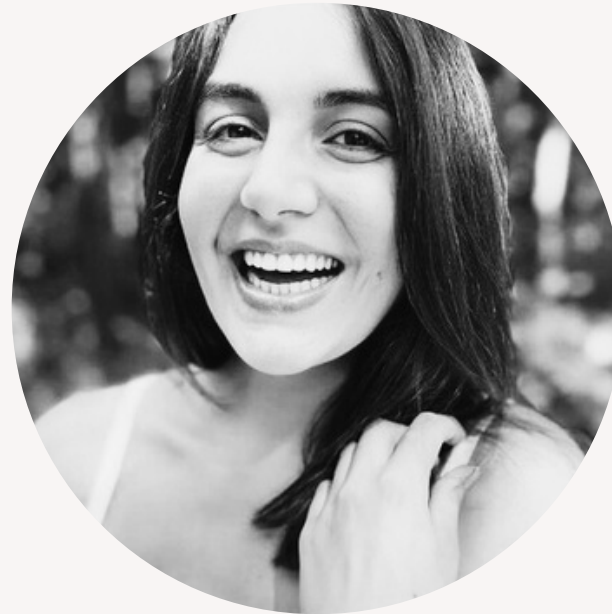
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Ella Malomo

**Partnerships
& Community**

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A close-up photograph of a dog's head, likely a Weimaraner, with its mouth open and tongue out. The head is framed within a large, bright yellow flower-like shape with multiple petals. The background of the entire image is a sandy beach with a blue ocean in the distance.

*Thank
you!*

Curious to hear your thoughts
and to learn more about the
possible collaboration.

Wishing you an amazing day!

Warm regards,

Ulrike

SPIRATIONS
BECAUSE OF AGE *Hotel* ROOTED IN SUNNY VIBES