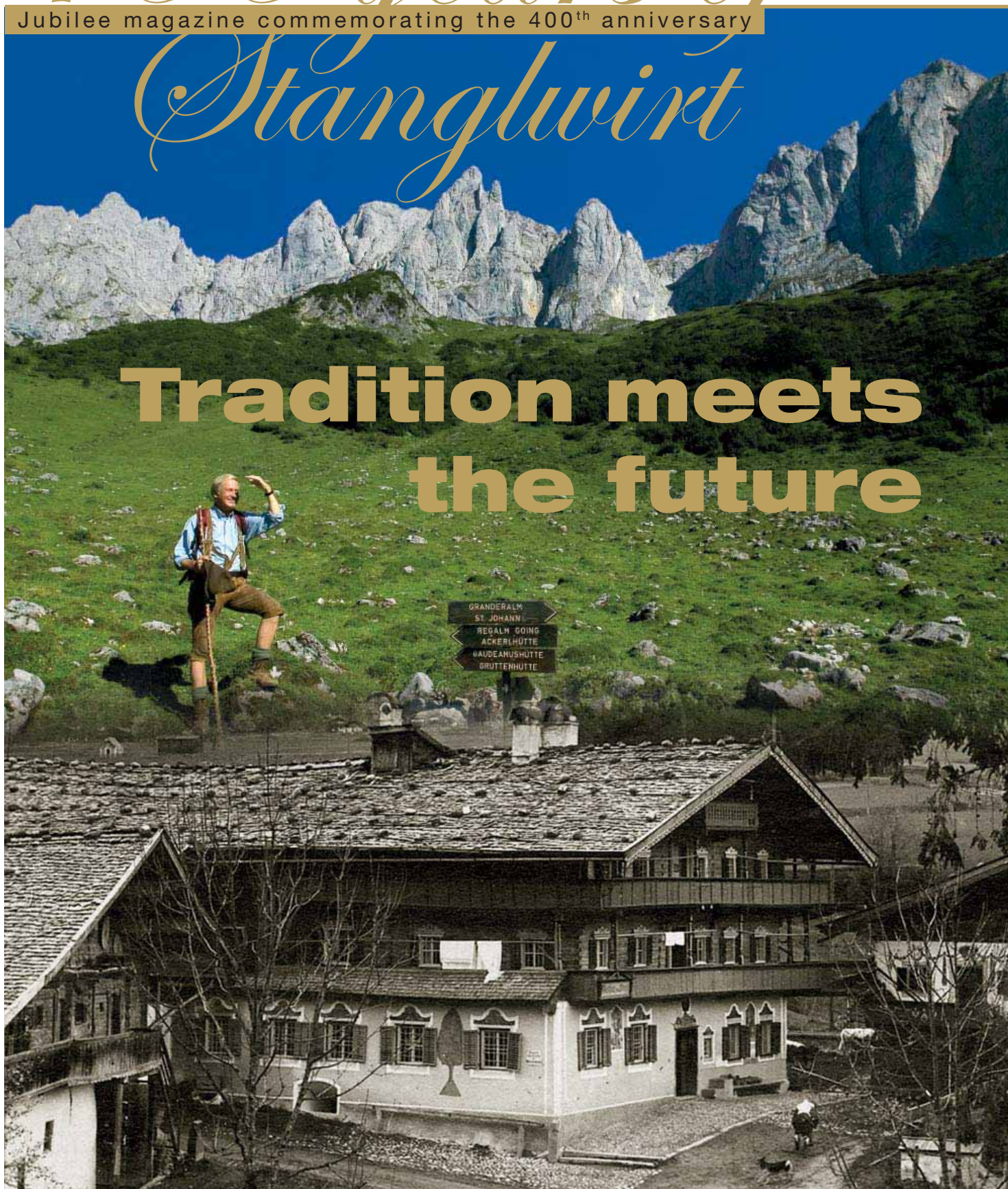


400 years of

Jubilee magazine commemorating the 400th anniversary

Stanglwirt

Tradition meets the future



1609-2009

400 years of hospitality
at Stanglwirt

The Family

Hosts with hearts: Behind the
scenes of the Stanglwirt family

The Guests

Those who come to Stanglwirt and
who come back time and time again

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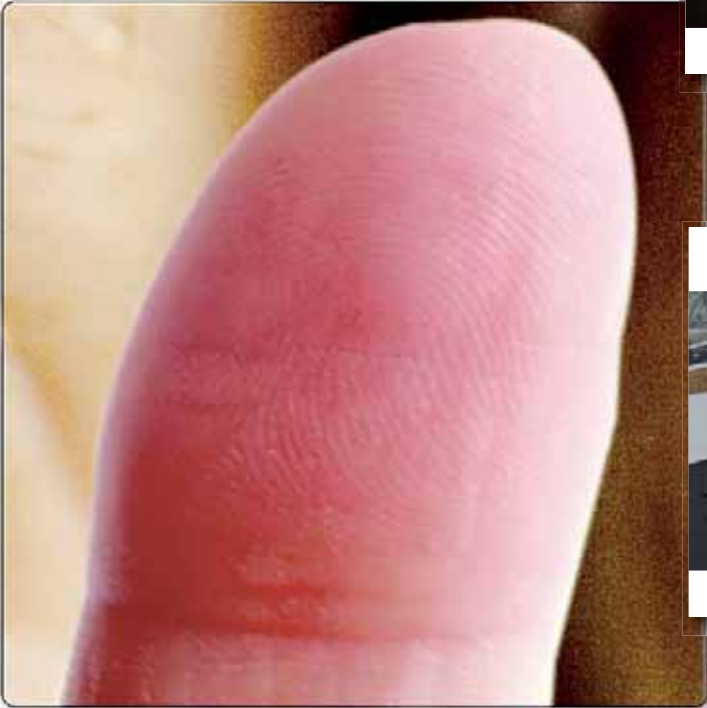
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Finding of biomarker chips
for the early detection of
prostatic cancer

Dr. Stefan Müllner (CEO)

Balthasar Hauser,
Stanglwirt



Happiness in life comes from the happiness of giving

In 2009, a small time window in history made it possible for our family to celebrate the “400 Years of Hospitality” anniversary at Stanglwirt. Many generations have lived at Stanglwirt. I am the 17th in a long line of ancestors. I bow my head out of respect for them, because it was their skills and foresight that created the foundation on which I could continue build.

I want to thank my mother, Anna Hauser and her grand aunt, Maria Schlechter (born Hauser) who recognized the signs of the time early on and established the Hauser name in gastronomy. I am also indebted to my father, who taught me to be a host and a proud farmer, and who preserved the importance of agriculture at Stanglwirt. My parents were singing hosts and in 1949 they started a singers’ meeting, which remains unique and has made Stanglwirt very popular to this day. I feel a deep connection with singers and musicians and I am looking forward to the 120th anniversary, which we will be celebrating this year.

I continued my father’s and my mother’s work with persistence and turned our traditional inn into a gastronomic business. It wasn’t built in a hurry. One thing led to another, always with a keen eye on the vintage inn as a model for Tyrolean craftsmanship. Tradition and progress should both have their place. With the support of my family and especially with the support of my highly motivated employees we created something we can all be proud of.

I want to thank my wife, my parents and my grandparents and I have great confidence in my children, who all feel connected to our agriculture as a constant pillar of our gastronomy and of our hotel.

Sincerely,

Balthasar Hauser
Stanglwirt

Richard Hauser,
Managing Director
Stanglwirt GmbH



400 years of tradition, a great mission for the future

Gastronomy, agriculture, trade and human encounters have all happened here, making it a ‘home’ for many.

Today’s Stanglwirt, with its 250 employees, over 90,000 overnight stays at our five-star hotel and far more than 100,000 guests per year at our inn - our original core business - has obviously become an economic factor and it is one of the most profitable hotels in Tyrol and even beyond. At the same time it always remained a farm, including its dairy cows, horses, dairy and butchery - coexisting alongside a modern tourism infrastructure.

It is not its size that makes it special. It is always the personal experience that connects the guests to the house. Therefore it is not our goal to grow, but to further improve ourselves for everybody who comes in contact with the Stanglwirt business: guests, employees, suppliers, neighbours and friends.

Constantly looking for further improvements; striving to bring happiness to others; but also questioning ourselves, whether our services are up-to-date and monitoring our own company critically - that is the mission around which we unite. While doing it, we always adhere to our philosophy.

Today, the team of the huge ‘Stanglwirt-family’ and its even bigger family of regulars are one unit. Stanglwirt will always be the guarantee of a unique ‘Tyrolean experience’. I am happy and grateful to be able to create and experience it with you.

Yours,

Richard Hauser
Managing Director



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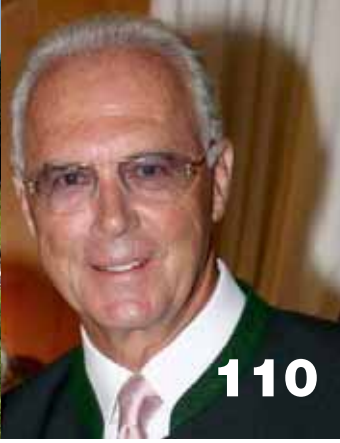
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Governor
Günther Platter



Dr. Beate Palfrader
Provincial Councillor for
Education and Culture



“At home at Stanglwirt...”

With these words, the Hauser family presents their house and their services on their website. These words are the living motto of hospitality which has certainly contributed to the 400-year-long success story of Stanglwirt.

The historic roots of today's biohotel in Going go back to the year 1609. Its 400-year long history makes Stanglwirt one of Europe's oldest inns in the business to have been open continuously. It is easy to understand why the Hauser family and their employees are celebrating this rare anniversary, since they succeeded in turning the former miners' tavern into an internationally renowned and popular five-star biohotel.

»What distinguishes Stanglwirt from several other hotels in this category is the familiar and hospitable atmosphere.«

But what really distinguishes Stanglwirt from several other hotels in this category is the familiar and hospitable atmosphere of the house. Guests from near and far, famous or not, they all value it. They feel comfortable, they feel welcome and they enjoy coming back to Going.

Congratulations on your 400-year anniversary! The province of Tyrol is fortunate to have businesses like Stanglwirt: tradition-conscious, deeply rooted in this province and yet up with the times and open to new ideas. I wish Stanglwirt, the Hauser family and all its employees all the best and continuing success in the future!

Yours,

Günther Platter
Governor of Tyrol

A handwritten signature in blue ink, appearing to read 'Günther Platter'.

“400 years of Stanglwirt” and the “120th singers’ meeting”

400 years of Stanglwirt in Going - that is truly a reason to celebrate. Since the granting of the license in 1609, gastronomy and the culture of travelling have changed drastically. However, the hosts and hostesses of Stanglwirt have always changed with the times. Today, Stanglwirt combines tradition and modernity in an exemplary way and provides Tyrolean hospitality at the highest level. The numerous regulars from far beyond the Tyrolean borders appreciate the versatile range of services and the hospitable atmosphere. Of course, this is mainly due to the hosts Balthasar and Magdalena Hauser and their family, who make every stay at Stanglwirt a unique experience with their innovative ideas and their love of details.

Music plays a central role at Stanglwirt. A party at Stanglwirt without the corresponding musical embrace is unthinkable, and the preservation of real Tyrolean folk music is very important. It is not only about playing together, but also about singing and the preservation of traditional songs.

The singers' meeting is a very special highlight. Singers from the entire Alpine region come together to sing and play at Stanglwirt. This year the singers meeting will take place for the 120th time, showing how this event has established itself successfully over the past decades.

I congratulate the Hauser family on this anniversary. They have every right to be proud of their house, which continues to set new standards for hotels and gastronomy. When you visit Stanglwirt, you can feel that this is a real family business. Warmth and hospitality are embodied by the entire family, making every guest feel completely comfortable, so they gladly return as regulars. I am sure that the Hauser family will continue to realize new ideas and lead Stanglwirt into a successful future. I wish them all the best in this task!

I also wish the singers participating in the singers' meeting all the best and lots of fun with their music!

Dr. Beate Palfrader

Dr. Beate Palfrader
Provincial Councillor for Education and Culture

A handwritten signature in blue ink, appearing to read 'Dr. Beate Palfrader'.

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THE WORLD OF SPORTALM







From the inn on the Prama to the biohotel



The history of Stanglwirt is as long as it is spectacular. Time and again, the innkeepers have had to prevail against obstacles, strokes of fate, hostilities and catastrophes.

Text: Dr. Manfred Rupert, Georg Anker, Stefan Schatz



Whoever enters Stanglwirt walks on historic ground. And whoever wants to understand why the hotel and restaurant are the epitome of luxurious Tyrolean hospitality has to journey back to the beginnings of the “Inn on the Prama” - back to the 16th century, to a time when the previously Bavarian Kitzbühel had only been part of Tyrol for a few decades.

The dream of three farmers

It must have been a warm start to autumn, similar to this year, when three farmers visited a church-blessing festival in the neighbourhood on September 29th 1539. The trio must have partied hard and they must have drunk more than just water, when they were overwhelmed by fatigue on their way home across the Bilach. They rested in the shade of a cherry tree on the Röhrebühel farm and they fell asleep. A mountain ghost appeared to them, his white beard touching the ground, where silver and gold glimmered. Then the ore started blooming and made the leaves and fruits from the tree, under which they slept, “shine like silver and gold in the light of a jewel”, according to Albert Nöh in his work about mining at the Röhrebüchl. The farmers

woke up, they told each other the identical dream they had had and they instantly started to dig. Just minutes later, the precious ore gleamed from their hands.

Adventurers from around the world

Word about this massive find travelled fast. It started a veritable gold rush; the Röhrebühel became the target for many adventurers from around the world. Several centuries later, the same scenes would repeat themselves at the Yukon in Alaska and in California. In 1541, 711 mines were already up and running in Röhrebühel. In later years, the number increased to more than 1,000. The technical performance of the miners is still impressive: the “David” mine was 855 metres deep, the “Heilig-Geist” mine was even 886 metres deep - a world record that remained unbroken until 300 years later in 1872. The excavations paid off: the mines were so rich that an average 2,000

»Word about these silver findings at Röhrenbühel travelled fast. Adventurers from around the world came to Tyrol to seek their fortune.«

kilograms of silver and more than 400,000 kilograms of copper were mined, at least in the first decades. They had no machines and no technical support; they only had buckets, ropes and draught animals. The mines were getting closer to each other and therefore hundreds of miners died in tunnel collapses; there was always a fight when two mines finally met each other. The silver and copper rush instantly brought more than 2,000 miners to Röhrebühel. There were far too many of them to accommodate them all in the little town of Kitzbühel. Therefore the biggest landowner assigned land to them. The miners were supposed to live on the Prama, a region on the slope of Wilder Kaiser that got its name from the blackberry bushes growing wild in that area. The lots were 24 by 24 paces big, which is 18 by 18 metres. They were big enough for a small miner’s house - some of them are still standing - and a small garden for self-sufficiency.

An inn on the Prama

One of these miners, who settled down on the Prama, was Wolfgang Widmer. He was lucky: his lot had many advantages. It was close to Röhrebühel and it was also close to the crossing of the road to St. Johann and the path between Röhrebühel and the miner settlement. But the most important advantage was that Widmer had fresh water. Not just the near brook, which he used for a mill, but he also had his own water spring. This was a privilege that his colleagues on the dry Prama did not have. They had to carry water barrels up the mountain and within a few days this water tasted stale. Widmer just drank his fresh water. This was an ideal location to build a tavern. But it did not happen right away. It was a plague that came from Unterinntal in 1564, reaching



Balthasar Schlechter II. (left), his father (third from right) in front of the inn.



SMS - the initials of Sebastian and Maria Schlechter at the entrance.



A Stanglwirt tradition: a nice get-together in the guest garden.

Kitzbüchel during the summer, which made Widmer the first innkeeper on the grounds of today's Stanglwirt - this decision was not completely voluntary. The authorities in Kitzbühel asked Widmer to open a house for guests. Wine was medicine at that time and the opening of a tavern should immunize the miners against the plague that had already claimed the lives of 500 people in Kitzbühel. This was an almost suicidal task. The plague that was called "Pest" in Tyrol was causing fear. People kept out of each other's way and avoided any contact. It was too easy to get infected and there was no cure. And yet Widmer agreed to open a tavern. He said "If it is God's will, I will survive" and he accepted his fate. This was the start of the Stanglwirt history: it became one of the oldest European inns that are still in business.

The first estate transfer

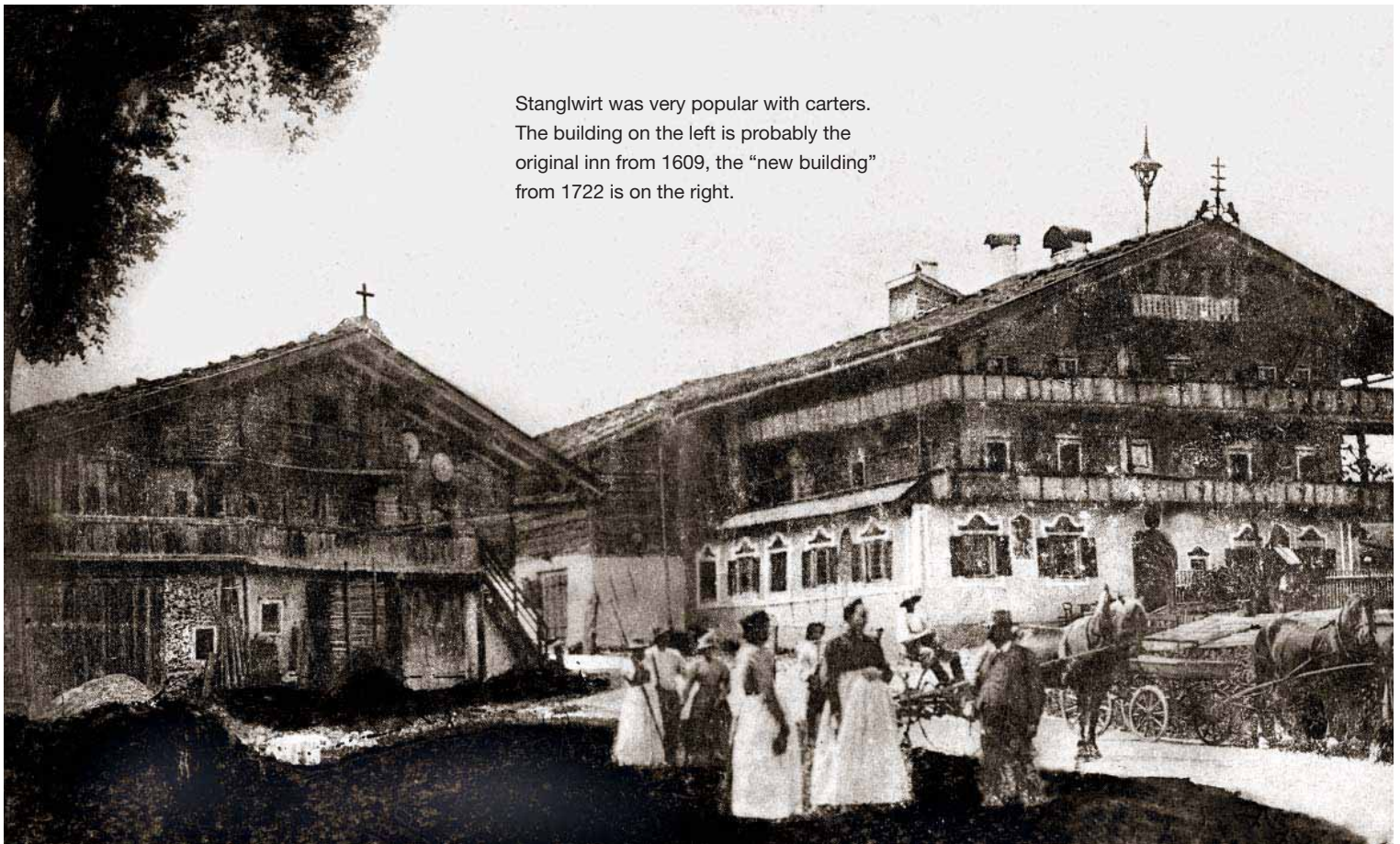
Widmer's courage paid off. In 1567, three years after the opening, he received the license to sell wine in the tavern: besides wine, he was also allowed to sell small snacks - pieces of cheese, a little bacon and a slice of bread. Historians assume that the "Inn on the Prama" (which was the official name) became popular very quickly. It seems obvious that the miners visited Widmer on their way home after a long day of hard work in the mines, before they wandered upwards to their houses on the slope. The first chapter in the history of Stanglwirt ends in 1584 (or 1585): Wolfgang Widmer dies 21 years after the opening of the inn on the Prama. His estate was taken over by Martin Schaumberger, who married the foster-daughter of the former innkeeper.

Fight for the license

Martin Schaumberger extended the inn: in 1588 he got the permission from the authorities in Kitzbühel to organize wedding banquets. These banquets, besides funerals, baptisms and similar events, were an important part of the gastronomic business for innkeepers at that time. It seemed that nothing would be standing in the way of the next upturn, if not for the constant fight with his competitors. The innkeepers of St. Johann and Kitzbühel fought against the unwelcome competitor in Going; the inn on the Prama was a thorn in their flesh. They continuously filed complaints and accused him of breaking the law. Raimund Baron of Lamberg, who was a member of the ruling class in Kitzbühel at the turn of the 17th century, was under a lot of pressure - and presented a Solomon-like solution: Schaumberger, who constantly fought against the accusations from St. Johann, would be allowed to organize funeral banquets if the deceased were buried in Going; these banquets were limited to two tables with ten to twelve people per table. 400 years ago, on April 2nd 1609, the innkeeper on the Prama officially received the full gastronomic license from the authorities in Innsbruck. The Dorfwirt was the beneficiary of this solution. He helped Schaumberger in his defence and now he received a partial gastronomic license as well. Lamber hoped that this solution would solve the problem once and for all. This was a fatal mistake.

A question of wine

This was the start of jealousy among the competitors in Going. Schaumberger's business did not only do well because of the conveni-



Stanglwirt was very popular with carters. The building on the left is probably the original inn from 1609, the “new building” from 1722 is on the right.

ent location, also his wine, which he got directly from Etschtal, was very popular. On the other hand, the Dorfwirt from Going served Austrian wine, which was an unusual taste for his Tyrolean guests. It was a wrong decision but he stubbornly stuck to it. The result: his inn remained empty despite its excellent location directly beside the church, while the inn on the Prama welcomed more and more guests from Going. Therefore Dorfwirt requested a full license - he received

»The inn on the Prama received its full license on April 2nd 1609. At first, the license was limited to the realization of funeral banquets.«

the license on condition that he and his legal heirs have to provide the ceremonial wine for Going's church for free. This was a decision that was bitterly regretted by many generations of priests in Going. At the innkeeper's request, the government gave him an unlimited gastronomic license by the end of October 1618. But this governmental order was never executed. Schaumberger was a man of his word

and therefore he never asked how his request was handled. That was a big mistake: his powers were recorded in the official governmental documents, but the privilege was never issued. The license got lost in these uncertain times and this incident became the basis for later disputes. The consequences of the Thirty Year War also took their toll on Schaumberger. Furthermore, as of the year 1630, the golden years of mining came to an end. Schaumberger was looking for tenants for his inn. In 1642 he sold his property to his grandson Hans Stangl. He became the “innkeeper on the Prama” in 1643 and he would give the inn its final name. The start of a new era - the era of Stanglwirt.

The first Stanglwirt

Now he had to pay the price for his predecessor's mistake, of never taking care of the official license. The dispute with Dorfwirt started up again. Until his death in 1676, Hans Stangl had to fight against the hostilities of his jealous competitor from the village but also people from Kitzbühel were jealous of his business. His inn remained very popular, Stanglwirt became the meeting place for miners, farmers and a growing number of petty traders - and carts. Now, at the turn to the 18th century, trade thrived due to mercantilism. Roads were developed, tons of salt, ore, wine, metals and other large loads were transported. Christian Stangl, who took over the inn from his father Hans, seized his moment. When the local government requested the innkeeper



Stanglwirt in the middle of the last century: The inn flourishes, the musical innkeepers are welcoming more and more prominent guests from around the world.

pers along the roads provide shelter for the growing cart traffic, he built a parking garage for the carts right beside his inn. Now the carters were finally able to spend the night at Stanglwirt. The hostilities from Kitzbühel were useless: the carters insisted on stopping here at the fresh water spring before the steep slope across the Röhrrerbühel to Ellma, instead of driving on to Going or Kitzbühel, on a road that was dangerous to drive on at night. Finally Stanglwirt won: more than one hundred years after its foundation, the inn on the Prama had all its necessary licenses. Official, and irrevocable.

The Schlechter dynasty

1714 was the beginning of the golden era for the inn on the Prama. Sebastian Schlechter bought the estate - he was a brilliant businessman who made a respectable fortune. But he did not make his fortune with gastronomy, he traded salt and other goods. One could see the owner's wealth: as of 1720, he started building the "Stangl-Hochhaus" beside the inn. It was a three-storey house that still accommodates Stanglwirt to this day. His son, Sebastian II., was equally talented. He further extended the house, refined it with a marble entrance

- and immortalized himself with his initials SMS above the entrance door. These initials are witnesses to the fact that Sebastian and Maria Schlechter were the ones who made the house as beautiful as it is today. Stanglwirt was not just an inn, it was the hub of a trading network for cheese, salt, wine and iron that reached far beyond the country borders.

The family continued to buy more land, relatives of Stanglwirt acquired property in Ellmau and St. Johann to open inns as well. It was a golden era that ended abruptly with the occupation by Napoleon's troops and the Tyrolean Fight for Freedom. Sebastian III. had to watch as the Bavarian and French troops came from St. Johann and left a trail of

»1714 is the beginning of the golden era for the inn on the Prama. Sebastian Schlechter buys the estate and proves to be a brilliant businessman.«



Traditions are fostered at Stanglwirt. The innkeepers Maria Schlechter and Anna Hauser extend the house without endangering the original structure.

destruction up to Ellmau. Stanglwirt was also heavily fought for - and it became renowned beyond the area of Going, because a son of the Schlechter dynasty became one of the significant leaders of the Tyrolean Fight for Freedom.

A godsend for Stanglwirt

Right before the end of the Schlechter reign over Stanglwirt, a remarkable woman took over the helm: Maria Schlechter managed the inn for more than half a century. She was well known all across the country, full of a zest for life and industrious talent until the last days of her long and busy life - an exemplary innkeeper from Unterinntal! Maria Schlechter was a born Hauser. Her family owned a distillery, the big inn at Luech in Kirchbichl and soon they owned the Schnablwirt in Going. Father Josef Hauser ordered his daughter "Marie", who was born on January 7th 1866, to run the "subsidiary" in Going. Meanwhile Balthasar Schleicher became the owner of Stanglwirt; he was baptized on November 5th 1850 in Going. One cannot blame him for courting the young competitor Maria Hauser from Schnablwirt, or for finally marrying her in 1889.

These were not the best of times. The rail link through Blixental was built in 1875 and resulted in significant financial losses for Stanglwirt. At the end of the 19th century, Stanglwirt hit its economic rock bottom. Many fields and the Stanglalm on the Kitzbüheler Horn had to be sold. This is why Balthasar's wife turned out to be a godsend. The young innkeeper Marie with her business sense made sure that Stanglwirt became a popular and prosperous inn, despite the general economic crisis. Early on Marie was already open to tourism and had a "Weltpostkarte" printed with a picture of the inn on it - in the 80's of the 19th century, she was ahead of her time.

The end of the last Schlechter

Maria Schlechter may have been a successful business woman, but her private life was far from perfect. Living with her husband Balthasar was not easy. He had his fun teasing the "strangers" and showing them what a real Tyrolean is made of. In response, his wife Marie focused her attention on the more noble guests. One day the young Stangl-Marie had enough: she left her husband and she would only return under the condition that she became a co-owner of Stangl.



Right from the opening, the pool at Stanglwirt was a sensation. It still exists today - updated to current standards.

Balthasar Schlechter died in 1912 at the age of 62 and Maria Schlechter continued to run the inn as a widow. She was not only a competent restaurateur, but also a great farmer with a good sense for cattle and the timber trade. With Marie Schlechter the “Stangl” became a good middle class inn. There was already a tourism brochure for Stanglwirt in 1927, which highlighted the public pool for guests that has been modernized and updated to this day.

A devastating fire disaster

The year 1930 could have ended badly for Stanglwirt. The only reason why a bigger catastrophe was avoided was the water pond in front of the inn, which was built with wise foresight in 1722. On July 7th 1930 around lunchtime, a fire started in the annex building. The flames were about to take over the main house. It was a dangerous situation caused by a drunken vagabond, who was locked into a shed beside the horse stable to sober up. Together they finally managed to rescue the wooden main house from destruction.

The activities of Stanglwirt-Marie were not limited to the inn: whenever necessary, she had an open ear for all kinds of matters. She immortalized herself with the donation of a wonderful glass window for Going's parish church. She continued a Stanglwirt tradition with this donation. Sebastian Schlechter III. (1763-1826) already donated the huge organ for the church of Going, which is still in use today. Stanglwirt, Austrian folk music and folk songs have been an integral part of Stanglwirt since the times of Maria Schlechter. She was an excellent singer and she also played guitar. As a result, singers, musicians and informed listeners often came to Stanglwirt. Some say there were already small singers' meetings at that time. The word got around fast and therefore even renowned gentlemen like the Barons Rothschild or Sachs took the cart to Stanglwirt for a nice chat, when they were in Kitzbühel.

The “Wilder Kaiser” was very important for Marie Schlechter; she loved the rugged mountains of the Kaisergebirge and she had a soft spot for all people who dedicated their lives to the mountains. Mountaineers adored their patron saint, and the name “Stanglmutter”

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An old postcard from the 50's of the last century: Anna Hauser is among the first to "serve hot meals all day".

(Stanglmother) became an established term in her social circles. When she was approaching her 80th birthday and her physical and mental strength began to fade away, she acted like a true ruler and started looking for a worthy successor. In 1940 she invited Anna Seibl for a trial year. She was her grandniece on her mother's side and she was the daughter of the well-known Seislwirt in St. Johann. Anna passed the test with flying colours. Maria Schlechter adopted her grandniece with her maiden name Hauser and gave her the entire estate with only one wish: she wanted the Hauser name to be associated with Stanglwirt, not just for this generation, but for many generations to come. She saw how both children of her successor Anna Hauser, Maria and Balthasar III. (his nickname as a child was "Hausi") brought new life and cheerfulness to the venerable halls of Stanglwirt. On December 15th 1946 the death bell of the parish church "Zum heiligen Kreuz" in Going announced the death of Maria Schlechter. The innkeeper rests at the Stanglwirt family grave in the small graveyard of the parish church. All the local dignitaries accompanied her to her final resting place and paid tribute to the extraordinary woman who managed Stanglwirt excellently through tough times and who set the course for the future - for the era of the Hauser family who is managing Stanglwirt to this very day and who turned the ancient estate into an international luxury resort.



Sleigh rides to Stanglwirt: a popular amusement among celebrities.



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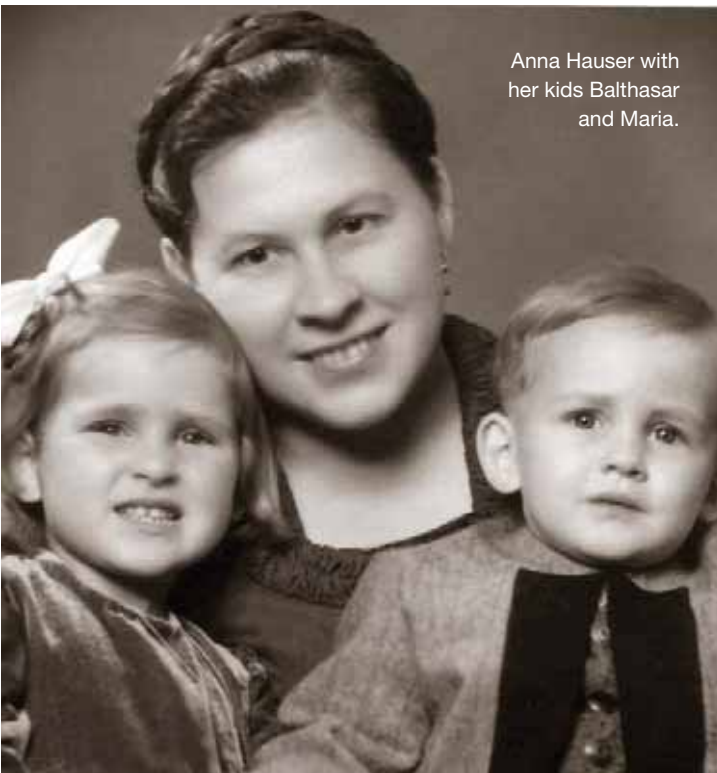
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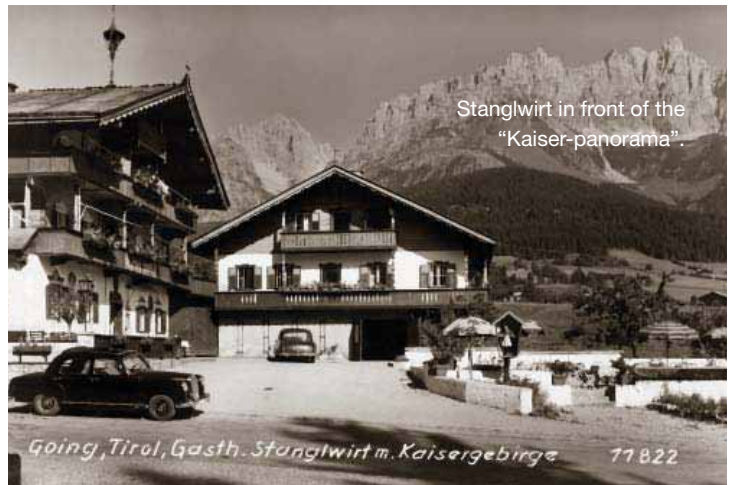


The old and the new inn
in perfect harmony.



Anna Hauser with
her kids Balthasar
and Maria.

»Maria Schlechter wanted her maiden name to be associated with Stanglwirt. Not just for this generation, but for many generations to come.«





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One family -

one passion for hospitality

More than 100 years ago, the Hauser family took over Stanglwirt - and success followed them to the Prama.

Text: Georg Anker, Stefan Schatz

Maria Schlechter, born Hauser, was the successful host of Stanglwirt for 50 years. In her final years she did everything she could to find a suitable successor, as her marriage was childless. Seislwirt in St. Johann, the husband of one of Maria Schlechter's nieces, proposed she give his daughter Anna a try. Maria Schlechter was quick to realize Anna's potential during her trial period. Anna was a beautiful young woman, who did every kind of work without hesitation, who cooked excellently and who was a good singer. She was already friends with Alois Hofer, the young Ebner-farmer, who the old host of Stanglwirt learned to appreciate as a neighbour, friend and singing partner of her nephew Sepp. That was an impor-

tant factor in the decision to make Anna Seibl the new host of Stanglwirt in 1944 and to give her the order to uphold the traditions of Stanglwirt and of the Hauser family. It was wartime when young Anna moved to her grand aunt in Going. Five sons from Ebnerhof were drafted into military service, two of them did not come back alive. The oldest son Lois came back to help his sick father run the farm. Lois also helped out on the Stanglwirt farm when help was needed. But it was the singing that brought Anna and Lois together. They became a beautiful couple. Together with Lois' sister Liesi, who was a waitress at Stanglwirt, they formed a trio and they impressed their audience with their unique triad and vocal harmony. They were known as the

“Stangl-Trio” throughout the country. The newlyweds’ happiness was complete when their daughter Maria was born in November 1944. Almost two years later, in August 1946, Balthasar was born, the long-desired son and heir and current host of Stanglwirt. Lois moved to his Anna at Stanglwirt, but he remained a farmer on the Ebnerhof. The farming for Ebnerhof and Stanglwirt was done together and Lois was responsible for the entire operation.

Farming remains an essential part

The distribution of skills was an important factor in making Stanglwirt a broadly popular inn. The wife was responsible for the gastronomic area, the husband and farmer was responsible for the service and entertainment of the guests. There was never any debate about excluding farming from the Stanglwirt business. “We would never give up farming, it is our core business!” said Anna Hauser, “and as long as there is livestock in the cowshed and as long as we have fields behind our house, not even the prospect of hard times can scare us.” With her motto “Everybody should feel at home here”, the young hostess gave a new life to the inn. Anna was always ready to sing or yodel, since she knew that many guests came for her singing.

The bi-annual singers’ meeting definitely broadened the inn’s popularity across the entire Alpine region. The prosperous business forced the hostess of Stanglwirt to expand. But there was a bit of a problem - a window that directly faced the cowshed became visible during the renovation work of the restaurant. Lois had the brilliant idea to preserve the cowshed-view as a tourist attraction.

He went through with his plan, despite the utter disbelief of the architects. The cowshed-window at Stanglwirt became a trademark with an unbelievable advertising effect. This was never done before - cows watching the guests while they eat.

A novelty: warm food served all day

At the end of the 50’s, Stanglwirt already had its first guestrooms in the Stanglwirt annex building, cosy farmhouse parlors with running water and thick eiderdowns. The hostess suggested building a breakfast room; this is how the cosy “Stübei” on the upper floor above the dining room came to be. Stacks of old wooden planks were stored in the yard after tearing down the old “Rehm”. These planks were pickled by the sun, wind and weather for centuries. Lois, the farmer and craftsman at Stanglwirt, did not let anything go to waste and he used the old wood for the expansion. With a healthy sense for cost-efficiency he cut the old “Tram” right through the middle, so he could use both sides equally.

The “Stübei” had such a warm and comfortable atmosphere, that it quickly became the preferred room for private parties. By the way, breakfast was never served in this room. This was typical of Anna Hauser. She reacted quickly to opportunities and converted them into commercial advantages. During the construction of the cableway in St. Johann, many workers came to Stanglwirt for a snack outside the usual meal times. At this point she hung a poster saying “warm food served all day”. This was a novelty at this time. She brought new clientele with this poster - the organized tourist traffic. This clientele was important for the off-seasons and brought many new guests. In ac-

cordance with her tradition she supported the church. In 1961 she was the co-founder of the “Goinger Schützenkompanie”, she suggested the creation of hiking paths, and she also was a co-founder of the Bergliftgesellschaft (lift and cableway association), she supported mountaineering and winter sports. It is no longer widely known that the hostess of Stanglwirt was also very successful in the field of economic policy. The central location and the popular house were often the focus and venue for commissions and congresses.

Prominent guests

Everyone was treated equally at Stanglwirt, the rich as well as the poor. It is more than likely that even the rich preferred it this way. The prominent guests did not care about the possible odours from the cowshed, to them it was pleasant country air that was part of the Stanglwirt experience.

Anna Hauser was the heart and soul of Stanglwirt. She found the right words for all guests, no matter if she talked to star conductor Karajan, who was deeply fascinated by the natural Tyrolean voices, or the director of Opel, who turned out to be a true folk music expert. Prominent guests were part of the daily business at Stanglwirt. Prince Bernhard of Holland and crown princess Beatrix were guests, as well as Federal Chancellor Julius Raab, the German Minister of Economic Affairs Ludwig Erhard, the former Persian empress Soraya, Bing Crosby, Hollywood star Clark Gable and many more.

Sledge rides became an impressive experience during the winter months. Now the simple farmer’s inn had to meet the requirements of high society. Therefore they built a new kitchen, equipped with state-of-the-art kitchenware.

»As long as there is livestock in the cowshed and as long as we have fields behind our house, not even the prospect of hard times can scare us.«

But now the hosts of Stanglwirt were facing problems Anna could never have anticipated. The new kitchen cost much more than they expected. To make things worse, the tax authorities developed an interest in the hostess’ business management. Maybe she should have sought professional help a little earlier. The storm clouds, which engulfed Stanglwirt, had a negative impact on her spirit and on her health. In June of 1964, a few days before solstice, she did not feel well and complained of pain.

When her condition became radically worse, Anna was brought to the hospital in Innsbruck, to the sanatorium at the Kettenbrücke. Shortly after eleven o’clock the relatives received the terrible news and an urgent request to come to Innsbruck, their mother was dying. Lois and his shocked children came too late. Anna Hauser died at the young age of 49 on June 21st 1964, when the last solstice bonfire burned out at Wilder Kaiser.



Balthasar III. with his wife Magdalena.

The shock

The death of Anna Hauser came like a bolt from the blue, nobody could imagine Stanglwirt without its famous hostess. It was the biggest funeral Going has ever seen. Balthasar Hauser, the still underage son, who would have preferred to become a farmer, inherited Stanglwirt. The mourning for his mother was combined with an unbelievable challenge: after the renovation and the criminal proceedings for tax offences the estate was deep in debt and the mother's accounts were frozen until the regulation of succession was sorted out. Father Lois had no idea about gastronomy and he was not in the least bit interested.

The fight for survival

Maria, the older sister, was the first one to take over the helm. She was already helping out in the restaurant and she knew the procedures. Even today she thinks back with gratitude on the many people who

helped her to keep Stanglwirt running, which was never closed, not even for a single day. Money was tight. "The almost even cut off our electricity", she remembers. In 1966 her brother Balthasar took over Stanglwirt. He had just finished tourism school and already been hit by the next stroke of fate. His sister Maria was moving to Carinthia and getting married there. Balthasar, not even 20 years old, had no money and no support - and he made Stanglwirt bigger and better than ever before in its 400-years-long history. Today he argues that "it was the right moment to have no money". In 1968 he started building today's parent house, without any expensive building material. The wood came from waste around the neighbourhood and the farmers in the near vicinity helped to build the house.

»Balthasar Hauser, the still underage son, who would have preferred to become a farmer, inherited Stanglwirt. It was an unbelievable challenge.«

They only had one tractor they had purchased on credit, every piece of wood, every single brick was manually carried to the second floor. The new "old building" was supposed to be a hotel with 40 beds and simple rooms with a beautiful view of the Wilder Kaiser. These rooms were meant for salesmen and transients, just like previous hosts of Stanglwirt sheltered the carters, no one should have to be turned away at night. Balthasar III. remained true to the traditions of the previous hosts of Stanglwirt. He helped with the farming, the restaurant knew no off days and music was an integral part of the house. The hotel remained in the background: there was no reception and the keys were handed over at the restaurant.

Give up Stanglwirt?

Finally the financial turbulences died down and Stanglwirt started realizing new projects. The first project was renovating the popular tap on the first floor, which became today's "Stanglalm". In 1970 he invested in tennis courts. Across the street, in the shadow of the forest, cooled by the nearby brook, he built three courts. It was a big investment that went "down the drain" six years later. A devastating flood carried the three courts away. Hauser was desperate and thought about giving up for the first time, but he bounced back. He built new tennis courts: they were more beautiful, better and they were built in a flood proof area. He even added indoor courts.

He grasped the opportunity: Kneissl was looking for indoor tennis courts with international standards. Hauser built two indoor courts on the slope, so that the sheep could still graze on the roof of the hall - for which he was internationally recognized and he became cooperation partner of this huge company from Kufstein. This started a veritable boom. The hotel was always too small and they could not keep up with the expansions. When Kneissl was facing financial difficulties and cancelled the cooperation, Balthasar Hauser stuck to his concept. This



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Maria Hauser and Maria Sauper.

was definitely the right decision: after the end of the tennis boom many courts and halls were closed, but Stanglwirt became the first address for friends of the “white sport” due to its amenities and international top-trainers.

Fun instead of calculators

Even though the host of Stanglwirt is known to be determined and assertive - a fact that presented a challenge for quite a few architects - he was always open to good ideas. Even when a head water arranged 12-course gala dinners for the guests in the 70's. Hauser let him have his gala dinners. “I could never have agreed to this if I based the decision on my calculator”, he says today, “but our guests had their fun.” This resulted in many gourmets coming to Stanglwirt - and they filled up the hotel in the tennis off-season. Balthasar Hauser's biggest coup was of course the construction of the biohotel. Long before “eco” became trendy, or the climate change started scaring politicians or low-energy buildings became fashionable, Balthasar Hauser was riding his bike. He thought a long time about what to build on the best spot of this property.

There, where the dunghill resided and the neighbouring sawmill was inaudible: “All of a sudden I hit a bump and it shook me pretty hard - suddenly I had an idea: we will build a biohotel.” It was a massive undertaking, since it was going to be the first of its kind in Europe. It was still the time when constructions were made with concrete, window frames consisted of aluminum and plastics and asbestos were used for fire protection. And yet Hauser chose lime mortar, wood and clay bricks instead.

The construction became a war of nerves. There were many delays, the hired consultants were overstrained by the enormity of the project and many know-it-alls had an opinion about the house. “In the end the whole thing almost came apart”, remembers the host of Stanglwirt. He had to redevelop the expensive shell construction. In his deepest desperation he met Karl Hermann Schwabe, a German architect, who became popular for his redevelopments of old structures and biological construction methods in Aussee. Schwabe helped Hauser to finish his

biohotel and Hauser once again proved his good instincts. He built the guestrooms 25% bigger than necessary - he did not do this because he wanted to show off, he wanted his guests to feel comfortable. This is one of the reasons why guests who come to Stanglwirt by accident usually become regular guests.

European pioneer

Balthasar Hauser was often lucky, he never had it easy. His father Lois remained a farmer of conviction. Even though he really liked what his son was making out of his inheritance, he showed his appreciation according to his motto “no scolding is more than enough praise”. There were many setbacks during construction projects. During the second oil crisis in 1980, Hauser made a virtue out of necessity and commissioned the first biomass energy plant for his hotel, which he fueled with waste wood from the neighbouring sawmill. At first the biomass energy plant drowned Going in smoke. But he found a simple solution to this problem in the riding hall.

He spread the wood chips in the riding hall and the horses crushed the wooden chips; these crushed chips reduced the smoke emissions. Stanglwirt had become a social institution. The biohotel, the living traditions, the love of music and the innovative ideas of the owner resulted in steady occupancy rates. But Hauser became a legend when he bought the Lipizzaner stallion Pluto Verona for one million Schillings (approx. 70,000 Euro) at the Austrian TV charity auction “Licht ins Dunkel”.

Suddenly everybody in Austria and in the neighbouring countries was talking about the smart innkeeper from Going who had turned a centuries-old inn into a luxury resort for the most discerning guests while still remembering his rural roots. Hauser had long since become a father. He met his wife at a traditional singers' meeting and fell in love with her. Soon after he married his Magdalena, who originally came from Bavaria. Their first son was followed by their daughters Maria and Elisabeth, and their youngest son Johannes. They will take over Stanglwirt one day and they will always remember the secret of their father's success: “I had a wonderful childhood. As a little boy I was on the Alpine meadows and in the cow shed until the tourism-boom almost destroyed this world. As the host of Stanglwirt I had the chance to rebuild this world.” Balthasar Hauser did it - and he created a world of wonders for himself and thousands of Stanglwirt fans. ■



Richard, Maria, Elisabeth, Balthasar III., Magdalena and Johannes Hauser.



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Singers' meeting: 120th at Stanglwirt

The singers' meeting at Stanglwirt is the only event of its kind in the entire Alpine region: singers and musicians from Austria and abroad have been meeting at the historical Stanglwirt in Going since 1949, to celebrate true folk music.

Text: Georg Anker

More and more guests enjoy the amenities of the 5-star lodging establishment at Stanglwirt. They admire the proud and classy horses of the Lipizzaner stud and the unforgettable view of the rock faces of Wilder Kaiser. Balthasar Hauser, the host of Stanglwirt, attracted a lot of media attention with his often unconventional and creative activities. And yet it is something completely different that made Stanglwirt famous across the entire Alpine region. It is the singers' and musicians' meeting which has been happening here for more than half a century. Simple and authentic folk music has found a home at the venerable inn. The preservation of folk music is achieved here in a trend-setting way. Surrounded by beautiful

traditional hospitality, people from different Alpine countries and different professions meet in these rustic chambers in relaxed and rousing sociability for the pure joy of singing and playing music. In autumn 2009 we will celebrate the 120th singers' and musicians' meeting, in addition to the 400th anniversary of Stanglwirt. This is the right moment to look back and capture how it all began for future generations.

Tyrol underwent an economic revival after the Second World War. People longed for happiness, music and singing. It was a lucky coincidence that Anna Hauser, the young hostess of Stanglwirt, was an excellent singer, just like her predecessor Maria Schlechter and she

»The Stangl-Trio became a role model for many other groups. Many singers have come to Stanglwirt and sung themselves.«

The musicians march into the hall.



attracted many guests with her enthusiastic and musical nature. Together with her husband Lois and his sister Liesi, the three formed an impressive trio and they were admired by many other groups for their exemplary singing talents. Many singers come to Stanglwirt to listen to the “Stangl-Trio” and sing themselves. At one of these musical meetings Anna and Lois had the idea of starting the singers’ meeting, which started in the spring of 1949. Singers’ meetings like this did not exist before that time. There were of course singing competitions, where groups of singers were classified and given awards.

The singing competition in the fortress of Kufstein was very popular at that time, just like similar events in Bavaria and Salzburg. Originally, the hostess of Stanglwirt had something similar in mind. Anna Hauser had already prepared three gift baskets for the top three groups, but her husband Lois was strictly against this kind of competition. “If this is going to be a singing competition, I will not sing!” By threatening not to sing Lois prevailed and added “Just imagine what would happen if we won the first prize!”

The first meeting in 1949 was presented by Alois Käferböck. The “Mayrhofer Trio” with Albin Moroder, Friedl Pramstahler and Max Egger came from Zillertal, the “Saalfelder Dreigsang” with Mitzi Herzog, Mali Fischbacher and Cilli Häusler came from Pinzgau and Toni Praxmair joined them with a small group of national singers. The fourth group was the Stanglwirt trio.

A small gift

The first singers’ meeting was a big success for its hosts and it was well received everywhere. Therefore they started to invite singers twice a year, in spring and autumn. It was a good decision to skip any award ceremonies. Only those whose journey was really expensive got their travel expenses reimbursed.

The participants received a small yet original gift, with which they could prove at home that they were invited to sing at Stanglwirt. Right from the start, the singers’ meeting had that special atmosphere which remains typical of these meetings to this day. The participating groups are not competitors, they get to know each other in a friendly way and



Irlinger Wastl, a living folk music legend.



The famous Stangl-Trio with the young Maria Hauser (today Sauper).

exchange songs among themselves. The generosity of the Stanglwirt hosts and well-known cheerful mentality of the singers ensure that these events are very sociable. In the coming years, several novelties were added. New singers from Bavaria and South Tyrol joined the singers from Tyrol and Salzburg.

The singers' meeting goes international

This is how they established contact to the Bavarian singers: In the early 50's the hosts of Stanglwirt visited "Jörgele", a popular wine bar in the Old Town of Innsbruck, to sing. Anderl Ostler, the Bob World Champion from Garmisch and an enthusiastic singer himself, was there by accident. He was so amazed by the sound of the trio that he promised to come to Stanglwirt singers' meeting with Bavarian singers. In the beginning there were only a few Bavarian musicians, but their number increased over time. Their spirited music brought a new flavour to the singers' meeting. The limited mobility of the singers and Stanglwirt's adversarial location in Going were a big problem at that



The "Stanglwirt-family" also plays at the singers' meetings.



The unforgettable Sepp Landmann with the young Balthasar Hauser.

time. Only very few people had cars. Lois often picked up singers from their homes or from the next train station with his Mercedes 170 and took them back there after the meeting.

The presenters of the singers' meeting changed a lot during the first years. After Alois Käferböck, the radio presenters Fritz Bieler and Siegfried Wagner, Fritz Böck from Kufstein, Sepp Spachholz from Kramsach and Lois Plattner from Wörgl became the hosts for the evening and introduced the singers. The hostess of Stanglwirt Anna Hauser was still looking for "her" presenter and finally found the right one with the young teacher Sepp Landmann from Brixlegg, who worked at the elementary school in Hygna and whose qualities as a presenter and speaker at various events were well-known in Unterinntal.

The era of Sepp Landmann

Sepp Landmann, the unforgettable presenter of the singers' meeting from 1957 to 1987, soon became more than just the face of the event. He started to shape the meetings by suggesting, or sometimes insisting on songs for the groups. He wanted the performances of the groups to reflect his vision of real folk music. He was definitely a big fighter for traditional folk songs. Nowadays the term "Volksmusik"

»One can easily say that there is no folk music event in the Alpine region that can compete with the singers' meeting at Stanglwirt.«

(folk music) has become extremely commercialized and it was thanks to Sepp Landmann that there always a strict line between commercialized kitsch and real folk music. Only true folk music was allowed at the singers' meeting - traditional songs from old collections, or songs that were kept alive by oral tradition as well as new songs that followed



Bavarian originals at the musicians chat.



Philipp Meikl, presenter and popular figure of the singers' meeting.

the original guidelines of folk music. He commented on schmaltzy songs with humour as well as harsh criticism and he made his audience understand his vision of traditional folk music. He was never lost for words when it came to his fight against kitschy and commercialized folk music. One specific group from Zillertal did not like what he said and they tried to prove in court that the song they performed at the meeting did not belong in that commercialized category. They sued Sepp Landmann and there was a trial in Innsbruck. It was a unique situation and the first time that one had to sing at court to reach a verdict. The word spread fast in the courthouse and employees, secretaries and accidental visitors rushed to the courtroom to see this unbelievable premiere.

The trial was not very successful and the opponents reached a settlement. Afterwards they all met at "Stiegl-Bräu" and celebrated the outcome. It was a field day for the press who printed headlines like "Singers war at Stanglwirt" and "The singer trial".

The next generation

Wastl Fanderl, the Bavarian protector of folk music once wrote about Sepp Landmann and the singers' meeting: "Sepp is the heart and soul of this event and he is totally devoted to the singers. He is a friend and helper, a humorous conductor and - if necessary - a strict guardian of true folk music. This is how it has to be!" When Anna Hauser, the legendary hostess of Stanglwirt died unexpectedly in 1964, many folk music fans feared for the end of the singers' meeting, which she and her husband started. She left behind a difficult legacy for her underage children.

How could they go on with the most important person missing? Her daughter Maria insisted on continuing the singers' meeting in the year of Anna Hauser's death, because she sure that this would have been her mother's wish. The new young host of Stanglwirt turned out to be as industrious as his mother. Not only did he start new and successful ideas in gastronomy, he also managed to keep up the musical tradition. Everybody who knew how challenging a task it was, was impressed that he continued and even improved the singers' meeting with help from Sepp Landmann.

His folk music "expeditions" led Hauser, who was a singer and musician himself, all across Austria, always searching for original groups of singers, who had never performed at Stanglwirt. In the beginning most of these singers had come from Tyrol, Salzburg, Bavaria and South Tyrol, but now they came from the entire Alpine region. The folk music events in Going became increasingly popular. One can easily say that there is no folk music event in the Alpine region that can compete with the singers' meeting at Stanglwirt. Even the arrival of the singers and musicians in the early afternoon is an unforgettable experience. Singers and musicians of all ages, young children, teenagers and adults with many well-known faces among them who became popular through radio and TV! All of them arrive in their traditional costumes, which inform the trained observer where they are coming from. Beautiful dirndl dresses, traditional stockings, lederhosen, embroidered belts, flower-decorated hats and ornamental hat feathers - a truly picturesque sight. Instruments are unloaded and carried to the entrance. As soon as you see the huge alphorns and harps you have to ask yourself "How can they make all of this fit in?"



Provincial Councillor Beate Palfrader (left) with Balthasar and Maria Hauser.



Andrä Feller, a folk music authority, who presented as of 1987.



Franz Beckenbauer with Magdalena Hauser, the hostess of Stanglwirt.

It is one big "Hello" when old friends meet again. Some are a little confused or sad and cannot seem to find their "fling" from last year, like the beautiful dulcimer player from Tegernsee or the funny guitarist from Oberland. After the hosts welcome their guests, the event moves to the comfortable chambers on the first floor, accompanied by the sound of the brass quartet from the balcony. Everybody is looking for a nice spot, preferably close to a group they already know from last year. The hosts of Stanglwirt are truly generous - food and drinks are free of course and after everybody finishes eating it is time for music and singing. The presenter is always stressed when he is asking how he should announce the group, where they come from and - last but

»Celebrities in the audience simply become extras, but they enjoy the company of an expert audience.«

not least - what they will play. By now even the last seat in the room is filled and the densely packed audience is waiting for the performance of the first group. Nobody sees the flurry going on all around, when the presenter brings the performing musicians down from the first floor. Sometimes he even has to look for the musicians to ensure that the evening runs more or less smooth. Everybody is silent and listens to the words of the presenter, who announces every single group that takes to the fir-decorated stage.

Celebrities in the audience simply become extras, but they enjoy the company of an expert audience. There are no big speeches about the preservation of traditions, it is all about the singers and musicians, who are the focus of this meeting. The enthusiastic expert audience knows this and applauds frenetically. Almost none of the groups leave the stage without an encore. While the official performances continue in the big hall, there is already a party going on in the "Stanglalm" and the adjacent rooms. These rooms are reserved for musicians and singers, even though nobody minds if someone who is not part of a

group finds their way in to listen to the performances. It is an incredible atmosphere! A peaceful and fair competition of voices and instruments! One could also say "a battle of singing and playing". As soon as one group finishes its set, the next one is already starting. The songs that are played in the hall are just a fraction of what is played and sung on the upper floor. It is hard to describe how it feels when the whole house is engulfed in folk music. The best description of this unique atmosphere comes from Balthasar Hauser: "You have to see and hear it for yourself!"

Endless farewell

After their successful performance, the singers and musicians receive a farewell souvenir, which they take home proudly and put it in a revered spot in their trophy gallery. Every year, the hosts come up with a new and original idea for these gifts. The farewell takes quite a while, one last song at the entrance, a spirited yodeler in front of the house, a beautiful song from the balcony, a kiss goodbye, an exchange of addresses and phone numbers, one more souvenir photo and sometimes a secretly suppressed tear...and the promise to meet again next year.

Seamless transition to "Frühschoppen"

Accommodation is provided for participants who have a long way home and many of them gladly accept the offer. This way they can fully enjoy the time after the singers' meeting. They continue to sing and play like crazy, deliver their best performances and completely forget about the curfew. For some the search for their bed for the night can turn into an unexpected adventure in this spacious house. According to believable reports from participants, the seamless transition from the singers' meeting to "Frühschoppen" the next morning has become a tradition they hold dear. "A lot of things in life have to change, so that everything can remain as it is." This is also true for the singers' meeting. Balthasar Hauser, called "Hauser", was able to preserve traditions and include necessary innovations. Andrä Feller from Kitzbühel became the new presenter in 1987. He is one of the folk music authorities, head of the popular "Mitterhögler Hausmusik", promoter of numerous folk music events and composer of many songs - in a word: an expert. The right man in the right place.



Musicians from all over the country create a unique atmosphere at the meeting.

“Andal” had a tough, unenviable job during these years. His beautiful nieces helped him to organize the event, but despite all of his efforts the situation in the chambers and on the first floor got out of hand, because more and more singers and musicians came to the house - in the end there were up to 80 groups waiting to perform. The first big boom came in the 70's after the opening of “Stanglalm” on the first floor. Before the opening, the lack of space was a huge problem, but suddenly there was space for everyone. Everybody was sitting around a table and the instruments were no longer in the way. Then something happened that no one could have anticipated. The number of musicians exploded, especially the diatonic “Zuginspieler” dominated Stanglalm with their unbelievable enthusiasm and very loud music. As a result the “masters of fine nuances” retreated to other rooms to steer clear of each other. Andrä, with his kind nature, was the calm centre of the action, even when he was up from 1pm until way past midnight with not even enough time to enjoy his beloved pipe. Something had to be done.

Changes afoot

With a heavy heart, the decision was taken to let only invited groups perform at the singers' meeting. The meeting came dangerously close to becoming too big. Just imagine: hundreds of singers and musicians had to be fed and accommodated. This was simply not doable anymore and overstrained the audience's attention, because they often had to sit in silence for more than four hours. Being a real musician, it was hard on Andrä Feller that the only place where he could still perform with his “Mitterhöglern” was in the big hall, because he was too busy otherwise. After presenting 13 meetings he asked Hauser to look

»Future generations will not judge us by how much turnover we generated, but by the lasting values we created and preserved.«

for a new presenter. He promised to help with the organization and take over the musical direction. This means that he had to make sure that only true original folk music was performed.

It was not easy to find a new and suitable presenter for the singers' meeting. The host of Stanglwirt finally found him in Salzburg. None other than Philipp Meikl, who was a singer and musician just like Feller. He was well-known as an expert presenter through his many radio and TV shows and he took over this critical and honourable position as the self-proclaimed “man of the connecting words” at the 90th singers' meeting. He has been presenting this event ever since, to the great delight of his audience.

The singers' meeting team

Since then, a well-established team has been organizing this event. The team consists of Balthasar Hauser in the lead, Philipp Meikl as presenter and Andrä Feller as musical and organizational director.



The Stanglwirt-Boys from 1972 (u.l.), the Stanglwirt-Trio Elfi, Hausei and Resi (u.r.), the Stanglwirt-Trio (l.l.), the Reit im Winkler Singers (l.r.).

Magdalena Hauser, the hostess of Stanglwirt, is the “mother” of the singers' meeting as well as musician and singing partner of her husband. She cultivates personal contacts with the groups and therefore she is very much involved in choosing who will be invited. Magdalena originally came from Reit im Winkl in Bavaria and has a special relationship with the singers' meeting. She met her husband at one of those meetings and they will celebrate their 25th wedding anniversary this autumn. Singers and musicians from the entire Alpine region hope that there will be many more unforgettable folk music experiences at Stanglwirt. It is safe to say that the singers' meetings will continue. The very talented children - Maria, Elisabeth and Johannes - are already following in their parent's musical footsteps. This becomes clear when you see them sing and play at every singer's meeting. The hosts of Stanglwirt look forward to a bright future, while some may ask what makes these meetings in Going so special. Balthasar Hauser has the answer: “The singers' meeting would not be special if one could describe it!”. Declaring his personal stance on that topic, he adds “Future generations will not judge us by how much turnover we generated, but by the lasting values we created and preserved.” ■



More than 100 years of Rüschénbeck - success with tradition



The first store "Die Goldecke".



The new store before the reconstruction.



Provisional store during the reconstruction.



The first studio after the Second World War.

More than 100 years ago, on May 4th 1904, Wilhelm Rüschénbeck opened his first jewelery store in Dortmund (Germany). Today, more than 100 years later, Rüschénbeck is one of the biggest and most important jewelers in Europe - and this company is still family-owned! The roots of the company's success go back to the 18th century - to 1773, to be exact, when Johannes Henricus Rüschénbeck was born. Like his ancestors, he originally became a miller. But the flour dust clogged his lungs. Then he found his new calling in the watchmaking craftsmanship. Today we know that this was a smart and far reaching career choice. He passed on his passion for this craft to his sons, grandchildren and great-grandchildren. That is why Johannes Henricus Rüschénbeck's direct descendants, Gerhard and Wilhelm Rüschénbeck, manage our traditional company.

The first store opens in the heart of Dortmund.

The first store is called "Zur Goldecke" and is located directly opposite the Reinoldi church. It begins with a tough start-up phase, with days and nights of work. But it is worth the effort, and soon nothing stands in the way of expansion. Already in 1927, 5 watchmakers and 3 goldsmiths create refined masterpieces as well as satisfied customers. But the founder of the company dies at a very young age and his son Wilhelm takes over the prospering business. The coming years prove to be hard on the young entrepreneur. Sales decline rapidly in 1930. Deflation! The price for repairing a watch declines to 4.50 Reichsmark. A first-rate Omega made of steel costs 55 to 70 Reichsmark, a golden Lange & Söhne pocket watch between 800 and 1000 Reichsmark. But Wilhelm Rüschénbeck and his wife

Charlotte, who he married in 1929, hold on to their business and they become the first in the industry to invest in print advertising. It is a huge success. As soon as Wilhelm Rüschenbeck hears that his store will be demolished he buys a half-timbered house on Westerhellweg 45. This is where he opens his new store with even bigger and more beautiful spaces. In 1938 Wilhelm Rüschenbeck is appointed head of the watchmaker's guild. But the Second World War, which he lives through as a private first class and as the head of the watchmaker department of the general staff in Königsberg, reduces his business to ruins and ashes.

1947 - a new beginning.

After an adventurous return in May 1947, they lay the foundations for the reconstruction. Luckily, parts of the warehouse, especially watches, survived the war. Spare parts are rare, everything has to be procured with a lot of hard work. The ground floor gets done three days prior to the currency reform. The couple opens their watch store under the most basic conditions - with a counter made of slabs, covered with a horse blanket. The watches are very popular and sought after, since there are no public watches, and church clocks and radios are rare. Finally, on May 4th 1949 the store is officially opened and the family tradition is secured. Both sons, Wilhelm (*1938) and Gerhard (*1941), grow up.

Successive and impressive.

Still bound to the traditional craft, Wilhelm Rüschenbeck opens new stores in Duisburg and Hagen. The third generation of the family, Wilhelm and Gerhard Rüschenbeck, gets an intensive education in watchmaking, gem trading and management. Their education is rounded off by numerous studies abroad, which ready the two brothers to join the family business. With the two brothers on board, the expansion can be extended and they open another store on the Prinzipalmarkt in Münster. Wilhelm Rüschenbeck dies much too soon in 1995. Gerhard and his nephew, the next Wilhelm, manage the company and continue the expansion course with new stores at CentrO in Oberhausen, Cologne and the next store ready to open in the Airrail Center at the airport in Frankfurt, in the spring of 2010.



The reopening after the Second World War.



Gerhard and
Wilhelm Rüschenbeck.

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We want to take this moment to sincerely thank you for your many years of confidence in us. It is our biggest motivation to surprise and fascinate you with the latest masterpieces.

Gerhard Rüschenbeck
W. Rüschenbeck



The Hauser Ensemble

Balthasar Hauser says “Stanglwirt is built like music.” His children Richard and Maria are already included in this successful orchestra.

Text: Stefan Schatz

See what is there and make something out of it” - an old saying that Balthasar Hauser often heard from his parents. Today’s host of Stanglwirt adheres to this saying, he built the spectacular rock pool with stones from Wilder Kaiser, used centuries-old proven Tyrolean techniques to build their houses as well as pinewood, sheep’s wool and other natural materials. You will never find imitations like wood veneers or fake marble at Stanglwirt. “An orchestra and a building have many things in common. They both need harmony and there is a reason why it is called “an ensemble of houses.” Stanglwirt definitely has this kind of harmony, according to Hauser it is built like music: “Even 400 years from now, I want Stanglwirt to be a cultural and authentic place.”

Children are included in the decision-making process

His children share his views. Early on, they were included in important decisions. Even as a young girl Maria Hauser, who today is responsible for marketing, PR, quality assurance and major events at Stanglwirt, has been included in planning meetings with the architects. The architects were surprised when Hauser the builder constantly included his little daughter in the discussion and asked for her opinion. “They included me in the planning of the farm for children.

My father said that if the Stangl kids and the local kids liked the farm, then there would be no reason why our young guests would not like it as well...a wonderful place for everyone to play”, remembers Maria Hauser. Richard, the oldest of the four siblings, was the first of the Stanglwirt children to work in the family business. After graduating from the commercial academy and receiving his diploma from a private tourism school, he worked in leading hotels in Italy and the French-speaking part of Switzerland. In 1996 he had to make a decision: on the one hand, he wanted to open a hotel in Moscow for the



luxury hotel chain Kempinski, but on the other hand, the rapidly growing Stanglwirt urgently needed someone to organise the administrative processes. Richard Hauser: "Also, my old grandmother on my mother's side was in need of care. That was the reason why I decided to go to Stanglwirt."

He quickly constructed an organization, which forms the economic framework for Stanglwirt today. He took the management-consultant exam and founded his own consulting company, which successfully supervises, among other projects, hotels in Croatia with 2,700 beds. For the son of Stanglwirt it went without saying that he would stay with his parent's business.

The final decision happened in 1998. He realized that the steadily growing property was still much too small. "We need suites and wellness facilities", he analyzed. In the beginning, his father Balthasar was not very enthusiastic: "I have been building all my life and now everything is too small by half."

Too small by half

In the end he trusted his son's advice and he built "Kaiserbogen" - it was definitely the right decision. Since then the number of employees doubled, turnover tripled and the 4-star hotel has become a 5-star resort. Today, Stanglwirt is one of the 20 most successful hotels in Europe. While other tourism businesses are suffering steep declines as a result of the economic crisis, Stanglwirt has a perfect credit standing, a solid equity base and a utilization rate close to its capacity limits.

Richard Hauser is constantly working in the background to improve the structures. He is now also a court-certified expert for the provincial court in Innsbruck. Where does he find the time? "You do not have to tell a mole to dig, and you do not have to tell a businessman to work." He also took on additional responsibilities at Stanglwirt. He turned the Stanglwirt into a private limited company; he defined standards and made sure that the hotel uses the entire production of the farm. "Every leaf of grass on Stanglhof property finds its way to our guests."

»An orchestra and a building
have many things in common.
They both need harmony and
there is a reason why it is called
>an ensemble of houses<.«

Organic, sustainable, authentic. Despite cost awareness and process optimization Richard Hauser adheres to the Stanglwirt motto: Independence from travel and marketing agencies, top-quality and Stanglwirt as a cultural asset. This is the unique selling point according to Richard Hauser.

"All our profits are 100% reinvested. My father's ideas make Stanglwirt unique. We cannot and we do not want to make money in every business segment and we must always be willing to learn: from our guests, from nature and from our employees."



»All our profits are 100% reinvested. We must always be willing to learn: from our guests, from nature and from our employees.«

Maria Hauser and her mother Magdalena:
“The fact that I am the daughter does not automatically authorize me to become a manager.”

The role of the managing director and his impact on the development of Stanglwirt has nothing to do with his family name. “We do not have a two-class society system at Stanglwirt, neither for our guests nor for our employees.” Whoever works at Stanglwirt has to work in a team: “We do not need any lone fighters”.

His sister Maria agrees with his approach: “I would never want to see that a good employee has to be let go, just so I can work in the family business. This makes it even better that they needed someone for this position; that I was really needed.” Just like her siblings Richard, Elisabeth and Johannes she has been working at Stanglwirt since she was a schoolgirl, and she did whatever needed doing. She worked as a chambermaid and as a cook in the patisserie, “this is where I learned a lot”, she says today. But after her graduation from school she packed her bags. Her destination: Australia. “It was jumping off the deep end but spontaneous decisions are known to be the best ones.” She studied tourism and hospitality business administration at a private university

in Sydney, one of the leading hotel universities in the world. After Sydney, she travelled to the USA and started working as a sales assistant in the only “Leading Hotel” in San Diego and worked her way up to the special event manager position. She organized fashion shows with 2,500 guests and society events with 3,000 guests, including celebrities from Hollywood as well as from the world of business and politics. This is how she knows Governor Arnold Schwarzenegger. In 2006, after 4 years abroad, she had to decide: her father offered her the chance to return to the family business and start as an assistant to the director, but the hotel in San Diego also wanted to keep her. She chose her home in Tyrol: “I am a family-person and it was always clear to me that I would return home someday.” Despite her impressive education and experience in renowned hotels, she started as assistant to hotel manager Trixi Moser. “Even though I knew every corner of my “home”, I had to learn all the operative processes at Stanglwirt. My colleagues trained me and it was a very harmonic working environ-

Balthasar Hauser with his daughter Maria and his son Richard at the Weißwurstparty.

»I did not come back because I was homesick, but because I have strong ties to this region, this house and this family. After all, I am a family-person.«



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Chloé

DOLCE & GABBANA

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The young Stanglwirt trio: Elisabeth, Richard and Maria Hauser (f. l. t. r.).

ment, right from the start.” This spring, together with her brother Richard, she defined her duties more specifically. Since then, Marketing, PR, quality assurance, complaint management and large-scale events like the “Weißwurstparty” are her considerable responsibilities. “Many people are a little scared when they have to talk about complaints. This is a big chance for me: I can show our guests that we take constructive criticism very seriously and that we act on it. They have to see and feel that we do everything in our power to make them feel comfortable.” As a result, she has turned many complaining guests in to regular guests of the house. She always was interested in marketing: “I have always been interested in the creative side of business.” She does not mind, that most people she has to talk to are family mem-



Maria Hauser started as assistant to hotel manager Trixi Moser (r.).

bers. “It is a unique and wonderful situation, being able to work together with your family. We all have different talents and interests, but our passion for the hotel and our guests unites us.” Her younger brother Johannes, who recently graduated from school and is about to start his tourism education, has set his heart on farming and food & beverage management; her sister Elisabeth has a university degree in tourism and she currently works at a Marriott hotel in Switzerland. Her strengths are administration and human resource management and she organizes conferences and congresses extraordinarily well. Richard is the specialist for strategies and structures. Regular guests, employees and family members agree that their mother Magdalena, the heart and soul of Stanglwirt, is also the calm and pow-



Balthasar Hauser and his son Richard in front of the shark aquarium.

»Talking about complaints is a big chance for me to show our guests our guests that we take constructive criticism very seriously and that we act on it.«

erful centre with close relationships to guests. With a lot of love she takes care of the laundry as well as the entire decoration within the house. As a certified hiking guide, she also takes mountain tours with her guests during summer.

This polyphonic orchestra is perfectly tuned and chimes in perfect harmony. Creating this kind of harmony is ultimately the job of the “bandmaster”: Stanglwirt’s Balthasar Hauser. ■

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The sharks return home



400 million years ago huge sharks swam where lavish green meadows grow today. The shark aquarium at Stanglwirt provides a view into the Tyrol of prehistoric times.

The sharks, which measure up to almost two metres, slide elegantly through the saltwater, a small movement of their tails is sufficient to make their muscular bodies change direction. Visitors to the rock-sauna at Stanglwirt follow this spectacle with fascination. They get a clear view of one of the biggest saltwater aquariums in Austria, where two blacktip reef sharks swim between soft, horn and stone corals as well as broad range of coral fishes. The pool contains 28,000 litres and it was designed by the “Haus der Natur” in Salzburg, led by DDr. h.c. Eberhard Stüber.

A fish with history

Even though the sight is breathtaking, for Balthasar Hauser the aquarium is more than just another attraction for his guests. “People have always been asking why the bands of Tyrolean cowbells are decorated

with seashells” explains the host of Stanglwirt. The answer can be found in the history books: several million years ago, there was a primeval ocean where forests, meadows and houses exist today. Today, the Wilder Kaiser guards the valley majestically, but in prehistoric times, it was a coral reef. It is no wonder that many fossils were found among its boulders. Even the entrance to the historical “Stangl” inn is guarded by a fossilized snail shell. In a way, Balthasar Hauser brought the sharks back home. To make the fishes more comfortable they intentionally chose sharks that were born in captivity and are used to living in aquariums. It is not only “Haus der Natur” that guarantees the species-appropriate keeping of these predators of the sea with their sharp senses - they can hear the heartbeat of a fish buried in the sand at the bottom of the ocean - but it is also guaranteed by the sharks’ sponsors Professor Hans Hass and Professor Dr. Eibl-Eibesfeld, who adopted these predators and baptized them Romulus and Irenäus. ■

From the back of the Lipizzaner

Horses have always played a major role in the history of Stanglwirt. Today, the guests of the biohotel are fascinated by the precious Lipizzaner horses.

For a long time Stanglwirt has been a popular address for holidaymakers with high quality standards. But when Balthasar Hauser started bidding for the “million-stallion” Pluto Verona at the Austrian TV charity gala “Licht ins Dunkel” and continued to bid until he could take the noble Lipizzaner horse with fiery eyes to Tyrol, the biohotel in Tyrol became the talk of the entire country. But the sensational purchase of this horse was just the beginning. Pluto Verona has become the progenitor of one of the few private Lipizzaner studs in Austria, which currently consists of 20 horses and attracts aficionados from around the world. More perfectly trained, warm-blooded horses were added to the stud, as well as horses from guests, who take dressage and show jumping courses at Stanglwirt. Those who do not want to ride can watch the noble spectacle comfortably from the “Auf der Tenne” bar. Its huge picture windows provide a perfect view of the square where the horses are trained. Like everything else at Stanglwirt, the stud has a deeper meaning than being just another attraction for guests. Balthasar Hauser explains: “Horses have always played a major role in the history of Stanglwirt.” At the turn of the 17th and the 18th century they even played a decisive role. Christian Stangl was the host of Stanglwirt at that time and he built a garage for carts. This was a smart move: not only did it initiate an economic revival, it was also the reason why he got his much sought after full gastronomic license,



despite the opposition of his competitors. It also helped that the inclination of important connecting roads started right at Stanglwirt. It is no wonder that the carters chose the inn to fortify themselves with food and drink for the journey and change their horses. Today, horses are neither used for transportation nor for farming, therefore Stanglwirt now provides the perfect environment for horseback riding. And because white is Balthasar Hauser’s favourite colour, the breeding of the noble Lipizzaner horses was the obvious choice.



© Christiane Slawik, Paul Dahan

The treasure of the future

Tyrol has 10,000 registered drinking water resources. One of the best springs can be found at Stanglwirt. “Kaiserquelle” provides the best water quality for gourmets.

There are sommeliers for wine, beer has its own rich culture and tea and coffee have their specific ceremonies and specialties. Only water, the basis for life, has been treated lightly. Balthasar Hauser, the host of Stanglwirt, changed all that: “Spring water is becoming a strong competitor for conventional drinks in gastronomy, even for mineral waters. Today, two out of four guests at Stanglwirt prefer spring water with their meal.” Therefore this most important element of life is highly valued at Stanglwirt. Besides a classy water bar, a professional water sommelier is also available. Every water tastes different and therefore not every water goes with every wine. Guests who consult the water sommelier are introduced to an entirely new taste experience. The presentation of these worldwide coveted waters is an essential part of the experience.

Placing a higher value on water

Balthasar Hauser has never understood why the water glass has to be the smallest glass on the table. He serves water in stem glasses as a symbolic gesture to raise the importance of water and its essential role in the history of man and life in general.

Gourmets, who prefer spring water to mineral water, can look forward to a real specialty at Stanglwirt. While renovating the 280-year-old “Kreuzbrunnen”, they found an artesian spring, which constantly wells due to the pressure from the ground water. Water experts and scientists confirm the exceptional quality of this “Kaiserquelle”. This is not the first time that the exceptional water quality at Stanglwirt has been noted - even 400 years ago, Stanglwirt was a perfect spot for an inn

because of its delicious spring water. Today, this fine water is served in specially designed carafes. “In accordance with our quality standards, our water has to be served cooled and in a misted carafe to become a precious and natural part of our superior table setting” said Balthasar Hauser to his restaurant staff. Stanglwirt charges a symbolic contribution of one Euro per 1.5 litre carafe. A tenth of this contribution goes directly to the charity organization “Menschen für Menschen” of Stanglwirt-friend Karlheinz Böhm. This money is used to build wells in the world’s driest countries.



Lifeblood: Karlheinz Böhm and Balthasar Hauser at the “Kaiserquelle”.

A partnership based on complete mutual trust

A long history of success unites Stanglwirt and Sinnesberger, two local companies rich in tradition.



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Perpetual motion

Skiing, golfing, tennis, hiking - Stanglwirt offers a wide range of sports for active guests as well as an in-house and indoor fitness garden for training exercises.

Of course you can simply enjoy a relaxed vacation at Stanglwirt. But it would be a real shame not to take advantage of the wide range of sports facilities. To really enjoy golfing, horseback riding, hiking and jogging, the guests of Stanglwirt can get in shape in the extensive indoor fitness garden: the "Wilder Kaiser" provides a magnificent view, the comfortable atmosphere is provided by Stanglwirt and the fitness equipment is provided by Technogym, the world's leading producer in this segment. Nerio Alessandri founded Technogym 26 years ago in Italy and his clients are private households, fitness centres, hotels, spas, rehabilitation facilities, universities and professional sports facilities. More than 15 million people per year get in shape on Technogym equipment. Even top-athletes trust in this brand: Technogym was chosen as the official provider for the Olympic and Paralympic Games for the first time for Sydney 2000. From this moment on, this "wellness company" attended every subsequent Olympic event. But also football clubs like AC Milan, FC Chelsea or Ferrari's Formula-1 team also keep fit with Technogym equipment. It is no wonder that Chelsea-star Michael Ballack likes to train with this already familiar equipment during his vacation at Stanglwirt.

Training like professionals

At Stanglwirt, a team of professional personal trainers shows the guests how to make the most of this professional equipment to train strength and stamina. Sports celebrities like Vitali and Wladimir Klitschko, the German football champion VFL Wolfsburg as well as downhill skiers and ski jumpers of the ÖSV have already trained under

these top-rate conditions. Training camps for professional athletes are held on a regular basis at Stanglwirt. Vitali Klitschko will resume his training with the Technogym equipment at the fitness garden in November 2009. His training camp will move to Stanglwirt for a whole six weeks. Technogym is constantly adding new incentives for professional and amateur athletes to come to the fitness garden. They recently introduced the state-of-the-art treadmill "Run Personal", which combines Technogym's innovative entertainment technology with the unique design by Antonio Citterio. Professional Technogym equipment as well as the comfortable and legendary atmosphere at Stanglwirt inspires even those who have a natural aversion to exercise to give their best in training.



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Sophisticated snuggling

Hüttling-Moos stands for a special kind of luxury: the ancient cottage has been expanded to a 5-star gem. It is the ideal nest for holidays with a romantic touch.

High on the “Wilder Kaiser”, just before the slope gets too steep, you find one of the oldest settled areas in Going. The first houses were built in Hüttling-Moos in the 16th century; today this area is almost deserted. It nestles in a magnificent natural landscape: a brook with rare fish and Alpine flora, exhibiting its rare diversity. A cottage has been standing right in the middle of all this splendour for almost an eternity. It was once part of a farm, which was bought and shut down 50 years ago by the Austrian Federal Forest Agency. After being shut down, the uninhabited cottage was left to rot away for decades. Balthasar Hauser saved this ancient wooden work of art in 2005 - and turned it into a jewel.

He invested more than one million Euros in the renovation of this dilapidated house. He preserved the historic substance of the building, but he equipped the interior with state-of-the-art amenities. Even a conference room for seminars is available - including a radio link, glass

fibre cabling and the latest beamer. Hüttling-Moos already has a reputation for being the perfect location for private parties in a very special atmosphere. Lovers choose this ancient farmhouse for romantic getaways. The wonderful backdrop of Wilder Kaiser, the dream-like tranquillity right in the middle of untouched nature, combined with a 5-star service including a personal chef and butler are hard to beat. A fairy tale, that comes close to perfection when combined with a Nature-Watch-Tour.

Hüttling-Moos is an important starting point for these guided tours, which originated in cooperation with the Tyrolean tourist board and the Swarovski group. An experienced and specially trained Nature-Watch guide leads you to the most beautiful spots on the Wilder Kaiser and helps you to discover the unfortunately rare animals which inhabit the mountains. Suddenly time stands still - and you never want to go back to the bustle of the city.





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More than just a spa

Many tourists visit the Wilder Kaiser in Tyrol. At Stanglwirt biohotel the Wilder Kaiser visits the hotel guests. Right at the swimming pool.

The numbers speak for themselves: 750 tonnes of rock were necessary to build the rock pool with its phenomenal scenery.

Dozens of trucks brought the rocks directly from the mountain. Planning, digging as well as the transport and construction took three years. The floor tiles consist of 200 million-year-old silver quartz dolomite. The new red sandstone comes from the foot of the Wilder Kaiser, but for the white chalk dolomite rocks they had to climb up to 1,000 metres above sea level. Balthasar Hauser, the visionary inventor of the rock pool: "One has to look for what is there and make something out of it." So he made something out of the enormous mountain: Hauser constructed a massive dome with many small and big grottos, caves and waterfalls. It is a unique experience that is more than just a sight to see: It roars and splashes everywhere, the hard

rocks are witnesses to the long and not always easy history of this country. The holistic experience is rounded off by pure spring water. Just like in the entire hotel, only top-grade water from their own spring is used for the rock pool. Of course the water quality is constantly monitored and checked. The enormous rocks and purest water are just two of the many ingredients which make a visit to the rock pool an unforgettable experience. There are islands, with their lush vegetation that thrives magnificently around here, which invite you to stay a while and relax. The huge window provides a majestic view of the Wilder Kaiser and the panorama behind the elaborate vaulted roof ends with the stars in the Tyrolean night sky. Tearing yourself away and climbing the stairs to the sauna world, where further sensations await also comes highly recommended - but that is a different story. ■

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True luxury

Stanglwirt without farming would be simply unthinkable. This is why they use so many truly authentic natural products from their own farm at the restaurant and at the biohotel.

The Stanglwirt-alp is an exceptionally idyllic spot of land. The cows which graze there during summer come from the Stanglwirt farm. This farm is as much a part of Stanglwirt as the mountains are a part of Tyrol. The lush grass that grows on the alp gives the dairy produce from the farm an incomparable taste. Even during winter these cows are fed with hay instead of silage. This is Stanglwirt's approach to farming, because these cows provide the basis for many of the distinctive dairy products: curd cheese, butter, yoghurt and the famous Stanglwirt cheese are made from 140 tonnes of milk per year.

The golden cheese

This cheese not only tastes excellent, it has also received awards to prove its quality. When the products from cheesemaker Sepp Hechenberger competed in a quality competition for the first time they instantly got the maximum possible number of points - they went straight to the #1 position in the hard cheese/cow's milk competition. Cheesemaker Sepp Hechenberger and Stanglwirt host Balthasar Hauser are very proud of this award.

Three tonnes of this "golden cheese" is produced in a traditional way during summer. The raw milk from the alp is manually made into tasty cheese, using a copper kettle over open fire with a cheese cloth. No flavour enhancers and no unnecessary ingredients - this is as "organic" as it gets.

Every blade of grass comes to the guests

Cheese is not the only product the extensive farm provides for Stanglwirt. The farm encompasses four rural municipalities and consists of 65 hectares of greenland, 52 hectares Alpine pasture, cattle, goats, rabbits and many other animals. More than 80 tonnes of meat and meat products are processed at its in-house butchery, the always fresh bread is baked in a bakery which also belongs to Stanglwirt. Richard Hauser says: "Every blade of grass harvested by man, cow or horse ultimately finds its way to the guests of Stanglwirt."

Stanglwirt: A cosy meal with a view of the cows and calves in the adjoining stall is always a special experience.

Erl: A wonderful musical evening with a view of the cows and calves on the adjoining meadows is always a special experience.



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Videogames? TV? At Stanglwirt children show us what they are really interested in: an expedition to the specially designed farm for children.

The authentic 200-year-old farm is situated in a beautiful landscape, directly on the slopes of Kaisergebirge, with a view over the hills to Kitzbühel. This property is not only the dream of every real estate agent, every guest at Stanglwirt can come here for free. At least when you are kid and you are more than three years old. The children's farm provides pure adventure for younger guests: petting rabbits and feeding goats, looking for and collecting eggs, taking care of the pony named "Susi", brushing her mane, or feeding apples to the foals of the Lipizzaner stud.

And this is just the beginning: every day from 9.30 am to 5 pm (also on evenings during school vacations) three certified kindergarten teachers accompany the children while they have fun with nature. These teachers organise diverse programs, they try to answer all the questions the children may have, show them what they can make out

of wood in the children's carpentry shop, invite the kids to rides on the speaking tractor, or they cook tasty treats from freshly harvested produce with the kids. There is also a children's cinema in the cowshed, a theatre stage and the possibility to burn off some excess energy with hay-hopping. Even Thomas Gottschalk, the popular German TV presenter, did not want to leave the children's farm. Stanglwirt host Balthasar Hauser enjoys to see children having fun at their own farm: "Many celebrities wanted to rent this farm and they offered a lot of money for it." But he adhered to his motto "The maximum is not the optimum", therefore the picturesque farm remains in the hands of the children. The pay-off: happy parents, who can fully concentrate on their own recreation - and excited, red-cheeked kids who quickly forget about videogames and TV series, even after many days at the children's farm.



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A new perspective

The cow shed window has been a trademark of Stanglwirt for many years, even though it was originally born out of necessity.

The singers were the original culprits: Anna Hauser, the mother of today's Stanglwirt host, loved to sing and therefore brought folk music to the renowned inn. Soon these singers' meetings enjoyed a legendary reputation and the rustic inn became too small for these fast-growing events. They had to expand. The "Sagmehlschupfei" on the western side of the inn was abandoned and joined with the new hall. But when they shifted the wall on the northern side, they faced a small problem: a window to the cowshed appeared behind the wall. Albertini, the renowned architect from Wörgl, who was responsible for the renovation of the dining hall, wanted to wall up this window. But Lois, Anna Hauser's husband, had the brilliant idea of keeping the window with the cowshed view as a tourist attraction. He prevailed, despite the architect's objection regarding the unpleasant odour and other difficulties like the window's insulation. The renovation of the dining hall was a complete success! The preferred tables

now stood slightly elevated on the right side of the hall. These tables were particularly popular, because one gets a good view the hustle and bustle in the hall on one side and the unique view into the cowshed on the other side. One could see where cows and calves, pigs and piglets live their peaceful country life - unaffected by the oftentimes well-known guests nearby.

From this moment on, the cow shed window has been a trademark with an unbelievable advertising effect. This was never done before: cows watch guests while they eat, without being disturbed by them. The cow shed window still exists today. Since then, it has inspired many guests to philosophize. The renowned behaviourist professor Irénäus Eibl-Eibesfeldt once wrote the following in the guest book: "I expected a lot of things at Stanglwirt, but did not expect to meet another behaviourist. I am talking about the host, who knows very well that cows like to watch each other eat."



Tradition and exquisite design

Gössl stands for traditional outfits in top-quality. From experts, for connoisseurs.

With 60 years of experience and history, this traditional company combines top-quality craftsmanship with contemporary design. The ingredients for this artful combination are exquisite natural materials, careful handicraft and creativity. The Gössl style has been developed from the very start of this firm and became the identity of the company we know today. Michael Nagele runs the exclusive shop in Kitzbühel, Vorderstadt 26.

Gössl has an eye for traditional elements for their traditional outfits: precious handmade embroidery, borders and handmade buttonholes are Gössl's trademarks and give the garments their distinctive style.

Gössl produces more than 100,000 garments annually, which are distributed throughout the 30 Gössl stores in Austria and Bavaria, as well as an excellent distribution network in Austria, Germany, Switzerland and South Tyrol.

Gössl Kitzbühel

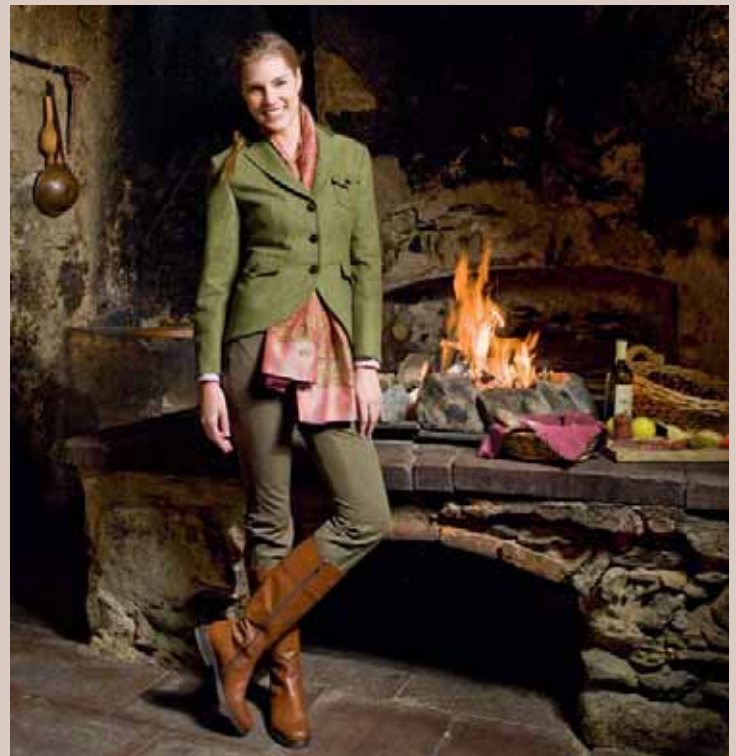
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Shopping in Kitz

A small town with the flair of a metropolis. Kitzbühel is one of very few towns to combine tradition, craftsmanship and exclusive brands in such a confined area. This is why the skiing metropolis near Stanglwirt is a popular centre for shopping.

Text: Robert Haidinger, Stefan Schatz





There is no doubt about it: Nature seems to love the queen of winter sports. Kitzbühel is nature in XXL, rounded off with Alpine wonders like the Wilder Kaiser, a limestone reef in a sea of clouds. The valley itself is neither too narrow nor too wide, it is just right. But nature alone is just the basis and backdrop, which supports and enlivens an idea. Above all, Kitzbühel is a brand. The name “Kitz” alone contains everything branding experts can only dream of. A name that rolls off your tongue like the champagne in Kitzbühel’s legendary bars which keeps even the most demanding guests entertained. The name remains zippy, teasing and concise, even after quite a bit of champagne. And the branding of this special city remains concise - just take a look at its heraldic animal - the downright magnificent chamois (goat-antelope).

The chamois: the heraldic animal

It is no wonder that one can buy a chamois-cookie cutter in the merchandising section of Kitzbühel’s website, beside chamois key chains and patches. Fans of Kitz can choose between silver and golden models of this famous chamois for their cookies.

It is understandable - this heraldic animal looks very sweet. The chamois stands proudly on its rock. Not at all plain and just as feminine as one would expect the logo of a jet set destination to be. If you wander to Hochkitzbühel, you can still trace back the origins of this famous chamois. This is the place where Michael Walde-Berger, a tall

»Kitzbühel - a name that rolls off your tongue like the champagne in Kitzbühel’s legendary bars which keeps even the most demanding guests entertained.«



They embody tradition and zeitgeist: Helmut Eder sr. with Kitzbühel originals Hansi Hinterseer, Eva Maria Salcher and Toni Sailer (f.l.t.r.).

yet slender man, manages the artistic heritage of his famous grandfather Alfons Walde. He was the one who created not only the heraldic chamois and the associated “Kitzbühel” lettering of this world-famous brand - for which the rights were recently transferred to the Kitzbühel tourism agency - he also delivered an outline for the city’s image. The smart guys with their wedge pants, the affectionate details of their leather-interlaced skiing sticks and bindings as well as the snowy fair weather slopes and summits - who does not know these landscape and winter sports pictures from the 1920s and 1930s. At that time, when Walde captured the light and the sporty contortions of a new generation on Steinbergkogel from his house, he immortalized a myth which is still alive today. Walde seized this opportunity, after all he saw Kitzbühel experiencing a delicate balance: the glamorous jet set clientele was moving in, but the traditional Tyrolean world stood its ground as well. This balance continued to exist, and in some ways it is still around today. It becomes obvious when you see the pastel-coloured shops in the old town of Kitzbühel. These shops still uphold the well-grounded elegance of this city in their own way. Kaspar and Theresia Frauenschuh are perfect examples: their parents owned a tannery and they made custom leather clothes. Today they have their own label: insiders do not have to see the actual label to recognize “Luxury Sportstyle Fashion” from this local fashion designer. It is a powerful and timeless look that has been around for 30 years. These clothes are exclusively made in Austria and they have their place in the mountains as well as in the cities. It is an Alpine style but it is not rustic. This concept is followed by many other exquisite stores and it is these stores that make shopping in Kitzbühel so special.

Insider tip

There is the small but fine insider-tip for fans of traditional costumes: the Kitzbüheler Gwand. Their extensive range includes classic and traditional models representing the very soul of Tyrol and stylish as well as individual country fashion - yes, Kitz can! Just a few steps away,



Helmut Eder and his shops are the epitome of luxury fashion. He and his team congratulate the Hauser Family on their anniversary!

also on Rathausplatz, you see master-tailor Eder and his widely known fashion design studio, which is appreciated by celebrities from the world of sports, industry, politics and society. Especially those people who swear by precious fabrics and Austrian design. "Traditional costumes are a personal matter, a link between the past and the present, a mixture between homeland solidarity and cosmopolitanism. It is a question of culture, it is a certain style. You have to live it to convey it", raves traditional costume designer Helmut Eder Sr. Connoisseurs appreciate his tailoring studio where individual pieces are made from old farmer's linen in accordance with traditional models.

»Traditional costumes are a link between the past and the present, a mixture of homeland solidarity and cosmopolitanism.«

He successfully founded a small fashion empire and Traudi Eder specialized in original sport couture and traditional costumes for leading labels like Meindl, Sisi Wasabi, Tostmann and Habsburg. It takes only a few steps from this store to the "Habsburg" boutique which is run by their daughter Karin Eder.

The epitome of luxury fashion

Another Helmut Eder and his fashion stores for men and women on Sterzingerplatz in Kitzbühel are known as the epitome of luxury fashion. The Viennese star-architects Delugan Meissl, who developed the concept for the fashion-showroom's atmosphere, responded to all of Helmut Eder's wishes and created the right atmosphere for the flair of Kitzbühel by including a lot of wood, leather and fur. It is a living room for chatting and trying on clothes from top labels like Bottega Veneta, Lanvin, Balenciaga or Gucci.

It is the balance between luxury and homeland solidarity which makes the Helmut Eder brand so special. Helmut Eder's regular customers are not just from Kitzbühel, a lot of guests from Stanglwirt come to the store on a regular basis.

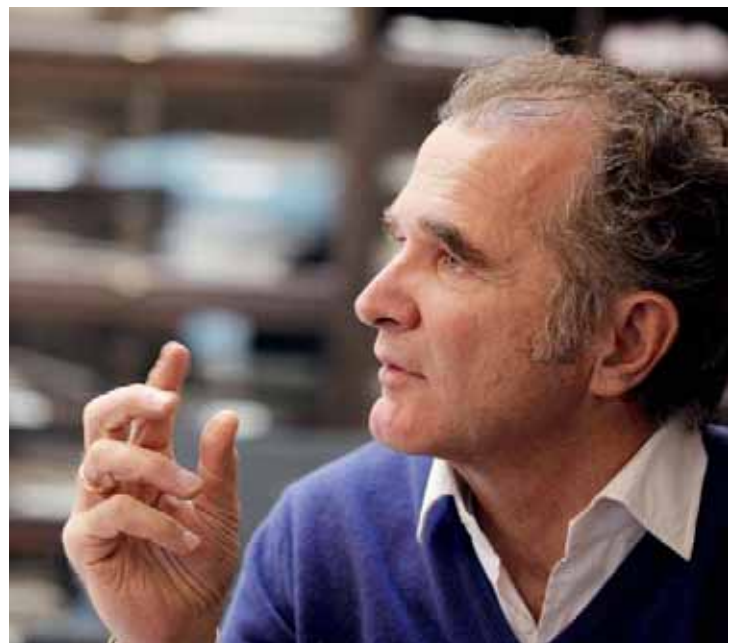
Fashion meets tradition

Many guests of Stanglwirt can also be found at "Gössl Kitzbühel" where they can find original costumes from the nearby province of Salzburg. This style includes the more urban "Lieserl" hat with its cords and skirts made from "Schladminger Loden" with "Lampassen", which is the traditional name for their decorative sideways stripes. The "Gamsbart" jacket is for those with a deeper love for details - it is decorated with woven shoulder straps and a stand-up collar. Specialists are at work here.

Sometimes they mix up the two distinctive elements of the city - traditional costumes and sports - to create a new fashion synthesis. One could say they reflect the attitude of Kitzbühel. The term "Alpine look" is almost an understatement, even though it is more en vogue today than it ever was before.



"Fashion from experts for connoisseurs": right from the start the Gössl company developed its own distinctive style.



Kaspar Frauenschuh created the now famous fleece jacket in 1995. His cashmere sweaters are the trademark of the company.



A preview of Sportalm's summer fashion for 2010. The entire collection, from ski wear to traditional costumes and sports couture, is available at the Sportalm store.

Inspired by the myth of the Streif

"Sportalm Exklusiv", another major fashion player located in Kitzbühel's Vorderstadt, interprets sports fashion in a different way. Its style is based on creations which are inspired by the success stories of skiing stars from many different eras as well as by the myth surrounding the legendary Streif. The result: après-ski-chic with a special kind of glamour. Their second clothing line focuses more on the rough charm of Tyrol and on handicraft, inspired by the robustness of "true values". Their third clothing line represents true feminine values with breathtaking styles. "In a time of anonymous mass-market products, labels with true values are in high demand. We are authentic, we respect our cultural heritage and we have a clear vision of what our lifestyle label represents, independent of trends and tastes. Despite all the innovations and creative freedom, all our clothing lines have one omnipresent core value: human attractiveness", explains the exclusive fashion house when it comes to the philosophy of their brand.

Big labels

The list of shopping tips could go on and on, with representative boutiques from international labels which feel right at home in this jet-set environment: Boss and Gucci, Dolce & Gabbana and Prada - every big name from the fashion world can be found here. But there are also specialized shops which you can hardly find anywhere else. Lino Scaranos boutique "Ieri + Oggi" has become one of the top addresses

»In a time of anonymous mass-market products, labels with true values are in high demand. We are independent of trends and tastes.«

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Lino Scarano's fashion hit: stretch-leather jeans by Jitrois.

in this small but exclusive town. Here you can find French top-designers like Jean Claude Jitrois, who is currently astounding the fashion world with his washable stretch-leather jeans.

He used this stretch-leather for the first time in 1995 and it became a bestseller when he used it for skin-tight pants. Of course, this is not the only reason why Lino Scarano's boutiques in Vorderstadt and on Hahnenkammstrasse of Kitz are fashion hotspots. His new Italian trend-label Duvetica focuses on a young, quality-conscious target group. The exclusive luxury jackets from the young label are lined with goose down from Perigord in France.

Exclusively for guests of Stanglwirt

The world of luxury watches also feels quite at home in Kitzbühel. Especially in the well-sorted "Boutique Tourbillon" in Hinterstadt, where one can find an exclusive selection of top-quality watches and jewelry on 90m² and two floors, including brands like Breguet, Blancpain, Glashütte Original, Jaquet Droz, Léon Hatot, OMEGA and - starting in 2010 - from Tiffany. Swatch is also represented with a limited collection, which one can only find in fashion metropolises like Paris and Milan.

Guests of Stanglwirt have their first encounter with the Tourbillon Boutique at check-in. The keycards of the luxury hotel show the logo of this exclusive boutique as well as the logos of brands like Breguet or Glashütte Original. While the keycards open the doors to Stanglwirt's world of experience, they provide an exclusive look into the exquisite world of watchmaking at the Tourbillon boutique. The team of the

»Guests of Stanglwirt have their first encounter with the Tourbillon Boutique at check-in: the boutique's logo is on the key-cards.«

Tourbillon boutique welcomes the guests of Stanglwirt with a glass of champagne. When they show their key card they also get a little present. Many of the watches and pieces of jewellery presented at the Tourbillon boutique are Austria-exclusives and they are only available here in Kitzbühel.

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The Tourbillon keycard is not only the key to the hotel, by showing it at the boutique you will get a present and a glass of champagne as well.

The boutique regularly organizes special exhibitions and events, highlighting the true mastery of mechanical timekeeping. After all, the name “Tourbillon” stands for the most exquisite art of watchmaking and was chosen for these multi-brand boutiques by the Swatch Group as a symbol for tradition, precision and innovation.

Abraham-Louis Breguet, the founder of the luxury brand with the same name, invented the Tourbillon at the end of the 18th century and applied for a patent in 1801. It is still one of the most challenging complications of watch-making to this day and it can only be manufactured by experienced watch-making masters.

A big world in a small town

Different masters of their trade make Kitz shine with Alpine-inspired jewellery from regional manufacturers. This special mix of local specialties and international offerings makes shopping especially exciting.



The golden touch for jewellery design, combined with humaneness and business sense: the success factors of the Schroll family business.

One example would be the Schroll goldsmiths. Josef and Karin Schroll met at the school of goldsmithing in Steyr and they decided early on to start their own business. They started on Kitzbühel’s Graggausgasse in 1969 and moved to a studio in Vorderstadt in 1972. In 1986 they had the opportunity to buy and renovate the Hinterbräu house in cooperation with a group of building owners. It took a lot of courage and

»Kitzbühel and Stanglwirt are important initiators for quality tourism and they both attract prominent guests.«

commitment, but they created a passage with innovative shops and showrooms. Their son Christopher has been managing the company in Hinterstadt since 1998, while Josef Schroll is still managing the exclusive shop in Vorderstadt with constant dedication. The shop in Vorderstadt was recently redesigned by their daughter Katharina who happens to be an interior designer. The company motto of the goldsmith family is short and very much to the point: humaneness paired with business sense leads to success! Therefore all family members are well known for their down-to-earth attitude. They are level-headed with great conviction and are in close contact with the locals. Mutual understanding and traditions have more value in Kitzbühel than anywhere else. Margarete Klingler comes from a long-established family in Kitzbühel. She followed her dream and learned the art of goldsmithing. At just 20 years of age she became the youngest master goldsmith in Tyrol.

In 1993 she founded the Goldschmiede Margarete Klingler in her birthplace at Hornweg 5 in Kitzbühel. Her artistic works made from the most precious materials captivate with their expressiveness and clarity, which are inspired by the unique landscape of her home - Kitzbühel. It is obvious why this combination is successful.

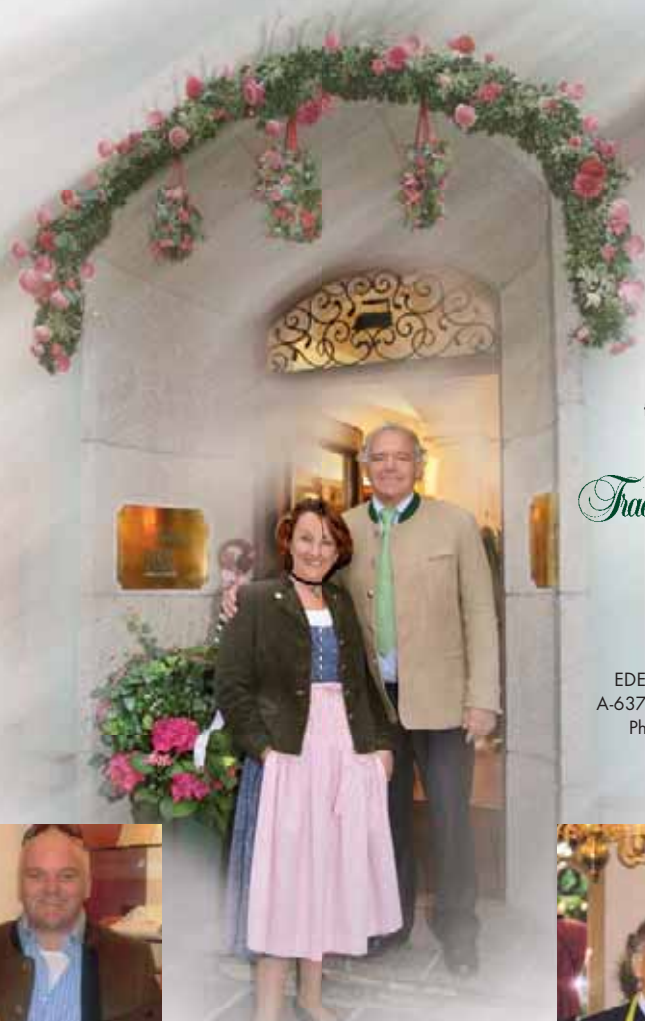
Stanglwirt and Kitzbühel: a double success

It was not only Klingler who drew her inspiration and her strength from her home. Stanglwirt is the perfect realization of this idea and it shows how regional traditions can be transformed into the highest quality of life for tourists. Stanglwirt and the nearby Kitzbühel have been in a kind of symbiotic relationship for a long time, not just because of their shared history. “Stanglwirt is one of the truly leading hotels, even far beyond the district of Kitzbühel”, raves Dr. Klaus Winkler, the mayor of Kitzbühel.

“Besides the town of Kitzbühel, Stanglwirt is one of the most important initiators for local quality tourism. Kitzbühel and Stanglwirt also attract prominent guests. Our guests like to stay at Stanglwirt and the guests of Stanglwirt are of course always welcome to visit the town of Kitzbühel. Therefore we benefit from each other.”

A touch of Kitzbühel’s shopping flair can also be found at Stanglwirt. The hotel guests find the latest trends for women, men and children at the Polo Ralph Lauren store at the foot of the “Kaiserstiege”. Trend-

HELMUT EDER, his wife Traudi and his family call seven exquisite boutiques in the center of Kitzbühel their own. The career of the Eder family seems to be literally "tailor-made". It is the story of a daring jump from the small, picturesque village of St. Johann in Tirol to the town hall square of Kitzbühel, the elitist winter and summer sports metropolis. With diligence, intuition and a sense for fashion, Helmut and his wife Traudi established themselves in Kitzbühel, with its demanding clients and guests. Small exquisite, individually manufactured collections by Austrian and international designers as well as their own in-house tailoring shop are the recipe for success of the Eder family. Helmut and Traudi realized at an early stage, that sophisticated women and men are looking for more than just original and traditional costumes.



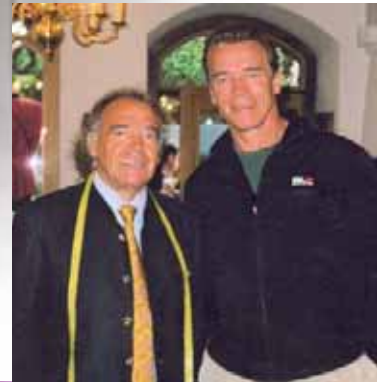
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Celebrities like **DJ Ötzi** and governor **Arnold Schwarzenegger** appreciate Eder's tailoring.

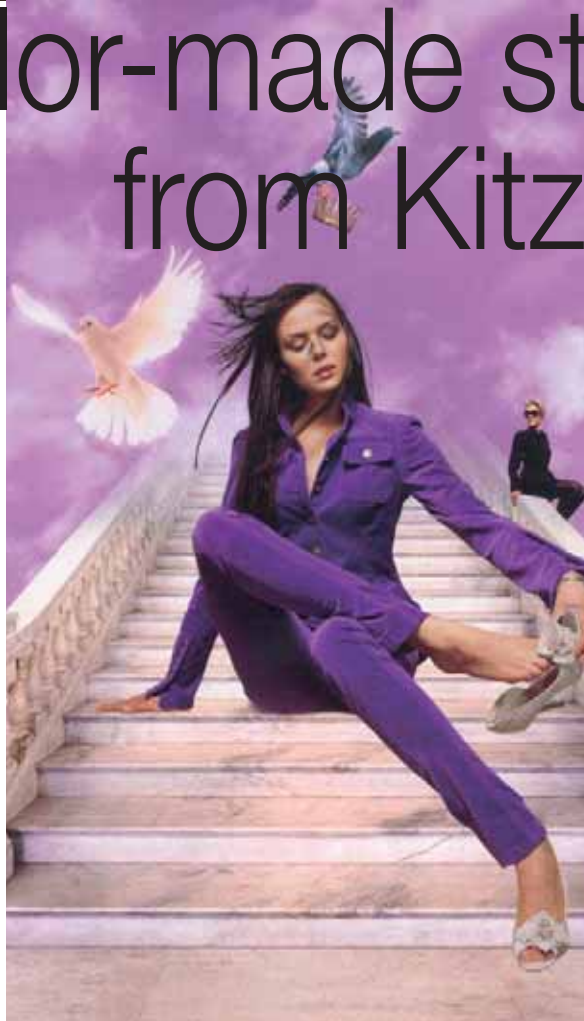


45 years ago, Helmut Eder sr. started with small but fine custom-tailoring shop.

A

tailor-made story from Kitzbühel

A new challenge was waiting for the growing family here. Helmut Eder jr. and his sister Karin Eder-Scarano followed their parent's call and presentd "in" fashion in their own boutiques. Following the family motto "service before money" they found their own way to the customer. It is not about finding everything at each boutique, but finding different unique styles at the varios shops. This concept preserves value and style, providing demanding customers with a well presented selection. Helmut Eder sr. still tailors with a passion while his attractive wife Traudi continues to run the boutiques. What could be more rewarding than to enjoy every day while following the latest trends of fashion. ■



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Margerete Klingler became Tyrol's youngest master goldsmith at the age of 20.

setters will always find the latest fashion at this exclusive boutique because the collections change every three months. This boutique is really unique: Ellen Kas, the owner of the store with a profound background in fashion, brings a hand-picked selection of the label's collections to Going, which is usually only available at Polo Ralph Lauren flagship stores in fashion capitals like Milan or Paris. She already has the varied tastes of Stanglwirt's regular guests in mind when she orders her selection.

Many of Stanglwirt's regular guests are loyal customers to the boutique and they appreciate being surprised with individual pieces which were chosen just for them. This is a unique service, which fits perfectly to whole Stanglwirt experience.

Misapprehensions about Kitzbühel

Would Kitzbühel be the hub of the Alpine world today if it still had its old name "Chizzingenspuehel"? It is one of the many misapprehensions about this confusing city that the name "Kitz" is derived from "Gamskitz". One has to admit: it is an old history and its origins are in the ancient past. The "Bühel" (hill) of the Bavarian Mr. Chizzo, who is mentioned in a document from Chiemsee in 1165, had a career which is similar to the attributes of the Hahnenkamm downhill race: fast and steep. It was made a city in 1271 and silver mining started here in the 16th century.

But it is iron that makes the city grow big - specifically the railway, which brings summer visitors to this city. Since the time a certain Franz Reisch read about the Norwegian adventurer Fridtjof Nansen, the railway also brought another species: the homo skiensis. Reisch is fascinated by Nansen's description of the laths which are tied to your

»Franz Reisch from Kitzbühel was the first man to ski on Kitzbüheler Horn - a great moment for Alpine skiing.«



Ellen Kas brings exclusive fashion to Stanglwirt.

legs, called skis. In 1892 he orders a pair of skis from Norway and a few months later he becomes the first man to ski on the Kitzbüheler Horn - a great moment for Alpine skiing. The first downhill races were held as early as 1894/95 and from here on everything happened fast: curious guests come to Kitzbühel, a Grand Hotel opens right after the turn of the century, the first downhill race is held on Kitzbüheler Horn. Glamorous balls, small affairs and big scandals, sledge rides and even more parties make Kitzbühel a winter sports metropolis where aristocrats, poets and show stars gather to ski.

The Hahnenkamm cable car was finished in 1928 - it was the first of its kind in Austria. In the winter of 1931 finally the big day arrived: the first Hahnenkamm race on the Streif was held - a crucial milestone for the creation of the myth.

By that time Kitzbühel is already on everyone's lips. When the Prince of Wales visited Kitzbühel in 1935, all hotels were fully booked. Other British aristocrats followed his example and Great Britain remains an important market for Kitzbühel to this day.



Yes, Kitz can! The shopping paradise at the foot of the Streif.

The toughest race in the world

It is a textbook example of tourism history, which stands the test of time. If downhill racing is the Formula One of winter sports, then Kitzbühel is the snow white version of Monte Carlo and the legendary Hahnenkamm race is the toughest and fastest race in the world. The Streif, the Mausefalle and the steep slope - these are terms that even non-skiers know. But also the celebrities are not here by accident: Franz Beckenbauer is an official resident of the ski resort. He got married at the registry office in Oberndorf and, being a friend of Balthasar Hauser, he celebrated his wedding befittingly at Stanglwirt. Uschi Glas shot many movies in this area in the 70's and she has grown very fond of her second home in Kitzbühel. Celebrities like the "Governator" Arnold Schwarzenegger or German TV star Thomas Gottschalk often come to visit when they want to get away from the Californian heat. Even Ralf Schumacher is shifting down in Kitzbühel - just like Formula One insiders Damon Hill, Jaques Villeneuve, Gerhard Berger and Bernie Ecclestone.

The list goes on and on: Prince Albert of Monaco, Lothar Matthäus, Heiner Lauterbach, Uwe Ochsenknecht - they all come to visit on a regular basis. Sometimes, all that glamour comes together for a big party of superlatives. Werner Baldessarini, fashion designer and former boss of Hugo Boss, might invite 400 friends to Stanglwirt for his Western party, which could easily happen the same way in Aspen. Obviously recreation becomes necessary after so much excitement. The best place to find it is Going at the Wilder Kaiser, where one can watch the hustle and bustle from a safe distance. There you will find silent moors, just a few steps from Stanglwirt.

The glamour of Kitz changed into the glitter of dew drops hanging from rare plants. These are probably the only diamonds one will not find in nearby Kitz.



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On the trail of the eagle

The world's smallest tree, the most isolated areas in the Northern Alps, thriving traditions: Tyrol offers unspoilt nature and the wisdom of rural life. With a Nature Watch guide you can experience both of these firsthand.

Text: Robert Haidinger



»Golden eagle and Capricorn.
A duo which is well-known from
postcards. The stereotype sud-
denly comes alive with Nature
Watch tours on the Wilder Kaiser.«

At home in Tyrol:
golden eagle, capricorn & Co.
love the barren mountains.

Soft wings become visible; they blur briefly and lose themselves in the big blue of mountain sky. Up there, a quiet shiver is in the air, but it takes a little time to focus. Up there: it is the sky above Tyrol and feathers are now gliding through it. Almost like the wings of an angel looking for a gap in the blue sky, a secret backdoor to paradise. And yet the splendour lies right in front of us. In front of me, the amateur ornithologist from Vienna, and in front of Sepp who was the first to tell me to look up. Those beautiful wings belong to a golden eagle and he flies in wide circles across the Kaisergebirge on his surveillance flight - a little dot, but a king in his world.

Seeing Tyrol like never before

It is not always easy to follow the king of the air. Especially when he remains completely still for a short moment like a heraldic animal, looking for prey. But we have eagle eyes too. We borrowed them from Sepp. They are glittering eyes made from crystal clear glass. Swarovski eyes. Proper binoculars are indispensable on a Nature Watch tour in Tyrol if you want to get a closer look at this province. "See Tyrol like you never did before" - this is the slogan for this guided tour for which Swarovski provides the perfect optics. This slogan has a lot to do with new perspectives, maybe even attentiveness. Distance and proximity come together, just like intimacy and a telescope. And that is exactly the case here. The very second the eagle is gone, a silhouette comes along. Slightly curved, like the delicious croissant we had for breakfast. But they are long, thin and ribbed which can mean only one thing at this altitude - they are special horns, the horns of a Capricorn. A silhouette of parallel shadows carefully moving along the steep slope. The telescope seems to bring him within our grasp. Golden eagle and Capricorn. A Tyrolean duo, well-known from logos on sports jackets and postcards from ski resorts - along with the mammoth label and the red bull. We turned our back to this side of Tyrol for a little while and ascended through the dense forest to the alpine meadows. This is where the plush marmots and the emblems of hiking patches suddenly come to life. It is an ideal combination: the purity of the cut glass and the glimmer of the crystal-clear mountain streams which present Tyrol's gurgling and effervescent side with refreshing clarity. A razor-sharp view of nature.



The backdrop is never the problem. This was made clear in the early hours of the morning when the sun dipped the serrated edge of the Wilder Kaiser in a fiery red. The limestone reef of Großachtental lies in front of us like an island in time: a natural fortress with lusty mountain forests, Alpine meadows and gorges which ensure the biodiversity of flora and fauna. Again and again we look deep into the Swarovski-glass and we drink with our eyes. After all, Nature Watch can be very addictive. The intoxication of nature, the call of the wild, Alpine adrenalin - a triad with subtle undertones. Eagle and Capricorn are just the grand finale. There is no doubt: Sepp has done his homework. When he was a boy, the Wilder Kaiser was his private playground with its soft green moss and the spectacular waterfall at the foot of the Maukspitze - an adrenalin inducing name for every extreme climber. The Schleier water-



fall, a frisky mountain stream which sprays down from a 60-metre-high dome of rock and collects itself in a small pond at the very end - this is the Via Dolorosa of all difficult climbing routes, maybe even the most difficult climbing area in the Alps. But Sepp cannot see it right now. "Natshuhr Wotsh", he says, "is more than jumping over rocks and finding a real eagle up there. It is more like...just go with it for while."

The country for a second look

Sepp is right of course. Take a look and see. Sweat in the overhang and feel the mountains - these are two different things. Especially in a province like Tyrol, which is much rougher and steeper than Austria's milder eastern regions. It likes to stand out a little bit with its serrated

ridges and summits. It is so mercilessly vertical that one might wonder at first how the rolling dumpling could have established itself here as a culinary delicacy. But there are several things to wonder about because Tyrol is a province at the second, third and tenth glance. Rugged and refusing but at the same time full of mysterious crannies. An ancient face with petrified features. Rare plants and animals have found their home in its crannies: the rare Alpine salamander and the wood grouse, which is constantly moving to higher altitudes. Hornbeam and the fly orchid lure insects into its flowery trap, but they set them free after pollination.

The rough mountain climate developed a few unconventional things over the course of evolution. The smallest tree in the world, the dwarf willow, grows underground to protect itself from the cold and only a small green tip of it comes out of the earth.

The glacier buttercup is a true survivor, which has no problem living 4,000 metres above sea level. More than 150 different species of flowers and dozens of different green plants grow on the Tyrolean Alpine meadow at Mitteregg alone. Many would expect this kind of biodiversity in the far-off rainforests, but not in the heart of the Alps. Some of them were only discovered in the 50's and they became little sensations: Frey's damselfly, a blue dragonfly species, can only be found in Lechtal in Northwestern Tyrol where a previously regulated river is slowly reconquering the valley. The river valley of Außerfern is

»The smallest tree in the world, the dwarf willow, grows underground to protect itself from the cold and only a small green tip of it comes out of the earth.«

a recent example of how Tyrol takes care of its impressive natural heritage. Fly fishermen, WWF activists, the specialists of the federal avalanche and torrent control all worked together to transform the endangered alluvial forests between Vils and Steeg into the wildest national park of the province.

Even amateurs can easily see why this spot of primeval nature is worth saving: turquoise water fingers flowing around white islands of gravel. The unique alluvial forests of Außerfern behind German tamarix-trees and junipers are an amateur botanist's swamp-like and humid dream. This is no wonder considering that there are 1,160 flowering plants recorded in this area. The latest success-story concerning the wild riverscape of Lech shows that Tyrol knows how to draw attention to itself with more than just your run-of-the-mill tourism events. Beach volleyball tournaments in winter on heated sand? Colossal re-enactments of Hannibal's crossing of the Alps using snow groomers instead of elephants? Those spectacles may be at home in Ischgl or Sölden to bring in new guests, but they are only short interruptions to Tyrol's silent beauty. When the fire-eaters swallowed their last flare and the clubs' musical thunder finally gives way to the night, silence rules again across the glacier. This is when the nature of Tyrol shows its beauty and impresses with its breathtaking diversity.



Hüttling-Moos is the central starting point for Nature Watch tours.

There is hardly a single Tyrolean nature park which is not impressive in its own way. The glowing blossoms along the river Lech are just one magical coloured dot among many. Anyone who takes a tour to the ancient maple trees of the "Großer Ahornboden" at the Karwendel Alpine Park knows for the rest of his life that there is a special kind of energy in these most lonesome woodlands in the Northern Alps. One could almost call it something like spirituality. The Vomper Loch, the "Grand Canyon" of Karwendel, with all its jagged ridges and bizarre prongs of the biggest Austrian nature reserve, is almost like an Alpine picture-book landscape, an island from before our time. The heavy traffic along its borders and through the Inntal seems light years away. You do not even have to look up to enjoy the nature of Tyrol to the

fullest extent. These mountains are of course the perfect framework for this beautiful landscape because they provide constantly new perspectives to these natural beauties. Those who have seen the 300-year-old tree of the Obergurgler pine forest in Ötztal's nature park or the elemental force of Tyrol's highest waterfall "Stuibenfall" know what we are talking about. But the real specialties are quite often just a few steps ahead on the Nature Watch tour. Just like the fluttering army of 1,400 different butterflies at Kaunergrat nature park where a diverse range of landscapes with high summits, lush meadows and extensive forests makes it all look like hyper-real landscapes with an ethereal-golden light which is usually only seen in TV advertising. But here it is all real. Even the orchids, which give the nature park of the

Nature Watch opens your eyes and ears to wildlife.

»These most lonesome woodlands in the Northern Alps have a special kind of energy. One could almost call it something like spirituality.«



Zillertaler Alps its special touch, just like the amethysts and rock crystals which try to outshine the glitter of the surrounding eighty (!) glaciers. There is no doubt about it - Tyrol's natural resources are equally spread across the province.

This is proven by the Nature Watch tour from Going's Stanglwirt to Hüttling-Moos, which is a small, rustic conference centre in the woods but also one of the oldest settled areas in Going. The property was bought 50 years ago by the Austrian Federal Forest Agency and the associated farm was subsequently shut down. The old farm house, with its unique location close to a brook and directly at the foot of the Wilder Kaiser, went into hibernation with all its rare fish, birds and plants. It is located right below Graspointalm where the Stanglwirt-cheese is made and it serves as a starting point for Nature Watch tours into the moor region. Windwehenmoos, Alpine cotton-grass and marsh clover - a Europe-wide unique natural oasis which was forgotten

»Orchids, butterflies, tree giants: many times the extraordinary is just a few Nature Watch-steps away, right in front of your feet.«

for a long time has been brought gently back to life. There are many wetlands on the southern slope of the Wilder Kaiser which are worth saving. The Austrian Federal Forest Agency has been renaturing this area since the summer of 2007.

Mud? Moore? You will of course encounter both of them but some trails can even be taken with a pram or a wheelchair. There is something this area provides above all: much mo(o)re. Especially more nature than you could possibly fit into one trip.

The secret of the Kaisergebirge

It is not like you could easily forget the strong impressions from this eastern part of Northern Tyrol. This is especially true for the aforementioned Kaisergebirge with its 1,000-metre-high stone walls and bizarre crags which underline the wildness of the mountains, as if they were guarding a special secret. That is in fact the case. Rare plants and special relics from the Ice Age were preserved here due to the rather mild glaciations during the Ice Age. Plants like the Alpine Rose and the "green earthworm" who survived over thousands of years, bark of old stalks on the northern wall of "Zahmer Kaiser" at the foot of the "Schanzer Wände" near Ebbs. Like in a jewellery box of nature, lined with soft moss and sparkling dewdrops, one gets a magnificent view of its nature. Hikers and "Nature Watchers" strolling through the wetlands along the base of the majestic mountain can adjust themselves right away to a macro-level. The unconventional "Schnittlauch Sumpf" (chive swamp) at Kohllahner Sattel forces its way into view and covers the underlying herb layer with densely arranged, violet flower heads. Rush and horsetail are blowing in the wind at the slightly higher spring water mires of Kleinmoosenalm. Its inhabitants were also saved, at



Welcome to the Middle Ages: downtown Innsbruck and the "Goldenes Dachl".

A short trip to Innsbruck

The Middle Ages seem to be alive in the old town of Innsbruck. The "Goldenes Dachl" (golden roof), built by Emperor Maximilian I, shines from afar as if the 2,738 gold-plated copper tiles of the late Gothic alcove balcony still have to dispel old rumours of Maximilian's financial difficulties. Innsbruck breathes history and stayed true to its combination of fortification and sense of art. Time did not stand still.

Events like "Tanzsommer" (dance summer), the Old Music Festival, the international film festival or the "Klangspuren Schwarz" set contemporary impulses. The architect Dominique Perrault recently gave the Tyrolean capital its modern city hall gallery; Zaha-Hadid built the Berg-Isel ski jump with its trans-regional charisma. Maybe the most beautiful ensemble is provided by the guarding mountains.

A ride on the Hungerburgbahn and the panoramic view from Seegrube 2000 metres above sea level perfectly shows Innsbruck's close connection with the Alpine world.

Not once but twice, in 1964 and in 1976, this city was the venue for the Winter Olympics. Here you can ski from the slopes directly to the old town. Or you can explore the surrounding hiking areas with snow boots, touring skis or summery hiking boots - for example the Alpine park Karwendel or the Zirbenweg at Patscherkofel.

Cultural tip

Culture and recreation in perfect union: With Stanglwirt the Tyrolean Erl festival has found the perfect partner for a delightful and luxurious cultural package. High-level guests from the fields of politics and industry appreciate the extraordinary cultural range at the Passionsspielhaus in Erl as well as the perfect hotel concept for total wellness.



Hans Peter Haselsteiner (r.) and Gustav Kuhn (m.) welcome Governor Günther Platter in Erl.



Experience nature:
 Tyrol's rich fauna
 and flora are
 overwhelming.



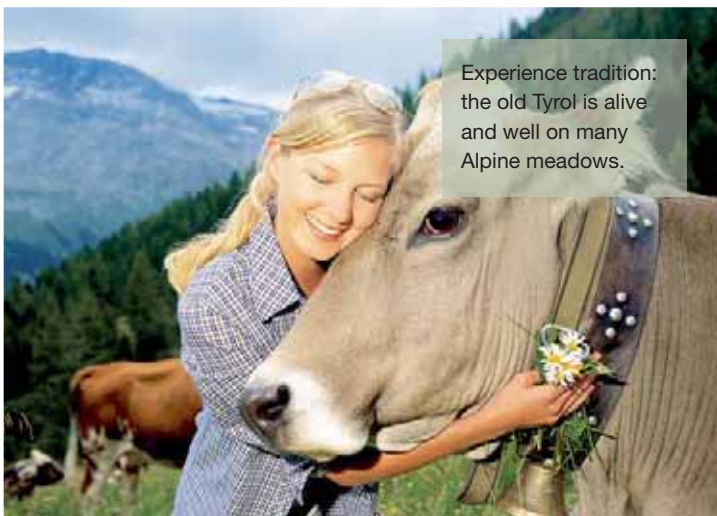
least from car traffic. Until 2006, when a tunnel was built after much argument, the Kaisertal was Austria's last inhabited valley without traffic infrastructure. It is still not loud today, because only the locals use the street. The round dome of Hohe Salve has no problem with that much peace and quiet. It is the very heart of the extensive Wilder Kaiser skiing resort which is one of the largest skiing resorts, with its 250 kilometres of slopes and a connection to Brixental. It is no wonder that small animals feel at home here: the alpine-endemic glacier ringlets, which fly from the close-by Kaisertal to higher altitudes, apterygotas, the alpine salamander which is called "Tattermandl", small mammals like the edible dormouse and the common dormouse - they are all there. And since it is called "Kaisergebirge" (Emperor Mountains), maybe even a royal ermine might jump in front of your binoculars, just like snow voles and mountain hares. But it is not only the smaller gems which are worth saving. The term "back to the roots"

»Apterygota, alpine salamander, edible dormouse and common dormouse - they are all there. Maybe even a royal ermine might jump in front of your binoculars.«

has a long tradition in Tyrol and it does not only include flora and fauna. Heinz Mantl developed a vision of a special Tyrolean panorama, when several ugly buildings were placed in front of deserted, old farm houses in the 70's. He started to take a look around in Ötztal, Zillertal and at his friends' places over there in Kufsteiner Söll. His time came in 1974: finally the first farm houses came together between Innsbruck and Kufstein, in the area of the Kramsacher lakes to be exact. This is where Heinz Mantl's initiative turned into a Tyrolean open-air museum: the museum of Tyrolean farm houses.

Spotlight on Tyrol

Today one could call this area "Little Tyrol". Like a spotlight on Tyrol, this area embodies the essence of this beautiful country. This village may be a little bit confusing for older Tyroleans who never travelled, because it consists of many different, or "pan-Tyrolean" styles. It includes gables and construction methods from isolated valleys as well as 400-year-old farm houses from Pitztal, accurately aligned farms, elaborate wood constructions from Alpbachtal, which has always been famous for its carpenters, an entirely differently built farm from Walchsee near Kufstein or the Trujer farm from Oberinntal which is more of a stone castle than a wooden construction and has its own passage despite its metre-thick exterior walls - they all represent the wealth of construction and settlement methods which can only be seen at this place. On some days, especially on the day of the annual country fair, these houses are filled with life. One can smell the "Moosbeernocken" and the "Äpfelradln" and basket weavers and potters offer exquisite samples of their craft. Then it becomes clear why Tyrolean farm houses were always more than houses on mountains. They were more



Experience tradition:
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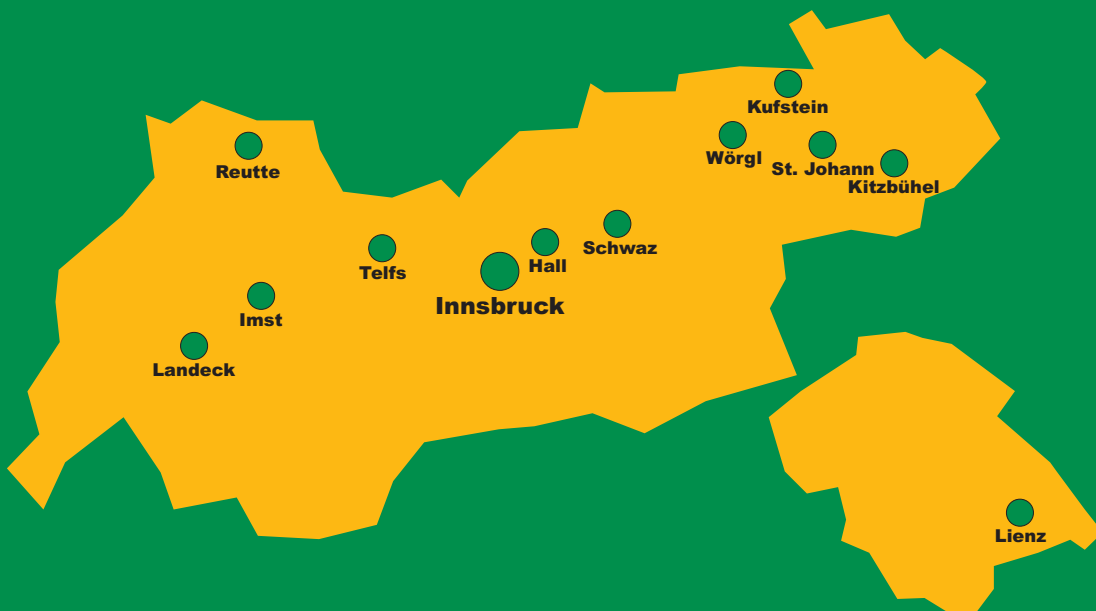
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Reutte	Mühler Straße 12	Tel: 05672/64848
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Nature Watch - Nature at a glance



Discover the invisible: find out about Tyrol's hidden sides on one of the Nature Watch tours. This is the motto that initiated the cooperation between the Tyrolean Tourism Agency and

Swarovski Optik. The result is the Nature Watch project. These tours are designed for professional nature observation. Equipped with binoculars by Swarovski Optik and accompanied by a trained tour guide, holidaymakers embark on a journey into the almost untouched nature of national and nature parks.

These tours are available throughout the year: if you want to spend a day of your winter holiday beyond the ski slopes, Nature Watch will open your eyes to the diverse wildlife in the mountains. Stanglwirt is the perfect starting point for exploring the breathtaking landscape at the Wilder Kaiser.

Here the closeness to nature comes from ancient farming traditions, which are carefully preserved by Stanglwirt. Wildlife watching, tracking and mountain lodge romanticism can all be experienced on the 600-hectare and easily accessible hunting ground; the family-owned Alpine meadow with its cheese production at the Wilder Kaiser shows how Tyrol has been handling and preserving its natural resources for centuries. Stanglwirt has special offers for "Nature Watchers".

Detailed information:

Nature Watch Tours:

Guided tours with binoculars and nature observation. Two times per week during the summer and autumn season, once per week during the winter season. Duration: min. 2 hours

Nature Watch Guide:

Trained mountain guide with extensive knowledge about the indigenous nature and an additional Nature Watch qualification.

Nature Watch flat rate:

The new Nature Watch flat rate will be available at Stanglwirt from January 6th 2010 onwards. 3 or 6 nights (arrival on Sunday) in the chosen category incl. top-quality breakfast buffet, afternoon snack, gourmet dinner and many other extras like a Nature Watch tour for EUR 396. For further information please visit www.stanglwirt.com and click on the "Nature Watch" button

Swarovski binoculars

Swarovski Optik binoculars are provided.

Order the free catalogue "Nature Watch Magazin" from the website of the Tyrolean tourism agency: www.natur.tirol.at

like little villages for extended families. One can take a look at the outbuildings which Heinz Mantl collected for his "Little Tyrol" to understand what is meant by that. One can find a sawmill and a mill as well as a chapel and a shooting range. Grainery, "Sennerstube", smokehouse, oven, and dairy - even a quick look at the extensive cooking equipment gives one an idea of the full taste of Alpine life. They even found an old original bathroom. The private and windowless heating-stone bath used to be very popular for farms and it reminds us that true self-sufficiency always included a private spa. And this knowledge is still present today when rock oil baths and goat butter crème treatments make you feel better and the scent of stone pine wood - its positive effects were proven by chemists at the University of Innsbruck - lets you sleep better.

Authentic traditions instead of colourful folklore

An approximation to an estranged world - this is also one of the facets with which Tyrol can surprise us to this day. Goat milk which tastes like juniper? The night-time grazing of the cows from Kitzbühel to save them from mosquito bites? The cooking skills of Tyrolean dairymaids for the preparation of "Schwingmus" and curd cheese soup? The Tyrolean high-Alpine valleys which represent the biggest alpine dairy area in Austria with their 450 Alpine meadows are not a bad place to learn about the Alpine way of living. When you stroll across the craft-work market of Going - which was initiated by the "Stanglwirt boys" Balthazar Hauser, Georg Anker and Toni Prichl - you will find long forgotten craftsmanship from Tyrol's past like chamois-beard binders, bell frame makers, stag horn carvers, lace makers and clog virtuosos as well as culinary treats like "Brodakrapfen", "Kasspatzln" or "Germkiachl". The mountains, the power of the weather, the old knowledge about healing effects of mountain herbs, stone pine oil but also the aroma of authentic Alpine cheese - they are all alive and well to this day. Some of them are clearly visible in customs throughout the province. Others can be found in catered Alpine huts which still lure us with the smell of open fireplaces and flickering candlelight in the evening. When you take a closer look you can feel something else: that the hardship and the romanticism of the Alps still has its impact on the lives of many Tyroleans and that highlights of the annual Alpine cycle - from the ceremonial driving down of cattle from the Alpine pastures into the valley in autumn to the joint haymaking and the run of the "Perchten" - are not just for show, they are time-specific coordinates of history which has been written in the hearts of the people throughout the centuries. ■

»The driving down of cattle from the Alpine pastures, the joint haymaking and the run of the "Perchten": time-specific coordinates of a history which has been written in the hearts of the people throughout the centuries.«

27-hole course at Wilder Kaiser

The excellently kept 27-hole golf course Wilder Kaiser in Ellmau has become one of the leading examples for first class golfing in Austria. Right from the start, quality was its top priority.

The course is perfectly and harmonically embedded into the given landscape and golfing becomes a fascinating experience in the environment of the impressive "Wilder Kaiser" mountain range.

The golf course consists of three 9-hole courses named "Wilder Kaiser", "Ellmau" and "Tirol". These courses can be combined with each other as you choose. The individual courses are not steep, they are characteristically different. Therefore they provide the perfect setting for a highly diverse golfing holiday.

At the club house, you will find all the facilities you need to make you feel at home: the reception area with its well equipped pro shop, the dressing rooms, a caddy room, the comfortable



© Albin Niederstasser

club restaurant and a spacious terrace overlooking the Wilder Kaiser. The driving range area and the vast training area provide the ideal environment for golfing rookies to get started in this fascinating sport. ■

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Noble ladies' team

Mayr-Melnhof, a family with a rich tradition, has holidayed regularly at Stanglwirt for almost a century. But that is not the whole truth: it is actually only the female part of the family who is allowed to go to Going.

Text: Arne Johannsen





The Mayr-Melnhof sisters,
Councillor Doraja Eberle and
Countess Sophie Brandis.



Balthasar Hauser and Stanglwirt
Manager Trixi Moser with the
Mayr-Melnhof family.

Traditional and down-to-earth, this is the impression an observer gets when gazing at the stately beech-lined alley up to Glanegg Castle in the Salzburg borough of Grödig. With walls 1.4 metres thick and the three solid storeys, the building appears as a broad tower on which the passing centuries have made no impression. Built in the 13th century, it was first an archbishop's residence, then for many decades was host to a family law-court. After ownership changed hands countless times, the property was acquired by the Mayr-Melnhof family in 1896. Since that time the venerable family has been living within these venerable walls.

Regular guests for decades

Traditional and down-to-earth, even with every modern convenience: this also characterises Stanglwirt in Going. It is therefore no accident that the Mayr-Melnhofs are among the regular guests of the Hauser family. "We spend a week in Going every year at the end of January and we have for almost 25 years", says Maria-Anna "Maya" Mayr-Melnhof. The Salzburgers refer to her as "the Baroness", simple and dignified. And even officials in Austria use this title at public appearances and tributes, although honourable titles have long been abolished. But tradition sometimes even manages to survive changes to the law. The make-up of the Mayr-Melnhof travel group is also unusual, consisting only of women, nine in total. Babies are allowed, men are not. "I have eight children myself and so I know that mothers sometimes also need a break", says the Baroness. "This is why I invite my five daughters and three daughters-in-law to this week here, so that they can have a change from everyday life".

Grödig and Going do not only have many letters in common, they are also just an hour away from each other by car, hardly a distance. "And yet, at Stanglwirt you do find yourself in a different world", says Maria-Anna Mayr-Melnhof. "Here you find exceptional peace and can switch off 100 percent. It is an atmosphere almost like home, and yet still a bit different. And these gorgeous sunsets on the Wilder Kaiser...", the 82-year-old begins to swoon.

»It is an atmosphere almost like home, and yet still a bit different. And these gorgeous sunsets on the Wilder Kaiser...«

But how does a distinguished honourable - Maria-Anna Mayr-Melnhof was born Countess Orsini-Rosenberg, old Austrian nobility from Carinthia - end up in Going? "Ah, you know what, I too was young once", smiles the Baroness, "and I spent part of my youth in Kitzbühel. Going out was a bit different then from today, we looked out for a cosy guesthouse and then spent our evening there. Stanglwirt was one of the guesthouses. The owner was pregnant at the time and a short time later Balthasar was born. So I was his guest before he'd even stepped foot in this world".

The Mayr-Melnhofs were there throughout the developments at Stanglwirt in the years that followed. Everything expanded, modernized. "I experienced right up close how Balthasar developed the business

We congratulate **Stanglwirt** on its **500th Birthday!**

Sustained quality

One could say that it is quite bold to congratulate someone 100 years in advance on his first half century. Well, we have reasons for our optimism: first of all, we are sure that the traditional hospitality of Stanglwirt will never go out of fashion. Secondly, we too are good at creating work pieces from first-class wood, which will be enjoyed by many generations to come. In this sense: we wish you a happy 400th birthday and many more happy birthdays to come.



Close to our hearts!

and brought it forward”, says the Baroness. “Many things have changed over the decades, but even among all the changes you can still sense the fine touch of the Hauser family, the farmers’ roots”. There it is again: traditional and yet down-to-earth.

Family success

The loyalty of the Mayr-Melnhofs also ennobles Stanglwirt, as the Mayr-Melnhof name is one of the most familiar in Austria. This is where tradition and modern entrepreneurship come together. The first mention of the family dates back to 1434 - this is tradition. Today they own Europe’s largest cartonboard and folding carton manufacturer, Mayr-Melnhof Karton AG, with annual revenue of over EUR 1.7 billion - this is successful entrepreneurship (see box on page 94).

In any case, it is the Styrian wing of the family that holds the reigns with regard to the carton giant. Although the Mayr-Melnhofs have tried to keep the family inheritance together for centuries, in 1893 there was a split between the family from Styria and from Salzburg. The Styrians are more oriented towards industry, while the Salzburgers lean more towards forestry. They own around 7,000 hectares of land in Salzburg and Upper Austria. This also includes the family seat at Glanegg Castle, as well as Kogl Castle near St. Georgen in Attergau. “We are closely tied to the forests and the earth”, the Baroness says.

Youngest kid at the helm

The economic activities of the Salzburg Mayr-Melnhofs are bundled in MM-Forest Management. The youngest son, Max, has been running the business for 15 years and works on broadening the business base. Numerous offices have sprung up on the estate, in addition to the timber business the aim is to make better use of the land, for example by erecting business parks. With success: this has resulted in several projects including the new delivery terminal of the major logistics group Schenker on a meadow owned by Mayr-Melnhof in Bergheim. The unusual order of succession in the family company has an equally unusual background. Max’s older brother Georg decided against the business world during his economics studies, joined a seminary and studied theology. He now works as a religion teacher and as a missionary for the Christian Loretto Society.

The Salzburg wing of the family owns 7,000 hectares of land in Salzburg and Upper Austria: »We are closely tied to the forests and the earth«, says the Baroness.

His turning to theology did not come out of the blue: religion plays a key role within the family. Even on holiday: “We start every morning by praying together. During the day everyone can do what they want. And before supper we meet at 7pm for the rosary prayer, elucidates Maria-Anna Mayr-Melnhof. The Baroness is naturally also committed



Stanglwirt’s Balthasar Hauser with Regional Councillor Doraja Eberle.

to Christian activities outside her holidays. As the Chairwoman of the “Pro Oriente” foundation, she actively supports their work. The foundation was founded in 1964 by Cardinal Franz König, in order to support and promote relations between the Roman Catholic church and the Oriental Orthodox churches in eastern and south-eastern Europe. “For me she really is the Grand Dame of Pro Oriente, she has done an immeasurable amount of good over many years”, is the praise from Salzburg’s Archbishop Dr. Alois Kothgasser for the dedication of Maria-Anna Mayr-Melnhof. She also personally recruited Balthasar Hauser as a Board Member of Pro Oriente.



Loyal guests: Balthasar Hauser thanks the Mayr-Melnhof family.

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An overview The Mayr- Melnhof Empire

The Mayr-Melnhof family are among the most well-established in Austria, as well as being among the most active in the economy. The corporate group was built on woods and timber. The heart of this is the listed Mayr-Melnhof Karton AG, in which the family has the majority shareholding. From the original headquarters in Frohnleiten, Styria, the company that dates back over a century has now become one of Europe's largest cartonboard manufacturers. For coated recycled card, the Styrians are even the world number one. The group operates 35 production sites in 15 countries. Revenue amounts to EUR 1.7 billion, with a workforce of over 8,000.

The business empire

The business empire of the clan also encompasses Mayr-Melnhof Holz AG, founded in Leoben in 1953. With the modern saw plant in Leoben and a plant acquired at the beginning of 2004 in the Czech Republic, around 1.3 million cubic metres of timber are cut annually. Holz AG took a major expansion step by erecting a saw mill in Efimovskij, 250 kilometres east of St. Petersburg.

Together with Russian real estate and construction materials group LSR, the largest saw plant in Russia was built with a surface of 24 hectares. Investment value: EUR 80 million. In order to secure the supply of timber, they have gained a 50-year lease on a woodland area measuring 250,000 hectares.

Other companies owned by the family include Mayr-Melnhof Systemholz in Gaishorn, one of Europe's leading manufacturers of laminated timber, as well as MM Timber Trading, a timber trading operation that operates worldwide.

The Salzburg line goes in for forestry

While the Salzburg branch of the family does have shareholdings in the carton business, it is the Styrian side who are in control. The Salzburg Mayr-Melnhofs are primarily involved in the forestry industry.

With 7,000 hectares of land, the family is the largest private landowner in Salzburg. Their properties also include Glanegg Castle near Grödig and Kogl Castle in Attergau.

Other companies include the Baronial Mayr-Melnhofsche Holzhandlung in Salzburg as well as shares in the apartment holding company of the Styrian Mayr-Melnhofs.



Glanegg Castle,
the family residence.

She understands a high commitment to charity work as an obligatory part of being a Baroness. To this end, she has been president of "Dogs for the Disabled" for 25 years. This charitable organisation has great success at training dogs, above all to accompany and support children who are confined to a wheelchair. "Assistance dogs increase the self-confidence and quality of life for disabled people", says the president. Christian, charitable, sporty - these are the key elements of her life according to the vibrant 82-year-old. The only thing yet to mention is sport, and here she is also a president, namely of the Austrian Senior Golfers.

Business and Tradition

The family is also politically active, for reasons of social responsibility. Clanchef Friedrich II. Mayr-Melnhof was the Salzburg Agriculture Minister from 1983 to 1986 for the Austrian People's Party and was a representative for private woodland in the Chamber of Agriculture for three decades. Daughter Doraja Eberle is following in his footsteps: She is a member of the Regional Government in Salzburg, responsible for family, youth, folk-culture and preserving cultural heritage. The certified social worker also founded the society "Farmers Helping Farmers" and is president of the organisation. "Humanitarian aid in Croatia, Bosnia and Kosovo". Business and tradition, class consciousness and social responsibility - all of these come together in the Mayr-Melnhofs. The extremely modern carton group is listed on the stock exchange and therefore attracts a level of publicity which the family does not greatly appreciate. On the other hand, four of the eight children are now married to nobility: Reisky von Dubnitz, Nostitz-Rieneck, Clary von Aldringen, Edler Herr zu Brandis - the wedding announcements read like an extract from an Austrian history book.

Preserving values, not jetsetting

Chance or a targeted marriage policy like the Habsburgs once had? The Baroness grins, "No, no, it's not that. But the old honourable families have a lot in common, such as the same type of upbringing, the understanding of responsibility and discipline. And this results in common ground, on which the youngsters come together more easily". Family suppers around a large dining table are a part of this - it goes without saying that there is never a TV on in the background. Upholding and living traditions is extremely important to Anna-Maria Mayr-Melnhof, which perhaps makes her a precursor of that which is becoming so popular today under the term "sustainability". "Tradition is something very positive and important for Austria. Who else would maintain the castles and stately homes that attract so many tourists to our country? Instead of buying a private jet for a million Euros and flying in one's own home to Ibiza, we prefer to invest this sum in a new roof for our castle". The Baroness is particularly thrilled that the tradition of Stanglwirt holidays has also passed on to the next generation. "My children always keep coming back with their own families to Going, to spend their holidays with Balthasar and his family", she explains. Should this tradition continue, the Hauser family also have something to look forward to long-term - Baroness Mayr-Melnhof already has 30 grandchildren and ten great-grandchildren. Thereby ensuring the future regulars at Stanglwirt.

Assets in the best hands

For many entrepreneurs, the transition from business to private life is fluid. Therefore it seems obvious to make use of the many synergies from both areas, for example in banking and financial businesses.

Therefore Hypo Tirol Bank provides a special service for its corporate clients: if needed, they can consult a private banking expert. Everything from a single source - it is not just practical and saves time, especially in banking matters, but it helps to coordinate the different financial products in the best possible way. These are the main reasons why corporate account managers of Hypo Tirol Bank consult private banking experts, if their clients are interested in this option. Due to the close networking of account managers and additional experts, corporate clients get the best possible all-round service.

Trust and reliability

Private banking is more than just the profitable investment of assets. Since busy entrepreneurs rarely have enough time for their private financial matters, this kind of expert support can be very helpful. There are reliable experts for many different areas. Their knowledge makes the decision-making process easier and this way these experts provide professional and private freedom.

This is the main task for Hypo Bank Tirol's private banking experts. As reliable and competent partners, they guide clients through different financial phases and provide an ideal combination of personal support and customized product solutions. All tax-related changes in Austria and Germany - such as the inheritance of company assets - are taken into consideration. In addition to this extensive know-how, our service portfolio is rounded off with an excellent network of tax consultants and lawyers, for example, to check a company relocation from a fiscal perspective and realize this relocation in the next step.

Capturing the imagination of clients

A long-lasting and trusting relationship between client and private banking advisor is the basis for holistic consulting that meets even the highest quality requirements. These experts have the necessary personal and professional competence, and the focus is always on the needs of the clients. These needs are treated with flexibility in terms of time and location. The product portfolio ranges from innovative investment strategies to consultations regarding the right pension plan.

The private banking expert customizes the right package for each individual client. On sensitive and personal subjects like asset management, clients can expect more than just the usual financial products. Hypo Tirol Bank is the first address for private banking, especially when fulfilling great expectations. ■



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A close-up photograph of a man with dark hair and a bright smile, wearing a red tank top. He is leaning on a white rope of a boxing ring. The background is a warm, golden-brown color, suggesting an indoor arena.

Stangl training camp

When world boxing champions Wladimir and Vitali Klitschko are preparing for a bout Stanglwirt is traditionally their first choice. And not just because we temporarily turn a tennis hall into a professional boxing camp.

Text: Martin Niederauer



These two have put down roots here in more than one sense.

Firstly because they always come back to Going in order to train at Stanglwirt or just to spend a few days relaxing. The other sense comes from the fact that when you look at the two Ukrainian boxers, Wladimir and Vitali Klitschko, towering above you, you cannot help but think of giant oak trees. Two massive men with dense muscles, giant fists... and broad grins beaming back. The two guests have long been considered legends, they are in demand for sponsorship deals, they are UNESCO ambassadors and are also welcome guests at VIP events. A level of success which they have earned through their sporting achievements. One of them, Wladimir, is the current world champion and experts believe he is the undisputed number one in heavyweight boxing. The other, Vitali, in common with Muhammad Ali, Evander Holyfield and Lennox Lewis, is one of only four boxers in the whole world to have won the world champion heavyweight title three times in his career. And they are both regulars at Stanglwirt Biohotel, for both business and pleasure.

It has become a well-established tradition that these Herculean boxing legends, with residences in Hamburg, Kiev and Los Angeles, not only love to spend a few days of their spare time with Balthasar Hauser and his team, but also regularly spend several weeks at the hotel when they use it as their training camp. Much to the amazement of the prominent hotel guests. Star director Joseph Vilsmaier couldn't believe his eyes when he saw Stanglwirt Manager Trixi Moser fanning the sweating Vitali with a towel to cool off and thought it was a "candid camera" set-up. The bustling hotel manager just wanted to make sure that this sporty guest feels comfortable. And it seems to work. "There is no other place on earth where I can better prepare myself for a major fight", gushes Wladimir and he just can't get enough of the region around the Wilder Kaiser. "There is nothing in the world that can compare to this spot!"

Tennis hall becomes professional training camp

The image of a professional boxer is influenced for many by Sylvester Stallone and his successful Rocky films. The training preparation is enough to see how far removed from the reality of a professional fighter this actually is. While the actor jogged through woods and meadows with a dogged gleam in his eye, the Klitschkos have a hundred-strong team of trainers, helpers, assistants and agents milling around during the fight preparation phase. It takes enormous effort to transform one of the two tennis halls at Stanglwirt into a high-tech training centre: a professional boxing ring is installed, punch bags are hung up; fitness equipment of every kind and the latest in video equipment fill the rest of the immense hall. The Klitschkos remain at ease despite all this, fans are also welcome to see the brothers sparring during the intense fight preparation phase. Some Stanglwirt guests watch the training progress of the pro boxers every day, head trainer Emanuel Stewart even makes personal reservations for ring-side seats for Mr and Mrs Kocks, long-term regular guests.

This is to be expected: both sportsmen have been used to a professional environment for many years. They both took up boxing in their teens. Vitali, the older of the two, has been boxing since 1984. First as a kickboxer, where he was world champion six times, before then



Wladimir, at 1.98m the "little" Klitschko brother.



Powerful trio: Trainer Fritz Sdunek, Trixi Moser, Vitali Klitschko.

taking up "classic boxing". As an amateur he became Ukrainian champion, before winning the World Military Games, then the European championship title, and then the WBO World Championship title in 1999. His career was always hampered by severe injury, he even wanted to hang up his boxing gloves and spent exactly 1400 days in retirement, but he still fought his way back to the top every time.

Wladimir, the "little brother" (he is not just five years younger, but at 1.98m tall also two centimetres shorter than his brother), started his boxing career at the age of 14. There have been numerous high points in his career: at 17 he was European Junior Champion, he won multiple titles in National Championships and World Military Games. In 1996 he took Olympic Gold in Atlanta, a real highlight for the popular sportsman. European Championship and World Championship titles then followed.

»I learnt from my grandmother that life is too short to be in a bad mood. Even in the ring you need a good mood if you want to win.«

Despite a life in the spotlight, the first brothers in history to be world boxing champions - whose friends and supporters include John McEnroe, Boris Becker, Ed Moses and Thomas Gottschalk - remain uncomplicated and down-to-earth. "The mountains, the Tyrolean air, the relaxed, friendly atmosphere, the unique accommodation and the exceptional service", this is what keeps bringing Wladimir and Vitali back time and time again to Going on the Wilder Kaiser. The regular guests have long since become friends of the Hauser family, Stanglwirt's Balthasar Hauser never passes up the opportunity to visit every fight. He realises what he owes to his loyal guests, "When the Klitschkos are in the house I feel particularly safe. After all, who else can claim such bodyguards?"

Other prominent sportsmen who come to Stanglwirt also get on really well with the boxing brothers. It has been known to happen that Austrian skiing stars are checking in at reception, while Spartak-Moscow Coach Stanislav Cherchesov is leading his team off for training, just as Wladimir and his Star Trainer Emanuel Steward start up their daily training in the tennis hall. Friendly banter and one or two jokes among colleagues are par for the course.

Wladimir: "I learnt from my grandmother that life is too short to be in a bad mood. In the ring you don't just need solid preparation and efficient training, you also need to have fun with it and be in a good mood if you want to win out in the end". And while it's true that some guests take a sharp intake of breath when "Dr Ironfist" and "Dr Steelhammer" stoop down to squeeze through the sauna door, actually the Klitschkos are only unpleasant for their opponents in the ring.

Outside of sport they are vehemently committed to humanitarian efforts, they fight for democracy movements in the Ukraine, and have founded charities to support disadvantaged children in countries such as Brazil, Romania and the Ukraine. Former Federal President of

»The mountains, the Tyrolean air, the relaxed, friendly atmosphere, the unique accommodation and the exceptional service, this why we are regulars.«

Germany, Johannes Rau, even called the powerful pair “Ambassadors for Integration”. Vitali: “People around the world have many more things in common than things which divide them. We have to get this message across together”. These are not just empty words.

Despite the fact that they have appeared in Hollywood films (Oceans Eleven), been on talkshows like Jay Leno and been inundated with prizes, awards and achievements, they still have an open heart for fan requests, chat unaffectedly with other Stanglwirt guests and local residents at “Goinger Badesees”, the lake by the hotel, and lap up the water from the Kaiser spring.

A special kind of doping - Wladimir claims that the taste of these first-class drops have a magic effect on him, taking away any chance his opponents might have had.

The men themselves Wladimir and Vitali Klitschko



Wladimir and Vitali (born 1976 and 1971) are the sons of a Ukrainian Officer and a teacher. Both of them studied sports science and Wladimir graduated in 2001. They began their boxing careers at an early age. Wladimir's greatest amateur success was at the Olympic Games in Atlanta 1996, where he was the first white man ever to win gold in the weight class over 91kg (heavyweight).



The Klitschkos then signed with the Hamburg athlete-promotion company Universum, under the promoter Klaus-Peter Kohl, and began their unique career in the professional world.

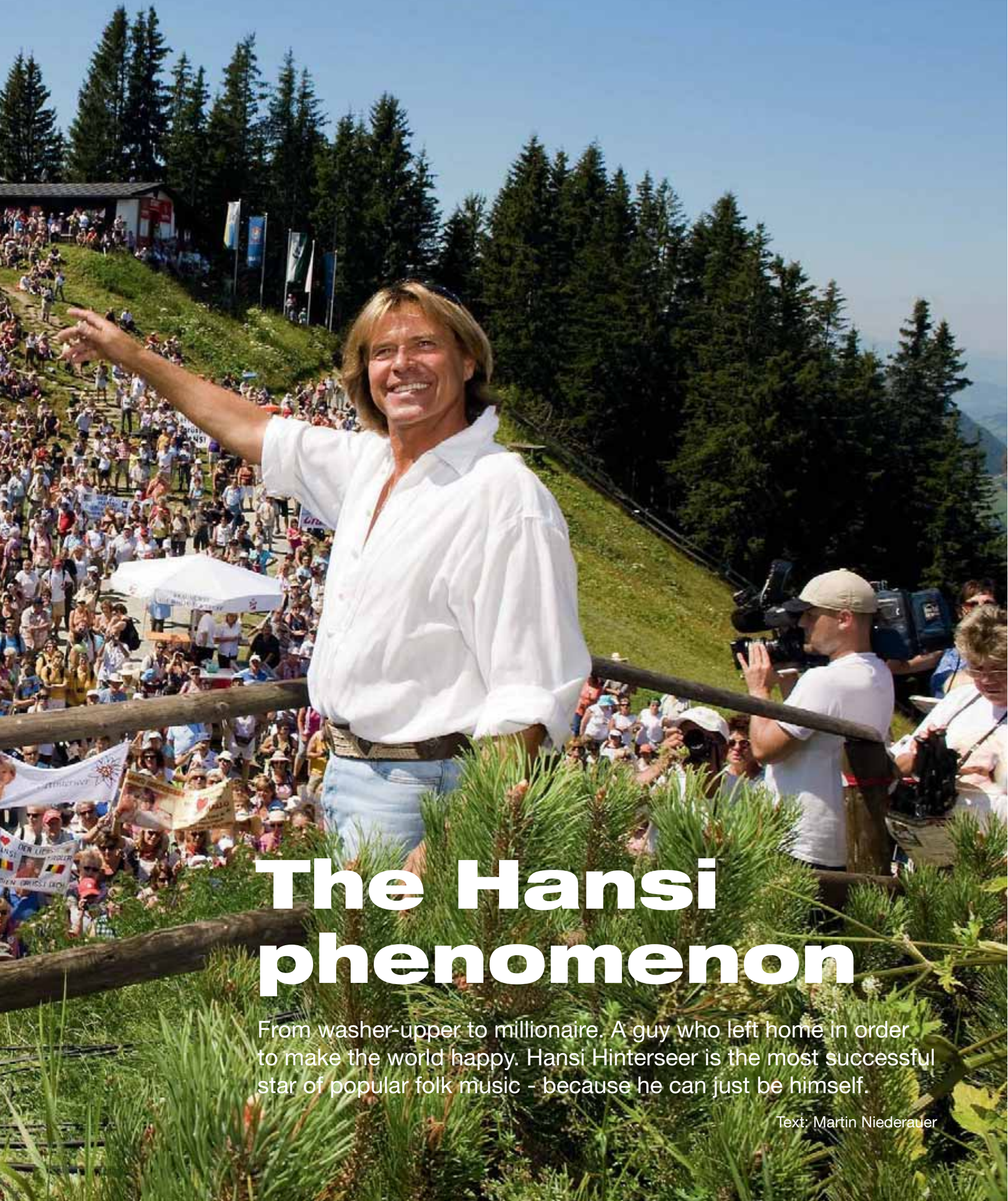
Vitali has been married since 1996 and has three children with his wife Natalie. Wladimir was married to Alexandra Klitschko from 1996 to 1998.



Best kept secret in business aviation ...







The Hansi phenomenon

From washer-upper to millionaire. A guy who left home in order to make the world happy. Hansi Hinterseer is the most successful star of popular folk music - because he can just be himself.

Text: Martin Niederauer



Hansi Hinterseer on the fan trail with mountain-top service. Over 10,000 fans make the pilgrimage with the blond superstar through picturesque Kitzbühel up to the Hahnenkamm valley station. The growing flock has long been international, now Hinterseer fans come from as far as Russia.

Almost as in a procession, more than 10,000 people trail through picturesque Kitzbühel towards Hahnenkamm valley station. A milling mass such as is seen in an ant hill. One can hear Hansi Hinterseer's music booming from the loudspeakers from far away. The t-shirts worn by fans bear proud declarations of friendship: "Hansi, we love you!" and clear announcements: "Greetings from your Alsace fan club!" You can hear German, Austrian, English, French, Danish, Swedish, even snatches of Czech and Russian.

A true friend

Hansi Hinterseer's fan base has once again come to Kitzbühel, to celebrate the so-called fan trail with their idol. The walk then ends with a mountain-top service. One man who is always there is his friend and companion, Stanglwirt's Balthasar Hauser - a man who is almost as famous as the folk-music star. "He is a true friend. He awoke my passion for music and has been a loyal companion through all these years", says Hansi on Balthasar Hauser. "Whenever we have some spare time we get together to make music". Or simply to chat about old times.

It continues with a cable-car ride up the mountain. The sun is beating down relentlessly and the thermometer is climbing steadily. No reason at all for the fans from across the world to miss out on the challenging march across the mountain pastures. He is within reach, "our" Hansi. "The original idea for the fan trail was to give my fans, who come here especially for the concert, a chance to see our mountains and home-

land. They have given me so much over the years, it is incredible. And that so many of them come to do this, well I find it simply tremendous".

Finally at the top of the mountain, the excitement can barely be contained. The mood is growing minute by minute and it is tempting to say that even Robbie Williams or Madonna would be green with envy if they knew of the genuine enthusiasm of these fans. "Guys, I'm so happy that you could make it", is amplified by twelve and booms out over the speaker system; the crowd bursts into thunderous applause. By the way, the obligatory plea to respect the natural landscape and not to litter has the effect of a presidential decree. And in fact a few hours later there is not the tiniest scrap of paper around. "I can always rely on my fans and I am truly proud of them".

Change of scene: Hansi Hinterseer has now left the masses behind him. In the home of his friend Balthasar Hauser he still wears his obligatory woollen boots. That is the only difference between him and the other guests at the luxury Stanglwirt hotel. Because he doesn't

»Balthasar Hauser awoke my passion for music and became a true friend. We make music together whenever we have the time.«



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»I grew up in the Alps where I learnt about the things that really matter in life. So-called luxury doesn't always make you happy".«

Hansi Hinterseer with Stanglwirt's Balthasar Hauser playing the accordion.

actually want to be a celebrity. "I grew up in the Alps where I learnt about the things that really matter in life. So-called luxury doesn't always make you happy". Hansi Hinterseer greatly admires the business talent at Stanglwirt. But this is where two people meet in the middle: Balthasar Hauser admires Hansi Hinterseer right back, "Can you show me a few moves on your accordion, the Americans will go crazy for that", Hauser explains the request of the former professional skier, who came to visit him directly from the USA. And if one wants to believe the legend, just because it's such a nice story, then start with the launch of Hansi Hinterseer's musical career.

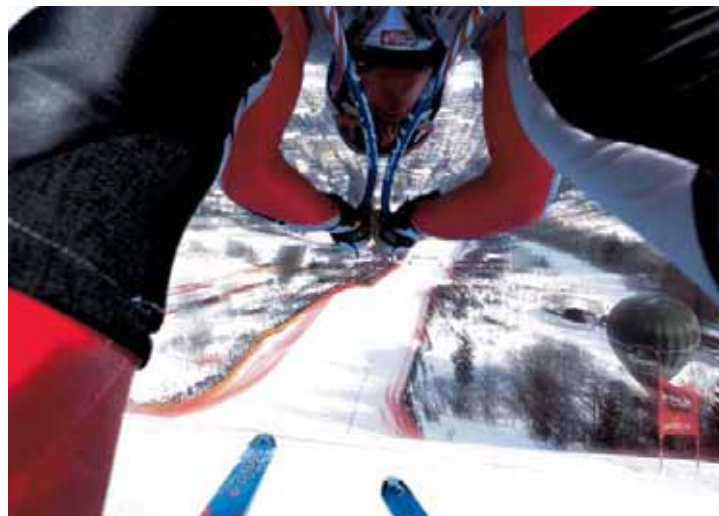
"I'm at home here"

Hinterseer is a Kitzbüheler and Hauser is from neighbouring Going. The Alpine towns with their numerous small, peaceful, dreamy surrounding boroughs are now inextricably linked to these two names. They have long been a synonym for a taste of home. Furthermore, "I don't just feel like this is my house. I'm truly at home here", Hinterseer underlines his Kitzbühel origins, which are firmly rooted in the traditional spot with its mediaeval centre and craggy slopes of the Wilder Kaiser. Even though there were a couple of breaks in the intertwined history of Kitzbühel and Hansi Hinterseer here and there, the passage of time has swiftly rectified these discrepancies. After all, the beauty of his homeland has often been the inspiration for Hansi's lyrics. His easy authenticity has certainly been a key factor in his success. "Not being able to pretend is actually a gift", he says of himself. And when others put on their celebrity mask when talking to fans or journalists, Hansi responds with a wide smile and a simple "Hey there", winning over hearts and souls in a matter of seconds. Nowadays we would probably call it empathy. Disarming honesty and a good sense of self-esteem are probably better descriptions. "Everyone who knows Hansi personally also knows that there is an authentic Tyrolean

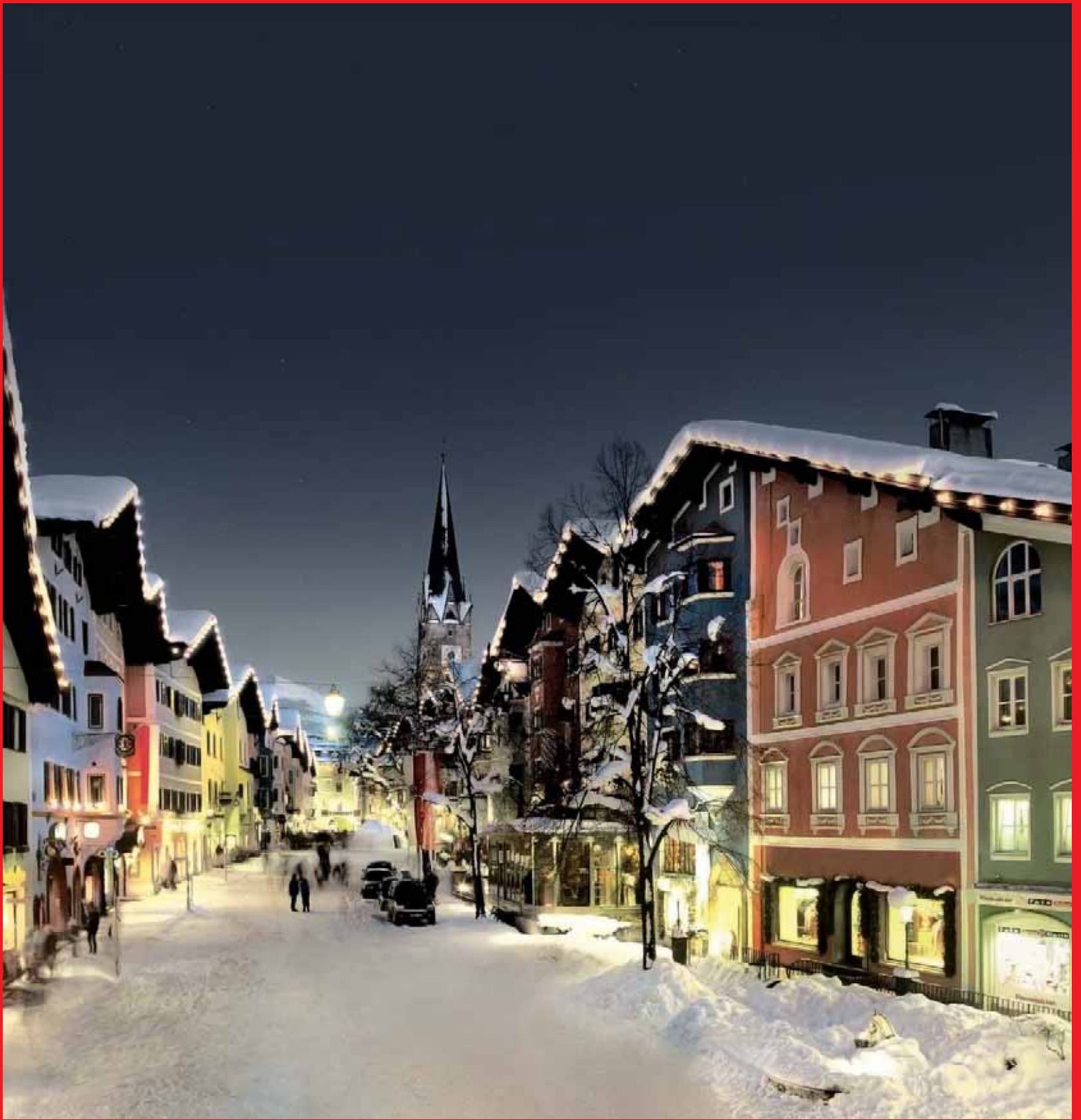
through and through behind the star. Apart from music, what brings me and Hansi together is our farming childhood along with a love of nature, family and homeland", Balthasar Hauser showers his friend and colleague with praise.

The sport idol

Anyone who visits the start line of the Hahnenkamm downhill race sees with their own eyes how the first part of this race, far and away the most dangerous downhill race in the world, has to be managed almost in free fall. This is the only real way to understand why the man was so admired even as a teenager. "My sporting days", says Hansi



Alpinski challenge: Hinterseer has retained his humility despite his massive success.



The Legend.

Kitzbühel

Luxury winter in Kitzbühel.

Hinterseer, “were the best school for me”. He adds, “You can only be successful with that in your youth. The downturn can come from one day to the next”.

This type of humility, of gratitude, has run through the life of Hansi Hinterseer - and also through his career. “My success is only thanks to my public. They have to like who I am, like what I do, my public and not the journalists”. The list of his triumphs is quite unbelievable: six times first in slalom and giant slalom, countless awards for his record sales of over 30 published albums, a special-edition stamp from the

»My success is only thanks to my public. They have to like who I am, like what I do, my public and not the journalists.«

Austrian postal service and much more. Despite this massive success, Hansi Hinterseer still needs his peace and quiet from time to time. This is when he loves to go to the mountains and enjoy nature. His friend Balthasar Hauser: “When we get together over a glass of Kaiser spring water to play our gentle accordion pieces, his eyes light up in just the same way as before, like a happy boy in front of the Seidlalm in Kitzbühel”.

No surprise there, the man in his fifties has retained some boy-like qualities to this day. And Hinterseer likes to toy around with this a bit. Which he is certainly entitled to do. For there is hardly a star in show-business who has stayed so true to his style. “There is the singer Hansi

Hans “Hansi” Hinterseer Sport, songs & many films

Hans “Hansi” Hinterseer (born February 2nd 1954 in Kitzbühel) is a successful popular singer, actor, host and former competitive skier. He began skiing in his youth, partly because in winter his path from Seidlalm, where he grew up, to school often could only be passed on skis to get to Kitzbühel below. His successful amateur career ended at the age of 24 when he turned professional and went to the USA. In 1994 Hansi Hinterseer finally began a successful career as a folk-music singer, actor and host; he is today one of the most successful proponents of the genre. He is married and has two daughters.



Hinterseer, the nature lover: a refreshing exception in showbiz.

Hinterseer and also the family man. My fans accept that”. The star shows the same mastery when it comes to handling the media as he does in his singing. He remains consistent, “For example, I sometimes get offers from talkshows because the media wants to catch me out. But I don’t like talkshows, so I never go”.

Neither the cynicism nor malice of certain critics affects him. Hansi: “It washes over me completely. I am open to criticism from people who get up on stage successfully themselves. But then there are critics who hide behind their pens”.

The man behind the star

Apropos hiding: a small boy with his mum moves towards Hansi Hinterseer. Mum says that the boy loves skiing and that a photo of him and Hansi would be a dream come true. “But of course”, says Hansi Hinterseer and takes the boy in his arms until his mum has managed to capture the most beaming smile of each of them. In a showbiz industry crowded with show-offs, divas and posers, Hansi is a phenomenon and a successful one at that. His modesty and down-to-earth attitude make him one of the rare exceptions. He himself says that he is not a party animal, but rather a family man first and foremost. With this in mind, it’s understandable that he won’t say where he was with his family on their last holiday and that a photo of his home is missing from his new book, “The man behind the star”. And why not?

“I am completely satisfied with what I have achieved in my life”, Hansi reiterates. “Look here, every day when I get up I think to myself, “You’re doing ok, you’re healthy”. And after a good hard day I often think “Thank the Lord!” It is then easy to understand why the blond superstar, sorry, the famous Kitzbüheler, sees the mountain-top service with his many fans and his friend Balthasar Hauser as not just a date set in stone, but also an affair of the heart.

No future without origin



8 Gulden coin
from 1892



1000 Schilling gold coin
from 1976



100 Euro gold coin
from 2007

Austria saw five currency conversions in the past 111 years. The conversions show the drifting apart and the merging of Europe. It all started with the conversion of Gulden to Kronen. The objective was to conclude the currency conversion in the entire monarchy until 1900. In Western Austria, especially in the valleys of Tyrol and Bregenzerwald, the Gulden was still in use until 1910. The people of Tyrol and Vorarlberg made once again clear, that they are confident and a little headstrong. They are critical of the guidelines from the central administration in Vienna and they implement them, as far as possible, according to their own ideas.

Regional solidarity

Regional solidarity can be a brake for the economy. But especially in today's newly defined Europe, regional solidarity – in combination with the specific use of global perspectives – can create an immense strength.

4 countries

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**“For us
it’s like
coming
home”**



517 is Rita and Harald Feldmann’s lucky number. It’s not from a lottery ticket but rather the room number at Stanglwirt where the entrepreneurial couple from Hamburg stay every year. Always the same week in January, always the same room. They have been making the long journey from Hamburg to Stanglwirt for the last 24 years. And it looks set to continue - “Anything else is unthinkable”.

Text: Arne Johannsen



The Feldmanns love nature.
The Wilder Kaiser is therefore
just to their taste.

But how does one get from Wellingsbüttel to Going, or a better question: Why does one come? “On the recommendation of a business partner”, say Rita and Harald Feldmann. One tipping point: the exceptional tennis camps with American trainers. That was 24 years ago - since then the married entrepreneurs from Hamburg have come every winter and are among Stanglwirt’s most loyal guests, even now with tennis long forgotten. But what is meant by “guests”? The Feldmanns have long become part of the extended Hauser family. They also keep track of the number of holidays at Stanglwirt by a person’s age, namely that of Elisabeth. “During our first visit Magdalena Hauser gave birth to Elisabeth”, says Harald Feldmann, “That’s how we always know exactly how long we have been coming here”.

Friends and helpers

The Feldmanns have not only seen Elisabeth growing up, but also the other children. They have also seen how the hotel has grown, getting ever bigger. “I can still see Balthasar standing before me with the plans for the new construction in his hand”, reminisces Harald Feldmann. Showing a huge talent for the practical, the guests from Hamburg also contributed to finding the best layout, furnishings and coverings for the new rooms - as long-established Stanglwirt fans and enthusiastic Tyrol holidaymakers they were certainly well qualified for the job. This is how room 517 - once fitted out as a sample room - immediately became the fixed holiday “home” for the people who helped design it. “A corner room with two balconies and a breathtaking view of the Kaiserwiese pasture and the Wilde Kaiser mountain”, describes Harald Feldmann. 517 - the Hamburg couple’s personal lucky number.

Tyrol regulars

Every winter Tyrol, every winter Going, every winter Stanglwirt, every winter room 517 - that sounds a bit old-fashioned and unadventurous. “No, not at all”, chips in Harald Feldmann, “that gives the wrong impression; we do travel to other places throughout the year”. Sardinia is often the spot in summer - another tip from the business partner - sometimes Mauritius as well, with short trips and city stops all over the world in between. The successful couple are also often on the road on business. Rita Feldmann owns the small, exquisite fashion boutique, “Hoffmann” on Hamburg’s luxury “Neuer Wall” boulevard. 800 guests are invited to the elite Atlantik Hotel - the equivalent of the “Sacher”

The Hamburg area of Wellingsbüttel is among the classiest in the city. Large green areas, high hedges sheltering discreet homes, Hanseatic reserve. Here the Alster is still a small river before turning into a huge lake in the city centre, familiar from many postcards of Hamburg. It’s 913 kilometres from here to Going; in the past it was even further. This is not because the north of Germany is getting closer to Tyrol through global warming or a continent drift, but rather because the German-German border blocked the shortest route until 20 years ago when the wall came down.



»The Feldmanns have seen the Stanglwirt children grow up. And they were always there to help when the hotel was being extended once again.«

Rita and Harald Feldmann have travelled the world. But what they love most is coming back to Stanglwirt.

in Hamburg - and come to see the fashion expert present the latest trends. Thanks to the perfect orchestration, along with memorable brand names such as Brioni and Ferré, one can feel an air of Milan wafting through the city on the Elbe. Rita Feldmann also unveils her spectacular fashion show on the cruise ship "MS Deutschland", the unrivalled star of the popular German TV series, "Das Traumschiff". And since the Feldmanns are not only sticklers for tradition when it comes to their winter holidays, the fashion boutique on Neuer Wall also has a long history behind it: "Hoffmann is now 119 years old", beams Rita Feldman. She is unafraid that the story of fashion will eventually come to an end. "Fashion can no longer be newly invented, but it can always be newly composed, diversified and combined", the fashion expert sums up.

Harald Feldmann's job does not take him to the fashion centres of Milan or Paris, but instead across the Atlantic. He is a merchant, an occupation which made Hamburg great and has a long tradition - no surprise there. The 62-year-old's profession is the import and export

of foodstuffs from North America. This means that he brings things like peanut butter from the USA and maple syrup from Canada to German dining rooms. And with great success.

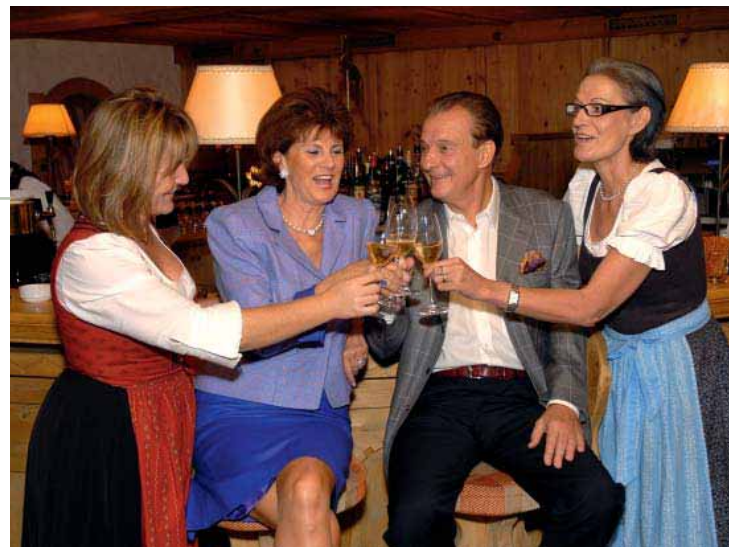
"We have seen a lot, all over the world", says Harald Feldmann, "but the things that you fall in love with should remain, that's really important to us." His wife adds, "The twelve days in January at Stanglwirt are set in stone; missing them is unthinkable. We plan all our other trips around that."

Love at second sight

However - with complete candour - love at first sight it was not. On their first trip to Going both Hamburgers were initially somewhat dismayed. "So close to the road? At first we were not at all sure whether this was really the hotel that our acquaintance had recommended", recalls Rita Feldmann. But the initial scepticism quickly evaporated. "The moment you open the door you are in a different world."

Good friends: the Feldmann family with Stanglwirt Manager Trixi Moser and Theresa Wallner, Manager of the Stanglwirt Bar "Auf der Tenne".

»In the church in Going, Balthasar spontaneously sat at the organ and began to play. It was exceptionally moving, an unforgettable moment.«



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The Feldmanns at the Kaiser spring, which provides Stanglwirt with the purest drinking water.

Even if the destination is always the same, there are many things that do change. The long journeys were first made by car; then came the more comfortable car train, with an overnight connection between Hamburg and Munich; then, when flying became more affordable, a flight and then a hire car from Munich. The leisure activities have also changed. The first Stanglwirt holidays were dedicated to tennis, then came Alpine skiing, later replaced by cross-country. The Feldmanns do that to this day, although they often just take in the natural surroundings on long winter walks. But what is meant by “just”? “The breathtaking landscape, wonderful scenery, clear air - what could be nicer?”, sighs Harald Feldmann, “We both love nature and this here is the ideal setting”.

The ideal day in the ideal place also comes with a relaxing massage and an appropriate leisure programme, “Sometimes wine tasting or a cooking course, there are always some real highlights which we enjoy immensely”, says the Hamburg businessman.

The unique feature: the Hauser family

And yet snow, mountains, massages and events can all be found elsewhere. There must therefore be something else that makes both of the North Germans such long-term fans of Stanglwirt. So what is it? Rita and Harald Feldmann don't hesitate for a second: “What makes it special is of course the Hauser family. Every year we feel like we're coming home again thanks to the warm and friendly welcome we always receive. There is hardly a dinner at which a member of the family is not at our table.”

The long relationship is marked by lasting memories, some funny, some touching. “We were once at Stanglalm with the Hausers and some guests from Mexico when the instruments were quickly taken up and it got very jovial - and late”, remembers Harald Feldmann. Another time, on their annual walk which includes a visit to the church of Going and the grave of Balthasar Hauser's father Alois, the Feldmanns met Balthasar Hauser by chance in the deserted church. “The snow lay deep outside, the church was freezing cold”, recalls Harald Feldmann, “Then suddenly Balthasar just sat down spontaneously at the organ and began to play. It was exceptionally moving, you never forget a moment like that”.

»Hardly a dinner without a family member at our table. Every year we feel like we have come home.«

A few months have passed since the Feldmann's last visit to Stanglwirt, but their descriptions are so full of life that it is as if they had returned yesterday. “That's the secret of a truly successful holiday”, says Rita Feldmann, “When the memory is still more vibrant and wonderful than the happy prospect of the next visit, then you can be sure that really everything was perfect on the holiday!”

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The many carefully chosen details make the atmosphere of Stanglwirt so unique. Among those details are the beautiful oak floors, which are literally everywhere you go. Countless square meters of these oak floor planks can be found in the restaurants, seminar rooms, hallways, the fireplace lounge, the threshing floor and even on the stairs. You can help to create a healthy indoor climate, thereby contributing to a refreshingly natural atmosphere.

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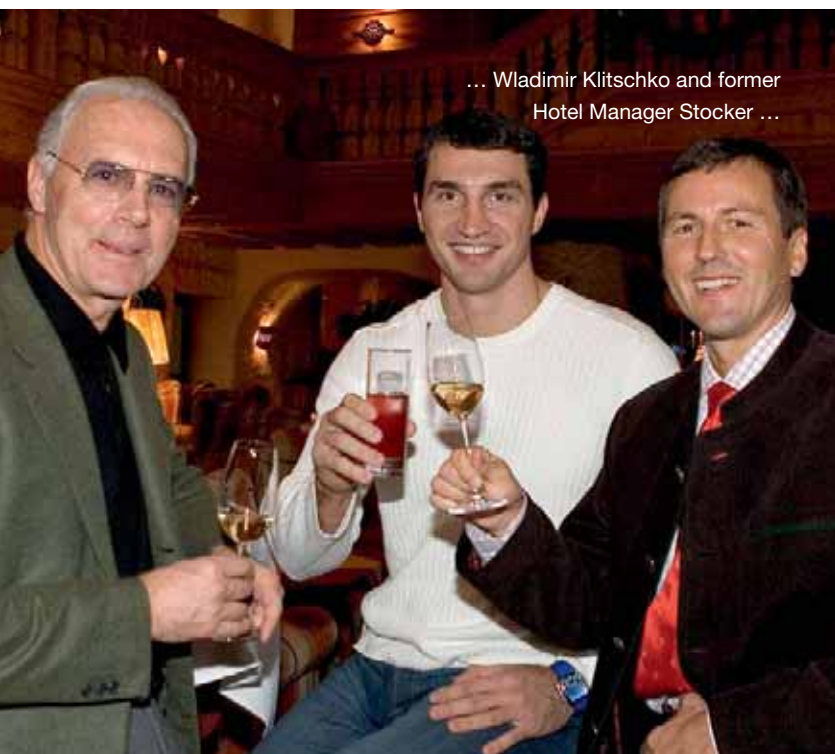


The football philosopher: Franz Beckenbauer at Stanglwirt

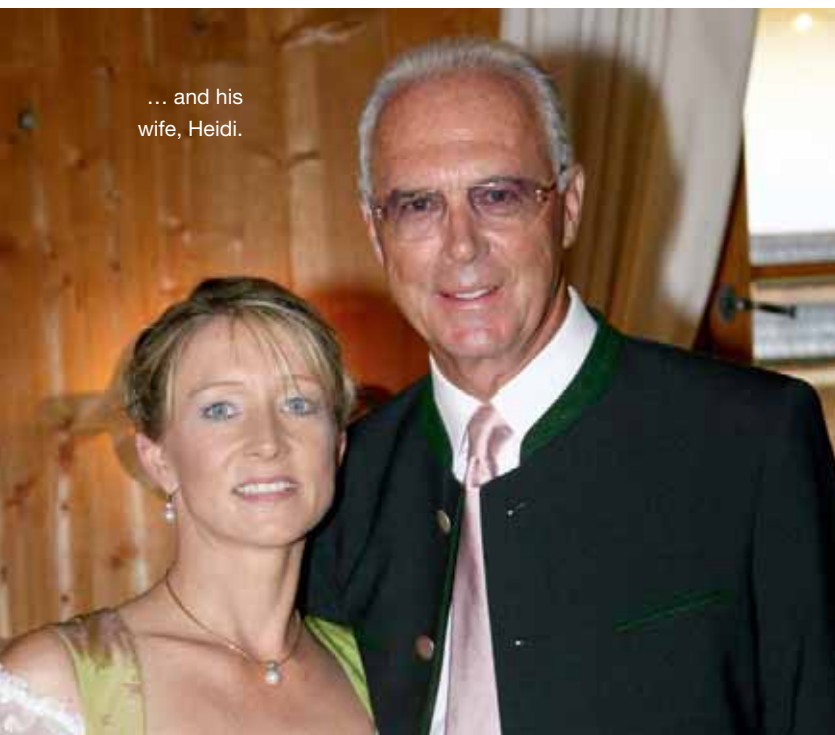
He is one of the most famous footballers in the world and probably Germany's most popular man. He philosophises at Stanglwirt on his celebrity existence, his happy family life and his love of Tyrol.



Beckenbauer
at Stanglwirt: With
Balthasar Hauser and
Chef Ritzer, ...



... Wladimir Klitschko and former
Hotel Manager Stocker ...



... and his
wife, Heidi.

With a touch of self-mockery Franz Beckenbauer describes the comfortable farm room, heated by an open fireplace, as “my imperial salon”. He feels great here, at his friend Balthasar Hauser’s place, Stanglwirt in the Tyrolean district of Going. Just a stone’s throw away is his own formidable farm, part of Oberndorf, a neighbouring council of Kitzbühel. Beckenbauer does not only wield significant influence there, he also holds the right to vote in council elections. We are meeting once again at Stanglwirt, where he particularly appreciates the rustic, gentrified atmosphere. I have been following the man, who Germans admiringly call “Lichtgestalt” (luminary), as a friendly but critical journalist for almost 40 years.

He has often let me in on his innermost thoughts. On the afterlife (“Maybe I will come back as a flower”), on his wife’s pregnancy (“I would love to try being a woman to experience these feminine nine months”), or on his mother (“She was the most kind-hearted person I have ever known”).

Franz orders two wheat beers. We are just back from a wonderful walk at the foot of the Wilder Kaiser. Now I want to find out exactly what makes Austria - apart from the tax system of course - quite so appealing for a man like him that he has made it the centre of his private and business life.

His eyes light up straight away. Lyrically, as if describing his first true love, he begins: I fell in love spontaneously with this heavenly Tyrolean area more than 40 years ago. My first impression, which then became ever stronger, was ‘this is how I imagined happiness’. The Austrians, the Tyroleans in particular, are friendlier than the Germans. You don’t pass people by, you greet them. If you greet a German, he immediately reaches for his wallet, he thinks you’re after something.”

Franz, you have been called emperor, luminary, and for many you are a kind of living monument that everyone wants to touch. Don’t these people annoy you?

Touching is really unnecessary. But I have really never heard derisive or even malicious or hateful comments. I believe that if you are charming and open towards people then they also respond in an open and charming manner.

What is Boris Becker doing wrong to have fallen so far from favour in the eyes of the Germans?

So many things have now broken down with Boris, the young knight with whom we have suffered and celebrated, that first of all he has to overcome them for himself. This requires considerable defensive skill, but Boris is an exceptional fighter, he won’t be knocked out.

Are you able to help your friend?

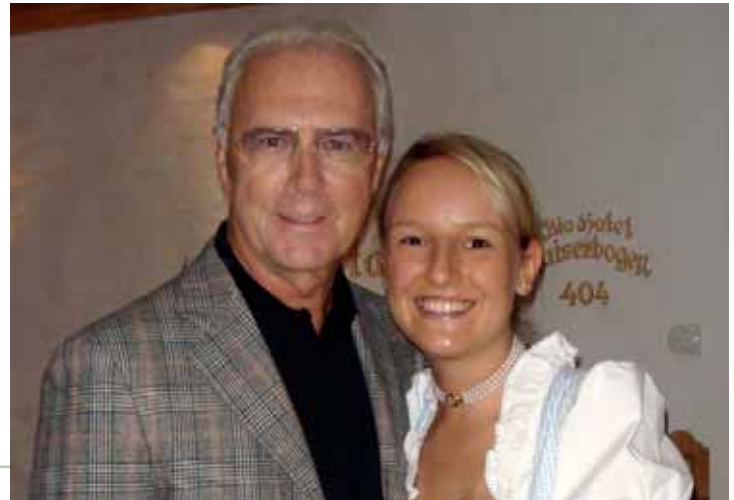
At the moment Boris doesn’t need people sucking up to him, he needs people who can help him focus. This is the role that Ion Tiriac played, as did his fatherly friend and manager, Axel Meyer-Wölden, who died in 1997.

Or someone like you ...

And where should I find the time?

»I used to be a firebrand. Today I do it with Laozi: Recognising others is wisdom. Recognising yourself is enlightenment.«

Franz Beckenbauer
with Maria Hauser.



Do you at least have some advice for him?

Go deeper into yourself, Boris. Listen to yourself. Everything you need is already inside you.

Is that enough?

I will give Boris a book, my bedside reading, written by an Indian, Juddu Krishnamurti. It is called "Freedom from the Known". You should also read this little book.

What should I draw from it?

Krishnamurti teaches us to experience our own lives and the environment as something new and unknown every single day, thereby revealing new dimensions of beauty and depth.

It is astonishing how effortlessly Beckenbauer, who has never forgotten his humble roots nor ever exploited them, moves within the philosophical world. However maybe it's just a new type of incarnation on his mind, influenced by his world travels as perhaps the most famous ex football star along with Pélè. Everyone seems to love him. "I am now in the autumn of my life" he recently told me at Stanglwirt, "the experiences I have had would fill four lifetimes for other people".

"I used to be a firebrand. If my fellow players didn't do what I wanted, I would have loved to throttle them. Today I do it with Laozi. Recognising others is wisdom. Recognising yourself is enlightenment."

Franz, the enlightened?

Nonsense. I am involved every day in finding myself and in giving my children, Joel and Francesca, the most precious thing that a father can give, namely time. The light in their eyes gives me strength to accomplish things.

Even when I get home late at night I still always have breakfast with them. And when Joel is going through a rowdy phase I recognise myself in him. As a boy I was just like that. That's important for self-development. But Francesca can wind me round her little finger when she kicks the ball back with a triumphant gleam in her eye and bow in her hair.

Heidi, the mother of your children ...

... is a super mum. I am actually an admiring onlooker.

Three years ago, just before the summer football dream come true, I asked a football genius what is like to be a kind of saint to your fans. "For everything that I am, I thank God. I give something back to my fans. I know many film stars, musicians and sportsmen who are cold and distant to the people who have made them successful. I talk to everyone, happily give autographs, try to set an example. But I am still just a man". That wasn't Beckenbauer speaking, it was Pélè. Listening to Beckenbauer sounds similar: "Of course I know what I owe my fans. That's why I give back to them. My job has always been to do everything with passion and 100% commitment; my purpose, which is given by God, is to serve." Do you believe in faithfulness until death do us part? Beckenbauer: "I can be faithful to my beliefs, to my hair stylist, to my wife and to my children. Faithfulness involves opening yourself up to someone no holds barred and always being there for them."

Words set in stone. I want to know if he enjoys the freedom of completely free expression, as he can say whatever he wants - and not only on the back pages of the newspapers. Franks looks at me in disbelief: "I am absolutely not a superficial person. My star sign is Virgo. People say that we are deeply analytical and this is why the statements I make are never meant in jest."

Hence they are also greatly feared. When he openly attacked Bayern superstar Franck Ribéry, Manager Uli Hoeneß quickly called him up on it. But support came fast in the form of Dietmar Hopp. The billionaire founder of SAP soon came down on the side of his buddy, Franz: "I found it refreshing that he spoke openly on the subject of Ribéry. It's a shame that the Bayern officials went for him. But anyway, his word carries weight."

While golfing at Côte d'Azur, where Hopp owns two 18-hole courses, he told me what he really likes about Beckenbauer, "His serenity, his charm, his openness". The friends then chatted about their parents. A revealing conversation:

Hopp: "My mother, who managed to send four kids to grammar school. The monthly school fees were extremely high. My father was burdened because of the Nazis. He lost his job. It was thanks to my mother's determination and talent for improvisation that we all finished school."

Beckenbauer: "First and foremost I am grateful to those who raised me, as without parents I wouldn't be here. I thank the benevolent God who sent me to a wonderful mother in Munich and not Bangladesh."

Wedding on the "Kaiserwiese"

"Franz Beckenbauer", explains Balthasar Hauser, "personifies the philosophy of a guest in our house in a very special way. He is both an emperor and a man of the people. Franz has been a regular guest at the traditional "Sängertreffen" at Stanglwirt for decades. He normally invites the farmers he has befriended from the neighbouring farms. His sumptuous wedding to Heidi was held on the "Kaiserwiese" in front of Stanglwirt Biohotel. There was recently an exciting moment in the Stanglwirt cow shed shortly before the football world cup. Franz Beckenbauer was supposed to milk a cow for a German television programme, but the cow kicked hard with her back hoof, sending the bucket high into the air. But Franz didn't give up and just kept stroking the cow's belly and back until she relaxed and let herself be milked." An incident that reminds one of Francis of Assisi, who not only placated cows, but also preached to birds.

My last in-depth conversation with Franz was in spring 2009 in Going and I wanted to know whether it doesn't get boring when almost nobody seems to hate him, as most people love him. Franz said, "I don't need hate, neither to receive it nor emit it. I don't sermonise that we

should all love each other, but I hope that people can be polite, friendly and respectful to each other. It costs nothing and we would have far fewer problems worldwide."

Well put. And do you respect your banker?

Those sharks, that recklessly sucked ordinary people dry, I find them disgraceful.

Have you also been affected?

In over forty years I have worked hard for everything, I didn't get anything for free. Of course I have also lost out somewhat, but not my optimism. I'm waiting for brighter days - they will certainly come round.

»I hope that people can be polite, friendly and respectful to each other. Then we would have far fewer problems worldwide.«

Confucius say...

If you make a mistake and don't correct it, then you have really made a mistake.

It looks like you haven't actually made that many mistakes in your life. People call you "luminary", "emperor", also "beloved of the gods".

It seems true that I was born under a lucky star. The way my life has gone - it couldn't get any better. Football: children's, youth, professional, then trainer, president, FIFA, UEFA. I really can't complain.

But if you were playing today, you would be earning 8-digit sums.

In my day we were still sportsmen, today they are all pop stars. The poor guys do earn crazy amounts, but they don't have a life anymore. Nothing is private. Being married to a Spice Girl doesn't help Beckham when he's on the pitch. There's no rewind button. Football is live and laid bare. I wouldn't want to swap with today's players.

That would be a real shame! Franz Beckenbauer much prefers to get involved when there's something not to his liking. It would be wrong to say that he's mellowing with age. He says what he thinks in the full knowledge that people will listen. Over a last glass in Stanglwirt, I asked him whether football can affect politics.

He said, "I see football as a key element in bringing people together. Even when two countries are hostile or at war, weapons are laid down during a match. This gives football a form of social responsibility. This is why the brazen observation of writer Martin Walser infuriates me; he said, "There's only one thing more pointless than football: thinking about football." Football has power, my dear Mr Walser, it brings people together." And he will stick up for this personally, not least at the 2010 world cup in South Africa.

"Emperor" Franz Beckenbauer German Football Pope



Emperor. Luminary. Football God. The greatest sweeper of all time - just a few superlatives and everyone knows: Aha, Franz Beckenbauer. The facts: grew up in Giesing, a working-class part of Munich, where he was born on September 11th 1945, the son of a postal worker, Franz Beckenbauer and his wife Antonie. At age thirteen the "once-in-a-century" talent started at FC Bayern. His breathtaking career took off quickly. 103 national caps, world champion (1974) as player and 1990 as trainer. His greatest achievement: in 2006 he and his close friend Gerhard Schröder brought the football world championships to Germany. A summer dream come true. The cosmopolitan gentleman lives with his third wife Heidi and their two children in Salzburg and Kitzbühel.

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Being a “Mensch”

It was a bet on a TV show that led acting legend Karlheinz Böhm to the idea of fighting poverty in Africa with the “Menschen für Menschen” organisation. He has the full support of his wife Almaz and the Hauser family.

Text: Alexandra Binder

Every day hundreds of thousands of people starve to death. This is a disgrace to the entire human race.” A bold statement, recently made by 81-year-old Karlheinz Böhm when receiving his “Save The World Award” for his 30-year battle against hunger and poverty. He says that it is anger which drives him forward, that and the knowledge that “We all have the means to eradicate hunger and poverty. It is the responsibility of every individual to do something”. Böhm is somebody who takes himself at his word. This was incontrovertibly proven during his legendary appearance on German TV show “Wetten, dass...?” in 1981 which gave him the “role of his life”, as he likes to call it today. At the time in his fifties, he bet that “one in three viewers will not donate a Deutschmark, a Franc, or seven Austrian Schillings to people in need in the Sahel Belt”. The result was 1.2 million Deutschmarks. That was not enough to win the bet. However

it was more than enough for him to get on a flight to Ethiopia in October 1981 and to found the charity “Menschen für Menschen”. Something Böhm the actor did not know at the time: three decades later he would have numerous supporters and be able to say that it is through their contributions “that four million men, women and children in Ethiopia can now lead a humane life”.

The emperor’s new clothes

From 1955 to 1957 Böhm played the emperor. He was Romy Schneider’s Franzl in the legendary Sissy films. These turned him into a world star. But that wasn’t enough for him. With the psychological thriller “Peeping Tom”, which the New York Times lists in its top ten classic films, he underwent a radical change of image just three years

later. The next three decades saw more than 40 cinematic films. The impressive characters which Karlheinz Böhm portrayed in four Rainer-Werner-Fassbinder productions are particularly memorable. He is also at home on the major stages of the German-speaking world of theatre; the role of emperor was not only defined by Böhm on film, but also on stage.

Since founding Menschen für Menschen he has been living for several months a year under the most basic conditions in Ethiopia. And when he's not there in person to check up on how the donations are being used, one can find him at media events and speeches where he is raising awareness of the work his charity is doing. The fact that he has been working as a volunteer for 26 years, never paying himself a salary or taking a fee, seems unsurprising in this story, instead it seems consistent.

Consistent, a word that also fits to Almaz Böhm. The Ethiopian joined the Menschen für Menschen team as department head for cattle-breeding in the Erer region in 1986; six months later she got to know and love the founder. Today she is Böhm's wife and her commitment to ensuring Ethiopia's future is precisely matched by that of her husband.

Behind every successful man ...

... is a strong woman, or so the saying goes. But this is not just dredging up familiar phrases, it is the reality. For Almaz Böhm the reality is this: in addition to the speeches that she gives in Europe, she has been responsible for the planning, implementation and monitoring of the work done by Menschen für Menschen for many years. She has been the Deputy Chair of the Austrian organisation since 1999 and Chairwoman since 2008. Her greater responsibility and the stronger public presence which comes with it should also help to ensure the long-term survival of the organisation. The fact that Almaz, like Karlheinz, spends many months a year directly on the ground goes without saying. As does the fact that she contributes to the efforts towards "integrated rural projects" developed by her husband. What is meant by this term? In cooperation with the local population, there is an integrated and interlocked approach to development activities to initiate lasting and sustainable change. This includes building watering places and medical facilities, as well as improving farming and cattle breeding through the introduction of new methods. It also covers awareness raising campaigns to improve the plight of women, as well as setting up schools. Which brings us neatly to a brand-new issue which is close to the Böhms' heart: the ABC-2015 education programme.

Learning opens up opportunities

The first steps towards ABC-2015 began in 2008. In concrete terms: more than 60 percent of the EUR 19.5 million invested in the charity went towards education in 2008. This translates into the building of schools in the programme's first two years in which 75,600 now have a place to learn. Literacy is clearly an issue here. According to a UNESCO world education report, fewer than 40% of Ethiopian adults can read and a similar percentage of children have no access to education. But Almaz Böhm's ambitions are much more far-reaching. "When people are better educated, they have a much better under-



The Kaiser spring also brings life to Ethiopia: 10% of revenue is given by Balthasar Hauser (l.) to Karlheinz Böhm's "Menschen für Menschen".

»When people are better educated, they have a much better understanding of consequences and options. They are more open to new opportunities and it is easier for us to get through to them.«

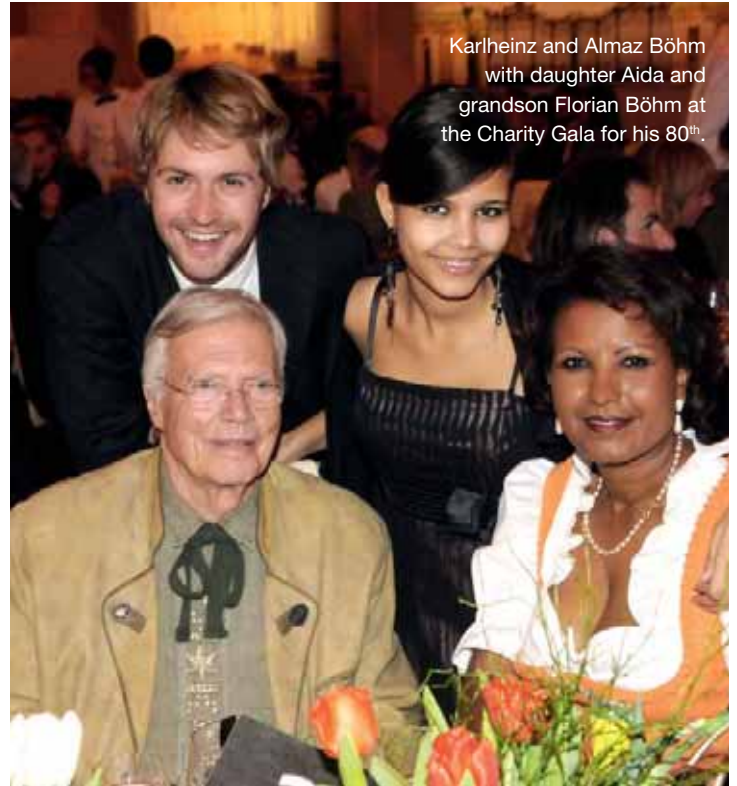
standing of consequences and options", she says. "This means that they are more open to new opportunities and it is easier for us to get through to them". Karlheinz and Almaz are particularly keen on getting through to girls. If they once manage to go to school, they will not simply allow themselves to be married off. This leads to self confidence and will also bring forward the development of Ethiopian society. "Reading and writing alone are not enough. But it is the first block on which everything else can be built", of this Almaz Böhm is certain.

Where Tyrol and Ethiopia meet

This is where Tyrol, or more precisely the Hauser family, comes into play. The Böhms and Hausers have been close for years; they are linked to each other and have a close personal friendship. Proof of this is not only found in the many trips and mountain hikes on the Stanglalm by the Wilder Kaiser, but also in the fruits of the long-term cooperation



Karlheinz Böhm,
 at home at
 Stanglwirt.



Karlheinz and Almaz Böhm
 with daughter Aida and
 grandson Florian Böhm at
 the Charity Gala for his 80th.

Our birthday wish

On the occasion of our anniversary we would like to support our dear friend Karlheinz Böhm to build the planned "Wilder- Kaiser School" in Ethiopia and we look forward to your help in the form of a voluntary donation. Together we can make this wish come true and 350 children will soon be able to visit the "Wilder Kaiser" in Ethiopia!

Account for donations:

Menschen für Menschen
 Please be sure to enter
 "Wilder-Kaiser-Schule"
 in the transaction details.
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 Acc. Nr.: 7.199.000
 BLZ: 60000
 BIC: OPSKATWW
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in aid of the cause. For example, 10 cents for every 1.5 litres of Kaiser water go to the Menschen für Menschen organisation and are invested in installing wells in Ethiopia, as Maria Hauser explains. It is therefore unsurprising that in 2008 Karlheinz Böhm's 80th birthday was also spent together. 400 guests were invited to the Lippizaner Riding Hall and promoted Tyrolean-Ethiopian relations with EUR 130,000 worth of donations. These are now being invested in a primary school situa-

»10 cents from every carafe of Kaiser water go to the Menschen für Menschen organisation who build desperately needed wells in Ethiopia.«

ted in Gille Wedessa in the Derra project area, which will be named the "Wilder-Kaiser School". 350 Ethiopian children will be sitting at their desks at the beginning of 2010. Without this facility they would have no opportunity to attend school in this far-flung area. To make sure that the school is even better equipped, the Hauser family is helping to collect even more donations. They are also appalled, just like Karlheinz Böhm, "by the unjust and inhumane gulf between rich and poor". And they agree with Almaz Böhm when she says, "The education programme is the next step for the country's development. The more people learn, the more self-confidence they have".



We create the Stanglwirt - Events www.kb1.at

KB1
EVENT

Excellent in every respect

Trixi Moser

As Hotel Manager, Trixi Moser ensures guests experience an unforgettable holiday at Stanglwirt. Her secret weapon: an extra helping of vitality.

Every well functioning business is a puzzle, into which every piece fits together to form a harmonious image. At Stanglwirt there are three main cogs that must fit together seamlessly. The first and largest is driven by Balthasar Hauser. He is responsible for the underlying idea and philosophy. With a sharp eye, he recognises at once anything that could bother the guests - and develops innovative solutions which are often unique not only to Tyrol or Austria, but the whole world. His son, Richard, manages the second cog. He is a manager in the best sense - with farsightedness he develops economic strategies, keeps the organisation running smoothly, takes care of the figures and the bottom line. But the visionary developments and economic strategies also require a third piece - a Hotel Manager who can realise every plan and project perfectly. At Stanglwirt this is Trixi Moser.

The skiing talent at Stanglwirt

In 1990 she joined as a receptionist at what was then still a very small hotel - and intended to stay for just six months. After this, in the winter season, her parents' business in Salzburg was waiting for the qualified ski instructor, whose talent in the snow was even attested to by an invitation to the national team. Despite this, Trixi Moser stayed on at Stanglwirt. She first took a holiday in February in order to help out at home in Wagrain. This was the last time she was able to help at home - the career rise of the appealing bundle of energy was too meteoric. She was quickly promoted to managing the reception and four years after joining Stanglwirt she became a management assistant. Since 2006 she has been at the helm and is ultimately responsible for all main areas from reservations to the leisure side, along with the gastronomy manager Dietmar Zöschner.

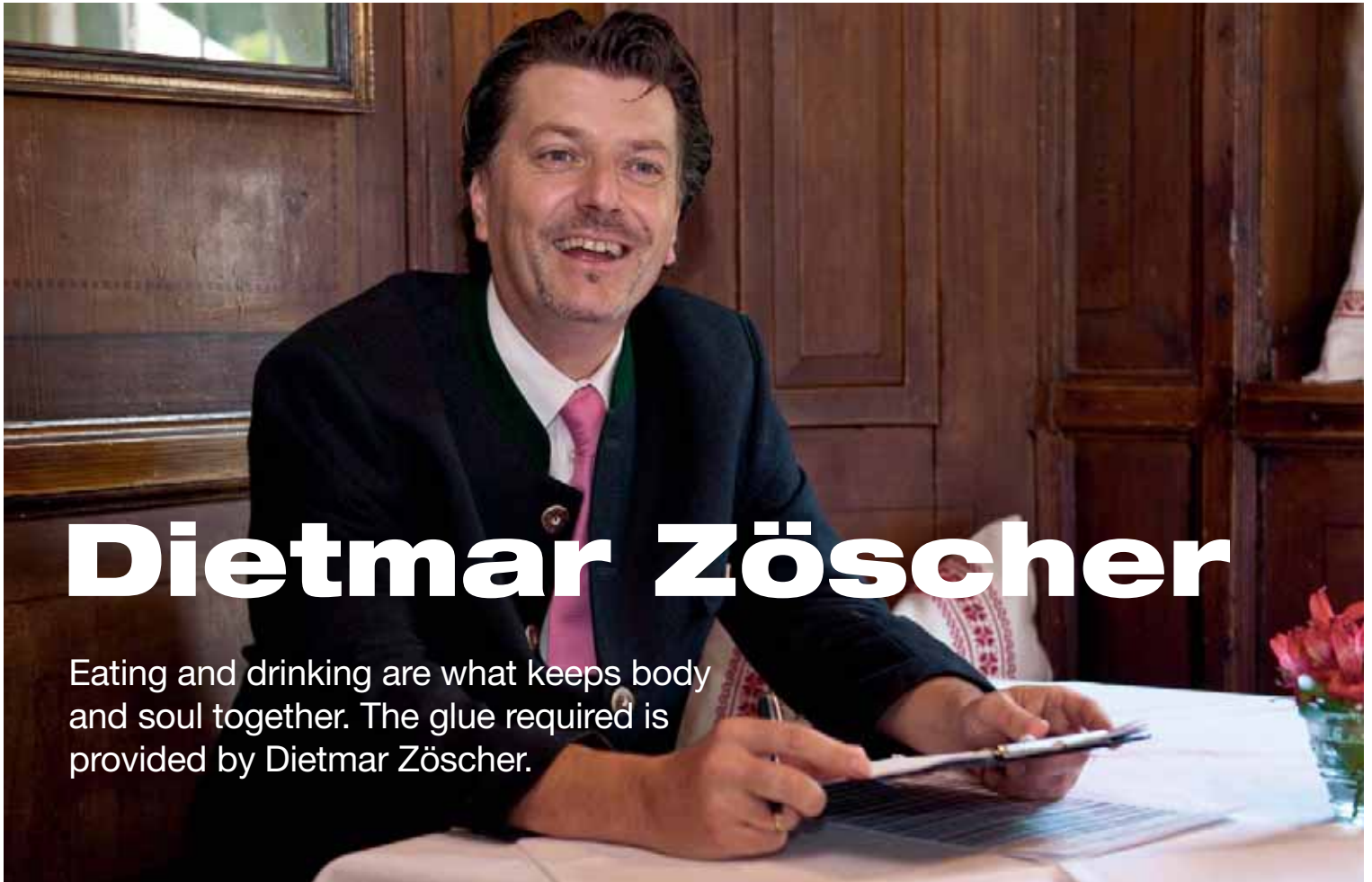
Nevertheless she still finds time here and there for a friendly chat with guests. "It is crucial that the guests feel at home here", explains the perfection-



ist, who sometimes suffers because her demand for perfection is not always taken seriously by every member of staff. But it works out. The manager directs her staff with a firm but friendly hand in the right direction. The fact that so many long-term guests have become friends with whom to share memories is what she likes best about Stanglwirt. And what is her dream? Finally finding time this winter to go on a skiing trip with the Stanglwirt guests.



Site meeting: Balthasar Hauser and Trixi Moser.



Dietmar Zöscher

Eating and drinking are what keeps body and soul together. The glue required is provided by Dietmar Zöscher.

The children” says Dietmar Zöscher, and it is immediately clear what he means. They were the reason why he gave up his position as Deputy Manager of top hotels in Spain and Portugal and moved to Stanglwirt three years ago. Not that his family didn’t like the clement Iberian peninsula. But ever since finishing school the Styrian has preferred to trust in Austrian quality. And this holds true across the board: as the Food & Beverage Manager at Stanglwirt he ensures that palates and taste buds are tickled, that the best atmosphere prevails at celebrations fuelled by the culinary offerings, and that conference breaks are filled with exquisite delicacies. Although he modestly observes, “The sommelier and head chef are true specialists; it would be ridiculous for me to get involved in their choices”.

No place for mediocrity

In this case Zöscher first comes into play with regard to price negotiations. “The costs are however less of a problem. We are stringently focused on quality; the challenge is finding the best provider and building up a relationship”. Anything other than essential quality focus hardly ever emerges as an issue. “I believe that society is drifting apart - one group is concerned with

quality, the other with price. The segment in the middle is disappearing”. He has lavish praise for the Stanglwirt guests: “Our guests are of course real connoisseurs when it comes to food and drink. But they don’t have any unusual special demands”. He has had a very different experience at other places, where guests from the suites made a kind of sport out of challenging the staff to meet ever changing and almost impossible whims. So why is it so different at Stanglwirt? “In my opinion it is thanks to the relaxed atmosphere in the hotel. Here you don’t need an evening dress or a dinner suit to be able to enjoy the very highest standards”. The high percentage of returning guests also adds to the relaxed conviviality, some people have actually known each other for many years. Zöscher believes that Balthasar Hauser has absolutely hit on a concept of the future with Stanglwirt: “People have been all over the world and on their travels they have forgotten just how wonderful being at home is”. Rather than stiff nobility, nature and familiarity are now in fashion - a development that the world traveller understands only too well. “I was 17 when I went out into the world and it is only three years now since I have come back. My family and I are amazed every day at all of the new things we still have to discover, right here”.



Thomas Ritzer

A head chef fighting for a balanced diet: Thomas Ritzer wants the Stanglwirt guests to “eat well” in his restaurant.



possible some things even come from our own farm”. This statement is exactly in line with the times. “A growing number of guests want to know exactly what is on their plate and where the products came from”. He also pays attention to light cuisine in the hotel restaurant, “The guests don’t want to come back from their holiday five kilos heavier”.

Vegetables first

This is why vegetables and salads are at the heart, while meat and rich foods take a backseat. “We have many international guests in the hotel who come from all over the globe. They take care of their health. I want to ensure that people not only enjoy exceptional food, but that they can also eat healthily”. A balanced diet also happens to be a Tyrolean tradition, muses Ritzer. “In the last century mankind has taken giant leaps forward, it is only when it comes to nutrition that we have actually moved backwards”.

While wholemeal was previously a staple, since the war white flour has become the norm. “That is one of the three white poisons; the others are sugar and salt”. Does this mean that the heavy farmers’ cuisine has disappeared from Stanglwirt? Ritzer laughs, “Of course not. In a 400-year-old guest house we still serve traditional meals. And people like Werner Baldessarini, the famous fashion designer who eats in the best places in Paris, Singapore and New York, comes especially to the guest house to eat roast pork and crackling. That’s something that he can’t get in another luxury restaurant”. And we are allowed to have something sinful from time to time. Just not too often. Ritzer: “Health is becoming ever more important and nutrition can make a key contribution to that”.

Those from Kitzbühel do not pass by Stanglwirt. This is also what happened to Thomas Ritzer. After his training in 1983 he began a successful career as a sought-after chef; but in 2004, when his children were older, he yearned to leave the seasonal rat race and to lead a regular life with his family in the place where he comes from. This soon led to a meeting at Stanglwirt. “Of course the place was well known to me. It is hard to imagine what happened in Kitzbühel when Balthasar Hauser opened his biohotel”. They quickly came together, predominantly because Ritzer’s food philosophy is a perfect match for the hotel. “I want the majority of products used in the kitchen to come from our homeland. And to use organic produce wherever



Deliciously healthy: “Guests don’t want to put on five kilos on holiday”.

Patrick Karner

As a kitchen apprentice at Stanglwirt the youngster from Munich loved the biohotel straight away. Now he is learning the secrets of exquisite gastronomy from head chef Thomas Ritzer.

Lunchtime at Stanglwirt. It's all systems go in the kitchen as one dish after another is ordered, prepared and perfectly presented to the waiters. While the chefs put the final flourishes to the plates, the young team is already preparing the following course. Herbs are chopped, vegetables diced, fruits are prepared for dessert. Every touch is perfection itself, even though the new orders brought by the waiters are flooding in like a tidal wave on the kitchen team. But the team is well rehearsed and spirits are kept high with a bit of jesting. In the centre of the bustling kitchen: Patrick Karner, who is being trained as a chef here at Stanglwirt under the tutelage of head chef Thomas Ritzer and his sous chef Hans Zieglgänsberger. Although the young man originates from Munich, Tyrol was still his first choice.

"I applied to numerous hotels for an apprenticeship", he explains. The reception was positive, trainee chefs are desperately sought after in the hotel and gastronomy industry. Stanglwirt also invited Karner for an interview. "It went really well. I particularly liked the way that they immediately took me on a tour of the hotel and showed me everything". The 16-year-old didn't need long to think about it and accepted the job.

Gaining experience

That was a year ago. So far he has not regretted his decision for a moment. He wants to complete his apprenticeship at Stanglwirt and to continue seeing how the major chefs cook up a storm. "I still have many things left to experience", says Karner modestly. He also knows of course that a good chef is always in worldwide demand. And that his career path is likely to take him abroad at some stage. Stanglwirt therefore offers the best opportunities: guests come from all over the world, even Indian film crews have been known to tuck in here.





Theresa Wallner

A bar manager needs a sympathetic ear, thick skin and an extra dose of self confidence. That's exactly why Theresa Wallner loves her job.

Our Mother Theresa", jokes Stanglwirt's Balthasar Hauser whenever his bar manager lends an ear to a guest for a bit of therapy. Theresa Wallner has already heard it all, "From marriage disputes to work problems - I have already talked about every problem that can arise between people and even heard the most incredible stories from numerous celebrities". That's a key feature of her profession, muses the bar manager, who has also managed night hotspots abroad. Since 1987 she has been the first port of call when a guest needs to get something off his chest. What could be better for this than a late night chat in the cosy hotel bar "Auf der Tenne" at Stanglwirt?

Partying until well past midnight

But it wasn't that easy to create what is today the hotel's meeting point for every night owl and reveller. The regular guests were too attached to the earlier equivalent which used to operate in the original old house. "It was really small, but



had a great atmosphere", recalls Wallner. Years ago there were no TV sets in the rooms, so the guests were just left with the choice of going to bed or hanging out in the bar. Of course the new bar is today well established. Live music almost every day ensures a good atmosphere, even off-season the party goes on until well past midnight.

Theresa Wallner has played a key role in this success. After many conversations she managed to convince her employer of the need for contemporary bar music; from 8.30 every morning she makes sure that the place is up and running and that the guests are well entertained.

And this continues until the last guest has finished his nightcap and wandered off to his suite. The legendary parties in the Reithalle, such as the Weißwurstparty, last well into the morning hours. This is followed by balancing the till and clearing up, so the bar manager doesn't finish until around lunchtime. And isn't that really stressful? "I need the night-life. If there was nothing going on here, I would have looked for another bar long ago".



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Karoline Sereiner

Everything in its place: the housekeeper at Stanglwirt tries to instil a sense of beauty and perfection in her young hotel staff.

Karoline Sereiner is the backbone of Stanglwirt Biohotel. In her role as housekeeper she is responsible for making sure that guests have every comfort in their rooms. That the favourite pillow and selected duvet (with choice of tog) are freshly awaiting weary heads, that the curtains are perfectly draped, that the chairs are at precisely the right angle to invite guests to sit down, and that not a single speck of dust distracts from the overall experience of Stanglwirt. Anyone who goes on a tour of the hotel with her is sure to be surprised by something new. In places where the untrained observer can stare at length and see nothing problematic, Ms Sereiner sees room for improvement. "It's all about the details", she says. This is why she has been checking every room personally for the last six years.

Long halls, white carpets

That is when she moved to Stanglwirt after a meteoric career in the top hotel industry, since then she has been complementing Balthasar Hauser's philosophy of an optimum hotel through perfect guest relations. Even when it's not always easy, especially at Stanglwirt. The wooden floors, the architecture, the vast ranges of the buildings, along with Balthasar Hauser's love of the colour white, are natural enemies of someone like Ms Sereiner who believes in the very highest standards of cleanliness. "Typical cleaning equipment is almost never used here, the materials and the architecture simply don't allow for it", sighs the Styrian lady. This is why scrubbing and brushing is done by hand. They even worked together with a major cleaning company to develop an individual cleaning trolley for the chambermaids that is exclusive to Stanglwirt Biohotel.

"We want only fresh, pristine cleaning cloths to be used in every room. And if the chambermaid can sort the waste when doing the room, nothing goes wrong after that". This is not possible with the usual equipment used in hotels. The natural white carpets are another story in themselves. "In winter we sometimes change them every



two hours and send them for cleaning". Visible footprints on a carpet are an absolute no-no for Karoline Sereiner. Even when her staff don't always see things the same way. "Young people are often missing a sense of house pride. They do want to meet my standards, but sometimes they simply can't see what needs doing". It often takes years for Ms Sereiner to train the eye to ensure that there is not a speck of dust in the farthest corner when she runs her finger to test the surface with a white glove.

The perfectionist is pleased that the guests lavish praise on her work. She rarely has contact with the hotel guests and prefers to work in the background. "But when regulars say that they love to come back here because everything is always so clean and tidy, that's when I see that my work has paid off".

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Maria Sauper

The sister of Stanglwirt's Balthasar Hauser herself managed the guest house for two years. Then she went to Carinthia.



Let's look back to the year 1964. Anna Hauser, the legendary Stanglwirt manager dies suddenly and unexpectedly at the age of 49. In the midst of their grief it falls to the underage children to take over the helm. As guesthouse heir Balthasar Hauser is still at school, Maria Hauser (today Sauper) takes over the guesthouse. Dramatic times as she recalls, "but now that many years have passed I can see that they were also good times". She is especially grateful to all of the people who helped her at the time. "We actually should have had to close down. We children were all still underage, nobody had a licence, mother's accounts had been frozen".

At least she knew the business, as she had been helping out in the guesthouse since her youth. Cash books and stocktaking were familiar concepts. Then she was awarded her trade licence, and the manager of a bank in St. Johann gave her a new account - a risk that he vouched for personally. Then there were outstanding debts from a renovation, an amount that seems laughable today, but that threatened their livelihood at the time.

A "frightful" wedding

"They were even about to cut our electricity off", says Maria Sauper looking back on the difficult days. Together with her brother she fought her way through. The most difficult decision she ever made came about in 1966: she married a Carinthian with the consequence that she had to leave Stanglwirt. "It was a frightful wedding; everyone was crying", she says today. In Döllach in Großkirchheim, Carinthia, she

managed the "Schlosswirt" with her husband, but phoned her brother every day. "I never left completely" explains the successful manager. Nowadays she spends many weeks a year at Stanglwirt: "My sister-in-law Magdalena always makes me feel like I am not visiting, but rather coming home", she gushes. Her domicile is, however, in Carinthia. After handing over the hotel and guesthouse to her children, she has been making herself comfortable in a small 500-year-old castle. Until the next visit to Going on the Wilder Kaiser. And that will be by the time of the next singers' meeting at the latest. After all, that is something that the enthusiastic singer has never missed out on.



Maria Sauper with Balthasar Hauser and friend of the family, Georg Anker.

SASA

Promotion *400 years of*
Stanglwirt



Enjoy music - avoid stress

The unique sound of SASA has become well known to many. The band was founded in 2000 and they delight their audiences with traditional musical treasures, German-speaking songs (partially from the 1920's and 1930's), but the band's repertoire also includes gospels, chansons, parts from operettas and musicals, Dixieland and original material.

SASA – the five guys with the black hats

You instantly feel how much fun each band member has playing music and how well they all work together. Every one of them plays several instruments and they often use more than one instrument for the same song. They have two saxophones, two clarinets, two guitars, violin, contra bass, accordion, trombone, trumpet, cajinto and kazoo. All five of them sing, and acapella songs make their voices really shine.

Music - something different

SASA has no run-of-the-mill program, all songs are specially arranged. SASA achieves a wide variety of timbres by using an extensive range of instruments. Usually the band plays 'unplugged' and the audience hears each instrument the way it is supposed to sound, without any electronic noise. The focus is always on the guests, not on the band. SASA plays right in the middle of the audience with special music for special events.

SASA's unique sound is not only appreciated at their regular performances at the renowned Stanglwirt, the band has already played many shows for international celebrities. The black hats fit perfectly with their traditional costumes from Zillertal. These hats are the characteristic feature of the band, and their motto is:

"Enjoy music - avoid stress" ■



SASA, Rupert Angerer, Waldweg 28A, A-6274 Aschau, mobile: +43-664-4226559, e-mail: info@sasa.at, www.sasa.at



Georg "Schorsch" Anker: Love of music has made him a regular guest.

Georg Anker

The retired secondary school headmaster Georg Anker is a "Stanglwirtsbua" and one of the oldest friends of Stanglwirt's Balthasar Hauser.

When Georg Anker sits down at his regular table at Stanglwirt he is never alone for long. Not only because he has known the Hauser family for years. The erudite former headmaster is also an admired storyteller, aficionado of tradition and sought-after singer. It was his love of music that first brought the schoolteacher from Ebbs near Kufstein to Stanglwirt. "I have been making music with Balthasar Hauser for 43 years", naturally he is also part of the well-loved folk music trio "Stanglwirtsbuam", together with Toni Pirchl. He has written several books, penned the latest history of Stanglwirt and documented all 120 singers' meetings. He is in constant demand to host folk music events. He was also involved indirectly in projects for the general public. That is how the Going lake for bathing and the traditional handicraft market came about on the initiative of his fellow singers, Toni Pirchl and Balthasar Hauser. "I have spent a lot of my spare time at Stanglwirt", reasons the Tyrolean traditionalist. There has never been a cross word between him and his friend Balthasar Hauser. If a problem arises, "then we talk about it in a very matter-of-fact way". Anker is still often called to Stanglwirt to act as an advisor and critic whenever there is a new idea to be realised in the house.

For the love of singing

In summer, however, Balthasar Hauser has to make do without the opinions of his friend. As a passionate fisherman and diver, Anker loves the sea. For this reason he prefers to spend the warm months at his house in Greece, before coming back at the start of autumn to Ebbs and spending the winter months settled in at his hut on the Brixner Sonnberg. When of course he shows up at Stanglwirt. What makes him feel so comfortable here? "There is no need to hold back here. When we make music we are doing it for the love of singing and not to entertain other guests. They are happy to be allowed to be with us". The names, backgrounds and wealth of the listeners are no concern of the musicians. Royal families have eavesdropped on the old Tyrolean Maji, as has Toni Sailer or a chance guest who just came in for the famous roast pork and was intoxicated by the mood in the guesthouse. Anker's view: "Without music, Stanglwirt would not be half what it is today". Georg Anker is helping to preserve this cultural heritage.



TRADE MARK

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Harald Kitz

A musician and therapist starting out on a global career. Stanglwirt was one of the first to give Harald Kitz - and his now globally acclaimed haki method - a chance.

Harald Kitz is on the road a lot at the moment. At the end of September he was in Asia, where Harper's Bazaar awarded his "haki stretch & relax" method the Harper Spa Award for "Most Relaxing Body Treatment". The haki method is a treatment concept specially developed for "people who think too much". Rhythmic pressure, stroking and swinging motions, specially developed holds and techniques combine to harmonise the muscles and nervous system, thereby achieving inner balance and complete relaxation and regeneration. Stars such as Gerhard Berger now swear by this method. Many regular guests at Stanglwirt also enjoy the feel-good effect of the haki method in their home-away-from-home.

Embracing the new brings rewards

"I love coming here and I have a lot to thank the Hauser family for", says Kitz. It is now six years ago that he had just developed his haki method and stood before Balthasar Hauser "with a mind brimming over with vision".

The introduction was made by the Stanglwirt sister, Maria Sauper; but even so, who believes in a young therapist enough to let him loose on their guests? Even more so when he is talking about a newly developed method to bring relaxation and good health to "people who think too much"?

Quality not quantity

"As my background is in folk music and Balthasar Hauser is also a passionate musician, we managed to find a common rhythm", explains Kitz. Nowadays their relationship has long been friendly and Kitz advises the family on extending the spa and leisure facilities, he holds workshops and enables the guests to experience the astounding effects of the haki method in a highly personal way.

"I focus on quality not quantity and I am ecstatic that my compositions give the guests at Stanglwirt so much pleasure and relaxation", says Kitz. The famous biohotel in Going remains one of the very few places where modern people can do something for their health by using the haki method. ■



Balthasar Hauser with daughter Maria and Harald Kitz.



Harald Kitz developed the haki method.



The haki method helps to promote good health.

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Rupert: "There are few families with such a turbulent history".

Manfred Rupert

Archivist from Innsbruck, Dr. Manfred Rupert, brings historical events to life. Now he is exploring the history of Stanglwirt.

Anyone with an interest in the history of Kitzbühel, historical cribs in Kitzbühel churches, or mining in the Röhrenbühel will have come across the name Rupert. Born in Kitzbühel, he has always understood how to bring together pieces with painstaking detail and from them paint a complete picture of historic events. And the best thing about it: there is hardly a scientist who has made centuries-old history as vivid and concise as this classicist and historian. Even in his youth he went digging for old urns and also worked without pay for the state archive in Kitzbühel, a place that would hardly exist in its current form without him. In recognition of his efforts he was awarded the "Ring of Honour" by the city of Kitzbühel.

"A spectacular history"

Balthasar Hauser first contacted Dr. Manfred Rupert about two years ago. He wanted to know more about the history of his guesthouse as the 400-year anniversary of the house was fast approaching. The only thing he had at the time was a rough chronology of the events at Prama.

Dr. Rupert: "It was just when I had no time, I was heavily involved in other projects". It wasn't until last year that he began to look into the history of the guesthouse on the Prama - and uncovered a wealth of material. "The history of the house is really quite spectacular. I doubt that there are many families who can look back on such a turbulent and varied history of their property".

Bringing the past alive

He presented the initial fruits of his research in March. The Hauser family, long-term staff and Stanglwirt regulars were hanging off his every word for over an hour. He painted a monumental picture of a guesthouse which was unwillingly drawn in to the heart of many events that shook the entire nation.

The exciting fate of people was suddenly drawn from historic facts on mining in Kitzbühel to the 30-Year War, to Andreas Hofer's fight for freedom from the French invaders and the recovery to times of peace. Stanglwirt's history had the guests enthralled. The credit for which goes in no small part to Manfred Rupert.



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The company dingerdruck Jesacher would like to congratulate the „Stanglwirt“ on its 400 year anniversary. We are pleased to have the opportunity to say thank you, for the many years of successful collaboration, and wish the Hauser family continued success in the future.

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Richard Hauser, Provincial Governor Dr. Günther Platter, Mayor Josef Pirchl, Vice Chancellor and Finance Minister Josef Pröll, and Balthasar Hauser (from left).

Josef Pirchl

The Mayor of the borough of Going is aware of the key role Stanglwirt plays in the region. He is also friendly with the Hauser family.

Tyroleans are considered extremely independent. They prefer to take things in hand themselves rather than wait for outside help. Josef Pirchl is the best example of this. He took up politics early on in order to “move things along and help people from around here”. As this didn’t work that well with the major parties not to mention that real estate speculation was getting out of hand in the area, he founded the KLARE party along with a handful of friends, a citizen’s initiative from and for Going on the Wilder Kaiser. The success was astounding - they won the borough elections on their first attempt with a majority of 70 percent, thereby trouncing the Christian Democrats who had dominated for decades.

Now, as Mayor, Josef Pirchl works to ensure that “the people of Going are not trampled over and that there are still affordable plots of land”. The location on the Wilder Kaiser with its breathtaking views is naturally in high demand internationally and real estate prices have rocketed. His position also means that he has a lot to do with Stanglwirt, “Stanglwirt Biohotel is as important to us as Magna is for Graz”, he says, recognising the role of the region’s largest employer and taxpayer.

There are no problems with working together, in a village like Going everyone knows each other and Pirchl has been on friendly terms with the Hauser family for years. Furthermore, as an entrepreneur himself - Pirchl sells and fits extra-wide pond linings across Austria through his company LANZ - he knows how important business is.

“We are very happy to have the Hauser family in Going”, he gushes about Stanglwirt. On a personal level he values the sympathetic ear of Balthasar Hauser: “He is an extremely important mentor to me. Balthasar Hauser obviously has more experience than I do, especially when it comes to tourism and economics and is often there for me in word and deed”.

And when tensions sometimes arise because the Stanglwirt vision outstretches bureaucratic processes, “we are able to discuss things in depth and find a concrete solution. The Hauser (typical nickname for Balthasar, ed.) doesn’t bear a grudge and understands our problems”. But balancing the concerns of residents and companies as well as lawmakers is in Pirchl’s genes. As it so happens, his grandfathers were the Mayors of Kitzbühel and Elmau.

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Reinhard Stocker

The former hotel manager of Stanglwirt is a living legend. He was at Balthasar Hauser's side when the historic guesthouse became an internationally renowned Biohotel.

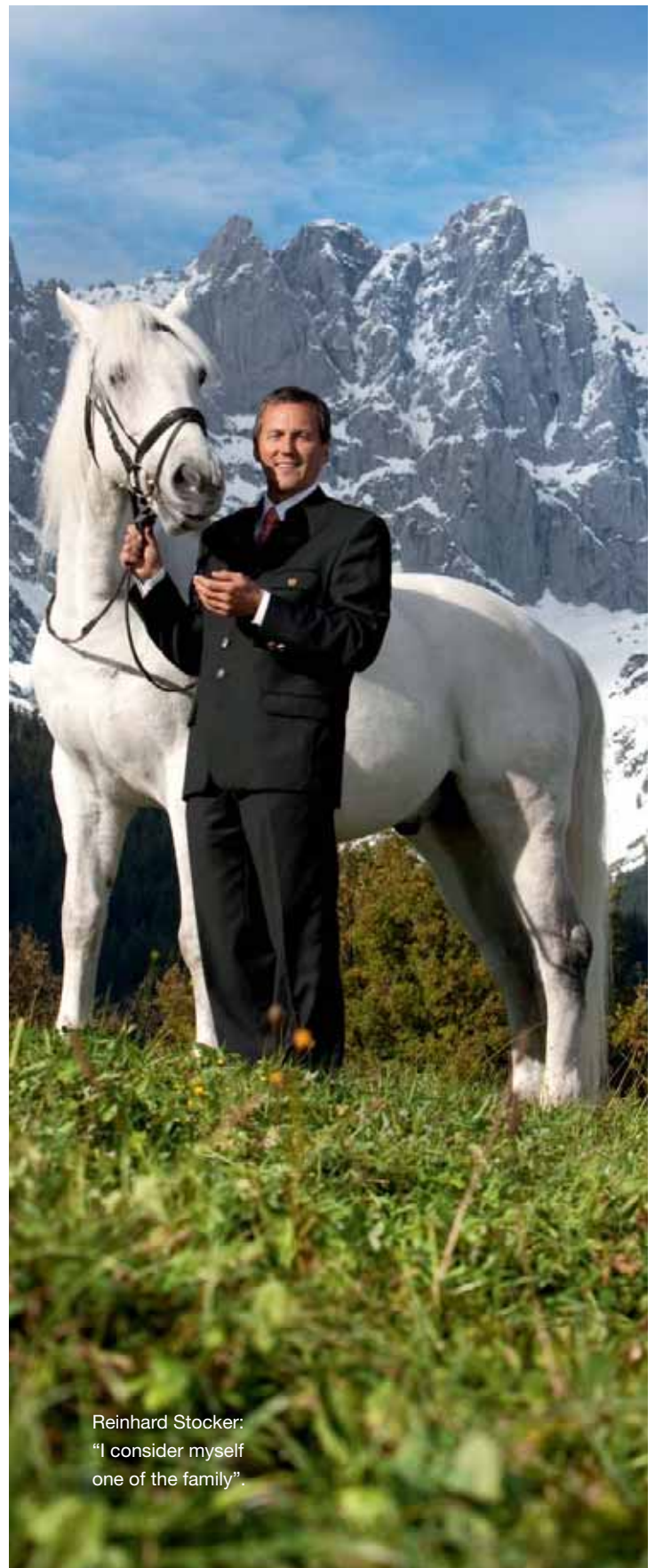
If you talk to regulars and long-term staff at Stanglwirt, one name emerges time and time again: Reinhard Stocker, former hotel manager and "tutor" of today's manager Trixi Moser, was and remains to a large extent part of the hotel family in the eyes of many. He stood by the side of the family, regular guests and staff as the small hotel and guesthouse developed into an internationally acclaimed resort. Stocker looks back happily on this time, "Being able to contribute in a leading position during the development of Stanglwirt Biohotel was an honour, an immense pleasure and an exceptionally valuable gift in my working life".

Identity and lack of pretension

And what has he taken away from this period? "I was able to learn a lot. Partly from Balthasar Hauser's philosophy of success and the principles involved which were a huge challenge to ensure the growth of the business. Other aspects includes loyalty to Tyrolean identity and lack of pretension, the pleasure gained from serving the guests, upholding agricultural values, using natural products and thereby maintaining connections to local farmers - and last but not least, the architecture and use of construction materials which harmonise with the landscape and give people positive energy".

His most special memories are of the easy-going companionship with different guests: "I was impressed by the friendly coexistence of guests under one roof, regardless of whether they were local farmers or international celebrities. A symbol of this was when Soraya, Queen of Persia, shared a table with the local snow plough drivers". Stocker, who now holds a top position at Red Bull, knows the secret to the biohotel's success: "I respect the solidarity between the professional team of staff and the friendly approach of the Hauser family at Stanglwirt. I was made to feel like one of the family. The fact that nothing changed in this regard even after my professional move means that I gratefully look forward to further times spent together".

To the family and his former team, he wishes "all the best for the 400th Stanglwirt birthday from the bottom of my heart".



Reinhard Stocker:
"I consider myself
one of the family".

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Karl H. Schwabe

German architect Karl H. Schwabe discovered eco-construction long before everyone else - and is therefore the ideal partner for Stanglwirt.

The idea was a stroke of genius, the realisation turned out to be an adventure. Stanglwirt's Balthasar Hauser still remembers today the many hurdles that had to be overcome during the construction of Europe's first ever "biohotel". Most of the committed advisors were overcome by the scale of the project, at the end the entire basic structure was in danger of collapse and had to be overhauled.

Architecture must "create harmony"

Then the innovative Balthasar Hauser heard of a German architect: a certain Karl Hermann Schwabe had restored an ancient, half-derelict hunting lodge in the Ausseer region back to its full former glory. He also taught eco-construction at German colleges and had come out in favour of "healthy living" in several TV appearances. The ideal partner. "People who come to me are looking for good architecture. And architecture is good when it creates harmony and people living in it feel comfortable", Schwabe explains his principles. Furthermore, he muses calmly in a deep voice, when it comes to construction "there are always extremely large investments involved. And that's a shame when you build something modern and trendy, but then people don't feel at home in the completed building."

This is why he started looking for the factors involved in comfortable living and quickly turned to eco-construction - long before this was the topic on everyone's lips. "I was one of the first to rediscover certain methods", explains the architect.

A perfect fit

Stanglwirt Biohotel was an important milestone in Karl Hermann Schwabe's career. More and more developers appreciate the idea of a "healthy and sustainable" building. Schwabe has built for the former Austrian Minister of Finance and renowned entrepreneur Hannes Androsch and has also constructed numerous villas in Vienna and Styria. In between he always carries out projects in his German homeland. He particularly enjoyed planning Stanglwirt: "Balthasar Hauser is a completely reliable and agreeable partner. We have been a perfect fit for years, each of us knows the other very well and knows how to appreciate his qualities".



Karl H. Schwabe: The architect wants to create harmony through building.



The #1 Tennis Camp in Europe

Train with pros from Peter Burwash International.

© Paul Dehan (2)

Nestled at the foot of the spectacular Wilder Kaiser mountain range in Tirol is the world-renowned tennis program of Peter Burwash International, exclusively in Austria at Stanglwirt Biohotel in Going. Although the setting is awe-inspiring, there are more reasons why London's Daily Mail enthusiastically proclaimed it "the most professional and friendly tennis camp in all of Europe."

The success of PBI's tennis camp stems from the exceptionally well-trained staff. A team of six multi-lingual pros (all speak fluent English), led by Tennis Director, Adri Atkinson, are on hand to get the most and best out of every student. In addition, the tennis program has stood the test of time, giving each player an improved understanding of all strokes, along with the strategic know-how needed in competition. Rounding off the program are ball machine drills, radar serve speed evaluation, video analysis, tournaments and pro exhibitions, ensuring that players raise their games to new levels.

Guests will enjoy playing in the fresh alpine air on eight European red clay courts or indoors on six artificial clay courts. PBI offers their signature tennis camp program, in addition to private and group lessons for every level. For junior players, there are active and competitive tennis programs for beginners and advanced players of all ages.

Over 30,000 tennis enthusiasts, from beginners to touring pros, have benefited from PBI's innovative and revolutionary teaching at Stanglwirt. With the combination of breathtaking scenery, outstanding tennis and resort facilities, expertly-trained coaches and Tyrolean Gemütlichkeit, it's no wonder that the partnership between PBI and Stanglwirt is still going strong after 30 years.



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The best party, or the wurst?

On the eve of the Hahnenkamm downhill race 2,500 guests celebrate the event of the year, the Weißwurstparty.

Stanglwirt's Balthasar Hauser does not only embody old traditions, he also creates new ones. One of these came about completely by chance in the year 1992. At the time the downhill ski race weekend in Kitzbühel did not offer any real cause for celebration for the Austrian skiers. Swiss Franz Heinzer was fastest down the Streif twice in a row; the Austrians only managed bronze thanks to Patrick Ortlieb. But there was some consolation. The Bavarian master butcher Toni Holnburger invited the racers after training on Friday to come and taste his famous, authentic Bavarian sausages at his regular table in the historic guest house. It was a cosy get-together among friends. So they decided to repeat it the following year. More guests came in 1993, in the end invitations had to be sent out in order to quell the crush and by the end of the century the whole restaurant area had been overrun with Bavarian sausage. "It took half an hour to get from one end to the other", recalls a party guest of that time. So it all moved to the Riding Hall, world-famous bands and entertainers were brought in, and star chef Alfons Schuhbeck was hired to complement Holnburger's delicious sausages. The rest is history. The party now attracts over 2,500 guests, while 5,000 pairs of Weißwurst and just as many bottles of beer are polished off. More than 200 media representatives from across the globe ask stars like DJ Ötzi, Prince Albert of Monaco, Zucchero, Uschi Glas and many, many more to say a few words. At daybreak the Weißwurstparty slowly begins to wind down and people say their goodbyes for another year. Until the next Weißwurstparty at Stanglwirt, on the Friday of the race weekend in Kitzbühel.



It has always been about sausages between Holnburger and Hauser - for 19 years.



"Weißwurst-King" Toni Holnburger (left) with "Stanglwirt" Balthasar Hauser.

Everything has its ending, but the sausage has two" goes the old children's song. Toni Holnburger, the master butcher from Miesbach and the Stanglwirt Biohotel have had a tight grip on those two endings for the last 19 years. In 1992 they both initiated the "Stanglwirt-Weißwurstparty" during the time of the Hahnenkamm downhill race in Kitzbühel. The party quickly reached cult status, the families Hauser and Holnburger became close friends and the "Weißwurst" (veal sausage) became the symbol of this friendship. Fleischwaren Holnburger GmbH was founded 60 years ago. Even though this company has 100 employees and state-of-the-art facilities today and is well known all over Austria and Germany for its meat, sausage and ham specialties. Stanglwirt and

especially the "Weißwurstparty" are a personal matter for this family-owned company from Southern Bavaria with its longstanding traditions. "This is why we celebrate the 400-year-anniversary of Stanglwirt a bit like our own birthday", says Toni Holnburger. ■

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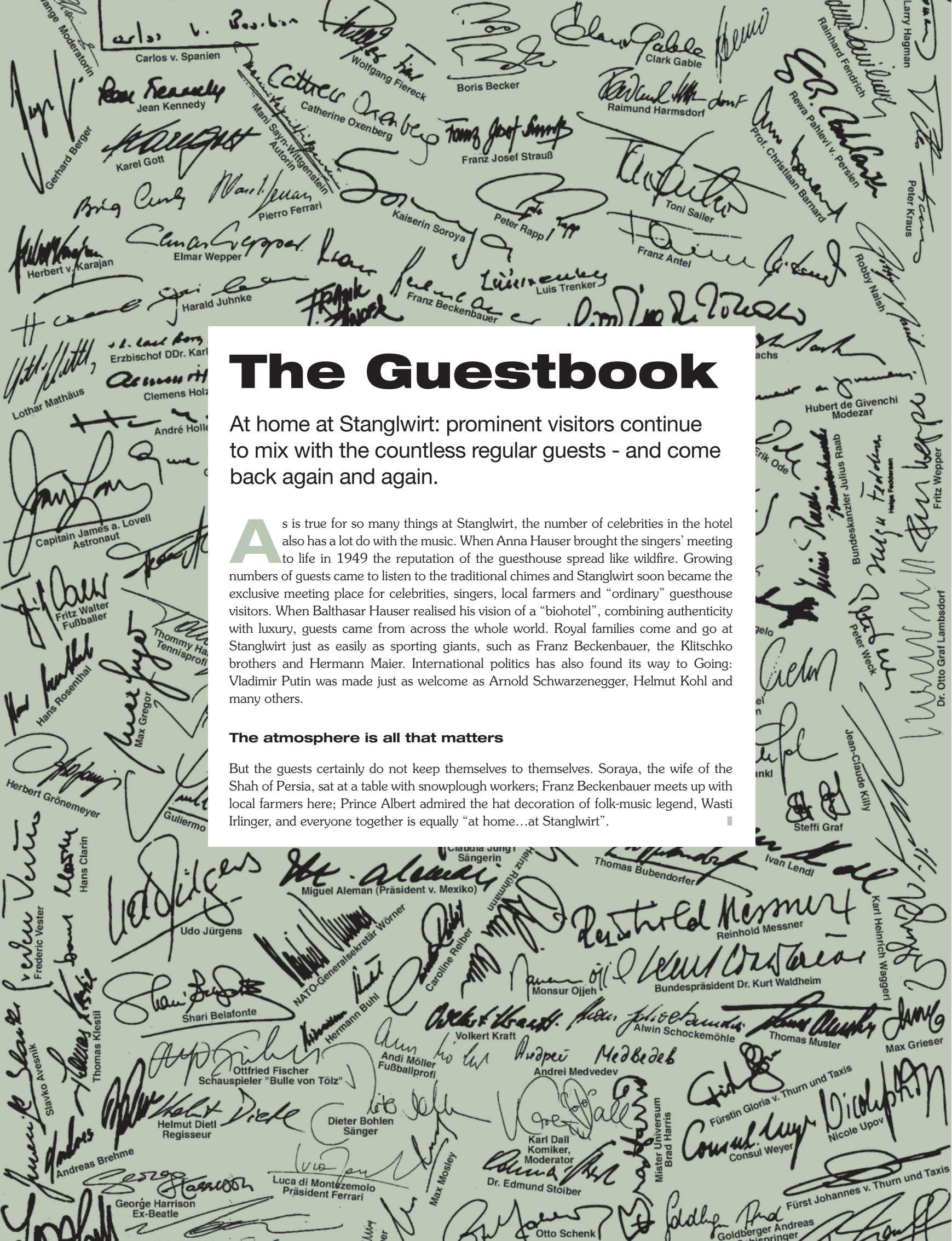



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The Guestbook

At home at Stanglwirt: prominent visitors continue to mix with the countless regular guests - and come back again and again.

As is true for so many things at Stanglwirt, the number of celebrities in the hotel also has a lot to do with the music. When Anna Hauser brought the singers' meeting to life in 1949 the reputation of the guesthouse spread like wildfire. Growing numbers of guests came to listen to the traditional chimes and Stanglwirt soon became the exclusive meeting place for celebrities, singers, local farmers and "ordinary" guesthouse visitors. When Balthasar Hauser realised his vision of a "biohotel", combining authenticity with luxury, guests came from across the whole world. Royal families come and go at Stanglwirt just as easily as sporting giants, such as Franz Beckenbauer, the Klitschko brothers and Hermann Maier. International politics has also found its way to Going: Vladimir Putin was made just as welcome as Arnold Schwarzenegger, Helmut Kohl and many others.

The atmosphere is all that matters

But the guests certainly do not keep themselves to themselves. Soraya, the wife of the Shah of Persia, sat at a table with snowplough workers; Franz Beckenbauer meets up with local farmers here; Prince Albert admired the hat decoration of folk-music legend, Wasti Irlinger, and everyone together is equally "at home...at Stanglwirt".

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Jean Kennedy

Karel Gott

Elmar Wepper

Harald Juhnke

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André Holl

Capitain James a. Lovell
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Fußballer

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Clark Gable

Raimund Harmsdorf

Toni Sailer

Franz Antel

Hubert de Givenchi
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Manfred and Manuela have already found each other.

“Farmer seeks wife” at Stanglwirt

Farmers are looking for the love of their life in the TV show “Bauer sucht Frau” (“Farmer seeks wife”). The show’s presenter Katrin Lampe helps them find true love.

The successful TV show on ATV, Austria’s leading commercial TV station, is currently in its sixth season. Stanglwirt was chosen as the location for the season’s finale. 12 courting farmers are looking for Mr. or Miss Right. Presenter Katrin Lampe has not only become the face of the show, but also the farmers’ matchmaker of the nation. The success is quite impressive: of the many couples who have found each other on the show, three have already said “I do” to each other. Four “Farmer seeks wife babies” have been born so far. And the viewers follow the farmers closely at their first date, their first kiss, or when they propose. But they also watch them on their first attempts at working on a farm, which usually differs greatly from the marriage candidates’ daily life. Up to 355,000 viewers follow these events, which are real life stories, on a weekly basis.



Katrin Lampe, presenter “Farmer seeks wife”.

This year the big final shows, where all farmers and their candidates meet again, will be filmed at Stanglwirt. This is where the farmers make a clean sweep and the viewers see firsthand who gets hit by Cupid’s pitchfork and whose initial fire died down again. The diversity of the hotel with its rural flair provides the perfect background for the show. The “Almhütte”, the restaurant with the cowshed-view, the spacious wellness area or the luxury suites provide the right atmosphere and an environment where the candidates can relax and feel at home. It will be interesting to see how many relationships will arise from the new episodes. Maybe there will be a proposal during the shooting?

The sixth season of “Farmer seeks wife” will be aired every Wednesday at 8:15pm on ATV until February 2010. The following season is already in its planning stage - after all, there are many Austrian farmers looking for the love of their life.

Letter from the editor

Hospitality meets tradition: it was 400 years ago that the “Inn on the Prama” got its innkeeper’s licence, Stanglwirt has been serving guests from near and far since 1609. There are many reasons as to why Stanglwirt has become one of the oldest guesthouses to operate continuously in Europe and grow into one of the most beloved resorts in the entire Alpine region. One of the most important - the thirst for innovation of the “Stanglwirter”. In line with this tradition we didn’t want to mark the anniversary of our house with a simple brochure. Instead a complete magazine which brings to the fore the history, the traditions, the guests, the staff, the opportunities and last but not least the “Wirt people” at Stanglwirt. Through collaboration with the Styria Publishing House and CPG, we have created a high quality magazine with very special content that we hope will give you hours of pleasure reading and invites you to complement what you have read by coming to us at Stanglwirt and forming your own experiences.

We, the publishers, want to express our deepest gratitude to everyone who has made this massive project possible. Our thanks go above all to each and every advertising partner, who has given so much support to our magazine project. You have shown through your dedication how important and welcome you, dear friends and guests of Stanglwirt, are not only at our home, but also in the entire region.

Our heartfelt thanks also go to Dr. Manfred Rupert, one of Tyrol’s leading historians, who uncovered many interesting new details of the history of Stanglwirt through painstaking scientific research and with great passion, also making himself available to us for this magazine. Paul Dahan and Rolf Kriesche must not go unmentioned: the highly professional photographers have helped to make the magazine into a visual treat with their exceptional artistry. From the many others, who we sadly cannot name individually due to reasons of space, before the



Maria Hauser
Stanglwirt Biohotel
Editor

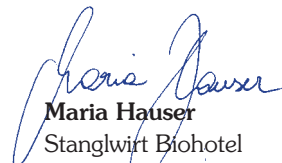


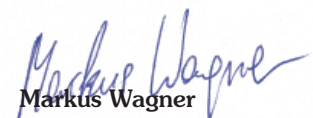
Markus Wagner
Editor

curtain falls we would like to draw attention to one very special contributor to this wonderful project: Georg Anker, member of the Stanglwirtsbuam and old friend of the house, with his unwavering dedication, comprehensive knowledge and endless patience, has made a key contribution both as a wordsmith and advisor in enabling us to present you with this magazine today.

A final thank you goes above all to you, our honoured guests. It is your loyalty that has made Stanglwirt what it is today and it is also you who motivate and inspire us anew every day. We hope that with this magazine we have awoken some memories of holidays past and aroused anticipation of future adventures “at home at Stanglwirt”. We “Thank the Lord” for your treasured link to our house and for the next “Stanglwirt Century”.

With the very warmest wishes,


Maria Hauser
Stanglwirt Biohotel
Director of Marketing, PR


Markus Wagner
Styria Multimedia AG
Editor



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Pompeo Girolamo Batoni, workshop, Detail from "Double portrait of Emperor Joseph II and his brother Leopold, Grand Duke of Tuscany", 1769
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