Stanglwirt

Press information

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Five reasons to choose the Stanglwirt Green Spa Resort

Organic farm where sustainability is a way of life, combined with five-star luxury, set against the stunning backdrop of the Wilder Kaiser mountain

Indoor Fitness Garden including medical fitness, our own skiing and snowboarding school, 14 tennis courts and indoor and outdoor tennis school, Golf Sport Academy including driving range, Lipizzaner stud with riding school, private fishing

12,000-square-metre rocky wellness world with stone from the Kaiser mountain, pool and sauna complex, Green Spa with natural cosmetics

Children's farm with all-day childcare and exciting children's water world

Choice of fine food served in the hotel restaurant, the Stangl Alm, and the traditional Gasthof restaurant, food from our own farm

Location and hotel

The Stanglwirt Green Spa Resort is located at the foot of the Wilder Kaiser, in Going, Tyrol.
In summer, the green landscape is pierced by the rugged peaks of the mountain range, creating an idyllic holiday destination that is rich in contrasts. The village of Going is famous as a popular filming location for many TV programmes, and this alpine region offers countless opportunities for sport and relaxation for young and old alike.

In a rural location that is easily accessible by car, the Stanglwirt is a haven of peace set against the amazing backdrop of the Wilder Kaiser mountain. The host family, the Hausers, are deeply attached to this region and this and their love of nature can be felt throughout the hotel. Combining tradition and innovation and showing meticulous attention to detail, they run a hotel that is both close to nature and luxurious and that delights wellness holidaymakers, sports enthusiasts, nature-lovers and gourmets in equal measure, whether they come alone, as a couple or with all the family.

The hotel has 170 stylish rooms and suites for guests, who can enjoy dining in the historic Gasthof Stanglwirt with its window overlooking the cowshed, or in the cosy rooms of the hotel restaurant, the Kamin Bistro or the "Auf der Tenne" hotel bar with its view of the Lipizzaner riding arena. In keeping with the local heritage, traditional building methods have been used in many parts of the hotel, including in the bar, where timber from ancient barns was lovingly made into rustic panels by skilled craftsmen. With the huge, 12,000-square-metre rocky wellness world with its panoramic views, the pool and sauna complex, a 500-square-metre indoor Fitness Garden and private tennis, golf, riding and ski schools, the hotel boasts an extensive programme of exciting activities. Austria's first private Lipizzaner stud and a children's farm round off the varied range of amenities for all generations. The Stanglwirt organic farm supplies the hotel with home-produced food.

All new buildings are uncompromisingly environmentally-friendly, and the main material used at the Stanglwirt is local Arolla pine. Balthasar Hauser is regarded as a green visionary, exemplified in particular by the green roofs on the Stanglwirt's indoor tennis courts. Not only do they look attractive, but they also provide a place for the hotel's own flock of sheep to graze!
The hotel is a member of Pretty Hotels and in 2020 was ranked among the "30 Best Spa Resorts in the World" by the international Condé Nast Traveller magazine. Trip Advisor places it in the top ten percent of the most popular hotels worldwide.

The family and other important people at the hotel

The Hauser family has been charting the course for the hotel - now famous far beyond Austria's borders - since 1722. It is the tenth generation, guided by the pioneering spirit of Balthasar Hauser, that has created today's luxury Stanglwirt resort, and now his children Maria, Elisabeth and Johannes have joined their parents in continuing the Stanglwirt tradition. The family still also operates the 100-hectare farm, supplying home-produced meat and dairy products for their hotel guests.

Balthasar Hauser is the visionary host who is at the helm of the hotel: "Our family knows that this place is a centre of natural power. Our values, our traditions, our family history - our whole world is reflected in every corner."

His warm-hearted and far-sighted wife Magdalena holds the reins in the background, responsible among other things for flower arrangements, the hotel laundry and the legendary singers' meetings. In summer, guests can accompany their hostess in person on walks to the Stangl Alm pasture.

Their eldest daughter Maria Hauser, a tourism professional, concentrates on everything to do with public relations, the hotel's image in the outside world, and also interior design. Marketing, PR and events, everything to do with wellness and the spa, the hotel shops, quality control and enhancement are all in her domain.

Elisabeth Hauser-Benz acts as her father Balthasar's right hand and is in charge of administration and human resources. She is also responsible for the hotel's riding stable and the Lipizzaner breeding programme.

The youngest of the brood, Johannes Hauser, has been part of the management team since 2013. He studied agriculture and is now in charge of the hotel's farming activities, including the cheese dairy and fishery. Together with Daniel Campbell, the Director of Food & Beverage, he also keeps an eye on everything that goes on in the kitchens and restaurants.

Working alongside the members of the family is Hotel Director Trixi Moser, who has been taking personal care of the hotel's guests for over 30 years and has been in her present post since 2006.

Rooms and suites

The hotel has a total of 170 double and family rooms, studios and suites, most of which have uninterrupted views of the Wilder Kaiser mountain range or else of highlights of the Stanglwirt such as the grazing meadow or the Lipizzaner stud. All rooms are finished off by hand using traditional methods and top-quality local materials. The solid wood furniture made of local Arolla pine has been shown to have a beneficial effect on the room climate. Guests benefit both from the health-giving effects of the pine wood

and also from the fact that this high-quality timber promotes deeply relaxing sleep.
All rooms also feature antibacterial wooden floors made of local mountain larch, rugs of 100% pure new wool and bed linen made of 100% organic cotton or the finest linen. The rugs, fabrics and bedspreads are in light, bright colours and contrast beautifully with the wood to create a delightful atmosphere.

All rooms also feature a flatscreen TV with the ONEVision TV system, Wi-Fi, coffee machine, minibar, safe, bathrobe and a balcony or terrace.
Of the 170 rooms, 67 are suites ranging in size from 60 to 128 square metres and accommodating up to six people. The luxurious amenities of this room category include a separate living room with a cosy lounge corner and, in most cases, an open fireplace, a spacious bathroom with double washbasin, shower and bath, a separate toilet, walk-in dressing room and a balcony or terrace with views of the Wilder Kaiser and the surrounding mountains of Tyrol. The luxury suites by the grazing pasture boast their own sauna, while the honeymoon suite is reached by its own private lift. The family suites have a separate children's room, and some of them have a view of the Lipizzaner stud or the Wilder Kaiser.

Sustainability and the organic farm

The Stanglwirt Green Spa Resort has a long tradition of making holidays more sustainable and this has now become one of the leading characteristics of the family-run hotel. The only organic farm to have its own luxury hotel, the Stanglwirt has been setting new standards continuously since the 1980s, making it a pioneer in thoughtful tourism. So it was that, back in the early 1980s, Balthasar Hauser set up a hotel on the site of his parents' farm that was based on the principles of buildings biology, including a then highly innovative biomass heating system. Ever since, with every extension, conversion or new-build project, the Hauser family has followed the guidelines of the Rosenheim buildings biologist Prof. Hubert Palm. All new building at the hotel meets the highest sustainability standards. For example, no steel girders are used in the ceilings but only wooden beams, all wooden bricks are bonded using lime mortar instead of cement and room fittings include exclusively solid-wood furniture, antibacterial floors made of local mountain larch and organic straw-filled couches. All the mattresses are specially manufactured and consist of 95% natural rubber, cotton, sheep's wool and horsehair. Furthermore, care is taken to ensure that no beds are located in an electromagnetic field. The hotel's green activities also include conscientiously separating waste and using organic materials for daily cleaning. There is a "Green Group" which makes sure that these principles are put into practice on a daily basis. Nearly 35 years after building his organic hotel in 1980, in 2016 Balthasar Hauser was recognised as a "Leader of Sustainability" at the internationally renowned Global Wellness Summit.

One of the cornerstones of an organic lifestyle is to use renewable energy and keep CO2 emissions to a minimum. This includes the biomass heating plant - which won the Austrian National Innovation Award and now generates around 4.6 million kilowatt hours of heat - the use of thermal groundwater and, since 2011, the 100% CO2-free eco-energy from a small hydroelectric power station in Tyrol, called Ökoenergie Tirol GmbH. The hotel also follows the sustainability creed in the rocky wellness worlds. Only natural mountain water from the hotel's own springs is used here, heated by the sun and geothermal energy.Thanks to a heat pump system, the wellness facilities are entirely energy self-sufficient. The first milestone along this path came in 1976 – before the organic hotel was even built – in the form of what was at the time the only tennis centre in Europe to have a living roof, where sheep still graze today. In 2017, numerous electric vehicle charging points were installed around the hotel site and more are being added all the time.

The hotel's own organic farm, with 95 hectares of grassland and 52 hectares of alpine pasture, is home to 130 animals - Lipizzaner horses, cows, sheep, chickens, rabbits, cats and many more. "We serve all the produce from our farm to our hotel guests," says junior director Johannes Hauser. This means that the guests benefit from low food miles and a low carbon footprint even when it comes to much of the food that they eat.

Thanks to the hotel's Kaiserquelle spring, which has been supplying the Stanglwirt with water for over 400 years, they drink the purest spring water, which has not needed to be stored or transported at all. The farm is certified as organic by Austria Bio Garantie – Landwirtschaft GmbH®. Every year it produces, among other things, 140 tonnes of unprocessed milk which is used for the award-winning organic alpine cheese, made entirely by hand up at 1340 m on the "Graspoint Hochalm" pasture, known as the "Stangl Alm". The in-house butchery processes over 80 tonnes of meat each year. Most of the hotel's bread and fish is also home-produced. In 2015 the Hauser family bought the fishing rights for a 14-kilometre network of rivers in the Kaiser mountains and since then they have been working on maintaining and improving these waterways, which are a real paradise particularly for fly fishermen.

In 2017, the Stanglwirt entered into a partnership with the international environmental protection organisation the WWF under the slogan "Working together for the environment". The long-term aim is to become even more sustainable in terms of things like food waste, waste avoidance and energy efficiency. The two organisations first worked together back in 1998 when they prevented the construction of a brickworks which would have led to the draining of Bichlach moor.

Rocky wellness worlds and spa

Our 12,000-square-metre rocky wellness worlds offer a quiet place to unwind at any time of day, while our younger guests have their own area, the children's water world, where they can splash around to their heart's content. The scene here is dominated not by tiles but by natural stones and rocks from nearby streams and mountains, painstakingly gathered by hand. And the rocks, weighing no less than 750 tonnes, were not simply put down at random but were first systematically arranged by Balthasar Hauser in a model reproducing the actual stones and rocks. Only once the model fully matched the hotelier's ideas did work begin on positioning the heavy rocks. In this way, hidden paths, caves and waterfalls were created that give guests an impression of the unspoilt beauty of the Wilder Kaiser. Big panoramic windows form a link between the natural scene all around and indoors, where, in the evenings, open fires create a cosy atmosphere.

At the heart of the wellness worlds is the rock pool with its indoor and outdoor sections. The outdoor swimming pool, heated to 32 degrees, forms the centrepiece of the Kaiserwiese lawn and offers stunning panoramic views in all directions. Indoors are the rock whirlpool overlooking a seawater aquarium and the waterfall grotto. The saltwater pool, measuring about 210 square metres, is the biggest brine pool at any hotel in Europe. As you recline on the hydromassage benches or in the massage alcoves, the brine soothes your skin and joints. The saltwater at the Stanglwirt comes from nearby Bad Reichenhall. You can also cool off in the natural swimming lake, surrounded by pebbles and water-loving plants, or in the 25-metre professional sports pool with OMEGA timing system, or the family sports pool. In the sauna complex, you have a choice of five different saunas and two steam baths. In the sauna world for families, parents and children can choose from five options including the salt steam grotto, the stone sauna, the organic pine sauna and the rustic Wilder Kaiser sauna, in all of which swimwear is worn. The Arolla pine eco-sauna, the Kaiser sauna and the marble steam bath in the world of wellbeing are available for those over the age of 15 in search of peace and quiet and are all swimwear-free.

The little ones can romp around with no need to worry about adults in the 1000-square-metre children's water world, all constructed using natural materials. In this sensational bathing universe, there's a pool for babies, children and teenagers, a white water channel, a whirlpool, a waterfall and a pool cinema where you can watch popular children's films on the theme of water and the sea, from the pool itself. An absolute highlight for plucky kids over the age of eight is the 120-metre-long water slide with timing system. Children's drinks, tea and healthy snacks are available at all times.

Even in the Stanglwirt spa, the host family's close links with nature are apparent. As soon as you start to climb the stairs, which are clad in real moss, you can't miss the hotel's typical architectural style - all natural stone and solid wood. Guests will feel perfectly at ease here, in the skilled and experienced hands of the spa team, and have the opportunity to enjoy highly specialised medical beauty treatments. Also available are purely natural treatments, the haki® method, feel-good sessions for pregnant ladies, Ayurveda whole-body massages and wavebalance® therapy.

Since 2019, organic treatments using natural cosmetic products from Droste-Laux and the regional vegan range "be [...] my friend" have been on our spa menu, which matches the best in the world in its variety and choice. It also includes treatments and cosmetics from beauty doctor and anti-ageing specialist Dr Barbara Sturm. She treats clients in person exclusively at the Stanglwirt once every three months, as well as at her practices in Düsseldorf and Los Angeles. The spa menu also includes the innovative BEWEI Face beauty programme. Based on electromagnetic waves, it works primarily on the face, décolleté and hands and leaves your skin feeling firmer, more radiant and full of vitality.

This wide range of services is rounded off with the hairdressing salon, newly redesigned in early 2021, and a separate nail bar. The spa shop sells beauty and wellness products, exclusive swimwear and accessories, for example by Melissa Odabash, and stylish gifts.

Sport and the Stangl-Med health concept

Fitness, exercise and sport are taken very seriously at the Stanglwirt. On the one hand, guests can use the many sports facilities to train independently. On the other, well-known experts in the field are on hand to help you find your own personalised route to greater well-being. Since May 2021, the 500-square-metre Fitness Garden has been equipped with new machines from LifeFitness and is now open 24 hours a day. Qualified trainers will help you to adjust the machines and tell you about our free sports services, including Nordic Walking, guided walks, fitness for backs, yoga, Pilates and meridian stretching.

Our two Stangl-Med experts, Inge Neuner (Mag.a. rer.nat.) and qualified sports and health trainer Björn Schulz, take a holistic, preventive approach that is tailored to meet your needs. By using finely tuned test methods and drawing on their years of experience, they will systematically target their efforts where there is the greatest need for improvement. The Stangl-Med concept combines a bespoke exercise and diet programme devised by Björn Schulz with one-to-one psychology sessions and mental coaching with Inge Neuner. Both have practice rooms within the hotel.

The hotel has been offering tennis camps of the highest standard for over 40 years. Our partner for many years has been the internationally renowned Peter Burwash International Tennis School (PBI), whose experts here work on everything from tactics to mental coaching to improve the game of every individual guest. There are five newly refurbished indoor courts with a Bross Line granular surface and eight outdoor sand courts with views of the Kaiser mountains.

From April to October, golfers can practise their strokes on the hotel's own driving range, against the stunning backdrop of the Wilder Kaiser. The training facilities at the Stanglwirt Golf Sport Academy are up to international PGA standards, including for example Callaway range balls and first-class infrastructure. The features and training opportunities offered by the course are particularly good for the short game. By cutting the grass to various different lengths, almost any situation can be simulated. Managing Director and Head Trainer of the Golf Sport Academy is Ulf Wendling, who has many years of experience of playing at international tournaments and has been training the Austrian national ladies' golf team since 2011. Use of the driving range, including an unlimited number of Callaway range balls, is included in the room price for hotel guests.
There are 15 golf courses within an hour's drive of the Stanglwirt.

Children's farm

Painting a picture together, exploring the surrounding area through play, stroking cats and rabbits or watching an exciting nature film in the stable cinema – the children's farm at the Stanglwirt offers everything a child could wish for, while teaching them about plants and animals in a fun way. The owners of the hotel have converted a 200-year-old farmhouse on the slopes above the hotel, paying loving attention to every detail, to create a paradise exclusively for their youngest guests.

Qualified nursery teachers put together a free, varied programme of nature-based activities for every day from 9.30 a.m. to 5 p.m. During peak holiday periods, evening childcare and a children's evening meal can also be provided at no extra charge. All the activities are nature-focussed, age-appropriate and suitable for children over the age of three. For example, a typical day of your child's holiday might include a cookery course, craftwork using natural materials in our own workshop, feeding the animals in the stable, jumping around in the hay, painting and playing outdoors and indoors. Eating lunch and the evening meal together are always part of the programme. Toddlers aged from one to three are cared for in the crèche, which is built exclusively of natural materials and is open every day from 2 p.m. to 5 p.m.

Lipizzaner stud

Even when standing in the lobby, guests become aware of one of the very special things about the Stanglwirt:

the hotel's own Lipizzaner stud and riding school. A panoramic window in the lobby gives an initial view of the riding arena and the elegant horses. Austria's first private Lipizzaner stud and the prestigious breeding programme that has been based at the hotel since 1985 currently comprise 24 of these pure-bred "imperial" horses. Junior director and horse-lover Elisabeth Hauser-Benz and her team, led by Lisa Frimberger, are in charge of the riding school and the breeding programme. Lessons are available for beginners over the age of eight and more advanced riders over the age of ten and are always supervised by a professional. Younger guests aged from three to eight can get close to the animals on a pony ride or a walk with the Lipizzaners. In summer, a carriage ride with the Lipizzaners is a very special experience, while in winter Tyrolean horses pull the carriage through the snowy landscape.

Food and drink

Gourmets can enjoy treats of all kinds at the Stanglwirt Green Spa Resort. Head chef Thomas Ritzer and his team focus on using unprocessed, natural products served in classic style or with a creative, modern twist. At the over 400-year-old Gasthof Stanglwirt – the culinary heart of the hotel – guests can enjoy a piece of authentic Tyrolean tradition on their plate, and more besides. The creaking steps and ancient wooden walls are just as much part of the atmosphere as many other little details which have never changed in their originality. The à la carte menu features, for example, Tyrolean specialities such as Schlutzkrapfen (stuffed pasta), roast beef from local Black Angus cattle and snacks including homemade sausages and Stangl organic alpine cheese. The Gasthof is also the location of the famous cowshed window, which has rapidly become one of the biggest attractions at the Stanglwirt. The Gasthof Stanglwirt is open for hotel guests and non-residents every day from 11 a.m. to 10 p.m.

In the hotel restaurant, guests can enjoy daily changing multi-course gourmet menus and themed evenings, often accompanied by discreet music on the harp. In the cosy little rooms of the hotel restaurant, each individually styled, the Stanglwirt culinary day starts with breakfast, with homemade bread and pastries, all kinds of products from the hotel farm and the local region, and live cooking stations.

Delicious drinks and surprising cocktail creations are available from the "Auf der Tenne" hotel bar with its clear view of the Lipizzaner riding arena. Where once the hay and grain from the farm were stored, nowadays intricate antique pine woodwork and a crackling open fire create a cosy atmosphere.

Activities at the hotel and in the surrounding area

The region around the Wilder Kaiser offers all kinds of activities in both summer and winter. Varied hiking routes, golf courses with panoramic views, e-biking and paragliding – there's no chance of getting bored in summer. Whether you walk with the Stanglwirt team or independently, in the mountains of Tyrol the whole family can explore the picturesque natural landscape on 700 km of marked footpaths. At some of the top stations of the Tyrolean cable-car and ropeway installations, there are playgrounds and theme parks where you can learn about the local area through play. Every week during the summer months, the Stanglwirt hostess Magdalena Hauser leads a guided walk to the Stangl Alm for hotel guests, to enjoy a hearty snack and watch the award-winning organic mountain cheese being made.
In winter, this is Austria's largest continuous skiing area, the SkiWelt Wilder Kaiser-Brixental, with 279 kilometres of slopes for skiers and snowboarders. What's more, just 15 minutes' drive away is the Kitzbühel Streif, probably the most famous downhill ski slope in the world, in the Kitzbühel/ Kirchberg skiing area. The Stanglwirt offers an all-inclusive, no-worries package for the perfect skiing holiday, with ski passes and ski servicing available at the hotel and the most modern gondola cable-cars in the world just round the corner. A free shuttle transfer bus makes getting straight to the lift stress-free.
From Going, you can follow in the footsteps of the popular "Bergdoktor" from the TV series, for example visiting the filming locations or going on special e-biking tours to the most spectacular scenes. The fashionable celebrity hotspot of Kitzbühel is just 15 minutes away by car and the cities of Innsbruck and Salzburg only an hour away. The Bavarian capital Munich is about an hour and a half away. Its proximity to these three cities makes the Stanglwirt a popular destination for weekend excursions.

History of the farm with its own luxury hotel

• 1609 Innkeeper's licence granted

• 1643 Earliest record of the Gasthof "Stanglwirt".

• 1722 The Hauser family takes over the inn.

• 1944 Founding of the "Stangl Trio" singers by hostess Anna Hauser and her husband, resulting in gatherings of the best folk musicians in the Alps which make the Stanglwirt famous far beyond Austria

• An extension is added and the legendary cowshed window is built

• At the end of the 1950s, guest rooms and a breakfast room are built.

• 1966 Balthasar Hauser takes over the Stanglwirt, following the premature death of his mother

• 1968 Construction of the large main hotel.

• 1970 Construction of the first sports facilities, but the tennis courts fall victim

to flooding just three years later.

• Consequently a new, flood-proof indoor sports hall with tennis courts is built, on the green roof of which sheep still graze today.

• 1980 Balthasar Hauser realises his visionary idea of an eco-friendly hotel, including among other things an in-house biomass power plant, built with no state subsidies

• Soon after, Austria's first private Lipizzaner stud with its own riding school is established.

• 2000 The hotel is doubled in size and the Grosse Kaiserbogen luxury suite opens.

• 2008 A new wing is added with 26 new rooms – including the Imperial suites which have their own private sauna. The entrance area to the spa is also given a make-over.

• 2011 Construction of the 500-square-metre Fitness Garden.

• 2012 Work begins on upgrading the spa facilities for guests over the age of 15.

• 2015 Children's water world is officially opened.

• 2019 Opening of the Stanglwirt spa with new treatment suites.

• 2021 New hairdressing salon and cloakroom and a newly refurbished Fitness Garden

now available for guests.

• 2021 Opening of the new staff accommodation block (total investment: 20 million euros)

Getting here: The Stanglwirt Green Spa Resort is easy to reach by car. Coming from Germany, take the motorway towards Kufstein. Take the Kufstein-Süd exit and then continue along the minor road towards St. Johann/Lofer as far as Going. A vignette is required to drive on any motorway in Austria. The nearest airports are in Salzburg and Innsbruck, about an hour's drive away. The Stanglwirt Green Spa Resort can also be reached in less than one-and-a-half hours from Munich.

Prices: Room prices start from 388 euros for two people. All room prices include breakfast.

Quick overview:
Hotel site covers an area of 12 hectares
170 rooms, studios and suites
Fine dining in the historic Gasthof Stanglwirt with the cowshed window, at the Stangl Alm, in the Kamin Bistro and the hotel restaurant
Rocky wellness world with pool and sauna complex, indoor and outdoor areas covering a total of 12,000 square metres
Children's water world with 120-metre-long water slide in an area of 1000 square metres
Stanglwirt spa offering all kinds of treatments and the Dr. Barbara Sturm and "be [...] my friend" product ranges
500-square-metre newly equipped indoor Fitness Garden, programme of free courses
Medical fitness
Shopping arcade covering 500 square metres

<u>Other amenities</u>
Hotel's own tennis, golf, riding and ski schools
Private Lipizzaner stud with 24 Lipizzaner horses
Children's farm with farm animals, hay barns, stable cinema, children's workshop and much more.
Hotel farm with 65 hectares of grassland and 52 hectares of alpine pasture in four municipalities
Private fishery, the "St. Anglwirt", on the Kitzbüheler Ache, Reither Ache, Goinger Hausbach
Five-star hideaway in Hüttlingmoos - quaint yet luxurious chalet in the heart of the Kaiser mountains

Social Media:

www.instagram.com/stanglwirt

www.facebook.com/Stanglwirt

@stanglwirt #stanglwirt #daheim #stanglmoment #nestwärme #freiheit #geborgenheit #wilderkaiser #tirol

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