



SCHLOSSHOTEL FISS

MOMENTS

SHF HOME

Creating a new home
for our SHF Crew.

FOREVER AND A DAY

The Urgtal Valley –
silent jewel of the region.

ADVENTURE PARK

Outdoor adventure park
in Serfaus-Fiss-Ladis.

AWARD-WINNING FOOD

Our Beef Club stars in
the Gault & Millau guide.

SUNNY DAYS ARE COMING

Experience the sound
of the Schlosshotel Fiss
and listen to the new
SHF Song.

SUMMER MAGAZINE 2020



EDITORIAL

04



CONTENTS

SUMMER INTRO

06



URGTAL VALLEY

12



AUQA MONTE & SPLASH

08



ADVENTURE PARK

18



BIKE & HIKE AND BIKE PARK

14



KIDS' MEALS

21



BERNADETTE DOMENIG

22



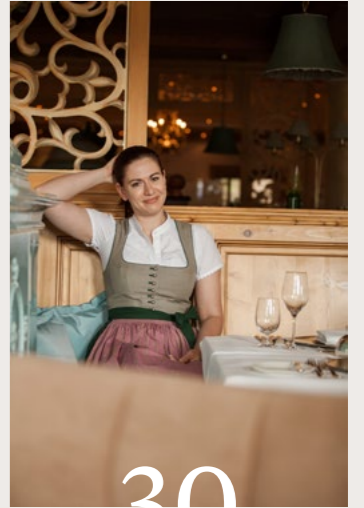
SHF CREW HOMES

24



DANIELA SCHWEBCKE

30



BEEF CLUB

32



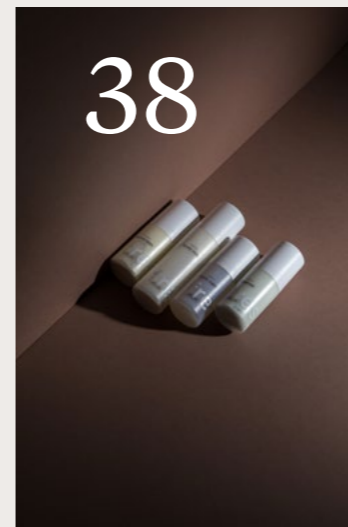
TONI WALDNER

36



BEAUTY

38



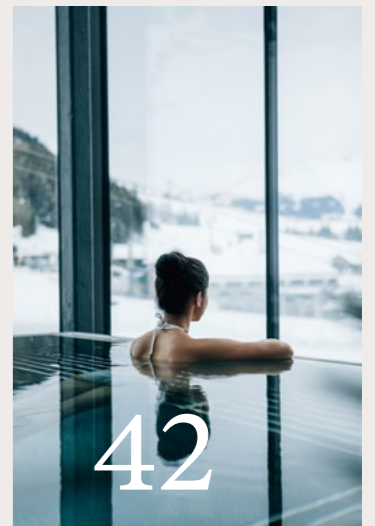
SHF SOUND BRANDING

40



WINTER WONDERLAND

42





Shifting realities

In a constantly changing world, we aim to be a haven of peace. A place of harmony and strength, stability and inner balance. A home for the heart and soul – and a place bringing people together to enjoy life and experience moments of beauty. In the midst of shifting realities, we welcome people who want to simply be in the moment and at one with their natural surroundings. Here in the heart of the Tyrolean Alps, high on a sunny plateau overlooking the valley, stands the multi award-winning holiday region of Serfaus-Fiss-Ladis. Welcome to the Schlosshotel Fiss.

May inspiration lead you to our door.

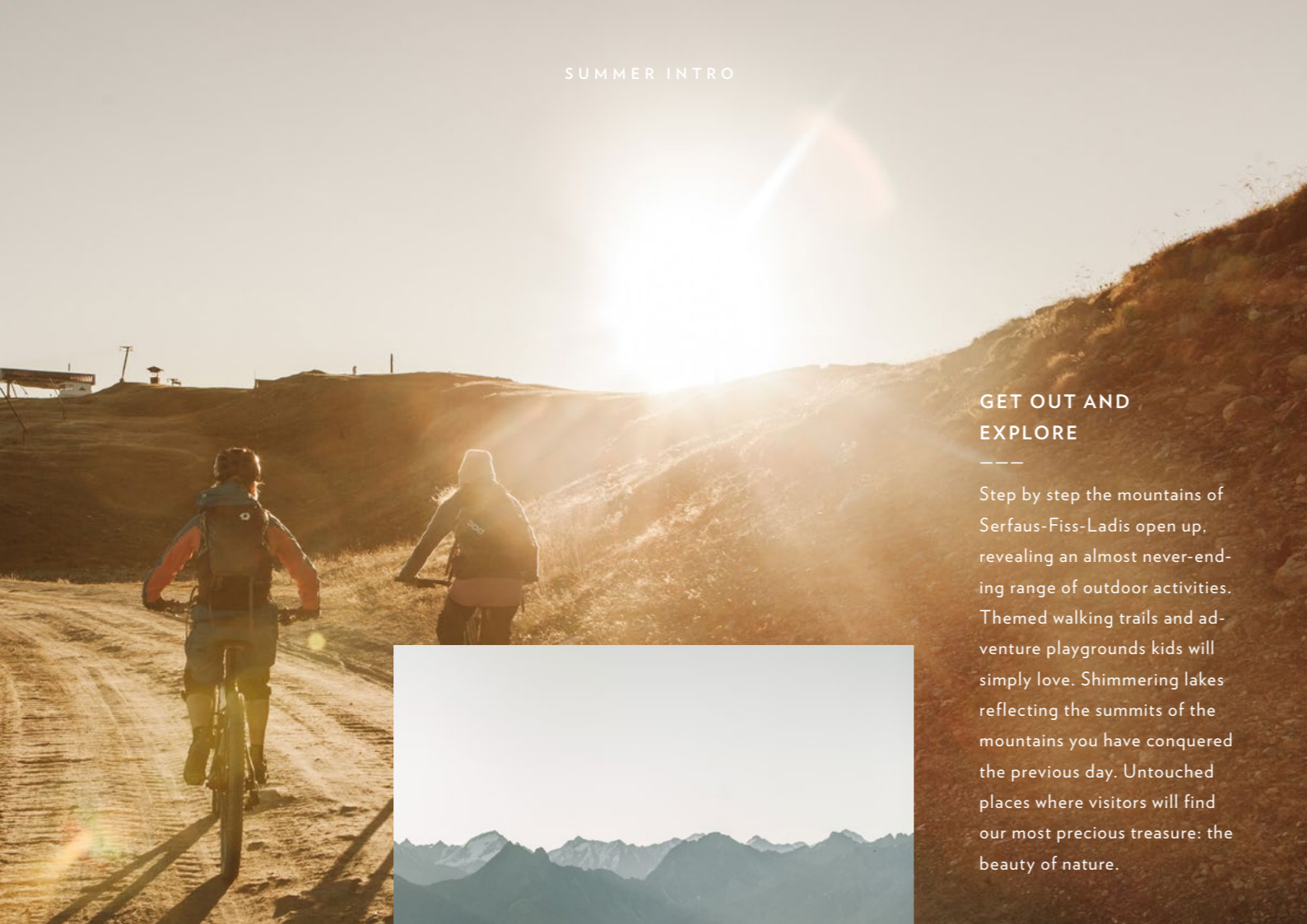
Best wishes,
The Domenig family



CHARLOTTE, SIMONE AND
OLIVER DOMENIG

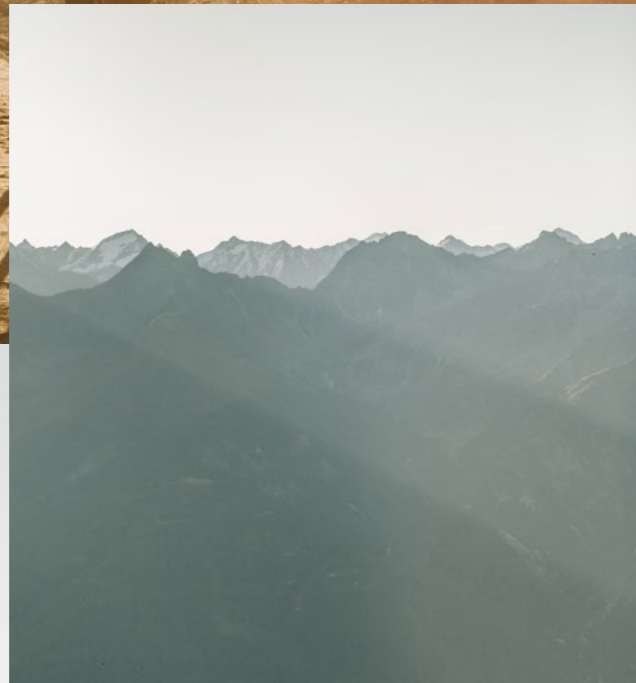
In a changing world,
we want to grow. To journey
to the place where our hearts
feel at home and where
nature and humankind go
together like happiness
and satisfaction.

SIMONE DOMENIG



GET OUT AND EXPLORE

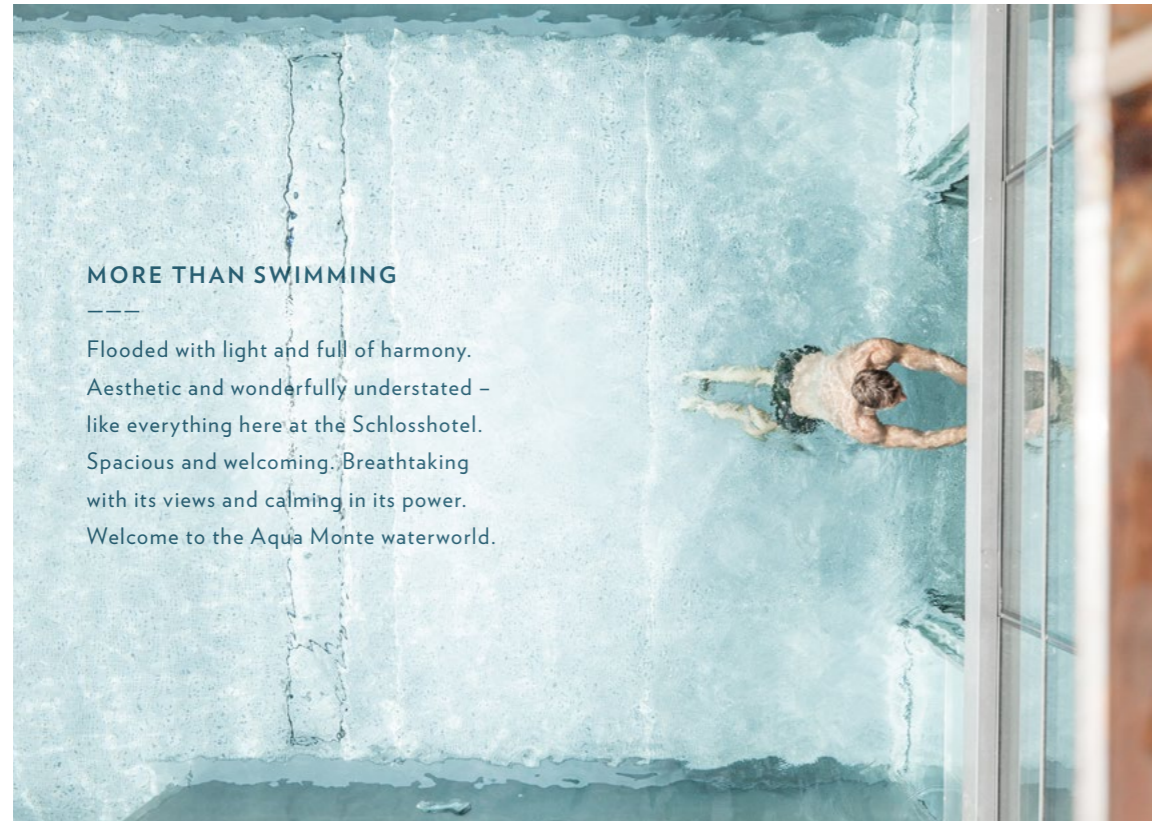
Step by step the mountains of Serfaus-Fiss-Ladis open up, revealing an almost never-ending range of outdoor activities. Themed walking trails and adventure playgrounds kids will simply love. Shimmering lakes reflecting the summits of the mountains you have conquered the previous day. Untouched places where visitors will find our most precious treasure: the beauty of nature.



A summer of senses



Sharpen your senses, open your mind. Get back to nature and find your inner balance. A summer spa experience touches a place deep inside you and opens up new perspectives.



MORE THAN SWIMMING

Flooded with light and full of harmony. Aesthetic and wonderfully understated – like everything here at the Schlosshotel. Spacious and welcoming. Breathtaking with its views and calming in its power. Welcome to the Aqua Monte waterworld.

Morning light

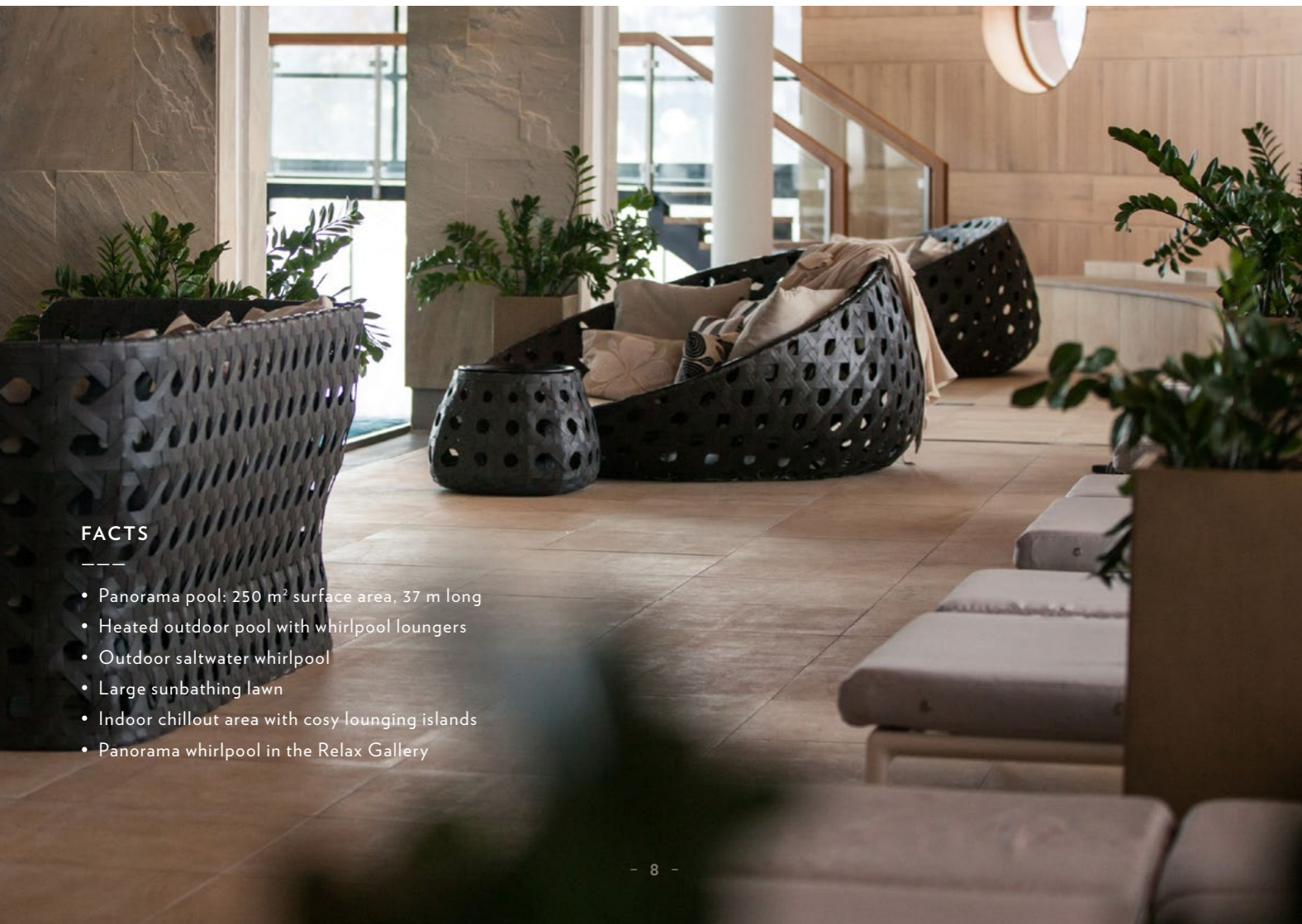


MORNING LIGHT

As quiet as a mountain lake. As clear as the wide, open sky. As the first golden light of day spreads over the mountains and forest, our Aqua Monte waterworld comes to life and is bathed in the morning sun. Immerse yourself.

YOU AND YOUR LOVE

Between the village and the mountain lies our saltwater whirlpool, hidden away in the garden of the Aqua Monte. Water and warmth. Security and serenity. Bubbles and beauty. You and your love.



FACTS

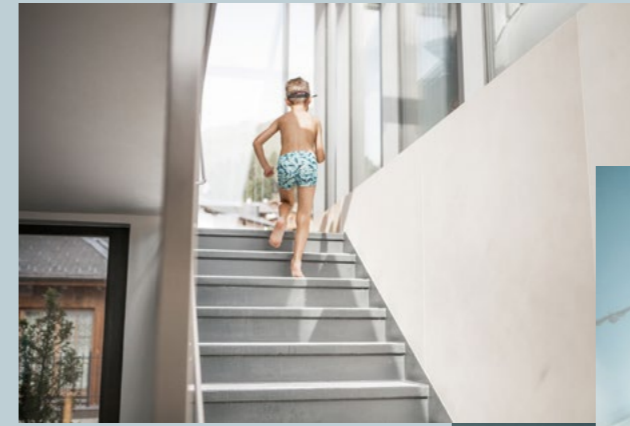
- Panorama pool: 250 m² surface area, 37 m long
- Heated outdoor pool with whirlpool loungers
- Outdoor saltwater whirlpool
- Large sunbathing lawn
- Indoor chillout area with cosy lounging islands
- Panorama whirlpool in the Relax Gallery

 Laughing and giggling. Playing and splashing. A haven for kids and teenagers. The Aqua Monte waterworld at the Schlosshotel Fiss is full of aqua action and adventure. Highlights include a paddling pool in the separate baby and toddler area, a wavy slide and a fun swing bay, plus a 48-metre-long tyre slide with two 360° loops.

*Life is cool
 by the pool*



You first!



FACTS

- Exclusively for babies, children and teenagers
- Sound insulated and directly connected to the Aqua Monte waterworld
- 48-metre-long tyre slide
- Wavy slide
- Swing bay
- Baby pool for safe splashing around
- Plus: Family Spa (textile zone) with special sauna infusions and peelings for kids



JUMP, JUMP, JUMP!

 Diving is permitted and laughter is most definitely allowed at Splash! Kids will love our large aqua adventure world with its wavy slide, swing bay and many more great attractions. Get ready to get wild!



#READY #STEADY #GO!

 It's all about aqua action and adventure here at Splash! Take on the large tyre slide with its two 360° loops and enjoy twice the fun and twice the adrenaline.



 Towering high above it all stands the Rotpleiskopf. With its mighty peak reaching 2,936 metres above sea level, it is the highest mountain in the valley. A silent guardian, it watches over the region and its visitors. Here, time and space take on a new meaning. Everything is slower, more alive, lighter. The energy it radiates makes us slow down, enjoy the moment and become one with the nature.



Forever and a day

 And yet the valley does change, slowly and steadily. As winter draws to a close, it transports the rushing meltwater off the mountains. As spring arrives, its fertile soil comes to life. In summer the valley is covered in a sea of alpine roses. And in autumn the trees glow in a thousand shades of red, orange and gold. Then it is finally time for winter to return and cast its thick blanket of snow over the quiet landscape.



 Visitors also become quiet when they come to this beautiful spot. Chatter falls away as they make their way up to the lakes of the Spinnseen, the Wasensee and the Gatschseen high in the mountains. To the banks of the wild Urgbach river meandering along the valley floor. To the lush green meadows, the flowers and herbs, the wild cranberries and strawberries that thrive here with no help from human hand. To the pines, larches, alders, willows and spruces which offer protection.

 Free. Wild. Serene. Untouched nature fascinates us. The Urgtal Valley is the silent jewel of the region. The rough mountain track leading up to Urghütte hut is the only sign of human intervention. Other than that, every rock and stone lies here as nature, the wind and the weather intended.

Mountain moments. Perfect panoramas. Brilliant biking. Enjoy hiking and biking for all the family with SHF guide Christian.

#1

It's a special experience to be up in the mountains one last time before winter comes. I like to make the most of a sunny autumn day with a hike, a visit to a hut and a mountain bike ride. It begins with a ride up in the cable car to the Schönojoch ridge as the sun's rays begin to spread along the valley. Up on the ridge, we start the Golden Man Trail and ascend via the Z1 viewing platform to the top of the Zwölferkopf mountain. Along the way there are plenty of spots for us to make the most of that panoramic-picture setting on our mobile phones.

THE BEST COMES FIRST

Up at the top of the Zwölferkopf mountain, we head along the ridge and take in two more summits, the Oberer Sattelkopf and the Vorderer Brunnenkopf, before reaching a trail called the Spinnseesteig. We switch from the south side of the ridge to the north side – the autumn colours are equally fascinating as the towering mountain ranges on all sides.

#2

THE SPINNSEESTEIG IS AN ALPINE EXPERIENCE

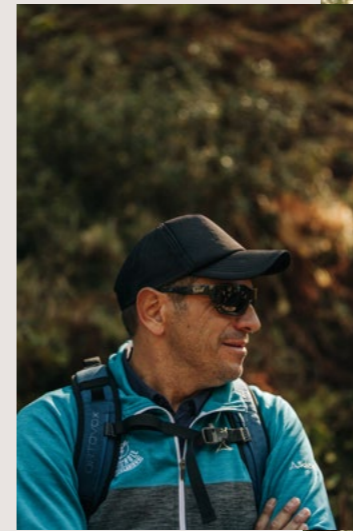
This trail leads through rocky terrain, meaning sturdy footwear is a must, and leads into the idyllic and untouched Urgtal Valley. It is a beautiful hike which many visitors, even regulars, are unaware of. The peace and quiet of the Urgtal Valley are a fine reward for three hours of walking in the mountains.

#3

Hike & Bike

UNTOUCHED NATURAL BEAUTY

The Urgtal Valley is the jewel of the region. The rushing Urgbach river runs parallel to the hiking trail and flows into a small mountain lake. A few minutes later we reach the Schöngampalm hut at 1,878 metres above sea level, where a selection of delicious homemade food awaits. While children explore the outdoor play area, adults enjoy a little time out to admire the beauty of the valley's unique natural landscape.



#4

SOMETHING FOR EVERYONE

What I love about this hike & bike adventure is that there is something for everyone: from kids to adults, beginners to experts. It also includes three different modes of transport – the gondola up onto the mountain, then walking over the mountains to the hut, and finally a speedy descent on two wheels back into the village. Use of the bikes is free for guests staying at the Schlosshotel Fiss. I look forward to accompanying you on this great bike & hike!

Christian Rietzler
SHF hiking and biking guide



#5



DOWNHILL ALL THE WAY

Once we have finished our meal at the Schöngampalm, it is time to swap our boots and poles for a bike and a helmet. The final 13-kilometre descent back down into the village are completed using mountain bikes, which are ready and waiting for us up at the hut. The views – from the Inn Valley, with the Lechtal Alps, Venet and Tschirgant to the left and the Kaunergrat Nature Park to the right – are breathtaking and can only be enjoyed from here.



The bikepark.
The trails. The adventure.

Christian Zangerl, SFL Bikepark manager, and Stefan Falkeis, trail manager & consultant, live and love the mountain bike lifestyle. The friendly bike experts sat down with us to explain what makes the SFL Bikepark so special, which tips they have for beginners and what a “roller” is.

How do the trails in the SFL Bikepark differ from the others in the region?

Zangerl: Our trails, both those in the SFL Bikepark and the single-trails, have been designed with great attention to detail and in an environmentally sustainable way. Our goal is to offer guests a good and safe way to experience the fascinating sport of mountain biking. We offer many trails suitable for beginners as well as a challenging downhill course and a jump line.

Falkeis: Our aim has always been to build sustainable trails with minimum erosion and maintenance costs and maximum riding pleasure. Putting this into practice is often a balancing act. Everything must be carefully planned in advance so that nothing is wasted. Every stone is placed back in the ground with the correct side facing up.

What are the daily tasks in the SFL Bikepark?

Zangerl: Our team works hard every day to keep the trails in top shape. We also offer courses to show our guests the most beautiful places in the region and help them develop their skills so they become better and safer riders.

What are you particularly proud of when it comes to the trails here in Serfaus-Fiss-Ladis?

Falkeis: I love nature and like nothing more than experiencing it close up on my bike. That's why all the trails we create together with the local tourism board look like 100% natural trails winding their way through the landscape.

What should people pay attention to when hiring a bike?

Zangerl: It is important to take into account your body size and weight. You also need to ask yourself which trails you are planning on riding. In the SFL Bikepark you will need a freeride or downhill bike. Out on the trails it can be a trail bike or an enduro bike.

What tips would you give riders taking on the trails for the first time?

Zangerl: The local bike school offers courses for beginners every day both for the bikepark and the singletrails. The bike guides are really experienced and will help ensure your first experience out on the trails is an unforgettable one.

What should beginners definitely try out?

Zangerl : The Alcopf Trail! This easy trail is perfect for beginners thanks to its special design, making it the ideal place for riders who are new to trailriding.

What about family-friendly highlights?

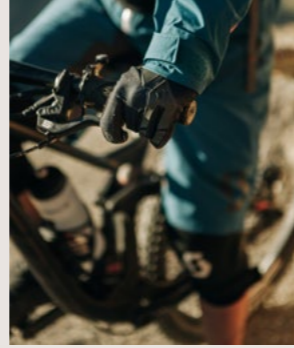
Zangerl: The practice area with its pumptrack and the conveyor belt lift with banked corners to practise on are among the highlights in the SFL Bikepark. Along the mountain bike trails there are plenty of spots for riders of all ages to test their skills and enjoy the fabulous views. There really is so much to see, do and explore for all the family.

What about challenges for advanced and expert riders?

Zangerl: Our black trails Hill Bill and Downhill are very popular with advanced and expert riders thanks to their steep gradients, a wide range of jumps and technical sections. The Frommes Trail and Hög Trail are among the trickier

Why is SFL a top spot for mountain bikers?

Falkeis: The topography is ideal for mountain biking, the infrastructure is outstanding and the bikepark offers plenty for riders of all abilities. What's more, the views up on the Kaunergrat ridge are breathtaking and the people are very open and welcoming towards mountain bikers.



#mtb



NICE TO KNOW
BIKE JARGON FOR PROS – AND
BUDDING PROS.

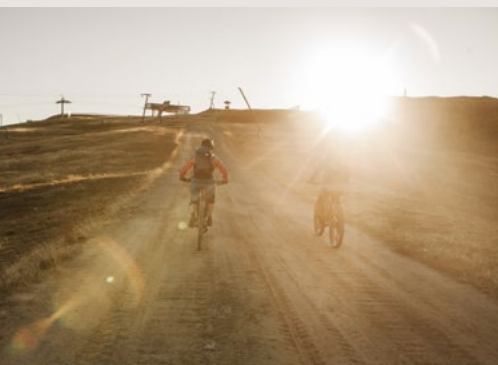
Northshores | Wooden elements on the trail, mostly bridges or ramps

Table | A jump made up of three parts: take-off, tabletop and landing

Roller | A semicircular bump that can be either jumped or rolled over

Double | A jump over two rollers

Flow | The feeling of being in the zone on a trail and at one with the bike



**EXPLORER TRAIL IN LADIS:
FOLLOW THE EXPLORERS
ALBERT ANT AND HELGA
HIRSCH**

- Walking time approx. 1 hour (start to finish)
- 170 meters difference in altitude
- Above Ladis. From Fiss cross the car park at the bottom of the cable car to the Sägegasse, then follow the signs for Falterjoch!
- Sturdy footwear required. Not suitable for pushchairs.

**PIRATE TRAIL IN SERFAUS:
DISCOVER CAPTAIN PEPPER
AND CHILLI'S GHOST SHIP
AND ITS TREASURE**

- Walking time approx. 2 hours (start to finish)
- 100 metres difference in altitude
- Start near the Komperdellbahn cable car (Murmli water play area in Serfaus). Get off the cable car at the mid-way station.
- Sturdy footwear required. Suitable for pushchairs.

**WITCH TRAIL IN FISS:
FIND OUT WHAT THE LITTLE
WITCHES PEPPINA AND FIPS
HAVE BEEN UP TO**

- Walking time approx. 3 hours (start to finish)
- 430 metres difference in altitude
- Take the Schönjochbahn cable car up to the mid-way station. The trail starts there.
- Sturdy footwear required. Not suitable for pushchairs.

B E W I T C H E D

**BEWITCHED!
BY PEPPINA AND FIPS**

Equipped with a written guide or a mobile app on your phone, this adventure starts at the bottom of the Schönjoch cable car in Fiss. As you ride the cable car up onto the mountain you will already be able to see some traces of the little witches Peppina and Fips – and just a few metres from the mid-way station of the cable car the adventure begins!

The two little witches Peppina and Fips are home alone with their pets. Peppina has lots of fun making things bigger and smaller using her magic powers – cups and toothbrushes, pencils and spoons. Everything!

Fips, the cheeky sorcerer's apprentice, likes nothing more than sending his magic lightning ball zooming around the house – even though it is, of course, strictly forbidden! All of a sudden there's a huge BANG! The whole witch's house explodes and everything is thrown up into the air – furniture, pets, Peppina and Fips – and lands upside down.

Now it's time to get searching! Using a written guide or mobile app, young explorers head through forests, meadows and fields, past small streams as they discover all the objects which Peppina has made XXL with her magic spell.

As kids and teens dive deeper and deeper into the story, they will have to solve more and more exciting riddles

and challenges posed by the little witches. Again and again there are new things to discover, including the secret witch's book. Even the little witch's house that has landed upside down can be explored.

After around three hours of action and adventure, the trail comes to an end close to the bottom of the Schönjoch cable car – just ten minutes from the Schlosshotel Fiss.

What about tomorrow? How about the Explorer Trail in Ladis or the Pirate Trail in Serfaus?

Adventure Mountains

**CHILDREN'S AUTHOR
THOMAS C. BREZINA**

has designed three themed trails that turn a simple walk into a fascinating adventure. Solve the puzzles, search for clues and learn more about the region on the Witch Trail, the Pirate Trail and the Explorer Trail. What are you waiting for? Let's go!

W
I
T
C
H
T
R
A
I
L

Imagine you have discovered an adventure park with everything: a playground, a walking trail, a treasure hunt, a natural rest area and fun for all the family. This adventure park really exists in Serfaus-Fiss-Ladis. Welcome to the Witch Trail, the Explorer Trail and the Pirate Trail – the most exciting and beautiful family hiking trails in the Alps!

A summer full of adventures

#exploremountains

#funandgames

#nature

HIGHLIGHTS FOR KIDS

- Making pizza & baking bread
- Forest pirate experience
- Kneading salt dough & making stress balls
- Making soap
- Painting T-shirts
- Days out at Wolfsee lake and the Möseralm hut
- Visit to the local fire brigade in Fiss
- Face-painting
- Traditional Tyrolean evening
- Big treasure hunt
- Lion King musical puppet theatre
- Themed parties (Pirates & Indians)
- Disco
- Adventures with our experienced childcare team at the kids' club
- Lots more great highlights

MOUNTAIN ADVENTURES FOR TEENS

- Rafting and rock climbing
- Mixing cocktails at the SHF bar
- Bike ride to Rabuschl with barbecue in the Rabuschlpark
- Visit the Frommesalp hut with guided tour through the wildlife enclosures and barbecue on the mountain
- Table tennis tournaments
- Selfie scavenger hunt through the village
- Recreation room with billiards, Playstation, boulder room, dancefloor, X-Box, table football and electronic games table
- Lots more great highlights

Smile



KIDS' MEALS & KIDS' BUFFET

Hearty food for hungry guests! The SHF kitchen crew makes everything that children love and need to stay fit, strong and healthy. Kids and teens start the day the right way with a slow food breakfast featuring pancakes, waffles and all else else they need to load up on energy ahead of an action-packed day in the mountains. In the afternoon there is an SHF buffet. Mashed food is available all day for babies, while in the evenings families can dine together with a special buffet full of children's favourites.



WHAT WOULD SUMMER BE WITHOUT A BBQ?

Sunshine. Cool drinks. Meat on the grill. Our family barbecue afternoon is a must for everyone who enjoys easy living on a hot summer's day.

with me

Founder Bernadette Domenig talks about the Schlosshotel Fiss.

Bernadette, when talking about how the Schlosshotel Fiss came to be, you once said: “We simply wanted to create a thing of beauty in this place of beauty”. That sounds so easy, but it was a long journey to get here. Why did you decide to purchase the Schlosshotel Fiss all those years ago?

When we bought the existing Schlosshotel Fiss with its 25 rooms back in 1991, we were already running a popular à la carte restaurant in the centre of the village. However, we felt that we had taken that business as far as we could. I was excited by the fantastic, unique location of the Schlosshotel Fiss. I knew I would be able to create a thing of beauty in this place of beauty. The large grounds around the hotel meant I knew there would be plenty of potential to keep myself busy and creative for the next twenty years.

What has always been particularly important to you when developing the hotel?

Quality has always been our top priority. That goes for everything from the hardware to the software. It's always about quality and sustainability.

From your point of view, what have been the most important milestones over the last three decades?

When we bought the Schlosshotel Fiss back in 1991 it was a relatively small establishment. Just one year later, in 1992, we added the first extension. In the late 1990s we became one of the first spa hotels in the Alps. The next major milestone was becoming the first hotel in Austria to be awarded four-star superior status. That was the reward for our outstanding service, facilities and performance – and it was a great motivation to keep improving and developing. The successful handover to my daughter, Simone, in September 2015 and being awarded the status of a five-star family and spa hotel in 2016 were further great gifts.

What is your favourite memory of your time so far at the Schlosshotel Fiss?

There are several moments. The joy when Simone agreed to take over the running of the hotel and continue our quality and vision with her own special twist. And the year 2017, in which we celebrated two weddings and welcomed the next generation of the family to the Schlosshotel Fiss in the form of my granddaughter Charlotte.

What is your philosophy as an entrepreneur?

I no longer think of myself as an entrepreneur. Instead, I see myself in a supporting role helping out wherever and whenever I am needed. I'm like a senior consultant – and that's suits me just fine. I still enjoy being involved in the running of the hotel and I am always really happy when something new is created. At the same time, I like to leave decisions to my daughter Simone and her SHF Crew. My life has been and still is very fulfilled. If I could go back in time, I would definitely do it all over again. I've never regretted embarking on this path.

Did you imagine back then at the age of 26 that the Schlosshotel Fiss would become what it is today?

No. I couldn't have imagined that together with our team we would become so big and successful. In December 1983, when I switched from tax consultancy to the restaurant business, I wanted to live out my talent for organisation and my love of beautiful things. That's why it has always been very important to me to have a harmonious atmosphere at the Schlosshotel Fiss and to run the business for the good of the guests and the staff. That has been pure luxury for me.



BERNADETTE DOMENIG WITH HER PARTNER ULRICH VAN MEEGEN

The history of the hotel

B
E
R
N
A
D
E
T
T
E



D
O
M
E
N
I
G

“We simply wanted to create a thing of beauty in this place of beauty”



Home is where the heart is

It takes more than just four walls to create a home. It needs character, atmosphere, appreciation. An honest smile and an open ear. The chance to put down roots and to realise your dreams. Here, in the most beautiful location in Serfaus-Fisss-Ladis, the Schlosshotel Fiss has made such a place a reality with the construction of the new SHF Home.



C
R
E
W

O
N
L
Y

YOU ARE THE BEST!

“You are the best” – those were your words, Simone, at your wedding when your SHF Crew presented you with a surprise video. Those words are still just as true today – a sign that your members of staff are just as highly valued as your guests.



You have created the SHF Home to provide the SHF Crew not only with a high-quality working environment with plenty of opportunities to develop their talents and skills but also a home from home where they can relax and be themselves. Tell us a bit about the new SHF Home. What can members of staff look forward to?

In addition to the two existing staff accommodation buildings, we have built the brand new SHF Home directly opposite the hotel. It is an independent residential building with nine apartments between 65 m² and 100 m² as well as 28 studios. The apartments have been designed so

that our employees can settle in Fiss and plan their future here, which in some cases also includes starting a family. The studios are intended for employees who will also stay with us for an extended period and appreciate a beautiful living environment.

You have been sure to think of everything to make SHF Crew members feel comfortable and at home. Which elements were particularly important to you in the design process?

Our crew works really hard for us all year, so we simply wanted to give something back as a sign of our

gratitude and appreciation. The SHF Home is way of saying thank you to them. We don't want our workers to have to look for their own flat or apartment, so instead we provide cosy and welcoming accommodation where they can feel at home. That is why the design elements, furniture, fittings and facilities in the SHF Home are of such high quality, creating a young and modern vibe.

Tell us a bit about the planning and construction process of the SHF Home.

The first idea to build the SHF Home was back in 2017. By the end of that year I was able to sit down with our hotel architect and talk about the project. The next step was commissioning a series of studies on potential different uses of the land. In September 2018 the building which stood on the site was demolished. In December 2018 we were able to complete the basic excavation work and to stabilise the sloping ground. That marked the start of a project which would involve the excavation of 31,000 m³ of soil and the construction of a new building with a total volume of 28,000 m³ of enclosed space. In summer and autumn 2019 we had two building companies with over 100 workers each day, two cranes, one of them 58 metres high. All their hard work made it possible to open 6 apartments and 18 studios for our staff by December 2019, the start of the winter season. The new garages can also be used. Only the upper floors are still to be finished. These will be completed in winter 2019/20 and ready to welcome their inhabitants by autumn 2020.

The work and materials were provided by local craftsmen you know and trust. What was important to you when it came to designing the SHF Home?

The SHF Home is just as important as the Schlosshotel Fiss. That's why we called upon our tried and trusted partners for everything from planning and building to light design and interior fittings. Our carpenter even built a model apartment in his workshop so we could make sure the style was right, the materials went well together and even tiny details like the position of the sockets on the walls were just perfect.



Wow, a showroom for your staff apartments – sounds like a lot of work! Why was it so important for you to get the SHF Home just right?

The SHF Home should be a special place. I want our staff members to have a good work-life balance. For that, everyone needs the privacy of their own four walls where they can retreat and be alone. With the two existing staff accommodation buildings and the new SHF Home, we can now offer almost every employee a single room or studio. We have almost the same number of rooms and apartments for our staff as the number of rooms and suites for our guests in the hotel.

There are also some new elements for the SHF Crew within the hotel, right?

Yes. In summer 2020 we will be building a new team canteen and crew kitchen as well as a chillout and recreation area, where members of staff can spend time relaxing together in the evenings. Guests staying at our hotel will also benefit from the creation of the new SHF Home, because work will include building a new driveway up to the front of the hotel.

Which message do you want to give your employees?

The employees at the Schlosshotel Fiss are keen to contribute and are able to do so. It is important that each and every one feels part of the SHF Crew and is appreciated as a human being. Our motto is: "Inspire others with your passion." I want everyone here at the Schlosshotel Fiss, both staff and guests, to feel this passion.
What makes you particularly happy

about the new SHF Home?

I am really happy that the SHF Home has been so well received and that we know that we're on the right track. All of the apartments have already been allocated and the employees are really looking forward to moving into their new homes. It's great that with this project we are once again able to offer that extra little something to our staff. I hope that with the SHF Home we can provide our employees with even more great reasons to stay with us long term. Everyone is valued and appreciated just the same, no matter which department or position they work in.

Accommodation is not the only important thing. It's also key that staff are able to grow and develop. The SHF Academy offers them the opportunity to do exactly that. Tell us a little bit about what's on offer there.

In the SHF Academy and in the everyday life of the SHF Crew we offer great events, workshops and incentives for all departments. We already offer a huge range of attractions and are hard at work planning plenty more things to make being part of the SHF Crew even more attractive.

It is increasingly hard to find skilled workers in the hotel and restaurant industry. The SHF Home and the SHF Academy are just two of the many things you do to attract talent to the SHF. Tell us a bit about the other things.

We always keep our eyes open and make sure we are present at the places where you find talented young people and experienced professionals,

including job fairs, industry get-togethers and other events where we have our own SHF stand with some great giveaways. We are, of course, also on the internet and various social media platforms. In order to provide potential new employees with a great first impression, we have created our own branding for the SHF Crew and launched the website www.shfcrew.at. Our slogan "SHF Crew – for professionals and all those keen to become one," and our philosophy #workhappy #playhappy are central elements and embody what we do here on a daily basis.

What does #workhappy #playhappy mean to you?

For many decades we always heard about "work hard, play hard". These values are outdated. The Schlosshotel Fiss stands for a new philosophy bringing together professional success and personal fulfillment. Therefore, for me #workhappy playhappy is an attitude with which we can share our joy, commitment and natural desire for growth and development – and with which we can communicate to our guests our desire to offer them the best possible holiday experience at the Schlosshotel Fiss.

FACTS & FIGURES

SHF HOME

- 28 studios
- 9 apartments
- High quality fixtures and fittings
- Real wood floors, beautiful furniture, large tiles, high-quality kitchens, great fabrics, beautiful ambience for living and relaxing, natural colours and stylish elements, lots of storage space
- All with terrace or loggia, some with garden
- Located opposite the Schlosshotel Fiss
- Very high quality of life
- Beautiful view with southern exposure
- Underground parking spaces for employees of the SHF Homes and those who live in the region
- Washroom, storerooms
- Ski room and bicycle room
- Much more

FACTS & FIGURES

CONSTRUCTION

- Two building companies and over 100 workers
- Two cranes, one of them 58 metres high and with an arm length of 60 metres
- 6,650 m² concrete
- 620,000 kg steel reinforcement
- 33,500 m² gypsum plasterboard
- 20,000 m cable housing and piping
- 60,000 m electric cables
- 1,500 sockets
- 700 switches
- 30,000 m heating and waste water pipes
- Much more



Work in progress

Just next door

FAQs

What new SHF Crew members often us ask

Will accommodation be provided for me?

Yes, as a SHF Crew member you will get a beautiful room provided by us.

How are the rooms equipped?

The rooms in the SHF Crew Homes and the studios in the new SHF Home have a living/sleeping area with a kitchenette, bathroom and balcony. A parking space is also provided, either in the underground garage or the outdoor parking area.

How much will I earn at the Schlosshotel Fiss?

We remunerate our SHF Crew very generously for their commitment and performance. Payment is above the standard rate set out in the collective bargaining agreement for the hotel industry.

What are the working hours like and when will I have days off?

Working hours and days off are based entirely on your position. These will be agreed in consultation with the department management and your colleagues.

Are there any opportunities for further training at the Schlosshotel Fiss?

Absolutely. We are happy to support and promote the interests of our employees by offering regular internal training sessions, seminars, workshops and visits to relevant (partner) companies.

Will a uniform be provided?

Your SHF Crew clothing will be free of charge and washed for you free of charge at the hotel.

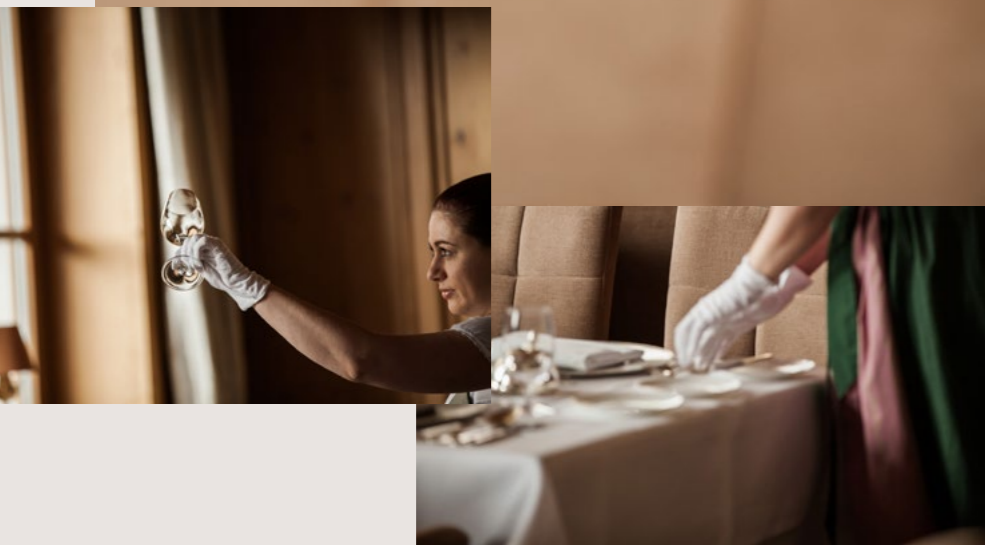
Is there a large range of leisure activities available in the region?

Yes. Serfaus-Fiss-Ladis is considered one of the best ski resorts in the world and is an outstanding summer holiday destination with many highlights. The conditions for skiing, snowboarding, biking, hiking, running, etc. are excellent. As an SHF Crew member, you will be entitled to special deals on cable car tickets and discounts at the Schlosshotel Fiss spa. In the evening, after it has closed to guests, you can also use our Aqua Monte waterworld free of charge and enjoy our sauna free of charge once a week. For more information visit www.shfcrew.at.



C
R
E
W
H
O
M
E
S

Ten questions for Daniela Schwebcke, restaurant manager and sommelière



Daniela, you are more than just a restaurant manager and sommelière. You are passionate about what you do and an absolute professional. Your personality and professionalism help shape the Schlosshotel Fiss experience for our guests. In your opinion, what makes a good dining experience?

When everything is just right. The mood, the atmosphere, the company, the food, the drinks and the feeling of just being happy and satisfied. No matter if I am in a gourmet restaurant or a traditional inn, at a barbecue with friends or eating a bowl of spaghetti with my family – for me it has to be personal. I like cooking and baking and then inviting friends around. I really enjoy giving other people pleasure. If the white wine is well chilled and the vibe is good, then I am happy. For me, food is the best way of getting everyone together around a table. I have always loved that, ever since I was a child. Back then I would spend every spare minute I had at my grandmother's house standing next to her at the stove.

What would be your perfect culinary adventure?

I love being out and about with other members of the SHF Crew or friends. For me, it's not only the work-life balance that is important but also the balance between routine and inspiration. I don't want to become too blinkered and focused on one thing. That is where adventures and excursions are a great way to enjoy things together and be inspired. The great thing about the SHF Crew is that we all get on really well and have different skills and interests which complement each other. We are like one big family.

What brought you to the Schlosshotel Fiss?

When I returned to Austria from England in 2015, I got a call from my agency telling me that the Schlosshotel Fiss was interested in having me join their team. That same night I had an interview over the phone and just three days later I was in Fiss for a face-to-face interview. Nine days later, at 8am in the morning, I did my first breakfast service. It all went really quickly, but I don't regret any of it for a moment. I'm grateful for every second and for the trust placed in me. In 2018 I became restaurant manager. I love my job and enjoy every day.

Tell us a little bit about what makes the Schlosshotel Fiss experience so special.

Every member of staff at the Schlosshotel is a piece of the puzzle. The work done by each member of the crew is seen and appreciated. Here, everybody is somebody from the day they start. That isn't something you can take for granted.

What has been your best experience here in the hotel?

The wedding of our boss, Simone Domenig, here in the hotel. It was an honour to be part of her big day. But there's a lot of other nice things. For example, when the employees return at the beginning of the season and are happy to be back here. I need people around me who love their job. That is exactly what I have here. Whenever a family comes back to the hotel and the children's eyes light up and they call out my name because they are just as happy to see me as I am to see them again. I also love it every year

when we celebrate New Year's Eve together on the roof terrace.

Which qualities do you appreciate in other people?

Honesty. Full stop. And I appreciate it when it's not about the money, it's about doing something with passion and total dedication. Being natural and friendly are the most important qualities here at the hotel.

What about yourself? Which of your own qualities do you like?

My stubbornness. That, combined with my assertiveness and my inner conviction, have brought me a long way. If I decide to do something, I make sure I do it – properly. I suppose you could say I'm pretty determined!

What do look for when choosing a new member of staff for the SHF Crew?

The first impression, then the second one – which is more important. You can see if someone has a burning passion in their eyes when they talk about their work. Of course, I also look for excellent qualifications – something which isn't so easy these days when it comes to finding highly qualified staff. Basically, I want applicants who are competent, honest, open-minded, willing to learn new things, keen to work at an international level and ready to take on the challenge of the Schlosshotel Fiss. Ambition and high standards are essential. The challenge lies in finding the right combination of qualities. Everything from "Good morning" to "Thank you for coming. Good night!" is important. There's no harm in making mistakes, but it's important to be honest about it, to deal

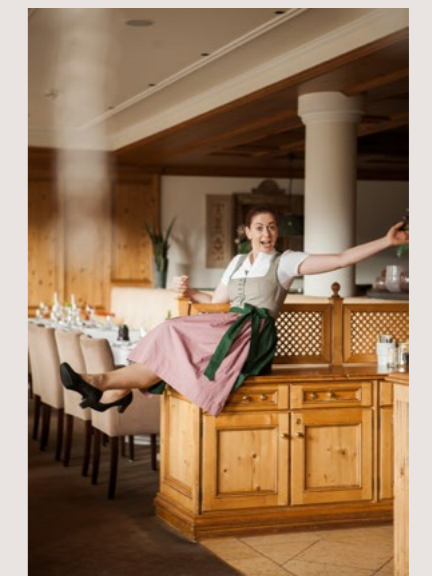
with it and to communicate clearly. I want my staff to know that I'm always there for them, but that is a level of trust I also expect back from them.

What do you wish for yourself and your team?

I hope our employees are satisfied and keen to further develop their skills and knowledge here with us. I hope they remain part of the SHF Crew for a long time and identify so strongly with the Schlosshotel Fiss and us that they don't even think of leaving.

What are your goals?

To continue shaping the Schlosshotel Fiss, because this is now my home. In summer I will be moving into a new place at the SHF Home and I am very much looking forward to it. And I want share with our guests and staff the enthusiasm I have for the Schlosshotel Fiss.



S
C
H
W
E
B
C
K
E

Steak that feels like fine dining
2 Toques in the Gault & Millau guide

Chef de cuisine Mathias Seidel, Beef Club restaurant manager Vanessa Hrstic and her SHF Crew have been awarded two Toques in the prestigious Gault & Millau restaurant guide. Diners who have already had the chance to enjoy a meal at our à la carte Beef Club restaurant agree that the recognition is highly deserved.

“The highlight of the Beef Club is the excellent food, the interior design, the elegant atmosphere, the attentive service and the outstanding value for money. The experience starts with the little things like bread, ham, fine oils and a tasty amuse bouche from the kitchen. It continues with exquisite appetizers, excellent main courses and fresh meat sourced both from the local region as well as from some of the best suppliers around the world. Guests will also find an excellent selection of wines on the menu plus plenty of sweet treats to round off an unforgettable dining experience,” says Vanessa Hrstic. “A visit to the Beef Club is ideal for everyone looking for a fine meal in an elegant atmosphere and something a little different from our hotel restaurant. Non-residents are also very welcome at the Beef Club.”

Awarded two Toques by the Gault & Millau restaurant guide, the Beef Club draws food lovers from near and far in search of fine dining and chef’s recommendations in an atmosphere of first-class flair and finesse.

PLEASE BOOK IN ADVANCE

Feel free to book your table when booking your stay. Call +43 5476 6397 or speak to a member of staff at reception.



Where the wild things grow



OUR HERB GARDEN

Life blossoms when it is fiery, passionate and full of variety. It draws its power from what grows between the sun and the earth. What nature gives us – and we are privileged enough to use. A good example are the treasures from the SHF herb garden. The ingredients which thrive here go straight into our SHF signature drinks and dishes, from rosemary and peppermint to chives and parsley, basil and sage to cloves and thyme. No wonder head chef Mathias Seidel’s culinary creations are so full of flavour!

Enjoy







TONI WALDNER

Healing effect

Studies have found that just two hours in the forest reduces the concentration of the stress hormone adrenaline in the blood by 30% in men and 50% in women. At the same time, it also strengthens the immune system. The number of "killer cells" – cells which target other cells in the body altered by pathogens or affected by illnesses such as cancer – rises by up to 40%. Further benefits can include reduced blood pressure and a slower heart-beat. Our thoughts become calmer and our head becomes clearer, freeing up space for creativity and pleasure.

Yoga, breathing exercises and mindfulness

Similarly, benefits are offered by our guided Pranajama breathing exercises and regular yoga sessions. Both strengthen the body's overall energy and immune system and makes it possible to develop a stable relationship to ourselves and our bodies. Qi Gong and Thai Chi outdoors give guests the opportunity to harness the power of the mountains and enjoy the peace and quiet of Fiss in a special way. Sound meditation, progressive muscle relaxation and guided relaxation sessions are held in our beautiful Relax Pavilion. The perfect setting for a relaxing experience.

Striving for wholeness

These days it's not enough to relax – it's also about slowing down. Simply letting yourself be pampered is a thing of the past – today it's about mindfulness. Spa therapies and workouts in the gym are complemented by active recreation in nature and bodyweight exercises requiring no high-tech equipment. When it comes to skin care, medical products are increasingly being supplemented by high-quality natural cosmetics from sustainable sources. It is very interesting to observe how the wishes and priorities of our guests have changed over the years. These days, our visitors from all over the world know the value of a professional massage or physiotherapy session. They appreciate the benefits of energetic treatments and place great importance on mindful encounters with nature.

Back to the roots: forest bathing

Forest bathing and mountain dew experiences are two recent additions to our wide range of treatments and activities at the Schlosshotel Fiss. Our fabulous location in the heart of the mountains means we are able to offer unique highlights such as these. The hotel is located on the edge of the forest, where we invite guests to join us on an adventure that will strengthen the immune system by bringing them into contact with natural substances known as terpenes given off by the trees. Forest bathing activates the vagus nerve, known for its calming and regenerative properties in the human body.



Digital balance for modern life

With our unique, professional digital detox we invite guests to escape the stress of daily life and help them to get back to nature and live in the moment, drawing on all the power and potential contained in the human body and mind. We aim to give guests everything they need to bring mind, body and soul together in harmony and provide them with the tools for achieving sustainable, long-lasting relaxation.

New training, new success

A lot has changed here at the Schlosshotel Fiss, not only in the spa but also in the gym. Our state-of-the-art machines provide a mix of cardiovascular training and strength training. However, today it's just as much about relieving stress and being in the moment. Instead of barbells and dumbbells, many people prefer exercises using their own bodyweight. This is a new perspective on health and individual training. After a professional fitness check, we will be happy to introduce you to this new, gentler regime that will help you achieve your goals more quickly and efficiently.

For more details please speak to a member of staff at the spa reception. We look forward to welcoming you!

TONI WALDNER

What's good for us today and we can look forward to tomorrow



The wellness world is changing. When I entered this then-new industry back in 2005, wellness was about sauna, steam baths and massages. In a modern spa like the one here at the Schlosshotel Fiss, guests could also enjoy singing bowls treatments and hot stone massages. Since then, however, the world of wellness has undergone a fundamental change.

Today, wellness is about much more than just sauna, swimming and massages. Wellness is a way of life. It is an act of mindfulness and a gift to yourself. It gives us what we need in today's busy world, creating an equilibrium and balancing the demands placed on us by daily life. It is a mirror reflecting our times, our wishes and our desires.

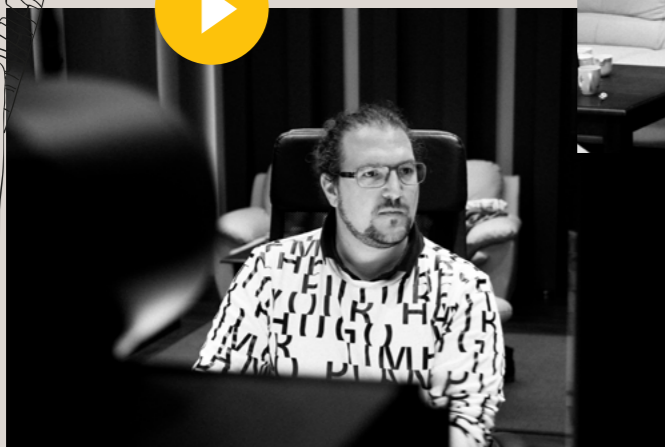
A change of perspective with Anton Waldner, sports physiotherapist and certified health trainer at the Schlosshotel Fiss

Experience the sound of the Schlosshotel Fiss Find out how the SHF soundscape is created

"Elegantly understated" is our philosophy here at the Schlosshotel Fiss. Majestic, yet down to earth. Luxurious, yet accessible. Patrick Schmiderer, composer, music producer and owner of the corporate audio agency AUDIOBRAND, has transformed the Schlosshotel Fiss experience into a world of sound – and added his own wonderful acoustic twist.

As with every detail here at the Schlosshotel Fiss, nothing has been left to chance: "The Schlosshotel Fiss sound design builds on the sound theory set out by composer and synesthete Alexander Scriabin. This theory translates values, colours and shapes into an audible experience," explains Schmiderer.

The Schlosshotel Fiss soundscape expresses anticipation, experience and appreciation. Clarity, regional identification and international flair. Gently accentuated strings, bells, horns and choirs make up the Schlosshotel Fiss soundscape. Piano, harp and guitar reflect the regional roots. Modern but timeless compositions, vocal effects, drums and bass lines contribute topicality but also depth and substance.

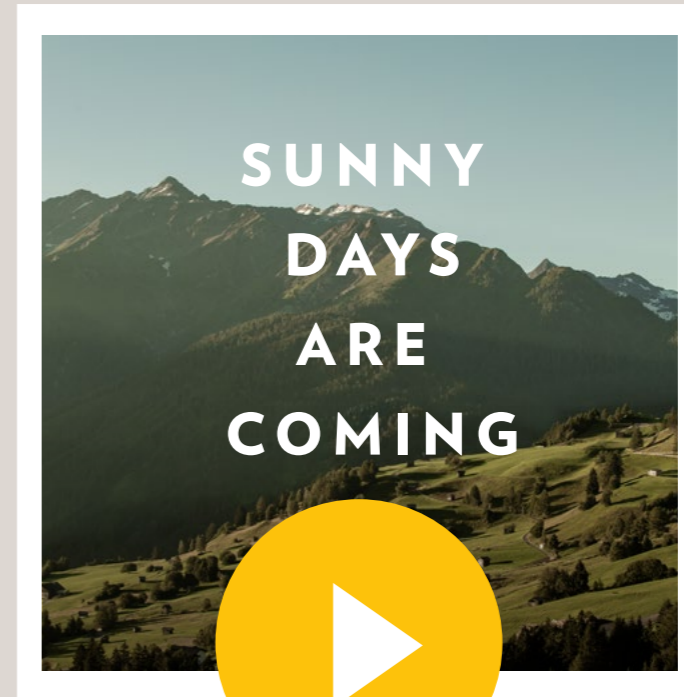


Listen now!

THE NEW SHF BRAND SONG

SHF JINGLE

The SHF jingle is friendly, inviting and clear. Its melodic sequence reflects the visual logo: the five-pointed crown, which is also interpreted as the rising sun. The ascending and descending sound motif in major matches the colours grey and yellow, expressing happiness and joy through its upbeat tempo.



SHF ON HOLD CAST

Our telephone loop uses elements of the SHF jingle to welcome you. In the background you will be able to hear the SHF soundscape. The welcoming message is spoken by the official SHF voice.

SHF SPA MUSIC

The music in our spa, known as "Ruheton", was also created by Patrick Schmiderer and Wolfgang Henn. It embodies the modern soundscape of the mountains and the power of the five elements – and makes it even easier to relax in the SHF spa.



LISTEN NOW
<https://asr.link/shf>

DOWNLOAD NOW
www.schlosshotel-fiss.com/en/media



The SHF
winter highlights
for you



#1

FAMILY WEEK
IN DECEMBER

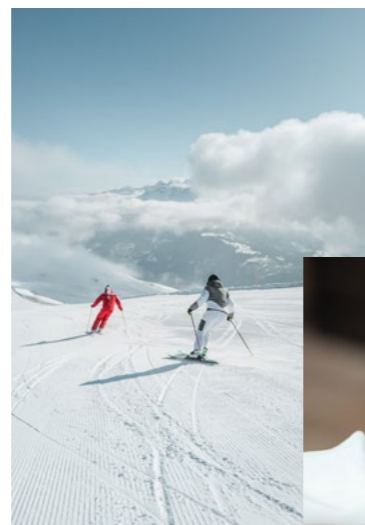
Highlight: 1 child up to 11 years old
stays for free in parents' room



#2

FAMILY BONUS WEEK
JANUARY & MARCH

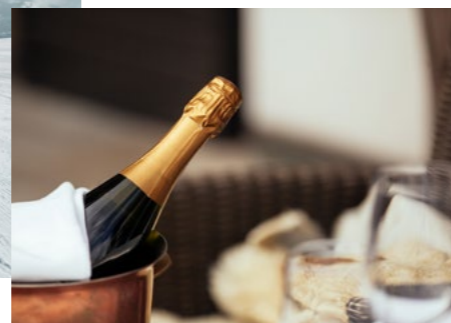
Highlight: 50% discount for children
up to 14 years of age



#3

SKI & CHAMPAGNE
IN MARCH

Highlight: bottle of champagne
with macarons and a bowl of strawberries
in your room



Winter will be

1,436 metres above sea level.

Fabulous panoramic views. Private ski in,
ski out access. Welcome to the Schlosshotel Fiss
- a winter experience for all the family.



wonderland

Easy booking

We want your experience at the Schlosshotel Fiss to be a memorable one. That is why we will be happy to put together a made-to-measure package for you, including cosy rooms, top spa treatments and all those little extras that will make your stay with us a unique experience.



GET IN TOUCH WITH US!



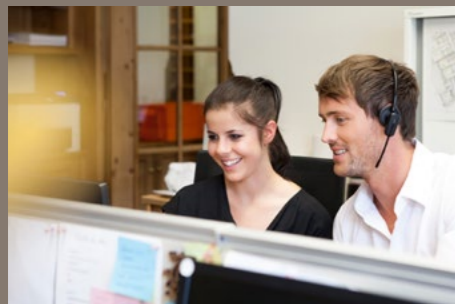
OUT AND ABOUT

Get information quickly and check out the hotel. We are mobile – with you everywhere you go!



AT YOUR DESK

Take your time to find out the most important information. Read up on the hotel. Start looking forward to your holiday experience.



ON THE PHONE

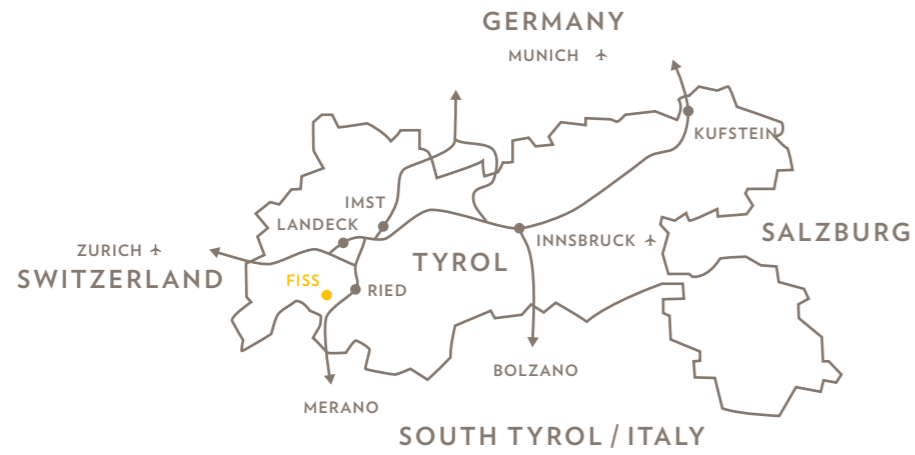
We look forward to getting to know you! The best way to get quick advice is on the phone. We will be happy to call you back.

INFO@SCHLOSSHOTEL-FISS.COM





@schlosshotel_fiss



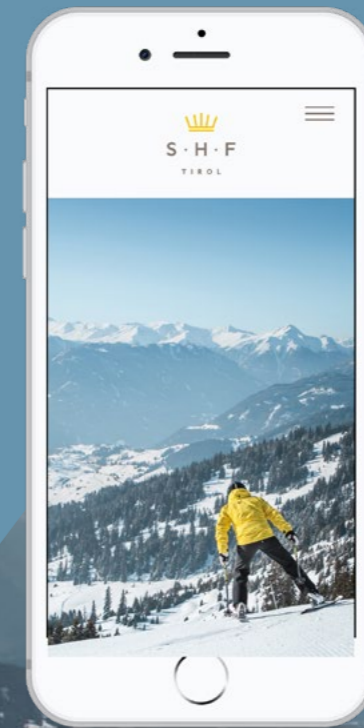
The holiday region of Serfaus-Fiss-Ladis lies in a region known as the Oberland in the west of the Austrian Tyrol. It is only 2.5 hours by car from Zurich, Ulm, Munich, Salzburg and Bolzano.

All information has been carefully checked. Misprints, changes and errors excepted.
Published by: Schlosshotel Fiss GmbH, Laurschweg 28, 6533 Fiss, Austria Place of jurisdiction: Landeck
Photographs: Mike Rabensteiner, Bureau Rabensteiner
Concept & graphic design: Bureau Rabensteiner Translation: MMag. Thomas Timlin

IMPRINT

SCHLOSSHOTEL-FISS.COM

MORE POPULAR
THAN EVER BEFORE



THE SCHLOSSHOTEL
WINTER EXPERIENCE

Book your holiday in a top ski-
in & ski-out location before
the first snow of the winter has
even fallen.

TEL. 0043 5476 6397 / INFO@SCHLOSSHOTEL-FISS.COM





WE PROTECT AND VALUE OUR ENVIRONMENT

Our Moments magazine is made using climate-neutral production techniques, recycled paper, sustainable shipping – and plenty of heart and soul.

SMALL WORD. BIG EFFECT: BULU

In every step of the production chain we have been impressed by Bulu, one of the most climate-friendly printers in the German-speaking region. Their environmentally friendly credentials range from recycling heat generated by the printing machines to warm the water to using vegetable oil-based inks, environmentally friendly lacquers and advanced employee mobility schemes – climate protection is definitely more than just a slogan here. Chapeau!

THAT'S A WRAP!

We use biologically degradable wrapping to keep our magazine looking fresh while also doing our bit to protect the environment.