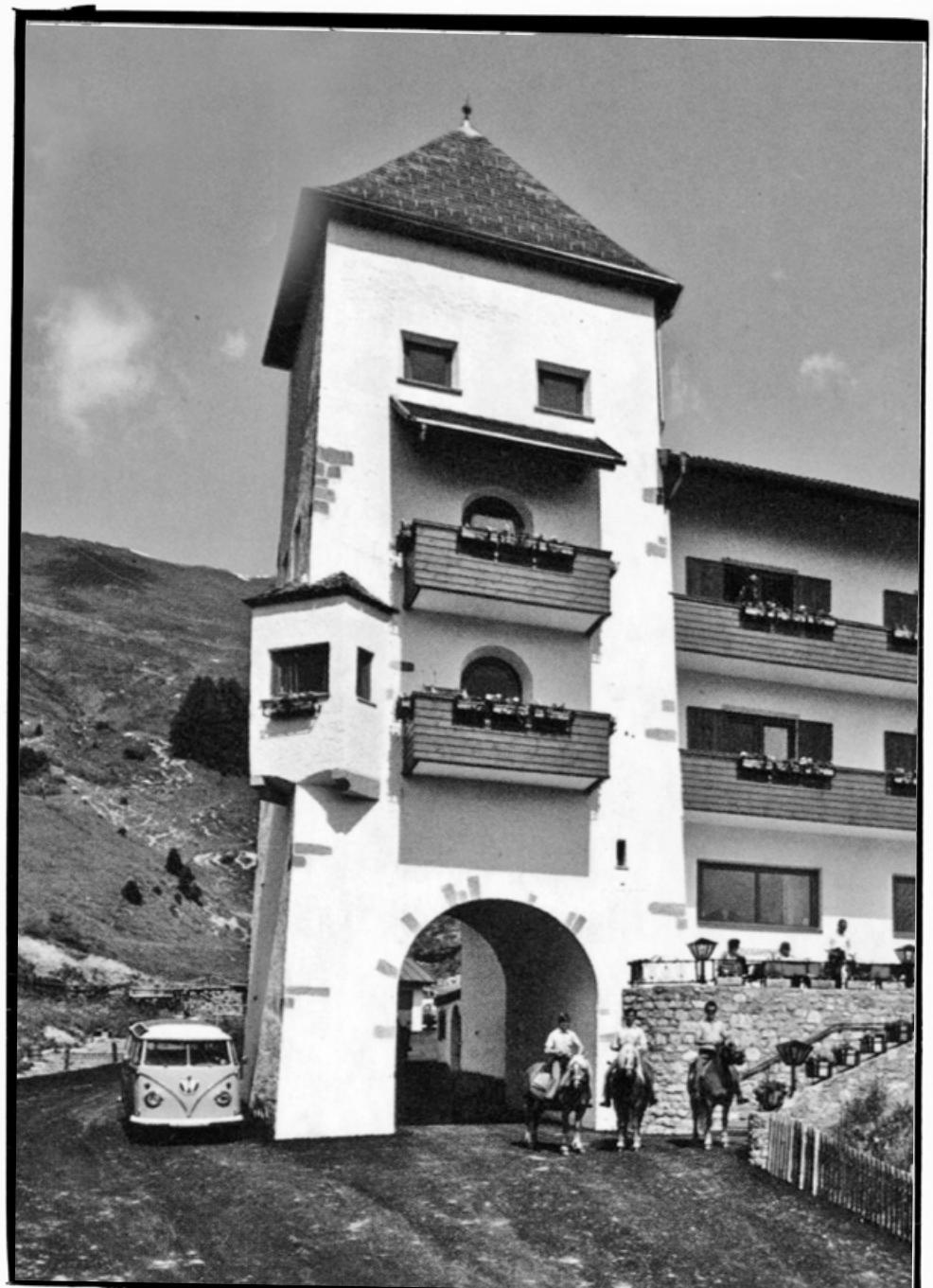


COURAGE. CONTINUITY.
INDIVIDUALITY.

SCHLOSSHOTEL FISS.
AN EXPERIENCE FOR 30 YEARS.


SCHLOSSHOTEL
FISS

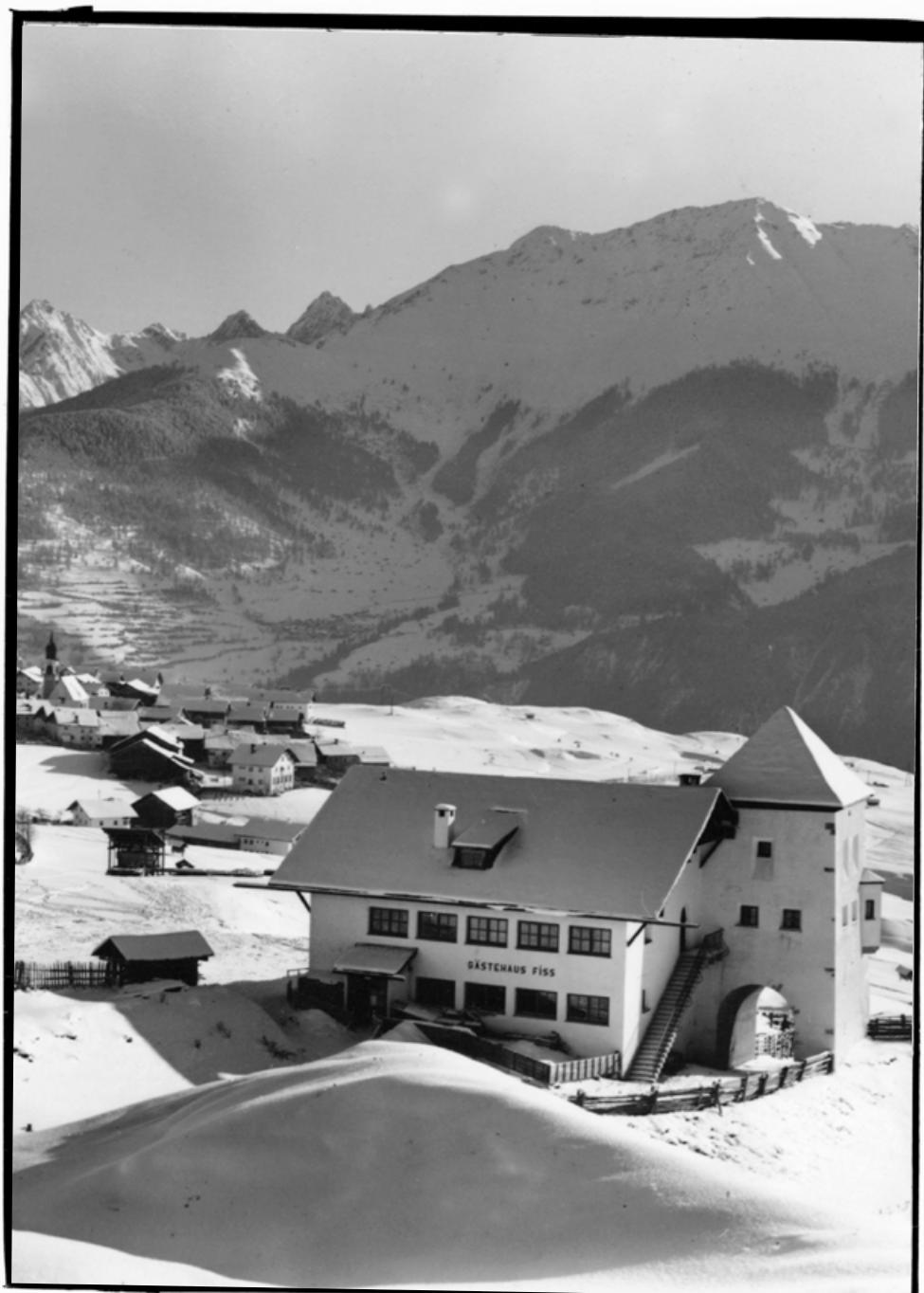
30 summers



Schlosshotel Fiss has always been the perfect summer retreat. Gorgeous and glamorous even then, the guesthouse was a gathering place with an exceptional charm.

30/30

30 winters



With its long planks, adventurous slopes, and schnapps specialities, winter on the sunny plateau was iconic – and Schlosshotel Fiss was always in the middle of it all.

30/30

Courage. Continuity. Individuality.



The traces of our past are not the signposts to our future. Rather they are a living testimony to the memories and moments we have shared with all of those precious people along the way. The future cannot repeat the past, but instead it will be brimming with possibilities and prospects that we wish to seize together.

—
And life? Life is always today. Its joys and pleasures, as well as creative powers, are always taking place right now. We want to seize this moment right away with the same characteristics and priorities that have distinguished us for 30 years:



We are honoured to make history with you.
Yesterday, today, and tomorrow.

Yours, the Domenig family
and SHF crew



SIMONE
DOMENIG



—
The courage to tackle unprecedented challenges, create new solutions, and achieve even the most ambitious goals. The desire to provide continuity and a location that exudes comfort, ambience, and joy. Together with the passion to cherish individuality and all the countless hallmarks that have made Schlosshotel Fiss such a unique experience for the last 30 years.

Where we come from.



Where we are going.

**Bernadette and Simone Domenig
share their story.**

Together with her daughter Simone and the SHF crew, Bernadette Domenig created a landmark in Alpine hospitality. Schlosshotel Fiss occupies a special place as one of the leading luxury hotels for family and spa getaways whilst preserving its very unique character. In this interview, the entrepreneurs share their own personal Schlosshotel stories, as well as insights into what motivates and inspires them today.

Ms Bernadette Domenig, a remarkable success story began once you signed the contract to purchase the Schlosshotel, which had been so named by its previous owners, the Sailer family. It's a story of entrepreneurial focus, authentic hospitality, and good fortune. Can you describe what it was like making this major decision?

Bernadette Domenig (BD): I always saw something special in the Schlosshotel. It has a kind of magic that continues to fascinate me today. When it was put up for sale, I was already very involved in my first business, the Kupferpfandl à-la-carte restaurant, and so I was hesitant at first. However, it was as if the hotel was waiting for me. The moment I was ready to take on the responsibility for this special place was an overwhelmingly beautiful experience.

You first opened your Schlosshotel Fiss just in time for Christmas 1991. The years of development were intense, yet characterised by continuous growth. What were the key actions that led to the Schlosshotel's success?

BD: For one thing, we positioned the hotel as a family retreat from the very beginning. Then we included a

specialised focus on wellness and spa experiences at the end of the 1990s. At the same time it was important that we continuously reinvested our profits to expand our success. It's always been my firm belief that if you don't go forward, you go backwards. Following this credo, we've always moved forward.

Ms Simone Domenig, you were nine years old when you moved into the newly acquired Schlosshotel together with your parents. What was that like for you?

Simone Domenig (SD): At first I didn't even realise what it meant for me. When it was time to move, I didn't want to leave. I was worried I'd be too far away from my friends and school and that I'd be lonely up here at the far end of the village. I only agreed to move when my parents promised me a horse. [laughs] That convinced me!

When I saw that my friends still came to visit me and I got to experience how great it is to live in a house with a swimming pool and all these other features, I was really happy to call this my home. I completely forgot about the horse, and family life wasn't all that different from when my parents had managed the à-la-carte restaurant. I was very happy.

Ms Bernadette Domenig, did you ever have any worries about juggling life as an entrepreneur and mother of two?

BD: Never. I only had great respect for my tasks and I was deeply grateful for every step that we moved forward.

What is your most treasured memory of the last 30 years, Ms Simone Domenig?

SD: Since Schlosshotel Fiss is my home, I have countless beautiful memories of this place: the many family celebrations, our wedding, the 25-year anniversary, the many cheerful New Year's Eve parties we celebrated with our dear guests, and all those inspiring encounters with our employees along with the quiet closing of the season meetings.

At the end of each season we get together with the department managers and look back on the past months. No matter how intense and busy a season, this moment is always exclusively positive and rewarding.

In the end, it's always the good things that count the most. It also makes me happy to have seen so many SHF crew members settle down here and go along with the generational change. One of the first steps I undertook was working towards achieving a five-star rating for our hotel and installing new benefits and structures for the SHF crew.

A generational change has also taken place within the crew. I'm happy about this, because the hotel industry is a fast-moving, dynamic field that we can greatly impact by pulling together. With every decision and every step forward, I've grown closer to the hotel and its employees. I feel like we are closely connected and I feel responsible for our overall success.

I also appreciate that I could always rely on my mother's full trust and support.

She has always been by my side and readily available to provide me with her advice – be it regarding the hotel's furnishing, strategic questions, or simply as a loving grandmother.

What is important to you with regard to the Schlosshotel's future?

SD: I personally wish for the hotel to remain the place where my family gathers to eat together almost daily and where we can also celebrate special occasions. I hope that it continues to grow and meet the highest level of comfort and luxury. However, it should also remain steeped in tradition and maintain its friendly, down-to-earth nature, which my family, the SHF crew, and our guests value so much.

Obviously, we also wish to continue creating new Schlosshotel experiences, but at the same time preserve the sense of stability and harmony embodied by Schlosshotel Fiss.

What challenges are waiting for you? What opportunities?

SD: Competition in the Alpine area is growing. What sets us apart is that we have never relied on short-lived trends. Instead we focus on investing in our individual and authentic development – and I believe our guests recognise and appreciate this. I think one of our greatest advantages lies in our open, modern, yet deep-rooted approach to moving forward. We seek to impress our guests not only with architectural innovation and excellent infrastructure, but also with our exceptional level of service. The SHF crew plays a significant role in this, and I'm pleased that we can provide them so many benefits. I'm particularly proud of the recently established SHF Home, which offers our employees authentic, modern living in a prime location.

What do you enjoy most about your job?

SD: I enjoy that this is not just my job but my vocation. Although managing a hotel of this size obviously involves many challenges, I don't experience this task as a burden. I'm good at making decisions and can confidently stand behind each one of them. The fact that my family and the hotel are closely intertwined is something that I cherish and consider as enriching and beneficial for all. I hardly ever take worry home with me and I can savour the successes.

What do you wish for Schlosshotel Fiss?

SD: I wish for things to continue as they are and that we'll have plenty more opportunities to realise new ideas and projects. I also wish for the SHF crew to continue to grow and hope that we can inspire more and more people to identify with Schlosshotel Fiss and join us in our journey to develop this special place further.

Ms Bernadette Domenig, what are you grateful for?

BD: I'm simply grateful for the way things are.



Making history with every step

1940



THE STORY BEGINS

—
with the laying of a foundation and opening
of a hunting lodge and guesthouse.

1970



WITH AN EXCEPTIONAL CHARM

—
the original Schlosshotel can now host up
to 50 guests.

1991



WITH COURAGE, PASSION, AND HIGH AMBITION

—
Bernadette Domenig purchases the
Schlosshotel.

2009



SUPERB LIVING FOR A STRONG TEAM

—
is made available in the 60 apartments
and studios at the new Team Resort, located
directly at the Waldbahn gondola.

2010



REFINED RELAXATION

—
awaits in the new east wing and Aqua Monte
& Splash waterscapes.

2014



A MATTER OF GOOD STYLE

—
is achieved with the renovation of the
Schloss Thermen, lobby, hotel bar, and rooms
in the west wing.

2015



CONTINUITY IS RE-INTERPRETED

—
in the main building, following extensive
refurbishment of all rooms and suites.

2016



25 YEARS & 5 STARS

—
celebrate an anniversary and another
milestone in our journey.

2019/20



COMING HOME

—
is an experience at the new SHF Home,
offering our SHF crew spacious apartments
and studios in a prime location.

2021

30 YEARS' SCHLOSSHOTEL EXPERIENCE

—
and our heartfelt thanks go out to you,
our valued guests, and the fantastic
SHF crew.

Values Create value

Together with a strong crew of up to 170 employees, and thanks to the loyalty of our esteemed guests, Schlosshotel Fiss has grown to become a leading business in the luxury hotel industry. But, only that which is nurtured and nourished with care can develop healthily and grow: that which is built on enduring values that feed the good and beautiful in life.

Trust

Trust serves as the foundation and fundamental principle of all our joint endeavours.

Kindness

Kind people who love what they do are the heart and soul of Schlosshotel Fiss.

Enthusiasm

Motivation, passion, and team spirit inspire us to give our best each and every day.

Tolerance and respect

Encounters at eye level make life precious. They foster openness and appreciation for each other.

Honesty

Mindfulness, fairness, and integrity provide us with a sense of stability, safety, and the chance to grow.

Performance

Creating a unique Schlosshotel experience is the goal we strive to achieve every day.

Sustainability

Continuity in our values and actions creates the basis for sustainable success and promotes care in the use of our precious natural resources.

**Rating**

4

stars

**Nationalities in our team**

3

1991**Gault Millau toques**

0

Care products in the SHF spa

0

Hours of fun children's entertainment per day

0

**Employee homes**

6

rooms

**Number of family rooms**

0

Nationalities among our guests

4

Spa area
approx. 2
sqm

**Rating**

5

stars

**Nationalities in our team**

15

2021**Gault Millau toques**

2

**Number of family rooms**

53

Wine bottles

over

500

**Care products in the SHF spa**

105

Hours of fun children's entertainment per day

12

**Nationalities among our guests**

48

Spa area5,000
sqm

The SHF anniversary cocktail

Memories go far beyond images. We can smell, taste, and feel them. SHF bartender Sam Lutz conjures up the very beginnings of the Schlosshotel story with a very special selection of homemade, local ingredients. Inspired by the elegant, unique Schlosshotel zeitgeist, he revisits the newly emerging specialities of 1991, currant and wild plum, and boldly pairs them with the modern mix of mango, vanilla, and thyme.

Ingredients

- Maass wild plum brandy from Prutz
- Homemad mango liqueur
- Thyme from our garden
- Red currants
- Vanilla cream



The ingredients have either been regionally sourced or home-made.



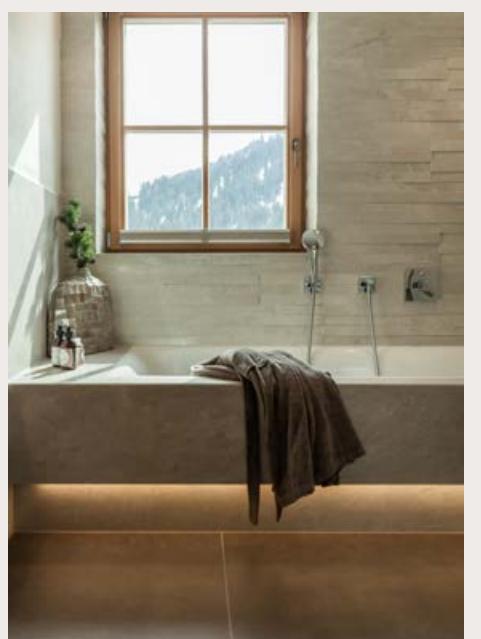
A matter of personality

For 30 years now, Schlosshotel Fiss has stood out as a unique hotel. Its prominent location, sense of what guests want and need, exceptional level of service, sustainable quality, and committed crew are all an expression of the hotel's unparalleled character and charm, which can be distilled down to one word:



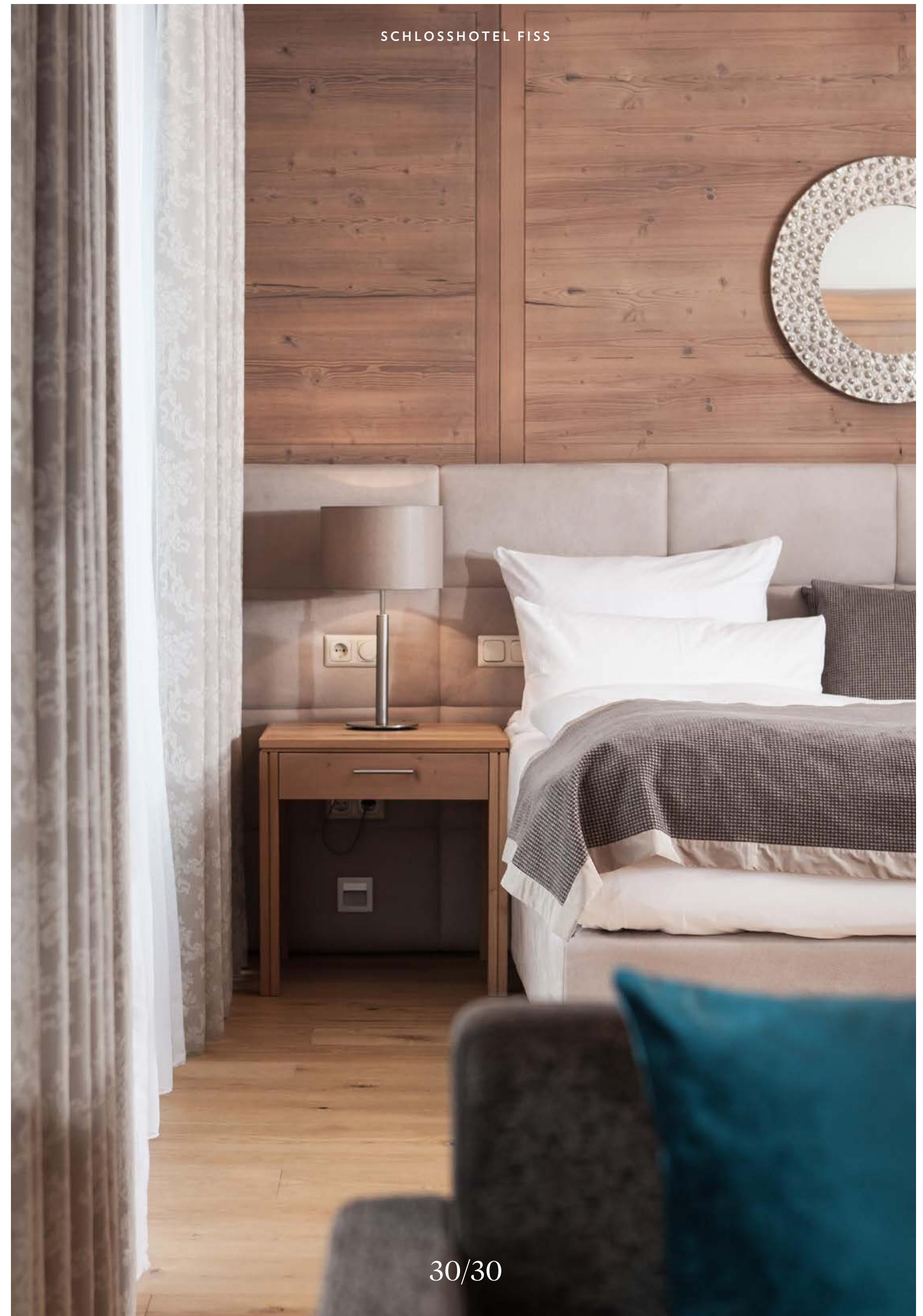
HARMONIOUS

Elegantly understated, Schlosshotel Fiss presents unrivalled quality and warm hospitality in an ambience radiating harmony throughout.



30/30

30/30



People make places

Every guest who visits us in search of natural beauty, fine dining, and blissful seclusion. Every SHF crew member who enhances the Schlosshotel experience with their unique talents and personalities. Every encounter between us has shaped the ambience we so admire.

This is because people make places. And, therefore, we want to thank our SHF crew for 30 summers and 30 winters of dedication, devotion, and utmost diligence – and are happy to be able to provide them with a whole range of exclusive SHF crew benefits.

THE SHF CREW BENEFITS

- Modern accommodation in the SHF Home or SHF Crew Homes
- New SHF crew kitchen with their own SHF crew chef
- Personal support through the SHF human resources management
- Excellent career opportunities and plenty of compensation
- A wide range of SHF crew events
- Comprehensive training programme and tailored courses for all departments and positions
- Free parking and meals
- Access to the SHF spa and special SHF crew conditions
- Many discounts and benefits in the region
- And many more

"For me, there's nothing better than having a career you love. I've worked here for 18 years, and I particularly value the great team and professional management. It's amazing to see how well they treat their employees – regardless of where they come from. Schlosshotel Fiss has become my second home. I love my work even when it's busy. Everything about this hotel is a highlight!"

ON HÖRTNAGL

SHF housekeeping,
part of the SHF crew for 18 years

"I came to Fiss in 1992 and have worked for the Schlosshotel since 2007. My personal highlights are my year-round employment as head of the SHF building services, the many training opportunities offered, the great working atmosphere, and close cooperation with management. With its exclusive ski-in and ski-out location, the Beef Club restaurant, and the countless satisfied guests and employees, Schlosshotel Fiss proves to be one of the best hotels in the Tyrol – and I am convinced it will remain so in the future."

SIMON RESSEL

SHF building services,
part of the SHF crew for 14 years

"I joined the Schlosshotel in 2012. What I value most about my job are my regular working hours, the versatility of my tasks, and the solidarity in my team – along with the warmth of my work environment. The team swimming is my personal highlight at Schlosshotel Fiss. I truly am lucky to have found such a pleasant workplace."

CHRISTINE ERHART

SHF reservations,
part of the SHF crew for 9 years

"My husband and I moved to Fiss 18 years ago. When Ms Domenig heard that I worked in accounting, she invited me to dinner and offered me the opportunity to work at Schlosshotel Fiss. However, since we were just starting a family and I was still working for another company from home, and due to the extensive construction projects about to start at the hotel, I had to decline. In 2013, we got in touch again and I joined the hotel to assist with their accounting. Today, I am the accounts manager. This job is my passion. I simply enjoy working with bills, numbers, and the people in my team. The Domenig family have always had complete confidence and trust in my abilities and allow me to work independently, and that's just great."

TOBIAS RADL

SHF reception,
part of the SHF crew for 21 years

ANDREA SCHIRGI

SHF accounting,
part of the SHF crew for 8 years

"Schlosshotel Fiss has always been a remarkable hotel. From my point of view, the location, quality, and consistency the hotel has achieved over 30 years of operation are second to none. Building on such a strong foundation Schlosshotel Fiss can and will remain true to its roots while at the same time blazing new paths and setting new standards based on its unique take on contemporary luxury hospitality. I look forward to this bright future and the history the Schlosshotel experience is destined to make in the upcoming decades."

CHRISTIAN BUCHHAMMER

Hotel manager,
part of the SHF crew for 4 years

"Why am I still working for Schlosshotel Fiss after over 20 years? Because of the appreciation the Domenig family have for my work. I started as an assistant restaurant manager, and then oversaw wine and beverage purchases. For the past five years, I have worked at reception. I've received support and encouragement throughout my career here. For me, Schlosshotel Fiss is a place to simply feel welcome. As a hotel, Schlosshotel Fiss has re-invented itself several times, yet always stayed true to its roots. I think this is what makes it so successful."

"I was trained as a chef in my home country, Germany, and later moved to the Tyrol. Eight years ago, I started work as a demi chef at Schlosshotel Fiss, and I have stayed. I feel part of the kitchen team and the entire SHF crew. The atmosphere is great. Above all, I appreciate our friendly relationships, good cooperation, and the mutual respect on all levels. I receive many opportunities to learn, and I really enjoy that we are all encouraged to share our ideas and try out new things. I recently also moved into the SHF Home. The new apartments, designed for Schlosshotel employees, are stunning. They provide everything you could possibly need along with tasteful furniture, and the rental conditions are matchless. The offer of an SHF Home is unique in this area."

FRANK BORCHERT

SHF kitchen,
part of the SHF crew for 8 years

"I used to be the head of the spa at Schlosshotel Fiss from 1998 to 2005 and returned in 2018. It feels like I never left. I appreciate the many opportunities to grow and the fact that I enjoy my work and have great bosses, as well as the overall friendly atmosphere at Schlosshotel Fiss. Both the hotel's determination and openness to innovation and the ideas of its crew will continue to bolster its success. Therefore, I see the hotel's journey to take it to a five-star superior rating."

BARBARA "BABSI" BLASSNIG

SHF spa,
part of the SHF crew for 10 years

Statements



AN EXPERIENCE
FOR 30 YEARS.

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WWW.SCHLOSSHOTEL-FISSL.COM



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