



H U B E R T U S

view



VOL. 01 FOR LOVERS OF SOUTH TYROL


ENG



A JOY FOR BODY AND SOUL

Broadening your horizons. Being kind to yourself. Feeling revitalised. Our Sky Pool sparks the inspiration and soothes the soul.



An aerial night photograph of a snowy mountain resort. A ski lift track with glowing red lights curves down a snow-covered slope. In the foreground, a large, multi-story building with a complex wooden structure is brightly lit from within, casting a warm glow. The surrounding area is covered in snow and dotted with smaller buildings and trees, some of which are also illuminated. The overall atmosphere is serene and festive.

A MINI BREAK IN STYLE

In the heart of the Olang mountains, the Alpin Panorama Hotel Hubertus brings you everything that makes a holiday unique. Don't just take our word for it: Experience it for yourself!





ROMANCE AT ITS BEST

Boundless immensity, and togetherness with the one you love. Outstanding cuisine – and the joy of being one with the Heavens and the Earth. Welcome!



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Dear readers, dear guests
and dear friends of the Alpin
Panorama Hotels Hubertus!

Guests who spend their holidays here with us can look forward to a truly unforgettable break. Because the things that really count in life are special encounters and memorable experiences. Time spent together. Take a break from your everyday routine, and replace it with unique memories made to last. What is travelling, if not getting out into the world, broadening your horizons and experiencing new things? Travelling fills us with inspiration, brings us new perspectives and, ultimately, leads us back to ourselves – particularly when you're travelling through a countryside as beautiful as the Pustertal Valley. Our motivation is fuelled by the prospect of bringing you enjoyment in every single moment, and nature herself infuses us with the passion and energy to conquer all of life's highs and lows, together with you. Because life is the best author of all. We have compiled some of our own life's tales here in our new annual magazine. We hope that they entertain you, give you an insight into what goes on behind the scenes, inspire you, and show you our impetus and our values. And on that note, we wish you a stimulating, happy read about our hotel and our region. About the things that you love and value most. In short: Authentic stories and information, and unique stories that fill you with the holiday mood.

See you at the Hubertus,
The Gasser family

Fam. Gasser



Markus, Daniela, Helga & Christian Gasser



Bringing luxury to new levels

HEAVEN & HELL





HEAVEN & HELL FACTS

- Architects:** noa*
- Companies involved:** 28
- Volume:** 917 m³
- Surface area:** 460 m²
- Platform:** 12 x 12 m
- Structural steel:** 125 t
- Supports:** 2 14-metre-long supports, anchored into the bedrock
- The colours and materials** were chosen to create a seamless merge with the surrounding mountains.

Reflections in water turn the world on its head as if it were weightless: This was the observation which led Lukas Rungger from architectural studio noa* to develop his concept of 'Heaven and Hell.' The new Sky Spa opens up new perspectives in the most literal sense of the world and sets mightily impressive new benchmarks. In concrete terms, it is a mountain village of small cottages with hot tubs and saunas, unparalleled views of the countryside, and pristine pure nature, soaring at a height of 15 metres. Above and below, heaven and hell, openness and intimacy. A new dimension of luxuriation for all spa lovers...



Basking in the sun:
A hot tub like you've never seen it before.

A winning architectural venture:
3 questions to Markus Gasser

‘Heaven and Hell,’ the Sky Spa of the Alpin Panorama Hotels Hubertus, has made its way into numerous renowned architectural magazines. This signature building has made a name for itself far beyond the national borders. Markus Gasser gives us a glimpse behind the scenes.

Mr Gasser, how did the construction of incredible, gravity-defying ‘Heaven and Hell’ come about?

“As a family of hoteliers, we believe that if we build something new, it must be something that our guests have never seen before, and give them a special, memorable experience that they could not find elsewhere. This was our approach when we built the Sky Pool which opened back in 2016, and which strengthened our conviction to continue along this path.”

Do you believe that architecture plays a vital role in hotel construction?

“Impressive architecture alone is not enough, I think. It’s not about the architecture in itself, but rather what it can convey to guests who spend their holidays here. We want to bring our guests more added value in terms of comfort, combined with a true highlight feature. It’s fun for us to build something like this, and it’s fun for our guests to see and experience. When they return home, we want them to have lasting memories of a leisurely, carefree break. Quite honestly: There is nothing better than seeing the amazement on our guests’ faces!”

MARKUS GASSER





ICONIC ARCHITECTURE: The 'Heaven & Hell' Sky spa is an astounding feat of architecture



What does the 'Heaven and Hell' Sky Spa offer guests in tangible terms?

"Our Heaven and Hell Sky Spa is a dual-level spa: The upper area, 'Heaven,' and the lower section, 'Hell,' where the building is upside down, or, rather, hangs down from a platform.

The upper area is equipped with sun loungers and a hot tub, two panoramic showers and a changing room. When you head down the stairs, you come to the textile-free area with a nude hot tub, two saunas and a cold chamber. A suspended walkway leads to the spa area, and also houses a relaxation room. The entire Sky Spa is dotted with open spaces and sheltered, intimate areas. The one thing that they all have in common is the virtually boundless views of the local countryside. When you look out from here, you can see every mood of the day, every play of the water and every trick of the light in the most unique of ways."

A sweat with a view





On cloud nine

A DAYDREAM – OR CAN IT BE TRUE?
DIVING INTO A NEW DIMENSION.

The Sky Pool floats ethereally between Heaven and Earth, overlooking the lush green meadows in the heart of the mesmerising Olang mountains, nothing above but the deep blue skies. Sounds too good to be true? Not here at the Alpin Panorama Hotel Hubertus...

The pool is a full 25 metres long and an impressive 5 metres wide, and is held up by immense tree trunks, an architectural exclamation mark in a mesmerisingly beautiful setting. Glass facades open out the views far, wide and deep, and add the perfect finishing touch to the Sky Pool. There's no doubt about it: when you're in water, you feel as light as a feather – and here, there are no limits to the buoyancy. In both summer and winter, the heated pool brings guests unparalleled joy amidst the heavens and the earth, and not just metaphorically: Ultimately, our yearning to touch the sky is a dream of becoming one with the horizon and leaving everyday life behind for a while. And it's a yearning as old as humankind.



Exclusive relaxation amidst the Olang mountains.

The Hubertus team are in no doubt as to the impact the Sky Pool has had on guests: "Our guests, and their impressions, are always at the forefront of our minds," says Christian Gasser. "Our priority is their happiness and comfort, and ensuring that they enjoy a unique holiday, in the big things and the small. Our Sky Pool provides a significant contribution to this – our guests enjoy every second they spend in the warm water. We often hear how magnificently relaxing, treasured and memorable their time in the pool has been!"

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Heaven – Earth – Water: A unique swimming experience in the Sky Pool

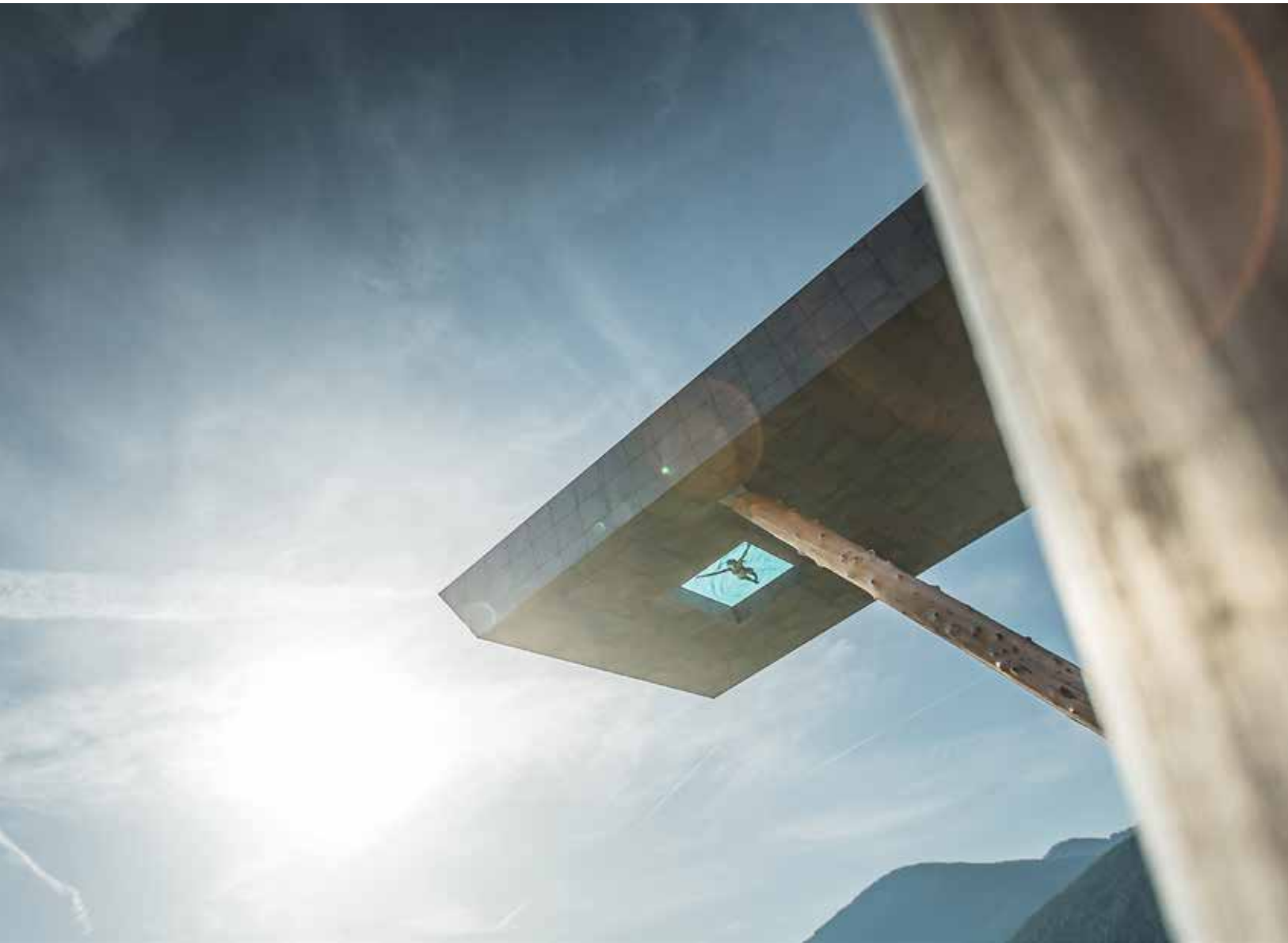


“Dive in, swim, enjoy yourself and... become one with the horizon! The Sky Pool brings you all the beauty of this extraordinary experience. Here, the world is at your feet.”

DANIELA GASSER



And this extraordinary architecture keeps the philosophy well and truly afloat: A top-class construction, the Sky Pool was created by experts from the local area – specifically, South Tyrolean Architectural Studio noa* - whose aspirations aligned seamlessly with those of the Hubertus family: Relaxation at its best! And technology that brings pleasure and comfort. From the initial drafts, through to planning of the works and, ultimately, the construction of the spa, the team spirit forged was incredible. So many hearts and souls have gone into the Hubertus Sky Pool!



And now, when we dive into the crystalline waters, everyday worries and cares fade off into insignificance as a sense of vitality radiates through mind, body and spirit. This also conveys an important message to our guests: Enjoy the moment, rest, be aware of yourself. That's what the Sky Pool was designed and built for.

Incidentally: The fact that the pool is reminiscent of a clear, fresh mountain lake was a deliberate choice, and an aesthetic homage to the Dolomite mountains which guests can see every day around the Hubertus. The anthracite-coloured stone is not the only 'floating' rock: The surrounding mountains are reflected in the stillness of the water and, with them, the ever-changing moods of the sky.

Vibrant colours give way to shadows and reappear, clouds skiff over the waters, and a gentle breeze caresses your body. The Sky Pool is a very intimate invitation to you, a place to enjoy your own reflections, and to experience a magnificent location filled with life and nature, in mind, body and spirit.

We are delighted to invite you to do just that: Form your own impression – of the Hubertus and of the Sky Pool. You'll see South Tyrol through fresh eyes! We are already looking forward to welcoming you in.

“Wildly Beautiful”

PROTECTING PURITY



Fanes with the Eisengabelspitze / Furchia dai Fers

The people of Pustental use their own vernacular – particularly when they really love something. The expression called for, in this case, is “Wilde schian.” Wildly beautiful. Here in Olang, these are the words used to describe incredible experiences, wonderful encounters... and yes, the beauty of the surrounding countryside.

The expression is a bit of a paradox when we think that the word ‘wild’ can also mean something akin to ‘unappealing, dishevelled.’ But that’s exactly what the Pustentalers love: juxtaposed words that add beauty to the beautiful, and wonder to the wonderful. ‘Wilde schian’ is the countryside so close to their hearts. ‘Wilde schian’ is their enthusiasm for all that is local and authentic. And ‘Wilde schian’ is the reason why so many South Tyroleans stand up in defence of their lands with such a full heart. Everything that comes to us through tradition, and our own convictions. Even in the 1970s, when unwavering faith in progress spurred society onwards and the prospects of prosperity seemed eternal, a growing awareness of the fragility of this untouched landscape began to take root. The concept of nature parks was established in order to preserve

“Wilde schian”
is the reason why so
many South Tyroleans
stand up in defence
of their lands with
such a full heart.

this beauty sustainably, and for generations to come. Against the odds, as it happens: In the early years this controversial topic yielded no consensus. “Wilde schian is all well and good,” said some, followed by a distinct yet unspoken “...but...” Changes and restrictions are a source of fear, particularly in matters of making a living. Others, similarly, predicted a bleak future, from the collapse of the world as we knew it to the demise of the

pure, natural countryside of these lands. Differing viewpoints hardened into polarisation with its ensuing conflicts. Looking back now, it is clear that both sides were equally concerned about the future. At the end of the day, however, the ayes had it, and those in favour of the nature park scheme were able to convince the dissenters. There are now seven such habitats and protected areas in South Tyrol, eight if we include the Stilfser Joch Nature Park which extends beyond national borders. These nature parks currently protect over 180,000 hectares of land, and another is on the cards in the future. And for many people now, it’s hard to remember life without them...

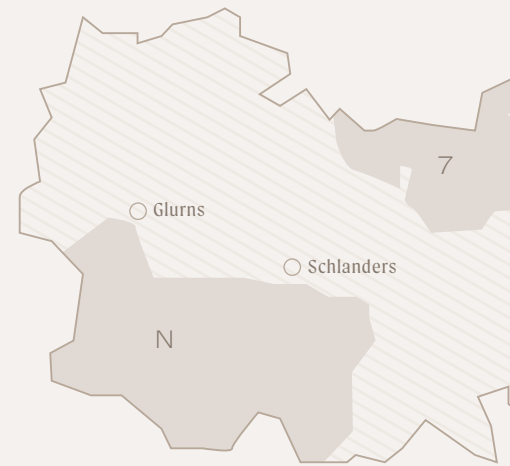
Experiencing and preserving the nature parks: Three nature parks around the Hubertus

Three nature parks are located close to the Alpin Panorama Hotel Hubertus, which means that the Hubertus is never far from pristine, untouched nature. The hotel is located below a mountain slope of the Fanes-Sennes-Prags Nature Park, which borders with the Drei Zinnen Nature Park, and the Rieserferner-Ahrn Nature Park is well within view.

But South Tyrol would not be South Tyrol if every nature park did not entice its visitors with its very own special features and innovative details:



Autumnal hues in the Fanes-Sennes-Prags Nature Park

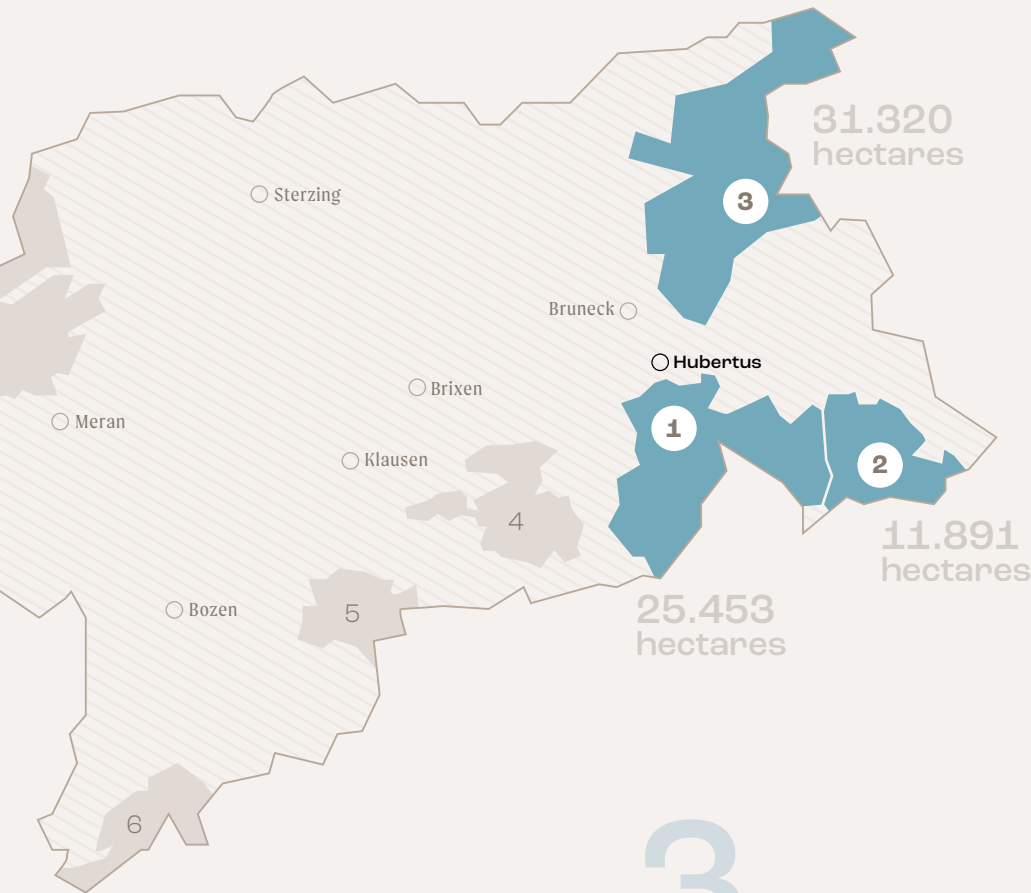


- 4 | Puez-Geisler Nature Park
- 5 | Schlern-Rosengarten Nature Park
- 6 | Trudner Horn Nature Park
- 7 | Texel Group Nature Park

N | Stilfserjoch National Park

1 Fanes-Sennes-Prags Nature Park

A part of the municipality of Olang falls within the confines of the Fanes-Sennes-Prags, where rugged peaks, abyssal gullies, vast Alpine meadows and crystalline mountain lakes give this nature park its magical allure. And the star of the show is, of course, the world-famous Dolomite mountains! These 'pale mountains,' so named for the light hues of their dolomite rock, emanate an allure verging on the mystical in every moment of the day - and never more so than in the evening hours, when the setting sun lights up the mountain peaks in soft pinks, reds and oranges. This phenomenon goes by the name of Enrosadira - or even "Wilde schian!" But we've spoken about that already...



2

Drei Zinnen Nature Park

An undisputed icon of the Dolomites - the distinctive massif of the Drei Zinnen (Three Peaks) - has given this nature park its name. Visitors to this area can look forward to experiencing an out-and-out paradise for climbers, not to mention the habitat of countless high-Alpine fauna. This park also boasts vast open countryside with magnificent vistas and incomparable views into the far distance. A trip to the Drei Zinnen Nature Park is equally impressive in both the summer and the winter months.

3

Rieserferner-Ahrn Nature Park

The panorama changes dramatically further north in the Rieserferner-Ahrn Nature Park, where the eternal ice of the permafrost stands out in stark contrast to the deep blue skies. This nature park is home to the largest number of glaciers, thick forest land, dark rocks and an array of spectacular waterfalls, and is as wild, rustic and natural as it gets: There's no better place to clear your head and sort out your thoughts.



A paradise for ski tourers:
The Rieserferner-Ahrn Nature Park

The nature parks all share one common feature: A landscape so astounding that it is hard to comprehend its multi-faceted vastness. This is why so many guests visit the nature parks time and again, and on each visit they discover new flora and fauna, come across previously unseen areas, and know that every visit is a promise of new experiences and impressions.

The Drei Zinnen -
Icon of the Dolomites



Nature parks: A place of adventure, and a refuge of nature.

Protecting the Alpine mountains and the local flora and fauna is the primary goal of the nature parks, which stretch out over high mountains, meadows and forests. With very good reason – and with tradition. Preserving nature, ultimately, means showing people its beauty with explicit clarity. This is why the nature parks are designed to be a place of adventure. Their fundamental philosophies are, to name but a few, providing information regarding habitats, plants and animals, promoting awareness of the need to protect this unique countryside, and securing the future of forestry and alpine farming. All of these aims are furthered by means of clear management plans with long-term objectives. When the Dolomites were listed as a UNESCO World Heritage site in 2009, it was a well-justified decision. An accolade and a commitment, in equal measure!

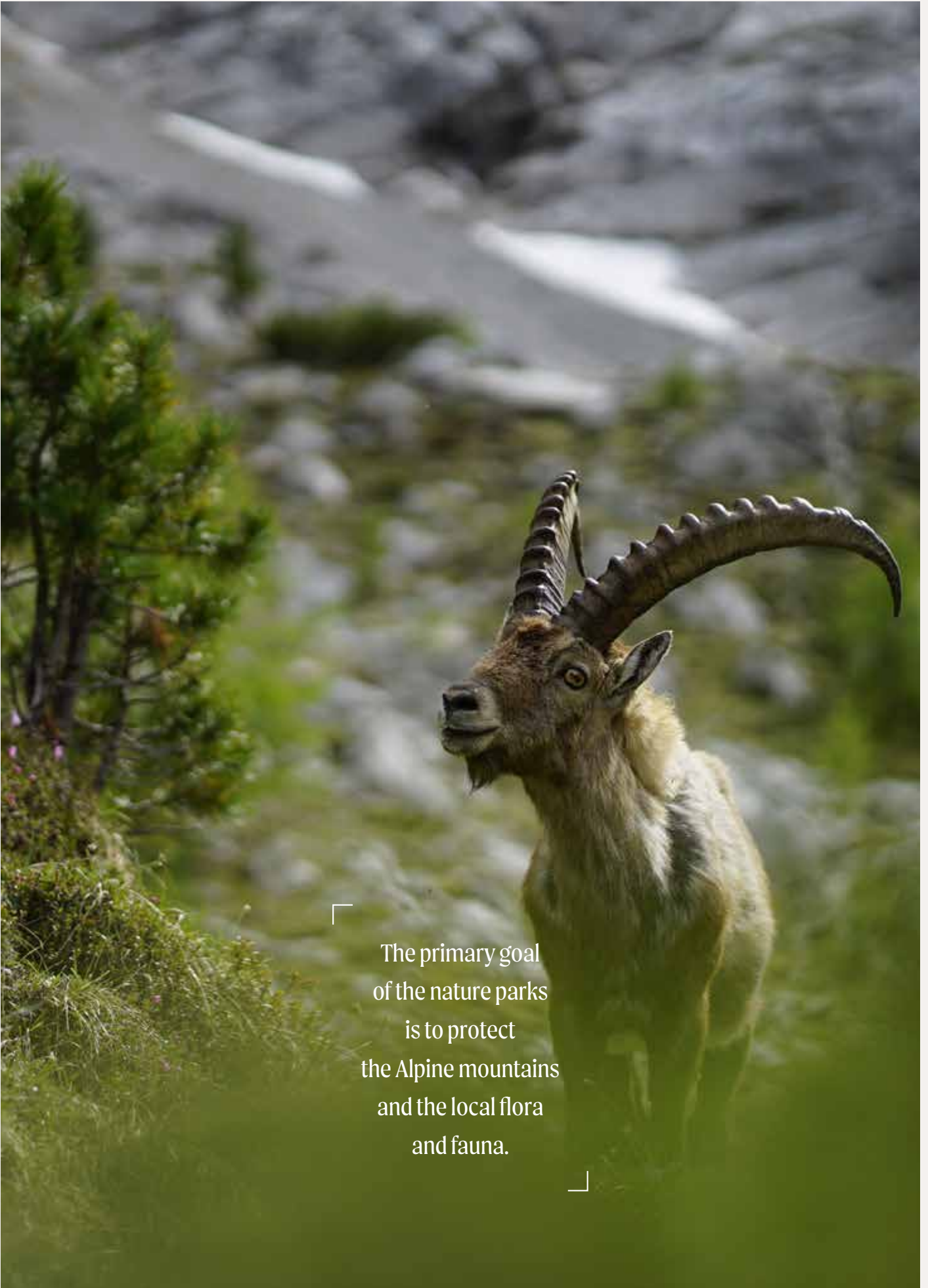
Nature & adventure trails extend a warm welcome to visitors of all ages, provide a wealth of information on the wide array of flora and fauna, the composition of the rocky landscape, and bring the many mystical legends and lore of the Dolomites to fascinating life – plenty of good reasons, then, to hike the lands and dive into a world of new experiences during your next stay at the Alpin Panorama Hotel Hubertus.

The Nature Park Visitor Centres in St. Vigil in Enneberg, Toblach and Sand in Taufers house a range of new exhibitions and a variety-packed events programme for visitors of all ages. 'Wilde schian' – and absolutely unforgettable.



Surrounded by craggy rocks: A viewing platform in the mountains of South Tyrol





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The primary goal
of the nature parks
is to protect
the Alpine mountains
and the local flora
and fauna.
└



Christian studied Beverage Technology at the Technical University in Munich, while his brother, the epicurean Fabian, studied Educational Science at the Free University of Bozen. Today, they spend their time roaming the countryside in search of ingredients and mixing up liqueurs and spirits with a difference.



Farmat!

HERE'S TO THE EVENING!

An unusual name, filled with the promise of secrets untold. But there's more to Farmat than that: Farmat is an attitude to life. "Lossmo Farmat," as they say in the Antholz Valley: "Tools down!" Here in the mountains, the end of the working day is a time like no other. It's a time for company, and a time to enjoy to the full. With workmates, friends and family. It's a time of pleasure, of deep conversations and light-hearted happiness. A time as precious as life itself.

Farmat is an authentic product, made using ingredients from the pure, unspoilt countryside of the Antholz Valley.

Brothers Fabian and Christian Messner grew up in this sociable world. They not only know what Farmat feels like: They are Farmat itself, and have been selling their top-quality liqueurs and spirits under this name since 2020. Connoisseurs through and through, they have unswerving faith in the raw ingredients from Antholz and have made a career of their passion.

Christian Messner is in charge of the tastes. Even as a child, he was driven by an impulse of curiosity, and would smell every plant in the forest and the garden, pick the leaves, flowers and berries, and taste everything he liked the look of. Looking back, then, his decision to study Brewing and Beverage Technology at the Technical University of Munich seems to be a foregone conclusion. A sociable spirit and networker by nature, his brother Fabian likes to be among company, and is interested in hearing about people's hopes and aspirations. He studied Educational Sciences at the Free University of Bozen, and now works full time selling Farmat products for the company. The two brothers share a love of experimenting, and of high-quality artisan products. Even in their days as students, they worked on the Kumpflalm in Antholz during their holidays, savoured the traditional dishes, test-ran a host of natural ingredients and honed the new flavours they discovered. The result is impressive to say the least, and they now produce eight different liqueurs and spirits in their small laboratory.

Farmat is a product steeped in authenticity, sourced from the pure, unspoilt countryside of the Antholz Valley. The dark forests, snow-capped glaciers and the unparalleled blue of Lake Antholz all shine through in the Farmat flavours, where nature's raw ingredients from wild, rugged lands meet with sophisticated distillation processes. Love of their product the momentum that drives Christian and Fabian, who forage for their ingredients themselves. Here in this Alpine terrain, Swiss stone pine and mountain pine grow close to the tree line, and the brothers gather the cones by hand, the way it has always been done. Maceration in top-quality brandy brings out their nutty, resinous, delicate flavours to the full. They also use fresh spruce shoots, herbs from the alpine meadows, wild raspberries, rowans and blackberries, each one of which is a guarantee of an authentic experience for the taste buds. Wow-factor included.



View of the cross in the morning light - in the background, the Grosse Zinne at 2,999 m, the Seekofel at 2,810 m and the Haunold at 2,937m

“I know them all by name.”

CHANGING PERSPECTIVES ON THE PIZ DA PERES

“It is what it is,” Werner confesses. “I know them all by name.” He’s talking, of course, of the mountains that we see from the summit of the Piz da Peres, and seems almost apologetic, as if it were the most obvious thing in the world. And yet we can barely count how many there are: It must be around a hundred, with the incredible views you get from up here.

“The first one, right in front of us, is the Kronplatz.” Admittedly, with its distinctive flat plateau, even we recognised this mountain, so popular with skiers in winter and hikers in summer. And then we find ourselves almost holding our breaths, just listening and watching as we squint our eyes to follow Werner, who is still pointing northwards towards the innumerable mountains behind the Kronplatz. To the Hochfeiler and the Graunock, the Hochgrubachspitze and the Wilde Kreuzspitze, the Habicht and the Pflerscher Tribulaun, to the partially glaciated three-thousanders of the Schwarzenstein, the Schneebigen Nock and the Dreiherrnenspitze, to the Grossen Löffler and the Grossvenediger, both of which lie on the other side of the border in Austria.

You can certainly see a long way. Werner’s enthusiasm is now unleashed, and we are caught up in the fervour. Further towards the east, with his assistance, we see the Grossglockner, the highest mountain in Austria, together with the legendary Haunold, the Dreifingerspitze, the Zwölferkofel and the Drei Zinnen.



Happiness! Hiking guide Werner leads hikers safely to the summit



Muntejela de Sennes -
The first rays of the sun
light up the mountains

Mountain fever has struck, and our minds are well and truly blown. This mountain tour is exactly what Werner promised it would be back down at the Furkel Pass, where we set off. "To me, the Piz da Peres is a very special mountain, and the route to its summit is unbelievably varied. The steep terrain can, of course, be exhausting at times," he concedes, "but the climb is worth it."

"To me, the Piz da Peres is a very special mountain, and the route to its summit is unbelievably varied".

Our anticipation is mounting by the second, and we breathe in the sweet-scented air with relish, as if it were fortifying us. Here, in the very heart of the Fanes-Sennes-Prags Nature Park, we can feel our hiking guide's love for the Dolomites. And there's no doubt that it's catching. Werner presses onwards, a

spring in his step. The initial stretch of the trail leads through the forest, which thins out slowly as our ascent proceeds. Every step on this steep trail brings us closer to the tree line, as the green becomes gradually sparser and fades slowly into the pale whites of the dolomite rock. "Alpine flora always touches my heart," says Werner, pointing to a small flower blossoming forth from a crack in the rock. "This plant manages to survive with next to no soil, and yet it shines such a vibrant yellow. It harnesses its strength, stretches out towards the sun, and survives, in spite of all the adversities of mountain life." A philosophical side to Werner begins to show

through; we begin to understand what drives a person like him, and think about the important questions in life. Moments like this, for example. Werner has a few more surprises up his sleeve for us, one of which is the corrie of screeland along the trail where the stones shimmer a sparkling white in the sunlight. Even here, in this barren, rocky desert, delicate alpine plants creep up between the rubble. The view is beyond compare: We can see almost as far as the Olang, and note that we've come quite a long way up. Jagged rocks soar up before us, and the Piz da Peres is within our sights.



During the ascent -
the view from the
Peitlerkofel



“Up here,
I can feel the beauty
of nature so profoundly,
the small miracles
of the countryside,
and I can be
a part of it.”

PIZ DA PERES

Set-off point: Furkel Pass

Duration: 3:5 hours

Route length: 7.3 km

Altitude: 1,758 - 2,506 m a.s.l.

Elevation difference: +793 m | -793

Route description: Furkelsattel - Dreifingerscharte - Piz da Peres - summit cross - Ücia Picio Prè - Furkelsattel

Trail numbers: 3, I2, I2B

Refreshments: Ücia Picio Prè

Recommended months:

July, August, September

And once again, we find ourselves basking in the peace and tranquillity of this countryside, broken only by the crunching of our shoes. Our pace is even, verging on the meditative. We are becoming one with nature.

One would scarcely believe how quickly the landscape transforms up at these heights, despite the fact that Werner pointed it out to us further down the slopes. The final stage takes us over steep mountain slopes up to the summit. The Piz da Peres is 2,507 metres high, and its summit cross makes an impressive sight against the deep blue skies. We've made it!

A smile lights up Werner's face. He is utterly at peace and in his element as he lists the names of the mountains with immense respect, as if he had a personal bond with each one of them: The Dreischusterspitze, the Dürrenstein, the Seekofel and the Hohe Gaisl. “Up here, I can feel the beauty of nature so profoundly, the small miracles of the countryside, and I can be a part of it.” Then the sound of his voice changes as the Ladin names supersede the German: The Gran

Vernel, the Piz Boè, the Sass da Ciampac to the south, the Sass Rigais and Saslong to the west, and behind them – yes, we really can see behind them – the Ortler, South Tyrol's highest mountain. We are unfamiliar with most of them, but they sound like a promise of unfettered freedom. And we begin to comprehend why somebody who knows them all by name and has forged a friendship with all of their summits keeps coming back here – to the Piz da Peres.



On 25th December 1963, the cable car from Reischach/Bruneck to the Kronplatz and the Belvedere Lift ran for the first time.

A snow-white success story

PIONEERING SPIRIT WITH FORESIGHT

Through the skill and foresight of a small group of pioneers – together with a pinch of luck and a lot of daring - the scheme first conceived in 1960 through the founding of the Kronplatz cable car cooperative went on to become the development of an outstanding ski resort. Since that date, the three neighbouring municipalities of Olang, Bruneck and Enneberg have focussed their attentions firmly on one mountain which belongs to them all.

The success story of the Kronplatz often hung on the proverbial thread: As financing had not yet been secured when the construction of the cable car to the Kronplatz began, the group came up with an intrepid, ingenious strategy: The cable car was built pillar by pillar from the mountain station down to the valley in order to ensure its completion even if financing problems were to become an issue; had they started in the valley, the route may have been shortened. And their plan paid off!

From the very outset of this venture, there's no doubt that perseverance and a willingness to take risks was vital to the shareholders: in these trialsome times, even their own private assets were held as collateral as they pursued their dream of a cable car for everybody. And, on 25th December 1963, their dream came true when the first gondola soared from the Reischach up to the summit. It took some time, however, before the Kronplatz Seilbahn AG's bank account came out of

The first cable car was built from the top of the mountain downwards in order to pre-empt financing problems.

the red: One cable car does not a ski resort make, and the Belvedere lift, which began running at the same time, did nothing to change that. Further investments followed in short order: new slopes were created, including the valley run, and more lifts were built. You could say that this region has always had a 'can-do' mentality.

The Kronplatz now began to take off, and not just on the Bruneck side: In 1963 the Ennebergers founded the 'Seilbahnen St. Vigil AG' cable-car company, also known as 'Skiarea Miara GmbH,' and the Olangers followed suit with the founding of the 'Alpenlift GmbH' in 1964.

The 'Skinama Kronplatz' umbrella association was established in 1974, in part to provide a single ski-pass service which would cover the Kronplatz in its entirety. These companies still exist today; they

work independently, with each maintaining their own lifts and grooming their own slopes. One for all and all for one! These circumstances are to the benefit of all: The individual areas, which benefit from the healthy competition; the skiers, who now have the option of using either

the steeper slopes towards Bruneck or the flatter pistes of the Enneberg area; guests to the region, who can hop over the boundaries and experience the mountain as a whole; and the local people, who love their mountain home, and have been faithful friends to it for decades.



Soaring up to the skiing paradise on the red & white gondola: The first cable car transported winter-sports enthusiasts from Reischach to the Kronplatz

Be honest: Have you ever heard of Giggo, the Kronplatz rooster, ambassador to this unique ski resort for decades now? In 1975, an Innsbruck advertising agency came up with several suggestions for a marketing logo. When it came to the final decision, two of the many ideas were on the shortlist: A sparrow and a rooster. Which was it to be? It was a tough choice for the decision-makers, and they asked the pupils of a primary-2 class from Bruneck to pick their favourite during an art contest which was ongoing at the time. The majority voted in favour of the rooster. Giggo won that particular challenge, then, and has been the mascot of this thriving ski resort for over fifty years now. A good choice, then!

A skier's priorities – i.e., how steep the slope is – are, to put it mildly, of secondary importance to the snowcat operators. There is no slope that the snowcat drivers do not know, and no piste that is left ungroomed.

There are 120 km of ski slopes in the combined resorts of the Skirama Kronplatz, exactly the same distance that separates the Brenner Pass from Salurn.



When these men begin their work at dusk, they see the world like nobody else: The magnificent views, the reds and yellows of the sunset, the flickering lights of Bruneck far below during the night hours. Nevertheless, there's nothing romantic about their work, which calls for meticulous precision as they push the snow forward and flatten it out evenly, metre by metre. To ensure that nothing can stand in the way of winter fun, they not only groom the slopes to sublime smoothness, but also make sure that the snow cover is deep, and - most importantly of all - that the individual layers of snow bind together. These are things that you can't just learn: They call for years of experience, familiarity with the terrain and a 'feeling for snow,' the topic of numerous literary publications the world over. Because snow is not just snow: Artificial snow is, for example, denser than natural snow, which is light and fluffy. Every snowflake that falls from

the sky is shaped like a hexagonal star, intricate yet ephemeral, while artificial snowflakes look cumbersome and clumsy. There are no chemicals in them, as the use of additives and chemicals has long been banned in Italy. Despite their name, snow blowers actually only spray finely atomised water into the air, which freezes into small pellets of ice. Both types of snow are excellent for skiing and snowboarding. Artificial snow does, however, have a significant advantage in that it lasts longer than Mother Goose's flakes.

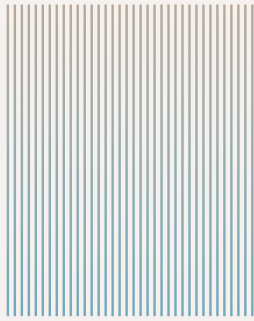
Incidentally: there are 120 km of ski slopes in the combined resorts of the Skirama Kronplatz, exactly the same distance that separates the Brenner Pass from Salurn – the entire length of South Tyrol from north to south.



KRONPLATZ

Possibly derived from the Alpine-Roman *corōna, meaning 'mountain terrace,' the mountain's Ladin name of 'Plan de Corones' is certainly the older of its appellations. The German abbreviation to 'Kron' led to a popular etymological interpretation as 'Place of the Crown,' most likely influenced by the Fanes saga of Dolasilla, who was crowned on the mountain.

36



SLO-

1975



THE KRONPLATZ ROOSTER

Logo

120 km



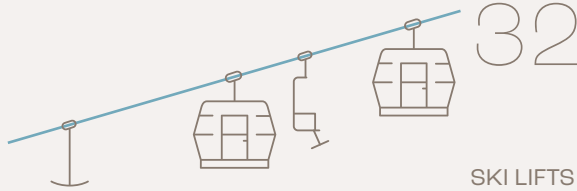
46° 44'
17" N,
11° 57'
36" O

2018



LUMEN

In the building of the erstwhile mountain station of the cable car, the history of mountain photography is related in vibrant detail from its incipient days through to the present age.



SKI LIFTS

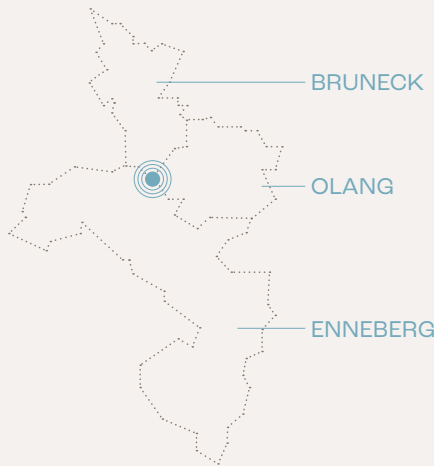


MMM CORONES

Sixth Messner Mountain Museum (Reinhold Messner) dedicated to traditional mountaineering.

Architect: Zaha Hadid

2015

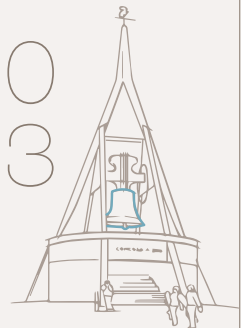


MUNICIPALITIES 3



SNOW BLOWERS

2003

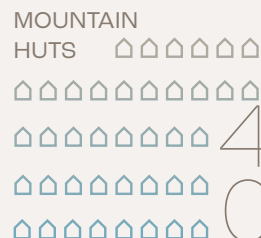


CONCORDIA 2000

Promoter: Erich Kastlunger (St. Vigíl), Artist: Paul de Doss-Moroder (St. Ulrich). Meaning: A token of thanks to all those involved in the ski resort, and a peace memorial.

2.275 m

SPITZHÖRNLE – THE HIGHEST POINT



MOUNTAIN HUTS



Time and again,
the Kronplatz and
its history have proven it:
Where there's a will
there's a way.



1, 2 Lumen Museum | 3 Concordia 2000 Bell | 4 MMM Coronas

The Kronplatz brings winter sports together with outstanding cultural attractions – it is, after all, home to the MMM-Messner Mountain Museum designed by British-Iraqi architect Zaha Hadid, and the Lumen, a museum themed around mountain photography which features fascinating exhibitions and world-class contemporary architecture. Then there's the Concordia bell on the viewing platform of the mountain: Every day at 12 noon, the bell – one of the largest in the Alps – rings out for Concordia: Peace. Because the life lived every day on the mountains is one of peaceful coexistence, filled

with people from every nationality united by a love of winter sports. The bell is rung to sound out this message of peace far beyond the confines of the Pustertal Valley, and out into the world. May it have much success. The bell also rings when the death penalty is abolished in any country, or a war comes to an end. But as the Kronplatz and its history have proven time and again: Where there's a will there's a way.

Unfettered skiing fun

Three questions to Thomas Reiter, Director of Skirama Kronplatz skiing association



THOMAS REITER

How is the Kronplatz organised today?

Around eleven companies work in the combined resort of Skirama Kronplatz, to the immense benefit of the ski area. The three biggest companies remain the three founder companies of Bruneck, St. Vigil and Olang. The Kronplatz is also one of the founding members of the Dolomiti Superski association, which extends beyond national borders and is considered to be the largest association of its kind in the world: It opens the gateway to approximately 1,200 kilometres of slopes in the breathtaking Dolomite mountains.

What has been the biggest factor in the success of the Kronplatz as a ski resort?

I think several factors play a role. To name one, throughout its history, the owners have consistently shown foresight and a willingness to take risks and have invested continuously in their 'product.' The primary ambition has always been to develop the ski area in line with modern standards, in order to offer skiers a unique experience. This includes, for example, state-of-the-art ski lift systems and daily slope maintenance with cutting-edge snow groomers. The water reservoirs of the area mean that the area is not dependent on natural snow, and artificial snow also guarantees consistent quality for unfettered mountain fun. The Kronplatz is one of the most modern skiing areas in the Alps. And the commitment has paid off: The Kronplatz has already been voted 'Best Ski Resort in the Alp' three times over. Geographically speaking, the Kronplatz also creates a link between several communities, and is the ideal shape for a skiing mountain: On all sides, skiers can find slopes of varying difficulties. And for skiers this means skiing fun in concentrated form, as there are no long connecting routes between the slopes.

And the Kronplatz in figures?

The Kronplatz looks good in numbers too: 650 snow blowers guarantee consistent snow quality, 36 snow groomers keep the slopes in tip-top condition. 120 kilometres of slopes and 32 lifts, together with the breathtaking panorama and the welcoming mountain huts are a guarantee of unforgettable days of skiing.



Serves — 4

Time — 2 ½ - 3 hours

INGREDIENTS

800 g beef cheek
100 g tomato
100 g onion
80 g carrot
60 g celery (stalk)
30 g tomato paste
½ l red wine
½ l port
½ l beef stock or water
1 clove garlic
2 juniper berries (crushed)
4 slices dried mushroom
1 sprig thyme
1 sprig rosemary
1 sage leaf
½ bay leaf
1 tbsp. cold butter
4 tbsp. oil
Salt and pepper



The pleasures of the palate

CHEF ANTONIO'S BRAISED BEEF CHEEK

"Do you want to see a photo of it?" asks head chef Antonio with a smile. And he's not referring to the seductively plated dishes that are leaving the kitchen at a steady pace. He's talking about the product – the 'foodstuffs' as he calls them with due respect – which he and his team transform here in his kitchen, most of which are sourced from the immediate vicinity from local farmers and yes, if you want to use the term, 'producers.'

To Antonio, foodstuffs are not merely a product, and they are not created mechanically to a precision plan. You have to have a relationship with food. Herbs, vegetables or fruit, flour, butter or cheese, whether they are in their natural state or have undergone processing: In Antonio's kitchen, their qualities are drawn out to perfection. From South Tyrolean specialities, to dishes which blend mountain cuisine with Mediterranean delicacy. "Appreciation also means keeping an open mind and curiosity, and joy in trying out and developing new flavour combinations." An absolute treat for the palate.

Today, Antonio gives us a peek into his kitchen, and serves us a South Tyrolean speciality of the highest order: Braised beef cheeks.

Roughly diced onions, carrots and celery are at the ready. He seasons the meat with salt and pepper, sears it on all sides in hot oil, and removes it from the pan. Now he sautés the onions, carrots and celery in the same pan, adds the tomatoes, tomato paste, and deglazes all the ingredients with red wine and port. There's a lot of hissing going on, and a lot of mouthwatering smells... Antonio now returns the meat to the pan and reduces the liquid almost

completely. He has already prepared his beef stock and adds it now. "You can also substitute it with water," he tells us.

Now it's time for the spices: crushed juniper berries, sprigs of thyme and rosemary, sage and bay leaves. And, of course, the garlic and dried mushrooms. "Braised beef cheek takes time, so that the meat becomes as soft as butter." He stews the beef to two and a half to three hours at a constant temperature of 160 to 180°C, turning it over once in a while.

"Cooking also means having patience and knowing when the time is right." Almost like music: Everything has its own rhythm, and every instrument

has to come in at the right time. Antonio promises to let us know before he takes the beef cheeks out of the pan; he keeps them warm while he cooks the sauce for another ten minutes, because "the perfect consistency is vital." He passes it through a sieve for the same reason before seasoning and adding a touch of rich, cold butter. Back to the beef, he now skilfully slices the beef cheeks, drapes them on the plate with a little sauce, and garnishes them with exquisite herbs from the local area. A feast for the eyes.

"Cooking also means having patience and knowing when the time is right." Almost like music.

The nicest sides of life

We'll show you them all! Here at the Hubertus, you can leave all your cares behind and enjoy the peace and relaxation. After a mountain excursion, a day's skiing, a training session in the gym... or just because. You're on holiday, after all.

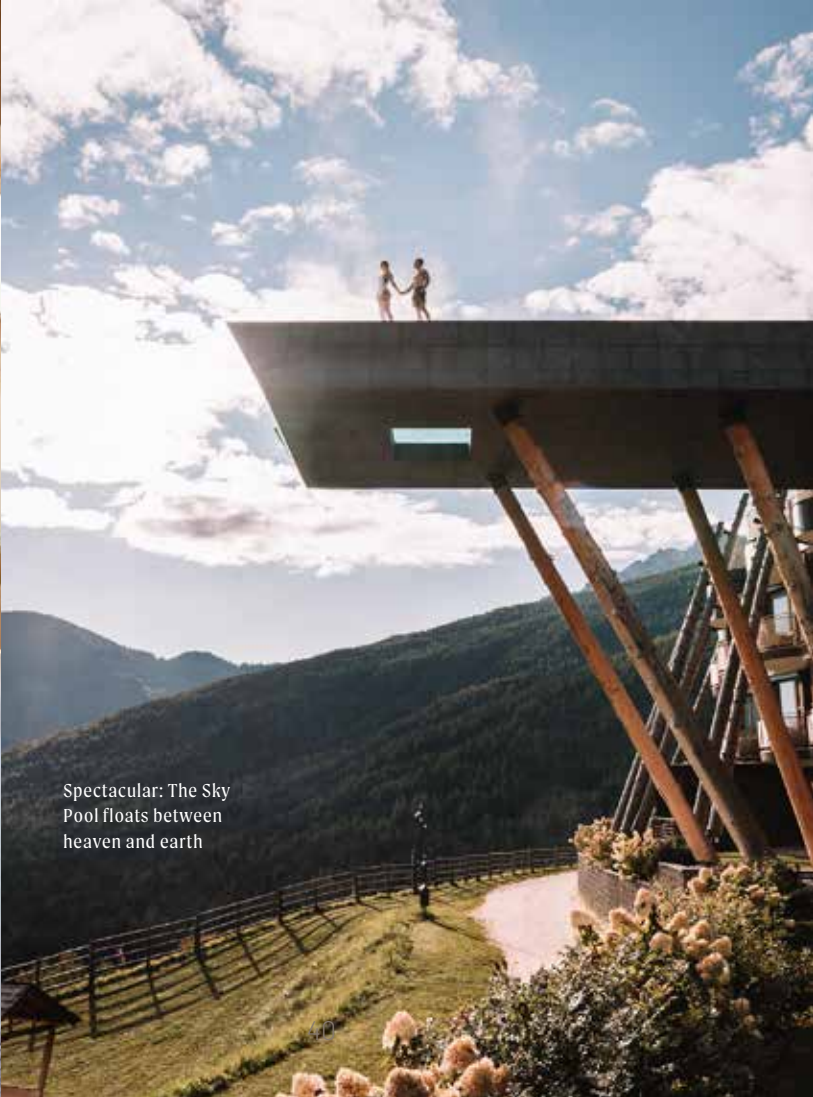




The Hubertus terrace is a magnificent spot to lie back and relax



Finding inner peace: One of the relaxation rooms in the Hubertus



Spectacular: The Sky Pool floats between heaven and earth



Refreshing salt-water tub



Mountains everywhere you look



Feeling the sun on your face -
moments of happiness in the sauna



Rounding off the evening in the lounge



Sharing the pleasures in life



A break from everyday life in a welcoming home-from-home



The final touch:
refined cuisine,
made with local
ingredients



The wine cellar leaves
no wish unfulfilled



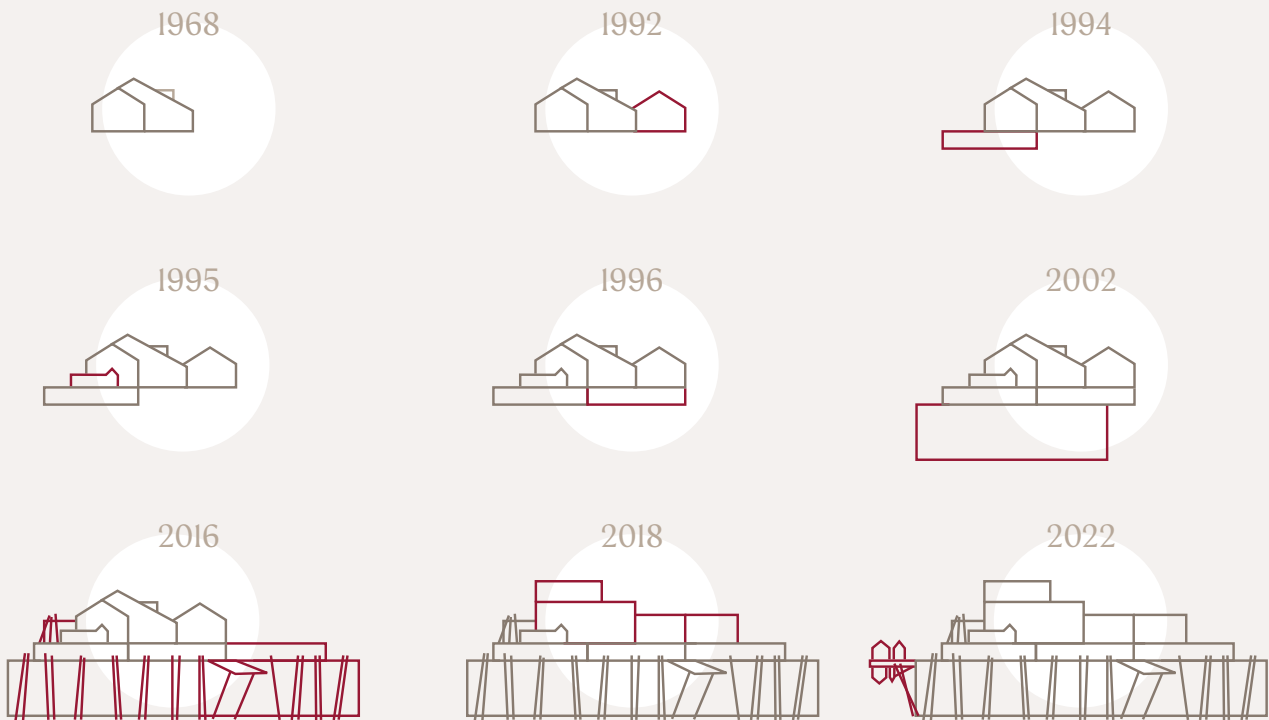
Culinary delights with a
view of the mountains

The History: The Hubertus through the years

31 CONSTRUCTION PERMITS AND ANECDOTES

Although the Gasser family was known throughout the region as traders and mechanics of Iveco vehicles, many decades earlier grandfather Franz had realised the importance of diversifying into other sectors, one of which went on to become the Hubertus as we know it today. The hotel, then, was already standing. A lot has happened in the long history of the Hubertus, and we'd like to illustrate it for you in brief here with some notable episodes

and tales told by some of our partners and Mr Gasser himself which will give you both a smile and a bit more: If you read closely, these anecdotes offer a fascinating insight into the connection between success and the respect, values and commitment which have gone on to become a relationship of loyalty and trust between the Gassers and their countless business partners.



1968

Franz Gasser purchases the Haus Höhenrain in Geiselsberg.

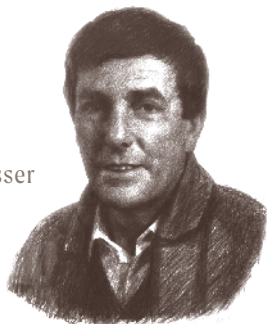


ANECDOTE

HUBERTUS, OUR GRANDFATHER'S REFUGE!

This house was the Sunday bolthole of Franz Gasser, particularly when he wanted to enjoy a party with his friends. One particular Sunday afternoon, it was one of these friends who pronounced the decisive words: "Franz, this house is going to auction next Friday. You have the money, buy it or somebody else will!" Although it remains unclear whether it was this advice, a well-planned investment strategy or the fear of losing his favourite place, Franz got down to business, and bought the house for 50 million lire – a lot of money at that time. And as a keen hunter, he was not long in finding the perfect name for his – now his own – refuge: Haus Hubertus, after the patron saint of hunters.

Franz Gasser



The guesthouse was then run by Wolfgang Schnarf, and later, for three years, by Christoph Peer, who went on to open his own hotel in Mitterolang; it was then leased to Othmar Feichter for 10 years and, finally, to Therese Jud for another 5 years.

1984

Franz's son Christian Gasser took over the hotel at the age of 21 and opened up for his first winter season as a 2-star guesthouse.



1985

First renovations, construction of a dormer window.



ANECDOTE

THE FIRST RENOVATIONS, AND THE DORMER THAT WAS TOO SMALL

At the age of 21, son Christian took over the running of the Hubertus guesthouse so that he could make something of it. No sooner said than done, and he got started with his first renovations. The idea was certainly promising: To create more bedroom space by installing a dormer window.

And the moral of the story?
You learn from your mistakes!

The scanty result was just one more room. It was only afterwards that he realised that, if he'd just made the dormer a little bit bigger, he could have got two rooms out of it. However, the beginner's error was remedied in 1988. And the moral of the story? You learn from your mistakes!

ANECDOTE

A TRULY UNFORGETTABLE CHRISTMAS EVE

It was Christmas Eve in the 1980s. But the proverbial Christmas peace was soon to end: the hotel's septic tank had broken, and the plumbers in Olang had already closed up shop. After a lot of trying, they finally managed to get through to somebody at the other end of the line: It was the boss himself, who rushed to the Hubertus together with his wife, to join forces and resolve the problem. And, on a freezing winter's night, they succeeded. At least in stages, as a digger still had to be brought in the next day. However, the help and personal support that the Untengassmairs offered was remembered for many years to come and, still today, they are our partners for our plumbing requirements.



1989

Helga & Christian's wedding

1992

Construction of the private apartment



Daniela, their first child, came into the world in 1992.



To maximise the company's utilisation of capacity, Helga and Christian Gasser founded two travel agencies for coach tourism.

1994

The first investment in sustainable energy sources were made as far back as 1994 when, rather than opting for the cheaper solutions available at the time, such as oil heating, a **woodchip heating system** was installed with great foresight.



1994, construction of the **indoor swimming pool**



1995

Son Markus was born.

1995 Construction of the **hotel bar area**



1996

Construction of **additional bedrooms**



1997

Construction of the **children's playground**



1998

Construction of the **outdoor hot tub**



ANECDOTE

THE SOUVENIR FROM AMERICA

The year is 1997. During a winter holiday in Canada with some friends, Christian was mesmerised by the outdoor hot tubs in the snow which are so common over there. When he got back home, he started planning something similar straight away. However, his father was not quite of the same opinion: A pool out in the cold! With the best will in the world, that is never going to go down well in the Pustertal! Despite his father's misgivings, Christian's enthusiasm prevailed: The tub was built, and peace in the family took its leave for a while. One day on arriving at the hotel, his father saw how much the guests were enjoying relaxing in the hot tub and said dryly, "You did good." And with that, family relations were restored. Rare praise from his father, and all the more precious for that.

1999

Construction of the **Outdoor Music Pool**



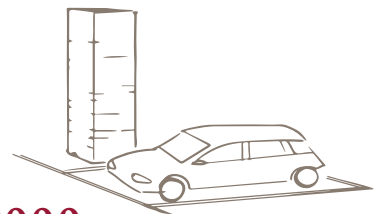
ANECDOTE

FIFTY-FIFTY

A noted company in the Pustertal were commissioned with a large-scale project in the Hubertus. One day, the company owner contacted Franz Gasser, Christian's father, in person; somewhat dejected, he reported that he had miscalculated the costs of the construction work – to the tune of 200 million lire! They agreed so split the difference fifty-fifty.

Where there's a will,
there's a way!

And this is how his father dealt with it, telling Christian in constructive tones "We've just agreed to share the additional costs between the construction company and the Hubertus." Too stunned to do anything but agree, Christian was well aware that his father's deal had left him with 100 million more in debt. But as the saying goes: Where there's a will, there's a way!



2000

Cogeneration plant, woodchip storage area, followed by the large hotel car park

2002

Large-scale extension works: Bedroom wing, garages, large sunbathing area.





Helga and Christian Gasser took on the responsibility for the entire planning and tendering process for the construction works himself.

2003

Completion of extension works with fitness room, children's playroom, beauty department, Alpenreych park, sunbathing lawn, alpine log cabin sauna.



2004

Renovation of the Stube, entertainment room, fireplace lounge, rustic Stube and buffet.



2005

Dining room



2006

Relaxation room, open-air pool



2007

Panoramic bedrooms



Sustainability, Hubertus style

"Sustainable construction was ridiculed for many years," says Christian Gasser, now senior manager. "From the very outset, it was important to us to integrate sustainable energy management into our hotel concept. Feeling good and relaxing, sitting back and recharging one's own batteries. In the long term, all of this goes hand in hand with respect for our environment and a mindful approach to resources." At the Hubertus, this philosophy is clear to be seen: Heat is generated by the hotel's own heating plant, which runs on scrap wood sourced from local farmers, Electricity, on the other hand, is produced by the hotel's own photovoltaic plant. This not inconsiderable quantity of

"From the very outset, it was important to us to integrate sustainable energy management into our hotel concept."

electricity, generated primarily in the summer months, provides a significant contribution to covering the hotel's power requirements. Wood heating is carbon-neutral, and, as such, con-



tributes to environmental protection. "Through ultra-modern combustion technology in our heating plant, and its energy efficiency, wood heating is far and away the most sustainable alternative to oil and gas heating," says the senior manager, as certain as he is satisfied with the hotel's sustainable energy concept. "Because the future begins today!"

2011

Salt-water tub



2015

New heating chamber and ski depot



2015–2016

Conversion and extension:
A variety of Stube, reception, entrance, lounge, log-cabin sauna, relaxation pavilion, fitness room, redesign of the exterior of the hotel, completion of the outdoor Sky Pool



2017

Garden of Eden, bowling, ten-pin bowling, children's playpark.



In 2017, our dog Nala joined our family

2018

Beauty reception, staff house



2019

Roof greening, bar, lounge



31 Construction permits had been issued by 2022.

2020

Daniela and Markus take over the family business together



2022

Relaxation room, Heaven and Hell



#staytuned



Life in motion

Unspoilt landscapes, majestic peaks, clear blue skies, and the activity programme of our “Belvita Active” hotels – these are the ingredients for an unforgettable active holiday in South Tyrol for hikers, climbers, bikers, winter sport lovers, and exercise fans of all kinds. Guided tours, free equipment rental, special lift rates, and much more are all included.

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