



5* HOTEL DAS CENTRAL

Sölden's iconic hotel celebrates 50th anniversary

Being the town's very first five-star hotel, Das Central has played a vital role in Sölden's success of becoming a hotspot for international winter sports enthusiasts. For more than five decades, Das Central has been widely known as a place of encounter as well as for indulgence in a luxurious ambience. To mark this year's anniversary, we are now publishing a book on the history of the legendary hotel in the heart of the Ötztal valley. The book is filled with anecdotes, insights and heart-warming stories of those who have contributed to the popularity of the iconic hotel.

As early as the 1960s, the founders of the local mountain lift company, Bergbahnen Sölden, demonstrated a genuine entrepreneurial mentality: The lack of luxurious accommodation inspired the three local pioneers Hans Falkner, Hermann Gurschler and Martin Riml to build the "Sporthotel Central" in order to boost the image of Sölden. Just before Christmas 1969 the innovative hotel opened its doors and celebrated its first successful year of operation in 1970. Today, we proudly look back on five incredible decades as we celebrate the 50th anniversary.

BY PEOPLE, FOR PEOPLE

While appearance, equipment and branding have changed several times over the years, the unique personal level remained consistently. This continuity is also strongly reflected in the structure of staff. The Central family comprises a wide range of personalities and characters who have been part of the house for many years. They all share the mission to create a welcoming atmosphere and provide hospitality to all guests.

Hostess Angelika Falkner has been fascinated by the hotel industry since early childhood, and she loves to meet people from all over the world. From 2009 to 2019, Falkner and her team welcomed guests from 100 different countries to Sölden. It is the outstanding flair that fascinates a growing number of Das Central aficionados. For these long-time regular guests, the question of the preferred hotel does not even arise; they found it in Sölden and recommend it to families and friends.

Feedback by regulars from the Netherlands sums it up in a nutshell: "For Das Central, it is natural to know its guests. After all, this is the only way they can spoil us properly". Prestigious awards such as the listing among the "Top 25 Luxury Hotels in Austria" emphasise these high-quality standards.



INDULGENCE IN ALL ITS VARIATIONS

Rigour and consistency. These two elements have been key to the progression of Das Central to one of the leading hubs for gourmet food connoisseurs. Since 2002, Das Central's kitchen holds the "eternal toque - Toque d'Honneur" from Gault Millau. Numerous other awards, such as the title of Austria's best wine hotel, underscore this status. With the "Wein am Berg" festival, the team around Das Central successfully launched one of Europe's leading culinary and wine events. The festival has been bringing international top chefs and renowned winemakers from all over the world to the Ötztal since 2001. The driving spirit behind this event was the former hotel director Gottlieb Waschl, who was honoured with the distinguished Bacchus Award for his oenophile efforts. The 5-star hotel is home to fine cuisine with character, managed by chef Michael Kofler and his 25-member crew. All-year-round.

EXQUISITE STORIES

As a "home for sensations", Das Central now recalls its first 50 years in the new book. On 148 pages, even insiders are treated to numerous "aha" moments and get a glimpse behind the scenes of the house and the people who work there. The TV chef and "Pâtissière of the Year" Eveline Wild fondly looks back on her time in the "sweet corner" of Sölden. The British art director Neal Callow, who accompanied all James Bond films starring Daniel Craig, shares his personal experiences during the shooting of Spectre and the implementation of 007 ELEMENTS at the summit of the Gaislachkogel mountain.

ABOUT DAS CENTRAL SÖLDEN

The first 5-star hotel of the renowned Tyrolean tourism resort is part of the local ski lift company "Bergbahnen Sölden" and has been welcoming guests from all over the world since its opening in 1969. According to the philosophy "Alpine . Luxury . Life", the family-run establishment offers over 250 beds, from stylish rooms to luxury suites, spa facilities on 1,500m² as well as culinary delights at an exceptional level (2020: 3 toques; and the eternal toque "toque d'Honneur" since 2002). Wine enjoys a high priority in the hotel: The cellar of one of Austria's leading wine hotels holds over 30,000 bottles, and the menu includes more than 600 positions. As a venue for customer events, well-known brands such as BMW have trusted the hotel's excellent host qualities for many years.

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