

Modernization of Kitchen and Restaurant Completed

A nearly 630-year-old guesthouse has a fresh look: the restaurant and kitchen of the Best Western Plus Hotel Goldener Adler in Innsbruck are now completely modernised since the beginning of 2019, following a four-month conversion and renovation phase. New developments include a high-class wine bar and three new hotel rooms in the city centre. The Hackl hotelier family has invested two million Euros in the modernisation.

Innsbruck, November 19th 2019. Shorter distances, increased energy efficiency, improved comfort for guests and staff: the modernization of the restaurant and kitchen of the Best Western Plus Hotel Goldener Adler in the center of Innsbruck has been completed. In just four months and while the hotel continued to operate, the Hackl family renovated the heart of the Goldener Adler, a traditional inn that has hosted guests such as Goethe, Mozart and King Ludwig of Bavaria over the past 600 years. The Hackl hotelier family has been running the hotel and restaurant since 2014. A total of two million Euros were invested in the modernization – a sustainable conversion that has created important conditions for the future. "Not one stone remained on top of the other", Thomas Hackl, director of the hotel, sums up the work. Together with his employees, the hotelier has removed 280 tons of rubble. Whole columns have been moved by workers. Since the kitchen was moved from the first floor to the ground floor, i.e. on the same level as the restaurant, three additional hotel rooms were created in its old place. Hackl has also opened a new wine bar in the historically protected Hotel Goldener Adler. Here, the gastronome passionately serves fine wines from all over the world. In all other areas, the Innsbruck-born gourmet relies on products from Tyrol or Austria. His sister and chef Madeleine Hackl, for example, uses fresh regional products in her newly modernized kitchen.

Focus on Sustainability

With the renovation, a variety of smart technology solutions were implemented in the kitchen to save electricity, energy and water in all areas. The challenge was to integrate modern technology into an over 600-years-old house that is historically protected – but Hackl has accomplished his mission. The host lays a great focus on sustainability and regional resources. So, guests might not find Italian classics as Aperol Sprizz or Martini on the menu, but the locally produced Schilerol Sprizz and a wormwood from South-Styria. Thus, the delivery routes remain short and the guests can get an idea of the regional producers if they are interested.

Typical Tyrolean Style Paired with Modern Elements

The restaurant and bar of the Best Western Plus Hotel Goldener Adler are generously furnished with natural materials that give the historical building a contemporary yet typical Tyrolean style. Modern lighting elements literally put the new ambience and original stucco elements in the right light. Old wooden beams from the restaurant were "upcycled" and reused in the newly created hotel rooms. Noble fabrics such as velvet make the design concept exciting. The company Kaeltepol from Innsbruck, with whom the Hackl family has been working together for many years, is responsible for consulting and implementing the new design. "The result of our redesign is not a mainstream product, but smart and well-built and a mix of styles that harmonizes as an overall concept," Thomas Hackl describes the new furnishing concept of the Hotel Goldener Adler. "So much history exists in this house, and we want to worship it also with the furnishings. For us, the concept makes sense in its own harmony, even if not everything is at right angles. After all, the house has 600 years on its back – but time never stands still," says the host.

The following press picture is available for download:

At the traditional Best Western Plus Hotel Goldener Adler in the heart of Innsbruck, modern lighting and fabrics meet natural materials and 600-year-old structures.

Download PRESS RELEASES and PRESS IMAGES:

www.bestwestern.de/presse

–

About Best Western Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand with a global network of over 4,500 hotels in nearly 100 countries and territories worldwide. The brand family includes both full brands and soft brands for all categories worldwide. In total Best Western offers 16 hotel brands to suit the needs of developers and guests in every market. Best Western branded hotels include Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÄ«b®, GL , AidenSM, SadieSM, BW Premier Collection®, and BW Signature Collection®. Through recent acquisition of WorldHotels in February 2019, Best Western now also offers WorldHotels® Luxury, WorldHotels Elite and WorldHotels Distinctive brands. Completing its portfolio, Best Western offers SureStay®, SureStay Plus®, and SureStay Collection® franchises**. Now celebrating more than 70 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and award-winning online and mobile booking capabilities. All Best Western, WorldHotels and SureStay branded hotels are independently owned and operated. Now celebrating more than 70 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and award-winning online and mobile booking capabilities.*

Best Western Hotels Central Europe (BWCE) headquartered in Eschborn / Germany is in charge of around 230 hotels in ten countries: Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxembourg, Slovakia, Slovenia and Switzerland. In addition to its German headquarter in Eschborn there is a regional office in Vienna, Austria. All city and resort hotels of Best Western guarantee uniform and consistent quality standards worldwide and at the same time retain their individual style and their entrepreneurial independence.

As a service partner Best Western pursues to increase the profitability, success and competitiveness of their member hotels. Best Western Hotels maintain their independence while locking in all the advantages of the world's largest lodging affiliation. Member hotels benefit from a powerful global brand with full-service support and comprehensive marketing and sales activities for all relevant market segments and target groups. All hotels are optimally presented and bookable through all worldwide reservations and online booking channels. More than 40 million travelers are members of the brand's award-winning loyalty program Best Western Rewards®, one of the few programs in which members earn points that never expire and can be redeemed at any Best Western hotel worldwide. More information: www.bestwestern.de and www.bestwestern.com

** Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.*

***All Best Western, WorldHotels and SureStay branded hotels are independently owned and operated. In Europe all hotels of SureStay are branded as Sure Hotels.*

For further information please contact:

Best Western Hotels Central Europe GmbH

Anke Cimal, Head of Corporate Communications

Sophie Elise Pauly, Junior Manager Public Relations

Frankfurter Strasse 10-14, 65760 Eschborn, Germany

Tel: +49 (0) 6196 - 47 24 301, Fax: -129

Mail: anke.cimal@bestwestern.de

Websites www.bestwestern.de, www.bestwestern.de/presse