

**Sonnenalp Resort  
of Vail**

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**Sonnenalp Resort  
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**HISTORICAL OVERVIEW OF THE  
SONNENALP FAMILY OF RESORTS AND HOTELS**

- 1919 Eleanor and Adolf Fässler build a simple ranch house in Ofterschwang, Bavaria, the modest beginnings of the Sonnenalp Resort of Bavaria. Eleanor and Adolf are the great grandparents of Johannes Fässler, current owner and general manager of the Sonnenalp Resort of Vail.
- 1923 Guest rooms, a dining room and Moor spa treatment are added to the ranch house.
- 1932 The name Sonnenalp, meaning “Sun on the Mountains,” is registered.
- 1932-1949 Ludwig and Resi Fässler (Johannes’ grandparents) take over management of the Sonnenalp of Bavaria and embark on renovations and additions that add 80 beds to the hotel.
- 1949-1955 Guest rooms are expanded and enhanced, the existing restaurant undergoes remodeling and a new restaurant is added to the hotel complex.
- 1956-1961 The Sonnenalp Resort of Bavaria undergoes a major expansion that includes the addition of a new wing with 53 guest rooms, new kitchen, indoor swimming pool, sauna, tennis courts and a 70-room employee housing facility.
- 1964-1965 A tunnel is built to connect the new wing to the main hotel building.
- 1967 A fire destroys the main hotel including 120 beds and restaurants. The Fässlers construct a new building and open in time for a record-breaking Christmas season.
- 1968 Ludwig and Resi’s son and daughter-in-law, Karl and Gretl Fässler take over operations and management of Sonnenalp Resort of Bavaria, which now boasts 180 employees. The focus of the resort is recreation, health and family-oriented activities with “uncomplicated comfort.”
- 1972 The Sonnenalp Sports Center opens in Bavaria, a 20,000 square foot multi-use facility that includes two indoor and two outdoor tennis courts; three squash courts, shooting range and youth club.

- 1973 The Sonnenalp Resort of Bavaria becomes a private club, ensuring optimum personalized service for all guests.
- 1975 The Sonnenalp Golf Course, a championship 18-hole, 6500-yard course in opens in Bavaria.
- 1979 Karl and Gretl Fässler purchase the Wedel Inn Motel in the heart of Vail, Colorado. The motel is completely remodeled and opens as the Sonnenalp Hotel in Vail with 38 rooms.
- 1984-85 Johannes Faessler graduates from the University of Denver with a bachelor's degree in Hotel and Restaurant Management and takes over as general manager for the Sonnenalp's Vail property.
- 1986 The Fässlers purchase the nearby Kiandra and Talisman Lodges in Vail Village and completely remodel both buildings. The Sonnenalp properties now include the Austria Haus, the Swiss Haus and the Bavaria Haus.
- 1987 The Sonnenalp purchases Singletree Golf Club, an 18-hole championship Scottish Links course, with tennis courts, swimming pool and clubhouse facilities 13 miles west of Vail.
- 1991-93 The "Bavaria Haus" in Vail is demolished and re-built as the Sonnenalp Resort of Vail, a first-class, all suite hotel with spa and health club facilities, two restaurants (Ludwig's and the Bully Ranch) and a lounge (King's Club).
- 1994 The Sonnenalp Resort of Bavaria celebrates its 75<sup>th</sup> Anniversary. Michael Fässler (Johannes's brother) becomes managing director.
- 1995 Eighty-eight new suites in the Sonnenalp Resort of Vail are completed.
- 1997 The Austria Haus is transformed into the Austria Haus Club and Hotel, 25 hotel guest rooms and 18 luxury condominiums, managed by the Sonnenalp Resort of Vail. The condominiums are offered for sale as a deeded or fractional fee ownership program. The project sells out within two years.
- 1998 The Swiss Haus is renamed the Swiss Hotel and Spa.
- 1999 The repositioning of the Sonnenalp Family of Resorts and Hotels is completed, creating an umbrella organization that allows each property to be marketed to a distinct audience. Lodging and vacation packages are tailored accordingly.
- 1999 Renovations on the Sonnenalp Resort of Vail and Swiss Hotel spas begin, creating full-service European spas at both properties.
- 2000 The Sonnenalp Resort of Vail is selected as one of the fifteen best ski resorts in North America in the annual *Condé Nast Traveler* 2000 readers' poll. Sonnenalp Resort of Bavaria is rated number one vacation resort in Germany. Michael Fässler is named "hotelier" of the year by renowned German trade magazine.

- 2001 The Sonnenalp Resort of Vail is accepted as a member of the Leading Small Hotels of the World.
- 2001-02 The Sonnenalp Golf Club hosts the 2001 and 2002 Colorado Open championships.
- 2004 The Swiss Hotel and Spa is closed to be redeveloped as One Willow Bridge, 22 whole and fractional ownership condominiums, scheduled for completion in December 2005. The Sonnenalp will manage the property.
- 2004 The Sonnenalp Resort of Vail implements phase one of its “Refining Luxury” plan, expanding the Sonnenalp’s spa facilities to accommodate the therapists and treatments from the Swiss Hotel and Spa.
- 2004 The Sonnenalp Spa re-opens with 9 treatment rooms and decorator colors reminiscent of the Swiss Hotel Spa.

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