



OUR OWNER TALKS ABOUT THE BLACK FOREST, POTENTIAL AND THE WILLINGNESS TO TRY NEW THINGS

A chat with Thomas Banhardt

Where did you get the idea for taking over an old hotel in the Black Forest?

Herr Banhardt: When I bought the Feldberger Hof together with my wife, it didn't really seem to be an attractive option. But we wanted to settle down somewhere and, at that time, I didn't look for somewhere in the same way that a German would.

What do you mean by that?

Herr Banhardt: I wasn't looking for a finished product but rather somewhere with potential and that is exactly what the Feldberger Hof offered. This was more exciting & significantly less expensive. ;)

How did you recognise that?

Herr Banhardt: There was always a great deal going on at the Feldberger Hof in every season. The hotel is located a nature reserve but is by no means isolated – and that's exactly what families like. A good combination of calm and action – the previous owner did a great deal but didn't really do anything properly. We then found the perfect target group and since then everything has been going really well. Furthermore, so far there has been no comparable concept in the Black Forest – and the location close to the ski slope is, of course, also ideal. Then we invested a great deal, made a lot of renovations and the result was definitely worth it.

Where do you find the inspiration for new investments?

Herr Banhardt: I've travelled a great deal in my life and acquired a great deal of experience overseas. I believe that this expanded my horizons, as I learned to be open for new things and not see them as something negative. Not all new things are bad and we must get away from viewing change as something negative. Of course, we must also learn how to assess risks and not simply invest in meaningless things- The first question should always be – “Will this appeal to my target group? Will it bring added value for my guests?” If the answer to these questions is a clear “yes”, then the innovation is definitely worth considering. We must continually improve our product.

Will the “Feldberger Hof” product be finished at some point?

Herr Banhardt: Mmm. There'll always be something to do, but I think that the construction of the new event hall behind the hotel and redesign of the area around the hotel are a fairly big step towards “completion”. We won't stop renovating and updating or adding smaller things – we enjoy doing this too much.

One final question – how can you retain the sense of Black Forest calm when there is so much going on?

Herr Banhardt: I'm not from the Black Forest originally (laughs)

But you're still very calm ...

Herr Banhardt: Yes, that's true. As you get older, you learn to draw conclusions from various situations and acquire a great deal of experience. Problems also make us more relaxed – we simply learn to set priorities. We know what is urgent and what we can handle later and work our way through the list.

Thank you for taking the time to speak to us & for the helpful tips.

Herr Banhardt: You're welcome!