

# About us

### **The Senn Family – Tradition and Innovation in the Mountains**

The Sennhütte is a family-run establishment steeped in tradition, delighting guests from around the world since 1982. Founded by Karl and Annemarie Senn, the Sennhütte owes its current popularity to their passion and dedication. Karl, with his charm and humor, quickly made a name for himself as the charismatic host of the hut, receiving strong support from his sons Markus and Simon.

Today, the Sennhütte is managed by the second generation, with Markus and his wife Tanja at the helm. The couple complements each other perfectly, running the hut as a well-coordinated team. Their children, Fabian and Lisa, are already deeply involved in the business, working towards one day taking over the Sennhütte as the third generation.

### **A Storied History – From Challenges to Success**

The history of the Sennhütte is marked by many ups and downs that have profoundly shaped the business. The initial phase was particularly challenging: the first winter brought unusually warm temperatures, with snow not arriving until January. During this difficult time, Karl and Annemarie relied heavily on the support of ski instructors and locals.

Despite these early challenges, the Sennhütte quickly became a popular gathering place. Thanks to Karl's humorous nature, legendary parties, and the warm atmosphere, the hut gained increasing fame over the years. It has even hosted distinguished guests such as the King of Jordan, Prince Andrew of the United Kingdom, pop stars like Kim Wilde, and tennis legends such as Roger Federer and Novak Djokovic.

### **Today and Tomorrow – A Destination for Connoisseurs, Sports Enthusiasts, and Nature Lovers**

Today, the Sennhütte is more than ever a magnet for connoisseurs, sports enthusiasts, and nature lovers. The hospitality and high standard of management have been passed down through generations and continually refined.

In recent years, the Sennhütte has seen numerous improvements and innovations. In 2008, Tanja initiated the "Wunderwanderweg," a nature trail that invites guests to discover the small wonders of nature. With her extensive training, including certifications as a nature and hiking guide, climate educator, forest bathing trainer, and master distiller, Tanja consistently brings new ideas to the Sennhütte. She spares no effort, personally tending to the plants and gardens with the support of the entire family.

### **The Sennhütte's Recipe for Success**

The Sennhütte exemplifies the harmonious blending of tradition and innovation. With a deep understanding of nature, a keen awareness of guest needs, and tireless dedication, the Senn family has created a recipe for success that has endured for over 40 years—and will continue to thrive in the future.