

THE SWAROVSKI EXPERIENCE



With a lineup of so many top-notch events, it's difficult to call out any certain one as superior. However, The Swarovski Experience has always been a fierce contender for that top spot. And just when you think this event can't get any better, they take it up another notch for our CLUB Members.

After a year of nearly no international travel, 6 CLUB Members and their observers boarded flights bound for Innsbruck, the notorious mountain town located in the Tirol region of Austria. Although a little jet-lagged, they were met upon landing by myself, their dedicated CLUB Host, and the personal Swarovski driver. From there, the group was shuttled about 40 minutes away into the small town of Seefeld, a beautiful village in the valley adorned by breathtaking peaks and winding ski slopes. As guests got checked into their beautiful rooms at the Hotel Klosterbräu, they were in awe of the immaculate details of this historic 1800's hotel which was originally a roman catholic monastery. There's something about being in such a fascinating place that instantly brings people together, and as glasses of in-house champagne beer were passed out to guests in the original wine cellar, the first of many cheers was had to what would be an incredible week in Austria.

The group continued the trip with the executive tour of the Swarovski factory and facilities in Absam, a town about an hour away. With a campus situated at the base of the mountain and encompassing a preference of "ecological architecture", CLUB Members were instantly impressed by the facilities. As they were welcomed by various Swarovski Austria executives, they were guided through the factory for a once-in-a-lifetime look into the world's best optic glass. The day wrapped up with a presentation on the traditions of hunting in Austria, and the anatomy of the chamois, the trophy they would be chasing the next day. All hunters then met their Jäger (professional hunters), and the plan was set for the next day. An amazing day ended with an amazing meal of traditional Austrian fare and wines and the group headed to bed, ready to hit the Alps the next morning.

Still dark to the rest of the world, our hunters were up early and headed up into the Austrian Alps for 3 days of chamois hunting. Photos couldn't due justice to the unbelievable beauty and power of the mountains as the sun rose over the peaks. With many hunters harvesting animals above the tree line, each one of them put in their fair share of hard work to place their hands on their animal. Throughout these three hunting days, all observers enjoyed their own itineraries, touring, bike riding and exploring other local attractions lead by the Swarovski team.

The final evening was capped off with a closing ceremony at the Swarovski family cabin, a place very few people have the chance to say they have experienced. Without disclosing too much information about this ceremony out of respect of the Swarovski family, and the surprise of future guests, it's fair to say that all hunters were blown away by this experience. Getting to see and feel first-hand the honor that goes into the opportunity to hunt chamois in Austria is something they'll never forget.

It goes without saying that this event is second-to-none. The attention to detail, the nailed down logistics and the traditional Austrian culture you experience all pair together to create a trip CLUB Members will cherish forever. If this is an event you've thought about before, pull the trigger. I can assure you you'll experience nothing else like.



