

---

# ADLER

HISTORIC GUESTHOUSE

**“returning to the beginning,  
tracing, discovering,  
understanding, and at the same  
time, thinking of today”**

**1500** The first records of “zum Goldenen Adler” as a guesthouse. Ulrich Halbegg, mayor of the city of Brixen and, two years later, Ruprecht Halbegg were the hosts of the establishment at that time.

**1520** Brixen was flooded. Records from that time state that Ruprecht Halbegg’s “am Gulden Adler” was half destroyed. Emperor Maximilian I was a guest of the establishment. He and his entourage are said to have stayed overnight at the historical site.

**Charles V** is also said to have stayed here. According to the city tax established in 1523, the Halbeggs’ “Goldene Adler” consisted of two houses. In a letter from 1555, it is stated that Juliane Halbegg had sold the building, now consisting of three dwellings, to Augustin Beeseen from “Torbl am Gartsee” (Torbole on Lake Garda?), who in turn had sold it to Hans Kienhuber.

**1579** However, Hans Kienhuber died and Melchior Peisser married the owner’s widow, Maria Kienhuber. The Peisser family came from the Peisserhof in Oberau near Franzensfeste. Some of them came to Brixen, where they soon entered the service of the prince-bishop’s court.

**1580** The French writer and philosopher **Michel de Montaigne** was a guest at the Peissers’ Goldener Adler. In his book “**Le voyage en Italie**”, he wrote that he stayed in Brixen, a “**Très belle ville**” (a very beautiful city) in a “**bonne auberge**” (a good hostel)!

**1582** The innkeepers had the honour of serving the entourage of Archduke Ferdinand on their way to Parma.

**1651** The future wife of Emperor Ferdinand III, Eleonora of Mantova, travelled with an entourage of 800 people via Val Pusteria/Pustertal to Vienna, and Hans Peisser entered this in his calendar on 31.03.1651.

**1659** The Venetian envoy Nani came to the establishment and ...

**1667** ... Hereditary Prince Cosimo de’ Medici honoured the Peisser family of innkeepers.

---

The Peisser family kept the inn until about 1716, when the family was ennobled with the title "von und zu Peissenau" and thus gave up the catering business.

According to the court archives, Michel Bergmeister became innkeeper at the "Goldener Adler" in 1745. A document from 1772 indicates the sale of the estate by Johann Perkmeister.

**1757 and 1758** Brixen was once again hit by heavy flooding and the Adler bridge was completely destroyed. After this catastrophe, the statue of Saint John Nepomuk was erected, who protects against flooding.

**1829** Anna Leichter, married surname Schrott, bought the building consisting of three dwellings named "Zum Goldenen Adler". From 1842 to 1915, Adler remained exclusively in the possession of the Augscheller family.

**1854** The old hall was demolished during the construction of the slaughterhouse. The newly built hall was reopened in 1881.

**1932** According to the land register, Rudolf Knoflach, a pig butcher in Brixen, bought Adler.

**1988** The "Goldener Adler" was one of the earliest guesthouses in Brixen known by name. Since 1988, the establishment has been owned by the family of Hermann and Maria Mayr, who decided to revive the long tradition of hospitality. In December 1998, the newly renovated Hotel "Goldener Adler" opened its doors. After the second round of building in autumn 1999, the hotel shone with 28 unique rooms from its reopening in April 2000.

**2015** In the competition "Historic Guest House 2015", the Goldener Adler was awarded the "Special Award".

The jury explained that the Goldener Adler is special thanks to its medieval building fabric extending up to the upper floors, adding: "However, the efforts of the owners should also be honoured, who, in contemporary conversions and extensions, have allowed both economically sensible as well as monument-conservation-compatible interventions to be carried out on this historically valuable architectural monument. The Mayr family shows great understanding for the history and the extraordinary monumental value of their establishment and has made a truly successful transformation of an "old" inn into a "new" hotel possible, which meets today's requirements and yet has largely been able to retain its original character."

**2023** Silvana and Christoph Mayr, the second generation of Adler hosts, reopened the Goldener Adler as the "Adler Historic Guesthouse" following extensive renovation work, showing their commitment to preserving and continuing to run this unique historic building for Brixen. Their vision for Adler? To let guests feel the history of Adler today and in the future, and to create a special holiday experience for every guest thanks to its unique location at the heart of the city and its extraordinary design.