



VIEW*S* & VISIONS

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Bavarian Inn Expands to a Boutique Resort Concept

Christian Asam, President and General Manager
The Bavarian Inn

Christian Asam is the President and General Manager of the Bavarian Inn in Shepherdstown, West Virginia. His parents founded the Inn in 1977 and instilled in him a love for the hospitality and tourism industry. Upon earning his degree in hotel and restaurant management, Asam worked at hotels in Vail, Colorado and Philadelphia, Pennsylvania before returning home to the Mountain State. He serves as President of the Jefferson County Convention and Visitors Bureau and is Vice Chairman of the Board of Directors for the West Virginia Hospitality and Travel Association.

The Bavarian Inn has been welcoming visitors to Shepherdstown, West Virginia since 1977. Most recently, under the leadership of my brother David and I, who are the second-generation owners following our parents, the Inn has been going through some exciting changes. Along the way, we have been careful to maintain the European charm of the Inn but have added amenities to excite and interest a new type of visitor.

Sometimes, fate intervenes and an idea just comes together. This was the case with the beginnings of the new Bavarian Brothers Brewing concept at the Bavarian Inn. About five years ago, we began noticing a change in our guests' needs. They were looking for more of an experience. In response, we added the Infinity 101 Pool and Pool Bar concept and our guests loved it! The average stay extended from one night to two or three and we saw our guests were beginning to treat us more as a vacation spot.

In addition, we realized guests were interested in a more casual dining experience during their stay. My brother David noticed that on an average night in the Potomac Room, our formal dining space, demand was getting lighter, while the Rathskeller, our more casual dining option, was experiencing 30-minute waits for a table.

Creating another casual dining experience and an area for people to



Above: David and Christian Asam showcase the new Bavarian Brothers Brew Pub and Lounge featuring craft brews, fine wines and delicious food in a relaxing atmosphere.

Opposite page, Image 1: Guests can relax fireside with the Bavarian Inn's unique brand of European hospitality. **Image 2:** The Brew Pub's dining area mimics a German-style beer hall. **Image 3:** The cascading edge of Infinity 101 Pool and Bar dangles exactly 101 feet above the Potomac River edge, showcasing a breathtaking view of the river as it winds through the valley towards Washington, D.C. and the Chesapeake.

meet, mingle and relax became a priority. Thus, the beginnings of the discussion of how, what and where. The priority was to add something new, not to replace the amenities that guests have loved for over 40 years.

Ironically, we became acquainted with the craft brew movement in different places, but at the same time. I was at a conference where they were talking about beer tours, and David was at a different place visiting some breweries. When we both got back to the Bavarian, we looked at each other and almost simultaneously said “we need to be making beer.”

Once the decision was made to start a brewery, it was very important for us to celebrate the history of the Bavarian Inn. We took a bit of a whimsical approach to this new concept in naming the beers, such as Luggage Assistance Porter and Appalachia Ale. At the same time, we wanted to honor the founders, our parents Erwin and Carol Asam, and our family roots in Munich, which date back to the 1700s. And that’s where we get Carol’s Royal Stout, Erwin’s Angry Ale and our Mecklenbrau German Pilsner.

The changes at the Bavarian Inn represent a move from a traditional country inn to what we call a “European-inspired boutique resort.” Our Potomac Room and Rathskeller still offer the experience guests have know for the past 42 years. But our new Bavarian Brothers Brew Pub and Lounge offers a casual area for craft beer, creative cocktails and intelligent small bites.

In addition to these changes, we have renovated hotel rooms, banquet spaces and made many improvements to the 11-acre campus. David and I are very proud of our service team and our improved product, and we look forward to welcoming guests back again and again to experience our Boutique Resort and Brewing Company at the Bavarian Inn. ♡

