

Always in the Spotlight: Ronaldo



In the spotlight: Cristiano Ronaldo, the Al-Nassr team, and the Brandlhof team, who hosted the Saudi top guests for a full week.

The superstar was modest and polite at Gut Brandlhof

It's often the same story with top stars and their appearances: first, there's a massive hype, a lot of excitement, and more restrictions than access – and then? The global superstar turns out to be completely down-to-earth, showing himself to be polite and respectful.

That's exactly what happened last week in the beautiful Salzburger Land, where Cristiano Ronaldo's team, Al-Nassr FC from Riyadh, chose to prepare for the upcoming season – and clearly felt at home at Hotel Gut Brandlhof near Saalfelden.

At first, the rain was a welcome change for the sun-soaked Saudis, but in the end, the weather became a bit too wet for the professional players... Departure was on Thursday evening.

Nonetheless, the "Ronaldo Week" ended with plenty of good news! On the one hand, the Al-Nassr players trained daily for several hours on the hotel's FIFA-certified football pitch, played friendly matches in the region, and enjoyed the Brandlhof spa and gym together with their 70-member entourage.

On the other hand, the professional players had their own chefs collaborate with the hotel's kitchen team, joked around with the service staff – and most notably, Ronaldo himself was professional, polite, and respectful, happily signing autographs for kids and hotel guests.

Thomas Bauer, General Manager of Hotel Gut Brandlhof:

"Let me put it this way: I've been working in hospitality for 15 years – this was by far the most intense week I've experienced, organizing everything in a way that satisfied the team from Riyadh, our hotel guests, the spectators, and the media.

Our hotel staff was extensively briefed in advance and prepared for different scenarios. We expected a large crowd of fans and took appropriate measures – for example, our hotel guests received personalized wristbands to ensure a smooth flow throughout the entire property.

At this point, I want to express my deepest gratitude to our 120 Brandlhof employees."

Regarding the world-famous "CR7," the general manager draws a positive conclusion:

"Cristiano Ronaldo behaved very politely and discreetly towards both our hotel staff and guests. His demeanor was consistently respectful and professional. And the team – as the players and staff told us upon departure – was super happy here in the Salzburger Land. Even the bodyguards!

The entire team gave us thoroughly positive feedback regarding our service and the overall experience on-site. For 2026, we're all hoping for better weather. But we'll definitely strengthen our security concept again to handle the Ronaldo hype in Austria."