



Media Release, 23 June 2015

Swiss Deluxe Hotels has two new members: The Alpina Gstaad and The Chedi Andermatt were unanimously elected at the General Meeting in Zermatt.

As of yesterday, the Swiss Deluxe Hotels are now 41 in number - the association of Switzerland's most exclusive luxury hotels admitted two new member hotels at its General Meeting on Monday, 22 June 2015. The Alpina Gstaad and The Chedi in Andermatt were unanimously elected new Swiss Deluxe Hotels by the 39 existing members.

Swiss Deluxe Hotels is the association of the most exclusive and luxurious 5-star hotels in Switzerland. The Alpina Gstaad and The Chedi in Andermatt, both established in recent years, met the rigorous criteria for admission to Swiss Deluxe Hotels with flying colours. A Swiss Deluxe Hotel has to meet more than 850 quality standards, both on admission and at the annual tests. What is more, a hotel has to have been run successfully for at least one year after opening.

The Alpina Gstaad

In many ways, The Alpina Gstaad sets a new benchmark in the luxury hotel trade in Switzerland. With its perfect location and excellent service, The Alpina Gstaad makes an enormously positive contribution to the Swiss hotel industry. "We're very pleased that The Alpina Gstaad will now be able to share the quality label and prestige of Swiss Deluxe Hotels," says Eric Favre, Managing Director, The Alpina Gstaad. The Alpina Gstaad has 56 rooms and suites and indulges its guests with facilities that include three restaurants. Jan E. Brucker, President of Swiss Deluxe Hotels: "Eric Favre is one of Switzerland's most renowned hoteliers and was President of Swiss Deluxe Hotels himself from 2006 to 2009. It gives me great pleasure to be able to welcome this hotel and Eric to the association of Swiss Deluxe Hotels."

The Chedi Andermatt

Set amid the natural perennial beauty of the Swiss Alps, The Chedi Andermatt fits elegantly in among the classic ski chalets of Andermatt, a charming town of timeless appeal in the Urseren valley. "We very much hope our membership of Swiss Deluxe Hotels will make The Chedi in Andermatt a permanent fixture within the Swiss luxury hotel trade," says Jean-Yves Blatt, General Manager, The Chedi Andermatt. Swiss Deluxe Hotels adds its presence to a new destination with the admission of The Chedi, Andermatt. "Jean-Yves Blatt is a General Manager who has many years of experience with Swiss Deluxe Hotels and we are very pleased to welcome him into our ranks," says Jan E. Brucker.

"We are proud, and we strongly believe that with our two new members - The Alpina Gstaad and The Chedi Andermatt - Swiss Deluxe Hotels will further strengthen its presence in the market as well as reinforcing its position as the leading association of the most exclusive luxury hotels both in Switzerland and internationally," says Siro Barino, Managing Director der Swiss Deluxe Hotels.



Swiss Deluxe Hotels

The association of Swiss Deluxe Hotels (SDH) was founded in 1934 and comprises 41 of the most renowned five-star hotels in Switzerland including The Dolder Grand and the Baur au Lac in Zurich, the Victoria-Jungfrau Grand Hotel & Spa in Interlaken, the Gstaad Palace and Beau-Rivage in Geneva, Badrutt's Palace Hotel and Suvretta House in St. Moritz and the Castello del Sole in Ascona. They are all synonymous with the Swiss luxury hotel industry and have helped to build its reputation over almost two centuries. With a total of 4,500 rooms and suites and around 9,200 beds, the group accounts for over 40% of the five-star capacity in Switzerland. SDH is thus the most important association in this sector and has for many decades played the leading role in the Swiss luxury hotel industry. The name "Swiss Deluxe Hotels" denotes exclusive quality and the highest standards. The personal service is unique: more than 5,500 employees ensure the well-being of a clientele also accustomed to luxury when it comes to service. The group records a total of around 851,000 guest nights per year. In 2014, annual sales amounted to about CHF 1.42 billion.

The figures are occasionally based on projections for the entire group of 41 Swiss Deluxe Hotels.

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