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Stans, 6 September 2012: Media Release – Released for Printing

New Bürgenstock Resort taking shape

Emerging step by step as the flagship of tourism

The new Bürgenstock Resort is entering a new phase. The Panorama Residence Suites will be finished at the end of 2012 and ready to move into at the beginning of 2013. After the completion of the central infrastructure projects and the renovation of the small historical buildings, further milestones are now in the works. The autumn of 2012 will see the demolition of the Park Hotel and the construction of the Waldhotel. Starting in the spring, work will begin on the Grand Residence Suites.

By the end of 2012, about 120 million Swiss francs will have been spent on planning and realisation. Completion is planned for late 2014 or early 2015. The resort will be car-free and feature three hotels with 400 rooms and 800 beds as well as 68 residence suites and 12 restaurants and bars. A large selection of recreational options completes the picture. This project involves total investments of 485 million Swiss francs.

Overall Project Manager and Managing Director of Katara Hospitality Switzerland AG Bruno H. Schöpfer was able to present the two demo Panorama Residence Suites with pride: "The Panorama Residence Suites provide our discerning guests with residences that are appointed for maximum comfort and ensure a large degree of privacy. The quality of life is extraordinary at this venue in the midst of pristine nature and steeped in fascinating history. The location offers what is probably the most enchanting view of the lake and mountains from within a unique resort infrastructure. Housekeeping, concierge and room service ensure hotel services at a five star level," Bruno H. Schöpfer added.

The first Panorama Residence Suites will be ready for guests at the beginning of 2013, in classic and contemporary design and suitably furnished. The suites will be available exclusively on a rental basis.



A sustainable approach

The approach for the new Bürgenstock Resort is based on five main principles:

1. Waldhotel featuring medical wellness
2. Congresses, conferences and banquets
3. Gems of hotels offering unique spa services
4. Residence suites with hotel service
5. Local tourism—a resort open to everyone

The Waldhotel as a medical wellness hotel is one of the core projects of the new resort and features 160 rooms with terraces plus a restaurant and lounge. Professional staff ensures a broad range of medical services:

- Medical check-up (multidisciplinary clarification and diagnosis including the most modern imaging processes—determination of state of health and health risks—health consulting)
- Mobility—performance optimization—revitalisation (spine, muscles and joints—sports medicine—metabolic and cardiovascular revitalisation—vision and hearing—physiotherapy, physical therapy and massages, integrative medicine, post-operative convalescence)
- Metabolism and weight control (lasting weight loss and weight control—nutritional advice—IMetBalance)
- Mental health balance (analysis of living and working environments—work-life balance—consulting—treatment for burn-out and personal coaching)
- Aging well—world of the senses and beauty (dermatology—cosmetics and spa, dental health and aesthetics—implantology)

In addition, a luxurious five-star Park Hotel is being created in the centre of the resort. It comprises 110 lake-view rooms and suites as well as a restaurant, bar and bottom station for the Bürgenstock Railway. The new Palace Hotel (4-star superior category) has 108 rooms, the Palace lake terrace, a restaurant and lounge plus 2200 square metres of congress and banquet rooms with state-of-the-art conference infrastructure.

The Panorama and Grand Residence Suites provide a tasteful setting for guests interested in privacy. Housekeeping, concierge, room service and further amenities are provided in five-star quality.

Another unique feature is the Bürgenstock Alpine Spa, a 10,000 square metre facility with 15 treatment rooms and three private spas.



A multifunctional tennis and curling hall is also being built. The Bürgenstock Railway, the Hammetschwand Lift and the recently renovated Hammetschwand Restaurant are all integral parts of the resort concept.

Report on construction progress

Extensive renovations were undertaken in parallel with the construction and completion of the Panorama Residence Suites. For instance, the historical Taverne 1879 Restaurant and Pension now has 12 rooms available for guests. The lovely embroidery building has also been renovated. During construction it serves as the project office; afterwards it will be opened as the Stickerei Restaurant.

Work on the power control centre is nearly completed. It will provide the resort with a power supply that is virtually neutral in terms of CO2 emissions. In future, lake water will cover 93 per cent of heating and cooling requirements. An objection is preventing the finalisation of the project. The 1300 metre long service road and its paving are completed as well as all utility lines and four kilometres of resort roads. Construction is underway on the Tennis Centre and on the subterranean parking garage in the new Tennis and Curling Centre.

The next steps

Plans call for the start of construction of the new Waldhotel in October 2012. The Park Hotel is to be demolished as quickly as possible to make room for the new complex. The design plan and building permit for it are still pending. The building permit for the Alpine Spa is also pending.

Adding value for the entire region

A study by the independent Swiss research institute BAK Basel Economics commissioned by Nidwalden canton proves the major economic significance the resort has for the region. It will add about 1.2 billion Swiss francs in cumulative value up to 2020. BAK noted that the Bürgenstock Resort will be one of the most important employers in Nidwalden with a future staff of 800. Over 1000 people will be needed on average in Central Switzerland to cover the entire value chain. For every three jobs inside the resort, one new one will be created outside the resort. The number of these outside jobs will total more than 250 when the resort reaches full operation.

The new resort will also vastly improve the available range of five-star accommodations and attract new guest segments to Central Switzerland. The five-star and four-star superior accommodations available around Lake Lucerne will be doubled by the resort. The entire tourist industry will benefit as a result.



In dialogue with the community

In planning the new resort, Bürgenstock Hotels AG has constantly sought to engage in dialogue with various groups such as neighbours and environmental authorities and to take their input and preferences into consideration. It did so with the design plan and with the individual projects. The dialogue with these groups continues.

Infrastructures for the public

Public infrastructures will also be extensively expanded and optimised with the completion of the new resort, substantially improving the benefit and value of the Bürgenstock Resort as a recreational site for the public. The complete rehabilitation of the Bürgenstock Railway and the restoration of valuable historically listed buildings should be mentioned in this context as should the repair of the hiking system by local communities and the protection of park space. As the BAK study showed, the economic benefits are large and even more importantly, sustainable. The quality of Central Switzerland as a business location is also improved.

Businesses open despite construction

The renovated Taverne 1879 Restaurant and Pension is open daily and now has twelve guest rooms. Guests are also welcome at the Trogen Restaurant. The renovated Hammetschwand Restaurant and Hammetschwand Lift will likewise remain open until 14 October 2012 (seven days a week) weather permitting as will the Felsenweg cliff trail. The golf course and golf course restaurant will stay open until 23 October 2012, also weather permitting.

History as a solid foundation

The courageous pioneers of the Bürgenstock Resort, Franz Josef Bucher and Josef Durrer, opened a new chapter in the history of the tourist industry. In 1871 they purchased the Alp Tritt on the ridge of Bürgenberg, 500 metres above Lake Lucerne. They gave the hotel village the memorable name Bürgenstock, thus laying the cornerstone for a true gem of international calibre, the Bürgenstock Resort. Their projects included the building of the Grand Hotel (1873), the Palace Hotel (1905), the Bürgenstock Railway (1888), the Felsenweg cliff trail (1905) and the Hammetschwand Lift (1905). They created a paradise that would attract celebrities and notables from around the globe, a trend initiated with the careful and farsighted efforts of Fritz Frey in the 1950s and 1960s. Illustrious guests from the realms of politics, business, the entertainment industry and society all felt at home at Bürgenberg. The major figures who sought rest and relaxation here included, amongst others, the first chancellor of the Federal Republic of Germany, Konrad Adenauer, Indian Prime Minister Indira Gandhi and her father Pandit Nehru, US President Jimmy Carter, James Bond alias Sean Connery and the actress Sophia Loren and her film producer husband Carlo Ponti as well as Audrey Hepburn and Mel Ferrer (they selected the Bürgenstock Resort in 1954 as the venue for their wedding).



The Bürgenstock Art and Culture Foundation

At the initiative of the Bürgenstock Art and Culture Foundation, a strategy has been developed that will define the cultural future of the resort. The concept is based on three components:

- First, it pays homage to the founders Franz Josef Bucher and Josef Durrer, who laid the groundwork for international tourism in the Lake Lucerne basin. Well-known figures such as César Ritz and Auguste Escoffier also did much to shape the region.
- Second, it honours the history and stories of the resort to which the international celebrities contributed, namely all the guests from politics, business, the entertainment industry and society who visited the resort over the 139 years it has been in business.
- Third, projects are to be promoted in the areas of art, music and culture. The intention is to have these projects enliven the resort and put their stamp on it.

Plans include, amongst other things, the building of museum corridors to give guests and visitors insights into the impressive history of the resort.

A special chapter is devoted to restaurants. After all, *grande cuisine* has been a mainstay at the Bürgenstock Resort since it first opened. The goal is to offer guests a wide variety of dining experiences in the restaurants at the new resort. In the process, the past is to be honoured and a new future created.

There are also plans for music festivals and art exhibitions.

Tours

Interested visitors are welcome to visit the information pavilion on the Piazza for information on the new project. The pavilion is open from 11 a.m. to 4 p.m. (in good weather only). It features plans, models, photos and three audio-visual shows.

Group tours through the construction site can also be arranged. For information please call the Project Office, Tel. 041 612 99 54.



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The Bürgenstock Resort is part of Bürgenstock Selection. Katara Hospitality Switzerland AG headquartered in Zug is the operating company for the Swiss hotels. Under Managing Director Bruno H. Schöpfer, it develops concepts for the hotels and renovates, reconstructs and re-opens the legendary establishments. Along with the Bürgenstock Resort, the current portfolio contains the Hotel Schweizerhof in Berne and the Hotel Royal Savoy in Lausanne. The Hotel Schweizerhof was successfully re-opened in June 2011 and the work on the Bürgenstock Resort and the Hotel Royal Savoy are in full swing. Total investments amount to one billion Swiss francs. www.buergenstock-selection.ch

Pictures to download: www.buergenstock.ch -> Media -> Press releases -> Press release of 6 September 2012 ->

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