

Press release, 17 January 2018

Bürgenstock Resort Lake Lucerne/Bürgenstock Selection New Marketing and Communications Managers

The marketing, sales and communications departments of Bürgenstock Resort Lake Lucerne and Bürgenstock Selection have been reorganised and additional members of staff have been taken on: Bettina Haeberle is now responsible for Bürgenstock Selection as Area Director of Sales & Marketing, Martina Kessler is the new Bürgenstock Resort Marketing Director, and Jonas Reif, as Communications Manager, assumes responsibility for the resort's internal and external communications as well as those of Bürgenstock Selection.

With the launch of Bürgenstock Resort Lake Lucerne as the third Bürgenstock Selection establishment, the resort's marketing, sales and communications departments and Bürgenstock Selection have been reorganised and additional members of staff have been taken on. "This ensures global marketing and worldwide communications using proactive processes in-house," rejoices Bruno H. Schöpfer, Managing Director of Bürgenstock Selection. For Robert Herr, General Manager of the Bürgenstock Resort, marketing and communications are the key factors for future work: "The broad, unparalleled range of services and the resort's breathtaking location are trump cards that we continuously communicate via every channel available to us."



As of 15 January 2018, **Bettina Haeberle** (45) will assume the post of Area Director of Sales & Marketing. Her activities are focused on the Bürgenstock Resort, as well as the Hotel Royal Savoy in Lausanne and the Hotel Schweizerhof in Berne, which are also part of Bürgenstock Selection. In addition to sales and marketing activities, her work includes coordinating functions for the sales and PR agencies in New York, London, Dubai and Shanghai. Bettina Haeberle has many years of international experience in sales, marketing and operations, acquired during her time at various hotel chains, including Hyatt and the InterContinental Hotels Group. Most recently she was Area Director of Operations Continental Europe (IHG) with responsibility for 100 hotels.

Martina Kessler (36) has worked for the Bürgenstock Resort since 2012, and has been Director of Marketing since 1 January 2018. She is responsible for all the marketing activities and operations, social media, brand management and corporate identity for the Bürgenstock Resort. Martina Kessler has a Swiss federal degree in Communications Planning. As Senior Brand Manager and Marketing Manager, she has made a significant contribution to the development of the new resort.

As of 1 February 2018, **Jonas Reif** (31) assumes responsibility for the internal and external communications of the Bürgenstock Resort and for Bürgenstock Selection as Communications Manager. In this role, he will also be responsible for event communications and specific PR projects. Jonas Reif was born in Obwalden and was previously employed in communications consultancy at Farner Consulting in Zurich. He has a Bachelor's degree in History and a Master's degree in Political Science.



Bürgenstock Hotels & Resort Lake Lucerne

The Bürgenstock Resort Lake Lucerne is part of the Bürgenstock Selection headquartered in Zug, Switzerland. The resort includes 4 hotels from 5 star superior to 3 star, with 383 rooms and suites, a state-of-the-art Health & Medical Center, 12 restaurants, lounges and bars, 67 residence suites, a 10,000m² Alpine spa and a wide range of leisure activities. The company portfolio includes the Bürgenstock Resort Lake Lucerne, the Hotel Schweizerhof Bern & THE SPA (99 rooms) and the Royal Savoy Hotel & Spa Lausanne (196 rooms). The total investment volume of the Bürgenstock Selection is one billion Swiss francs.

Photos and press release

<http://www.buergenstock.ch/presskit>

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