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Media release

Bürgenstock Hotel & Waldhotel at Switzerland's Newest Luxury Resort Accepted into Virtuoso®'s Hotels & Resorts Program Joining a Prestigious Collection of the World's Finest Hotels and Travel Partners

Two hotels of the Bürgenstock Hotels & Resort Lake Lucerne – the Bürgenstock Hotel & Alpine Spa and the Waldhotel Health & Medical Excellence – have been accepted into Virtuoso®'s exclusive portfolio of luxury travel partners, comprising more than 1,700 preferred suppliers in 100 countries.

Switzerland's newest luxury resort encompasses the five-star superior Bürgenstock Hotel; the five-star Waldhotel; the four-star superior Palace Hotel, a 1903 Belle Époque jewel; the three-star, 12-room inn, Taverne 1879; 12 restaurants, lounges and bars; 67 private residence suites; a 107,000 square-foot spa; three Davis Cup tennis courts; a nine-hole Alpine golf course; and 43 miles of hiking and biking trails.

According to Bruno Schöpfer, Managing Director of the Bürgenstock Selection, "Selecting two of our hotels for inclusion in Virtuoso will open new sales and marketing opportunities to the network's 17,500 luxury travel advisors and their highly desirable clientele. Virtuoso's acceptance process is incredibly selective, so becoming a preferred partner for two of our hotels at the same time is a true honor," he continued. "Virtuoso advisors have an incomparable dedication to their clients, which is a perfect match to our own bespoke approach to service. And receiving this recognition by Virtuoso just months after our opening is a real testament to our vision for the Bürgenstock Resort," Bruno concluded.



Virtuoso agencies sell more than (U.S.) \$23.7 billion annually, making the network the most significant player in luxury travel. Virtuoso advisors and their clients receive special amenities, values and experiences from participating hotels.

Bürgenstock Hotels & Resort Lake Lucerne

The Bürgenstock Resort Lake Lucerne is part of the Bürgenstock Selection, headquartered in Zug, Switzerland. The resort includes four hotels from three to five-star superior, with 383 rooms and suites, a health & medical centre, 12 restaurants, lounges and bars, 67 residence suites, a 10,000 m² Alpine spa, and a wide range of leisure activities. The portfolio consists of 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 amounts to one billion Swiss francs.

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