

Zug, 15 April 2019

Press release

THE BÜRGENSTOCK SELECTION LAUNCHES 'SWISS ESCAPE'

The Bürgenstock Selection, Switzerland's largest deluxe hotel group, launches 'Swiss Escape' to take guests on a journey across Bern, Lausanne and Lucerne. The signature offer allows guests to appreciate the luxury of two Leading Hotels of the World properties and one Preferred Hotel.

Guests may discover the country's most sought-after and attractive destinations through the luxury properties of The Bürgenstock Selection, which are renowned for their strong heritage, contemporary design and impeccable Swiss traditions of hospitality, service and discretion. This signature offer provides the exclusive opportunity to tour the Hotel Schweizerhof Bern & THE SPA, the Royal Savoy Hotel & Spa Lausanne and the Bürgenstock Resort Lake Lucerne.

The 'Swiss Escape' offer is available when staying at two or more hotels of The Bürgenstock Selection in a single trip throughout Switzerland. Guests may book a five-night stay for the price of four or eight for the price of six, with centralised reservations made via happenings@buergenstock-selection.ch. An innovative bucket-list system allows guests to tick handpicked experiences according to their interests. Catering to active visitors with the categories 'SEE' and 'EXPLORE', foodies with 'EAT & DRINK' or guests seeking pampering with 'RELAX', Swiss Escape offers a personalised travel experience.

In the vibrant Olympic city of Lausanne, guests of the Royal Savoy are able to enjoy experiences including a tour of the panoramic Lavaux wine region and a boat cruise on Lake Geneva, a yoga class in the hotel garden or a visit to the Charlie Chaplin Museum. In Bern, the hidden gem of European capitals, guests of the Schweizerhof Bern have a wide choice of activities from visiting the UNESCO World Heritage Old Town, the Albert Einstein museum and the Zentrum Paul Klee to sampling a delicious cocktail on the hotel's Sky Terrace. At the Bürgenstock Resort, the ultimate luxury mountain escape high above Lake Lucerne, guests can choose from an excursion to Mount Pilatus, relaxing at the world-famous Alpine Spa or enjoying authentic Asian cuisines at Spices Kitchen & Terrace.

Bettina Haeberle, Area Director of Sales & Marketing of The Bürgenstock Selection commented: "We are very excited to announce the launch of this exclusive offering, which allows us to raise awareness of The Bürgenstock Selection and to strengthen its positioning as a leading luxury group in Switzerland, whilst also promoting the



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HOTELS & RESORT
LAKE LUCERNE



SCHWEIZERHOF
HOTEL & SPA
BERN



ROYAL SAVOY
HOTEL & SPA
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beauty and variety of Switzerland as a country. 'Swiss Escape' combines world-class hospitality with three exciting regions and offers a unique journey across Switzerland."

The Bürgenstock Selection

Headquartered in the city of Zug, The Bürgenstock Selection is Switzerland's largest deluxe hotel group, owning and operating Hotels and Residences with a combined total of 678 rooms and 68 residence suites. Following their complete renovation, the Bürgenstock Resort Lake Lucerne, the Hotel Schweizerhof Bern & THE SPA, and the Royal Savoy Hotel & Spa Lausanne dazzle guests from all over the world with their elegant, contemporary design, while remaining completely true to the timeless Swiss traditions of hospitality, service and discretion. Overall, one billion Swiss francs have been invested in renovating these landmark properties and elevating them to an unparalleled standard of modernity and luxury.

Royal Savoy Hotel & Spa Lausanne

The Royal Savoy Hotel & Spa Lausanne is part of The Bürgenstock Selection headquartered in Zug, Switzerland. The two buildings include 196 rooms and suites, various function rooms, the largest hotel ballroom in the City of Lausanne, a brasserie with a terrace, a cigar lounge, a sky terrace with unparalleled 360° panoramic views and an extensive 1,500 m² spa area, as well as its own 5,000 m² park between the garden wing and the historic building. The company portfolio includes the Royal Savoy Hotel & Spa Lausanne, the Hotel Schweizerhof Bern & THE SPA (99 rooms) and the Bürgenstock Resort Lake Lucerne (383 rooms). The total investment volume of "The Bürgenstock Selection" is one billion Swiss francs.

Hotel Schweizerhof Bern & THE SPA

The Hotel Schweizerhof Bern & THE SPA is part of the Bürgenstock Selection headquartered in Zug, Switzerland. The house offers 99 rooms and suites, an 800 m² conference centre with 11 halls and rooms, including the legendary "Trianon" ballroom, the Jack's Brasserie restaurant, which has been awarded 14 Gault Millau points, a cigar lounge, a 500 m² spa and an unparalleled sky terrace. The company portfolio includes the Hotel Schweizerhof Bern & THE SPA, the Royal Savoy Hotel & Spa Lausanne (196 rooms) and the Bürgenstock Resort Lake Lucerne (383 rooms). The total investment volume of the Bürgenstock Selection is one billion Swiss francs.

Bürgenstock Hotels & Resort Lake Lucerne

The Bürgenstock Resort Lake Lucerne is part of the Bürgenstock Selection headquartered in Zug, Switzerland. The resort comprises a total inventory of 383 rooms spread across four hotels: the Bürgenstock Hotel & Alpine Spa (5* Superior), the Palace Hotel & Conferences (4* Superior), the Waldhotel Health & Medical Excellence (5*) with a Health & Medical Center and the Taverne 1879 (3*). In addition, the resort boasts 67 residence suites, ten restaurants and bars, a 10,000m² (108,000 ft²) Alpine spa and a wide range of leisure activities. The Bürgenstock Selection portfolio includes the Bürgenstock Hotels & 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.



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