

Zug, 16 February 2019

Press release

## Bruno H. Schöpfer steps down from business operations on the Administrative Board

**With the complete renovation of the Hotel Schweizerhof Bern & THE SPA, the Royal Savoy Hotel & Spa Lausanne and the Bürgenstock Resort Lake Lucerne, Bruno H. Schöpfer has spent the last ten years creating the largest luxury hotel group in Switzerland, united under the brand «The Bürgenstock Selection». In March 2019 he will hand over business operations to his successor as Managing Director, Saeid Heidari. Bruno H. Schöpfer remains on the Administrative Boards of the hotels and will continue to supervise ongoing projects.**

Over the past ten years, Bruno H. Schöpfer, together with his dedicated team, has carried out the bold vision of redesigning, reopening and uniting the historical landmarks in Bern, Lausanne and on the Bürgenberg on behalf of the investor behind the brand «The Bürgenstock Selection». The Bürgenstock Selection has since become the largest operator of luxury hotels in Switzerland and has set new standards both at home and abroad.

The Hotel Schweizerhof Bern & THE SPA reopened in 2011 following a complete renovation. Four years later, the Royal Savoy Hotel & Spa Lausanne greeted its first guests after the historic hotel, including its gardens, were completely renovated and expanded with a garden wing, spacious banquet halls and a spa.

Thanks to decades of international experience in the conceptual design, structural implementation and repositioning as well as the commissioning and operational management of innovative hotel projects, Bruno H. Schöpfer was able to recognise the impressive potential of these Swiss hotel icons. With a well-financed and far-sighted investor at his side, he always knew how to build enthusiasm for these enormous undertakings with stakeholders of all kinds, including local authorities and environmental organisations, and to drive the work forward.



**The Bürgenstock Selection**  
Katara Hospitality Switzerland AG  
6300 Zug, Switzerland  
T +41 (0)41 725 42 60  
office@buergenstock-selection.ch  
buergenstock-selection.ch

Thus he was able to develop the new Bürgenstock Resort and coordinate the construction of this mega-project in the heart of Switzerland. The Bürgenstock Resort, which presented itself to the world at its grand opening in September 2018, speaks for itself and stands for Bruno H. Schöpfer's unparalleled dedication and commitment. The 29 national and international awards, including «Gault Millau Hotel of the Year 2019», the 58 Gault Millau points awarded right from the start, and the Michelin star received for the Restaurant RitzCoffier are a testament to the achievements of Bruno H. Schöpfer.

«With the grand opening of the Bürgenstock Resort in September 2018, I was able to successfully conclude an intense and exciting chapter of my life. It would not have been possible to develop the Bürgenstock Selection without our important investor, my dedicated team and the support of my family – they all have my sincere gratitude. With Saeid Heidari, we have been able to appoint an international hotel expert who is intimately acquainted with the Bürgenstock Selection and the local customs and traditions», says Bruno H. Schöpfer.

Following the successful conceptual design, planning and opening of six hotels, 16 restaurants, four spas, 67 residence suites and a Health & Medical Center, Bruno H. Schöpfer is now stepping back from daily operations after 10 years at the helm of the Bürgenstock Selection. He is handing over his position as Managing Director of the Group to the German Saeid Heidari in March 2019. At the request of the investor, Bruno H. Schöpfer will remain a member of the Administrative Boards of the hotels and will therefore continue as a strategic adviser. He will also continue to lead ongoing projects.

Saeid Heidari, the new Managing Director of the Bürgenstock Selection, grew up in Germany as the son of Iranian parents, going on to study chemistry and law. A German citizen, Saeid Heidari has more than 30 years' experience with the 5-star hotel group Marriott International. As Cluster General Manager, he was most recently responsible for the activities of Marriott International in Qatar.

[Image 1: Bruno H. Schöpfer, Managing Director, The Bürgenstock Selection]

[Image 2: Saeid Heidari, future Managing Director, The Bürgenstock Selection]



BÜRGENSTOCK  
HOTELS & RESORT  
LAKE LUCERNE



SCHWEIZERHOF  
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BERN



ROYAL SAVOY  
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### **THE BÜRGENSTOCK SELECTION**

*The Bürgenstock Selection, with its headquarters in Zug, boasts 678 rooms and 68 residence suites, making it the largest luxury hotel group in Switzerland. It operates the Bürgenstock Resort Lake Lucerne, the Hotel Schweizerhof Bern & THE SPA and the Royal Savoy Hotel & Spa Lausanne. The hotels are united by a history steeped in tradition, and now have a splendid new and glamorous appeal following extensive renovations. The total investment volume of the Bürgenstock Selection in Switzerland amounts to one billion francs.*

### **ROYAL SAVOY HOTEL & SPA LAUSANNE**

*The Royal Savoy Hotel & Spa Lausanne is part of the Bürgenstock Selection, headquartered in Zug, Switzerland. The hotel contains 196 rooms and suites, event spaces, the largest hotel ballroom in the city of Lausanne, the Brasserie du Royal – led by Marc Haerberlin and the recipient of 15 Gault Millau points – with its terrace, a cigar lounge, the unique Sky Terrace with an unrivalled 360° panorama view, and an extensive spa area covering 1,500 m<sup>2</sup> with an indoor/outdoor pool, as well as 5,000 m<sup>2</sup> of hotel-owned park space between the garden wing and the historical buildings. The portfolio consists of 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 amounts to one billion francs.*

### **HOTEL SCHWEIZERHOF BERN & THE SPA**

*The Hotel Schweizerhof Bern & THE SPA is part of the Bürgenstock Selection, headquartered in Zug, Switzerland. The hotel offers 99 rooms and suites, the 800 m<sup>2</sup> Bel Etage with 11 halls and event spaces including the legendary ballroom Salon Trianon, Jack's Brasserie with its 14 Gault Millau points, the elegant Cigar Lounge, the 500 m<sup>2</sup> spa, and the unique Sky Terrace. The portfolio consists of 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 amounts to one billion francs.*

### **BÜRGENSTOCK HOTELS & RESORT LAKE LUCERNE**

*The Bürgenstock Resort Lake Lucerne is part of the Bürgenstock Selection, based in Zug, Switzerland. The resort comprises four hotels with a category of three to five-star superior, with 383 rooms and suites, a Health & Medical Center, 10 restaurants and bars, 67 residence suites, a 10,000 m<sup>2</sup> 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 francs.*



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**Contact**

Jonas Reif

Communications Manager

THE BÜRGENSTOCK SELECTION

Katara Hospitality Switzerland AG

Bahnhofplatz

6300 Zug | Switzerland

[jonas.reif@buergenstock-selection.ch](mailto:jonas.reif@buergenstock-selection.ch)

T +41 (0) 41 612 60 98 / M +41 (0) 79 644 32 99



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