

HISTORY

160 YEARS OF BEST HOTEL TRADITION

Legendary names, extravagant festivals and an impressive history: the Hotel Schweizerhof Bern & THE SPA was the first luxury hotel in Bern, with roots stretching back over 160 years. Here, world-famous celebrities, heads of state and leading scientists have all been guests. Re-opened in 2011, the five-star superior hotel elicits the feeling that a legend has come back to life – the Hotel Schweizerhof Bern & THE SPA is still built on a foundation of grandeur that is present everywhere within its stately walls.

The Hotel Schweizerhof Bern & THE SPA has left its mark on Bern and is closely bound to the city's rich history. The hotel was founded in 1857 and known at that time as Hotel Fetzer. It received its current name from Daniel Vogel who bought it in 1859 and combined it with the Zähringerhof next door to create the Hotel Schweizerhof Bern. Between 1881 and 1897, the hotel belonged to the Hauser brothers, part of a well-known family of hoteliers from Wädenswil. In the spring of 1911, a consortium of hotel and brewery specialists built today's Hotel Schweizerhof Bern, which was opened on 1st July, 1913. The Bel Etage and the Salon Trianon were already part of the hotel at that time.

Legends at the Hotel Schweizerhof Bern: Peter Ustinov, Sophia Loren, Elizabeth Taylor

In the course of the following years, the hotel changed management and administration several times until it was taken over by the Gauer family in 1939. This marked the start of the Schweizerhof's golden age. Jack Gauer, whose name is immortalised in Jack's Brasserie, turned the hotel into a premier location with an international reputation. The rich and famous first began to stay at the hotel in the early 1950s, bringing their own lustre and glamour to the Hotel Schweizerhof Bern. Almost every day witnessed the arrival of someone famous: Liz Taylor, Grace Kelly, Ursula Andress, Ornella Mutti, Sophia Loren, Mala Rubinstein, Peter Ustinov, David Niven or Mireille Mathieu. The famous medical missionary Albert Schweitzer, former German Chancellor Helmut Schmidt, Bavaria's inimitable Franz Josef Strauss, shipping heiress Christina Onassis, as well as many stars from the world of sport including football genius Diego Maradona and skiing superstar Alberto Tomba, also stopped off at the Hotel Schweizerhof Bern. But it was the parties at the hotel that really made the headlines, especially those that were held in the legendary ballroom, the Salon Trianon. Today once again, reborn in its old glory, it exemplifies the special atmosphere of this extraordinary hotel.

In 2005 the hotel was closed for extensive refurbishment. Having changed hands a number of times, the hotel was eventually acquired in 2008 by the Buergenstock Selection. Comprehensive



renovation work that was to last two whole years began the very next year.

The grand reopening on 24th June 2011 marked the start of another glittering chapter in the more than 150-year story of Bern's famous luxury hotel.

Milestones in the history of the Hotel Schweizerhof Bern & THE SPA

- 1859 The railway station in Bern had not yet been built. The Swiss Constitution had existed for just 11 years. The Swiss Parliament building was under construction. But the Schweizerhof was already standing where it stands today. At that time, it was known as the Hotel Fetzer, Restaurant et Café du Chemin de Fer. The hotel was renamed on 1st July, 1859 and the Hotel Schweizerhof Bern was born!
- 1911 Demolition of the old Hotel Schweizerhof Bern.
- 1913 The “new” Hotel Schweizerhof Bern opens.
- 1939 Jack Gauer takes over the Hotel Schweizerhof Bern and leads it into its golden age.
- 1959 Major renovation to mark the hotel's 100-year anniversary.
- 1967 Jack Gauer passes away. His son Jean-Jacques takes over in 1975.
- 1980 “Jaylin's”, an elegant jazz club, opens.
- 1985 Redesign of the lobby and construction of an extension with 15 new rooms.
- 1992 The Trianon ballroom is fitted with air-conditioning. The restaurant is renamed Jack's Brasserie in Jack Gauer's honour and lovingly renovated. The Arcady Bar is refurbished at the same time.
- 1992 The restaurant “Schultheissenstube” is totally renovated.
- 2000 After more than 60 years in the hands of the Gauer family, the Hotel Schweizerhof Bern is sold to the Richemond Héritage Group.
- 2004 Jack's Brasserie is renovated and the main kitchen is completely rebuilt.
- February 2005 Closure of the Hotel Schweizerhof Bern for renovation work. Jack's Brasserie remains open.
- June 2008 The Schweizerhof is taken over by the Buergenstock Selection.



- 2009 Buergenstock Selection begins its work and produces a promising hotel concept.
- August 2010 The building permit is issued and renovation work begins.
- 16th April 2011 Preopening of the Hotel Schweizerhof Bern.
- 24th June 2011 Grand Opening Night: Grand opening with 700 VIPs from the world of culture, business, sport and politics.
- February 2012 Opening of THE SPA.
- June 2012 Opening of the Sky Terrace.
- August 2012 Michael Thomann is named “Hotelier of the Year” by the Swiss business magazine BILANZ.
- Autumn 2012 The Hotel Schweizerhof Bern becomes a member of “The Leading Hotels of the World” and “Leading Spas”.
- November 2012 The interior design of the hotel is recognised as “Best Hotel Interior 2012” at the International Hotel Awards Europe.
- January 2013 The hotel chinks up more accolades: TripAdvisor’s “Travelers’ Choice 2013” awards 3rd place to the Hotel Schweizerhof Bern in the “Top 25 Hotels in Switzerland”, 1st place among Switzerland’s city hotels, and another 1st place, among the 36 hotels ranked in Bern.
- March 2013 Jack’s Brasserie wins the Sommelier Award “Grand Prix 2013” from the Sommelier Association SVS/ASSP and receives praise for the “Wine List of the Year 2013”.
- June 2013 In the prestigious Robb Report, the Hotel Schweizerhof Bern is listed in the “Top 100 City Hotels of the World”.
- July 2013 For the second time, the international trade magazine Wine Spectator recognises the wine list of Jack’s Brasserie with its “Best of Award of Excellence”.
- Sept./Oct. 2013 At the Swiss Bar Awards, Lobby Lounge Bar Manager Andy Walch wins the title of “Barkeeper of the Year” and shortly thereafter wins the Swiss Cocktail Championship.



- October 2013 The legendary Jack's Brasserie gains another Gault-Millau point - now boasting a total of 14 points.
- November 2013 The Hotel Schweizerhof Bern wins a World Luxury Hotel Award in the category "Luxury Business Hotel" Switzerland.
- June 2014 Iris Flückiger is confirmed as new General Manager of the Hotel Schweizerhof Bern.
- August 2014 For the third time, the international trade magazine Wine Spectator recognises the wine list of Jack's Brasserie with its "Best of Award of Excellence".
- September 2014 Lobby-Lounge-Bar Manager Andy Walch wins the Swiss Cocktail Championships once again.
- September 2014 In addition to rating the Brasserie as a 14-point restaurant, Gault-Millau 2015 has announced that Jack's also deserves a laurel for its excellent wine selection, recognising it as the "Best Swiss Wine List".
- December 2014 The Hotel Schweizerhof Bern receives a World Luxury Hotel Award in the category "Luxury Hotel & Conference Centre" Switzerland.
- April 2015 The Hotel Schweizerhof Bern is the first company in the city to place beehives on its roof
- September 2015 In the category "Switzerland's Leading Hotel Suite", the Hotel Schweizerhof Bern is awarded the top prize for its luxurious Presidential Suite.
- October 2015 The Hotel Schweizerhof Bern wins a World Luxury Hotel Award at the national level in the category "Luxury City Hotel".
- May 2016 The hotel is awarded an ISO certification for its environmental management system
- August 2016 Jack's Brasserie receives Award of Excellence 2016 from Wine Spectator
- September 2016 Hotel Schweizerhof Bern receives the title "Switzerland's Leading Business Hotel" at the World Travel Awards in Sardinia
- October 2016 The Luxury Travel Guide names the Schweizerhof Bern "Luxury Hotel of the Year 2017"
- October 2016 The legendary canopy returns to the Hotel Schweizerhof Bern



- April 2017 The Hotel Schweizerhof Bern was nominated for the PRIX BIENVENU 2017 and belongs to the friendliest luxury city hotels in Switzerland.
- May 2017 The Hotel Schweizerhof Bern & THE SPA ranks third on the list of «Best Employers of Switzerland 2017».
- August 2017 Jack's Brasserie receives «Award of Excellence 2017» from Wine Spectator.
- May 2018 The Hotel Schweizerhof Bern & THE SPA ranks fifth on the list of «Best Employers of Switzerland 2018».
- May 2018 Massimo Bottura, the 2nd best chef of the world was guest at Jack's Brasserie
- November 2018 Jean-Jacques Gauer joins the Board of Directors of SA de l'Hôtel Royal and Hotel Schweizerhof Bern AG.



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 set to open in August 2017 (383 rooms). The total investment volume of the Bürgenstock Selection is one billion Swiss francs.

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