
THE REBIRTH OF A LEGEND

Bern, 21 June, 2011 – The Hotel Schweizerhof Bern celebrates its reopening. With its 150-year history, it is the hotel in Bern with the richest tradition. Stars such as Peter Ustinov, Grace Kelly and Albert Schweitzer have stayed here. After a 2-year total renovation, it stands resplendent in its new finery. All of the 99 rooms and suites are now available to guests. The hotel has the aura of a venue with a great history and grandezza. The new Schweizerhof is a contemporary design hotel which combines the traditional with the modern and offers its guests both quintessential luxury and the passion of its hosts.

The Hotel Schweizerhof Bern is open once again. Following a start-up phase, a Grand Opening Night for invited guests will be held on 24th June to mark the rebirth of this legendary luxury hotel. During its 2-year renovation, the building was partially gutted and the shell of the building was completely restored. The amount invested in the project is more than 50 million Swiss francs. The hotel was redeveloped by Qatari Diar Real Estate Swiss AG.

A legend among hotels in Bern

On 16th April, 2011 the hotel on Bern's Bahnhofplatz celebrated a partial reopening. Now the work has been completed, and all 99 rooms and suites are available. Guests will experience a modern hotel with a contemporary interior design. Qatari Diar Real Estate Swiss AG, under the leadership of experienced hotelier Bruno H. Schöpfer, is responsible for the renovation and conceptualisation of the new Schweizerhof. Renowned designer Maria Vafiadis with her MKV Design agency from London was tasked with developing a modern interior that would also acknowledge the hotel's illustrious past. Antiques from the inventory of the Schweizerhof and items of restored furniture bear witness to Bern's golden years. For the Swiss capital, the opening of this luxury hotel is a sign of resurgence.

40-year-old Michael Thomann is the new host at the Hotel Schweizerhof Bern. Together with a talented and passionate team, he is the man in control of the Schweizerhof's fortunes. "We can look back on a successful start-up phase. Our guests have been very happy with the new Schweizerhof quality. And there is strong interest in our hotel, and particularly in the conference and seminar facilities," explains Michael Thomann.

Ursula Andress and Julia Saner as "godmothers"

The Grand Opening Night on 24th June will be attended by Hollywood legend Ursula Andress and Elite model Julia Saner in their role as "godmothers" to the new hotel. These two citizens of Bern symbolise the beauty and elegance of the new Schweizerhof. Numerous personalities from the hotel trade and from the worlds of business, politics, diplomacy, culture and entertainment will also feature on the guest list for this very special evening.



About the Hotel Schweizerhof Bern

Switzerland's capital has got its legendary Hotel Schweizerhof back. This completely renovated 5-star hotel right in the centre of Bern combines a magnificent tradition with contemporary flair, classic design and world-class service. It offers 99 stylish rooms and suites, an 800 m² conference and business centre, a unique ballroom, Jack's Brasserie, the sophisticated Lobby Lounge and Bar and, from the end of 2011 onwards, a wellness zone. Welcome to the new Schweizerhof Bern!

The Hotel Schweizerhof Bern, together with the Bürgenstock Resort in Lucerne and the Royal-Savoy in Lausanne, are part of Qatari Diar Swiss AG's redevelopment projects in Switzerland.

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