
THE SPA OPENING AT THE HOTEL SCHWEIZERHOF BERN

AN URBAN WORLD OF WELLNESS IN THE HEART OF THE SWISS CAPITAL

Bern, 14 February 2012 - As of today, 500 m² of contemporary spa facilities are available to guests at the five-star-superior Hotel Schweizerhof Bern. THE SPA encompasses five treatment rooms, a Finnish sauna, a hammam, a pamper pool with whirlpool, multi-sensory showers and a gym. THE SPA has teamed up with renowned cosmetics brand "Sothys Paris" for products and treatments. With its spa, the Schweizerhof, a city hotel on Bern's central station square, also adds to its assets in terms of marketing and sales.

Several months of building work in the new spa area of the Hotel Schweizerhof Bern have come to a successful conclusion. On the lower level of the five-star establishment on Bern's central station square, where jazz greats once performed at the hotel's very own club "Jaylin's", guests may now enjoy a luxurious universe of wellness, which blends seamlessly into the venerable hotel's striking interior design. At the "old" Schweizerhof, guests had to make do without wellness. General Manager Michael Thomann says: "Today, a contemporary business and city hotel must provide spa facilities. We have optimised facilities to meet the requirements of our clientele. The surface area of 500 m² allows us to provide a personalised service, just as in the hotel's other areas."

Partnership with "Sothys Paris"

Next to a pamper pool with whirlpool and jacuzzi beds, a Finnish sauna, a hammam (Turkish steam bath), a relaxation room with waterbeds, multi-sensory showers and a 24-hour gym, the Schweizerhof's spa comprises five treatment rooms. A comprehensive and varied selection of cosmetic facial and body treatments as well as massages meets all the demands of an exacting spa clientele. Use of the mixed wet and fitness area is free for hotel guests. Treatments are available at prices ranging from CHF 60.- to CHF 290.-.

In its quest for high-quality products, THE SPA teamed up with cosmetics firm "Sothys Paris". "Sothys impressed us with outstanding quality, a product line that meets all the demands of a contemporary spa, and superior service", explains Spa Manager Raffaella Toriello. These are the reasons the Schweizerhof has chosen to collaborate with the French beauty institute, headquartered on the rue du Faubourg Saint-Honoré in Paris, and with flagship stores in New York and Tokyo. The Schweizerhof is the first five-star hotel in Switzerland to collaborate with the company, present in over 120 countries worldwide.

Continuity in design

Spa guests find themselves immersed in a contemporary, urban and serene world of relaxation, in which the everyday commotion of city life seems but a distant memory. The warm atmosphere is underlined by the use of refined materials: charcoal-grey "Nero Assoluto" natural stone in its polished and rough form, as well as dark oak wood, both elements already used in the hotel's 99 rooms and suites. A new touch is provided by German designer Ulf Moritz's metallic textured wallcovering "Charisma", which underscores the space's contemporary and urban spirit and constitutes a striking eye-catcher. As in the other areas of the hotel, unique art works are skilfully interwoven with the interior design, created by London-based agency MKV Design.

The spa should prove a seductive asset

The launch of the spa had been eagerly awaited since the Schweizerhof's Grand Opening in the spring of 2011. "Our target clientele appreciates the amenities of a wellness area. Even within the business sector, a spa can represent an important criterion. And we are now able to tie together attractive packages consisting of overnight stays and beauty treatments", says General Manager Michael Thomann, highlighting the commercial relevance of the new facility. The extension of the Schweizerhof's facilities carries particular weight for the marketing of Bern as a weekend destination. External guests will be able to book cosmetic treatments and massages at THE SPA starting in mid-March.

Special launch offers

To celebrate the launch of THE SPA, the Hotel Schweizerhof Bern is offering two packages, allowing guests to experience the luxury and business hotel's now even more comprehensive service. The packages can be booked as of now on the hotel's website www.schweizerhof-bern.ch or by phone under +41 (0)31 326 80 80.

"New City Spa", for a slow-down stay in the capital:

- two nights in one of the Schweizerhof's luxurious rooms
- 50-minute spa treatment of your choice and free access to the spa
- Schweizerhof breakfast at Jack's Brasserie or in your room
- a glass of champagne and canapés
- 3-course dinner menu at Jack's Brasserie
- late checkout by 3.00pm and upgrade to the next highest room category subject to availability

Price per person in a Standard Double Room CHF 650.00, in a Junior Suite CHF 930.00.

"The Spa Break", for time out from the fast pace of everyday life, or for Bern dwellers wishing to get to know hospitality *à la* Schweizerhof:

- one night in one of the Schweizerhof's luxurious rooms
- 60-minute spa treatment of your choice and free access to the spa
- Schweizerhof breakfast at Jack's Brasserie or in your room
- late checkout by 3.00pm and upgrade to the next highest room category subject to availability

Price per person in a Standard Double Room CHF 345.00, in a Junior Suite CHF 485.00.

About the Hotel Schweizerhof Bern

The Swiss federal capital has reclaimed its legendary Hotel Schweizerhof: the fully refurbished five-star hotel in Bern's most central location fuses venerable and glorious tradition with contemporary flair, sophisticated design and outstanding service. 99 elegant rooms and suites, a Conference and Business Centre extending over 800 m², a one-of-a-kind ballroom, Jack's Brasserie, the social hub of the Lobby-Lounge-Bar, the refined Cigar Lounge, and 500 m² of urban spa facilities: welcome to the new Schweizerhof Bern!

Together with the Bürgenstock Resort near Lucerne and the Hotel Royal-Savoy in Lausanne, the Hotel Schweizerhof Bern belongs to the redevelopment projects of QDHP Swiss Management AG.

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