
HOTEL SCHWEIZERHOF BERN

HIGHEST DISTINCTION FOR OUTSTANDING DESIGN

Bern, 5 November 2012 - The interior design of the Hotel Schweizerhof Bern has been named the most beautiful in all of Europe. Yesterday, Bruno Schöpfer, Managing Director of The Bürgenstock Selection Katara Hospitality Switzerland AG, and Maria Vafiadis, owner of MKV Design, accepted the award for Best Hotel Interior in London.

Since the Hotel Schweizerhof Bern's reopening in June 2011, one highlight has been chasing the next. After the hotel's admission to the worldwide alliance *The Leading Hotels of the World (LHW)* and membership among *The Leading Spas of the World*, its interior design has now received the prestigious European Award *Best Hotel Interior 2012*.

The highest-grade materials used in the refurbishment of the five-star-superior hotel create a deep sense of luxury. The architecture skilfully combines innovative design and period pieces reminiscent of the hotel's long history, contributing to the establishment's special atmosphere, where listed elements harmonise perfectly with the most modern features.

The organisers of the *International Hotel Awards* aim to recognise outstanding performances in the hotel and hospitality sector and to foster a high international standard. The world's most exceptional projects are selected and divided into different categories such as Best Sustainable, Best Architecture, or Best Interior. A renowned jury of hotel and design experts nominates the most convincing project in each category. Industry representatives from all over the world gathered in London for the award ceremony in order to accept their prizes and celebrate.

The internationally renowned interior designer Maria Vafiadis and her team are thrilled to have secured a victory for Europe in the highly competitive field of interior design: "Working on the Hotel Schweizerhof Bern was a wonderful experience and we feel honoured to be able to accept this prize for this most inspiring of hotels." Bruno Schöpfer, Managing Director of The Bürgenstock Selection Katara Hospitality Switzerland AG, is also very proud: "Emerging as the winner in this category is a wonderful outcome, which underscores our striving for exceptional quality."



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The Hotel Schweizerhof Bern is part of “The Bürgenstock Selection”. The Katara Hospitality Switzerland AG, headquartered in Zug, is the operating company for the Swiss hotels of a Qatari sovereign fund. Under the leadership of Managing Director Bruno H. Schöpfer, it develops the hotel concepts and renovates, rebuilds, and reopens the legendary establishments. Currently, the portfolio consists of the Hotel Schweizerhof Bern, the Bürgenstock Resort near Lucerne, and the Hotel Royal Savoy in Lausanne. The Hotel Schweizerhof Bern was successfully reopened in June 2011, and work is in progress on the Bürgenstock Resort and the Hotel Royal Savoy. www.buergenstock-selection.ch

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