



VICTORIA-JUNGFRAU COLLECTION

For nearly a century and a half, the VICTORIA-JUNGFRAU in Interlaken has stood as a legendary symbol of Switzerland's luxury hotel industry. Throughout the years the establishment has played a pioneering role in innovative expansion, earning international acclaim as one of Europe's finest 5-star properties. In more recent times, the VICTORIA-JUNGFRAU has expanded its operations to include three other leading hotels in Switzerland. Under the brand name of the VICTORIA-JUNGFRAU COLLECTION, the company now comprises the VICTORIA-JUNGFRAU Grand Hotel & Spa in Interlaken, the PALACE LUZERN, the EDEN AU LAC in Zurich and the BELLEVUE PALACE in Bern.

The hotels in Interlaken and Zurich are all owned by the VICTORIA-JUNGFRAU COLLECTION company. The BELLEVUE PALACE in Bern is owned by the Swiss government, but is being managed by the company since January 2007. The building of the Palace Lucerne was assigned on 1 June 2011 to the Credit Suisse Real Estate Fund Hospitality and a long term management contract with the Victoria-Jungfrau Collection was signed at the same time.

The first acquisition by the VICTORIA-JUNGFRAU COLLECTION company was announced in 1997 when it purchased the PALACE LUZERN after many years of close cooperation between the two hotels in the field of marketing. These are not only two of Switzerland's leading hotels in terms of the highest standards of service – they also enjoy international renown in respect of their unique architecture, design and location. With this important acquisition, the management of the VICTORIA-JUNGFRAU COLLECTION company embarked upon a policy of controlled expansion in the luxury 5-star sector.

The second acquisition followed in November 2005, when the VICTORIA-JUNGFRAU COLLECTION company took over the Eden au Lac in Zurich. This small but select city hotel comprises 50 rooms and suites and is the only 5-star property on the Lake of Zurich. Says Emanuel Berger, at that time Executive Delegate of the board of the VICTORIA-JUNGFRAU COLLECTION company: "The Eden au Lac is a property of great prestige which enjoys an exclusive location in Switzerland's banking and business capital. It is in every aspect an ideal complement to our group."



Only a few months later (in May 2006) the company announced further expansion with the signing of a management contract with the BELLEVUE PALACE in Bern. The BELLEVUE PALACE is the only 5-star hotel in the Swiss capital and is 99.7% owned by the Swiss government.

The four properties of the VICTORIA-JUNGFRAU COLLECTION comprise a total of 528 rooms and suites. Each hotel continues to be managed on a day-by-day basis by a single director or husband-and-wife team, but overall operative supervision rests with the Executive Delegate of the board of the VICTORIA-JUNGFRAU COLLECTION company. Since January 2007 Emanuel Berger has taken over this after his retirement (after 36 years) as director of the VICTORIA-JUNGFRAU Grand Hotel & Spa in Interlaken - since 14 May 2010 Mr. Beat R. Sigg is his successor as Executive Delegate.

Each property retains its individuality and unique character, but the hotels cooperate closely in the fields of human resources, purchasing and marketing. They also carry out joint promotion activities within Switzerland and abroad, and coordinate the superior quality standards.

In January 2010 the VICTORIA-JUNGFRAU COLLECTION entered a strategic marketing alliance with Indian based Taj Hotels Resorts and Palaces. Both companies follow a similar philosophy and pool their activities in the fields of marketing, sales and customer loyalty in the respective markets.

VICTORIA-JUNGFRAU Grand Hotel & Spa, Interlaken

Interlaken is a village with a big reputation. Located in the beautiful Bernese Oberland, it is one of the cradles of Switzerland's legendary hospitality. This internationally renowned year-round resort enjoys a scenic setting between the lakes of Thun and Brienz, at the foot of the Eiger, Mönch and Jungfrau mountains. Amid all the natural beauty stands a majestic man-made attraction – the VICTORIA-JUNGFRAU Grand Hotel & Spa, which opened its distinguished doors in 1865. For more than 140 years, this exceptional 5-star establishment has been a proud symbol of Switzerland's luxury hotel sector. It has always played a



pioneering role in providing an international clientele with the highest standards of comfort and cordiality.

Over the years, much passion, dedicated commitment and considerable financial resources have been invested in the future of the VICTORIA-JUNGFRAU. The property has undergone repeated renovation and modernization to meet the ever-changing demands of its discerning business and vacation visitors. The hotel offers not only exclusive accommodation, but also imposing Belle Epoque event rooms and award-winning gastronomy. Plus the 5500 square metre VICTORIA-JUNGFRAU Spa – a wonderful world of wellness internationally acclaimed as one of the finest in Europe.

Above all, however, the hotel is renowned for its highly personal service and the warmth of welcome extended to its international clientele.

PALACE LUZERN

The PALACE LUZERN (which was celebrating its 100th anniversary in 2006) continues to radiate an irresistible charm and appeal as it enters its second century. Over recent years the hotel has undergone the most extensive renovation programme in its long history, and has succeeded in combining old world charm with the most modern comforts. The very best of the Belle Epoque blends harmoniously with state-of-the-art amenities, and the property remains an impressive architectural jewel on the scenic shores of Lake Lucerne.

Space and size were key considerations in drawing up the hotel's revised accommodation concept. The "new" PALACE LUZERN offers a greater choice of suites even more generously designed for rest and relaxation. Another attraction is the PALACE SPA, which extends over some 800 square metres – an exclusive oasis of quiet and calm amid the hustle-and-bustle of Switzerland's "City of Lights."

The hotel's restaurants offer dining and wining of distinction, including "PALACE SPA Food" and "PALACE MOOD Food" (the latter with more than a tasty touch of Mediterranean magic). And for guests seeking a made-to-measure holiday experience suited to their special needs, the hotel's "Leisure Designer" is at their service. When it comes to captivating culture,



attractive excursions and sporting activities in and around Lucerne, he is always able to assist and advise.

EDEN AU LAC, Zurich

The small but stylish city hotel EDEN AU LAC in Zurich has been welcoming discerning guests to Switzerland's largest city for almost a century. The hotel (which opened in 1909) enjoys a unique location along the elegant Utoquai on Lake Zurich, yet is conveniently close to the city centre.

Since the 1980s the EDEN AU LAC has been listed as a protected building of cultural importance. The property comprises 50 individually designed rooms and suites and combines traditional hospitality with innovative appeal. The hotel's very private and protective ambience is welcomed by its more prominent guests as well as by business travellers and culture-lovers.

The attractive interior of the hotel includes a club-like bar lounge, pillared salons and elegant guest accommodation with ceiling-high windows or balconies looking out over Lake Zurich. In the stylish Restaurant EDEN, French chef Denis Schmitt excels with his internationally refined culinary inspired creations.

BELLEVUE PALACE, Bern

The guest book of the BELLEVUE PALACE in Bern (built in 1913) reads like an international "Who's Who". Its guests have included European and Japanese royalty, several of world history's most eminent international statesmen (including Winston Churchill, Mikhail Gorbachov and Nelson Mandela) and top stars of sport and entertainment. The hotel – the only 5-star luxury property in Switzerland's captivating capital – is located in the heart of Bern's historic old town quarter, only a few leisurely steps from the Swiss Houses of Parliament and government buildings. For nearly a century it has played host to guests of the Swiss government.

The hotel's privileged position and eventful history are as unique as its superior service and distinctive design and décor. Stucco-ornamented salons sparkle with gold-edged mirrors and crystal chandeliers, restaurants radiate stylish charm, and guest rooms and suites offer the



ultimate in elegance. Time-honoured tradition teams up with the most contemporary comforts and – enhanced by panoramic vistas of the distant Bernese Alps – the BELLEVUE PALACE is indeed a hotel worthy of its name.

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