



## **THE PALACE LUZERN – 100 YEARS OF SWISS HOTEL HISTORY**

The late 19th century is often referred to as the "golden age of tourism" in Switzerland. Foreign travellers were beginning to discover the delights of the many scenic splendours and cities. And Lucerne was one of the destinations which enjoyed particular popularity – thanks largely to the innovative enterprise of hotel pioneers like Franz-Josef Bucher-Durrer. In 1900 he founded a hotel company and three years later purchased land at the end of Lucerne's National Quay. The PALACE LUZERN – designed by the eminent team of architects, Meili and Wapf – opened its distinguished doors on 7 May 1906.

During World War II, the hotel was used as a military hospital and also as a storage centre for essential provisions. After the war the hotel underwent extensive restoration, re-opening for business in 1946. The PALACE LUZERN has since undergone regular renovation, including restoration of the hotel's impressive neo-classical façade. The year 2001 saw restoration of the "Les Artistes" restaurant to its original Belle Epoque style, based on photographs from the founding year. Further renovation work was carried out in 2003, restoring the impressive lobby to its original architectural elegance and splendour. In the same year the re-designed "Restaurant Jasper" (16 points GaultMillau) welcomed its first guests. Another milestone was the opening in 2005 of the exclusive PALACE SPA – a world of wellness and life-enhancing oasis of serenity and sophistication.

The PALACE LUZERN – a member of the "Leading Hotels of the World" – today comprises 136 individually designed rooms, offering the ultimate in luxury. True to its philosophy of "Tradition and Innovation", the hotel combines old world charm with the most modern comforts.

### **2006 – A year of fun, fine fare and festivities!**

The centenary is being celebrated by special events and attractions throughout the year:

*The magic of light.* On two dates in 2006, visitors will be able to see the PALACE LUZERN lit up in all its sparkling splendour. The first date is 7 May (the exact date on which the hotel opened 100 years ago); the second is 10 August, the opening of this year's SOMMER Lucerne Festival of classical music. On both occasions Swiss light artist Gerry Hofstetter will present the PALACE in a blaze of memorable magic.

*Palace Club.* Guests are cordially invited to join the newly-founded Palace Club. Membership entitles them to special privileges and pleasures – for example, personalized advice and assistance from our Leisure Designer, our chauffeur-driven limousine service, room upgrades and many other benefits.

*Dîner d'Inauguration.* The PALACE HOTEL has recreated a tempting taster menu from the Dîner d'Inauguration served on 7 May 1906, the day the hotel opened its distinguished doors. The 4-course selection from the original menu is being served throughout 2006 in our "Restaurant Jasper".



Guests planning to stay at the PALACE LUZERN during 2006 can benefit from a wide range of special offers (available throughout the year):

- **BE OUR GUEST. AND YOURSELF.**

2 overnights in an attractive double room with views of the lake. Daily PALACE breakfast buffet; PALACE dinner (100th anniversary 4-course menu); and a Lake Lucerne cruise on the historic "Schiller" paddle steamer (also celebrating its centenary) from Lucerne to Vitznau and return. CHF 851 / € 549 per person

- Do the birthdays of you and your partner add up to exactly 100 years during 2006?

If so, you are entitled to a reduction of CHF 100 / € 65 off the regular room price.

- Discover the delights of the PALACE SPA. For only CHF 100 / € 65 enjoy a remarkably relaxing ESPA Essential Body Massage (including use of sauna, steam room, lifestyle shower and rest area).

- PALACE PICNIC. Our Leisure Designer introduces you to his favourite picnic spot, where you enjoy pleasures for the palate in a setting of great scenic splendour.

CHF 100 / € 65 per person. Reservation required!

- Captivating culture. Sightseeing tour of Lucerne, including privately escorted tour of the Rosengart Art Museum. Duration approximately 90 minutes.

CHF 100 / € 65 for two persons.

- Exclusive escorted shopping tour of Lucerne. Visit the city's chic shops and best boutiques, with our Leisure Designer as your personal guide and "butler".

From CHF 100 / € 65, depending on duration.

- **CENTENARY SPECIAL for our former staff**

Have you ever worked at the Palace? Do you still have the reference we provided when you left us? We invite you to return to us – us a special guest. To rediscover the delights of the hotel and to see for yourself all the many innovative attractions now on offer at one of Switzerland's leading luxury properties. Our special anniversary offer – 1 overnight in Deluxe Double Room with view of Lake Lucerne. CHF 100 / € 65 (excluding breakfast).

Valid throughout 2006, upon request and depending on room availability.

**Mediacontact:**

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