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## CHAMPIONING SWITZERLAND: PARTNERSHIP BETWEEN HUBLLOT AND SWISSÔTEL HOTELS & RESORTS

**Zurich, 22nd January 2009 – Swissôtel Hotels & Resorts’ latest collaboration has the concept of Swissness at its very heart. Just in time for the watch trade show in Geneva, the international hotel chain signed a partnership agreement with the Swiss watchmaker Hublot at an elegant dinner at the Swissôtel Métropole in Geneva.**

Oversized deluxe Hublot Big Bang clocks with one metre in diameter will adorn the hotel lobbies of Swissôtel Hotels & Resorts worldwide, in 16 countries across four continents, from the end of February. A copy of the Hublot magazine will also be available in every hotel room, so Swissôtel guests will be able to find out all the latest news on the fine watchmaking brand.

“Having only recently signed an agreement with Nespresso, we are delighted to be able to work together with another leading Swiss brand”, commented Meinhard Huck, President of Swissôtel Hotels & Resorts. “Hublot blends the tradition of Swiss watchmaking with 21st century watchmaking craft without, in the process, betraying the unique and timeless design of the Hublot watches. The values of the luxury watch company combine tradition and rigorous demands in terms of quality standards with modern aspects, and match the Swissôtel company philosophy. We will certainly take advantage of other synergies.”

And Jean-Claude Biver, Hublot CEO added: “We are very proud to be present all over the world now with our Big Bang clocks, and all the more so in hotels that reflect the tradition of Swiss hospitality. I am delighted to have this opportunity to help communicate a stronger sense of “Swissness” and authenticity.”

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Swissôtel Hotels & Resorts is a distinctive group of deluxe hotels for today's discerning business and leisure travellers, combining the renowned Swiss touch with a fresh, contemporary and modern design. Each Swissôtel hotel offers personalized service with charm and efficiency. Located in main gateway destinations and city centres, the hotels have convenient access to business and shopping districts, and local attractions. Swissôtel Hotels & Resorts worldwide have won prestigious awards and accolades.

Swissôtel Hotels & Resorts is owned by Fairmont Raffles Hotels International, a leading global hotel company with 90 hotels and resorts worldwide under the Raffles, Fairmont and Swissôtel brands. The company also owns Fairmont and Raffles branded Residences, Estates and luxury private residence club properties.

Swissôtel Hotels & Resorts under development:  
Swissôtel Novosibirsk, Russia (Opening 2010), Swissôtel Dresden, Germany (2010)

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