

PRESS RELEASE

/PRESSEMITTEILUNG



ASIA AUSTRALIA EUROPE NORTH AMERICA SOUTH AMERICA

Eva-Maria Panzer, Director Communication, Swissôtel Hotels & Resorts Tel +41 44 317 62 28 Email evamaria.panzer@swissotel.com

SWISSÔTEL HOTELS & RESORTS SELECTS MARKET METRIX TO ACHIEVE DEEPER INSIGHTS INTO THE EXPERIENCE OF GUESTS

ZURICH, 1st of April 2009 – To optimize the guest experience and improve loyalty and profitability, Swissôtel Hotels & Resorts has chosen Market Metrix’s real-time satisfaction survey system. California based Market Metrix, LLC, is the leading provider of feedback and performance tools for the hospitality industry.

Customer Metrix™ is helping Swissôtel to deepen customer engagement and loyalty in the tough economy. By surveying guests about their complete experience - including lodging, spa, dining and entertainment options - managers are provided with timely information and tools for immediate service recovery, a system to isolate and improve problem areas, and information to balance strict budget requirements with the impact on guest experience.

“We selected Market Metrix due to their significant hotel experience, global benchmarking database, industry specific platform, and the talent of their team” said Meinhard Huck, President of Swissôtel Hotels & Resorts. “With Market Metrix’s powerful online system and support team, we will obtain deeper insights into the experience of our guests and enable us to act on the information in a timely manner.”

“In this difficult economic climate, cultivating a sustainable and profitable customer base is the most cost-effective way to grow a hospitality business,” said Robert Honeycutt, CEO of Market Metrix. “Swissôtel understands that listening and responding to guests every day is the best way to do just that. We look forward to helping Swissôtel Hotels & Resorts create loyal customers and strategies that will position the company well through the current downturn and poise them for increased market share when spending resumes.”

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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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For more information, please contact:

Corporate Office

Eva-Maria Panzer
Director Communication
Swissôtel Hotels & Resorts
Tel: +41 44 317 3322
Email: evamaria.panzer@swissotel.com

Germany, Switzerland & Austria

Beatrice Davis
Director Media Relations
Tel: +49 40 890 1707
Email: beatrice.davis@swissotel.com

Asia Pacific

Carolyn Tay
Director Media Relations
Tel: +65 6431 6957
Email: carolyn.tay@swissotel.com

USA

Shelby Burgess Quinn
Manager Media Relations
Tel: +1 212 756 3840
Email: shelby.burgess@swissotel.com