

QUALITY IN LIFE: SWISSÔTEL HOTELS & RESORTS LAUNCHES NEW BRAND PROMISE – LIGHT INSTALLATION BY GERRY HOFSTETTER DELIGHTS ZURICHERS

Zurich, November 2014 – In celebration of its new brand promise, Swissôtel Hotels & Resorts surprised guests, media and passerby with an amazing spectacle: the façade of Swissôtel Zurich, one of the tallest buildings in the city, was bathed in atmospheric, super-sized images by acclaimed light artist Gerry Hofstetter. The images depicted patterns symbolic of the unique attributes and visual identity of the Swissôtel brand.

The occasion; a kick-off event for media and guests where Swissôtel Hotels & Resorts debuted its new brand promise, "Quality in Life". The Swissôtel brand, born in Switzerland, but now represented internationally in 31 locations around the world, is synonymous with quality, reliability, sustainability and genuine hospitality. In fact, over 4.6 million Swissôtel guests per year bear witness to this approach every year.

"Quality of life means something different to every person," says Lilian Roten, Vice President, Swissôtel Brand. "For some, it's spending time with family, for others it's feeling comfortable and inspired in a relaxing atmosphere. We contribute to the quality of life of all of our guests from around the world in a wide variety of ways. This comes to life with our contemporary design mixed with local flair, our sustainable and environmentally conscious practices, or our vitality programme, which supports a natural and healthy lifestyle."

The promise "Quality in Life" is already inherent in the company's name. "Swiss" stands clearly for Swissness at all Swissôtel locations: for a natural, unique design language and use of materials, which always keeps comfort and functionality in mind. Swissness is also a promise to take care of nature and people; to be responsible for making sustainable development go hand-in-hand with economic development and entrepreneurial responsibility. Also Swiss, of course, is the instinct for exercise and vitality, and in keeping with this each hotel in the Swissôtel portfolio is constantly adapting its products and services to guests and their well-being – a balance between physical and mental vitality. The "ôtel" part of the name stands for the promise to offer each guest a temporary home and to infuse that home with hospitality, reliability and local charm.

Swissôtel is currently ISO-certified around the world in quality management, environmental management, health and safety management, as well as food safety management. In 2013, the hotel company reached the "Recognized for Excellence" level, based on the EFQM's Business Excellence Model. A detailed sustainability report informing guests and the public about Swissôtel's long-term sustainability strategies, objectives, initiatives and results can be downloaded at www.swissotel-sustainability.com.

Gerry Hofstetter has been a light artist since 1999; on an international level since 2003. There are hardly any famous buildings that have not been staged as part of his impressive light installations – they include landmarks such as Zurich’s Grossmünster, the Brandenburg Gate in Berlin, the Coliseum in Rome and the Presidential Palace in Argentina. For more information, please see www.hofstetter-marketing.com

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About Swissôtel Hotels & Resorts

Swissôtel Hotels & Resorts got its start in Switzerland, a country known for big mountains and equally high standards of living. Its contemporary Swiss style and locally inspired flair attracts business and leisure travellers who enjoy high-end hotels but prefer fresh innovation to stale pretension. Conveniently located where travellers want to be, Swissôtel provides guests with the opportunity to stay in the heart of city centres worldwide where access to business and shopping districts are right around the corner. Swissôtel properties can be found in over 30 well-located properties around the world, with many more in development. As guests of the world, every Swissôtel upholds Swiss sustainability standards. In fact, Swissôtel has a mission: to treat guests, team members, and the environment with equal respect. Swissôtel is part of FRHI Hotels & Resorts, a leading global hotel company with over 110 hotels under the Raffles, Fairmont, and Swissôtel brands. But no matter how international Swissôtel becomes, just like the country it was founded in, it remains a small hotel at heart. For more information or reservations, please visit swissotel.com.

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