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Swiss Deluxe Hotels Golf Trophy, 21 August 2017 in Andermatt

4th Swiss Deluxe Hotels Golf Trophy, 21 August 2017 in Andermatt

The 4th Swiss Deluxe Hotels Golf Trophy took place in Andermatt on Monday, 21 August 2017. Now an established tournament with its own impressive tradition, the event once again saw VIP guests and Swiss Deluxe Hotels partners involved in a friendly yet dedicated team contest. The Chedi Andermatt and the new Andermatt golf course provided a magnificent setting for this top-class event.

Zurich, 22 August 2017 – Located immediately adjacent to the village, the ecologically developed 18-hole golf course is set amidst spectacular natural scenery. Meeting international tournament standards, the Scottish-style facility covers a surface area of 1.3 million square metres and is more than six kilometres long. The course was designed by renowned architect Kurt Rosknecht and is one of the most attractive golf courses in the Alps.

In collaboration with The Chedi Andermatt, a member of Swiss Deluxe Hotels since 2015, the board, the management and the directors of Switzerland's most exclusive luxury hotels organised a truly exceptional event. Everybody who is anybody in the Swiss luxury hotel trade took up the invitation, along with other guests. Teams competed for the coveted trophy using the Texas Scramble format, with players not only demonstrating their sporting ambition but also taking pleasure in the game as well as making the most of opportunity for social contact. The guests were in an excellent mood: they included musician and wine producer Dieter Meier, FCZ manager Uli Forte, former federal public prosecutor Carla del Ponte, Jan E. Brucker, President of Swiss Deluxe Hotels and Director of Widder Hotel in Zurich, Beat R. Sigg, CEO of Victoria-Jungfrau Collection, Martin Tobler, General Manager of Parmigiani Fleurier SA, Dr. Bjørn Johansson, proprietor of Dr. Bjørn Johansson Associates, celebrity winegrower Martin Donatsch and Nadine Fau, CEO Moët Hennessy Switzerland – to name but a few. Meteonews CEO Peter Wick took care to ensure perfect weather conditions.

Rediscovering Switzerland

More and more guests from Switzerland have been booking accommodation at Swiss luxury hotels in recent months. Swiss guests are rediscovering their own country and appreciate the excellent range of facilities and services offered by the country's luxury hotels.

"Andermatt is a good example of how a tradition-steeped destination can become a new gem of Swiss tourism based on vision, courage and the necessary investment," says Jan E. Brucker, President of Swiss Deluxe Hotels.



Given the weather, the atmosphere at the tournament was superb. Unfortunately, nobody managed a hole-in-one: the prize for this would have been a 20-year VIP Teleclub package worth CHF 20,000. However, there were still lots of great prizes to present to guests and teams at the award ceremony in the evening. Jean-Yves Blatt, General Manager of The Chedi Andermatt, and chef Dietmar Sawyere gave the guests a wonderful culinary experience in the evening, providing the successful Swiss Deluxe Hotels Golf Trophy with a perfect crowning conclusion.

"On a demanding golf course like Andermatt it's all about achieving your very best through teamwork – just as in business. We're very pleased to have been able to share our values and ideas with so many partners, friends and guests of Swiss Deluxe Hotels today," said Siro Barino, Managing Director of Swiss Deluxe Hotels – himself a passionate golf player.

The tradition of the Swiss Deluxe Hotels Golf Trophy is to be continued next year, with the venue expected to be an exclusive golf course and a Swiss Deluxe Hotel in the French-speaking part of Switzerland.

Swiss Deluxe Hotels

The Swiss Deluxe Hotels association (SDH) was founded in 1934 and comprises 42 of the most renowned five-star hotels in Switzerland such as The Dolder Grand and the Baur au Lac in Zurich, the Victoria-Jungfrau Grand Hotel & Spa in Interlaken, the Gstaad Palace, the Beau-Rivage Palace in Lausanne, Badrutt's Palace Hotel and the Kulm Hotel in St. Moritz, the Castello del Sole in Ascona and the Grand Hotel Les Trois Rois in Basel. They all represent the renown of the Swiss luxury hotel industry that they have decisively shaped for almost two centuries. With a total of 4,500 rooms and suites and around 8,500 beds, the Group accounts for over 40% of Switzerland's five-star capacity. The SDH is therefore the most important association in this sector and has for decades assumed a leading role in the Swiss luxury hotel industry. The name "Swiss Deluxe Hotels" stands for exclusive quality and the highest standards. The personal service is unique: Over 5,700 employees ensure the well-being of a clientèle that is also accustomed to service luxury. Altogether the Group records around 1,147,000 overnight stays each year. Annual sales in 2016 came to around CHF 1.45 billion.

The figures are partly based on extrapolations of the entire Group of 42 Swiss Deluxe Hotels.

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