



Media release, 28 May 2019

Media corner at www.swissdeluxehotels.com/de/media

Swiss Deluxe Hotels – strategic reorientation as Siro Barino steps down following seven-plus successful years as MD of association representing the 40 most prestigious 5* hotels in Switzerland.

Zurich, 28 Mai 2019 – Swiss Deluxe Hotels (SDH) is now stronger than ever: reporting 1,229,448 overnight stays and record sales of CHF 1.52 billion in 2018, the association's members have in recent years outperformed the industry benchmark by a large margin. Helping drive this success over the last seven years has been SDH with Siro Barino at its helm. The end of June 2019 will see the latter hand over management of SDH on a provisional basis to the existing highly experienced team, while he devotes his attention to two new start-ups.

The board thanks Siro Barino on behalf of the SDH membership for his exceptional contribution to forging important strategic partnerships, successfully repositioning the association, and enhancing the international perception and business base of Switzerland's most prestigious 5-star hotels.

Jan E. Brucker, Chairman of Swiss Deluxe Hotels:

"Change brings opportunity, which is why I consider it a good moment to use the solid foundation of Swiss Deluxe Hotels as a springboard for a strategic reorientation. Acting primarily as a service and competence centre for our members, SDH intends in future to work closely with our hotels and partners to launch a mutual sharing of experiences and thus generate added value for each and every one of them."

The focus will remain on promoting the Swiss Deluxe Hotels brand in the domestic and international markets. New projects will include the digitisation of the magazine *Ambiance* and expanding online marketing activities. SDH also wants its successful partner programme to give creative manufacturers and regional food producers enhanced access to the luxury sector: the hotels will benefit from the unique nature of the products while promoting creative Swiss crafts.

Having taken up his duties on 1 January 2012, Siro Barino will hand over the management reins of SDH on 30 June 2019. In addition to his existing strategic communications services agency, he will be devoting his energies to his two new start-ups: momentX, a platform promoting new consciousness and inspiration, and an international 5* show jumping tournament in St. Moritz.

KANTONSSTRASSE 79 · 8807 FREIENBACH · T +41 (0)43 243 71 40 · F +41 (0)43 243 71 38
INFO@SWISSDELUXEHOTELS.COM, WWW.SWISSDELUXEHOTELS.COM



SWISS DELUXE HOTELS

Swiss Deluxe Hotels

Founded in 1934, the Swiss Deluxe Hotels association (SDH) in 2018 comprised 40 of the most prestigious 5-star hotels in Switzerland, including 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 embody the prestige of the Swiss luxury hospitality sector, which they have contributed so successfully for almost two centuries. With a total of 4,300 rooms and suites and some 8,600 beds, SDH's membership accounts for more than 40 percent of Switzerland's 5-star capacity. SDH is thus the most important association in this sector and has for decades assumed a leading role in Switzerland's luxury hospitality. The name "Swiss Deluxe Hotels" stands for exclusive quality and the highest standards. The personal service is unique: over 8,000 employees ensure the well-being of a clientele accustomed to service luxury. Collectively, SDH's members record some 1,229,000 overnight stays annually, while annual sales in 2018 totalled around CHF 1.52 billion.

The figures are partly based on extrapolations of the entire group of 40 Swiss Deluxe Hotels. in 2018

For further information, please contact:

Stefan Mathys, Head of Media Relations, Swiss Deluxe Hotels

Kantonsstrasse 79, 8807 Freienbach

mathys@swissdeluxe-hotels.com

Tel. +41 79 227 98 31

Jan E. Brucker, Chairman, Swiss Deluxe Hotels, Widder Hotel

Rennweg 7, 8001 Zurich

gm@widderhotel.com

Tel. +41 44 224 25 26

Siro Barino, Managing Director, Swiss Deluxe Hotels

Kantonsstrasse 79, 8807 Freienbach

barino@swissdeluxe-hotels.com

Tel. +41 79 335 24 24