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SWISS DELUXE HOTELS UNDER NEW MANAGEMENT – AFTER 30-PLUS YEARS OF SUCCESSFUL HOTELIERSHIP, JAN E. BRUCKER TAKES THE HELM OF THE ASSOCIATION REPRESENTING SWITZERLAND'S ASSOCIATION OF THE 40 MOST RENOWNED 5* HOTELS.

Zurich, 30 March 2020 – Having relinquished the management of the Widder Hotel in the old town quarter of Zurich at the end of last year, Jan E. Brucker and his newly founded company Brucker Hospitality Consulting GmbH are assuming the management of Swiss Deluxe Hotels, the association of 40 member hotels, on 1 April 2020. He will be reported to by the existing team comprising Christiane Lanz, Head of Corporate Office, and Evelyn Gorgos, Head of Corporate Communications & Media Relations.

As Chairman of Swiss Deluxe Hotels for the last 10 years, Brucker has been intimately involved in the association's development and knows its requirements and key issues better than most. "After more than 30 years on the front-line as a hotelier, I see myself in my new role purely as a service provider and look forward to providing my hotelier colleagues with the support they deserve in the face of the upcoming challenges, of which there many," says Brucker. The responsibility we owe our members, partners, guests, employees and the environment is a core value which we live by every day, continues Brucker. In this respect, he looks forward to building on the achievements of his predecessor, Siro Barino.

Michael Smithuis, General Manager of the Fairmont Le Montreux Palace, who is acting as interim chairman of Swiss Deluxe Hotels until the next annual general meeting, headed the committee selecting the new managing director: "We deliberately took our time over the recruitment process, especially since it was also a question of setting out the vision and strategic priorities for the association's future direction. We – the association with the active involvement of its member hotels – should always remain focused on strengthening the Swiss Deluxe Hotels brand through targeted, bespoke measures.

"We look forward to successfully leading our association into the future under the managing directorship of Jan E. Brucker. He is the right person: he knows our industry's concerns and issues and will be able to confidently navigate Swiss Deluxe Hotels through the current turbulent times."

(2'488 character, 340 words)



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, to which they have contributed so successfully for almost two centuries. With a total of 4,300 rooms and suites and some 8,600 beds, the SDH's membership accounts for more than 40 percent of Switzerland's 5-star capacity. The SDH is thus the most important association in this segment 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, the 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.

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