

MEDIA RELEASE

Accolade for the newly opened Kameha Grand Zürich: Distinction as the Top Hotel of Switzerland

Zurich, 4 June 2015 – The Kameha Grand Zürich now belongs to the Olympus of Switzerland's top hotel business: The publicist and hotel connoisseur Karl Wild placed the hotel in his renowned hotel rating of the *SonntagsZeitung* newspaper among the Top 10 of Switzerland's best city hotels. Carsten K. Rath, founder and CEO of the Kameha Hotels & Resorts has also been awarded the Newcomer of the Year title.

This is a very special honour recognising a new era of the grand hotel business, with the Kameha Grand Zürich having only opened on 1 March 2015 and now receiving the highest recognition from the jury of the *SonntagsZeitung's* hotel ratings. On the basis of eleven criteria, experts from the media and travel industry throughout Switzerland evaluated the hotels taking into consideration quality inspections of leading hotel associations, investment activities, hospitality, charisma and the hotelier's innovative spirit. In addition, the hotel's own character and originality, its price-performance ratio and guest reviews, as well as the subjective overall impression, played a role.

According to Karl Wild, the Kameha Grand Zürich is "on the best path to setting new standards in terms of architecture, services and cuisine." It is "more offbeat, cooler and trendier than anything else in the city," according to the author of the hotel ratings. Wild has also compared the Newcomer of the Year Carsten K. Rath with "a certain Hans C. Leu, who began to revolutionise the Swiss luxury hotel business with new ideas and concepts four decades ago."

"My team and I are very proud of both awards," Rath says. "Within a short time, we have succeeded in establishing ourselves in the market. Our empathetic employees with their heartfelt service have made this possible," Rath continues. The reviews encourage him and his team to consistently continue on his path with the Kameha Grand Zürich: "We have touched the pulse of the times and will also continue to prove this."



Kameha Grand Zürich

The hotel website www.lieblingsplatz.com offers insights into the extraordinary overall concept of the Kameha Grand Zürich, its lifestyle atmosphere and its warm friendliness that puts the focus on the guest in everything that we do. Thanks to its unique merging of technical innovations and friendly service, the Kameha represents an attractive addition to the Zurich hotel scene. The hotel is also just about six minutes from the airport, as well as eight minutes from the Zurich Main Station or the city centre – the ideal basis for business travellers. Located near the hotel, the bathing lake with a length of 550 metres, width of 41 metres and depth of three metres is probably the biggest pool of any Swiss hotel. It is embedded in a 128,000-square-meter recreational area with extensive meadows and forests. Various leisure facilities such as ping-pong tables, a beach volleyball field, basketball court, football ground, barbecue grills and a bike park, as well as its own map with jogging routes, leave nothing to be desired for guests who enjoy the great outdoors. Further information and picture material can be found at www.lieblingsplatz.com. In addition, all of the news related to the Kameha Grand Zürich is also available at www.facebook.com/kamehahotelresorts.

About the Lifestyle Hospitality & Entertainment Group AG (LH&E Group)

The LH&E Group is an operating and management company of Kameha Hotels & Resorts. Kameha operates and manages international lifestyle hotels, luxury resorts and private design residences, as well as first-class event gastronomy. The founder and CEO is Carsten K. Rath; Chairman of the Board of Directors is Peter Mettler. The first hotel of the LH&E Group, Kameha Grand Bonn, has been distinguished with many national and international awards such as the Best Hotel of the Year Worldwide (Diners Club Magazine Award), Hotel of the Year (Busche Verlagsgesellschaft), Best Event Hotel of the Year (Location Award), Germany's Trend Hotel No. 1 (TripAdvisor) and 2011/2012 Employer of the Year. Following the successful positioning of Kameha Suites in Frankfurt am Main, distinguished with the 2012 Location Award as the Best Historical Event Location in Germany, as well as the Kameha Grand Bonn, the LH&E Group is now launching further projects such as the Kameha Grand Zürich.

Autograph Collection Hotels

Extraordinary objects from films, art, design and literature have been packaged into a unique experience of staying at these hotels. There are more than 80 independent, luxurious lifestyle hotels of the Autograph Collection brand, located in the most attractive destinations around the world. The hotels are selected on the basis of their distinct character and remarkable special features: Whether as a distinctive landmark, extraordinary design or best resort offer in its area – each individual hotel is considered to be absolutely unique.

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The luxury and lifestyle brand portfolio of Marriott International currently includes The Ritz-Carlton Hotel Company, EDITION, JW Marriott Hotels & Resorts, the Autograph Collection, Renaissance Hotels, AC Hotels by Marriott and Moxy Hotels. This accounts for about 25 per cent of the total corporate portfolio. In the course of the coming years, there are plans to add more than 200 luxury and lifestyle hotel projects. This corresponds with an investment in the amount of 15 billion US dollars on the part of the company owners and franchisees.



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