

## **Official Launch of Swiss Premium Hotels**

**Zürich, 19 February 2009 – Swiss Premium Hotels, the recently founded marketing organisation for independent, personally-run hotels in Switzerland and abroad, gets off to a brilliant start.**

At a press conference held today at Zurich's Hotel Glärnischhof, itself a member of Swiss Premium Hotels, company president Claus M. Niederer reported that since it was founded seven months ago, Swiss Premium Hotels had already acquired 14 members – eight hotels in Switzerland and six abroad, all of which are under Swiss management and/or are Swiss owned.

Swiss Premium Hotels is a marketing organisation working on behalf of personally managed, and often owner-run, hotels that are distinguished by their warm-hearted hospitality, their authenticity, and their high standard of quality and comfort – and that succeed in asserting themselves in an increasingly saturated and impersonal travel market as a viable alternative to rival organisations.

The main activities of Swiss Premium Hotels focus on specialised marketing support, based on state-of-the-art reservations systems, a comprehensive, well-designed and attractive website ([www.swisspremiumhotels.com](http://www.swisspremiumhotels.com)), and a clearly-presented, compact and handy hotel brochure, as well as a wide range of services exclusively for members.

Swiss Premium Hotels provides its customers with personal, professional support and advice, is present at trade fairs and tourism events and communicates the latest trends and developments to its members, and represents its members vis-à-vis travel operators, direct customers and the press. The organisation also operates a reservation service and carries out joint promotional activities.

The company is financially independent, provides efficient, effective services, and looks set to be able to hold its own against the fierce competition. It aims to grow further, focusing on additional hotel complexes in the top quality segment, both at home and abroad.

SWISS  
**PREMIUM**  
— HOTELS —

Swiss Premium Hotels aims to become and be perceived as a first-class reference within the hotel industry. Its member hotels are characterised, among other things, by their traditional, superior-quality Swiss hospitality.

Swiss Premium Hotels is managed by an efficient and highly experienced team, comprising Wanda Meyer and Claus Niederer, both of whom bring with them a worldwide network of personal contacts in the hotel and tourism sectors. The organisation attaches great importance to offering value for money.

The newly founded company, Swiss Premium Hotels GmbH, domiciled in Rüschlikon/canton Zurich, is a Swiss enterprise operating in the field of hotel marketing. It provides sales and marketing services for hotel establishments in the 3\* Superior to 5\* Superior categories (according to the guidelines of the Swiss hotel association, (hotelleriesuisse).