

New Hotels and iPad App for Swiss Premium Hotels

Rüschlikon, 29 December 2010 – Swiss Premium Hotels is pleased to announce that two first-class hotels in Switzerland joined the organisation of independently own and managed hotels: The Hotel Arte in Olten and The Grand Hotel Des Bains in Yverdon-les-Bains. The currently 21 hotel complexes belonging to this fledgling organisation are located in Switzerland, France, Italy and the USA.

After the successful launch of its own iPhone App a year ago, Swiss Premium Hotels introduced the iPad version of its App. The free iPad App not only provides an overview of the selected hotels and their locations, but also enables users to book hotel rooms and special offers. In addition to hotel details, the iPad App displays pictures and information about regional and geographical places of interest.

Thus the innovative hotel group and marketing organisation continues its strategy of further responding to the growing need for mobile communication by making use of iPad technology. This latest development constitutes yet another top benefit in the attractive package of services offered by this innovative hotel group, as well as a highly topical, strong tool for its partner hotels in the field of m-commerce.

Swiss Premium Hotels is a sales & marketing organisation working on behalf of personally managed, mostly owner-run, hotels. Both the group and its partner hotels are future-oriented and take active measures to market themselves.

Hotel Arte, Olten

Ideally situated in the business and university area of Olten, nearby the railway station and picturesque old town, the Hotel Arte welcomes its guests with charm and comfort. Whether traveling for business or recreation, clients will feel comfortable in the spacious and tastefully appointed rooms with all modern extras, including public W-LAN and broadband Internet connection (business rooms). Wheel-chair access throughout the hotel and specially equipped rooms. State-of-the-art conference facilities for up to 500 persons, and refined dining in the à la carte restaurant or on the large terrace during the summer months. The Arte is likewise a popular venue for weddings and reunions. A railway hub of the Schweizer Mittelland, Olten is within 30 minutes reach of Zürich, Bern, Basel and Luzern.

Hotel Arte
Ringgenbachstrasse 10
CH-4600 Olten
www.konferenzhotel.ch
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Grand Hotel Des Bains, Yverdon-les-Bains

Guests will be delighted by the hotel's historic charm which offers comfortable elegance and refinement. Steeped in history and restored to luxury, the hotel is a perfect setting for fine dining, comfortable lodging, wellness and business conferences. All 120 rooms and suites were recently renovated and enjoy a stylish, contemporary decor. The hotel is directly connected to the public Centre Thermal, an oasis of wellbeing. Furthermore, guests greatly value the spa facilities and the hotel's own thermal swimming pool (34° C). The immediate vicinity of Lake Neuchâtel and the Jura mountains with their beautiful natural scenery, offer many possibilities for sporting and leisure activities. And with over 12 golf courses in the region, it's also a paradise for golf aficionados.

Grand Hotel Des Bains
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