

Grand Hôtel Suisse Majestic signs contract with Marriott's luxury Autograph Collection brand

- The partnership aims to position the top Swiss hotel perfectly on the international market
- Ownership and management remain in the same hands
- For Broermann Health & Heritage Hotels, this is already the fourth partnership with the world's largest hotel group, which also owns luxury brands such as Ritz-Carlton and St. Regis

The four-star superior Grand Hôtel Suisse Majestic is set to become part of the Autograph Collection in mid-2019. The contract with the luxury brand for hotels with unparalleled individuality, which belongs to the world's largest hotel group Marriott International, Inc., was signed just recently. Broermann Hotels will retain ownership and management, keeping them in the same hands. The hotel is already the fourth luxury domicile that the young hotel collection Broermann Health & Heritage Hotels will realise in partnership with the world's most successful hotel group.

The four-star superior Grand Hôtel Suisse Majestic is a building in the style of the Belle Epoque, which was built in 1870 by Eugène Jost. Following renovation in 2010, the hotel now shines with new splendour and impressively combines historic architecture with a high-quality relaxed lifestyle. It offers 155 rooms and suites, is located in the heart of Montreux and provides a breathtaking view of Lac Léman (Lake Geneva) and the French Alps. Just a stone's throw away is the harbour, from where the world-famous "White Fleet" begins its cruises on Lake Geneva; it connects with 40 ports in Switzerland and France.

For Marriot's Autograph Collection, the Grand Hôtel Suisse Majestic completes the contracts signed in 2017 with the landmark hotels Falkenstein Grand and Villa Rothschild in Königstein im Taunus (near Frankfurt) as well as the Hotel Atlantic Hamburg, which also belong to Broermann Health & Heritage Hotels. With its curative climatic location directly on Lake Geneva and its tradition-rich history, the Grand Hôtel Suisse Majestic fits perfectly into the portfolio. Collaboration with the global cooperation partner, which owns the renowned and prestigious Ritz-Carlton and St. Regis hotel brands, among others, will begin for the hotels in Königstein in the first quarter of 2020 and for the Atlantic Hamburg in the first quarter of 2021.

With its own longstanding management team and the optional services of the world's largest hotel group, Broermann Health & Heritage Hotels is consistently shaping independent hotel identities in combination with global opportunities. To achieve this, numerous arguments are created on both the guest and team side to choose one of the hotels with an extraordinary history and an unmistakable lifestyle at the premium level.

Stefan Massa, CEO, speaks of the future with Autograph as another milestone in the company's development: "We are delighted to have once again been able to convince an international company such as Marriott of our team's potential and performance. This has created a perfect starting point for the development process of all our hotels."

Montreux/Königstein im Taunus, 12 September 2018

Press contact

Lars Leyendecker
Director of Business Development & Communications
Broermann Health & Heritage Hotels
Phone +49 6174 909046
press@broermann-hotels.com

Cord Schellenberg
Schellenberg & Kirchberg PR
Phone +49 40 593 50 500
press@broermann-hotels.com

Images for editorial use can be found here:

http://www.broermann-hotels.com/hotels/View_on_Grand_Hotel_Suisse_Majestic_Montreux.jpg

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About Broermann Health & Heritage Hotels

Unique luxury hotels in the superior category are part of the collection of historic grand and boutique hotels of Broermann Health & Heritage Hotels.

Discerning business and private travellers can discover business hideaways only 20 minutes away from Frankfurt International Airport in Königstein im Taunus, which is also the headquarters of the hotel group: the Falkenstein Grand Kempinski and the Villa Rothschild Kempinski. Those who want to discover the fascination of the North and the Free and Hanseatic City of Hamburg for personal or business purposes can find true fulfilment in a maritime and urban atmosphere in the Hotel Atlantic Kempinski Hamburg. With the Grand Hôtel Suisse Majestic in Montreux on the Swiss Riviera, Broermann Health & Heritage Hotels is offering both a high-class and a relaxed lifestyle with a direct view of Lake Geneva and the French Alps.

All these top hotels stand for traditional hospitality, authentic geniality and extremely high-quality hotel services. Culinary delights are also the hallmark of the hotels – excellent kitchens and services play a special role in shaping our guests' visits. Professional fitness and therapeutic spa offerings perfectly complete the hotels' range of services.