



## Former Hotel Allegro becomes Swissôtel Kursaal Bern

### Kongress + Kursaal Bern AG enters into franchise agreement with Swissôtel Hotels & Resorts

*More than 20 years after opening, the Kursaal Bern enters a new chapter in its history. Kongress + Kursaal Bern AG entered into an agreement with Swissôtel Hotels & Resorts whereby, effective in autumn 2020, Hotel Allegro will then be operated as Swissôtel Kursaal Bern.*

*As part of this exciting next chapter for the hotel, Kongress + Kursaal Bern AG will invest approximately 16 million Swiss Francs on remodeling the property's 171 guest rooms as well as the lobby space. Renovations will commence next January and are due to be completed by autumn 2020. The hotel will remain open during the refurbishment process. Once complete, guests can look forward to clever design solutions, high-quality furnishings and a carefully thought-out sustainability concept, but also to traditional Swiss hospitality in the midst of one of the country's most historic cities.*

*"Our search for a strong international brand partner led us to Swissôtel. It combines genuine Swiss hospitality with intelligent design and a stimulating atmosphere. This makes us a perfect match," says Kevin Kunz, CEO Kongress + Kursaal Bern AG. "Regardless of the change in brand, we will of course keep the proven management team in place and will continue offering traditional Bernese hospitality," Kunz reassures. Operating more than 30 hotels in 18 countries, Swissôtel, which will celebrate its 40th anniversary in 2020, has been part of the Accor group since 2016.*

*The partnership agreement between the brand and Kursaal Bern is a landmark moment for the tourism sector in the city. Both Kursaal and the hotel will benefit from Accor's global reservations system, the company's worldwide sales teams, direct booking channels, and access to new, innovative technologies. Guests at Swissôtel Kursaal Bern will also have the opportunity to become a member in the ALL loyalty program that puts all Accor brands and businesses worldwide under one umbrella.*

*"We offer a genuine expression of Swiss values and a steadfast commitment which is deeply rooted in quality, efficiency and reliability," says Lilian Roten, Vice President Swissôtel Hotels & Resorts. "We are excited to add a third property in the brand's birthplace. Our contemporary Swiss style combined with local characteristics creates a balanced environment for guests to relax and feel at home."*

*The renovation is led by architects Marazzi + Paul together with interior designer Nina Mair. "She uses high-quality, natural materials and has managed to win us over with well-conceived and confidently stylish functionality," says Kunz.*

*Roten adds: "Our alpine heritage has its roots in craftsmanship, sustainable design and a conscious, active way of life. This is exactly what Nina Mair's design brings to the new Swissôtel Kursaal Bern. It's through these approaches that we offer our guests a sense of well-being, energy and joy of life, which is perfectly in-tune with our brand promise 'Life is a journey. Live it well.'*

