

SWISSTIME

MAGAZINE

Unique Swisstouches
home culture

Swisstouches hotels in Asia

Unique realm

Swisstouches
HOTELS & RESORTS

NO. 01

Swisstouches
HOTELS & RESORTS

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CONTENTS

CEO'S LETTER

EDITOR'S LETTER

BRAND

- 3 Swisstouches Hotels & Resorts
- 5 Swisstouches - Touched by Switzerland
- 11 HTMi, Hotel and Tourism Management Institute

CULTURE

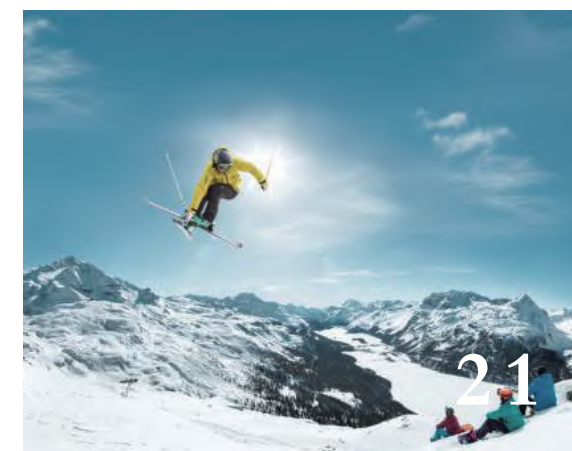
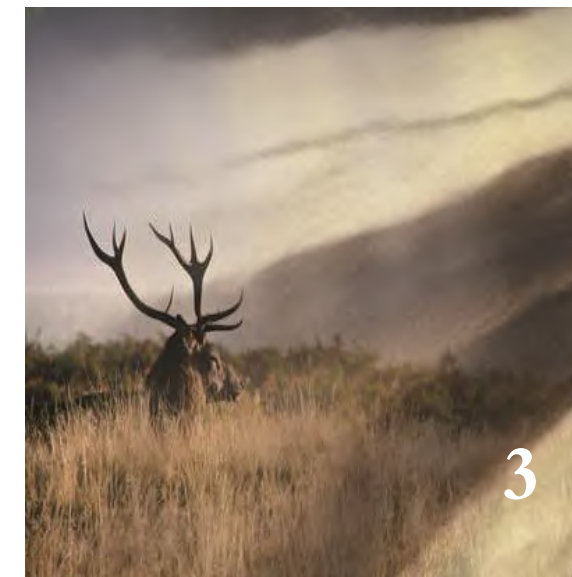
- 15 Unique Swisstouches home culture

SPECIAL TOPIC

- 19 Travel Switzerland
- 21 Ski the Alps
- 23 Unique realm
- 24 Traveling Times

HOTELS

- 25 Swisstouches hotels
- 27 Your Swiss Home in Nanjing
- 31 When Switzerland meets Ankang
- 35 Swisstouches hotels in Asia





LIFE IS
HOSTING, REFINED DETAILING AND SOPHISTICATION



SWISSCHOICE

55 Become a SwissChoice member

NEWS

57 Swisstouches joint venture with SEED Group Dubai

GLOBAL NETWORK

64 Standing on a strong growth platform



WEDDING

43 Dream wedding

MY HOME DESIGN

46 Bring a little Swisstouches home

FOOD

47 Trendy food

49 Cheese

51 Swisstouches Cafe specialty

53 Swisstouches' Gluehwein secret recipe



STANDING ON A STRONG GROWTH PLATFORM

I am delighted to welcome you to SwissTime, the corporate magazine of Swisstouches Hotels and Resorts. It is our pleasure to give you a global and strategic view of our brand development, and some current news.

After over 10-years we stand on a strong growth platform with thousands of staff and hotel rooms all ready to yield a global expansion and delight millions of guests worldwide with our unique and memorable brand portfolio. Our focus is on adding value to all assets that we touch with a fast return on investment.

Welcome to Swisstouches Hotels & Resorts.

Ian Larmour
Swisstouches CEO

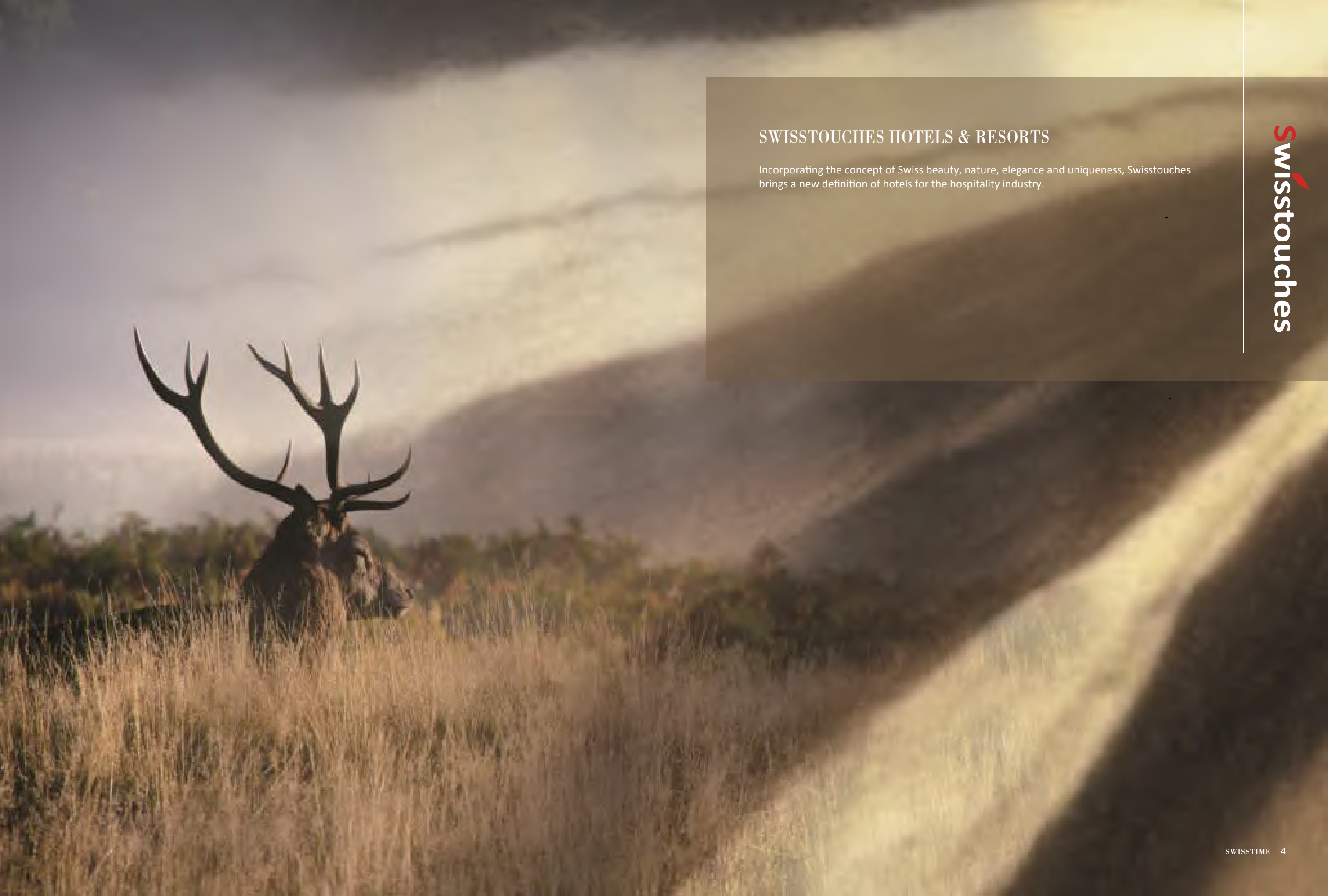
Whenever I close my eyes now, there’s always three words popping up my head: “Switzerland”, “HTMi” and “Swisstouches”. I always talk about Switzerland to every client and friend; about how beautiful this country is, the Swiss Alps, skiing, Swiss watches, Swiss chocolates, the famous Swiss hospitality educations, and of course our beloved HTMi with it’s remarkable students portraying their own Swiss brand story.

Swisstouches’ beauty comes from the brand itself. It is the beautiful portrayal of the elegance and beauty of Switzerland; the pursuit of details surrounding the concept of “Touch Switzerland, Experience Elegance”; and our pure family member hospitality culture of “our hotel is our home, and it’s guests our guests”. Our leadership operating culture lies in “Create don’t copy, lead don’t follow” leading to our brand focus of “unique relaxation”.

Through Swisstime we hope you can get to know more about our brand of Swisstouches, Switzerland and HTMi; and we will always welcome you back to Swisstouches hotels globally.

We hope this magazine leaves you with some beautiful emotion wherever you are. Hope this magazine can bring you some good memories and add a little peace and joy to your journey!

Denis Bannikov



SWISSTOUCHES HOTELS & RESORTS

Incorporating the concept of Swiss beauty, nature, elegance and uniqueness, Swisstouches brings a new definition of hotels for the hospitality industry.



Swisstouches - Touched by Switzerland

With its origins in the Swiss Alps, Swisstouches Hotels & Resorts has a new and exciting collection of hotel brands offering famous Swiss hospitality service, and a unique blend of hospitality relaxation concepts for all business and leisure guests.

Swisstouches Hotels & Resorts creates brands that have many points for guests to remember in details of design, services and products. The intent is not to create a standard design style, but rather one of consistent quality, ambiance and uniqueness representing the values of beautiful Switzerland, nature, warmth, and coziness.



TOUCH SWITZERLAND,
EXPERIENCE ELEGANCE



Our Brands



Swisstouches Grand Hotels & Spa (The five-star plus brand)
Pure luxury Iconic hotel experience



Swisstouches Hotels & Resorts (The five-star brand)
Unique relaxation the Swisstouches way



Swistyle (The four-star boutique hotel brand)
The lifestyle hotel



SwissHome The superior comfort class brand from Switzerland



Swisstouches Residences Your dream home has a Swiss address



Swisstouches The Most Unique Collection



Restaurants & Bars

For each hotel or resort Swisstouches creates a “memorable guest experience” . The concept is to create many different options and cuisine styles so that our guests don’t have to leave the hotel. Of course we focus on attracting local guests too. Swisstouches will create a unique balance for each hotel which may include: the Swisstouches Cafe (a combination of Swiss, International and Asian culinary choices), The Lords’ Home (The World’s Most Unique Chinese Restaurant designed as a European stately home), Big China Noodle King (with over 100 Noodle recipes) and the modern Swistyle Bar with drinks from around the world and stylish entertainment, and the new and exciting “Swiss Alpine Village Bar and Lounge” .

Swisstouches Banqueting

For each hotel or resort, we aim to create the correct number and size of meetings and function spaces for small, medium and large events. Each meeting space is designed for flexibility, and state of the art technology. The beautiful modern room designs combined with the excellent quality of food, beverages and entertainment provide meeting planners with the perfect combination to ensure guest satisfaction and a memorable meeting or event.

SPA

Switzerland is famous for its superb spas. The Swisstouches Spa brand focuses on “unique relaxation” by attending to the emotional, physical and spiritual needs of the guest. For hotel guests and Spa members, the Swisstouches Spa offers a beautiful stylish Swiss design, created by Swisstouches with a touch of beautiful candle, flicker and aroma. All guests enjoy a wide range of water treatments and relaxation concepts from Switzerland, Europe and Asia and a unique concept of water wellness, sauna treatment massage and VIP trips to Switzerland.

As a part of Swisstouches Hotels & Resorts, Swisstouches Spa cooperates with several worlds’ top beauty institutes and provides 10-day “Swisstouches Total Wellness Experiences” in Switzerland for our members. It aims to bring you a peaceful and warm oasis where you could experience high quality anti-aging treatment and many other health care programs while enjoying the splendid sceneries in Switzerland. We are confident to bring you back beauty and health with relaxation.





HTMi, Hotel and Tourism
Management Institute
Swisstouches in Switzerland





“ *Come as a student, become a manager* ”

HTMi, a Leading Hotel Management Institute in the World

The Swisstouches Hotels & Resorts Switzerland head office is located at the world famous UNESCO Biosphere Alpine resort at the base of the Alpine Rothorn in Soerenberg Switzerland. Swisstouches sister brand is HTMi, Hotel and Tourism Management Institute Switzerland, ranked 14 of the world in QS Global University ranking for Hospitality and Leisure (2018).

The HTMi brand has campuses in Switzerland, Singapore, Australia and Dubai (2019) as well as partner schools where our students are studying HTMi courses per year. In Switzerland HTMi offers the Bachelor BSc (Hons) Degree is validated and awarded by Ulster University and the MSc Degree is validated

and awarded by Edinburg Napier University. In 2018 HTMi formed a partnership with Singapore Management University to offer joint Executive Development courses.

HTMi welcome students from 45 nations each year to its center of excellence and provides them with world-class academic and practical exposure. Our international job placement service also helps open doors from graduating students into leading positions available worldwide in the hospitality industry.

The powerful combination of HTMi and Swisstouches offers all clients a world class blend of hospitality education, training, management and operations.



For more information please scan the QR code or visit our website:

Web: www.htmi.ch

E-mail: htmichina@htmichina.ch



UNIQUE SWISSTOUCHES HOME CULTURE

Whoever you are, wherever you are, home is the best place in the world. This represents the foundation culture of Swisstouches service instilled in all concepts we provide to our guests. It is strongly reflected in the care and promises to our “employees”, who are all “members” of the Swisstouches family.





WELCOME
HOME

*Thank you
for making
Swisstouches
your
home!*

Our hotel is our home and its guests our guests

For most of us, home is the place we enjoy and feel most relaxed. Just imagine that unique moment when you enter home after a long journey or after a day of work... you feels great, feels relaxing, simply feels like home. At Swisstouches, we aim to offer more than simply a room or a dining venue, we offer a home feeling, where you will experience unique relaxation, the Swisstouches way!

The Swisstouches Family all work together and proudly believe in the motto: “Our hotel is our home, and its guests our guests”. We welcome each guest stepping into any of the Swisstouches hotels like we would welcome a friend to our home. It is our honour to provide you with a friendly smile, a warm welcome, a salute and a genuine feeling of happiness.

Be excellent every day in every way

Important and unique, at Swisstouches Hotels & Resorts we offer you a Swiss home with many Swiss “touches” and a strong sense of quality and perfection. You will discover this in every product we offer and through all our services provided by our family members. We all believe and strive to “Be excellent every day in every way”. Unique relaxation in every Swisstouches home means friendly and professional service, homely yet luxurious atmosphere and facilities, spiced up with different touches from Switzerland, while respecting the national and local culture.





TRAVEL SWITZERLAND

When people think of Switzerland, multiple thoughts come to their mind-the aesthetic Alpine Mountains, the luxurious Swiss watches and of course the small and rich Swiss banks. Undoubtedly, this small country, located in the center of Europe carries countless legends. If you want to experience beautiful nature and the diversified civilization, come to Switzerland. If you want to fill your lungs with the fresh, pure air from the Swiss mountains, come to Switzerland. If you want to feel absolutely relaxed, welcome to Switzerland.



SWITZERLAND,
A COUNTRY
YOU CAN’ T MISS

Ski in the Swiss Alps!

Switzerland is known for its aesthetic beauty of nature colossal glaciers, raging falls, hidden valleys and the Alps, the mountain range that arcs its way across Switzerland and Liechtenstein, further continuing into France, Germany, Austria, Italy, Monaco and Slovenia. However, a majority of the ravishing alpine scenery is in Switzerland, making it the one European country people most closely associate with the Alps. They ripple across 60% of Switzerland’s total landmass making them extremely popular amongst hiking, trekking and Ski-mad enthusiasts!

The enormous diversity of nature in a relatively smaller area that makes the landscape of Switzerland so unique. It wasn’t till 1864 in St. Moritz, the birthplace of winter tourism, putting winter sports on the global radar. If you’re looking for a skiing fantasy Vernier and Matterhorn-topped Zermatt is where the magic is, not only for its star slopes but also for the stylish resorts. A perfect blend of style, budget and proficiency!

Now if the quaint Alpine dream is what’s on your mind, Klosters is second to none. Chalets, icicles and horse-drawn sleighs paint the perfect Swiss Alpine village picture.



The Ski-doo park at Madrisa is the perfect family gateway, ask Prince Charles of Wales himself !

The pretty sister resort Davos has earned a fine reputation, not only amongst global leaders attending the World Economic Forum, but also amongst the ski junkies who fancy the 300 km spread of slopes and its phenomenal backdrops.

Synonymous with skiing in Switzerland-Verbier, Zermatt, St Moritz, Davos-Klosters-alpine resorts make the absolute attractive option for a ski holiday. There is no other place in the world where you can award yourself with the traditional Swiss cheese fondue and a locally brewed Kirshwasser after a phenomenal day at the slopes. A truly unique blend of Swiss relaxation!



A watch isn't about telling time, it's about your relationship with time

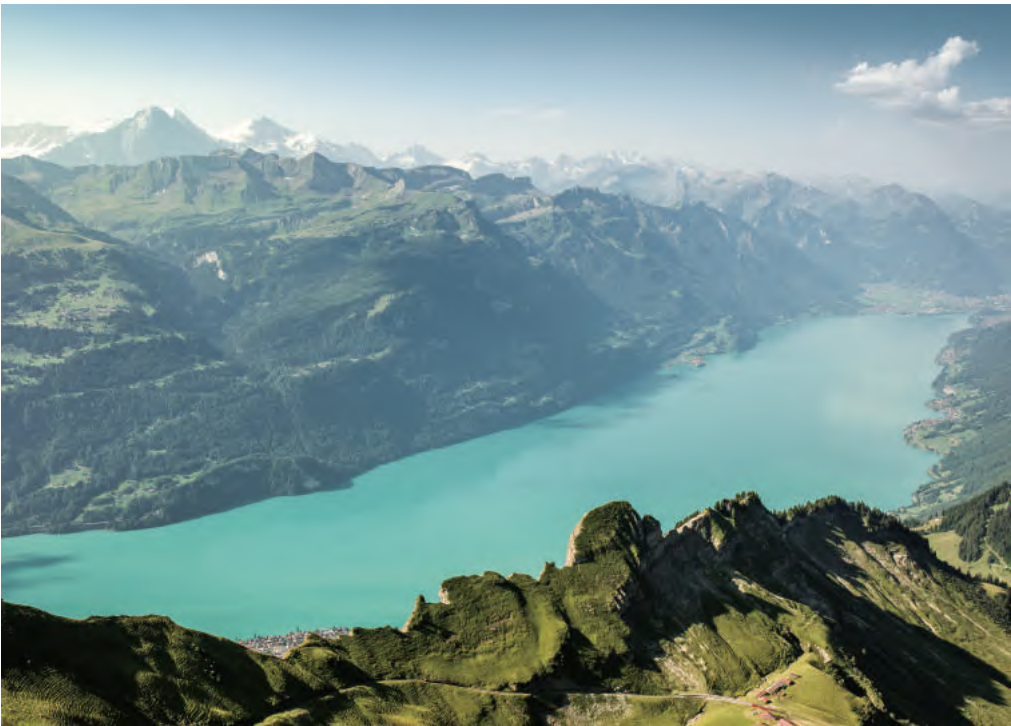
Unique realm: Switzerland's first UNESCO Biosphere

There is absolutely no other region in Switzerland that has the natural beauty like the UNESCO Biosphere Entlebuch. Nestled between, Lucerne, Bern and Interlaken, is also the birthplace for Swisstouches Hotels & Resorts. If you ever want to recharge your batteries and rejuvenate, the fresh air of this biosphere is your remedy. The natural scenery is just breathtaking, and is referred to the perfect “slow-down hotspot”. The UNESCO Biosphere Entlebuch has over 40 excursions you can participate in. From walking the barefoot trail to picking medicinal herbs, this region is one of the unique 400-biosphere reserves in the world. If you're looking to explore the flora and fauna world, a holiday in Sorenberg will make you experience nature in its purest form. Not only a place for peace and relaxation, this unspoilt biosphere offers a diaspora of leisure activities including mud baths, fairytale trails, cave visits and guided hikes.



During the summer, the cable car runs all the way up to the Brienz Rothorn, the starting point of the satellite-guided hikes. Just below the Rothorn summit lies the magnificent deep blue mountain lake-Eisse lake, nothing less than a paradise for nature and hike lovers. Fluhli, a health resort just eight kilometers from Sorenberg will guarantee an adrenaline kick with the high ropes course and interesting biking routes. If you're an avid golfer, Fluhli offers you the finest alphorn courses. They arguably have Switzerland's most beautiful Kneipp facility with a pool for exercising, arm bath, water torrent stations and even a resting area, simply a perfect excursion destination for family and large groups.

If you can't make it for the summer months, don't feel disappointed winter has a lot to offer. Sorenberg is the largest ski area in the canton of Lucerne, with cable cars, chairlifts and ski lifts spread over 53 km of slopes. Skiing and snowboarding is enjoyed on Rothorn, the highest mountain of 2350 meters during this time of the year. There's also a snow sports school offering classes for the first timers. The locals rave about the toboggan runs, snowshoe trails and the guided snowshoe tours. There's perfect blend of wellness, pure nature and landscape.



Traveling Times

Switzerland, amongst lakes, rivers and mountains is not only known for its aesthetic beauty of nature but also its watches symbolizing style, reliability and precision. Home to the world's most known brands like Rolex, Omega, Tag Heuer, Hublot and many more dominate the watchmaking industry. Why does Switzerland have such a reputation for producing some of the world's best watches? I'll take you through the relationship between Switzerland and time and as to what makes this nation an epicenter for many watch lovers.

Setting a standard for quality goes back to the 16th Century, where Swiss inventors were involved with automatic and self-winding watches. A ban on jewels throughout the country resulted in goldsmiths turning to watchmakers in an effort to make a living. It wasn't till the 20th century, where these fine timepieces were identified not only because of their style but also their innovative technology with their electronic quartz watches. The “Swiss Made” term was found on the dial of most Swiss wrist watches, during World War 1, where the soldiers considered it quite a task to pull out a pocket watch. Initially considered a female accessory, these watchmakers saw the growing popularity as an opportunity to capitalize on this demand. During the Second World War renowned Swiss watch companies provided Pilot's watches with superior quality that were second to none, a reputation that stuck with these exquisite timepieces. To date Swiss watchmakers are the reason for the expansive growth and development of the luxury watch industry making Switzerland a Mecca for ‘horologists’ or watch lovers. The term “Swiss made” found on the dial of most Swiss watches is an official identifier that guarantees quality, reliability and precision.

This Alpine nation is not only rich for its diversity of languages and religions. There are several other things we can relate to Switzerland like chocolates, banks, cheese, music festivals and extreme punctuality. Having lived in Switzerland I went through several phases of punctuality reactions, especially coming for a country that is notorious for being late on every social occasion. In Switzerland if they say they will meet up for dinner at 7pm, they arrive at 7pm. Not 7:05pm or 6:59pm for that matter. As they say “A watch isn't about telling time, it's about your relationship with time” there is no coincidence that the Swiss are the most credited and revered watchmakers in the world. There is always a debate on what came first-the precision from the timekeepers or the precise people, but at the end the result is the same, a nation that is highly efficient with the concept of time and quality!

It shouldn't come as a surprise if you have heard the sound resembling a cuckoo's call in our hotels and resorts. We proudly display the Swiss chalet cuckoo clock or the 'Jagdstück', paying our tribute to quality craftsmanship, attention to artistic details and a true one-of-a-kind work of art from Switzerland. When you purchase a Swiss cuckoo clock from our Swisstouches Shop, you're not just taking home a true artisanal product, you're taking home a piece of Switzerland.

OUR HOTELS

Swisstouches Hotels & Resorts is a global leader with unique relaxation concept, with its head office in Switzerland, and now with 1,000 rooms in the pipeline to open by 2020 and growing quickly. We expect more guests will enjoy a memorable stay at Swisstouches Hotels & Resorts.





Swisstouches Hotel Nanjing

Your Swiss Home in Nanjing

Travelling in a fast-paced world can be stressful at times, so it's a real treat to be offered a Swisstouches Welcome with refreshing towels and a tasty welcome drink when arriving at the Nanjing Lukou Airport.

he journey to the hotel is made comfortable by a selection of snacks, drinks and free WIFI, while browsing through the promotions and events on the provided iPad. Crossing the mighty Yangtze River via Weiqi Road cross-river

northwest from downtown Nanjing, the impressive new 99-meter two-tower landmark of the Pukou Jiangbei area cannot be missed. The dominant signage of Swisstouches, in Switzerland's national colors white and red guides guests from all directions to hospitality excellence.

With its opening in late 2017, Swisstouches has added 571 guest rooms to it's portfolio, bringing the famous Swisstouches hospitality now to Nanjing.

Heart beat of the new Area

Swisstouches has not only embraced a beautiful hotel made out of steel and concrete, but rather a living and breathing part of the development of the area.

The hotel does not only appeal to the surrounding business, but is also a highly regarded location for relaxation seekers and tourists to the Laoshan National Forest Park, Hot Springs, Dingshan temple and the Pearl Spring Scenic area at its doorstep.





Arriving at the entrance the Swisstouches guard awaits you and welcomes you with a saluting gesture to your home in Nanjing. The smell of fresh flowers, the dimmed lights and warm candle light absorb every guest immediately and makes the stress of the day forgotten.

Swisstouches Hotels & Resorts are well known for combining the beautiful nature of Switzerland and China, and the Swisstouches Hotel Nanjing is a beautiful example.

All guests are welcomed by a flock of birds, the Swiss mountains all supervised by the Swisstouches symbol the alpine deer with its majestic antlers.

All of this makes it not just a hotel but it's a place for future memories. It's a place for laughter, relaxation and friendship. Wherever you are from, whoever you are, home is the most important place in the world. Swisstouches gives you a real feeling of home.

Luxurious, peaceful comfort awaits all guests in the spacious rooms starting from 40 m² up to the 130 m² Swisstouches Suite-the biggest suite on this side of the Yangtze in Nanjing. Unique to all guest rooms is the comfortable Swiss corner allowing guests to rest, watch TV, read a book or work in a relaxed environment.



Hotel information :
207 Pubin Road (Yun Huan Street) , Pukou District,
Jiangbei New Area, Nanjing 210000, Jiangsu

+ 86 (0)25 5840 9999



Love and Food

As the old saying goes “Love is in the eye of the beholder and the food we eat ” . Our hotel is highly focused on enhancing each stay by a memorable encounter in one of it's five restaurants and bars.

The Living Room on the ground level is the place where locals and hotel guests meet and greet, enjoy afternoon tea, indulge in Swiss pastries or relax in the evening with a sophisticated cocktail and live music.

Breakfast is often called the “most important meal of the day” and at the Swisstouches Cafe, we ensure a good start to the day. Our guests find the restaurant by simply following the scent of freshly baked pastries and bread. It's rich buffet options will satisfy all tastes feeling adventurous for lunch? Why not trying a Swiss “Roesti” and “Zuercher Geschnetzes” from the a la carte menu? It alone is worth a stay at our hotel.

Swisstouches Hotel Ankang

When Switzerland meets Ankang

With its focus on “beautiful nature” the Swisstouches brand and the city of Ankang is literally a match made in heaven.....



When first approached with the intention of building a 5-Star Hotel in Ankang in the south of the Shaanxi region early 2017, Swisstouches immediately took the management team from Xi'an to visit Ankang and experience the city and its potential. Ankang is located in the south of the Qinling Mountains, which are often referred to as “Szechuan Alps”, making the 3-hour drive from Xi'an a memorable experience giving a first teaser

of what can be seen in the city itself.

The drive alone is memorable through the major mountain range's several tunnels, with the Zhongnanshan tunnel being the longest two-tube road tunnel in China and the third longest in the world. The breathtaking mountain and valley route is just like driving through Switzerland.



Arriving in Ankang

After the impressive journey, the whole team already realized the similarities to Switzerland at this stage, with tunnel engineering, beautiful nature and mountains being trademarks of Switzerland as well. When leaving the car, another similarity becomes obvious as the Ankang fresh air is the closest in China compared with the fresh air attracting many tourists every year travel to Switzerland, from around the globe.

After further discussions and research, the decision was clear, that Swisstouches will be the perfect brand to open the first international 5-star hotel in the region .

our operation culture: 'Lead don't follow-Create don't copy'





Welcome to the Swiss Alpine Village in... Ankang?

As time is money in our fast-paced society, we bring you to a Swiss Alpine Village and you don't even have to pack your suitcase.

Just before the elevator reaches the 33rd floor and the doors open, the scent of cinnamon, cloves and oranges enters the elevator cabin and excites guests of what is to come. So where does this scent come from? Follow the scent around the corner to a big pod filled with finest hot red wine and the aromatic herbs and fruits-a Swiss National drink, enjoyed as “Après-ski”. At this moment guests will totally forget that they are in central China and rather feel they have travelled to Andermatt with a magic elixir named Gluehwein, in our Swiss Alpine Village on the roof top.

When can
we serve
you our
famous
Gluehwein?



Hotel information :
Swisstouches Hotel Ankang: Ankang Avenue, HI-Tec Zone,
AnKang City, Shaanxi, China

+ 86 - 0915 - 8958888





Swisstouches
hotels in Asia





Hotel information :

No.9, 7th Street of Helong Road, Baiyun District,
Guangzhou, Guangdong Province, China

+86 (0) 20 36089999



Swisstouches Hotels & Resorts offers a unique range of hospitality and relaxation concepts for all business and leisure travelers, the “Swisstouches Way”. With its origins in the Swiss Alps, Swisstouches provides exceptional Swiss hospitality service for every guest in order to create a “Unique Relaxation” guest experience.

The Swisstouches Guangzhou Hotel Residences is conveniently located in Renhe's Business district and is only about 7 km from Guangzhou Baiyun International Airport, about 30 km from the city center of Guangzhou and within 50 km of the region's most alluring tourist destinations and attractions such as Yuan Xuan Taoist Temple, Lodestone Theme Park, and Baiyun Folklore Museum.

The hotel location that stays very close to the subway line 3 offers easy access to the city of Guangzhou from which to explore the area. It is also less than a 5 minute walk to Huatong Shopping Plaza.

Swisstouches Guangzhou Hotel Residences

The hotel offers a wide choice of business and leisure facilities including 83 elegant and stylish guest rooms and 3 superior and luxury suites, with fully equipped kitchenettes and marble bathrooms. Guests can enjoy complimentary access to the fitness center, swimming pool, sauna and the steam room.

Our Swisstouches Living Room located at the hotel reception offers a lively warm atmosphere and inviting menu of creative dishes throughout breakfast, lunch and dinner as well as room service menus. Imaginative and tantalizing Western and Asian cuisines as well as authentic Swiss food delicacies are served both a la carte and buffet styles. We will help you to organize a memorable and enjoyable business or leisure meeting. Our conference room spans 158 square meters and can accommodate up to 150 guests. Our Meeting & Events coordinator will collaborate with our chefs and service staff to customize your event menus and ensure a successful event.



Swisstouches Hotel Xi'an



In China's cultural capital, Xian, Swisstouches offers a unique range of hospitality and relaxation concepts for all business and leisure travelers, the "Swisstouches way".

Hotel information:

No.10 Tuanjie South Road, Gao Xin District, Xi'an, China

+86 (0) 29-6869 8888



Your Home away from Home

The Swisstouches Hotel Xi'an is in the very heart of GaoXin's business district and approximately 20 minutes to the Bell Tower and Xi'an City Wall. Our Swisstouches Butler will arrange for a personal nostalgic city tour route to match your preferences.

Swisstouches Hotel Xi'an has 337 luxury and elegant rooms and suites with a full view of the Xi'an High-tech Development Zone. Swisstouches "one stop service" aims to bring you exclusive and memorable experiences.

Swisstouches Cafe

The Swisstouches Cafe provides you with global flavors from Switzerland, Asia and Europe. Here you can enjoy the special delicacies from all over the world, our Chef team will serve you exciting innovative cuisines. Whether it's a family reunion or a business dinner, you'll enjoy the exclusive service of Swisstouches Cafe from a Swiss hotel.

Meetings & Events

Our 4,000 square meter meeting area offers the latest technology and state-of-the-art audio and visual equipment, along with a team of certified hotel meeting associates to ensure that your event will be successful. The ballroom with over 1,000 square meter and 7 meter ceiling height provides the ideal location for any event and celebration.





Swisstouches La Luna Resort, Nha Trang

With 3 large modern towers rising up to 35 floors nestled in beautiful Marina Bay Nha Trang, Vietnam. Swisstouches La Luna Resort makes a well-known landmark for Nha Trang and a memorable holiday choice for guests from around the world. The resort is one of the leading destinations in Nha Trang with world-class design and facilities, spacious meeting and function spaces, a large and varied selection of restaurants along with 5-star quality spa, fitness and the largest and the best casino in this coastal destination.

The Swisstouches La Luna Resort is located in the Marina Bay area, 10 minutes drive away from the center of Nha Trang city and 50 minutes away from the Cam Ranh International Airport. The Resort offers 2,000 beautifully designed and spacious rooms, 12 presidential suites with private butlers and chefs and helicopter landing pad, the resort is designed to meet and exceed the most exclusive guest needs.

With 7 different dining options, all guests can get ready to indulge into a culinary journey at Swisstouches La Luna Resort. The renowned Swisstouches Cafe will be offering a wide variety of Swiss, International and Asian cuisine on buffet and a la carte menus, while The Living Room will make a comfortable spot for tea, coffee and unique home-made pastries and snacks. For something more local, try the Marina Bay Seafood Grill and for a memorable evening and a great view join the La Luna Sky Lounge & Grill. Whatever you fancy in terms of culinary and beverage delights, it will be available for you at this modern and beautiful resort. Nonetheless, for a complete and unique relaxation with friends or family, Swisstouches La Luna Resort has prepared a dedicated floor for rejuvenation and fitness, fully equipped with a health club, spa and a beautiful outdoor pool and bar. If you are planning to organise a memorable event, Swisstouches will be your venue of choice with a flexible meeting space with 400sqm divisible ballroom and 7 breakout/multi-function rooms.



LUXURY FACILITIES

The resort has world-class design and facilities with spacious function spaces, seven restaurants along with famous Spa from Switzerland, fitness and the largest casino in the city.



YOUR DREAM
WEDDING AT
SWISSTOUCHES

Book your wedding venue now
(+86) 4008-166-956



That special, luxurious and memorable dream

WEDDING *for you*

At every Swisstouches Hotels & Resorts, we focus on providing the perfect venue for our guests, a flexible banquet space can be arranged according to your different needs. If you want a more unique wedding, we at Swisstouches Hotels & Resorts also provide a glamorous outdoor wedding venue. Whatever your dream wedding venue may be, at an elegant garden or a romantic beach, we can find the right wedding venue for you. We believe that technology can guarantee the gorgeous effect you're looking for. All of the Swisstouches function rooms are equipped with high-tech equipment, and the concept and thoughtful one-stop service of Swisstouches butler service banqueting will also ensure the smooth conduct of the wedding or the banquet event.

MY HOME DESIGN

Swisstouches Hotels & Resorts originates from the Alpine Mountains, bringing a “unique relaxation” concept combined with high quality Swiss service. High quality products are also a symbol of Switzerland, like watches, Swiss Army Knives and many more traditional Swiss gifts. You could buy these traditional unique goods without actually going to Switzerland by visiting our Swisstouches Shop in the hotels and online as part of our Swisschoice loyalty points scheme.



BRING A LITTLE SWISSTOUCHES HOME!

- 1. Swiss Cow-Bells
- 2. Swiss Mug
- 3. Swiss Cushion
- 4. St. Bernard
- 5. Swiss Deer Candle Holder

*Above products can be purchased from the Swisstouches online shop or redeem by SwissChoice points.

TRENDY FOOD

*SWISSTOUCHES AS A
REPRESENTATIVE OF THE*

SWITZERLAND

WILL OFFER YOU THE MOST AUTHENTIC SWISS
DISHES AT OUR HOTELS AND RESORTS



Cheese

Fresh Swiss milk from contented cows grazing on lush meadows: this is the starting ingredient in every region of Switzerland. But what emerges from it in the dairies could not be richer in variety. There’s the world-famous Emmentaler AOP; spicy Appenzeller®; smooth, soft Vacherin Mont d’Or AOP; tangy cheeses such as Sbrinz AOP; aromatic ones like Le Gruyère AOP; Tête de Moine AOP, which can be shaved into ornate rosettes; plus, around another 450 unmistakably original Swiss cheeses.

Needless to say, a country with such a variety of cheeses offers a great range of cheese-based culinary creations—from the cheese bombs known as Malakoffs to toasted cheese slices and cheesecakes, and from Raclette to the famous Swiss Cheese Fondue. For in Switzerland, cheese is not just cheese, but a living slice of popular and gastronomic culture.

Swisstouches also offers the quintessential Swiss dish known as the Swiss Cheese Fondue. Use a long-stemmed fork to eat small pieces of bread by dipping them into the melted cheese served in a communal pot. In addition to bread, you can also enjoy the fondue by dipping vegetables, fruits, and all kinds of ingredients wrapping them with the melted cheese. Come and experience this truly remarkable flavour here at Swisstouches Hotels & Resorts!



A selection of
the freshest
ingredients will
give you a
healthy
experience



Swisstouches Cafe Specialty

The Swisstouches Cafe is a modern, stylish and relaxing environment where Swisstouches guests can enjoy beautiful food from Switzerland, Asia and Europe, it's your choice, all day long from the buffet, and the cafe menu. Swiss transitional dishes such as: Potato Rosti, Bircher Muesli, Zopf bread, Carrot cake and Chocolate cake, and our home made cookies..... and don't miss out on our exclusive Swiss Cheese Fondue! Guten Appetit!



Swisstouches cafe uses
the most authentic local ingredients,
like our carefully hand selected Swiss coffee beans!

Hot and fragrant, Gluehwein, is one of the traditional winter holiday drinks in Europe. When you travel to Switzerland in this season, you will find tourists also calling it the “after-ski-drink”. After you come in out of the snow, it will warm you from the inside out!

Gluehwein is also a specialist drink at Swisstouches. This is where our welcome drink gets its inspiration from. This traditional Gluehwein is usually made from heated wine and fresh fruits. Now you can follow Swisstouches’ secret recipe to try this popular Swiss drink at home, with these simple steps.



SWISSTOUCHES’S
GLUEWEIN RECIPE

Gluehwein recipe

1 bottle dry red wine, 100g sugar 1/2 bottle water, 2 star anise 1 orange, 3 cloves 1 apple, 1 small cinnamon stick



Step 1. Peel the orange and apple, put into wedges. Peel the lemon and squeeze the lemon juice into a cup.

Step 2. Put one clean stainless steel deep saucepan onto low heat, put everything into the pan and slow simmer for 30 minutes.

Step 3. Put the lemon skin and orange skin in the pan, adjust sugar to your taste, then simmer for 15 minutes more, then you can enjoy it!

Tips

- 1) Don’t let it over boil.
- 2) When you skin the orange and lemon make sure to remove the white part of the skin otherwise it will be bitter in taste.





BECOME A
**SWISSCHOICE
MEMBER**

SwissChoice makes your stays at Swisstouches Hotels & Resort even more rewarding. You will receive instant benefits when you join and these increase the more you stay with us based on the three membership levels: Premium, Gold and Platinum.

Join SwissChoice now, let us anticipate your needs on arrival, and ensure that each and every stay is truly personalized at your home at Swisstouches.

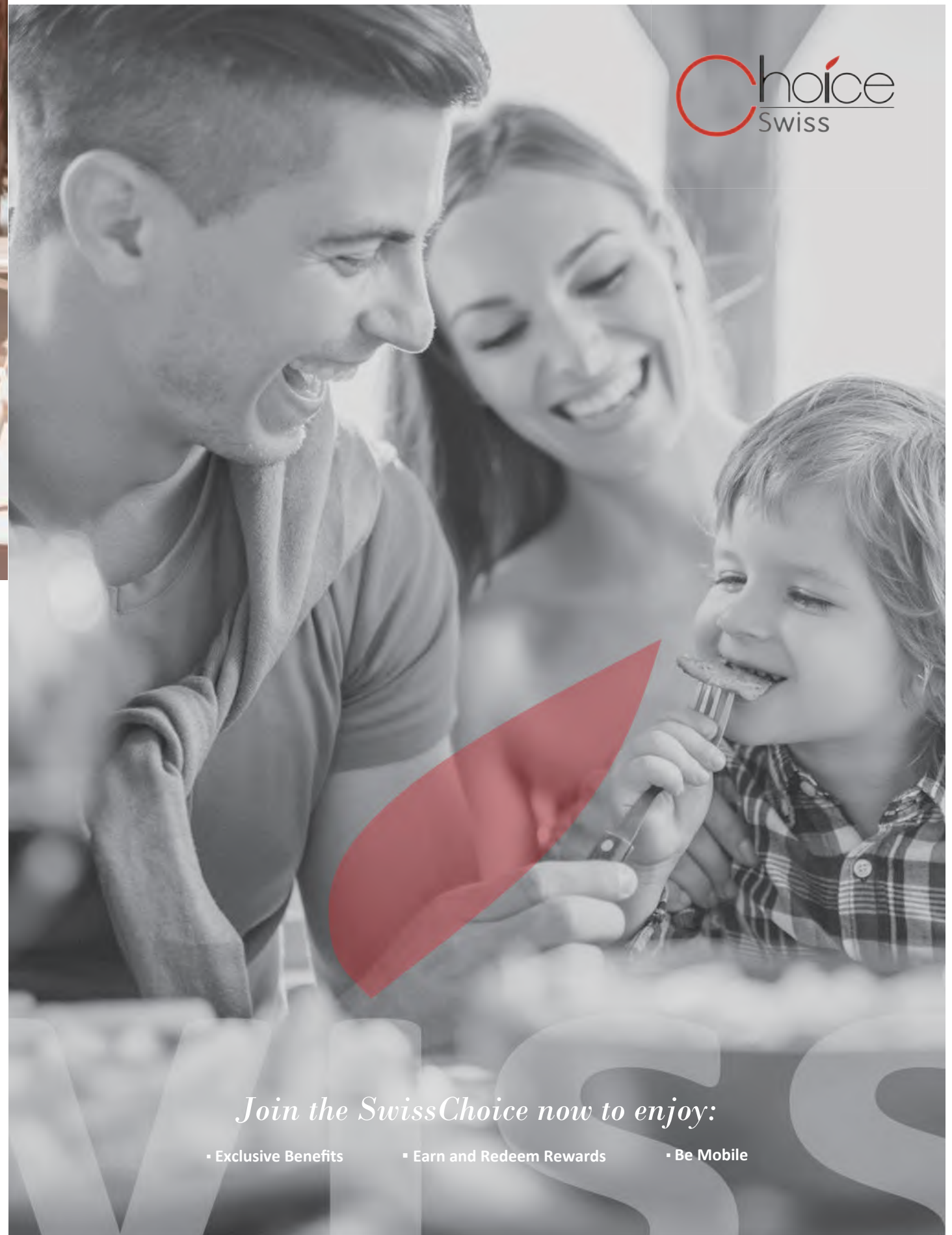
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Swisstouches joint venture with SEED Group
Dubai to expand in the Middle East and globally

Dubai’s SEED Group, a group of diversified companies owned and chaired by The Private Office of his Royal Highness Sheikh Saeed Bin Ahmed Al Maktoum, Dubai, has joined hands with Swisstouches Hotels and Resorts to launch SEED Hotels Management LLC with the aim to be part of the growing hospitality industry in the UAE, Middle East, and globally.

The joint venture under ‘SEED Hotel Management’ will develop also HTMi Schools, Training Centers, upscale Swisstouches Hotels and a range of new brand extensions and brands throughout the Middle East and the wider world. This strategic partnership will create a strong combined global platform as both the partners have their global footprints in major markets. SEED has offices in the UAE, Australia, UK, USA, Switzerland, Latvia and Thailand, whereas HTMi has a global platform in Asia, Africa and Europe.



Hisham Al Gurg, Chief Executive Officer of SEED Group and The Private Office said, “We are pleased to announce our joint venture with HTMi International Development Group and Swisstouches Hotels and Resorts. The hospitality industry is on the cusp of massive growth in the GCC and wider Middle East. I believe the newly formed partnership will further boost the hospitality industry in Dubai and the region by introducing state-of-the-art upscale properties.”



There is a lot happening in the hospitality sector, and not just in Dubai but also across all the emirates. For decades, the emirate’s hospitality marketing strategy and trademark was focused on luxury, however it is as important for the city to widen its appeal, and therefor to attract the 20 million visitors per year by 2020 there is a need to create high quality at lower cost accommodations, in what is known as ‘upscale properties’ .

The latest industry estimates revealed around 492 hospitality projects worth \$39.4 billion are currently in progress in GCC; whereas the value of 1,156 active hospitality projects exceeded \$147.1 billion by March 2018 in the region.

But while there’s a lot of grafting to be done to entice and accommodate 20 million tourists by 2020, with a total of 160,000 room keys, the city is churning out upscale hotels at a sterling pace. SEED Hotel Management gives a taste of Swisstouches’ upscale hospitality in the Middle East region, adding one more feather in Dubai’s cap.

On his part, Ian Larmour, Managing Director, HTMi International Development Group, said, “We are delighted to enter into this partnership with SEED Group. The joint venture will help us to develop existing brands and introduce new brands in addition to explore the Middle East market with a strategic partner like SEED, which has extensive knowledge and understanding of the region. Our entry into the Middle East market is in line with our international development plans that were unveiled earlier this year. The global opportunity for this joint venture is very exciting” .

SEED Group invests directly in potential business opportunities in the region, which meets its investment criteria. Leveraging on the wealth of expertise of the Private Office’s management team, the aim is to attract smart and ambitious business projects, thoroughly evaluate their market potential and comprehensively assess their potential and risk.

The Private Office’s strategy target sectors and markets that are in line with the UAE’s vision and has a distinctive and significant competitive advantage such as tourism, real estate, media, technology, and banking, to name a few.





Mr. Hisham Al Gurg
CEO of The Private Office
of Sheikh Saeed Bin Ahmed Al Maktoum

Gala Dinner to Welcome The Private Office of
Sheikh Saeed Bin Ahmed Al Maktoum
迪拜马克图姆殿下私人办公室欢迎晚宴

Saturday, 8th December, 2018
2018年12月8日
Xi'an China 中国 西安

GALA DINNER TO
WELCOME THE PRIVATE
OFFICE

On the evening of December 7th, 2018, Mr. Hisham Al Gurg, CEO of Dubai's SEED Group, a group of diversified companies owned and chaired by The Private Office of Sheikh Saeed Bin Ahmed Al Maktoum and Commercial Counselor Ayesha Alkobaisi from Embassy of the United Arab Emirates in China arrived in the ancient city of Xi'an, where Swisstouches family members welcomed our guests - "The Swisstouches way!"



Sharing the Common Growth Vision

Mr. Hisham Al Gurg stated that this was his first trip to Xi'an, attracted by the strong cultural atmosphere in Xi'an, he was surprised by the modern fashion and vitality of the ancient capital of one thousand years. In particular, Swisstouches Hotel left a great impression and great memory on him and thanked the hotel for providing a warm and high-quality Swiss service during his stay, demonstrating the Swisstouches unique hospitality. Mr. Hisham Al Gurg is looking forward to more cooperation and closer communications with China and Xi'an.

Welcome the
guests from afar
with "The
Swisstouches
Way"





Swisstouches La Luna Resort expected to start to open in 2019

Located on the beautiful and picturesque Marina Bay in Nha Trang, Swisstouches La Luna Resort will have more than 2,000 guestrooms and all the complete supporting facilities: various specialty restaurants, ballroom, fitness and recreation center, swimming pools, sky bar, SPA, casino and helicopter tarmac. The recruitment for the hotel pre-opening team will start in 2018.



Welcome Mr. Nick Vujicic the world famous motivational speaker

Mr. Nick Vujicic, the world famous motivational speaker, stayed at Swisstouches Hotel Nanjing on 23rd August, 2018. With a warm welcome from Mr. Gabriele Monteverchio, General Manager of Swisstouches Hotel Nanjing, Nick had a great time with all the Swisstouches family members.



HTMi moves up in the QS World University Rankings in 2018

We are delighted to announce that HTMi has moved up in ranking from 15th place to 14th in the latest QS World University Ranking for Hospitality and Leisure. The QS World University Rankings by Subject are based upon academic reputation, employer reputation and research impact. HTMi continues to be a leader in value for education investment amongst Switzerland's hotel management schools.



HTMi takes part in the first Swiss Education Fair in China

On 17th March, 2018 HTMi was honored to be part of the first Swiss Education Fair China, organized by Switzerland Global Enterprise and the Swiss Business Hub, and greatly supported by the Consulate General of Switzerland in Shanghai. This education fair aimed to build a platform for Swiss educational institutions and provide channels for Chinese students and parents to meet and speak directly with Swiss universities to learn about the educational system and latest teaching programs in Switzerland.



The 2018 World Badminton Championships end in Nanjing

After seven days of competition, the Chinese athletes won the mixed doubles and men's doubles gold medals. As the designated hotel for the national badminton team, Swisstouches Hotel Nanjing provided the best relaxation environment and service for the members of the national team. On 5th August, 2018, China's badminton team prepared to leave Swisstouches Hotel Nanjing shown a warm farewell by Mr. Gabriele Monteverchio, General Manager of hotel together with members of the sales department.



"Share the Love" at Shaanxi Aid Centre

On 16th June, 2018, Swisstouches Hotel Xi'an visited the Shaanxi Aid Centre for Children of Incarcerated Parents. We would like to express our greetings and wishes to these beautiful children at all times.



Celebrating the success of Priscilla Chan in concert

On 30th June, 2018, Nanjing-Priscilla Chan 2018 Concert came to a perfect ending. As the only official hotel, Swisstouches Hotel Nanjing has successfully received the star.



Hi-tech Robot Little V arrives at the Swisstouches Hotel Nanjing

The Swisstouches Hotel Nanjing together with Tami Robotics created an intelligent hotel service for our meeting and events. On April 25th, our hotel welcomed a robot 'Little V'. He can sing and tell jokes and he has in-depth knowledge of the hotel. You can find all relevant hotel information through Little V such as guest Information, food & beverage, banqueting and more. Come and have fun with Little V and he can't wait to meet you!



Swisstouches promotes the development of leisure and the entertainment industry in Ankang

In March, 2018, Swisstouches Hotels & Resorts and the government of Ankang held a large-scale job fair in Ankang City. Along with the construction of Swisstouches Hotel Ankang, the hotel has not only brought a lot of high-quality jobs, but also promoted the development of local leisure and entertainment industry. On the day of the job fair, Swisstouches team went to various areas of Ankang to recruit excellent talents for the hotel. In the future, Swisstouches will provide professional training and broad career development space for each family members who work with Swisstouches Hotels & Resorts.



Frist Swisstouches Hospitality Championships will be launched in 2018

In 2018, Swisstouches Hospitality Championships will be launched where all the Swisstouches properties will compete in showcasing high quality guest service and will be coached and judged by special international hospitality professionals from Switzerland. Growing and developing our family members while delivering the highest 5 star international service standards represents key objectives for the Swisstouches Training Academy.



Swisstouches Hotel Nanjing wins the ‘Best New Opening Hotel Award’

The Night Reading with the theme of “Great Love with Sound, Responsibility lies in action” and the yearly awards ceremony of Modern Express was successfully held in at Swisstouches Hotel Nanjing, where Swisstouches Hotel Nanjing won ‘The Best New Opening Hotel Award’.

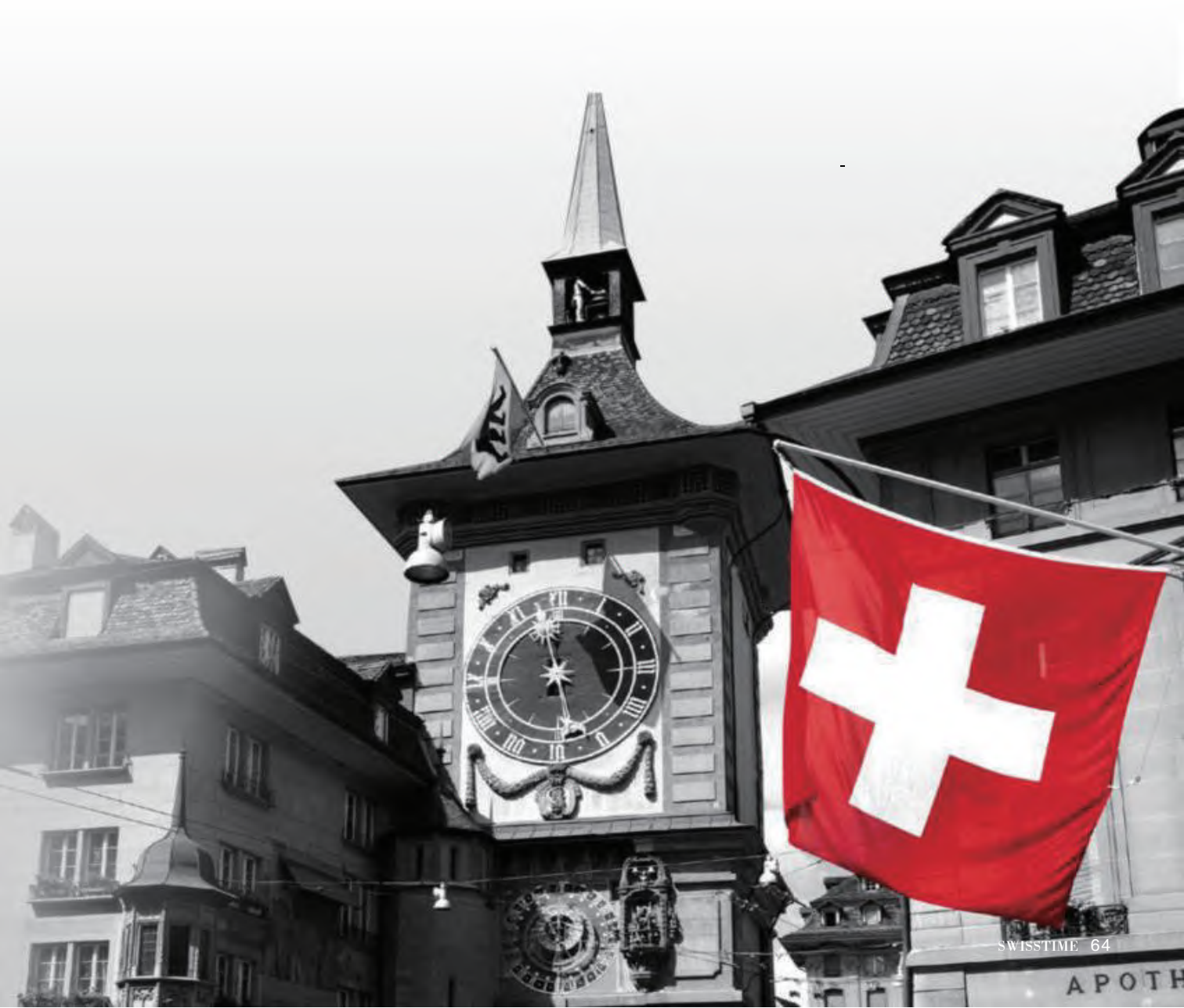


Swisstouches Xi’an marches ahead with its room full of accolades

With its high quality Swiss standards that we bring to the Swisstouches Guests, Swisstouches Hotel Xi’an has been awarded the following: The International Business Travel Preferred Hotel, 9th Best Hotel Prize 2017, awarded the Best Hotel Restaurants, the Best Hotel Restaurants 2017, Awarded Unique Restaurant and China Merchants Bank Customers Recommendation 2018.

STANDING ON A STRONG GROWTH PLATFORM

During the almost 10 years of development, Swisstouches Hotels & Resorts has shown a very fast growth and a clear focus on the “Swissness” to become an ambassador for the quality of Swiss hospitality.





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