

DECEMBER 2024

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An iconic ultraluxury
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THE BÜRGENSTOCK RESORT LAKE LUCERNE

Exclusive interview with the GM Chris Franzen



Hotel Destinations

An Inside Look into The Bürgenstock Resort Lake Lucerne

The 5-star residence is a spectacular destination hotel in Switzerland managed by Chris Franzen, a well-versed hotel professional with decades of experience.

In an exclusive interview conducted by Rebecca Asselstine, Chris Franzen, gave us an insight into the hotel operation while hosting an international high security event.



Looking over tranquil Lake Lucerne is a thrill for the senses. Take in the pristine blue water meeting the rolling hills of the Alps. This is the ultimate luxury experience granted to guests of the Bürgenstock Resort Lake Lucerne, a destination resort located in Central Switzerland.

Bürgenstock Resort Lake Lucerne sits atop a mountain ridge, 500 meters above the famed Lake Lucerne, offering an exclusive experience to guests. The surrounding area of the Bürgenstock Resort Lake Lucerne is home to some of the best views, and access to nature, in Switzerland if not Europe.

However, the Bürgenstock Resort Lake Lucerne is so much more than a hotel, it is a transformative luxury experience.

At the resort, the world-class staff, design, and amenities ensure that you feel at home the second you set foot in the property. The spectacular site features three hotels and residences, all featuring the unique

charm and sophistication that is characteristic of the Bürgenstock brand.

Hotel and Alpine Spa

Guests of this hotel can delight in duality; the hotel is divided into two wings. The Heritage and The Contemporary. Each offers a different, but equally luxurious, experience.

The Heritage is decorated according to old world sophistication and gilded glamor.

The Contemporary is a modernist architectural marvel, allowing guests to enjoy unobstructed views of the stunning surroundings from clear glass.

This property has 211 wonderful rooms, all of which feature stylish interiors and awe-inspiring views.

Waldhotel Health and Wellbeing

This hotel offers serenity and a comforting environment for guests to recharge, revitalize, and reconnect with nature.

Breathe in pristine mountain air on

private walking trails and clear your mind while practicing yoga in lush Alpine greenery. Guests are treated to in-depth check ups so that treatments and appointments are specifically tailored to them.

Each of the 137 rooms and suites was designed with the principles of modernity and sustainability at the forefront. Step into the future of wellness while nestled in the perfect calm of the Swiss Alps.

Taverne 1879

This quaint property is the place to be for guests seeking to experience a cozy and authentic Swiss getaway.

At Taverne 1879, tradition is combined with local charm and warmth year round. The hotel and its 12 signature suites are designed and furnished according to traditional Swiss Alpine style.

Bürgenstock Residences

An exclusive postcode for all luxury

enthusiasts. The Bürgenstock Residences offer residents a building with sophisticated and sleek design, top of the line amenities and services, and an unforgettable view.

Take a look at the glamorous Panorama Residence Suites, which feature an unbeatable 360 degree view of the Alps. Wake up with the sun in the east, and watch it set over the tranquil mountains in the west all from the comfort of your marvelous suite.

The Bürgenstock Resort Lake Lucerne offers endless fun and relaxation through its amenities and activities. Whether you want to unwind or go on an Alpine exploration, the resort has all you need and more.

Sports Facilities: There are so many different ways to get active at the Bürgenstock Resort Lake Lucerne! Tee off in the tranquil greenery of the Bürgenstock Alpine Golf Course or



try your hand at racket sports at the Diamond Domes Tennis Courts.

Bürgenstock Resort Lake Lucerne offers an extensive selection of bars, lounges, and restaurants, to cater to all your culinary needs. The resort offers a diverse range of cuisines and a five-star dining experience at every restaurant. From traditional Swiss food to Pan-Asian delicacies, poolside dining to Persian delights, you can sample the globe in style.

Unbeatable Experiences: Staying at the 5-star Bürgenstock Resorts Lake Lucerne allows you to immerse yourself in a variety of expert-led classes and experiences. For instance, the Seven Kitchens Cooking Lab, an immersive master-class where each guest is guided through the creation of a three course menu. The resort also features an inhouse cinema, screening the latest blockbusters. There is always something happening at this out-standing hotel.

Since its inception, the Bürgenstock Resort Lake Lucerne has catered to its myriad of guests with professionalism, class, and attention to detail. The resort is a fascinating destination for a variety of reasons. Along with its famed high-caliber hospitality and beautiful location, the Bürgenstock Resort Lake Lucerne has a long tradition of hosting international conferences and congresses. Most recently, in June of this year, it hosted the two-day international Summit on Peace in Ukraine, the largest ever conference held in Switzerland with over 90 delegations and close to 60 heads-of-state present.

We talked with Managing Director



Chris Franzen to get a detailed look into the Bürgenstock Resort Lake Lucerne, its history, its present, and its bright future.

Read ahead to learn more key information about this fantastic resort.

Society Journal:

The Bürgenstock Resort Lake Lucerne has a well-documented history, what are the key facts readers should know about it?

CF:

The history is essentially divided into three phases: the first phase began under Bucher and Durrer in 1873, who laid the foundations for the resort and were true pioneers of their time. With the ownership of the Frey family, starting in 1925, the resort has experienced its golden years and many celebrities, politicians, and globetrotters from all around the world visited the Bürgenberg mountain.

From Jimmy Carter, Kofi Annan, the famous Sean Connery and Indira Gandhi to Audrey Hepburn, who even got married at the resort, and Sophia Loren, who resided in the resort for more than 12 years. The third phase began in the early 2000's with the reconceptualization, refurbishment and reopening of the new

Bürgenstock Resort Lake Lucerne in 2017. It is our legacy to keep the “Spirit of the Bürgenstock” alive.

Society Journal:

What makes the area where the Bürgenstock Resort Lake Lucerne is located special and unique?

CF:

Everything! Firstly, you can't beat the views from the resort. You're looking at either the snowy peaks of the Alps, lush green meadows of the valley, or the glistening Lake Lucerne. Wherever you cast your gaze, you'll be mesmerized. And although we're in a remote location, the city of Lucerne lies just at our doorstep. This mix of seclusion and accessibility makes it a unique retreat. In addition, the area around the resort offers numerous outdoor activities such as hiking, biking, and a vast number of watersports. One of our guests' favorite attractions is the famous Hammetschwand Lift, definitely the highest outdoor elevator in Europe, which provides

spectacular views and is a must visit during the summer season.

Our arrival experience is among the best of any resort. You can take the boat from Lucerne to Kehrsiten, and then take the hotel's very own funicular up to the resort!

Society Journal:

Why was the Bürgenstock Resort Lake Lucerne selected as the location for the Summit on Peace in Ukraine?

CF:

Well, our magnificent Bürgenstock Resort is situated on a panoramic peak in Central Switzerland. The secluded location on the Bürgenberg mountain offers a high level of security and privacy, which is an absolute must for conferences of this caliber, and easy to secure. Although secluded, the resort is only a 50-minute drive away from Zurich Airport. In addition, there is a smaller VIP airport just ten minutes away from the resort, for those arriving in private planes.



This balance of accessibility and seclusion makes it a practical, yet exclusive venue for international delegates. Also, the resort has only two entry points, which made access control easier. The Swiss Confederation has also previously hosted two conferences at the resort: a ceasefire conference on Sudan in 2002 and a conference on Cyprus' EU accession in 2004.

Society Journal:

Can you describe the selection process and subsequent preparations that were needed to successfully host the Summit on Peace in Ukraine?

CF:

The negotiations and discussions with the Federal Department of Foreign Affairs took place in early 2024. Our team was approached to be the host hotel and we gladly accepted this challenge, seeing the huge opportunity and potential for us

and the region. We worked closely together with the federal government, the neighboring cantons of Nidwalden, Lucerne and Zurich, the Nidwalden cantonal police, the Lucerne police, the army, and additional partners to develop all the necessary security policies and logistical aspects.

Society Journal:

Moving forward from the 2024 Peace Summit, what is the future for the Bürgenstock Resort Lake Lucerne in terms of hosting other such summits and high-profile events?

CF:

The Bürgenstock Resort team has planned and executed many major international congresses throughout the resort's 151-year history, and we would be honored to continue this tradition. The resort's combination of luxury, security, quality, service, accessibility, and stunning natural surroundings make it an ideal venue



for influential meetings and conferences on a global stage. This could be political gatherings or world summits on other topics, such as health, investment and financial services, to name just a few.

Society Journal:

The resort was reopened in 2017 following major construction that began in 2014, what changes that were made during this period would you like to highlight?

CF:

I love that the renovation preserved the historical charm of the original structures while incorporating modern amenities and state-of-the-art facilities.

This blend of old and new offers our

guests a unique experience, combining historical elegance with contemporary luxury.

Each of our three hotels offers distinct styles and experiences, catering to different preferences and needs. To sum it up, the comprehensive renovation and expansion of the Bürgenstock Resort has transformed it into a world-class destination, offering unparalleled luxury, modern amenities, and a diverse range of experiences while maintaining its historical legacy.

For more information on current rates and availability or to book your next stay, please visit the website of the resort: burgenstockresort.com.

About Chris Franzen

Chris Franzen is a seasoned hospitality professional with extensive experience in senior leadership roles across multiple continents.

Chris has worked with both independent hotels and global hotel operators. Before joining the Bürgenstock Hotels AG (the Bürgenstock Resort Lake Lucerne) as Managing Director, Chris was the opening manager of the iconic 5-star Waldorf Astoria hotel Lusail, Qatar.

Prior to that, he served as Hyatt's Area Vice President for Western India, overseeing the largest portfolio on the subcontinent.

Before his tenure in India, Chris was the Area Vice President for Qatar and Oman for Hyatt Hotels and the General Manager of the Grand Hyatt Doha Hotel & Villas.







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