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OUTBOUND

Bürgenstock Resort targets India's high-potential luxury segment

BY **DISHA SHAH GHOSH - MUMBAI** – APRIL 10, 2026 OUTBOUND

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Chris Franzen, Managing Director, Bürgenstock Alpine Spa & Resort, Lucerne has highlighted India as a high-potential outbound market, with plans to deepen engagement



across luxury, wellness, and MICE segments.

Currently contributing around 2% of the resort's business, the Indian market is expected to grow significantly, driven by rising demand from luxury FIT travellers and special interest groups. Franzen noted a clear shift towards bespoke, slow-paced travel, with Indian guests seeking immersive experiences rather than multi-destination itineraries. Curated offerings such as watchmaking

workshops and farm visits are increasingly appealing to this segment.

Perched above Lake Lucerne with sweeping views of the Swiss Alps, the resort's unique alpine setting plays a key role in attracting high-end travellers looking for exclusivity and experiential depth.

Wellness remains central to its positioning, led by the award-winning Bürgenstock Alpine Spa. Spanning over 10,000 sq m across three levels, the spa offers a comprehensive range of treatments and has received global recognition, including from the Michelin Guide. "Indian travellers are highly spa-conscious and well-informed, making wellness a strong draw," Franzen said, highlighting the use of natural, herb-based therapies aligned with preventive wellness trends.

To strengthen trade ties, Franzen visits India twice annually, focusing on key cities such as Mumbai and Delhi, while expanding outreach to Bengaluru and Chennai. The resort is also investing in online training and exploring collaborations with Bollywood to enhance visibility.

Additionally, Bürgenstock is scaling its MICE capabilities, targeting incentive travel from sectors such as pharma and banking. Sustainability remains integral, with eco-conscious practices embedded across operations. Following its strongest year yet, the resort is optimistic about sustained global growth, with India playing a key role in its future strategy.

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