



1st Hoteliers' Meeting Historic Hotels of Europe

Sils-Maria & St. Moritz, Switzerland
27th to 29th March 2011

As you explore the nooks and crannies, discovering the originality, the authenticity and the culinary expression of the countries. Surprisingly, you will also discern coherence, delighting in the influences and forces that have forged the personalities of the honoured civilizations. With a wealth of more than 600 châteaux, manors, convents, palaces, manasteries, farms, townhouses, villas, post-houses and family-owned residences, the „Historic Hotels of Europe“ staunchly perpetuates the very essence of the old continent's prosperity, charm and tradition, its style and substance, in a new way. Historic Hotels of Europe was created with the objective of promoting global awareness for historic hotels associations through a common marketing strategy. The hotels in the association represent their countries' national cultural traditions.



**Historic Hotels
of Europe**

A STORY TO TELL

Each of the association represent their countries' national cultural traditions, historic heritage and architecture. Every property within the Historic Hotels of Europe maintains its own distinctive style and character.



Welcome

You are cordially invited to the first Historic Hotels of Europe Hoteliers' Meeting.

The first HHE Hoteliers' Meeting will take place in the legendary Swiss Alps and we hope to see you there. For two days a distinguished group of speakers will talk on a range of topics of interest to hoteliers. The talks will be focussed on how European culture and history has been preserved by dedicated hoteliers and how one can refine this strategy.

The meeting will be hosted by two legendary hotels – Badrutt's Palace Hotel and Waldhaus Hotel both of which date back to the early days of European tourism. Alpine skiing as a tourist activity started at Badrutt's more than a century ago. Together with Hotel Waldhaus, these two hotels will do their utmost to make your stay and the meeting a success.

Why do we need an Hoteliers' Meeting?

Everyday each one of you acts as host to the traveller who is searching for "A story to tell" – something more than the ordinary tourist agenda. In your work as hoteliers you take a part of European history, culture and cuisine and deliver it to the traveller. By making our own European traditions accessible to the traveller, each one of us creates an awareness of our uniqueness.

Together we are more than 700 hotels (in twenty country organisations) within the Historic Hotels of Europe. We have never fully exploited the opportunity to realise the potential strength that we have in this number or in the individual knowledge of each one of you.

Now is the time!

... and this meeting marks a new beginning. The board and I hope that as many of you as possible will come to listen, talk, discuss and experience the unique force that we represent. Hopefully you will return home inspired, enthused and equipped with numerous new friends, colleagues and ideas. Looking forward to seeing you in Switzerland!

Sincerely yours

Jan Edshage
Chairman of the Board HHE





Objectives

- Initiate a platform/think-tank for heritage-focused hoteliers that offers concentrated marketing updates
- Listen to well known speakers deliver on-target messages
- Participate in focused workshops with possibilities for benchmarking and an exchange of experiences
- Create awareness and synergies among HHE members and properties
- Discover mythic and legendary hotels

Program

Sunday, 27 March 2011 – Arrival at the Waldhaus Hotel – Dinner at the legendary Badrutt's Palace

Individual arrival by train or car

Accommodations at the Waldhaus Hotel in 7514 Sils-Maria, Switzerland,
tel: +41 (0)81 838 51 00, fax: +41 (0)81 838 51 98, www.waldhaus-sils.ch

17:00 Get-together in the historic lounge of the Waldhaus Sils
cocktails, music and introduction to a "family affair"

18:30 Transfer with buses to the famous Badrutt's Palace Hotel in St. Moritz

19:00 Reception in the lounge of the Badrutt's Palace Hotel, Via Serlas 27, 7500 St. Moritz, Switzerland,
tel: +41 (0)81 837 10 00, fax: +41 (0)81 837 29 99, www.badruttspalace.com

19:45 Dinner "Surprise, Surprise" in one of the historic buildings of the Badrutt's Palace Hotel

23:00 Transfer back to the Waldhaus Hotel



Program

Monday, 28 March 2011 – Workshops and Top of Piz Corvatsch

- 08:45** Welcome by Claude Buchs, Chairman Swiss Historic Hotels & Jan Edshage, Chairman HHE
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- 09:15** **Marketing history and authenticity** – Jürg Schmid, CEO Swiss National Tourist Board
An in-depth view of Switzerland's brand positioning and marketing strategy in a rapidly changing, highly competitive global environment.
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- 09:45** **To be or not to be: affiliate!** – Mats Carlbäck, University Gothenburg, Sweden
A study of independent and affiliated hotels and the possible use, identification and measurement of intangible asset value in the hospitality industry
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- 10:15** **Social Media Marketing – an expert's insights** – Eirik Solheim, Norway
Mr. Solheim will provide an overview of what some of the buzzwords of recent years mean. He will give examples of how the web is changing the way we communicate and how it opens up new opportunities. He will give you some clear advice on what to do and what not to do in social media.
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- 10:45** Coffee break
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- 11:15** **Social Media Marketing: workshop** – Eirik Solheim, Norway
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- 12:30** Transfer to cable cars for Furschellas or Corvatsch with skis, walking boots or snow-shoes – four groups which will meet on top of Piz Corvatsch (3303 m) with a spectacular view of the mountains; snacks and surprises in the Panorama Restaurant of the middle station
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- 19:30** An evening with "Slow Food & Wines", all produced and presented by local farmers and wine producers, prepared and served by the Waldhaus kitchen and service team

Tuesday, 29 March 2011 – Morning workshops – afternoon departure

- 09:00** **Matching Customers – Karen Brown's World of Travel & HHE** – Karen Brown, USA
We (KB & HHE) attract the same customers/travelers. Let's build on our existing market alliance for an exciting and incredible future! Together, with quality products and services, we can not only compete in, but actually control the travel marketplace!
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- 09:30** **Matching Customers: workshop** – Karen Brown, USA
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- 10:15** Coffee break
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- 10:45** **It's just too much – but richly rewarding!** – Urs Kienberger, Waldhaus Hotel Sils
As hoteliers, we strive for comfort and efficiency to please our guests and accountants. As entrepreneurs, we are eager to create and change and leave our mark. How on earth can we also be historians, minding the past, preserve its continuity and fragile charms?
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- 11:30** Wrap up 1st Hoteliers' Meeting
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- 12:00** End of conference day, afternoon individual departure or prolonged stay at the Waldhaus Hotel





The Hotels

Badrutt's Palace Hotel, St. Moritz

A very warm welcome to the legendary Badrutt's Palace Hotel. We would like to extend a sincere invitation to experience all the glories of our distinguished Alpine hotel at 1856 m above sea level. For more than a century, sophisticated travellers have flocked to Badrutt's Palace Hotel seeking the finest service and hospitality.

The much acclaimed Grande Dame of St. Moritz has undergone an extensive programme of renovation, while taking utmost care to preserve the unique character of the hotel. Though much has changed and pioneer work has been done, Badrutt's Palace Hotel's maxim remains as it has always been: To anticipate and fulfil our guests' wishes and dreams.

Hans Wiedemann

Managing Director

www.badruttspalace.com

Waldhaus Hotel, Sils-Maria

10 km from fashionable St. Moritz, you'll find another proud landmark. The Waldhaus has been sitting above peaceful Sils-Maria for over a century like a fairy-tale castle, with splendid views of gleaming lakes and impressive mountains beyond its windows, lovely walking and hiking trails beyond its doors, and excellent downhill and cross-country skiing close at hand.

Without any outside shareholders or managers, it has remained a true family affair. Our five signatures show that we plan to keep it that way, as they signal the transition to yet another new generation (the fifth one in our hotel's history). One of the greatest challenges of a family business, as everyone knows; but with luck and effort it is well underway.

Our very personal day-to-day involvement and fiercely guarded independence give us the chance to do things a little differently, and we do. So the Waldhaus is grand... but also playful and relaxed, and very open to families and children. It is luxurious, but not opulent: Swiss to the core, its five stars translate into cozy comfort rather than pomp and glamour. And above all, it is vibrantly alive, but unafraid to be old-fashioned. Our dedication to the idea of a historic hotel, which we happily share with our colleagues from HHE, is at the very heart of what we do. The Waldhaus cheerfully mixes the past and the present and everything in-between, even what others have long given up. Does it actually work? Come and have a look!

www.waldhaus-sils.ch



Speakers



Jürg Schmid, CEO Swiss National Tourist Board

28 March, 09:15 a.m.

Marketing history and authenticity.

An indepth view of Switzerland's brand positioning and marketing strategy in a fast-changing, highly competitive global environment. Switzerland's brand positioning and differentiation is strongly based on the nature experience, authenticity and history. Find out more about Swiss marketing implementation and communication strategy.

Jürg Schmid worked as a Sales and Marketing Director for the second largest software company, Oracle Corporation, before taking over as CEO of Switzerland Tourism in 1999.

Switzerland Tourism (ST) is a federal public corporation. Its mission, as decreed by a Federal Resolution of 16 December 1994, is to promote Switzerland as a holiday, travel and conference destination both at home and abroad. ST's principal activity is to develop and implement effective marketing programmes, as well as to position Switzerland in international markets as a strong, modern but timeless brand. The company is managed according to business criteria focused on markets' needs and clients' satisfaction. The Board comprises 13 representatives from the tourism sector, and from business and political circles. Worldwide, ST employs about 220 staff in 27 countries.



Mats Carlbäck, University of Gothenburg, Sweden

28 March, 09:45 a.m.

To be or not to be: affiliate!

A study of independent and affiliated hotels and the possible use, identification and measurement of intangible asset value in the hospitality industry.

A large proportion of any business' values is made up of the intangible asset value (IAV) - in many cases up to 70% - in most business sectors, even in hospitality. But the extent to which IAV is used, known and measured in the business community is very limited and in the hospitality business even more so. To be able to use IAV as a valuable tool and strategic measurement, it seems appropriate to develop this further and look at the possible implications for business in general and more specifically hospitality.

The University of Gothenburg has approximately 37,000 students and 5,000 employees. It is one of the major universities in northern Europe and also one of the most popular universities in Sweden – the University of Gothenburg has the highest number of applicants to many programmes and courses.

The University's roughly 40 different Departments cover most scientific disciplines, making it one of Sweden's broadest and most wide-ranging higher education institutions. Research and education in the tourism field at the School of Business, Economics and Law, University of Gothenburg have been practiced since the mid 1980's. In 1994, a tourism research network was established, and in 2007, Göteborg&Co. took initiative to the establishment of the Centre for Tourism. The Vision is to initiate, promote, and support an active dialogue between the academia and the industry, and by doing so, support increased knowledge development and professionalisation in the tourism field.



Eirik Solheim, Norway

28 March, 10:15 a.m.

Social Media Marketing - an expert's insights.

Mr. Solheim will provide an overview of what some of the buzzwords of recent years mean. He will give examples of how the web is changing the way we communicate and how it opens up new opportunities. He will give you some clear advice on what to do and what not to do in social media. He currently also works for De Historiske - Historic Hotels of Norway.

Eirik Solheim works as an editor and project manager in the new media department of the Norwegian Broadcasting Corporation. He leads projects involving internet services, interactive TV, social media and broadband strategies. His experience includes years of work as a consultant within the media and entertainment industry for Accenture and experience within digital production as a sound designer, editor, steadicam operator and photographer.

Currently he is also the editor in chief of NRK's technology web site NRKbeta.no. He is also an experienced and prize-winning blogger with the web page eirikso.com. Currently more than 4 million people have watched his videos on the web. More than 3 million have visited his blog and more than 6,000 follow his updates on Twitter.



Karen Brown, USA

29 March, 09:00 a.m.

Matching Customers: Karen Brown's World of Travel & Historic Hotels of Europe

We (KB & HHE) attract the same customers/travelers. Let's build on our existing market alliance for an exciting and incredible future! Together, with quality products and services, we can not only compete in, but actually control the travel marketplace! Valuable information on how to reach and instill loyalty in an existing audience; grow and capture new customers; improve page rankings; maximize search engine optimization.

Workshop/Discussion: Ways to improve, strengthen and grow the relationship. Instruction/demonstration for ways you can manage and enhance your content and pages on www.karenbrown.com? Q&A from the Expert.

Publishing Company

Established in 1977 – 33 years in business with currently 17 titles in publication (12 on Europe, 4 on the United States, 1 on Mexico, Titles Out of Print: Scandinavia, Best on a Budget, England B&B).

Over 2,000,000 books in circulation, maintain complete editorial control, quality of research and selection, world-wide distribution through National Book Network.

Karen Brown also produces the World of Karen Brown Travel Website (since 1999) and is under contract for a television series, "Karen Brown's Countryside Inns".





Registration Form

Please return your registration form before **20th January 2011**
to **Historic Hotels of Europe**:
fax: +33 (0)1 53 20 08 31 or to info@historichotelsfeurope.com

Please use one form per required room.

Date: 27 to 29 March 2011

Hotel: Waldhaus Hotel, CH - 7514 Sils-Maria, tel: +41 (0)81 838 51 00, fax: +41 (0)81 838 51 98, www.waldhaus-sils.ch

Hotel/Organisation: _____

Name(s) of participant(s): _____

Seminar package rate per person
single or double room

CHF 770 / € 590

Price includes: 2 overnight stays, breakfast, taxes, reception and car, snacks and drinks on Piz Corvatsch, cable cars, transfers, 2 coffee breaks, dinner 1st evening at Badrutt's Palace Hotel (drinks for the 1st evening dinner not included), Slow Food & Wines Dinner 2nd evening at the Waldhaus Hotel in Sils-Maria including beverages

2-night-stay (27 to 29 March 2011):

- Please reserve a single room, CHF 770 / € 590 per person
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2-night-stay (27th to 29 March 2011):

- accompanying person without seminar, CHF 560 / € 430 p.p.

Extension of your stay including half pension:

- Please reserve a single room, CHF 215 / € 165 **per roomnight**
 Please reserve a double room, CHF 430 / € 330 **per roomnight**

Date: _____

Other important remarks

I hereby authorize the Hotel Waldhaus Sils to charge the credit card indicated below with a CHF 100 / € 75 deposit for the above registration

Cardholder name _____

Type of credit card VISA MASTER

Card number _____

Card Verification Value (CVV2) _____

Expiration date _____

Signature _____

Arrival information

Zurich Airport	2.5 hrs by car	3.5 hrs by train
Milano Airport	2.5 hrs by car	3.5 hrs by train
Bergamo Airport	3 hrs by car	train not recommended

Number of delegates

Minimum 50 properties, 70 – 80 people

