

HOTEL OF THE YEAR
2018/2019

MONTANA
ART DECO HOTEL LUZERN

HOTEL****^s

SCALA RESTAURANT

SCALA TERRACE

KITCHEN CLUB

LOUIS BAR

HEMINGWAY RUM LOUNGE

BEACH CLUB

BANQUETS

SEMINARS

ADLIGENSWILERSTRASSE 22

P.O. BOX 3039

6002 LUZERN/SCHWEIZ

PHONE +41 41 419 00 00

FAX +41 41 419 00 01

INFO@HOTEL-MONTANA.CH

WWW.HOTEL-MONTANA.CH

Basic press release

ART DECO HOTEL MONTANA Lucerne Culture and pleasure above the roofs of Lucerne

Unique, surprising, different. The ART DECO HOTEL MONTANA Lucerne enchants its guests with a harmonious art deco atmosphere, imaginative offers, gourmet cuisine awarded 15 Gault&Millau points and plenty of charming hospitality. Built in 1910, it has a long tradition to look back on. Every one of the 62 guest rooms including seven junior suites and the MONTANA PENTHOUSE*** is a gem, offering pure relaxation together with the Scala Restaurant, the MONTANA KitchenClub, the day spa, the legendary Louis Bar and the Hemingway Rum Lounge – a retreat from the bustle of everyday life. In 2017, the hotel introduced as the first Swiss hotel the «hotel-within-a-hotel» concept with rooms and suites in the five star segment (MONTANA PENTHOUSE*****). Situated directly above the lakeside promenade, the ART DECO HOTEL MONTANA offers a breathtaking view of Lake Lucerne, the mountain scenery and the picturesque Old Town of Lucerne. Your host is the innovative hotel manager Fritz Erni, “Hotelier of the year 2017”, whose delicate touch and creativity have turned the traditional establishment to “Switzerland’s Hotel of the Year 2018/19”. The same year, Lucerne Tourism’s Lifetime Award for exceptional achievements in hospitality and tourism has honoured Erni himself. www.hotel-montana.ch**

On a small hill, surrounded by the bustling everyday life of the cultural city of Lucerne, stands the ART DECO HOTEL MONTANA: a peaceful retreat despite the proximity of the city with its rich variety of leisure activities and cultural offerings. A softly gurgling fountain greets the guests in the bright entrance hall, underlining the relaxed, stylish atmosphere. The high, light-flooded space of the Scala Restaurant and the ample Scala Terrace with a magnificent panoramic view of the lake and mountains offer the perfect backdrop for culinary experiences. Hustle and bustle at lunchtime, a romantic atmosphere with soft candlelight in the evening, top-class jazz concerts, vibrant nightlife and relaxing spa treatments – a calm sense of vitality. The ART DECO HOTEL MONTANA is a fascinating, inspiring and surprising place.

Even the journey to the hotel is a special experience, as the world's shortest funicular railway runs straight from the city to the hotel lobby. Charm,

discretion and cheerfulness are the distinguishing features of hospitality at the ART DECO HOTEL MONTANA. Guests are individually looked after with special, personal courtesies and offered a service that meets their needs. Hotel guests, tourists, business people and the citizens of Lucerne are made to feel at home and well taken care of.

Innovative tradition and discreet luxury

The ART DECO HOTEL MONTANA, opened more than a century ago as a palace hotel, has an elegant and inspiring art deco atmosphere. This style originated in 1920s America and is a mixture of art, craft and architecture. The art deco style is characterised by geometric forms, ornamentation, contrasting materials and an interplay of light and shade – forms and colours adopted as an overall design concept at the ART DECO HOTEL MONTANA.

A five-star crown on top

Alongside the charming and spacious rooms and suites, the Penthouse Spa Suites and Junior Suites on the top floors are overwhelmingly spectacular: with a steam and hydrotherapy shower, a whirlpool bath in the room and another on the suite's own roof terrace, they offer an exclusive, private spa area. The in 2017 initiated “hotel-within-a-hotel” concept is as unique and innovative as the ART DECO HOTEL MONTANA itself and is setting new standards in the Swiss hospitality sector once again. Switzerland's best city-based four-star hotel is ahead of the game: as of now, it is the first hotel in the country with a four-star superior rating that also offers five-star rooms and services under the MONTANA PENTHOUSE***** label.

The Penthouse Spa Suites are also the setting for one of the newest ideas from creative director Fritz Erni. “Spa and the City” is the saucy and sexy offer just for women, unique in Switzerland, which promises the ultimate girls' night out – and is a resounding success. The unforgettable ladies' night with a sexy private butler, champagne, a flying dinner and a wide variety of bookable extras like massages or beauty treatments is fully booked well in advance.

Pure sensuousness

Rest, relaxation and sensuousness are an important part of the overall experience at the ART DECO HOTEL MONTANA. With the day spa, the hotel's own cosmetic and beauty oasis, hotel guests and visitors alike can enjoy the relaxing pleasure of a revitalising and harmonising spa treatment. Freshly renovated and expanded in April 2013, the day spa is now resplendent in the unmistakable art deco

style. The exclusive range of spa packages was also extended in the renovation, so now there are even more ways to relax and pamper yourself.

The ART DECO HOTEL MONTANA offers unique packages for guests in search of special and individual experiences. Here, too, its creative concepts are sure to impress: new lovers can indulge in romance with the “Time for Emotions & Sensuousness” package, while “Time for Gourmets” offers a chance to plunge into a world of Mediterranean pleasure. Guests can choose from a wide selection of packages.

Culinary delights and whisky tradition

Mediterranean flair under palm trees, elegant art deco style and a panoramic view offering wonderful sights of the Lake Lucerne basin and the Alps. And most of all, top-flight cuisine from chef Johan Breedijk, awarded 15 Gault&Millau points: The Scala Restaurant with its Mediterranean-inspired dishes is an invigorating place. In summer, the gourmet menus and exquisite wines can also be enjoyed on the spacious Scala Terrace, which offers one of the most beautiful views in Central Switzerland and the stylish ambiance of an “outdoor living room”. Thanks to an ingenious architectural concept, the Scala Terrace is also suitable for all weathers and a place of well-being, even in the rain. The hustle and bustle of the MONTANA Kitchen Club, the hotel’s staged adventure cuisine, evokes a much more agitated atmosphere. The catering area, which was completely renovated for CHF 4.5 million, inspires with its six different adventure sections, inviting guests to taste, listen and watch, and be right in the middle of the action, when Johan Breedijk and his team of 20 cooking assistants create first-class dishes.

But it is not just gourmets who are well catered for at the ART DECO HOTEL MONTANA: whisky lovers will be inspired by the selection of more than 130 single malts and numerous rarities, unique in Switzerland. The legendary Louis Bar offers the perfect atmosphere for enjoyment. Tastefully renovated, it reflects the lifestyle of the 1930s and is the setting for many a lively and inspiring evening. You will be greeted in the Louis Bar by “Barkeeper of the year 2018”, David Gandert. The deputy barman continues the success of the “Hotel of the Year 2018/19” by winning the Swiss Bar Awards. In 2011, the Louis Bar already won the Swiss Bar Award for the best long-standing bar in Switzerland, 2014 the best bar menu and it is also “Switzerland's Best Whisky Bar 2012”. The Hemingway Rum Lounge, on the other hand, was created with the most exquisite rum in mind. With its Cuban flair, the Lounge is a tribute to the famous author Ernest Hemingway and offers the

largest variety of rum in Switzerland. Here, more than 60 sorts of rum from Central and South America can be found, including some coveted rarities. Thanks to its sophisticated ventilation system, the Hemingway Rum Lounge is also a comfortable smoker's lounge.

Finally, the Art Deco Hall is an inviting venue for meetings and celebrations. With its 110 seats, it is ideal for conferences and seminars as well as birthday or wedding parties.

One of Europe's best jazz clubs

The jazz concerts and jam sessions at the Louis Bar, named for good reason after the jazz legend Louis Armstrong, have long since become an institution. Every Thursday, musicians and jazz fans meet here for a top-class jam session. But there are also excellent jazz and piano concerts to enjoy throughout the week. Instead of live music, guests can experience the charm of crackling records, musical insider knowledge and the greatest hits from 60 years of musical history on "Good Old(ies) Sunday". From October to April, Michel Ritter plays favourites from his record collection every Sunday, taking visitors on a trip down memory lane.

Music and culture pervade the hotel and are part of its unique atmosphere: as gentle background music in the Scala Restaurant, as part of the varied monthly events calendar or during the Lucerne Festival, which combines a stay at the ART DECO HOTEL MONTANA with classical concerts at the KKL Hall. Cultural highlights are also celebrated on the cookery course with the 15 GaultMillau-point chef, Johan Breedijk.

The ART DECO HOTEL MONTANA is an inspiring place, where culture and pleasure abound. An invigorating place that offers recreation as well as experience. A place that is surprising and unique.

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ART DECO HOTEL MONTANA
Fritz Erni, General Manager, Adligenswilerstrasse 22, Postfach 3039, CH-6002 Lucerne
Phone: +41 (0)41 419 00 00, Fax: +41 (0)41 419 00 01, Email: fritz.erni@hotel-montana.ch