

# THE DOLDER GRAND

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Press release

## **CELEBRATING EXCEPTIONALITY – Swiss luxury hotel the Dolder Grand serves up a surprise with a non-branding campaign to mark its 125th anniversary**

Zurich luxury hotel the Dolder Grand is celebrating its 125th anniversary this year. The Dolder Grand demonstrates how modern a five-star hotel can be, even after all this time – not only by constantly innovating, but also through the remarkably unconventional approach to communications it has adopted over the past few years. The hotel looks to have scored another winner with a new (marketing) highlight to mark its anniversary: from the beginning of May 2024 and over the course of the year, major international cities such as London and Zurich will host a new and bold anniversary campaign for the iconic Swiss hotel, featuring neither a brand logo nor any reference to the hotel itself.

The building on the Adlisberg has been synonymous with perfect hospitality since 1899, welcoming many illustrious and prominent guests over the years. With the slogan “Celebrating Exceptionality”, the Dolder Grand is not only celebrating its 125th anniversary – it is also underlining its position as a Swiss hotel icon. The campaign pays homage to all the guests who have shaped the hotel with their stays and underscores what the Dolder Grand was and continues to be to this day – a meeting point for an international clientele that appreciates extraordinary hospitality, a unique ambience and unconventional amenities in a special location. Swiss creative force Charles Blunier & Co., the inspiration behind the hotel’s re-branding in 2019, has joined forces with the Dolder Grand marketing department and General Manager Markus Granelli to create a multifaceted communication concept that will grab the attention of guests and industry colleagues alike.



### **The out-of-home campaign**

At the heart of the year-round communication strategy is an international out-of-home advertising campaign based on a series of progressive wordings, such as “HOLLYWOOD STARS STAY HERE”, “FASHION DESIGNERS STAY HERE” and “ROYALS STAY HERE”. The impressive layout features strictly black and white typography accompanied by neither a motif, nor a logo, nor any mention of the hotel itself. The only clue as to who is behind the campaign is a prominent QR code. The aim of the

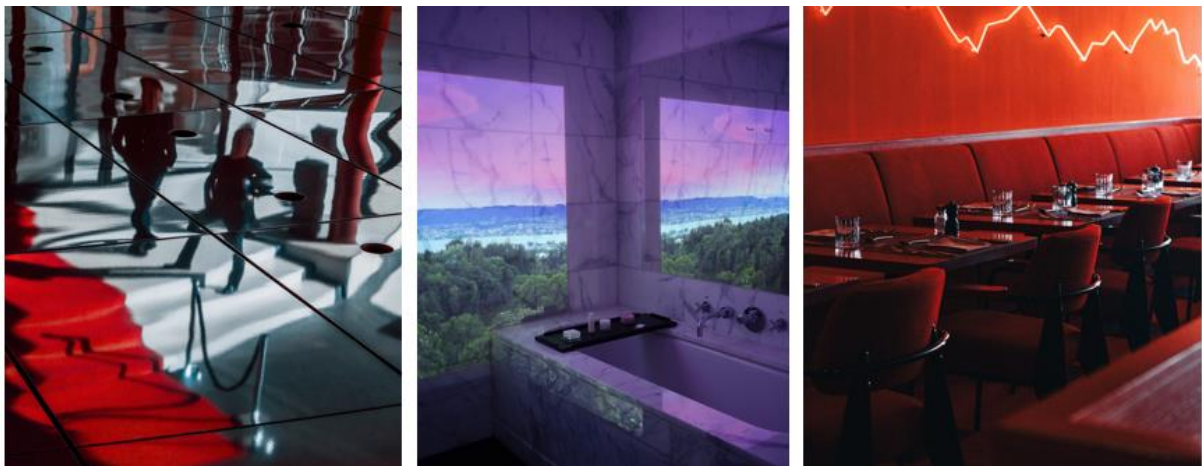
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campaign is to captivate viewers and pique their interest through the wordings and the otherwise anonymous design idea alone. If you scan the QR code using your smartphone, you are taken straight to the Dolder Grand website, where you get a fascinating insight into the “GUEST BOOK” – a digital tribute to forgotten moments and stories from the Belle Époque to the 21st century.

## The digital and print campaign to mark the anniversary

Following the same idea as in the OOH campaign, the subjects are displayed in print advertisements that appear in prestigious travel and lifestyle titles as well as in online ads. The anniversary communications focus on aspects such as the partnership with the German-speaking edition of the international fashion title VOGUE. In addition to classic advertisements and online content, a joint event will be staged as part of the anniversary celebrations in autumn 2024. On social media, too, the campaign idea and complementary content worlds presented will reflect the 125th anniversary of this luxury resort in Zurich.



## The Perfect Stay

As part of the anniversary, the Dolder Grand is offering its guests multifarious promotions and special packages, the aim being to ensure that the guiding principle of “Celebrating Exceptionality” also extends beyond just the communications. In addition to creating a pop-up restaurant called “1899”, the hotel’s Culinary Director Heiko Nieder is devoting himself to the hotel’s formative years as a summer retreat – with exquisite dishes and drinks specials that reflect this bygone era, such as caviar, Oysters Rockefeller, Waldorf salad and the like.

In keeping with the motto of creating the perfect stay for guests for 125 years, the Dolder Grand is hosting a special art event at which artists are invited to transform their visit to the Dolder Grand into an artistic project. Be it creatives, stylists or classic artists – the lack of constraints provides plenty of scope for creativity. Photographs of the works will then be used as themes for print ads before being compiled in an exclusive illustrated book entitled “The Perfect Stay”, which will be presented to interested readers at the end of 2024.

## The history – from spa house to City Resort

When the Dolder Grand opened its doors on 10 May 1899, it initially served as a health spa that offered city residents access to relaxation and health in a luxurious setting. Its pioneering role as a hotel that is always very much in step with the spirit of the times was evident even then. It boasted a billiard room,

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two lifts and the first modern means of communication, such as the telephone and telegraph. Some 125 years later, the hotel is one of Zurich's legendary landmarks, boasting an unmistakable Swiss wooden construction style and flanked by two new buildings that give the traditional hotel a stylish, timeless look. They were built during the renovations undertaken with great attention to detail by architect Lord Norman Foster between 2004 and 2008. In addition to this extension work, the historic main building was renovated and restored to its original state. This renewal respectfully unites the hotel's rich past with visionary architecture and art. At the same time, it marks the turning point in the history of the hotel, from the historic Grand Hotel to the modern City Resort in an idyllic location close to the city – a place where guests from all over the world and the people of Zurich can always enjoy a break and the luxury of being pampered.



## **New technologies for world-class hospitality**

Robots are used in the areas of housekeeping and food and beverage, for example, to support the bar team with transporting food orders along the long corridors behind the scenes. “This means more time for employees to pay even more attention to taking care of guests – to offer them a perfect stay”, says Markus Granelli.

## **Culinary hotspot and wellness oasis**

A holistic culinary concept with an annual gourmet festival has made the Dolder Grand a bona fide foodie destination. The five restaurants with a total of 64 GaultMillau points, including Zurich's most award-winning restaurant – “The Restaurant”, which has two Michelin stars and is led by top chef Heiko Nieder – are an expression of the desire to offer exquisite culinary delights. Being named Hotel of the Year by GaultMillau in 2016 and 2024 is a recognition of the innovative spirit of the Dolder culinary tradition. The spa at the Dolder Grand also enjoys an excellent reputation. The 4,000-square-metre oasis of wellbeing offers everything from medical treatments to relaxation, beauty treatments, vitality services, detoxes and fitness equipment. The adjacent golf and tennis facilities, as well as the recreational options from Dolder Sports, with a swimming pool and minigolf in summer and Europe's largest open-air ice-skating rink in winter, help to promote an active lifestyle and make the Dolder Grand a holistic destination.

## **Acting in the interests of sustainability**

The Dolder Grand is a pioneer in sustainability. “In everything we do, we strive to offer the best. And always in the spirit of sustainability”, says Markus Granelli. “Whether it's in the kitchen, in the spa, in the Dolder Sports area or anywhere else at the hotel: for us, sustainability means responding to the demands of all stakeholders and interests and seeking long-term solutions for social, environmental and economic sustainability that go beyond mere compliance with legal requirements.” The Dolder Grand

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underscores this commitment with its memberships of Responsible Hotels of Switzerland, Swisstainable Leading and Sustainability Leaders. The Dolder Grand stands for consistency in excellence and innovation – now and in the future. “That is why we are constantly trying new things and seeking inspiration around the world”, says Markus Granelli. “We are proud to be a place that is not only geographically close to Zurich, but also close to the world in the spirit of the city. To keep it that way, our entire team does their best every day with passion and dedication.”

## **About The Dolder Grand**

Opened in 1899, the Dolder Grand has 175 luxurious rooms and suites. Regally perched high above Zurich on the Adlisberg, the City Resort offers stunning views of the vibrant city life, Lake Zurich and the Swiss Alps. In 2024, the Dolder Grand will celebrate its 125th anniversary. The legendary hotel has had an extraordinary history with illustrious guests and has established itself as a destination for culinary delights, art and wellness. The striking, palatial building bears the signature of renowned architect Lord Norman Foster. With its five restaurants, the five-star superior hotel offers an exceptional dining concept: “The Restaurant” (two Michelin stars and 19 Gault Millau points), “Mikuriya” (16 Gault Millau points), “Saltz restaurant” (15 Gault Millau points), the seasonal vegan-vegetarian garden restaurant “blooms” (14 Gault Millau points) and seasonal restaurant concepts. The stylish Canvas Bar & Lounge and the annual gourmet festival THE EPICURE further underscore the hotel’s reputation as an innovative food resort and have garnered the Dolder Grand the title “Hotel of the Year 2024” from Gault Millau. The spa area offers 4,000 square metres of pure relaxation. The hotel is also known for its extensive art collection, encompassing over 100 works from world-renowned artists including Salvador Dalí and Takashi Murakami. The Dolder Grand is a member of the Leading Hotels of the World, Swiss Deluxe Hotels and the Responsible Hotels of Switzerland. For images and general information, visit our [media page](#).

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