

Milestones Mövenpick Hotels & Resorts

(Status: December 2016)

Mövenpick Hotels & Resorts has enjoyed some phases of transformation since it started, but some things stay reassuringly the same. “We aren’t doing anything extraordinary,” said Ueli Prager, who founded Mövenpick in 1948. “We are simply doing normal things in an extraordinary manner.”

Today, in the words of the hotel company’s CEO and President, Olivier Chavy, “Ueli Prager’s motto is still very much true. We continue to be Swiss and continue to have a clear future vision, which is built on a natural legacy of authenticity, service, care and genuine warmth.”

Timeline

2016	Olivier Chavy is appointed President and Chief Executive Officer of Mövenpick Hotels & Resorts.
2015	Mövenpick Hotels & Resorts is with 56 properties the most Green Globe certified hotel company in the world.
2014	Mövenpick Hotels & Resorts was named “Hotel Chain of the Year” by the Swiss Travel Awards jury.
2014	The company opens its first properties in Pakistan: the Mövenpick Hotel Karachi.
2013	‘Natural Enjoyment’, an ambitious programme implemented globally by Mövenpick Hotels & Resorts, wins ‘Best Initiative in People and Talent Management’ at the 2013 Worldwide Hospitality Awards.
2013	The company opens its first properties in China: the Mövenpick Hotel in Enshi, Hubei province, Central China.
2012	Mövenpick Hotels & Resorts announces its 100 th property, including existing and planned hotels. The Mövenpick Hotel Paris is managed under the Mövenpick flag since 19 th December 2012.
2011	All European hotels offer Mövenpick Fairtrade Coffee. Regular coffee is eliminated from menus.
2011	Company founder Ueli Prager dies at the age of 95.
2011	The company opens its first properties in India (Bangalore), Singapore (Sentosa Island), the Philippines (Cebu Island) and Ghana (Accra).
2011	Mövenpick Resort & Spa Dead Sea receives the Green Globe “High Achievement Award 2011” for the geographical region of Middle East.

2010	A global partnership is established with Green Globe. Green Globe is an international independent non-profit organisation that audits sustainability in the tourism and travel industry. The company aims to have all hotels progressively enrolled in the Green Globe programme and certified over the next few years.
2010	For the second consecutive year, J.D. Power awards Mövenpick Hotels & Resorts the top position in the “European Guest Satisfaction Study”.
2008	Mövenpick Hotels & Resorts introduces the ‘Four Cornerstones’ – a roadmap of the corporate culture and definition of the values that are at the heart of the brand and the qualities that define its internal and external relations.
2008	The Mövenpick Group is privatised.
2006	Mövenpick Hotels & Resorts expands into Asia signing hotels in Thailand and the Philippines.
2003	During World Travel Market in London, the company is declared the “fastest growing hotel chain in the Middle East”.
2003	The company’s first hotels are launched in the UAE (Dubai), in Turkey (Istanbul) and in Kuwait (Kuwait City).
2003	The first “pilgrim hotel” opens in Madina, Saudia Arabia.
2001	The company’s first hotels open in Tunisia and Morocco.
1998.	Mövenpick Holding creates four autonomous business units: Mövenpick Hotels & Resorts, Mövenpick Gastronomy, Mövenpick Wine and Mövenpick Fine Foods.
1992	The Pragers sell their stake in the company to Baron August von Finck.
1991	The <i>HS Radamis</i> sets off on its maiden voyage on the Nile.
1983	The first Marché Restaurant in Stuttgart (Germany) is launched.
1982	“Premium Ice Cream International Licensing AG” is founded. By 1988 Mövenpick Ice Cream is distributed across 18 countries on five continents.
1980	The first Mövenpick restaurants open on the North American continent in New York and Toronto.
1980	The first German Mövenpick Hotel opens in Ulm/Neu-Ulm. It is followed by a second in Lübeck a year later and a third in Braunschweig in 1983.
1976	Mövenpick Hotels & Resorts unveils its first hotel outside of Europe in Cairo, the Mövenpick Hotel Jolie Ville.
1973	Two hotels open in Switzerland at Zurich-Airport and Zurich-Regensdorf marking the official launch of Mövenpick Hotels & Resorts.

1972	Mövenpick goes public.
1970	Mövenpick is divided into separate divisions: restaurants, hotels, premium products and chain restaurants.
1969	Mövenpick Ice Cream enters the market.
1968	The first Silberkugel motorway snack restaurant opens in Deitingen (Solothurn). Two more are launched a year later.
1966	The Jolie Ville Motor Inn in Adliswil near Zurich is launched by Mövenpick and features 75 rooms and 150 beds.
1965	The first fully-fledged service Mövenpick restaurant in Germany opens in Frankfurt.
1963	The first branded food item is introduced in the form of the Mövenpick “Himmlische” (heavenly) coffee.
1963	The management of a canteen at the Bavarian Broadcasting Studios in Munich becomes the company’s first contract in Germany.
1962	The first cash-and-carry wine shop opens. Today it is known as Mövenpick Wine and there are several wine shops across Switzerland and Germany.
1962	The first Silberkugel snack restaurant modelled after the concept of American diners is welcoming its guests in Zurich.
1960	Following a trip to New York to seek inspiration for Silberkugel American style restaurants, four lease contracts are signed by Mövenpick in Zurich. One features a central production kitchen to supply all the restaurants.
1958	Ten years after the launch of Mövenpick the company features eight establishments, five of them in Zurich. 600 employees are now working for Ueli Prager.
1957	Ueli Prager travels to the United States for the first time and is impressed by how effectively snack restaurants in New York offer unbeatable prices and service.
1953	After successfully overseeing a difficult opening in Berne, Prager realises how critical engaged and talented employees are to the future of his business. He is the first employer in Switzerland to introduce rigorous training and daily line-ups for employees and the first to offer staff shares.
1952	The opening of Mövenpick’s third restaurant at the famous Paradeplatz in Zurich is followed by the company’s first restaurant outside of Zurich, in Lucerne.
1950	The second Mövenpick restaurant opens in Zurich Sihlporte.



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1948	After seeing a seagull – or Möwe in German – selectively picking up its food mid-flight from the waters of Lake Zurich, Ueli Prager finds a name for his new restaurant concept of offering affordable high quality food without waiting times. Mövenpick is born. When his first restaurant opens, Prager welcomes each guest personally.
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