

Mövenpick Hotels & Resorts signs management deal to open its first European mountain resort

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19 March 2019: In order to diversify its portfolio of premium properties Mövenpick Hotels & Resorts, which is part of Accor, has signed an agreement with Panorama Development Corporation to manage the brand's first European mountain resort, the Mövenpick Resort Savognin. The hotel is set to open in 2021 and will be Mövenpick Hotels & Resorts' seventh property in Switzerland, featuring 110 rooms and suites, four dining outlets, a children's area, wellness facilities, several retail outlets including a sports and fashion boutique and easy access to the adjacent ski area. Situated in the heart of Savognin in the canton of Grisons, the 110-key Mövenpick Resort Savognin is set to become one of Switzerland's leading ski resort and will reinforce Savognin's reputation as one of the country's top family destinations.

"Savognin, a playground for adventure-lovers, is undergoing infrastructure enhancements to meet growing visitor demand with Mövenpick Resort Savognin being a focal point of these developments as the destination looks to attract more families, leisure tourists and skiers," explains Duncan O'Rourke, COO Accor Central Europe. "The partnership with Panorama Development Corporation is an important strategic step for Accor to further develop Mövenpick Hotels & Resorts as a premium brand and to enter the auspicious mountain resort segment. At the same time, it raises brand awareness in some of our target markets such as Switzerland, Germany and the Netherlands."

Mövenpick Resort Savognin will be a modern yet family-oriented property spread across two connected wings. It features four dining venues: a specialty 'Piste Terrace' restaurant overlooking the slopes; an all-day dining outlet; the Mövenpick Coffee Wine Lounge, and a large living room-style lobby lounge.

The resort, which will provide access to the main gondola lift system serving the mountain area, will also offer children's recreation facilities, a spa and sauna, and several retail outlets including a sports and fashion boutique. Guests will also be able to purchase tickets for the mountain railway and gondola at the property.

Located in Switzerland's largest natural park, Park Ela, Savognin is a year-round destination, renowned for its family-friendly outdoor activities including skiing, tobogganing and ice-skating in winter as well as biking, hiking, swimming and mountaineering in summer. The destination is also popular for its festivals and children's events.

Mövenpick Hotels & Resorts currently operates five hotels spanning 1,306 rooms in Switzerland: Mövenpick Hotels & Casino Geneva, Mövenpick Hotel Egerkingen, Mövenpick Hotel Lausanne, Mövenpick Hotel Zurich Airport and Mövenpick Hotel Zurich Regensdorf. Its sixth property, Mövenpick Hotel Basel, is slated to open in 2020.

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