



HOTELS & RESORTS

Milestones: Mövenpick Hotels & Resorts

(Status: October 2018)

“We aren’t doing anything extraordinary,” said visionary Swiss hotelier Ueli Prager, who founded Mövenpick in 1948. “We are simply doing normal things in an extraordinary manner.”

More than seven decades later, Prager’s words have more meaning than ever as the hospitality firm embarks on an exciting period of growth as part of AccorHotels, a world-leading travel and lifestyle group with more than 4,500 hotels, resorts and residences around the globe.

Supported by one of the industry’s largest and most respected operators, Mövenpick remains true to its brand values. It honours its Swiss roots, culinary heritage and Prager’s guiding vision and continues to build on his legacy as a company defined by authenticity, exceptional service, genuine care and human warmth – all encapsulated in its *we make moments* business philosophy, recognising that small gestures make a big difference.

The brand is also accelerating its expansion in key strategic markets across Africa, Asia, Europe and the Middle East, where it currently operates more than 80 properties and has more than 40 in the pipeline.

Mövenpick remains committed to delivering the highest levels of service for which it is renowned, taking care of its loyal guests who have long valued the brand’s Swiss heritage and personalised approach to hospitality.

Timeline

2018	Mövenpick Holding and its partner, Kingdom Holding, sell Mövenpick Hotels & Resorts to world-leading travel and lifestyle group, AccorHotels. The integration enables Mövenpick to fast-track global expansion and access Accor’s customer loyalty programme, while retaining its Swiss heritage.
2017	The new global Mövenpick Family programme is introduced. Offering healthy kids’ ‘Power Bites’ meals, family-friendly services, a Little Birds Club with signature activities, on-demand baby essentials and special room packages, it’s an instant success.
	The Mövenpick SLEEP concept is launched, offering customised rooms using the latest bed technology and amenities for an enhanced and personalised sleep experience.
	Green Globe names Mövenpick Hotels & Resorts the world’s most sustainable hotel group for the second year running, and more than 50% of the company’s certified properties achieve the entity’s prestigious ‘Gold’ status.
	Forbes Magazine names Mövenpick Hotels & Resorts the ‘Top Five-Star Brand in the Arab World’, recognising the company’s brand presence with 47 five-star hotels, representing 12,592 rooms in 10 Arab countries.
2016	Mövenpick Hotels & Resorts unveils its new logo and corporate identity, drawing inspiration from the brand’s origins.
	Olivier Chavy is appointed President and Chief Executive Officer of Mövenpick Hotels & Resorts.

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2014	The Swiss Travel Awards jury names Mövenpick Hotels & Resorts Hotel Chain of the Year.
2013	The company's ambitious global 'Natural Enjoyment' programme wins 'Best Initiative in People and Talent Management' at the 2013 Worldwide Hospitality Awards.
2012	Mövenpick Hotels & Resorts announces its 100th property, including existing and planned hotels.
2011	The company's legendary founder, Ueli Prager, dies aged 95.
	The company opens its first properties in India (Bangalore), Singapore (Sentosa Island), the Philippines (Cebu Island) and Ghana (Accra).
	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, an international independent non-profit organisation that audits sustainability in the tourism and travel industry. The company sets the wheels in motion for all of its hotels to enrol in the programme.
2008	Mövenpick Hotels & Resorts introduces the 'Four Cornerstones' – a roadmap of its corporate culture, brand values and service ethics that define its internal and external relations.
	The Mövenpick Group is privatised.
2006	Mövenpick Hotels & Resorts embarks on its Asia expansion strategy with the opening of its first hotel in the Far East – in Phuket, Thailand.
2003	The company is declared the 'fastest growing hotel chain in the Middle East' at London's World Travel Market.
2001	North Africa becomes a target market and two new hotels open – one in Tunisia and another in Morocco.
1998	Mövenpick Holding creates four autonomous business units to pave the way for growth: Mövenpick Hotels & Resorts, Mövenpick Gastronomy, Mövenpick Wine and Mövenpick Fine Foods.
1996	The company marks its Middle East debut with the opening of Mövenpick Resort Petra in Jordan.
1992	The Prager family sells its stake in the company to German businessman Baron August von Finck.
1991	Mövenpick's first Nile cruiser, HS Radamis, sets off on its maiden voyage from Aswan to Luxor.
1983	The first Marché Restaurant in Stuttgart (Germany) is launched.

1982	'Premium Ice Cream International Licensing AG' is founded and by 1988, Mövenpick Ice Cream is distributed in 18 countries across five continents.
1980	Mövenpick makes its North American debut with restaurants in New York and Toronto.
	Mövenpick raises its flag in Germany with a new Mövenpick hotel in Ulm/Neu-Ulm. A second opens in Lübeck a year later and a third in Braunschweig in 1983.
1976	Mövenpick Hotels & Resorts unveils its first hotel outside of Europe with the opening of Mövenpick Hotel Jolie Ville in Cairo.
1973	Prager capitalises on Mövenpick's reputation for good-quality affordable food, staff training standards and innovation by opening the company's first two hotels, both in Zurich – one at the airport and the other in Regensdorf, marking the official launch of Mövenpick Hotels & Resorts.
1972	Mövenpick becomes publicly listed.
1968	Mövenpick Ice Cream is launched.
1968	Prager spots the opportunity to take advantage of the new Swiss motorway network and opens his first Silberkugel snack restaurant concept in Deitingen (Solothurn), serving fast food to a new generation of car travellers.
1966	The Jolie Ville Motor Inn in Adliswil near Zurich opens its doors featuring 75 rooms – a new motorway hotel concept pioneered by Prager.
1965	The first full-service Mövenpick restaurant in Germany opens in Frankfurt.
1963	Mövenpick makes its foray into branded food with the introduction of its own 'Himmliche' (heavenly) coffee.
	The company secures its first catering contract, managing the exclusive restaurant at the Bavarian Broadcasting Studios in Munich.
1962	The first cash-and-carry wine shop opens paving the way for Mövenpick Wine, which today, comprises several wine shops across Switzerland and Germany.
	Taking his inspiration from the American diner concept, Prager opens his first Silberkugel snack restaurant in Zurich.
1960	Following a trip to New York where the American diner concept catches Prager's imagination, he signs four lease contracts to roll out his version – Silberkugel.
1958	A decade after the launch of the Mövenpick brand, the company operates eight restaurants, five of which are in Zurich. Prager's workforce now comprises more than 600 employees.
1957	Prager travels to the United States for the first time and is impressed by how New York snack restaurants offer great service and unbeatable prices.

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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	Mövenpick opens its third restaurant in Zurich - at the famous Paradeplatz - and its first outside of the city, in Lucerne.
1950	Mövenpick doubles up, opening its second restaurant in Zurich Sihlporte.
1948	After strolling the shores of Lake Zurich and watching a seagull – or Möwe in German – swoop down to ‘pick’ up its food mid-flight, Ueli Prager finds inspiration for the name of his new restaurant, and so ‘Mövenpick’ is born. His new dining concept offers affordable high-quality food and fast efficient service. When his first restaurant opens, Prager welcomes each guest personally.

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