

Factsheet Bürgenstock Resort® – status as at 07 May 2010

The design plan for the new eight-hectare Bürgenstock Resort® has acquired legal force. Following a 12-month planning period, preparatory work can now begin. A number of building applications have been submitted to the authorities. The resort is scheduled to offer 400 rooms, 60 residence suites and an attractive programme of leisure pursuits and activities. The level of capital investment involved is CHF 300 million and 350 new jobs are set to be created. The first phase is scheduled to be completed at the end of 2012, with the grand opening of the entire resort set for 2014. The Villa Honegg, undergoing a CHF 25 million refurbishment, is due to commence hotel operations in spring 2011. With an eye on the future, the resort is aiming for a carbon-neutral energy supply. It will also be car-free, enabling it to sit harmoniously in its pristine natural 60-hectare setting.

Projects

The business model of the new Bürgenstock Resort® is founded on five projected income streams:

1. Health resort and medical wellness
2. Congresses, conferences and banqueting
3. Exclusive hotels with distinctive spa facilities
4. Residence suites benefiting from hotel services
5. Local tourism – the mountain remains accessible to all

Health resort and medical wellness

Market research has shown that the demand for health/wellbeing and medical wellness products and services is rising disproportionately owing to changes in demography. A residential health resort offering 200 terrace rooms, two restaurants and a lounge and bar is due to emerge on the site of the former Waldhotel. Qualified doctors and specialists will be on hand to offer the following services:

- Postoperative convalescence of all kinds
- Beauty treatments
- Intensive care for patients suffering burnout
- Weight reduction and detox programmes
- Medical check-ups and examinations

Exclusive hotels benefiting from a range of facilities

The **Palace Hotel** is due for sympathetic renovation which will preserve its historic fabric. The historic building will offer 100 four-star superior guest rooms. Guests will be able to enjoy a unique terrace offering views of the lake, a restaurant, a bar, a smoking lounge and the Palace Lounge. The Palace will also be offering 2000 square metres of state-of-the-art conferencing and banqueting facilities. Taking pride of place are the 500-square metre banqueting venue complete with panorama foyer, and the Lakeview Auditorium.

The new five-star deluxe **Icon Hotel** (working name) will be immediately adjacent to the Piazza. Offering 100 spacious guest rooms and suites, it will additionally benefit from a restaurant and bar offering views of Lake Lucerne. The hotel will form an architectural whole with a variety of retail units and the summit station of the Bürgenstock Funicular Railway. The Palace and Icon hotels will share a joint reception area and underground parking. The architectural competition for the new Icon Hotel is reaching its final stages, and the winning project will be announced by the jury at the end of May 2010.

Bürgenstock Spa – relaxation and pampering in an alpine setting

The unique Alpine Spa will be located in the former Bürgenstock Club and occupy 10,000 square metres. The main attractions include one indoor and two outdoor pools, plus a spacious sauna area featuring a variety of Alpine Hot Tubs (shower and whirlpool baths). It will also have 15 rooms offering a range of massages and treatments including locally sourced therapies such as hay baths, whey baths, fango mud treatments and sulphur spas.

Residence suites benefiting from hotel services

Due for sympathetic renovation which is designed to preserve its historic fabric, the former Grand Hotel and the additional Alpine-style terraced development are destined to house 60 residence suites.

The residents will benefit from a whole range of services such as housekeeping, concierge/porter and room service. The residence suites will be fitted and furnished to a high standard and will offer fantastic views of Lake Lucerne, as well as unique south-facing vistas and views of the Alps. The residents will help maintain occupancy of the resort at a certain level during the low season when fewer tourists are visiting.

Local tourism – the mountain remains accessible to all

Visitors from near and far will be able to enjoy a wide variety of leisure pursuits and attractions, including the famously spectacular Rock-face Path and Hammetschwand Lift. A range of restaurants open seasonally or all-year round will be offering local and international cuisine. Cultural events will be held at the new Icon Hotel's Lakeview Auditorium as well as at the Sculpture Park, which is also in its planning stages. Visitors coming to the resort for the day will also be able to make use of the Alpine Spa described above.

Villa Honegg – the exceptional experience

The Villa Honegg is expected to open its doors to hotel guests in spring 2011. As well as offering the latest in terms of hotel facilities, the new Honegg will be boasting breathtaking

views of the surrounds. It is being positioned as an exclusive venue perfect for high-level symposia, meetings of boards of directors and private functions. Its 23 guest rooms and suites and restaurant/terrace will be accompanied by an attractive spa facility featuring one of Switzerland's most beautiful infinity-edge pools. There will also be an annexe designed especially for the younger guests offering all manner of games and other leisure pursuits. The Director of the Villa Honegg is Peter Durrer.

Sustainable carbon-neutral energy concept

The resort will be benefiting from a carbon-neutral energy supply thanks to the use of renewable resources – water from the lake and timber from its own woodland.

Contracts and work: high level of value creation for the region

The road between Obbürgen and the Bürgenstock Resort® is to be widened. A new service road will allow the resort to be built in stages and enable the resort to be car-free and closer to nature once it is finished. The Hammetschwand and Trogen are due for renovation. Preliminary surveys for the Panorama Residence Suites and Grand Residence Suites have already been carried out, as have those for the renovation of the Palace Hotel and the residential health resort offering medical wellness. Demolition of the Waldhotel, old laundry and garden nursery has received the go-ahead.

Work to the value of CHF 45 million is due to be carried out by the end of 2010, a figure that includes the CHF 25 million earmarked for the Villa Honegg. Much of the work has been awarded to local firms.

The Bürgenstock development is set to exert a positive economic impact. A study by BAK Basel Economics has indicated that the development will be injecting value estimated at CHF 500 million into the region of Central Switzerland.

The investor

The investor is the Qatari Diar Real Estate Investment Company. The development is being planned and managed by QDHP Swiss Management AG, Zug. QDHP is also overseeing other hospitality development projects in Switzerland, including the Schweizerhof Hotel in Bern and the Royal Savoy in Lausanne. The capital investment involved is in the region of CHF 500 million.

Contact

akomag Kommunikation & Medienmanagement AG

Ronald Joho-Schumacher

Tel. 041 618 07 07

Mobile 079 341 53 67

rjoho@akomag.ch