

VERTU HOTELS AND RESORTS ENTERS THE GOLF RESORT BUSINESS IN SWITZERLAND

GOLF DE LA GRUYERE JOINS THE VERTU HOTELS AND RESORTS' FAMILY

2020 has been a rough year so far for the hospitality industry. Never the less, VERTU Hotels and Resorts, the upscale brand for Hotels, Resorts, Conference Centers and Wellbeing is establishing its first presence in the golf industry with the charming Golf - Hotel and Restaurant "Golf de la Gruyère".

Ideally located in Pont-La-Ville, the charming Golf de la Gruyère is a magnificent and cozy complex that offers a magnificent view on the Lake of Gruyère. The eight guest rooms hotel also has a bar, three restaurants including : CARNOTZE a cheese fondue restaurant exclusively open for events, OGOZ a gastronomic / fine dining restaurant due to open at the end of August 2020 and LA TERRASSE which caters delicious classic food with a stunning view on the golf course. When it comes to meetings and events, the venue also offers two banquet rooms that can fit up to 80 delegates.

Gérald Lampaert, Founder and CEO at VERTU Hotels and Resorts states : "The entire team is thrilled to see the Golf de la Gruyère becoming a member of the VERTU Hotels and Resorts family. The Golf de la Gruyère joins an organisation that strives for exceptional customer experience through high-level and individually crafted services. Wellbeing is an important part of the VERTU Hotels and Resorts DNA, and our brand is proud to welcome a venue of the standing of the Golf de la Gruyère to its growing portfolio of destinations".

Philippe Attia, Co-Founder and President at VERTU Hotels and Resorts states : "this is an important addition to our portfolio, knowing that we have several properties in Europe, under development or being repositioned. Onsite manager Fabien Gross and Michelin Star Chef Gregory Halgand, together with their respective teams, are committed to providing each visitor with a great guest experience. Gruyère is a beautiful region and an ideal area for an overnight stop between Geneva and Zurich. The proximity to the charming village of Gruyères is an extra bonus for us as we already manage a totally different venue: the Hotel and Restaurant Le Saint Georges in the center of this old town".

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ABOUT VERTU HOTELS AND RESORTS

VERTU Hotels and Resorts is a leading hospitality brand operated by LUXCOM GmbH and focused on providing guests with the most unique experience ever. Managed by a line of seasoned and senior hospitality executives, each with an extensive international background in major hotel groups, VERTU Hotels and Resorts' vision is to brand, manage, franchise and/or affiliate properties in key destinations around the world, and to provide visitors with a unique and unforgettable stay. In addition to its core business, the VERTU Hotels and Resorts Development and Consultancy Division is offering other existing brands, stand alone operations and ownership corporations, a suite of "a la carte" services to help owners and operators in their current and new projects, including development, design, space-planning, construction, FF&E, asset management, strategic marketing, sales and distribution, food and beverage, accounting and technology services worldwide.

For more information: www.verturesorts.com

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ABOUT GOLF DE LA GRUYÈRE

From its sunny hillside, the Golf de La Gruyère, its hotel and restaurants overlook undulating scenery crowned by the peaks of the Pre-Alps of Fribourg. Visitors benefit of a face-to-face with nature in all its authenticity just 30 minutes from Montreux, 15 minutes from Fribourg, and less than an hour from Gstaad.

For more information: www.verturesorts.com/golf-de-la-gruyere

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