

APPENZELLER HUUS

INTERNATIONAL PARTNERSHIP

Huus Löwen becomes part of the lifestyle portfolio of Preferred Hotels

Gonten, January 2025—At the beginning of this year, the global hotel association Preferred Hotels & Resorts added the four-star superior hotel Huus Löwen to its illustrious ranks. This means further international reputation and attention for the entire Appenzeller Huus resort. General Manager Tim-Martin Weber and his team look forward to introducing Appenzellerland's hospitality to the global clientele.

"Luxury Travel begins here" – The motto of Preferred Hotels & Resorts could hardly be more aptly fulfilled than in Huus Löwen. The massive Strickhaus wooden building, a masterpiece of Swiss architecture, joins the selection of historic and essential houses. Its trademark – the scent of 1000 regional spruce trees – has also welcomed exclusive travelers of the "I prefer" program since January. You can enjoy the 24 comfortable rooms and suites, the enchanting furnishings in the St. Gallen top look, and the panoramic windows with a view of the Alpstein landscape.

«MORE THAN A FOUR-STAR SUPERIOR HOTEL»

You can also use the spa in the sister hotel Huus Bären and the varied restaurants and bars of the entire Appenzeller Huus complex. General Manager Tim-Martin Weber says: «The inclusion in Preferred Hotels & Resorts proves that the Huus Löwen is more than just a pleasant four-star superior hotel amid Alpine nature. It is an extraordinary lifestyle oasis in the visionary association of the Appenzeller Huus.»

«We are delighted to welcome the Appenzeller Huus – Huus Löwen to our portfolio. As part of our Lifestyle Collection, this hotel is the perfect mix of authentic Swiss charm and modern style,» says Jürgen Hoch, Regional Director for Central and Eastern Europe at Preferred Hotels & Resorts. "We look forward to working closely with the team to showcase the hotel's unique appeal to our global audience of discerning guests."

«PREFERRED» SUPPORTS PHILANTHROPICAL VALUES

Since its foundation almost 60 years ago, Preferred Hotels & Resorts has represented top independent hotels for discerning travelers. The member properties are committed to the Preferred Standards of Excellence™, assessed annually through anonymous on-site inspections by professional external experts. Led by the American Ueberroth family, the company also honors its partners' initiatives in favor of community, sustainability, and humanitarian aid.

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ABOUT APPENZELLER HUUS

At 902 meters above sea level, a contemporary retreat and relaxation place called the "Appenzeller Huus" has been under construction since 2023 in the historic town of Gonten. The three-star superior Hotel Huus Bären (20 rooms) and the Hotel Huus Löwen (24 rooms) are already welcoming guests, while the opening of the five-star Hotel Huus Quell with one of the most modern and innovative wellness areas in Switzerland is planned for mid-April 2025. 43 serviced apartments complement the hotel resort. The motto of the investor Jan Schoch "A Wellness Lifestyle Community" is emblazoned across the entire project.

The gourmet restaurant Bärenstobe welcomes travelers and locals alike, as do the cozy Löwenstobe, the Lehnerstobe, the Jakob Schlaepfer Lounge, the Appenzellerstöbli, and the tavern. In the Schmitte with its cigar lounge and the centuries-old cellar vault, the wine connoisseur Hans Rhyner looks after the treasures. Additional dining facilities and a summer terrace are being built. The Appenzeller Forum in the Löwensaal regularly offers concerts, readings, and lectures with culinary accompaniment. This room with a Steinway grand piano is also ideal for larger parties or seminars.

FURTHER INFORMATION

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