



HUUS QUELL EARNS ONE MICHELIN KEY LESS THAN ONE YEAR AFTER OPENING

The five-star superior hotel in Switzerland's Appenzell region joins the MICHELIN Guide's 2026 global hotel selection

GONTEN, SWITZERLAND - September 2026 — [HUUS QUELL](#), the five-star superior hotel at the heart of [APPENZELLER HUUS](#) in Gonten, Switzerland, has been awarded [One MICHELIN Key](#) in the MICHELIN Guide Hotel Selection 2026, less than one year after opening its doors.

The MICHELIN KEY is the MICHELIN Guide's distinction for exception hotels around the world – the hospitality counterpart to its renowned MICHELIN Stars for restaurants – with One Key denoting what the Guide describes as “a very special stay.” HUUS QUELL joins 470 newly distinguished hotels across 79 destinations in the 2026 selection, chosen following anonymous visits by MICHELIN Guide inspectors. Of more than 9,400 hotels included in the Guide's global hotel selection, 2,832 have earned MICHELIN Keys.

The distinction marks another significant milestone for HUUS QUELL since its October 2025 opening and adds to a growing list of international recognition for the property, including *TIME's* **World's Greatest Places** 2026 and *Travel + Leisure's* 2026 **It List**.

“To receive a MICHELIN Key less than one year after opening HUUS QUELL is an incredible honor and a testament to our entire team,” said Jan Schoch, founder of APPENZELLER HUUS. “Our vision has always been to create something deeply rooted in Appenzell – celebrating its traditions, craftsmanship and landscape while introducing a new expression of Swiss hospitality. To have that vision recognized by the MICHELIN Guide at this early stage is incredibly meaningful.”

A member of **The Leading Hotels of the World**, the 30-suite HUUS QUELL brings together contemporary Swiss design, regional craftsmanship, gastronomy and a deeply considered approach to wellness. The hotel was conceived as a modern interpretation of Appenzell and its traditions, with a strong emphasis on local materials and makers. Constructed using locally sourced moon wood, HUUS QUELL incorporates the region's distinctive craftsmanship throughout, from hand-worked wood and stone to textiles by renowned St. Gallen fabric house Jakob Schlaepfer.

At its heart is the 2,200-square-meter QUELL Spa, an expansive three-floor wellness destination that combines European bathing traditions with advanced longevity, recovery and preventative health treatments. Facilities and experiences range from saunas, steam baths and thermal experiences to whole-body cryotherapy at -110°C, hyperbaric oxygen therapy and personalized programs developed in partnership with L3 Longevity.

Beyond wellness, the experience is rooted firmly in the culture and landscape of Appenzell. Guests have access to the wider APPENZELLER HUUS campus and its collection of restaurants and gathering spaces, while the surrounding region offers hiking, golf and access to the traditions, artisans and culinary culture for which Appenzell is known.

HUUS QUELL forms part of the wider APPENZELLER HUUS collection in the village of Gonten alongside [HUUS BÄREN 1602](#), a historic 12-room inn, and [HUUS LÖWEN 1878](#), a 24-room boutique hotel. Together, the three properties create a multifaceted destination that celebrates Appenzell's heritage while introducing a contemporary expression of Swiss hospitality.

The MICHELIN Key follows another recent milestone for the collection: HUUS BÄREN 1602 was inducted into **Historic Hotels Worldwide** in September 2026, recognizing the centuries-old property and APPENZELLER HUUS' commitment to preserving the architectural and cultural heritage of the region.

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ABOUT APPENZELLER HUUS

At 902 meters above sea level in the historic village of Gonten, APPENZELLER HUUS is a contemporary retreat rooted in the traditions, craftsmanship and culture of Switzerland's Appenzell region. Led by investor Jan Schoch, the multi-property destination has been taking shape since 2023 and today encompasses the three-star superior HUUS BÄREN 1602 (12 rooms), HUUS LÖWEN 1878 (24 rooms) and the five-star superior HUUS QUELL (30 rooms), which opened in October 2025 with one of Switzerland's most innovative wellness destinations. The resort also includes 50 serviced apartments, BOTANICUM BAR, RESTAURANT QUELL and one of Switzerland's largest wine cellars. Dining, culture and a strong sense of place are central to the APPENZELLER HUUS experience, with a collection of restaurants and gathering spaces that includes the gourmet BÄRENSTOBE, LÖWENSTOBE, Lehnerstobe, Jakob Schlaepfer Lounge, Appenzellerstöbli and TAVERNE. In the historic Schmitte, home to a cigar lounge and centuries-old, vaulted cellar, cellar master Hans Rhyner oversees the property's extensive wine collection. The Appenzeller Forum in the Löwensaal serves as a cultural hub for regularly hosted concerts, readings, lectures and other gatherings. For more information visit: <https://appenzellerhuus.ch/en/>

Media Contact:

Leanne Drago, Leanne Drago Communications
leanne@leannedrago.com