



PRESS RELEASE

MICHELIN GUIDE

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MICHELIN Keys debut in Germany, Austria and Switzerland, awarding 271 outstanding hotels for the very first time

- **Selected by the MICHELIN Guide Inspectors, these hotels offer the world's most outstanding experiences and can be booked on the MICHELIN Guide's digital platforms.**
- **The MICHELIN Guide's ambition is to become the first global independent booking platform for outstanding restaurants and hotels.**

Michelin is pleased to present the very first MICHELIN Key selection for Germany, Austria and Switzerland. Awarding 271 properties offering the most outstanding stays throughout Germany, Austria and Switzerland, this inaugural selection presents 17 hotels with Three MICHELIN Keys, 85 with Two MICHELIN Keys and 169 with One MICHELIN Key.

Offering an ever more comprehensive service, the MICHELIN Guide's hotel selection provides users with recommendations for a complete travel experience. Awarded by the MICHELIN Guide inspection team based on anonymous stays or visits – independently of existing labels, tourism stars and pre-established quotas – the MICHELIN Keys are a new international benchmark. They aim to guide travellers to accommodations that stand out for their unique hospitality concept, distinctive character, warm welcome and extremely high level of service.

271 hotels awarded MICHELIN Keys in Germany, Austria and Switzerland

After presenting MICHELIN Key selections in France, Spain, Italy, Japan, the U.S., Canada, Mexico, Thailand, Great Britain and Ireland, the MICHELIN Guide Inspectors have extended their research to Germany, Austria and Switzerland.

Following multiple anonymous stays or visits and evaluating hotels on five international criteria¹, the MICHELIN Inspectors awarded MICHELIN Keys to 271 hotels among more than 600 German, Austrian and Swiss properties recommended in the broader MICHELIN Guide selection. Out of the total, 122 awarded hotels are located in Germany, 62 in Austria and 87 in Switzerland. The Key hotels bring together a wide range of concepts and accommodation types, from design boutique hotels to iconic luxury properties, from high-hand mountain resorts to secluded country-house hotels.

Gwendal Poullennec, International Director of the MICHELIN Guides, states: “We are absolutely thrilled to present to world travellers our very first MICHELIN Key selection for Germany, Austria and Switzerland. Featuring no fewer than 271 outstanding hotels, this selection is an invitation to explore Germany, Austria and Switzerland, visit their historically rich cities, relax in their charming countryside, and enjoy dramatic alpine mountains. From

¹ 1. The hotel is an open door to the destination; 2. Excellence in interior design and architecture; 3. Quality and consistency in service, comfort and maintenance; 4. Consistency between the level of the experience and the price paid; 5. Individuality, reflecting personality and authenticity.



boutique hotels and historic grand hotels located in major cities to country lodges nestled in stunning sceneries; from stunning mountain resorts to exclusive ski chalets: every hotel awarded One, Two or Three MICHELIN Keys is a gem sculpted by talented professionals. Using the MICHELIN Guide's digital platforms, travellers can now filter their search and book hotels for stays that we hope will be unforgettable."

One, Two and Three MICHELIN Keys

Just like the famous Stars that indicate the best culinary experiences, the MICHELIN Keys reveal accommodations in the Guide's hotel selection that offer the most outstanding stays. They are a new benchmark for travellers, qualifying each hotel experience in broader terms than simple amenities.

One MICHELIN Key: a very special stay

This is a true gem with its own character and personality. It may break the mould, offer something different or simply be one of the best of its type. Service always goes the extra mile and provides significantly more than similarly priced establishments.

Two MICHELIN Keys: an exceptional stay

Somewhere truly unique and exceptional in every way, where a memorable experience is always guaranteed. A hotel of character, personality and charm that's operated with obvious pride and considerable care. Eye-catching design or architecture, and a real sense of the locale make this an exceptional place to stay.

Three MICHELIN Keys: an extraordinary stay

It's all about astonishment and indulgence here – this is the ultimate in comfort and service, style and elegance. It is one of the world's most remarkable and extraordinary hotels and a destination in itself for that trip of a lifetime. All the elements of truly great hospitality are here to ensure any stay will live long in the memory and hearts of travellers.

17 unique hotels awarded Three MICHELIN Keys

Three MICHELIN Keys, indicating an extraordinary stay, worthy of a specific trip, have been presented to 17 hotels located in Germany, Austria and Switzerland.

In Germany, 6 hotels have impressed the Inspectors for their unique stay propositions and impeccable service. In Baiersbronn (Baden-Württemberg), in Black Forest natural park, Hotel Bareiss and Hotel Traube Tonbach are awarded the highest distinction. Started as the 'Gasthaus Kranz' in Mitteltal, **Hotel Bareiss** is now a prestigious hotel with excellent gastronomy, a spacious spa and extensive outdoor facilities. Still owner-run, the hotel features elegant country house style, nine pools, a natural pond and a Three MICHELIN Star restaurant, run by Chef Claus-Peter Lumpp. Looking like a modernist country lodge, **Hotel Traube Tonbach** offers spacious rooms and suites, all outfitted in soothing white and neutral tones, and coming with balconies or terraces with a view of the surrounding forest. In addition to an extensive spa program or outdoor activities, the hotel is also home of no less than 4 restaurants, of which Three MICHELIN Star Schwarzwaldstube and One MICHELIN Star restaurant 1789. Hamburg also boasts two hotels awarded Three MICHELIN Keys: historic and iconic institution **Fairmont Hotel Vier Jahreszeiten** and urban escape **The Fontenay**, which architect Jan Störmer described as his "Hotel in the Park". On the beautiful Lake Tegernsee, in Upper Bavaria city of Rottach-Egern, **Althoff Seehotel Überfahrt** is a stunning year-round destination for hikers, bikers, skiers and beer worshippers. The hotel comes with an



impressive wellness center featuring multiple pools, a private beach, gym, and an international array of saunas, from Finnish to Japanese. In Elmau, **Schloss Elmau Luxury Spa Retreat & Cultural Hideaway** is a contemporary luxury hotel nested within a majestic, imposing castle. Proposing plenty of facilities and services – from the many spas, including the Nature Spa and its treatments in a wooded valley alongside a gentle mountain stream, to the many cultural offerings -, the hotel showcases a unique look, a mix of old-world Bavaria and updated high-end luxury.

In Austria, **Rosewood Schloss Fuschl** (in Hof bei Salzburg) and **Hotel Sacher Wien** are also awarded Three MICHELIN Keys. Set on the shores of Austria's spectacular Lake Fuschl, the first is a thoroughly 21st-century luxury hotel, partly nested within a castle dating to the 15th century. The second is among the most legendary of the old grand hotels of the world, now approaching its 150 birthday. While its imperial style remains as opulent as ever, designer Pierre-Yves Rochon has been responsible for shepherding the rooms and suites' interiors into the 21st century.

In Switzerland, no less than 9 unique hotels also received Three MICHELIN Keys. From historical hotels such as **Grand Resort Bad Ragaz** (also home of Three Star, Two Star and One Star restaurants), **Hotel les Trois Rois** (in Basel, also home of a Three Star restaurant), **Beau-Rivage Geneva**, **Baur au Lac** (Zurich) or **Badrutt's Palace Hotel** (St. Moritz), to stunning Alpine resorts such as **Carlton Hotel St. Moritz** (and its Two Star restaurant) or **The Alpina Gstaad**, this selection confirms the outstanding level and reputation of Swiss hospitality. In another style, **Bürgenstock Resort** is a genuine getaway located in the historic spa region of Lake Lucerne. With over a hundred uniquely designed luxury suites, all with views of the lake, the hotel also offers a 10,000 m² spa area. On the shores of Lake Geneva, with views of Mont Blanc, the **Woodward** is a century-old, all-suite hotel, whose 26 rooms are outfitted with the last word in contemporary luxury. The hotel is also home of Two Star restaurant L'Atelier Robuchon.

Two MICHELIN Keys presented to 85 exceptional properties

Indicating an exceptional stay, 85 hotels have been awarded Two MICHELIN Keys. Of these, 36 are located in Germany, 17 in Austria and 32 in Switzerland.

Some examples: located on Sylt Island, in the historic village of Keitum, **Severin's Resort & Spa** is a modern luxurious hotel in an authentic Frisian farmhouse style. One of the four Two MICHELIN Key hotels of the Island – the three others being **BUDERSAND Hotel - Golf & Spa**, **Landhaus Stricker** and **Söl'ring Hof** - Severin's Resort & Spa offers 95 rooms and suites which are antique-influenced but beautifully contemporary. Representing classic and historical grand hotels, **Hotel Louis C. Jacob** (in Hamburg), **Kempinski Hotel Taschenbergpalais** (in Dresden) and **Excelsior Hotel Ernst** (in Cologne) are three flagship examples, all awarded Two MICHELIN Keys. Long Cologne's number one grand hotel, the Excelsior Hotel Ernst has presided over Cathedral Square since 1863. If interiors remain traditional, with antique furnishings, and their patina has been complemented by recent updates like the stylish new lobby. In Berlin, no less than 5 hotels also received Two MICHELIN Keys: unmissable **Hotel am Steinplat** and **Hotel de Rome**, luxury **The Ritz-Carlton, Berlin**, trendy **Telegraphenamt** and intimist **Patrick Hellmann Schlosshotel**

In Austria, the Two Keys hotels are mostly split between Vienna and the mountains. The Capital city alone boasts no less than 5 awarded hotels. Among them, **Hotel Imperial**, which opened in 1873, remains in meticulously preserved 19th-century style. From grand marble



staircase leading to the first floor Royal Suites, to the rooms, all decorated in 19th-century antiques and rich fabrics, Hotel Imperial is an open door to timeless hospitality. In the Kitzbühel Alps, **Grand Tirolia** is an upscale hotel with a diverse roster of entertainment and experiences. If the alpine ski circuit takes top priority, top-notch golf course, stunning treks, and all sorts of water sports are nice propositions beyond the high season. In Grossari, **Family Nature Resort Moar Gut** is a quiet alpine property with a focus on whole-family activities – from bucolic treks through Austria’s Großarl valley to a dedicated trampoline room, a petting zoo with 16 Icelandic horses and a baby spa. In Tux, **Aktiv & Wellnesshotel Bergfried** is a ski chalet which combines warm traditional ambiance with contemporary après-ski energy. The rooms smartly refer to Tyrolean formula – natural wood, stunning views, plush throws, arches – while the Bergfriedalm tavern is the heart of the hotel’s social life. In Techelsberg, on the waterfront of Lake Wörthersee, **Hotel Schloss Seefeld** is a picturesque boutique hotel, whose rooms and suites are uniquely furnished with designer furniture and colorful artwork.

Finally, in Switzerland, among the 32 Two MICHELIN Key properties, travellers can choose between mountain-based hotels (**Tschuggen Grand Hotel** or **Valsana Hotel & Appartements**, in Arosa; **Gstaad Palace**, **Le Grand Bellevue** or **Park Gstaad** in Gstaad; **CERVO Mountain Resort** or **Matterhorn FOCUS**, in Zermatt), charming lakeside properties (**Beau-Rivage Palace**, in Lausanne; **Mandarin Oriental Palace**, in Luzern; **Park Hotel Vitznau**), historic or international-brand urban hotels (**La Réserve Eden au Lac Zurich**; **Four Seasons Hotel des Bergues**, in Geneva), stunning design hotels (**The Chedi Andermatt**; **7132 Hotel**, in Vals) or secluded properties (**Hotel Villa Honegg**, in Ennetbürgen).

169 hotels receive One MICHELIN Key

One MICHELIN Key has been awarded to 169 hotels offering very special experiences.

Representing a broad spectrum of hotel concepts, accommodation types and geography, the first German, Austrian and Swiss MICHELIN Key selection shines with diversity and experiences suited to all budgets and desires. Of the 169 newly-awarded hotels, 80 are located in Germany, 43 in Austria, and 46 in Switzerland.

Among the One Key hotels, mountains lovers will find many options across Germany, Austria and Switzerland, from spectacular design boutique-hotels – e.g. **Boutiquehotel Blaue Burg Falkenstein**, in Pfronten, Germany; **Au Club Alpin**, in Champex-Lac, or **Boutique Hotel Glacier**, in Grindelwald, Switzerland – to luxury lodges and hideaways – **Hideaway Hotel Montestyria Chalets & Suiten**, in Mariazell, Austria; **Kulturhof Stanggass**, in Berchtesgaden, Germany – to stunning mountain resorts – **AMERON Davos Swiss Mountain Resort** or **Frutt Mountain Resort**, in Frutt, Switzerland; **Burg Vital Resort**, in Lech am Arlberg, or **die HOCHKÖNIGIN Mountain Resort**, in Maria Alm, Austria.

For a closer connection to nature and gorgeous lakes, **Hotel Palafitte**, in Neuchâtel (Switzerland) is a utterly futuristic execution, made of modern, gorgeous pavilions offering impressive views of the Lake. **RIVA - Das Hotel am Bodensee**, in Konstanz (Germany) has ideal location. In Dierhagen (Germany), **Strandhotel Fischland** is a contemporary hotel located on the Baltic coast and surrounded by unspoiled nature. Just a few minutes outside of Hamburg, **Landhaus Flottbek Boutique Hotel** is a tranquil retreat, once a farmhouse complex. Rooms and suites pursue this concept in their own way, or in four different ways – some come in a slightly more delicate cottage style, or a rustic-meets-elegant barn style, while others recall Scandinavian urban modernism or a Hamptons-inspired beach-house vibe.



Those looking for hotels with rich history will consider a stay at **Wilmina Hotel**, in Berlin. A former courthouse and women's prison in Charlottenburg, Wilmina is now a charming and lively boutique hotel, with elegant modern interiors. A bit more classic, **Bayerischer Hof Munich** used to be the Munich's grand hotel of aristocrats, film stars and pop idols. Rooms may vary in their style, from subtly African-colonial to a classic Bavarian look by Hans Minarik and two distinct English country-house schemes, one minimal and monochromatic, the other by Laura Ashley, festooned with floral prints and chintz. Much older, **Schloss Schauenstein** is a 9-room hotel – as well as the home of a Three Star and Green Star restaurant by Andreas Caminada - nested within Furstenau castle when **Volkshaus Basel** has been transformed into a lovely boutique-hotel, after successively being a castle, a brewery, a concert hall and office complex. In Salzburg, Austria, **Hotel Goldener Hirsch** has existed in one form or another since 1407, the year of the first mention in the city's archives of an inn on this spot in Salzburg's Old Town. Its present incarnation dates back to 1948, and is today a delightful trip backwards through time, decorated in decades-old antiques, designed in the style of a rustic lodge.

All MICHELIN Guide hotel recommendations are available for free on the MICHELIN Guide website and mobile application. On these digital platforms, all recommended hotels can be booked directly at the best market price. To assist travellers throughout their stay, the MICHELIN Guide also provides a concierge service run by travel experts employed by the MICHELIN Guide.

Find the pictures of the Press Conference Announcement [here](#)

About Michelin

About Michelin Michelin is building a world-leading manufacturer of life-changing composites and experiences. Pioneering engineered materials for more than 130 years, Michelin is uniquely positioned to make decisive contributions to human progress and to a more sustainable world. Drawing on its deep know-how in polymer composites, Michelin is constantly innovating to manufacture high-quality tires and components for critical applications in demanding fields as varied as mobility, construction, aeronautics, low-carbon energies, and healthcare. The care placed in its products and deep customer knowledge inspire Michelin to offer the finest experiences. This spans from providing data- and AI-based connected solutions for professional fleets to recommending outstanding restaurants and hotels curated by the MICHELIN Guide. (www.michelin.com)

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