



M
Gallery

PRESS KIT

Hotel Continental Zurich

Member of the MGallery collection March 2011

Press contact :

Elsa MELIQUE – Tel :+33 (0) 1 45 38 18 29 – elsa.melique@accor.com

The swiss spirit, a blend of distinctiveness, understated lavishness and functionality

The ambience of an elegant swiss chalet

The pleasures of the table and of chocolate

Factsheet

The MGallery concept

The other swiss gems of the collection : the Hotel Rotary Geneva



The swiss spirit, a blend of distinctiveness, understated lavishness and functionality

PRESS KIT HOTEL CONTINENTAL ZURICH



Right in the heart of Zurich, the centre of finance and art, the Hotel Continental Zurich provides an oasis where time stops, inviting you to take time out to enjoy life, in a city that never sleeps...



Shifting with ease between understated lavishness and functionality, Hotel Continental Zurich is a true ambassador of the swiss spirit. A curious spirit of wonder tilting this way towards pastures and tradition and tossing that way towards modern innovation. Standing as a true symbol of this duality, Hotel Continental Zurich subtly blends innovation and tradition. Hidden behind its post-modern façade lies a world of tranquillity, evoking the ambience of an elegant swiss chalet...

An elegant and refined sanctuary from which to explore the financial and multicultural capital that is Zurich, a hotspot for art and avant-garde culture.



The ambience of an elegant swiss chalet

PRESS KIT HOTEL CONTINENTAL ZURICH



Cross the threshold and you are transported...The frantic pace of Zurich suddenly disappears, allowing you to discover the swiss art of living at the heart of this hotel's rustic elegance.

The warm and friendly welcome is a perfect reflection of the traditional swiss values: the greatest discretion and the highest perfection. Here, everything has been thought of to allow each guest to experience and discover "the artistic soul of Zurich" at his or her own pace.

A COSY AND INTIMATE FEEL

In the living room club chairs and stylish furniture celebrate the warm simplicity of the hotel's spaces. The atmosphere is subdued, with lovely warm tones and plush carpeting which elegantly signals the cosy ambience and invite guests to lounge and relax



Outside, time seems suspended... Far from the hustle and bustle, nestled between the wings of the hotel, the inner garden provides a taste of southern Switzerland: A little corner of paradise between palm trees and lounge chairs to simply enjoy the sunny side of life.

The ambience of an elegant Swiss chalet

PRESS KIT HOTEL CONTINENTAL ZURICH



REFINEMENT IN EVERY DETAIL

Recently renovated, each room in the Hotel Continental Zurich recalls the intimate ambience of a swiss chalet, with extraordinary bedding and refined linens. To delight the senses, the hotel has also selected a line of bodycare products from the famous Swiss brand Chopard.



After a relaxing night's sleep, the hotel staff will invite you to discover a swiss breakfast made in the purest swiss tradition.



The pleasure of the table and of chocolate

PRESS KIT HOTEL CONTINENTAL ZURICH



The Hotel Continental Zurich's cuisine celebrates Swiss culinary tradition with regional specialties and little bistro dishes, all to be savoured in a lounge atmosphere...

Sparkling apple cider from local farmer Grimm, rösti with eggs, bircher muesli for breakfast... all in an intimate atmosphere. The bar & diner "l'Entupada" (which means "Meeting/Encounter" in Rhaeto-Romance) celebrates the versatility of Switzerland. The charming and cozy ambience of the bar&diner makes it a wonderful place to end a day of hard work or leisure. Authentic flavours of Switzerland are combined with an urban touch and our renowned hospitality. Simply a beautiful place of encounter.

In the mornings traditional birchermüesli or rösti with fried eggs is served in the new breakfast kitchen restaurant on the first floor.



AN UNFORGETTABLE EXPERIENCE IN THE LAND OF CHOCOLATE

And to make your mouth water, the Hotel Continental Zurich offers a tasting tour at the centre of Zurich's old town... A rare and precious experience where you will have the privilege of discovering the secrets of a venerable Swiss institution: the Schober confectionery. For over 600 years, this famous Zurich house founded by Theodor Schober has been master of the sweet treats and of chocolate. Throughout this deliciously delightful trip your senses will be aswirl with sweet smells and bright candy colours. Highlight of this gourmet getaway: a traditional breakfast with "Birchermüesli" as its centrepiece, made with Alfred Bircher's original recipe. A delicious journey back to the faraway land of childhood.





Name	Hotel Continental Zurich
Category	4*
Number of rooms	138 « urban swiss » rooms, including 4 suites
Restaurant	Bar & Diner « L'Entupada »
Spaces of leisure	« Le Jardin » the patio « Living Room » on the first floor
Business spaces	3 meeting rooms & a business corner
Renovation	Spring 2009: renovation of rooms Summer 2010: breakfast kitchen restaurant renewed January 2011 : floors & carpets in hallways replaced
Categories of rooms	4 suites, 38 superior, 52 doubles, 11 queen and 33 singles
Rates	From CHF199.00 /night for Urban Swiss Single
Address	Strampfenbachstrasse 8006 Zurich Switzerland Tel. (+41)0 44/3606060 / Fax. (+41)0 44/3606061 General manager: Monica Voegeli Booking: www.mgallery.com or www.accorhotels.com
Location	Bahnhofstrasse: Zurich's famous shopping area is 5 walking minutes from the hotel. Niederdörfli: the trendy area with shops and restaurants is always worth a visit, during the day and at night, only 10 walking minutes from the hotel. Lake: the lake is about 15 minutes from the hotel by public transportation (tramway), offering beautiful views and activities for all kinds of interests. Opera House & Bellevue: the Opera House is 15 minutes from the hotel by public transportation (tramway), with a great cultural offer.

The MGallery concept

PRESS KIT HOTEL CONTINENTAL ZURICH



The MGallery collection features exceptional hotels to make your stay a unique experience,

Launched in September 2008 by Accor, it now covers five continents and will grow to over 40 locations by late 2011. The MGallery collection features a selection of **upmarket establishments, each with its own identity and personality shaped by their history**. Each establishment tells a story that travelers can live out during their stay.

A SELECTION WITH CHARACTER

MGallery hotels target a demanding, pleasure-seeking clientele of experienced travellers. For them the hotel is central to their holiday, and they want a place rich in character and with true soul.

MGallery establishments are united by their unique individual personalities and all feature:

- **historical importance**, whether through their buildings' age, famous past residents or important events that have occurred there,
- **an exceptional location**, in the heart of historic towns or natural sites,
- **the vision that influenced their creation**, or their founding projects,
- **interior and exterior design**, which must be carefully planned and original.

AN APPROACH BASED ON PLEASURE AND DISCOVERY

MGallery establishments' **offers and services** strive for **consistency with each hotel's history**, and they were designed **to each guests about new pleasures and encourage sensory discovery**.

Savours, scents, moments of pleasure, the feel of a place... all these details come together in harmony to give travellers an **authentic, distinctive experience**.

This "very Epicurean philosophy" is adopted by the hotels of the MGallery collection.

MEMORABLE MOMENT

Indeed, whatever the destination you choose to set sail to, you will have the privilege of discovering, for an exceptional moment, an experience as unique as unexpected.

The Phoenix Hotel in Yogyakarta, Indonesia, offers you a journey "into the past" in a famous Mercedes Benz dating back to 1961 to discover the Batik ateliers.

In Naples, the Palazzo Caracciolo will open the doors of its private collection of figurines from the famous Ferrigno family. A visit normally unavailable to the public.

At the Hotel Francés in Santo Domingo, Dominican Republic, you will discover the colonial city in a carriage, while enjoying a glass of champagne before a romantic candlelit dinner.

Each hotel has its very own memorable moment...

The MGallery concept

PRESS KIT HOTEL CONTINENTAL ZURICH



AN AMBASSADOR BRIMMING WITH CHARISMA

For Francis Veber, with whom she filmed *The Valet*, she has the strength and beauty of Marlene Dietrich... For some, she embodies the ultimate romantic heroine... For others she is the personification of the elegant English lady...

But everybody agrees on one thing: Kristin Scott Thomas is an enigmatic actress with an impressive international career. Without a doubt the perfect choice to be the ambassador of the MGallery hotel collection. All the more so given that this actress – who revels in playing a wide range of different, but always strong, characters – also confesses to loving the prospect of finding herself somewhere peaceful that's oozing with soul at the end of a long day of filming... Somewhere just like one of the hotels in the MGallery collection.

EXCLUSIVE TRAVELLER'S NOTES

But the relationship between Kristin Scott Thomas and MGallery runs far deeper than one based purely on image. The actress has been closely involved in the production of the Guide (available in all the hotels of the collection) detailing all of the hotels in the collection. Turning the pages, the reader will come across her very own traveller's notes... Exclusive insights and anecdotes in which Kristin Scott Thomas shares some of her personal highlights. This most French of English actresses attended the launch of this guide, and will also be coming to some major events organised by the MGallery collection.



The other swiss gem of the collection: the Hotel Rotary Geneva

PRESS KIT HOTEL CONTINENTAL ZURICH



MGallery invite you to discover another gem in their collection, right in the centre of Geneva.

Hotel Rotary: an architectural statement

Situated just a step away from Lake Geneva in an enchanting square with murmuring fountain, Hotel Rotary offers a unique and unusual setting, driven by the vision of its designer, René Favre. This renowned architect, great collector of antiques and lover of contemporary art has fashioned the hotel in his own likeness, with a harmonious fusion of traditional furniture, original designs and unique pieces picked up from his travels to the ends of the earth. The result is an intimate, cosmopolitan décor which gives each room its highly individual feel.



There are yet more gems to be discovered in Germany, France, Italy, Morocco, the Czech Republic, the Caribbean and Asia-Pacific.

See the entire collection at www.mgallery.com or in printed guides available in the hotels themselves.