



ACADEMY
OF HOTEL EXCELLENCE
SWITZERLAND

Executive Study Tour

Resorts, Hotels and Leisure
Real Estates – The Secrets of
Switzerland



POWERED BY

Lorange
Institute of Business Zurich

HOSTED BY

GRAND RESORT
Bad Ragaz

1. Purpose

This exclusive study tour is designed to take Executives on a journey of immersion, discovery and transformation. We create a learning environment that emphasizes the active and practical rather than passive and theoretical. The dynamic linkage between input sessions by academics and practitioners, living case analysis as well as interaction with companies and their leaders, offers distinct and real take-home values.

Why Switzerland?

Switzerland tops the overall rankings in the Global Competitiveness Report 2014-2015 released by the World Economic Forum. And according to OECD, Switzerland is also the most innovative economy in the world. In addition, Switzerland's economic freedom is the highest in Europe and among the best in the world (Heritage Foundation). Last but not least, Switzerland is recognized worldwide for its tourism and hospitality industry.

Why the Grand Resort Bad Ragaz?

Nestling amid mountain scenery, Grand Resort Bad Ragaz is situated in the Heidiland holiday region of Eastern Switzerland. Europe's leading wellbeing and medical health resort, which dates back to 1242 when a body-temperature thermal source was discovered and which has been honoured as "Switzerland's Best Wellness Hotel" (SonntagsZeitung, 2015), offers an extraordinary and authentic spa experience. The health resort is supplemented by the internationally renowned Medical Health Centre, as well as the Swiss Olympic Medical Center. In 2014, the outpatient medical facilities for diagnostics, preventive care, therapies and rehabilitation were expanded to include an inpatient rehabilitation clinic. Two luxury grand hotels – Quellenhof & Spa Suites and Hof Ragaz – offer 267 luxurious rooms and suites for guests. Six restaurants, a bistro, bars and a café provide a huge range of culinary diversity. In addition, the resort also boasts two golf courses, the Kursaal Business & Events Center, a broad range of cultural activities and its own casino.

What are the key benefits?

Seeing is believing and the best way to learn is to experience it first-hand. Participants will learn new management principles and practices, develop a mindset for global competitiveness, recognize socio-cultural differences in doing business and build networks with business leaders in Switzerland.

Why the Academy of Hotel Excellence?

The Academy of Hotel Excellence is managed as an independent company of the Grand Resort Bad Ragaz Ltd. and the HTW Chur as an academic partner. The brand „Academy of Hotel Excellence“ is protected and is only used by companies that fulfil the commitment to quality. The quality is monitored by the following Advisory Board: Grand Resort Bad Ragaz, The Dolder Grand Zurich, Les Trois Rois Basel, Burgenstock Resort Luzern, Badrutt's Palace St. Moritz, Victoria-Jungfrau Collection, Waldhaus Sils-Maria, Tschuggen Hotel Group, Grand Hotel Zermatterhof, Arosa Kulm and Swiss International Air Lines.

2. Target Audience

The Executive Study Tour “Resorts, Hotels and Leisure Real Estates – The Secrets of Switzerland” is designed for selected executives with a strong interest in tourism and hospitality and several years of management experience.

- Leisure and hotel asset owners
- Leisure and hotel asset managers
- Leisure real estate advisory and consultancy specialists
- Leisure real estate brokers
- Luxury hotel developers and operators
- Bankers, lenders and investors

Thus, the client has to decide on the start and the number of participants of the study tour. We request a minimum of 5 participants and a maximum of 20 participants to this study tour in order to guarantee an interactive dialogue between speakers and participants.



3. Program Design

We have a vision of a new way of learning – tailored to the real needs of the 21st century. Learning which is eclectic and suits the personal needs and guarantees an immediate knowledge transfer. Rather than just providing a “one size fits all” solution, the proposed study tour draws on the participants’ own personal experience and knowledge base. The content and structure of the program are designed according to the needs and specific challenges of the participants. Our experience as an internationally accredited business school working with various national and international corporate clients guarantees a depth of experience and high-quality instruction.

In line with the above mentioned target audience and learning objectives the proposed study tour content and structure is as follows:

	DAY 1	DAY 2	DAY 3	
Early Arrival with optional sightseeing and shopping	Arrival	08:30-10:30 Input Session: The Case of Grand Resort Bad Ragaz incl. Site Inspection	08:30-10:30 Input Session: Real Estate and Destinati- on Development	Late Departure with optional sightseeing and shopping
	Individual transport from the airport	10:00-10:30 Coffee Break	10:00-10:30 Coffee Break	
	10:30-12:00 Welcome & Intro- duction	10:30-12:00 Input Session cont.	10:30-12:00 Company Visit: Weisse Arena Gruppe	
	12:00-13:00 Lunch	12:00-13:00 Lunch	12:00-13:00 Lunch	
	13:00-15:00 Input Session: Leisure and Tourism Real Estate Markets	13:00-15:00 Input Session cont.	13:00-15:00 Company Visit cont.	
	15:00-15:30 Coffee Break	15:00-15:30 Coffee Break	15:00-15:30 Coffee Break	
	15:30-17:30 Input Session: Finan- cing and Investing in Leisure and Tourism	15:30-17:30 Panel discussion tbd.	15:30-16:30 Wrap up and Fare- well	
	Free Evening	Followed by dinner	Individual transport to the airport Departure	

4. Program Organization

The specific program elements, described below, follow a structured learning process. This structured process ensures that participants engage in certain behavioral changes not only during the study tour, but also once the participants are back in their daily business environment.

Welcome & Introduction

We will begin the program in the late morning with a welcome and introduction of the participants, the program manager, etc. followed by a detailed orientation about the program of the study tour.

Input Session: Leisure and Tourism Real Estate Markets

Starting with the dominant trends in the global real estate markets, the input session will provide a compact digest, covering all sectors of the Swiss real estate market with a special focus on resorts, hotels and leisure projects.

Delivered by Lorange Faculty

Input Session: Financing and Investing in Leisure and Tourism

The arrival of heavyweight property developers highlights the attractiveness of Swiss mountain resorts for foreign investors. Various new landmark resorts and hotels are either in planning or under construction. This input session will discuss key features that are relevant for owners, investors, buyers and sellers: new asset classes, how operating business is being linked with the property asset, how to deal with difficulties predicting cash flows and the lack of long-term investment performance series, etc.

Delivered by Lorange Faculty

DAY 1



The Case of Grand Resort Bad Ragaz

Deep in the ruggedly picturesque Tamina Gorge beats the heart of the Grand Resort Bad Ragaz: the legendary spring has provided body-temperature thermal spa water for centuries. It forms the basis for a unique synthesis of wellbeing and health. The Leading Wellbeing & Medical Health Resort is a unique combination of luxury hotel facilities, fine food, wellbeing with its own thermal spa water, health, business and golf.

Delivered by Senior Executives from GRBR

Panel Discussion: Special topic according to client's request

With Senior Executives from GRBR and additional participants to be decided

Dinner

An official dinner with representatives of the Grand Resort Bad Ragaz at one of their restaurants will provide further opportunity for informal discussions and networking.

Input Session: Real Estate and Destination Development

Residential tourism demand is growing despite the present turbulence in the real estate and financial markets. Amenity migration, search for trophy homes and speculation are key drivers for the development of leisure and tourism real estate markets. At its best, this growth facilitates the creation of new tourism centers and revitalizes the often rigid and poorly-used structures of existing tourism destinations. At its worst, it leads to empty beds in the traditional accommodation sector, reduces the attractiveness of destinations and produces unemployment. The input session will outline this interdependence.

Delivered by Lorange Faculty

Company Visit: Weisse Arena Gruppe (www.weissearena.ch)

Weisse Arena Gruppe is an integrated service company operating in the tourism and leisure sector. The group includes a cable car and lift company, hotel and gastronomy businesses, a sports equipment sale and rental business, a ski & snowboarding school and a management company. Weisse Arena Gruppe is also responsible for marketing the Flims Laax Falera tourist destination. The names LAAX and Flims are used for brand positioning of the winter and summer programs respectively throughout the year.

Wrap up

We will end the program in the early afternoon with a wrap up of the various program elements and allow the participants to reflect their experience and learnings. Last but not least, we will ask all participants for their feedback.

5. Campus

In the midst of nature yet with great transport links, the Grand Resort Bad Ragaz Kursaal Business & Events Center is located just an hour's drive from Zurich or St. Gallen. Nestled in the heart of the picturesque Bündner Herrschaft wine-growing region, The five-star resort in the Heidiland holiday region include the Campus of the Academy of Hotel Excellence.

6. Costs

On the basis of the proposed program curriculum and organization we are able to offer this exclusive study tour for a minimum of 5 participants to following graduation of prices:

- up to 5-10 participants: CHF 100'000.– (excl. VAT)
- from the 11th participant: CHF 3'000.– per person (excl. VAT)

Transportation and insurance are subject to the participants.

Workshop material, company visit, coffee breaks, lunch, dinner and accommodation on day 1 and 2 at the Grand Resort Bad Ragaz are included in the fee.

7. Information & Application

Take advantage of this opportunity and register today for this unique learning experience – Simply send an email to info@aohe.ch

For more information please contact:

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