

Alex Lake Zurich, a Campbell GRAY Hotel, awarded 5* by Hotelleriesuisse



January 21, 2020 We are delighted to announce that ALEX Lake Zurich has been awarded five stars by Hotellerie Suisse, one of the most coveted Swiss classifications in the industry. It has also been officially recognised as a design and lifestyle hotel by Hotellerie Suisse, who are seen as guarantors of credibility within the Swiss hospitality industry. With its fresh, unadorned design and space concept, the hotel met all the criteria required to be recognized as part of this category after examination by an expert jury.

The newest property in the Campbell Gray portfolio of boutique hotels, and the first in Switzerland, was judged based on various criteria. The classification criteria are adjusted regularly based on ever-changing market developments and guests' expectations, and the classification itself is checked again every three years.

Olivier Gerber, General Manager of the ALEX, a Campbell Gray Hotel, commented "ALEX being awarded such accolades by Hotellerie Suisse was the perfect end to 2019, which in itself was a special and intense year having opened in the summer. The five stars given to the hotel are the result of great commitment from a fantastic team."

Notes to Editors:

Campbell Gray Hotels is an owner operator and international hotel management company, focused on creating and operating luxury hotels and residences. Part of the Audeh Group of Companies since 2015, its goal is to achieve the very highest standards and to be the market leader in all of its destinations. Campbell Gray Hotels' portfolio includes the newly-opened Alex on Lake Zurich; Le Gray, Beirut, The Machrie Hotel & Golf Links in Scotland and The Merchant House in Bahrain. Its future growth strategy is to expand its collection of individual properties, especially in key markets throughout Europe, Middle East and the Americas.

For more information, please visit: www.campbellgrayhotels.com

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