

hotel objekte

Magazin für Design, Hotel- und Restaurant-einrichtung, Ausstattung, Technik und Spa

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Luxury Resort

Paul Wehrens, CEO of the project Florens Resort & Suites on Lake Brienz (Florens Resort & Suites am Brienzner See), situated against the backdrop of the Eiger, Mönch and Jungfrau, informed about the current status of the sustainable 4-star resort and their objectives

What makes this place unique, what is it that you can find only here?

I've been here on Lake Brienz in the summer and in September 2015, and I've found that it is beautiful here, no matter what the season. The lake and the area are unique. Oh when I came here in winter... it's simply stunning. I would not open a resort located only on a slope. I want to open one that attracts visitors in Switzerland year-round, offering water, mountains and the city flair of Interlaken.

What is the story of the name Florens?

Florens stands for the beauty of the flower, the flowering of plants, for thriving and shining beauty. 'Enchanting' was the first word that came to mind when we came here for the first time. So the name for the resort was quickly found: Florens Resort & Suites.

Would you like to explain what "Florens Resort & Suites" is about? How is the company set up and who are the people behind it, by your side?

We will start as investors now with the complete building of the resort including the fixtures. At the same time, we're looking for partners to manage and operate the resort. We're still open on that one.

Overall, you're planning the construction of 151 apartments and about 20 hotel suites, which will then be sold or rented out. Can you be more specific, please ...

We are planning to set up two-thirds of the total 151 flats/apartments and 20 hotel rooms as operating sites, as well as to make one-third of the total 151 flats/apartments available as vacation rentals. To date, 71 flats/apartments are already sold as permanent operating sites.

When do you think the construction phase will be completed for the first apartments and how many will that be?

The first 71 to 88 flats will be completed in the summer of 2019. Our goal is to partly open the resort around Christmas 2019, once the facility rooms are ready for use.

You will welcome resort visitors with many luxurious amenities. What exactly will you be offering your guests, how will the apartments be equipped?

That depends on the selected category. There are apartments in our 4-star resort and suites in an integrated 5-star luxury hotel. We are building the hotel as part of the resort so that each visitor can choose the desired degree of luxury.

Also, the apartments are offered with a graded pricing and offer comprehensive luxury. For example, the highest price level apartments are equipped with five bedrooms, a private sauna and four bathrooms on 200 m².

What about the service at the Resort on Lake Brienz? Will there be room service or even concierge services?

We will offer such services. For instance, we will develop an app for this, so that every visitor can access the service desired from his or her smartphone.



▲ Wellness-, Veranstaltungs- und Konferenzräume sowie ein Hotel in einem Resort / Apartments, event and conference rooms as well as a hotel in one resort



▲ Am Ufer des Brienzner Sees gelegen: Florens Resort & Suites / At the waterside of Lake Brienz: Florens Resort & Suites