



VICTORIA-JUNGFRAU

GRAND HOTEL & SPA

INTERLAKEN

FROM SIMPLE PENSION TO LUXURY HOTEL

THE VICTORIA-JUNGFRAU GRAND HOTEL & SPA SYMBOL OF SWISS HOSPITALITY FOR MORE THAN 160 YEARS

The Victoria-Jungfrau Grand Hotel & Spa in Interlaken can look back on a long and eventful history. It continues to occupy such an imposing location along Interlaken's tree lined Höheweg at the foot of the Jungfrau massif, that even today one could still imagine such eminent guests as Mark Twain and the Emperor of Brazil relaxing in style on the hotel's pillared terrace. Swiss hospitality has been at home here since the hotel welcomed its first guests in 1865. The Victoria-Jungfrau has long enjoyed international acclaim as one of Switzerland's leading luxury hotels, combining timeless tradition with entrepreneurial innovation. This is one of the truly great hotels of Europe, with its distinctive design, fine furnishings, state-of-the-art infrastructure and passion for perfection

The small sub-Alpine region between the lovely lakes of Thun and Brienz (the name of Interlaken is derived from the Latin inter lacus (= between lakes) is known locally as the Bördeli. It was mentioned in records as early as 1133 as the seat of an Augustinian monastery, but for centuries remained a settlement populated mainly by peasants. The first Unspunnen Alpine Herdsmen's Festival was held here in 1805, attracting early visitors to the region from both Switzerland and abroad (more than 200 years later this colourful spectacle is still a highlight on the cultural calendar). The inauguration of steamboat services on both lakes in the 1830s also boosted travel and tourism to the region. In 1803 only three establishments possessed a permit to accommodate guests – but by 1830 at least a dozen guest houses were in business.

In 1856 an enterprising young hotel pioneer Eduard Ruchti (then only 22 years old) purchased the Pension Victoria, which had previously been a physician's house. Eight years later, he commissioned the local architects Friedrich Studer and Horace Edouard Davinet to re-design the property completely. After only nine months' work, the new Hotel Victoria opened for business in 1865.

In 1895, Ruchti transformed his private enterprise into a joint stock company and acquired the adjacent Hotel Jungfrau (which had been built by Davinet in 1864). Two years later, the ornately decorated ballroom – now the "Ristorante e Pizzeria Saporì" – was completed. And 1899 saw the two buildings linked by the distinctive dome-topped central tract fronted by an imposing façade.

The new Victoria-Jungfrau offered standards of quality and comfort unparalleled at that time, including such innovative features as a telephone system, hydraulic lift, and electric light in all rooms. The hotel soon began to attract a prosperous, privileged clientele from far beyond the borders of Switzerland, among them writers, academics, artists and even royalty.





VICTORIA-JUNGFRAU

GRAND HOTEL & SPA

INTERLAKEN

Exciting new types of transport were also being introduced in the Interlaken region, and several mountain railways were built between 1890 and 1912 – a development which also benefited other hotels throughout the Bernese Oberland. This “Golden Age” of tourism to Switzerland ended abruptly with the outbreak of the First World War (1914 - 1918). But thanks to shrewd management and great flexibility, the Victoria-Jungfrau weathered these troubled times and maintained its position as one of Switzerland’s leading hotels. The Second World War (1939 - 1945) dealt another blow to travel and tourism in Switzerland, but brought unexpected benefits in a situation somewhat unusual for a luxury hotel of such style and standing. The Victoria-Jungfrau became a wartime headquarters of the Commander-in-Chief of the Swiss army, General Henri Guisan, which meant that he and his entourage frequently resided at the hotel.

By the 1950s, the building was greatly in need of renovation. Guest rooms were modernized, and bathrooms installed, the “Salle Napoléon III” breakfast room was converted into a banqueting room, a swimming pool was added, and a linking passageway was built between the two parts of the hotel. Over recent decades, the Victoria-Jungfrau has invested millions of francs in the most modern amenities, while retaining its old-world elegance and charm. In 1970, the management of the hotel was taken over by Emanuel and Rosmarie Berger, whose innovative style, pioneering achievements and untiring commitment to quality have repeatedly earned international acclaim.

The 1970s saw more modernization, including improvements to the guest rooms, construction of a four court tennis hall and re-designed gardens. During the 1980s the focus was on restoration of the stately Belle Époque rooms, the reconstruction of three floors and the glass-fronted Restaurant “La Terrasse”.

In 1990 the Victoria-Jungfrau celebrated its 125th anniversary and the launching of another ambitious program of investment – the most intensive in the history of the hotel. The hotel boulevard was transformed by a blend of glass and steel into a light and airy lobby, which at the same time linked the Victoria and Jungfrau buildings at ground level. And in 1991 the Victoria-Jungfrau SPA was created – a spectacular and spacious 5,500 square metre world of wellness which set exciting new standards in the international spa industry.

In 1994, the Victoria-Jungfrau dome was transformed into the luxury Tower Suite. Further modernization culminated five years later in the opening of the “Côte Jardin” congress centre, with its pioneering technology. The “Racket Club” was transformed into “La Pastateca” restaurant. And the “Jungfrau Brasserie” underwent complete renovation, revealing stucco treasures and impressive ceiling and wall paintings from a century earlier.





VICTORIA-JUNGFRAU

GRAND HOTEL & SPA

INTERLAKEN

In late 2002 the Bel Air extension to the wellness area was completed at a cost of 17 million Swiss francs. This new wing comprised 10 new Junior Suites, as well as an exclusive ESPA with 16 treatment rooms (offering 30 types of treatment), cold and warm zones, and a private Spa Suite for the ultimate in rest and relaxation.

The ESPA was the perfect complement to the existing fine facilities, which range from tennis courts (indoor and outdoor), a 21-metre swimming pool, whirlpools, steam rooms, saunas and solaria to a fully equipped gym with regular spinning, dance aerobics, fit-boxing and aqua-power classes, not to mention Tai Chi, Yoga and Pilates. A spa café served snacks throughout the day and all three restaurants' menus featured spa food for those that chose to "dine around" safe in the knowledge that they were within their regime.

The SENSAI SELECT SPA by Kanebo International expanded internationally with its first spa on December 23, 2009. This luxurious addition had brought a new dimension to the well-established and award-winning spa hotel, making it the perfect wellbeing destination. The SENSAI SELECT SPA had six therapy rooms including one especially spacious zone where a 3-hour signature treatment is practiced including the ritual Japanese cleansing bath. It offered seven luxurious treatments each featuring the exclusive Koishimaru Silk, the finest facial and massage techniques blended with traditional Japanese beauty treatments within a tranquil oasis.

The Victoria-Jungfrau Grand Hotel & Spa presented another attraction since March 12, 2016. The restaurant "La Terrasse" was renovated with great attention to detail in a new restoration concept with the executive chef Stefan Beer, offering authentic and seasonal dishes, inspired by the cuisine of the south of France.

In September 2016, the first Nescens Spa in the German-speaking part of Switzerland opened at the Victoria-Jungfrau Grand Hotel & Spa. The Nescens treatments are developed in the Center for Age Prevention by Professor Jacques Proust, in the Clinique de Genolier (Switzerland). The multidisciplinary team of therapists, trainers and specialist doctors have extensive expertise in the field of preventive anti-aging medicine.

On November 1, 2017, the Victoria-Jungfrau Grand Hotel & Spa created a culinary statement to delight local and international guests with the new casual-dining Italian "Ristorante e Pizzeria Saponi" restaurant. The restaurant replaced the former "La Pastateca" restaurant and serves the finest range of antipasti and classic meat dishes to homemade pasta and pizza.

In 2017, a total of 24 Clubrooms were renovated in the Victoria Wing, followed by 42 rooms and suites in the Trianon in 2018, 44 rooms in the Jungfrau Wing in 2020 and the remaining rooms in the Victoria part in 2022. The management placed great importance on luxurious and high-quality furnishings, which are the characteristics of the historic hotel. The Victoria-Jungfrau Grand Hotel & Spa is one of Switzerland's landmark hotels, for nearly 150 years the hotel has succeeded in setting the trend in innovative hospitality and has an established reputation for excellent service and luxurious living. Its philosophy is to pursue a pioneering path with pride and passion.





VICTORIA-JUNGFRAU

GRAND HOTEL & SPA

INTERLAKEN

The General Manager Nico Braunwalder, who took the lead in June 2024, continues in this spirit.

Starting in November 2021, the concept of La Terrasse changed to La Terrasse Brasserie. “Simple but outstanding” was executive chef Stefan Beer’s motto for the versatile dishes, which featured selected high-quality products, most of which came from the region. This further strengthened the local connection and the close relationship with the local suppliers and producers in terms of sustainability. An exquisite selection of wines and beers complemented the culinary offerings at La Terrasse Brasserie.

To enjoy the view of the Jungfrau massif in the fresh air, La Terrasse Brasserie was supplemented in summer 2022 with an outdoor terrace directly adjacent to the Höheweg.

A new attraction for younger guests was opened in summer 2022. The new children's house “Bienehuus” at the Victoria-Jungfrau now offers their youngest guests enchantingly furnished rooms where they can paint, read, play or just be kids. A wide, supervised range of children’s activities complete the comprehensive program for the little ones. Just like in a beehive, there is always something going on.

The Victoria-Jungfrau Grand Hotel & Spa has opened a third restaurant on September 30th, 2022 – “Radius by Stefan Beer”. “Radius” ever since completes the range of gastronomic offerings by providing a fine dining option alongside the existing restaurants, “Ristorante Pizzeria Saporì” and “La Terrasse Brasserie”. Executive chef Stefan Beer and his team now continue the successful formula of the hotel’s previous fine dining restaurant “La Terrasse” and only using ingredients that grow and flourish within a 50 km radius of the hotel.

Since spring 2023, the extensive renovation work in the rooms and suites has also been fully completed. Our goal: to give guests a feeling of home. Each room has been designed with great attention to detail and furnished with high-quality furniture and stylish accents. This creates a relaxed atmosphere with an impressive view of the Jungfrau, the promenade of Interlaken, and the local mountain, Harder Kulm.





VICTORIA-JUNGFRAU

GRAND HOTEL & SPA

INTERLAKEN

On July 21, 2023, our new outdoor pool, "The Pool Garden", officially opened. Nestled in the Bernese mountain landscape and surrounded by nature, our guests can fully relax at the new outdoor pool. Our exclusive oasis offers hotel guests and day spa visitors a sense of tranquility and understated luxury. The pool bar and our food truck also provide the opportunity to enjoy refreshing drinks, crisp salads, wraps, and other delicacies at The Pool Garden.

In February 2025, it will be La Terrasse Brasserie's turn again with a comprehensive kitchen remodeling. The menu concept will also be changing, and a new chef will be developing his gastronomic qualities on the premises of the brasserie from now on.

The year 2025 is also an anniversary year: the success story of the Victoria-Jungfrau Grand Hotel & Spa began in 1865 - exactly 160 years ago. We remain inspired by the countless guests who have been captivated by the unique charm of this establishment and the deep-rooted Swiss hospitality it embodies. And we look forward to reflecting in a few decades on the history being written at this very moment.



Contact

Imke Novak

Director of PR and Marketing

+41 (0)44 244 51 21, inovak@michelreybier.com

www.victoria-jungfrau.ch

