

## **Media release**

# **Eurotel Montreux turns into MONA - the result of many years' investment**

**Bern/Montreux, 27<sup>th</sup> February 2024. From 21<sup>st</sup> March 2024 the Eurotel Montreux, a landmark of the Vaud Riviera for 57 years, will become MONA. This major transformation will feature a total rebranding as the outcome of many years of planning, investment and renovation.**

From spring 2024, infrastructures such as a brand-new sundeck, a pontoon on Lake Geneva and business-to-leisure conference rooms will shape the new identity of this innovative hotel concept. As part of this transformation, MONA aims to become an iconic venue offering local and international guests a unique experience. This new era opens with a statement by Stéphane Compagnon, Director of MONA, at today's press conference: "This turning point is the result of a long-term vision translated into a new identity and the promise to offer our guests a new experience during their stay".

## **Crowning many years of investments**

This re-branding achievement is the final result of over CHF 20 Mio. financial investment spanning over several years plus the works until end of March 2024, involving massive interior work and constant adaptation to the evolving times.

## **A brand-new look**

The name MONA takes its origins from *Monasteriolo* (little monastery), the oldest known documentary mention of Montreux in the 11<sup>th</sup> Century. The new name conveys the desire to reconnect with the rich history of region. This commitment is reflected in the visual identity of the brand, its facilities closely inspired by the seaside world, and its new logo, which has a retro feel with 80s-influenced lettering.

## **Newly redesigned infrastructure**

The lounge and reception area will be the first-sight to define this new MONA era. In addition to new furniture and redesigned layout, these two areas will feature a range of MONA-branded merchandising accessories. As for the restaurants, the Bel Horizon shows the biggest changes and it will be completely refurbished to offer a private dining area with a view over the lake. Outside, the new Sundeck will also undergo major renovation works. The installation of a jacuzzi, a pétanque boules game court, a food truck and shade cloths are scheduled for summer 2024. A pontoon on Lake Geneva, called Monna Marina, has also been built and it will serve for boat and pedalo trips. In line with the wishes of a constantly evolving clientele, a repositioning towards a bleisure segment (business and leisure) inevitably involves rethinking also the conference rooms. Closely linked to music and to the

Montreux Jazz Festival since its foundation, the hotel will feature a new meeting room inspired by music studios where karaoke evenings can be organised. A genuine concept that breaks from the usual codes in order to offer customers a new experience in a perfect combination of business, lifestyle and leisure. The completion of these final works will not interrupt visitors' stays or visits.

### **Cruising along the Riviera**

MONA Montreux now aims to leisure clientele without neglecting business travel and events. Designed as a cruise without leaving the mainland, MONA invites local and international customers to come aboard for a unique and relaxing experience. This new offer is deeply rooted in the three fundamental pillars of the brand, namely precious moments shared with loved ones, the Dolce Vita that reigns in the Montreux region between lake and mountain, and the generous local authenticity that expresses all the richness of this region. MONA is also a promising project for the Riviera, in terms of the tourism benefits it will bring to the region: "This revival is of major importance for boosting the destination, both for local residents and visitors," says Bernard Tschopp, Chairman of the Board of SEGHOR SA, the hotel's management company.

### **Architecture paying homage to the 1960s**

From the top of its emblematic 16-storey tower, the MONA overlooks the Montreux Riviera in a subtle combination of a new architectural design and the late 1960s, when it was inaugurated with an iconic architecture. The choice of furnishings inspired by the nautical world expresses and recalls its direct proximity to the lake. The architect behind the project is the renowned Christophe Lombardo, native of the region and closely involved to the recent history of the hotel: he is responsible for the design of the rooms and the Le Safran restaurant.

### **Facts and figures**

Stars:	4-Stars Superior
Number of rooms:	154 rooms
Number staff:	100 employees in high season
Year of construction:	opened in 1967
Officially named MONA:	from 21 <sup>st</sup> March 2024
MONA brand:	created by Creative Supply agency in Zürich
New elements:	visual identity, sundeck, pontoon
Adapted elements:	lounge, meeting rooms, Bel Horizon
Gastronomy:	Le Safran, Purple Fish Bar, Tube à fondue, Le Chariot
Investment:	over 20 Mio. Swiss Francs in the last 10 years

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**About MONA Montreux:** Formerly known as Eurotel Montreux, the hotel distinguishes itself for its emblematic triangular tower. Following the creation of a new visual identity and a period of renovation, the name MONA will officially be launched on 21st March 2024. The MONA Montreux, a 4-star superior hotel nestling between lake and mountains, offers breathtaking views of Lake Geneva and the Alps. The MONA Montreux combines conviviality, Dolce Vita and generous local products. Whether as a family, with friends, as a couple or on a "bleisure" business trip, the hotel offers a warm environment and top-of-the-range services to meet all travellers' expectations.