

BAUR AU LAC



THE BAUR AU LAC ENTERS A NEW *ERA*

ZURICH'S MOST ICONIC HOTEL PROPERTY MOVES INTO ITS SEVENTH GENERATION OF FAMILY OWNERSHIP

June 2022 – This summer, the [Baur au Lac](#) is excited to announce two significant leadership changes with the ushering in of the seventh-generation family ownership along with the arrival of a new General Manager.

SEVENTH GENERATION OF THE BAUR-KRACHT FAMILY

Throughout its impressive 178-year history, the Baur au Lac has been in the hands of the Baur-Kracht family who continue to run the hotel with a keen sense of innovation and unique understanding of tradition. Today, the Baur au Lac is one of the world's most prestigious hotels still owned by its founding family.

This summer will see the hotel move into its seventh-generation of family ownership, as Marguitta Kracht joins her father, Andrea Kracht, working side-by-side guiding the Baur au Lac into this exciting new era. Kracht joins her father in the management and strategic direction of the Baur au Lac. After studying at Boston University, she completed the General Manager Programme at Cornell University in New York. Kracht then immersed herself in the hospitality management culture by joining the leading luxury goods group LVMH, which was followed by valuable experience at some of the world's most prestigious hotels, including the Four Seasons Hotel George V in Paris, the Lanesborough in London, Aman Resorts, and the project team of The Peninsula London. Kracht looks forward to applying her wealth of international expertise to bring new inspiration and perspective to this exciting new chapter at Baur au Lac.

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NEW GENERAL MANAGER AT BAUR AU LAC

Since being founded in 1844, just four General Managers have led Baur au Lac's management alongside the Kracht family. This July, the hotel introduces its fifth General Manager, with the welcoming of Christian von Rechenberg.

Since 2013, Wilhelm Luxem has been working with the Kracht family as General Manager. Under his expert guidance, the hotel has undergone extensive renovations and achieved numerous international awards, including Winner of 'The Best Hotel in the World' in the *Condé Nast Traveler Readers' Choice Awards 2020*. After nine years as General Manager, Luxem is now taking his well-deserved retirement and will be handing over the reins to Von Rechenberg on 1 July 2022.

Von Rechenberg fell in love with the Baur au Lac and hospitality industry as an intern more than 20 years ago. After growing up on Lake Zurich, he attended the prestigious Ecole Hôtelière de Lausanne. Following this, Von Rechenberg travelled the world working at prestigious hotels in London, New York and Hong Kong, before returning to the Baur au Lac where he has held managerial positions in the Food and Beverage team. He became Luxem's second-in-command as Deputy Director of the hotel in 2018. After being fortunate enough to work across three continents, Von Rechenberg brings his passion and knowledge for understanding international clients and their cultural needs to Zurich.

In their new roles, both Marguitta Kracht and Christian von Rechenberg will be focused on continually driving innovations in digitalisation and sustainability; and optimising the highest level of experience for both guests and employees.

ABOUT BAUR AU LAC

Zurich with its private park and views of Lake Zurich and the Alps is truly unique. The 119 rooms and suites at Baur au Lac showcase an exquisite, timeless design inspired by Art Deco and Louis XVI, skillfully blended with contemporary elements, modern art, and a touch of glamour, creating a refined eclectic style.

Baur au Lac's dining options are among the most exclusive in the city. Guests can indulge in a modern interpretation of haute cuisine at the Michelin-starred restaurant Pavillon, while the Brasserie and Bar "Baur's" celebrate European culinary classics. Whether you prefer cocktail classics or trendy highballs, elegant champagne or robust wines, sparkling aperitifs or warming digestifs, the diverse drink menu offers something special for every palate.

In October 2020, Baur au Lac was ranked #1 among the best 50 hotels worldwide and was named the best hotel in Europe for the third consecutive time at the Readers Choice Awards by the US travel magazine Condé Nast Traveler. For more information, visit www.bauraulac.ch.