

SORELL HOTELS AT A GLANCE

Sorell Hotels are a purely Swiss-run chain of hotels offering 17 individual 3 and 4-star hotels ideally located for a break in the city or a relaxing holiday. These beautiful establishments can be found in Zurich, Winterthur, Rapperswil, Bern, Aarau, St. Gallen, Schaffhausen, Bad Ragaz and Arosa.

Each of the 17 hotels has its own individual character with a truly special touch. In 2017, Sorell Hotels employed around 450 members of staff who helped the group reach a total turnover of CHF 57.4 million. In addition to its own hotels, the ZFV-enterprise also runs its own restaurants, community catering, event catering and the bakery-confectionery chain, Kleiner. As the largest catering group in Switzerland, it employs around 2,800 dedicated members of staff.

Service Excellence Sorell

Our decades of experience in looking after guests form an essential basis for a level of quality and service that go beyond the norm. The hosts of the 17 hotels have developed and introduced around 300 of their own quality standards for the «Service Excellence Sorell». A Sorell book of etiquette contains a description of the applicable rules of conduct. Thanks to the introduction of these standards, the quality of the service has already been developed, continuing to build on increased customer satisfaction. This ensures the all-important personal individuality of our establishments for our guests' sense of well-being. Sorell Hotels place particular importance on our guests getting a great night's sleep. Further the Rituals cosmetic line rounds off the extra special wellness package offered by the Swiss hotel group.

Sorell breakfast

After a good night's sleep, the breakfast options specially created by Sorell Hotels makes sure that you have the best possible start to your day. The numerous tasty delights from the group's own bakery-confectionery, Kleiner, turn breakfast at the Sorell into an unforgettable experience. So right next to the Good Morning Muffin made with fresh carrots, the Maggia bread made from spelt flour, fresh cheeses made from healthy and sustainable pasture-milk, you will also find homemade Sorell jams on offer at the generous breakfast buffet tables of the Sorell Hotel.

Sorell Eco

The philosophy of the Sorell Hotels is based on striving to strike and maintain a balance between the ecological, social and economic aspects along the entire value chain. The environmental certification 14001 ensures that this balance is constantly monitored and kept up to date with the necessary measures. As a result of this approach, Sorell Hotels have been able to play a pioneering role in terms of sustainability for many years now. As a partner of Max Havelaar, the purchasing departments focus on forging fair trade relations with partners who offer their employees socially acceptable working conditions. Where possible, we source products from local suppliers. And we only buy our eggs from suppliers who can guarantee that they are free range. The delicious menu selections on offer at the Sorell Hotels are designed primarily in keeping with the seasonal products available. As co-founder of the association "United against waste", the chefs are committed to halving the amount of waste food from their kitchens by 2020. The waste that is created will be further processed into biogas, biodiesel and green electricity.

The 17 Sorell Hotels

Sorell Hotel Zürichberg

Orellstrasse 21, 8044 Zurich

Sorell Hotel Seidenhof

Sihlstrasse 9, 8001 Zurich

Sorell Hotel Seefeld

Seefeldstrasse 63, 8008 Zurich

Sorell Hotel Ador

Laupenstrasse 15, 3001 Bern

Sorell Hotel Arabelle

Mittelstrasse 6, 3012 Bern

Sorell Hotel Aarauerhof

Bahnhofplatz 2, 5000 Aarau

Sorell Hotel Rütli

Zähringerstrasse 43, 8001 Zurich

Sorell Hotel Rex

Weinbergstrasse 92, 8006 Zurich

Sorell Hotel Rigiblick

Germaniastrasse 99, 8044 Zurich

Sorell Hotel Speer

Untere Bahnhofstrasse 5, 8640 Rapperswil

Sorell Hotel Rüden

Oberstadt 20, 8200 Schaffhausen

Sorell Hotel City Weissenstein

Davidstrasse 22, 9000 St. Gallen

Sorell Hotel Arte

Wigartestrasse 10, 8957 Spreitenbach

Sorell Hotel Sonnental

Zürichstrasse 94 / 96, 8600
Dübendorf

Sorell Hotel Krone

Marktgasse 49, 8400 Winterthur

Sorell Hotel Tamina

Am Platz 3, 7310 Bad Ragaz

Sorell Hotel Asora

Poststrasse, 7050 Arosa

FACTS AND FIGURES FOR 2017

17
HOTELS 

920
ROOMS 

70.6%
ROOM OCCUPANCY

CHF 149.-
Ø ROOM RATES 2017

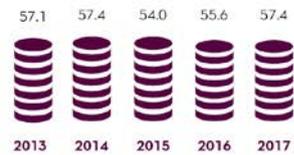
1897
FIRST HOTEL

1 
COOPERATIVE



57.4 MIO.

TURNOVER



445
EMPLOYEES 

41
COUNTRIES 

40 
YEARS

57%
WOMEN 

43%
MEN 

39 
APPRENTICES
AND MANAGEMENT
TRAINEES

HISTORY

1894

Visionary women from Zurich found the "Women's Society for Temperance and Public Health". With the introduction of alcohol-free restaurants, they wanted to counter rampant alcoholism in society, improve the position of women in the hospitality trade and improve public health in general.

1897

The industrious business women decide to enter the hotel business and take over the Hotel Rütli at the entrance of the Zurich Lower Town (Niederdorf).

1900

After an intensive 15-month building phase, they are ready: The Hotel Zürichberg is opened on the 1st of September in 1900 as an alcohol-free public house and spa. The people of Zurich are invited to rest and recover here on their weekends and holidays. The building costs run to half a million francs; a huge amount of money in those times. In spite of this, the guests are only charged 3 francs for one night's stay with full board.

1914

Growth in the hills of Zurich – the beautifully situated Rigiblick spa is bought.

1943

Keeping a finger on the pulse of the Bahnhofstrasse: acquisition of the Hotel Seidenhof in the centre of Zurich.

1999

Start of the expansion phase. After more than 50 years, the ZFV purchases another establishment, the Hotel Seefeld, the Zurich district of Seefeld. It is completely stripped down and renovated, then opened again in March 2001.

2002

Launch of the brand "Sorell Hotels". The name honours the founder of the ZFV enterprises, Susanna Orelli. The purchase of the Hotel Rüden in Schaffhausen in the same year is the first expansion outside the City of Zurich. Also in 2002, the ZFV group is able to buy back the Rigiblick from the City of Zurich after having had to sell it in 1975 owing to financial difficulties.

2003

Purchase of the Hotel Ador in Bern.

2004

The Orelli house in Arosa is purchased and renamed the Hotel Asora. It becomes the group's first holiday hotel.

2005

The Hotel Argovia becomes the group's first hotel in Aargau. The second house in Bern – the Hotel Arabelle – is added in the same year.

2007

Sorell Hotels take over the Hotel Tamina in Bad Ragaz; a second holiday hotel.

2008

The Hotel Krone in the centre of Winterthur is acquired.

2011

The successful expansion course continues with acquisition of the Hotel City Weissenstein in St Gallen.

2012/13

Purchase of the hotels Aarauerhof in Aarau, the Rex in Zurich, the Sonnentäl in Dübendorf and the Arte in Spreitenbach.

2014/15

The Sorell Hotels brand is reviewed and improved together with the creation of the Sorell Breakfast for all its establishments, 300 quality standards are drawn up and introduced and a special feeling of well-being is generated.

2017

Hotel Speer in Rapperswil town centre is acquired by Sorell Hotels.

sorellhotels.com

zfv.ch

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