



The Set Collection announces eight new member properties joining its luxury representation portfolio

September 6th 2023 - The Set Collection is delighted to announce the joining of a number of new member properties across Europe and the Middle East into its portfolio. These additions mark a significant step for one of the world's leading and most visionary luxury hospitality groups.

Leading this expansion of new members are the Ultima Collection properties - a series of exceptional, award-winning establishments located in Gstaad, Crans-Montana, Geneva, Megève, Courchevel, and Corfu. These private residence properties and hotel represent the epitome of opulent travel experiences in Switzerland, France, and Greece.

Founded in 2016 with the launch of its first property, Ultima Gstaad, the brand's vision is to disrupt commonplace notions of luxury in the hospitality sector for the next generation of travellers by creating unique experiences in exceptional destinations. Ultima Gstaad, a 5-star superior hotel, transcends luxury, whisking its guests away into a realm of unparalleled beauty and comfort. Built of 11 suites and six private residences, Ultima Gstaad combines the charm of a private chalet with the grandeur of world-class luxury.

For those seeking a combination of five-star hotel amenities but in the discretion of a private home, Ultima Collection has a number of private residences, each offering their signature design and services. Nestled within an emerald haven along the tranquil shores of the Lake, Ultima Grand Geneva spans across three impeccable levels, unveiling 8 bedrooms, a grand cinema, and a sanctuary of holistic wellbeing. This magnificent villa promises an unparalleled retreat for their discerning guests of indulgence. Ultima Crans-Montana is a sanctuary of two private chalets surrounded by the mountains of Plateau de Plan-Mayens. With an on-site lake, an impressive spa and a number of unique amenities, Ultima Crans-Montana is the perfect retreat to savour nature.

Ultima Megève is set amidst the tranquillity of the French wilds, consisting of two connected private chalets that marries the grandeur of luxury with the untouched beauty of nature. Surrounded by the majestic snow-tipped peak of Mont Blanc, Ultima Megève ensures that every moment is designed to transport its guests to a world where luxury knows no bounds. Ultima Courchevel Belvédère redefines Alpine luxury with its slope-side resort comprising of 13 ski-in and ski-out residences. Guests are able to enjoy unmatched access to the sloped and panoramic mountain views, experiencing a balance of exhilarating skiing and serene relaxation.

Ultima Corfu's multi-tiered villa offers complete seclusion and serenity with panoramic views of the Greek and Albanian coasts. This sanctuary encapsulates an escape into paradise, where guests can admire the deep blue waters of the Ionian Sea or the orange haze of the sunset on one of the terraces.

Beyond Europe, The Set Collection will also add another property in Jerusalem. Standing directly opposite Jerusalem's Old City walls, The David Citadel is set within a cultural hub withstanding thousands of years of tradition. Every guest room and suite offer breathtaking views of the Old City, while the hotel's doorstep opens to a treasure trove of holy sites and vibrant markets. Renowned architect Piero Lissoni has masterfully blended modern and ancient design, a hallmark of The Set Collection's ethos. This iconic addition underscores The Set Collection's commitment to preserving heritage while offering unparalleled luxury.

Completing these new additions is Le Grand Jardin, the most exclusive property in the South of France which is only accessible by boat or helicopter. This private walled 13th Century estate covers three-and-a-half acres

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and boasts 12 bedrooms across seven separate buildings. The estate prides itself on its unwavering commitment to catering to the unique desires of its guests from captivating heli-sightseeing tours that provide panoramic views of Cannes and the French Riviera, to extravagant soirées in the garden, Le Grand Jardin is sure to transcend expectations.

The Set Collection is building a portfolio of non-competing hotels whilst providing a platform that will encourage them to work together to achieve their business objectives. One of the tenets of The Set Collection is to work only with exceptional and like-minded venues that truly embody the spirit of their locations, something that is core to Ultima Collection, The David Citadel, and Le Grand Jardin. The Set Collection's four founding member hotels – Hotel Cafe Royal in London, Conservatorium in Amsterdam, Lutetia in Paris and Mamilla Hotel in Jerusalem were previously joined by four hotels in Asia, and one in Mexico: The Opposite House in Beijing, The Upper House in Hong Kong, The Temple House in Chengdu and The Middle House in Shanghai, and Hotel Esencia in Mexico. With the newest additions to the member portfolio, The Set Collection continues to curate the world's most exceptional properties that boast historical allure with the modern day lives of its esteemed guests in mind.

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About The Set Collection

The Set Collection is a luxury brand representation company of like-minded independent hotels, run by hoteliers, for hoteliers. It has been designed for owners, investors and management teams seeking an alternative to the traditional representation and distribution service. With an agile and flexible business model, The Set Collection provides a tailored solution to supply only the services that hoteliers need, designed to adapt quickly to continually evolving market conditions and business needs of its member hotels whilst providing a competitive fee structure. Under The Set Collection, owners and management teams retain their hotel brand and identity alongside the day-to-day running of their property, whilst taking advantage of tailored services to support their operation and existing teams.

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