



The Set Collection Welcomes Newest Member Properties Ultima Geneva Quai Wilson and Ultima Gstaad Promenade



June 2024 – The Set Collection proudly announces the addition of two exquisite properties solidifying its presence in Switzerland and marking a significant expansion of the Collection to encompass 20 luxurious hotels and private residences.

Joining the Group's portfolio is Ultima Geneva Quai Wilson, an unparalleled lake-side sanctuary nestled on the southwest shore of Lac Lemman in the heart of Geneva. Boasting uninterrupted views of Lake Geneva stretching over six kilometres, this property epitomises a refined city break experience fused with unmatched luxury service. Comprising five opulent full-floor apartments, each adorned with the finest Italian materials, Ultima Geneva Quai Wilson seamlessly blends times architectural elements with contemporary sophistication. These residences offer discerning guests' complete exclusivity and privacy, featuring spacious bedroom suites and captivating views of Lake Geneva from the expansive living areas. This waterfront promenade also boasts indulgent wellness areas, encouraging guests to completely unwind and immerse themselves in the natural beauty of Lac Lemman. Ultima Geneva Quai Wilson will officially open on July 15th, 2024.

Expanding its presence in Gstaad, The Set Collection also welcomes Ultima Gstaad Promenade in its member portfolio – a peerless mountain retreat and the region's largest and most luxurious private chalet. Spanning four floors, this exceptional property offers an abundance of space in an unrivalled location at the heart of Gstaad. Guests can relax in two expansive living rooms or savour breathtaking views throughout all seasons from the wrap-around terrace. Ultima Gstaad Promenade is also equipped with a state-of-the-art spa, private cinema, playroom, private disco, and fully stocked bar, ensuring endless entertainment options for those seeking cultural immersion into arts and music or ultimate relaxation. Ultima Gstaad promenade will officially open in September 2024.



Petar Krstic, CEO of Ultima Collection, expressed his enthusiasm for these new additions, stating, “Each new estate epitomizes our unwavering commitment to exceptional, ultra-personalized luxury service, set within extraordinary private realms. As proud members of The Set Collection, we eagerly look forward to these openings and sharing them with our loyal guests.”

Robin Stangroom, Managing Director for The Set Collection, added, “We are proud and excited to introduce these two new residences to our beautifully composed collection. Each of these private residences features the same qualities that our guests appreciate about our collection of luxury hotels, from inviting design to exemplary, ultra-luxury, 5-star service, and also mark our eighth and ninth private residences to join the collection in the last 12 months.”

These two luxurious retreats are the latest openings of the renowned Ultima Collection, a concept aimed to provide an opulent and personalised experiences, allowing its guests to feel completely relaxed and at ease in their properties. Ultima Collection ensures guests’ habitual lifestyles are mimicked whilst they stay in our properties as much as possible. Responding to the increased demand for a combination of five-star hotel amenities and the discretion of a private home, Ultima continues to emerge as a powerhouse in branded private residences, expanding its reach across Europe.

With the addition of these exceptional properties, The Set Collection reaffirms its commitment to redefining luxury hospitality, offering unparalleled experiences in the world’s most coveted destinations. The Group continues to build a portfolio of non-competing properties while providing a platform that encourages collaboration to achieve 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 Set Collection’s four founding member hotels – Hotel Café Royal in London, Conservatorium Hotel in Amsterdam, Lutetia in Paris and Mamilla Hotel in Jerusalem were joined by three hotels in Asia and one in Mexico: The Upper House in Hong Kong, The Temple House in Chengdu and The Middle House in Shanghai, and Hotel Esencia in Mexico. Significantly expanding the portfolio were the additions of Ultima Gstaad, Ultima Courchevel Belvédère, Ultima Crans-Montana, Ultima Megève, Ultima Corfu and Ultima Geneva Grand Villa. Recently joined members include The Siam in Bangkok and Deos in Mykonos.

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About The Set Collection:

The Set Collection is a distinguished brand representation company, comprising like-minded independent hotels, led by seasoned hoteliers. Designed to provide an alternative to traditional representation and distribution services, The Set Collection offers a tailored solution that adapts swiftly to ever-evolving market conditions and the specific needs of its member hotels. The collections portfolio has expanded to



include 20 unique properties, comprised of hotels, resorts and private residences, across 9 countries and continues to strive in curating the world's most exceptional stays for its esteemed guests.

The Set Collection Leadership Team:

The Set Collection is led by a core team of professionals with decades of experience in the luxury hospitality sector, including Robin Stangroom – Chief Commercial Officer, Philip Haller – Chief Operating Officer, Eliot Sandiford – VP Public Relations and Partnerships, Jamie Blackmore – VP Revenue, Reservations & Distribution, Ruurd Hooijer – VP Sales, Nina van het Spijker – Director of Marketing, Kasia Rudnik – Director of Digital and CRM, and Laura Cammarano – Global Director of Sales.