

Reto Wittwer

Senior Advisor



Reto Wittwer, graduate of the Hotel School Lausanne, EHL, is the former President and CEO of Kempinski Hotels & Resorts (1995-2014). Kempinski, founded in 1897, is Europe's oldest luxury hotel collection and operates, today, 76 hotels in 31 countries. Previously, from 1992 to 1995, Wittwer also served as President and CEO of CIGA Hotels, and until 1992 as President of the Swissôtel Group.

Today, Wittwer leads and co-owns Smart Hospitality Solutions (SHS), head-quartered in the United Arab Emirates. SHS manages Blazon Hotels, Soft Touch Spas & Resorts, as well as Contempera Hotels (under development). For his contribution to the hotel and tourism industry, Wittwer has received many honours, including Knight of the National Order of Agricultural Merit of France and Ruby Medal of the City of Paris. He serves as Chairman of the World Tourism Forum Lucerne (WTFL) and as Vice President of IHRA, the Geneva-based International Hotel and Restaurants Association.

www.blazonhotels.com

(156 words)