

BUSINESS AND STYLE AT THE BEST LOCATION IN LUCERNE

Swiss Originality
with
Urban Flair!



AMERON

LUZERN
HOTEL FLORA

Althoff Hotels

INHALTS- VERZEICHNIS



Intro	3
The history of the hotel	4
General facts and figures	5
Our event promise	6
Meeting rooms	7
Conference packages	8
Useful information	9
Room categories	10
LeChâlet & Private Dining	11
Brasserie Flora	12
Lunch offer	13
Contact, location and transport	14

GRÜEZI AND WELCOME

to the AMERON
Luzern Hotel Flora.

Nice that you are interested in an event at our hotel!

We are pleased to present the AMERON Lucerne Hotel Flora today and thus give you an insight into our service world.

We offer you various options that will turn your event or business meeting into a day to remember thanks to our personalized service.

With individuality, personality, and small, heart-warming gestures, the focus is on you!

We hope to wish you „Grüezi“ very soon at the AMERON Lucerne Hotel Flora!

Yours
Jessica Ternes-Klar
Director of Operations AMERON Schweiz



THE HISTORY OF THE HOTEL



With the construction of the train Station and the railway system in the second half of the 19th century, a new hotel quarter was built on the left side of Lucerne's river.

In 1866–1867, the Grand Hotel Du Lac was built with its characteristic dome structure in the former swamp area of Lucerne.

Zurich native Johann Villiger-Spillmann built the west wing in Seidenhofstrasse between the former track of the central train station (now Pilatusstrasse) and the Reuss. This part also surpassed the former Hotel Du Lac, which was passed on to the telephone directorate of Lucerne as Hotel Flora in 1944.

Later, the brother of the Villiger widow, Johann Spillmann, took over the management of the hotel. In 1874, it was enlarged on the Reuss side. In the same year, the west wing was also expanded. The middle building with its imposing dome was constructed in 1887. The final stage of the east wing construction took place in 1897.

Under the last director of the Hotel Du Lac, Hermann Burkard-Spillmann — who was also the chairman of the International Hotel Association for several years — the Flora Garden restaurant, with its retractable glass sunroof, was built on the west side of Pilatusstrasse. The Flora Garden was not only a sought-after place of entertainment for guests in Lucerne, but also found many uses as an exhibition center for many events.

After the completion of the first Du Lac stage in 1866–1867, new houses, outbuildings, and halls were built in the following decades. The name Flora was already used at the turn of the century, but it was not used for the hotel until 1948. During this period, the Hotel Du Lac was torn down and Lucerne's new telephone office was built in its place.

Photographer Jean Schneider took over the majority of Du Lac stock shares. The company kept its old name, although they only owned the Flora businesses during this time. The businesses in the remaining western part – formerly Hotel



Flora – as well as the Flora Garden and the Flora cinema, were continued under the new owner Jean Schneider. In 1977, it was handed over to the Swiss Bank Corporation and a multipurpose building was constructed on the site.

In 1979, the current Hotel Flora was built on the same site.

Since January 2007, the Althoff Group operates the Hotel Flora.

Since the beginning of 2010, the Hotel Flora has been one of the AMERON Hotels.

GENERAL FACTS AND FIGURES



AMERON LUZERN HOTEL FLORA
SEIDENHOFSTRASSE 5,
CH-6002 LUZERN,
T: +41 (0) 41-227 66 66
FLORA@AMERONHOTELS.COM

FLORA-HOTEL.CH



- Renowned four-star hotel with a long tradition as a city hotel
- Prime location in the Lucerne downtown area, direct access, and views of the Chapel Bridge and the Central Swiss Alps
- Individually and personally guided
- Your host: Jessica Ternes-Klar
- 161 rooms in different categories divided into 35 single rooms, 110 double rooms, and 16 double rooms with balcony
- 4 newly renovated meeting rooms with the latest conference technology
- Event restaurant LeChâlet with Alpine charm, rustic atmosphere, and 41-163 m² of space for 5-160 people
- In the restaurant Brasserie Flora, you can enjoy innovative creations from Mediterranean cuisine in a relaxed atmosphere
- Vitality: partnerships with nearby superior beauty and fitness centers

OUR EVENT PROMISE



INNOVATIVE, CREATIVE, SUSTAINABLE

- Light-flooded, newly renovated meeting rooms with pleasant design and a nearby lobby area for your coffee breaks and receptions
- Competent and up-to-date technical requirements and trained employees
- Coordination of the daily routine and individual planning with our local staff
- Free Wi-Fi in all meeting rooms
- Innovative and varied coffee breaks
- Written offers within 24 hours
- The latest conference technology, including flipchart, pinboard, pens and notepads, screen, and projector



OUR EVENT PROMISE:

Experience hospitality with heart and passion.

- 1 local contact for your event
- Personal Conference & Event Service via WhatsApp or text message during your event
- Room upgrade for your instructor.
- The speaker parks free of charge.
- The latest conference technology, including flipchart, pinboard, pens and notepads, screen, and projector

EVENTS & MEETINGS

Room for your ideas and your success.



Flexible spaces for family parties as well as successful and relaxed business events.

ROOM	M ²	U-SHAPE	CLASSROOM	BLOCK	THEATER	RECEPTION	ROUND TABLES
RIGI 1	40	12	16	14	35	45	36
RIGI 2	43	12	16	12	35	45	36
RIGI 3	50	18	18	22	35	50	24
RIGI 1 + 2	83	27	32	36	75	100	80
RIGI 2 + 3	100	30	40	36	90	110	80
RIGI 1,2 + 3	153	48	60	50	140	175	120
PILATUS	41	12	12	16	30	40	36
LE CHÂLET	163	-	-	-	-	100	120
PRIVATE DINING	107	-	-	-	-	70	50
BRASSERIE FLORA	170	-	-	-	-	-	75

CONFERENCE PACKAGES



EXTENSION BLOCKS FOR YOUR CONFERENCE

Welcome coffee with croissants, juice, and fruit basket	CHF 8.50 per person
Coffee machine available in the room	CHF 3.00 per person
Italian dinner	CHF 45.00 per person
Unlimited soft drinks in the room	CHF 10.00 per person

SERVICES INCLUDED IN THE PACKAGE	MO & FR	TUE – THUR	SA & SU
Support and installation by our staff at the beginning of the event	✓	✓	✓
Free use of the coffee machine in our lobby	✓	✓	✓
Use of the AMERON candy bar in the lobby	✓	✓	✓
Personal service via WhatsApp or text message during your event	✓	✓	✓
Main meeting room including writing pads and pens	✓	✓	✓
Technical equipment with 1 flipchart, 1 pinboard, 1 screen, 1 video projector, Wi-Fi with unrestricted bandwidth, 1 moderator case	✓	✓	✓
Unlimited conference drinks (water) in the main meeting room	✓	✓	✓
Coffee break in the morning	✓	✓	✓
A served two-course business lunch menu or a finger buffet with two main courses to choose from, including 1 drink (water or soft drink) for lunch	✓	✓	✓
Coffee break in the afternoon	✓	✓	✓
PRICES FOR FULL-DAY PACKAGES	CHF 93*	CHF 96*	CHF 86*

*The prices are per person and day including all services and VAT. More consumption is calculated according to consumption. The packages are only valid on request from 11 participants. Below this number of persons, an additional charge of CHF 10.00 per person will be charged. The included rooms in the conference package are provided in the size according to the number of participants. Room changes are reserved. On request, we can provide you with a larger room at an additional cost of the respective half-day rental.

USEFUL INFOR- MATION

Additional services and our conditions.

ADDITIONAL EQUIPMENT

Moderator case	CHF 10.00
Flipchart	CHF 30.00
Pinboard	CHF 25.00

We will send you an individual offer within 24 hours.

We are happy to check our current room rates and create an customized offer for you and your guests.

ADDITIONAL TECHNOLOGY, MUSIC, AND ENTERTAINMENT

If you need additional technology, we are happy to advise you with the help of our external partners. The right music and a pleasant supporting program can ensure a successful party. We are happy to give you our recommendations. Please contact us!



AMERON LUZERN HOTEL FLORA
SEIDENHOFSTRASSE 5,
CH-6002 LUZERN,
T: +41 (0) 41-227 66 66
FLORA@AMERONHOTELS.COM

FLORA-HOTEL.CH

SECURITY SERVICES

Upon conclusion of the contract, we are entitled to an advance payment within 14 working days: up to CHF 10,000 amounting to 60 %; from CHF 10,000, amounting to 70% of the expected sales.

We will send you a pro forma invoice separately. In the event of late payment, the hotel reserves the right to withdraw from the contract

CANCELLATION POLICY

Our offers are made on the basis of our General Terms and Conditions for Events and the Hotel Accommodation Agreement. After signing the contract, free cancellation of the entire event is no longer possible.

- 5% of the contractually agreed participants can be cancelled free of charge up to 5 days before the event.

The following cancellation fees apply to the conference package after the contract has been signed:

- Up to 4 weeks before the event date, 60 %
- From 4 weeks before the event date, 85 % of the agreed participants X conference package

The following cancellation fees apply to the booked dinner (including aperitif) after the contract has been signed:

- Up to 4 weeks before the event date, 35 % of the lost catering revenue and room rental
- From 4 weeks before the event date, 70 % of the lost catering revenue and room rental

The catering revenue is calculated according to the following formula: agreed menu price x number of participants. If no price has yet been agreed for the menu, the cheapest three-course menu of the current event offer is used. Furthermore, the cancellation conditions according to the General Terms and Conditions apply.

All participant reductions and cancellations must be provided in writing .

SLEEP WELL!

Our rooms for your perfect stay.



MODERN DESIGN MEETS SWISS NATURALNESS

Look forward to exceptional comfort at the AMERON Lucerne Hotel Flora. Discover our different room categories here.

OUR ROOMS ARE EQUIPPED WITH:

- Air conditioning
- Telephone
- Free Wi-Fi
- Radio
- Flat-screen TV
- Coffee station
- One free bottle of mineral water



PREMIUM MOUNTAIN LOOK

Our comfortable rooms have a balcony with a wonderful view of the Pilatus mountain. In addition to air conditioning, a coffee station, and free use of the minibar, our exclusive pillow and bed service is included in this category.

PREMIUM ROOM

Pure luxury. Here you will find all the features of our Premium Rooms Mountain View – the rooms are located on the quiet courtyard side and have no special view. On request, a connection to the next room is possible.

DELUXE ROOMS

Furnished in modern Swiss design, our newly renovated deluxe rooms welcome you with style and comfort. Choose from our pillow menu, your very own favorite pillow for restful sleep, and benefit from more amenities in this category – including the coffee station and free use of the minibar.

COMFORT ROOM

Enjoy the coziness in our newly renovated comfort rooms. Coffee station and minibar are free in this category. For wonderful sleeping comfort, make use of our pillow menu, where you can choose from a variety of high-quality pillows.

STANDARD ROOM

Check in and feel good: this newly renovated room category offers you everything you need for a pleasant stay.

For your well-being, we provide a coffee station, air conditioning, flat-screen TV and radio, and Wi-Fi, amongst other things.

PLEASURE AND SWISS HOSPITALITY

Room for traditional
events and
Private Dining.



„LECHÂLET“ - ALPINE CHARM AND REGIONAL FOOD

With great attention to detail and warm hospitality, the event team supports you from the planning and selection of menus to the fulfillment of your event. Enjoy the culinary specialties of the region.

The selection of regional specialties is varied:

- „Ähti Alpine Magrone“
- Classics like Bündner barley soup and sliced Zürcher Art
- Traditional dinner
- Gülüliche Chäsfondue-Plausch
- Zünftigs Ghackets met Hörnli – the traditional dish from the Schwizer Ur-Chuchi

ALPIN CABIN AMBIENCE IN THE MIDDLE OF LUCERNE

Enjoy regional cuisine with Alpine charm and a rustic atmosphere! Whether you are a Jodlerklub, Alphorn blower or flag-waver - we will organize the right musical setting for you!

„BRASSERIE FLORA“ - PRIVATE DINING FROM APÉRO TO GALA DINNER

Private dining is an exclusive area of our Brasserie Flora restaurant. Here you can organize lunch and dinner, aperitifs, and gala dinners. Design your preferred menu and organize events for up to 50 people. You can choose the right atmosphere yourself: traditional, elegant, romantic or modern.

BUON APPETITO!

Cucina Italiana in
the Brasserie Flora



OPENING HOURS

Monday–Friday 6:30 a.m.–11 p.m.
Saturday and Sunday 9 a.m.–11 p.m.
Hot meals 11:30 a.m.–2 p.m.
and 6 p.m.–10 p.m.

BUSINESS LUNCH

Monday–Friday 11 a.m.–2 p.m.

ENJOY A CULINARY „GIRO D’ITALIA” WITH US

In an uncomplicated atmosphere, our Brasserie Flora invites you on a culinary journey through Italy. Here we celebrate the originality of traditional Italian food and at the same time interpret it with a contemporary touch.

A few select dishes are on the menu and are freshly prepared for you: authentic, with culinary creativity, and passion for the craft.

CONTACT OUR RESTAURANT TEAM:

T. +41 41 227 67 79
restaurant@flora-hotel.ch

OUR LUNCH

A tavola - salate
alla mamma



A TAVOLA - SALATE ALLA MAMMA
Monday-Friday 11:30 a.m.-2 p.m.
from CHF 21.50 per person
from CHF 23.00 per person
on public holidays

Bookable from 1 to 25 people.

Enjoy our lunch offer salate alla mamma with your colleagues, friends, or family! A buffet of homemade salads awaits you, served with three different dressings or a soup of the day.

Choose from four different main courses that change on a daily basis and enjoy a drink of your choice and a coffee.

LOCATION AND CONTACT



- Central and convenient location.
- Public underground parking at the hotel.
- Downtown in about two minutes' walk, as well as main and bus station and ship landing bridge.
- Zurich Airport (about 65 km) in about 45 minutes by car and direct connection by train.
- Basel Airport (about 104 km) in about 75 minutes by car, and direct connection by train from Basel SBB.
- Ideal starting point for one of the many cultural events, boat trip on Lake Lucerne, and excursions to the mountains Rigi, Pilatus or Titlis.

AMERON LUZERN HOTEL FLORA
SEIDENHOFSTRASSE 5,
CH-6002 LUZERN,
T: +41 (0) 41-227 66 66
FLORA@AMERONHOTELS.COM

AMERONHOTELS.COM