



SWISS HOTELS FOR SALE

Reference Code: RHC2601

DESCRIPTION

It is presented a unique acquisition opportunity: a 5 Superior hotel* of historic character and ultra-premium positioning, located in a prime Swiss city.

- Number of rooms: 66 rooms, including 5 suites of up to 107 m²
- Category: 5 Superior (5S)**
- Common areas: Panoramic terraces, historic salons, direct lake access
- Gross built area: approx. 6,800 m²
- Land area: approx. 3,200 m²
- Price per Key: CHF 636,000 / room

Price: CHF 42,000,000 + fees



A photograph of a hotel room. In the foreground, a large bed with white linens and a dark brown headboard is visible. Several pillows, including a dark purple one and two light-colored ones with gold trim, are on the bed. To the right of the bed is a nightstand with a lamp and some bottles. In the background, a window with a view of a city is visible, and a floor lamp stands near it. The room has a warm, inviting atmosphere.

CHARACTERISTICS

Facilities:

- Spacious guestrooms with lake or historic city views
- Large-format suites tailored to UHNWIs
- Private salons for board meetings, institutional events and celebrations
- Clear upside potential through future wellness, medical & longevity services, highly demanded in Switzerland

Strategic Location

- Direct rail connectivity to Geneva, Lausanne, Bern and Zurich
- Core hub of the Swiss watchmaking industry (Rolex, Cartier, TAG Heuer)



ECONOMIC FINANCIAL ANALYSIS

Revenue and Operating Costs

ADR:

- 2022: 520 CHF
- 2023: 560 CHF
- 2024: 610 CHF
- 2025 (forecast): 650 CHF

Average Occupancy:

- 2022: 62%
- 2023: 66%
- 2024: 70%
- 2025 (forecast): 72%

ADR growth 2022–2025: +25.0%

Clear evidence of pricing power and successful repositioning into the ultra-premium segment.



NEUCHÂTEL

THE HOTEL IS LOCATED IN A SWISS CITY THAT COMBINES INSTITUTIONAL STABILITY, INTERNATIONAL BUSINESS ACTIVITY AND A REFINED LIFESTYLE ENVIRONMENT, POSITIONING IT AS A YEAR-ROUND DESTINATION WITH SUSTAINED DEMAND FROM BOTH HIGH-LEVEL CORPORATE AND LUXURY LEISURE MARKETS.

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