



CORPORATE PRESS RELEASE

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WHO ARE WE?

Established in 1954, Relais & Châteaux is an association of more than 550 landmark hotels and restaurants operated by independent innkeepers, chefs and owners who share a passion for their businesses and a desire for authenticity in their relationships with their clientele.

Relais & Châteaux is established around the globe, from the Napa Valley vineyards and French Provence to the beaches of the Indian Ocean. It offers an introduction to a lifestyle inspired by local culture and a unique dip into human history.

Relais & Châteaux members have a driving desire to protect and promote the richness and diversity of the world's cuisine and traditions of hospitality. They are committed to preserving local heritage and the environment, as encompassed in the charter presented to UNESCO in November 2014.

KEY MILESTONES

Our history encompasses a fine story of men and women, owners of charming hotels and outstanding restaurants, who decided to join forces and share their passion with others. This story began in 1954.

Over sixty years ago, Marcel and Nelly Tilloy, a couple of music-hall artists who owned *La Cardinale*, a hotel and restaurant on the right bank of the Rhône, came up with the idea of advertising eight properties under the slogan “La Route du Bonheur”.

There were originally eight separate properties, authentic yet each with its own personality, located far from cities on the road from Paris to Nice, and all united by shared values: a high level of service, exceptional cuisine and a specific approach to the concept of “art de vivre”. This initial agreement was the starting point of what would later become the most prestigious hotel association in the world: Relais & Châteaux.

1954

1960

1974

1975

2004

2008

2014

Creation of the Relais de Campagne by Marcel Tilloy and 1st “Route du Bonheur”

Opening to Europe, first members in Belgium and Spain

Merging of Relais de Campagne, Relais Gourmands and Châteaux-Hôtels to create Relais & Châteaux

Opening to the United States, Canada and Japan

Opening to China

Opening to India

Relais & Châteaux Vision and 20 commitments to protect local « art de vivre »



OUR ORGANIZATION

Relais & Châteaux is a **non-profit association** headed by an international President who is elected every 4 years by his fellow members.

To accomplish his mission, the President relies on 2 teams which report to him directly:

The **Executive Committee** and the **Management Team**.

EXECUTIVE COMMITTEE

The **Executive Committee**, elected alongside the President, is composed of volunteer hoteliers and chefs. Its purpose is to define the Association's overall strategy, which is then approved by the Board of Directors.



**PHILIPPE GOMBERT,
INTERNATIONAL PRESIDENT
OWNER OF CHÂTEAU DE LA
TREYNE (FRANCE)**



**George Goeggel,
First Vice-President Americas
Owner of Auberge Du Soleil
(United States)**



**Silvia Lafer,
Vice-President Europe
Owner of Johann Lafers
Stromburg (Germany)**



**Olivier Roellinger,
Vice-President Chefs
Owner of Les Maisons de
Bricourt, Cancale (France)**



**Jaisal Singh,
Vice-President Asia
Owner of Sher Bagh & The Serai
Jasailmer
(India)**



**Olivia Le Calvez,
General Secretary
Owner of Hôtel de Toiras & Villa Clarisse
(France)**



**Thomas Maechler,
Treasurer
Owner of Beau-Rivage Hotel
(Switzerland)**



**Mar Suau,
Board Member
Owner of Son Brull Hotel
& Spa, Majorque
(Spain)**



**Andrew Stembridge,
Board Member
Managing Director of
Chewton Glen, Hampshire
(United Kingdom)**

MANAGEMENT TEAM

The **Management Team** is composed of permanent management staff, experts in their fields, hired to suggest, analyze and implement the strategy defined by the Executive Committee. It is comprised of a CEO – General Director - in charge of operations, a General Delegate in charge of control and governance, a Director in charge of network development and quality, and a Director in charge of communications.



JEAN-FRANÇOIS FERRET,
General Director



BENOÎT JUILLET,
General Delegate



FLORENCE COMAS,
Development And Quality Director



ISABELLE MICAL,
Communications Director

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OUR AMBITION

To be **much more than an association** – to champion the principle of sharing the arts of gracious living and culinary expertise, and of preserving local culture and diversity.



OUR VISION

We believe that **hospitality** and **cuisine** help make each and every experience in our establishments **truly unique**.

Relais & Châteaux hoteliers are driven by a **passion for hospitality** and a desire to share. They are all committed to providing a genuine welcome and quality service, catering to their guests' needs in a spontaneous, friendly and generous fashion, **forging an authentic relationship**.

The Relais & Châteaux experience is not complete until you know its cuisine. Our clients are looking for a **culinary experience** and an **emotional benefit**. We see cuisine as a commitment made by the men and women who create and prepare it as an integral part of their local culture.

These **skilled craftspeople** practice their art with the utmost respect for the environment and good living.



OUR VALUES

Local focus

Relais & Châteaux establishments are the living embodiment of a place, and its history, environment and culture.

Humanity

Every establishment endeavors to respect the people who participate in the life and culture of the place.

Sharing

The head of every establishment transmits his passion to both patrons and staff.

Commitment

Relais & Châteaux helps build on the history of hospitality and cuisine.

OUR DESTINATIONS

550 PROPERTIES IN MORE THAN 60 COUNTRIES
THE LARGEST CHEFS' NETWORK IN THE WORLD



NORTH AMERICA

85 MEMBERS

BARBADOS, CANADA,
DOMINICAN REPUBLIC,
MEXICO, ST KITTS & NEVIS,
SAINT-BARTHELEMY, UNITED
STATES OF AMERICA



SOUTH AMERICA

25 MEMBERS

ARGENTINA, BRAZIL, CHILE,
COLOMBIA, COSTA RICA,
ECUADOR, GUATEMALA,
PERU, URUGUAY



EUROPE

347 MEMBERS

AUSTRIA, BELGIUM, DENMARK,
ESTONIA, FRANCE, GERMANY,
IRELAND, ITALY, LATVIA,
LIECHTENSTEIN, LITHUANIA,
LUXEMBOURG, NETHERLANDS,
POLAND, PORTUGAL, UNITED
KINGDOM, SLOVENIA, SPAIN,
SWITZERLAND



AFRICA & THE MEDITERRANEAN

35 MEMBERS

BOTSWANA, CROATIA, GREECE,
KENYA, LEBANON, MADAGASCAR,
MALTA, MAURITIUS, MOROCCO,
SEYCHELLES, SOUTH AFRICA,
TURKEY, ZAMBIA



ASIA & OCEANIA

58 MEMBERS

AUSTRALIA, CHINA, FIDJI
ISLANDS, JAPAN, INDIA,
MALDIVES, NEW ZEALAND,
SINGAPORE, SOUTH KOREA,
SRI LANKA, TAIWAN, THAILAND,
TAHITI

457 Hotel-restaurants

90 Restaurants

2 Hotels without restaurants

PARTNERSHIP WITH ORGANIZATIONS



Relais and Châteaux works with several organizations to uphold the commitments it made in November 2014 at Unesco, to « **making a better world through cuisine and hospitality** »

OFFICIAL PARTNERS



Relais & Châteaux and its official partners are driven by the **same objective**: excellence. With Relais & Châteaux, they contribute to the promotion of our common values and offer our clients discoveries off the beaten path. With Relais & Châteaux, they form a brand community with the **goal of promoting craftsmanship and savoir-faire**.

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