

Milestones Mövenpick Hotels & Resorts

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Mövenpick Hotels & Resorts has enjoyed many changes since it started, but some things stay reassuringly the same. “We aren’t doing anything extraordinary,” said Ueli Prager, who founded Mövenpick in 1948. “We are simply doing normal things in an extraordinary manner.”

Today, in the words of the hotel company’s CEO and President, Jean Gabriel Pérès, “Nothing has changed. We continue to be Swiss and continue to have a clear future vision, which is built on a natural legacy of authenticity, service, care and genuine warmth.”

Timeline

2015:	Mövenpick Hotels & Resorts aims to be managing 100 operating hotels worldwide.
2012:	By the end of 2012 the company plans to have all those hotels certified enrolling in the Green Globe programme. That is, 85 per cent of the entire portfolio. Green Globe is an international independent non-profit organisation that audits sustainability in the tourism and travel industry.
2012	Mövenpick Hotels & Resorts announces its 100 th project, including existing and planned hotels. The new addition in Paris Neuilly is slated to be managed under the Mövenpick flag as of January 2013.
2011:	All European hotels offer Mövenpick Fairtrade Coffee. Regular coffee is eliminated from menus.
2011:	Company founder Ueli Prager dies at the age of 95.
2011:	The company opens its first properties in India (Bangalore), Singapore (Sentosa Island), the Philippines (Cebu Island) and Ghana (Accra).
2011:	Mövenpick Resort & Spa Dead Sea receives the Green Globe “High Achievement Award 2011” for the geographical region of Middle East.
2010:	A global partnership is established with Green Globe.
2010:	For the second consecutive year, J.D. Power awards Mövenpick Hotels & Resorts the top position in the “European Guest Satisfaction Study”.

2008:	Mövenpick Hotels & Resorts introduces the 'Four Cornerstones' a definition of the values that are at the heart of the brand and the qualities that define its internal and external relations.
2008:	The Mövenpick Group is privatised.
2006:	Mövenpick Hotels & Resorts expands into Asia signing hotels in Thailand and the Philippines.
2003:	During World Travel Market in London, the company is declared the "fastest growing hotel chain in the Middle East".
2003:	The company's first hotels are launched in the UAE (Dubai), in Turkey (Istanbul) and in Kuwait (Kuwait City).
2003:	Nestlé buys the global rights of the Mövenpick Ice Cream brand.
2002:	The first "pilgrim hotel" opens in Jeddah, Saudia Arabia.
2001:	The company's first hotels open in Tunisia and Morocco.
1999:	Jean Gabriel Pérès is appointed President and Chief Executive Officer of Mövenpick Hotels & Resorts.
1998:	Mövenpick Holding creates four autonomous operating units: Mövenpick Hotels & Resorts, Mövenpick Gastronomy, Mövenpick Wine and Mövenpick Fine Foods.
1992:	The Pragers sell their stake in the company to Baron August von Finck.
1991:	The <i>HS Radamis</i> sets off on its maiden voyage on the Nile. Today there are three cruisers in the Mövenpick fleet in Egypt.
1988:	Ueli Prager steps back from the company and hands control to his wife Jutta.
1983:	The first Marché Restaurant in Stuttgart (Germany) is launched.

1982:	“Premium Ice Cream International Licensing AG” is founded. By 1988 Mövenpick ice cream is distributed across 18 countries on five continents.
1980:	The first Mövenpick restaurants open on the North American continent in New York and Toronto.
1980:	The first German Mövenpick Hotel opens in Ulm/Neu-Ulm. It is followed by a second in Lübeck a year later and a third in Braunschweig in 1983.
1975:	Mövenpick Hotels & Resorts unveils its first hotel outside of Europe in Cairo, the Mövenpick Hotel Jolie Ville.
1973:	Two hotels open in Switzerland at Zurich-Airport and Zurich-Regensdorf marking the official launch of Mövenpick Hotels & Resorts.
1972:	Mövenpick goes public
1970:	Mövenpick is divided into separate business units: restaurants, hotels, premium products and chain restaurants.
1969:	Mövenpick Ice Cream enters the market.
1968:	The first Silberkugel motorway snack restaurant opens in Deitingen (Solothurn). Two more are launched a year later.
1966:	The Jolie Ville Motor Inn in Adliswil near Zurich is launched by Mövenpick and features 75 rooms and 150 beds.
1965:	The first fully-fledged service Mövenpick restaurant in Germany opens in Frankfurt.
1963:	The first branded food item is introduced in the form of the Mövenpick “Himmlische” (heavenly) coffee.
1963:	The management of a canteen at the Bavarian Broadcasting Studios in Munich becomes the company’s first contract in Germany.

1962:	The first cash-and-carry wine shop opens. Today it is known as Mövenpick Wine and there are several wine shops across Switzerland and Germany.
1962:	The first Silberkugel American style restaurant in Zurich welcomes guests.
1960:	Following a trip to New York to seek inspiration for Silberkugel American style restaurants, four lease contracts are signed by Mövenpick in Zurich. One features a central production kitchen to supply all the restaurants.
1958:	Ten years after the launch of Mövenpick the company features eight establishments, five of them in Zurich. 600 employees are now working for Ueli Prager.
1957:	Ueli Prager travels to the United States for the first time and is impressed by how effectively snack restaurants in New York offer unbeatable prices and service.
1953:	After successfully overseeing a difficult opening in Berne, Prager realises critical engaged and talented employees are to the future of his business. He is the first employer in Switzerland to introduce rigorous training and daily line-ups for employees and the first to offer staff shares.
1952:	The opening of Mövenpick's third restaurant at the famous Paradeplatz in Zurich is followed by the company's first restaurant outside of Zurich, in Lucerne.
1950:	The second Mövenpick restaurant opens in Zurich Sihlporte
1948:	After seeing a seagull – or Möwe in German – selectively picking up its food mid-flight from the waters of Lake Zurich, Ueli Prager finds a name for his new restaurant concept of offering affordable high quality food without waiting times. Mövenpick is born. When his first restaurant opens, Prager welcomes each guest personally.
1947:	Ueli Prager convinces four friends to co-finance his restaurant Claridenhof close to the Tonhalle Zurich.