

| Return trip

Why do some destinations keep us coming back for more?

Sometimes, the best time away is a repeat getaway. What places make you feel at home? And what makes them such an irresistible draw? **Dr. Timo Grünert, CEO of luxury hotel brand Oetker Collection**, reveals the ingredients that go into creating experiences you'll want to revisit again and again.



Why do UBS VIP Services members choose Oetker Collection hotels?

We want our guests to feel they belong – and that they can't wait to return. To achieve that, we follow three stages.

The first stage is about ensuring the quality of our hotels. The second stage deals with providing great service. The third stage builds on all this to create a unique environment and experience for every guest. If we get these stages right, our guests always experience a stay in a masterpiece hotel.

UBS helps people build legacies that last for generations. Do you have a similar long-term commitment?

Definitely. We aim to do everything right for every generation – from the owner families to the guests who stay with us throughout their lives.

We all have our favorite restaurant. When you walk through the door, you're greeted by people you know. It's not just a place to eat. It's a place that says: "It's nice to have you back."

We create this feeling in our hotels by embodying three values: family spirit, elegance and genuine kindness. It enables us to create something special that lasts for generations.

Time can feel like a luxury that's in short supply. What does time mean to you and your guests?

I agree. Time is a luxury. But I'd go further. The real luxury is spending time with the right people in the right place.

During the pandemic, we missed out on so much. It reminded us how important it is to spend time with the people we love at the places we love.

At Oetker, we give people the luxury of spending time in the right place. It's like tailoring a suit that's perfect for the occasion.

How are environmental concerns changing people's expectations of the travel industry?

People once equated 'grand hotels' with excess. Many assumed that they operated at the expense of things like the environment. Guests don't want that.

Sustainability is our focus – from the materials we use to where we source products. But the balance must be right. We don't want guests to feel that our focus will detract from their experience.

For example, guests might be upset if we took certain fruits off our breakfast menu if they are out of season. But if we provide top-quality seasonal alternatives, we can enrich the environment and our guests' experiences.

In Paris, we've started making our own water. We treat and bottle tap water and provide it to guests in their rooms. We'll only serve quality sustainable food and drink that tastes great – and our water ticks all those boxes.

Dr. Grünert invites you to unique experiences at every Oetker Collection Masterpiece hotel.
[Choose your favorite experience here.](#)

Discover how French culinary hero and 3-star Michelin chef, Eric Frechon, is building a legacy at the Bristol in Paris by bringing back 100% natural bread.
[Read the story about going the extra-mile.](#)



Dr. Timo Grünert is a founding member and CEO of Oetker Collection. The collection comprises 11 masterpiece hotels.

In 2024, the collection will add a twelfth hotel to its portfolio: The Vineta Hotel in Palm Beach, Florida in the United States.

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