



## **Located in the heart of the Hanseatic City of Hamburg since 1897: 24<sup>th</sup> February 2022 marks the 125<sup>th</sup> anniversary of Fairmont Hotel Vier Jahreszeiten Hamburg**

**Hamburg, February 2022**

### Fairmont Hotel Vier Jahreszeiten Hamburg – Where Magic Happens:

On 24<sup>th</sup> February 1897, Friedrich Haerlin purchased the narrow hotel at the Lake Alster in an auction. What started out as an 11-room hotel is today resplendent as Fairmont Hotel Vier Jahreszeiten on Hamburg's Neuer Jungfernstieg. The Hanseatic institution celebrates its 125<sup>th</sup> anniversary in 2022. Ever since it was founded, the hotel has followed by its vision: Making guests feel at home at Fairmont Hotel Vier Jahreszeiten.

### 125 years of Fairmont Hotel Vier Jahreszeiten Hamburg – the anniversary year:

Under the slogan "Where Magic Happens", Fairmont Hotel Vier Jahreszeiten Hamburg is marking its 125<sup>th</sup> anniversary with the quality to which guests are accustomed to, which was voted best Grand Hotel in Germany in 2020 and 2021. It's the special magic that makes this place so unique. A magic you see when the employees bring luxury and warmth to life. This tangible passion can be seen at every turn, creating unforgettable moments for guests across the world. Over the anniversary year, the hotel will be unveiling some secrets of its own, providing a thrilling look behind the scenes in many respects. Employees will play a crucial role here, as each and every one of them has been writing the history of Fairmont Hotel Vier Jahreszeiten since it was founded. A range of highlights are set to mark the hotel's anniversary: An official gala is due to take place on 4<sup>th</sup> May 2022 with around 500 guests, who can look forward to glimpses behind the scenes of Fairmont Hotel Vier Jahreszeiten.

### The national press and television: Secrets of a Grand Hotel

To mark the 125<sup>th</sup> anniversary, Hotel Vier Jahreszeiten Hamburg was portrayed by a local television channel. A full episode is exclusively dedicated to the luxury hotel in Hamburg and shows all its characteristics.

Next to many national press articles which report about the anniversary and congratulate the grand hotel, a special edition of a local magazine was published on 24<sup>th</sup> February 2022. The entire edition is dedicated to Hotel Vier Jahreszeiten and will be available throughout the year.

### The Gala Event to mark the 125-year anniversary - a birthday party with class and style

The Grande Dame's birthday will be celebrated on 4<sup>th</sup> May 2022. The hotel is looking forward to an exclusive gala evening with class and style. Speaking of the gala, managing director Ingo C. Peters commented: "My heartfelt wish in marking the anniversary of Fairmont Hotel Vier Jahreszeiten was to have a major celebration with all our regular guests, our main partners and closest associates - we are lifting the curtain behind the scenes and will show everyone what we have put in motion over the last few years. It fills me with the deepest sense of pride and I couldn't be any happier to



HOTEL  
VIER JAHRESZEITEN  
HAMBURG  
EST. 1897

have spent the last 25 years together with Fairmont Hotel Vier Jahreszeiten. Under the slogan of “An evening behind the scenes”, Ingo C. Peters will bring all aspects of the hotel to life for his guests. And it’s not just the 125-year tradition that will play an important role. The hotel’s vision for a promising future will also be comprehensively presented to guests. Personal anecdotes, a top-class culinary experience and the presence of long-term, exclusive partners will bring the evening to life. As one would expect, a ceremonial act of recognition for Fairmont Hotel Vier Jahreszeiten is on the programme.

Two special hotel icons will also be celebrating their anniversary in 2022:

Alongside the hotel’s 125th anniversary, two hotel icons are also marking their service anniversaries: Ingo C. Peters started out in 1982 as a bellboy at Fairmont Hotel Vier Jahreszeiten, returning in October 1997 as managing director, therefore this is his 25th year of shaping the traditional Hamburg hotel.

Christoph Ruffer, who moved to the Hanseatic city from Sylt in 2002, joining the Haerlin Restaurant, also has every reason to celebrate. After not only retaining his first Michelin star, but also receiving his second star in 2012, the starred chef from Essen celebrates this major anniversary in June and has now been pampering the palates of his guests for 20 years.

Redesign of the Royal Suite:

After Fairmont Hotel Vier Jahreszeiten was prudently given a new facade, a totally new reception hall and the largest hotel wine cellar in Europe in 2021, the royal suite on the fourth floor of the hotel is currently being completely redesigned. The new suite will delight guests with a total of 300 square metres of valuable materials and charming designs. The design features under the guiding principle “so close to heaven” will represent the different components of the earth in the unique premises. The radiant sun reflections together with the sunrise will not only be reflected in the high-quality furniture pieces, but also in loving details - just as you have come to expect from Fairmont Hotel Vier Jahreszeiten for 125 years.

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