

LES TROIS ROIS

Grand Hotel Les Trois Rois: Sascha Schulze takes over as the new Director of Sales & Marketing

Press release

Basel, 21 June 2023 – The Grand Hotel Les Trois Rois has a new Director of Sales & Marketing: Sascha Schulze, joins from Brenners Park-Hotel & Spa, part of the Oetker Collection, and complements the management team of the luxury hotel in Basel from 1 July 2023.

"We are delighted to have attracted Sascha Schulze to this leadership position, which he will shape with his strategic skills and experience in creating transformative marketing and sales programs," said Philippe D. Clarinval, general manager of Grand Hotel Les Trois Rois. "As we are in a forward-looking phase of realignment that needs to be communicated and presented to the outside world, it is even more important to be able to rely on a true communications professional."

Schulze was born in Berlin and, as a trained hotelier, looks back on a wealth of experience in marketing & sales in the luxury hotel industry.

"With its impressive tradition and the lived host culture, the Grand Hotel Les Trois Rois is one of the flagships of the international grand hotel industry," says the 34-year-old. "To be able to shape this phase together with the new team and implement a strong repositioning is a great challenge for me, which I am looking forward to tremendously!"

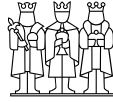
Sascha Schulze was educated at the SRH Riedlingen (DE) and entered the luxury segment of the group hotel industry directly after his studies. Initially working at Four Seasons Hotels and Resorts in London, he moved to Berlin in 2012, where he held management positions in sales at The Ritz-Carlton and Grand Hyatt. Most recently, as Director of Sales & Commercial and member of the Executive Committee, Schulze was responsible for the Sales, Events and Reservations departments at Brenners Park-Hotel & Spa, part of the Oetker Collection.

About the Grand Hotel Les Trois Rois SA

The Grand Hotel Les Trois Rois was built in 1844 and is one of the oldest city hotels in Europe. Located in the heart of Basel, directly on the Rhine, the hotel was renovated between 2004 and 2006 with great attention to detail by the Straumann family and is today one of the most acclaimed luxury hotels in the world.

Grand Hotel LES TROIS ROIS
Blumenrain 8 | CH-4001 Basel | Switzerland
T +41 61 260 50 50 | F +41 61 260 50 60 | info@lestroisrois.com
www.lestroisrois.com





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High resolution image: [link](#)

Media enquiries

Philippe D. Clarinval, General Manager Grand Hotel Les Trois Rois

marketing@lestroisrois.com | T +41 61 260 50 50

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Blumenrain 8 | CH-4001 Basel | Switzerland
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