

Karl Wild Hotel Rating Switzerland now partnered with «NZZ am Sonntag»

NZZ am Sonntag is entering a media partnership with Weber Verlag for the Karl Wild Hotel Rating Switzerland. In this context, a supplement to the well-known Swiss hotel rating will be published in NZZ am Sonntag in May 2025. The content of the supplement will also be available online on the NZZ Bellevue lifestyle portal. NZZone creates and markets the supplement and the online content, which will give the Karl Wild Hotel Rating Switzerland an increased and optimized presence.

The Karl Wild Hotel Rating Switzerland has been compiled annually since 1997 by the journalist and author Karl Wild and published as a book by Weber Verlag. There will be a change in authorship in 2025: Karl Wild will hand over the hotel rating to the hospitality journalist and author Andrin Willi. Annette Weber, owner of Weber Verlag, says: "The Karl Wild Hotel Rating Switzerland is the best-known hotel rating in the country. We are delighted to have found an ideal media partner in the renowned, NZZ am Sonntag." Adrian Näf, Business Director of NZZone, says: "We are looking forward to this cooperation. We already have a wide range of travel and lifestyle offers, which will now be perfectly rounded off with the best hotels in the Swiss hotel industry."

About Weber Verlag

Weber Verlag was founded in 1991 and is one of the largest non-fiction and magazine publishers in Switzerland with 120 book publications with a focus on biographies and the leisure sector per year and over 20 of its own magazines.

weberverlag.ch

About NZZone

NZZone is the agile, competent, content-driven marketing organization for all NZZ brands for customer productions in the premium segment – specializing in vertical offer packages in relevant fields for suitable target groups. In addition, NZZone is the exclusive contact for the national marketing of the print titles of LeTemps, Corriere del Ticino and Automobil Revue.

nzzone.ch



Die 125 besten Hotels der Schweiz 2025/26

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Andrin Willi

New beginnings

The author and journalist Karl Wild has handed over the renowned hotel rating to the hospitality journalist and author Andrin Willi. This has been the talk of the town ever since. What is new? What will stay the same?

It is the original hotel rating: The Karl Wild Hotel Rating Switzerland has been compiled annually since 1997 and published as a book by Weber Verlag. In May, author Andrin Willi took over the editorial office of the most renowned hotel rating in Switzerland, and has been contributing his many years of journalistic and hospitality experience ever since. "Basically, nothing has changed," he says. The previous categories and distinctions will be preserved next year. Nevertheless, having learned a lot from Karl Wild's many years of preparatory work and experience, Willi set out to put some key points on the record and make them clear to the public.

"We have a binding code of conduct in the editorial team," he says. Among other things, this regulates the integrity and independence of the test editorial team. "Impartiality, confidentiality and transparency are also extremely important to me," Willi emphasises. The hotels should be assessed objectively and without personal prejudices. "Anyone who works as a service provider for a hotel or has other conflicts of interest with it does not test it," he stresses.

In addition to the hotel as a "product", the dialogue with the hosts on site is very decisive in the assessment. Speaking of which: to be able to assess hotels in

a standardised way, clear and predefined assessment guidelines and criteria are needed. "These are based on the patterns already introduced by Karl Wild and often copied," Willi reveals. Want an example? Every valuation should be based on the same stringent standards to ensure fair and consistent comparability. Finding out about a hotel's investment activity (and the amount involved) is pure research work, but to feel the hospitality and innovative spirit in a hotel, you ideally must experience it. Of course, it is relevant how a hotel is managed, but the general condition of the hotel also quickly becomes apparent when you look behind the scenes and in the various rooms, says Willi, who has tested several hotels himself this year. The general variety of offers (experiences, excursions, etc.) and the F&B service were also assessed (separately in each case). "This doesn't mean that a hotel can only provide good F&B services if its restaurants are decorated with lots of points and stars. For me, it's about a location-specific F&B experience and the commitment that is, or isn't, given to culinary delights in a hotel," Andrin Willi explains. He continues: "In addition to the overall impression of the visit and the many details, our rating scheme also takes into account the hotel stars from HotellerieSuisse and the feedback collected from guests." This means that over a third of the maximum score cannot be influenced

by the editorial team but comes directly from external reviews. For Willi, this is obvious logic and not rocket science.

And another thing: the publishing house and the editorial team work strictly separately. "When we check in, we have nothing to sell," emphasizes Willi, who continues to promote the Karl Wild Hotel Rating Switzerland as a journalistic rating and not as a marketing product. Under these conditions, and with the

new partners, the Karl Wild Hotel Rating Switzerland is therefore entering the next round of its life cycle. Further innovations are sure to follow, but they will do so carefully, calmly and with the utmost respect for the past, and for the manifold positive contributions of the entire hospitality industry.

Editorial team

In addition to the editor-in-chief Andrin Willi, the following freelance and independent professionals test hotels throughout Switzerland for the Karl Wild Hotel Rating according to the same criteria:

Adrian Stalder

The qualified hotelier has over 25 years of management experience, 10 of which he served as a director and host in a 4 and 5-star hotel. He is a columnist and author, and has been a lecturer in business management at GastroSuisse's G3 gastronomy entrepreneurship seminar since 2016.

Alexander Däppen

After completing his travel agency apprenticeship, the qualified tourism specialist worked for several years as a Business Travel & Event Consultant. He has been responsible for communications and marketing at Igeho since 2022. As a family man, he knows what is important when travelling with children.

Andreas Schneider

Owner of the communications agency F+W Communications in Bern, which manages various mandates in the hospi-

tality industry, for over eight years. He has also been secretary of the Leaders Club Switzerland, which promotes networking in the hospitality industry, for over 10 years.

Bernd Schmellenkamp

He was a radio presenter for many years and became programme director and editor-in-chief of a German TV station group. Today he lives and works in Valais. He loves hotels, and has been visiting and reporting on them for decades. With his experience, he looks for the story and the soul of the hotel, that special something.

Hervé Findeisen

Trying out new hotels was almost his daily bread. Initially an inspector for the Swiss diplomatic service, he then spent years managing recruitment in the Asia-Pacific region for the Swiss Education Group, the largest private training

group in the hotel and catering industry in Switzerland.

Mark van Huisseling

MvH is a "renowned independent journalist and author" ("10vor10", SRF 1). His writings have been published in the NZZ, NZZ am Sonntag Magazin, Tages-Anzeiger magazine and Weltwoche. He is married, has a degree in economics and journalism, and is the father of a son.

Renato Bergamin

He grew up in the spa resorts of Graubünden and has been associated with the world of hotels since childhood. Today he lives in Bad Ragaz. In addition to his former position as director of a renowned educational institution, he has been jointly responsible for the cultural programme at the Grand Resort Bad Ragaz for more than 30 years.

The Advisory Council

The Advisory Council provides strategic and advisory support to the editorial team of the Karl Wild Hotelrating Switzerland. It consists of the following personalities:



Martin Barth, founder
of the World Tourism
Forum Lucerne



Annette Weber-Hadorn,
Publisher, Weber Verlag AG,
Thun



Dyami Häfliger-Hadorn,
Publishing Director,
Weber Verlag AG, Thun



Christa Hubbeling,
NZZ Content Creation,
Zurich



Yasmin Cachemaille Grimm,
Partner and COO Unisono AG,
Schindellegi



Zita Langenstein,
Head of Training
GastroSuisse, Zurich