

Media Release

Bergwelt Grindelwald begins a new chapter with The Living Circle

With the symbolic handover of the keys on 1 October 2026, The Living Circle assumes operational responsibility for Bergwelt Grindelwald. The carefully prepared transition is taking place without interrupting hotel operations.

Grindelwald, 1 October 2026 – A new chapter begins for Bergwelt Grindelwald today as The Living Circle assumes operational responsibility for the Alpine Design Resort at the foot of the Eiger. The handover has been carefully prepared over recent months in close collaboration with the previous operator, Swiss Design Collection. The hotel will continue to welcome guests as usual throughout the transition.

The ceremony marking the symbolic handover of the keys was attended by neighbouring hoteliers as well as representatives of Grindelwald Tourism, Jungfrau Region Tourism, Jungfrau Railways, Switzerland Tourism and the municipality of Grindelwald.

The symbolic key handover was attended by neighbouring hoteliers and representatives of Grindelwald Tourism, Jungfrau Region Tourism, Jungfrau Railways, Switzerland Tourism and the municipality of Grindelwald. Their strong presence underscored Bergwelt Grindelwald's deep roots in the village and the wider Jungfrau Region.

A carefully planned transition

At the end of November 2025, The Living Circle acquired the hotel from HRS Real Estate and the operating company from Swiss Design Collection. Swiss Design Collection continued to operate the property until today's handover.

“With Bergwelt Grindelwald, The Living Circle is expanding its portfolio to include its first alpine destination. Deeply rooted in Grindelwald, the hotel resonates far beyond the region. We accept this responsibility with great respect for all that has been created here and look forward to developing Bergwelt Grindelwald thoughtfully, together with the people who give it its character,” says Jürg Schmid, Chairman of the Board of Directors of The Living Circle.

A distinct identity, a new home

Bergwelt Grindelwald will retain its independent positioning as an Alpine Design Resort. Its exceptional setting at the foot of the Eiger, contemporary alpine design and personal approach to hospitality will remain at the heart of the guest experience.

“Bergwelt Grindelwald has a strong identity and a distinctive culture of hospitality. We want to preserve that individual character while thoughtfully evolving the hotel as part of The Living Circle. Joining the group opens up new opportunities for both the guest experience and the resort’s positioning. With Bergwelt Grindelwald, we are bringing our philosophy of ‘luxury fed by nature’ to the Bernese Oberland for the first time,” says Marco Zanolari, CEO of The Living Circle.

Award-winning alpine hospitality at the foot of the Eiger

Opened in 2021, the four-star superior hotel is located in the heart of Grindelwald, at the foot of the Eiger. Swiss timber, natural stone and clean lines shape the contemporary design of its 90 rooms and suites and two residences. Selected rooms and suites offer direct views of the Eiger North Face. Spanning around 800 square metres, the Fire & Ice SPA offers a place to unwind after a day in the mountains. Four saunas, a textile steam room, an indoor pool, an outdoor whirlpool and a relaxation area with a fireplace echo the interplay of heat and cold in the alpine landscape.

At BG’s Grill, regional produce meets the heat of the wood-fired grill. Led by chef Urs Gschwend, the restaurant has been awarded 16 GaultMillau points.

The Seven Spirits Bar received 93 points in the Falstaff Bar Guide 2026 and was named “Hotel Bar of the Year”. Head Bartender Ramiro Smith is also a finalist for “Barkeeper of the Year” at the 2026 Swiss Bar Awards. The Other Club, an intimate cigar lounge, completes the bar offering.

The historic Pinte has been part of Grindelwald since 1843. Its traditional dining room brings together Swiss cuisine, locals and travellers alike.

In the SonntagsZeitung ranking by Karl Wild and Andrin Willi, Bergwelt Grindelwald was named «Hotel des Jahres 2025».

Press information and images: [Bergwelt Grindelwald – Alpine Design Resort](#)
[Impressions of the key handover ceremony](#)

About The Living Circle

As a family-owned Swiss hospitality and agriculture group, The Living Circle embodies the philosophy “Luxury fed by nature”. Across some of Switzerland’s most beautiful destinations, the group brings together five hotels, one hideaway, eleven restaurants, three farms and a winery. The Living Circle invites guests into a world of distinctive properties defined by a strong connection to nature, refined design, passionate hosts, living history and culinary excellence. From elevated farm-to-table cuisine to Michelin-starred fine dining, the group’s culinary universe always stays close to nature. Its portfolio includes Castello del Sole Beach Resort & SPA in Ascona, Storchen Zürich, Alex Lake Zürich, Widder Hotel in Zurich, Bergwelt Grindelwald – Alpine Design Resort in the Bernese Oberland and the exclusive hideaway Château de Raymontpierre. As the only hotel group in Switzerland with its own farms and winery, The Living Circle creates an authentic farm-to-table experience through Schlattgut in Herrliberg, the farm at Château de Raymontpierre, Terreni alla Maggia and Cantina alla Maggia. Together with the Caminada Group, a “Member of The Living Circle”, the culinary circle is complete. The hotel properties are affiliated with selected partnerships including Swiss Deluxe Hotels, The Leading Hotels of the World, Preferred Hotels & Resorts and Small Luxury Hotels of the World.

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