

PRESS RELEASE

Hotel de Londres turns 10 – and stays true to itself: different.

Hotel de Londres – At home with friends, since 1884



Brig, 26 June 2025 – For the past ten years, Hotel de Londres has stood for a new kind of hospitality in the heart of Brig: personal, thoughtful, and with a clear identity. This boutique design hotel combines British Belle Époque flair with authentic Valais charm – stylish, relaxed, and genuine. Not your classic hotel. But a place to truly arrive. Whether it's a short break, a business trip, or a return home – guests at Hotel de Londres aren't looking for the usual. They're after real moments, thoughtful design, and quiet quality – with a team that's one step ahead, naturally.

Milestones & Investments

1884 – A former smithy becomes the original "Hotel de Londres – Schweizerhof".

2013–2015 – Complete renovation and expansion. The historic building was fully modernised and reopened on 1 August 2015 as a boutique hotel with 18 rooms, Family & Friends suites, a meeting room, an open-plan living room with kitchen and honesty bar, and a spacious sun terrace – all combining British elegance with Valaisan soul.

2023–2024 – Targeted investments in comfort and atmosphere: a new lift, full air-conditioning throughout the hotel, and a soft refurbishment of all public areas. The concept, developed by atelier zürich, draws inspiration from the British tradition of the picnic. The result? A relaxed, inviting space with carefully curated details.

Anniversary with a British Twist

To mark its 10th anniversary, Hotel de Londres invites guests to a special weekend from 31 July to 2 August 2025: A darts tournament, culinary highlights, and musical surprises from England and Scotland – for regulars, friends of the house, and curious newcomers. As always: relaxed, stylish, and just a little different.

"Hotel de Londres is more than just a property to me; it's where I get to express my love for hospitality and design. It's a place where craftsmanship meets warmth - a retreat for guests, and a gateway to the beauty of Valais."

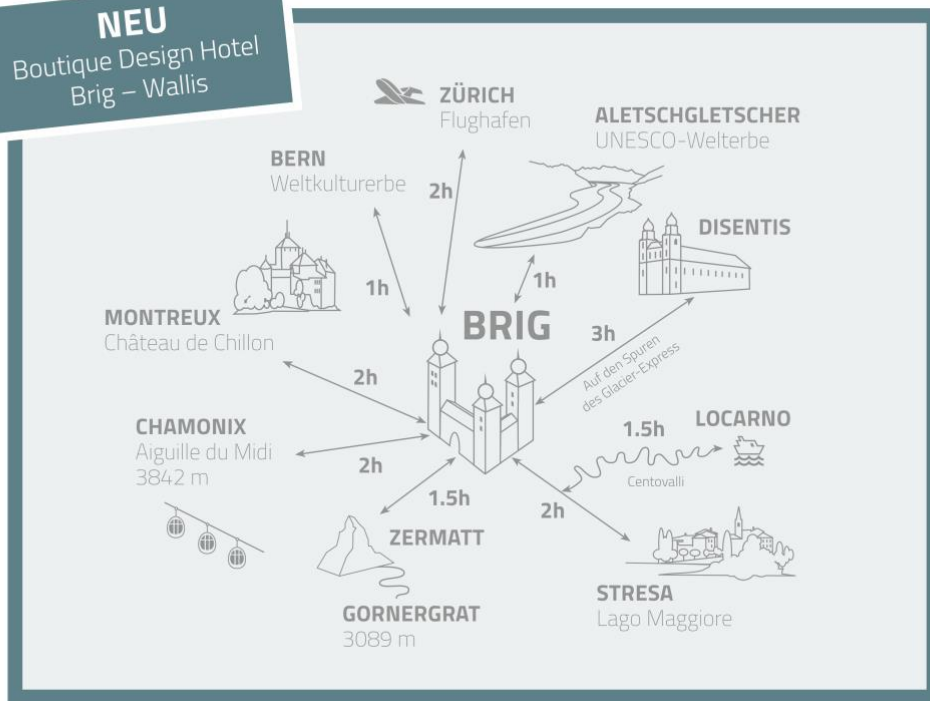
– Lilian Roten, Owner, Hotel de Londres Brig

At a Glance

Hotel de Londres – your home with friends in the heart of Valais. A boutique hotel nestled in the Alpine town of Brig, offering a unique atmosphere where British elegance meets traditional Valais hospitality.

Brig – a key travel hub at the foot of the Simplon Pass – links Valais to the world. Zurich, Geneva and Milan are all within two hours by train. From here, it's a direct route to the region's icons: the Matterhorn in Zermatt, the mighty Aletsch Glacier (a UNESCO World Heritage Site), or simply a glass of Fendant in one of Valais' many traditional wine cellars.

NEU
Boutique Design Hotel
Brig – Wallis



Key Facts - Hotel de Londres

- Boutique design hotel in the heart of Brig
- 18 stylish rooms and suites, flexible layouts for Family & Friends stays
- Best breakfast in the region – freshly prepared with seasonal, local and homemade treats
- Open-plan living room with guest kitchen and 24/7 honesty bar
- Otto's Stuba – a charming venue for private and business gatherings
- Spacious sun terrace with views over Brig's marketplace
- Complimentary Wi-Fi throughout the hotel
- Fully air-conditioned for year-round comfort
- Just a 5- minute walk from Brig's train and bus station
- Owner-run - with character, warmth and a personal touch

Contact

10 years of hosting friends – and getting better every day.

I look forward to hearing from you:

Lilian Roten

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Images - A selection can be found on pages 3 and 4 and is available for download [here](#).

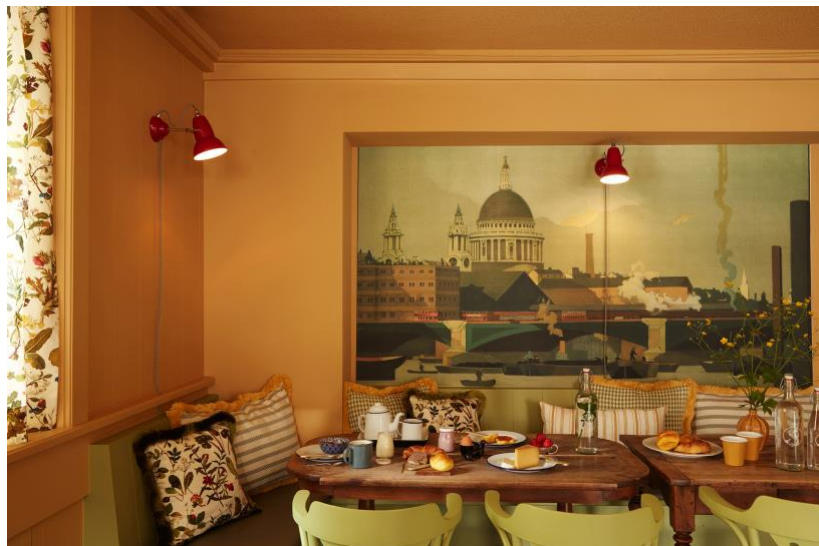
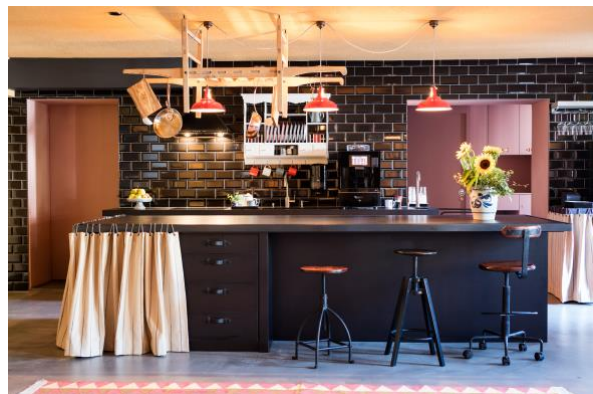
Appendix - Further information about the hotel and the region is provided on pages 5 and 6.

IMAGES



Photographe Pascal Gertschen

PUBLIC SPACES



FAMILY UND FRIENDS SUITES



GUEST ROOMS



MEETING AND EVENT ROOM



Photographer Gaëlle Le Boulicaut



ANNEX

The Name

The name Hotel de Londres harks back to the late 19th century, when English mountaineers first ventured into the Alps. Parts of the building date back to 1527, and it has welcomed guests as a hotel since 1884. The name also honours London – the city where founder Anton Arnold and his son gained their experience in hospitality.

Clubhouse Character – A Unique Hospitality Concept

The hotel is run like a clubhouse. Guests have 24/7 access to a shared living space with kitchen, sun terrace, a well-stocked honesty bar, and a curated wine selection. In collaboration with selected caterers, guest chefs, our sommelier, and local producers, we regularly host culinary evenings. The concept offers maximum freedom – every stay is as individual as the guest.

Interior Design

atelier zürich – the renowned Swiss interior design studio – is known for creating modern spaces with emotional depth. Their interplay of colour, lighting, furniture and accessories brings a sense of grounded elegance to the hotel, with unmistakable English flair. Regional influences from Valais are thoughtfully integrated: geometric patterns from local painting and craftsmanship appear on facades, floors, doors and headboards.

“From the outset, it was clear that the design should reflect both the British roots of Hotel de Londres and its deep Valaisan heritage. We drew inspiration from the flora and fauna of the Swiss Alps and paired them with bold colours and patterns. The result feels homely and fresh – with a British twist à la atelier zürich. This project brought us a lot of joy.” – Claudia Silberschmidt, Founder, atelier zürich

Excursions & Activities from Brig

In the heart of Brig’s old town stands the Stockalper Palace, one of Switzerland’s most striking Baroque landmarks.

Just 10 minutes away by shuttle bus: Brigerbad Thermal Baths, a unique wellness oasis with alpine flair.

A 30-minute journey takes you up to Belalp at over 2,000 metres – part of the UNESCO Jungfrau-Aletsch World Heritage Site. From here, you’ll enjoy sweeping views of the Aletsch Glacier and no fewer than 41 peaks over 4,000 metres – including the iconic Matterhorn.

The Rhône Cycle Route 1 winds its way through Valais along tranquil riverbanks and beneath towering alpine peaks – a leisurely way to explore more of the region.

Brig is also a stop on the Grand Tour of Switzerland – over 1,600 km of scenic travel by car or train. And of course, it's a key station on the legendary Glacier Express.

Valais – Land of Wine

Valais is Switzerland's largest wine region, with 5,000 hectares of vineyards. Just 30 minutes from the hotel lies Visperterminen – home to Europe's highest vineyard. The perfect excuse for a tasting.



Valais Cuisine

The village of Mund has been cultivating saffron since the 14th century – producing just 1.5 to 2 kilos per year. A true Swiss rarity. Also iconic: Valais rye bread and Raclette du Valais AOP, a cheese made here since 400 BC. The tradition of melting cheese was first recorded in 1574 – the word raclette comes from racler, to scrape. Delicious, then as now.