



P R E S S R E L E A S E

A “Personal Assistant” in Your Living Room *Breidenbacher Hof in Düsseldorf offers an unique service concept*

Tickets for the sold-out Madonna concert, a private jet to Abu Dhabi within the hour, a Dom Perignon Vintage: Whatever it is your heart desires, the “Personal Assistants” at Capella Hotels’ Breidenbacher Hof make (almost) anything possible.

These professionals know all the right addresses, their guests’ preferences, and are pleasant and discreet. They will accompany their regular patrons on shopping trips to the famous boulevard Königsallee, keep business travelers company or play board games with the hotel’s youngest guests.

The “Personal Assistants” desk is located right in the Living Room of the hotel. This space was created for hotel guests exclusively as a retreat outside of their rooms to enjoy drinks and snacks, hold small meetings or just relax while reading a book. The Personal Assistants are always within reach.

“It is crucial for us to always stay in contact with our guests and be available to them for any of their needs”, explains Susanne Köhler, who leads the Breidenbacher Hof team of five “Personal Assistants”. “It is the only way to ensure our highly personalized service.” Susanne Köhler was trained in hotel management and has returned – after a few years in the jewelery business – to the hotel business with the re-opening of the Breidenbacher Hof. She is able to serve Russian guests in their native language, and also speaks English, French, and Spanish – in addition to German.

“You need to be very tactful and understand the individual needs of each”, states Susanne Köhler. “And of course you need a lot of passion!” The Capella Living Room with its “Personal Assistants” is a unique service concept of the Capella Hotels and Resorts. Many international luxury hotels offer clubs or executive areas with staff,



who serve selected guests but not trained "Personal Assistants" who professionally prepare and accompany every hotel stay. This unique Capella service is very popular with guests at the Breidenbacher Hof in Düsseldorf.

"Our comprehensive service starts even before the guests arrive", explains Susanne Köhler. "We collect information about our guests' preferences, organize theatre and concert tickets, book restaurants or make travel arrangements." All guest preferences are saved so they will be available for their next stay at Capella's Breidenbacher Hof. For example, if a guest indicates a preference for a certain brand of bottled water that is available only in a few countries in the world, he will find that brand in his mini bar during his next stay.

The epitome of elegant accommodations and gracious hospitality

Today, the Breidenbacher Hof embodies savoir-vivre at the highest level in the heart of Düsseldorf through its unique and personal service, 85 generous and elegant rooms and 21 exquisite suites. Individuality and personal service are major attributes of the Brasserie "1806" as well. Guests are treated to regional specialities and international cuisine in an elegant, yet relaxed atmosphere. The "Private Dining Room" offers a little more privacy and can be booked for up to 12 people. Also a highlight is the Capella Bar with its extraordinary design and the Cigar Lounge offering an excellent selection of fine cigars. The opening of Capella Hotels' Breidenbacher Hof in Düsseldorf in 2008 was celebrated as the "reincarnation of a Grand Hotel". The hotel has already established itself as one of the Top Ten hotels with its acceptance into the "Selection of German Luxury Hotels" which comes to no surprise when considering the hotel's extraordinary ambiance and service concepts. The hotel aims to make each stay unforgettable to have guests become regulars. The "Personal Assistant" in the Living Room almost guarantees this.



Breidenbacher Hof[™]

A CAPELLA HOTEL
DÜSSELDORF, GERMANY

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