



Entrance to Der Europäische Hof in Heidelberg



Sitting area in the Europäische Hof

Press Release

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Heidelberg's Europäische Hof Hotel Doubles Down During Corona

SouthWest Germany's Best of SouthWest Hotels Give Their All

This is not an easy time for the hospitality industry and yet one of Germany's most elegant five-star hotels, *Der Europäische Hof*, is doubling down, providing an important beacon for Heidelberg, the state of Baden-Württemberg and the travel industry.

Selling happiness, investing in consistency and quality and lots of hard work are the name of the game for many of the great family hotels in SouthWest Germany and *Der Europäische Hof* is leading the way in this effort. Especially this year, the hotel stands out as a beacon of hope and positivity for the travel industry. During the Corona virus, *Der Europäische Hof* has doubled down on its marketing, personal engagement on social media and its messaging of happiness, unique self-made elegance and personal care. The hotel treats its guests as if they were members of their own family and creates a haven for patients undergoing treatments at Heidelberg's many medical clinics.

Like their colleagues at other family-owned, private hotels in SouthWest Germany, *Der Europäische Hof* is working harder than ever to keep ahead of the ever-changing regulations. Most recently, Caroline von Kretschmann, the First Managing Director of *Der Europäische Hof*, was awarded the Economic Award from the State of Baden-Württemberg in recognition of her outstanding leadership of the hotel especially during the Corona pandemic. The hotel also was awarded the Traveler's Choice award for 2020 and was included in the prestigious publication of Germany's Top 101 Hotels.

The hotel's rigorous focus on health and safety above all else gives confidence to its guests, including those undergoing treatments. Prescribing professors and doctors know that this good care stimulates healing and good health. During the early days of the lock-down, these values were echoed by the press and in social media and even on television and appreciated by the traveling public. When the hotel was able to reopen in the summer, they had a healthy number of visitors continuing into the fall before the resurgence forced the hotel industry to close again.

The changing regulations and requirements are dizzying but staying positive is vital for these hotels as they are not only there for their guests but also for their staff. They are important economic and social institutions in their communities. During the lockdown, *Der Europäische Hof* invested even more time and resources into marketing and social media emphasizing the hotel's rigorous sanitation and health procedures. Caroline von Kretschmann personally took (and still takes) responsibility for all social media channels, answering each individual question and post. Although this takes hours, this personal attention to detail and messaging reflects the management's focus on branding and the importance of setting the right tone for its guests and the industry.

Only 45 minutes by direct train from Frankfurt's international airport, *Der Europäische Hof* is an important tourism institution in Heidelberg, central to all of Heidelberg's top attractions, including the castle, the university and the old town. Like all hotels, it is pivoting and turning to keep pace with the challenges of the Corona virus and developing new services, such as lavish take-away meals for many different occasions or staying open even for a small number of guests, such as patients, or guests staying for a few days at Christmas to be with family.

As symbolized by the beautiful Christmas tree in the lobby and the decorations throughout the hotel, the staff and management are projecting a positive, can-do attitude and supporting the local industry as well as the tourism industry and its guests. Travel will be back and although there will be changes such as a likely decrease in the conference business, there is also a pent-up demand for family celebrations, weddings, anniversaries and festivities and outdoor dining at the hotel's garden terrace.

Der Europäische Hof is one of the few examples of a family-owned and/or family-run grand hotel in Europe. Even though there are many private and family-owned businesses in Germany, it is very unusual that any company, much less a hotel, goes into the fourth generation and is run by the family, not outside management. Only ten percent of family-owned businesses survive to the fourth generation in Germany. The Hotel Colombi in Freiburg and the Traube Tonbach in Baiersbronn are two of SouthWest Germany's hotels that are still family owned and operated and have generational stories.

Every hotel's recipe for success is different. In the case of *Der Europäische Hof*, it is the right confluence of timing and talents that contribute to the generational success. Caroline von Kretschmann's skills in marketing, sales and social media that she learned from her own consulting career for example complement her parent's strengths and talents in real estate, construction and interiors. While Ernst-Friedrich von Kretschmann, has stepped back from his role as the First Managing Director, he still manages the business and real estate interests. Sylvia von Kretschmann, the Second General Manager, manages the entire hotel operation and elegant interior design from the curtains and rugs to the napkins and overall décor. The hotel employs a team of upholsters, furniture makers, lighting designers and carpenters which not only saves money but also allows for creativity and quick turnaround. It is unusual to have this vertical integration in the hotel industry and adds yet another dimension to the hotel's importance as an employer and business in Heidelberg.

SouthWest Germany, officially the federal state of Baden-Württemberg, has depth and breadth of history and beauty that is inspiring and instructive. Combined with world class food and wine, castles and cars, SouthWest Germany is a true vacation destination.

#dreamnowvisitlater

www.tourism-bw.com

<https://www.europaeischerhof.com/>

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Main Stairway at Der Europäische Hof



One of several beautiful Christmas trees at Der Europäische Hof