

A letter to our friends 31 January 2023

HOTEL KRAFFT AM RHEIN 1873

Dear Friends

Krafft has been a major player in Basel's hotel industry since 1873. The history of the city has left its mark on the hotel; in turn, the history of the hotel has shaped the city. In this anniversary year, Krafft is giving a gift to its guests, its partners - and to itself.

When the Hotel Krafft am Rhein opened its doors in 1873, Basel's streets were still unpaved, horse-drawn carriages moved through the city and the Rhine was primarily a canal for waste disposal. Europe experienced a surge in mobility with industrialization and the construction of the railways. Basel's population grew rapidly, and people traveled more. And a German property owner in the Rheingasse sensed a business opportunity. Ernst Krafft opened a hotel under his name. The hotel still exists today, an extraordinary achievement of longevity.

That's why Krafft is giving itself and its guests a present for its anniversary throughout the year in 2023:

- Krafft is celebrating its anniversary with two festivals. The innovative traditional hotel will connect with the synergies coming from established events in and around the hotel.
- The new logo features the year 1873 and a silhouette of the hotel.
- The new slogan Hotel Krafft am Rhein 1873 says it all.
- It's a slogan that can literally be written on a flag. Celebratory flags are already flying from the hotel façade.
- The Krafft team has come up with four special offers for the anniversary. Hotel and restaurant packages offer deals for different groups of guests.

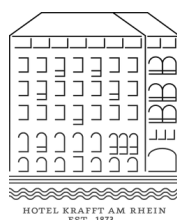
A WIDE VARIETY OF PERSPECTIVES

With a view of the street and a view of the Rhine, Krafft has always thrived on the variety of perspectives it has - and that it offers. The terrace brings together people from all walks of life. Local ties, coupled with sustainable planning, make this traditional hotel a steadfast location on Rheingasse.

Please don't hesitate to contact us if you have any questions.

Best regards

Catherine Leonhardt & Eldar Hernández



QUOTES

Director Catherine Leonhardt: “We are a place for everyone. We have two open doors - one onto Rheingasse, one onto the Rhine Promenade. For us there’s no back or front. Krafft is right in the middle.”

Deputy director Eldar Hernández: “An anniversary like this is a reason to celebrate. But we’re not doing this alone. We’re not cooking our own soup – we’re cooking for all of Basel!”

ADDITIONAL INFORMATION

A brief history of the hotel can be found in the enclosure / in the attachment.

KRAFFT GROUP

The Krafft Group, based in Basel, has been operating hotels and restaurants in Basel since 2003. The management team includes its partners, who are active in various companies. The roots of the group go back to Hotel Krafft Basel on the banks of the Rhine. Over the years, the Nomad Design & Lifestyle Hotel, the Consum Wine Bar and the Volta Bräu Brewery and Bar have been added to the group.

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