



LES TROIS ROIS

Eva-Marie Knaak appointed new Director of Sales & Marketing at the Grand Hotels Les Trois Rois

Press release

Basel, 16 June 2022 – On 1 June 2022, Eva-Marie Knaak began her new role as Director of Sales & Marketing at the Grand Hotel Les Trois Rois in Basel. She takes over from Caroline Jenny, who has left the venerable establishment after 16 successful years. Eva-Marie Knaak previously worked as Director of Communications for the Tschuggen Hotel Group in Zurich.

Eva-Marie Knaak holds an MBA, and a postgraduate degree in hotel management from a specialised vocational college. Her career took her to Switzerland for the first time in 2009, when she took up her role as Sales & Marketing Manager at Suvretta House, St. Moritz. This was her first position at the renowned Swiss Deluxe Hotels and The Leading Hotels of the World: "At Suvretta House, Vic and Helen Jacob laid the foundations for my passion for the luxury hotel industry. Both of them had a major influence on my professional and personal approach."

Eva-Marie Knaak gained experience in the city hotel industry in Baur au Lac, Zurich. She set up the Sales & Marketing department at the Savoy Hotel Baur en Ville, also in Zurich. Her dedication was highly appreciated, so much so that she was soon appointed Vice-Director. With her relocation to the elbow of the Rhine, Eva-Marie Knaak is remaining true to her love for the Swiss luxury hotel industry: "I'm proud to be a member of the Les Trois Rois team and am very grateful for the confidence placed in me by both the management and the board of directors. Working at Les Trois Rois is a dream come true – it's almost impossible to find anywhere with more history – and I'm looking forward to making a lot of things happen alongside my highly motivated team."

General Manager Tanja Wegmann and future General Manager Philippe D. Clarinval: "We'd like to extend a warm welcome to Eva-Marie Knaak and wish her an excellent start in the city of art and culture that is Basel." They are looking forward to working with their new Director of Sales & Marketing: "Thanks to her expertise, Eva-Marie Knaak is the perfect addition to the team and will lead our communications and sales into the future, in keeping with our motto of 'Rich in history, young at heart'."

Caroline Jenny left the Grand Hotel Les Trois Rois in mid-March 2022. Tanja Wegmann: "Retrospectively, we thank Caroline for her tireless commitment and passionate dedication for the Les Trois Rois over all these years. We wish her all the success and joy in her future endeavours".

Media enquiries

Tanja Wegmann, General Manager Grand Hotel Les Trois Rois
marketing@lestroisrois.com | T +41 61 260 50 50

Grand Hotel LES TROIS ROIS
Blumenrain 8 | CH-4001 Basel | Switzerland
T +41 61 260 50 50 | F +41 61 260 50 60 | info@lestroisrois.com
www.lestroisrois.com

