



ANNUAL REPORT

2024 / 2025

FOREWORD

DEAR READER

The 2024/25 academic year at SHL Schweizerische Hotelfachschule Luzern was entirely shaped by the motto «Go for Gold». This motto is far more than a sporting call to action – it is an attitude that unites and drives us all: students, lecturers, staff, strategic bodies and the entire SHL community.

Gold stands for excellence, for striving for the very best, for perseverance and passion. Our students demonstrated great commitment throughout their semesters and internships, embraced challenges and further strengthened the reputation of SHL Schweizerische Hotelfachschule Luzern in professional practice. They learned that gold medals are not won overnight, but are the result of continuous training, setbacks and successes. Every step, every experience – whether in the classroom, within Switzerland or abroad – is part of this journey towards one's own golden moment.

Our lecturers also live by the motto «Go for Gold». Through practice-oriented teaching, a spirit of innovation and personal dedication, they create an inspiring learning environment that connects theory and practice at the highest level. They accompany our students on their journey, challenge and support them, and thus play a decisive role in shaping talents into personalities who make a mark in the hospitality industry.

Equally important are the staff members of SHL, who work behind the scenes to create optimal conditions. Their commitment, professionalism and passion form the foundation on which our students can grow and thrive.

A special word of thanks goes to the Foundation Board of SHL, which, as a strategic body, sets the course for the future and supports the development of the school with foresight and dedication. This year, we experienced a significant transition: after many years of committed service, Urs Masshardt handed over the presidency of the Foundation Board. We would like to express our sincere thanks for his tireless dedication and valuable support. Esther Lüscher has taken over the presidency as an experienced and visionary leader. We look forward to working with her and are convinced that, together with the Foundation Board, she will continue to guide SHL Schweizerische Hotelfachschule Luzern successfully into the future.

«Go for Gold» is also an educational policy statement. SHL actively advocates for strengthening Higher Education Institutions. The current discussion around introducing the title «Professional Bachelor» represents an important step towards greater transparency and recognition of the high-quality education provided at SHL and comparable institutions. This is not merely about a title, but about the visibility and appreciation of an education that – like a gold medal – is the result of years of preparation, hard work and lived passion.

Together, we demonstrated over the past academic year that «Go for Gold» is more than a motto – it is our aspiration, our drive and our promise for the future. I thank everyone who walks this path with us and look forward to many more golden moments at SHL.

Christa Augsburg
SHL Directorate

Note

You can read about the activities of SHL Business Areas AG in the corresponding annual report. You can access it via the QR code or directly on our website.
www.shl.ch



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SHL STUDENT LIFE

The academic year 2024/25 began on 26 August 2024. A total of 306 students were welcomed to SHL Schweizerische Hotelfachschule Luzern for the autumn semester, including 239 students enrolled in the German HF programme and 67 in the English-language programme.

NEWS FROM THE EDUCATIONAL PROGRAMMES

Alignment of curricula

Throughout the past academic year, the learning content of the HF and BSc programmes was systematically aligned and implemented for the new academic year 2024/25. The objective of this measure was – and continues to be – to create a unified academic foundation for all students and to ensure that SHL graduates possess the same level of knowledge upon graduation.

Pilot project: online examinations

In spring 2025, a pilot project was successfully implemented with the aim of reducing the number of handwritten examinations. The platform «Moodle» proved effective and will be used more extensively in the future. Digital examinations enable a modern and flexible assessment process while significantly reducing paper consumption.



Advancing the Bachelor Programme

Following intensive discussions throughout the academic year, we were able to inform students shortly before its conclusion about the new structure of the «Bachelor of Science in Hospitality Management with a focus on International Business and Sustainability». The adjustments are based on experience gained since 2019 and bring significant improvements: simplified admission in accordance with the HF regulations, an optimised student workload in semesters 5 and 6 thanks to a clear separation of HF and BSc modules, as well as a more balanced curriculum that better reflects the interests of our students. In addition, the long-awaited full-time Top-Up Bachelor for students of the German-language programme is becoming a reality.

Project Work

Gastronomy concept for the hotel bar and lobby at the Hotel Sedartis in Thalwil.

Gastronomy concept and development of specific product ideas for the Forellensee in Zweisimmen-Gstaad.

Gastronomy concept for the overall catering of the Hotel Spinne in Grindelwald.

Weighting of Diploma Examinations

The diploma examinations represent one of the key milestones at the end of the HF programme. They reflect students' comprehensive professional qualifications and methodological competencies. In view of the high level of content-related complexity and their importance for the final performance assessment, the written diploma examinations have undergone a corresponding re-evaluation. In future, they will no longer account for one half, but for two thirds of the respective grade component.

Diploma thesis

Overall concept including business plan for the AVES Hotel & Resort Madrisa, Klosters.

Overall concept for the Hotel Royal in Lucerne.

Overall concept for the repositioning of the Grandhotel Giessbach, Brienz.

Self-Initiated Diploma thesis:

Overall concepts for the following:

- Kino Capitol in Lucerne
- Hotel Schlössli in Entlebuch
- Kapuzinerkloster in Olten
- Kurhaus Seeblick in Weggis
- Eiszauber Luzern

AI Masterclass

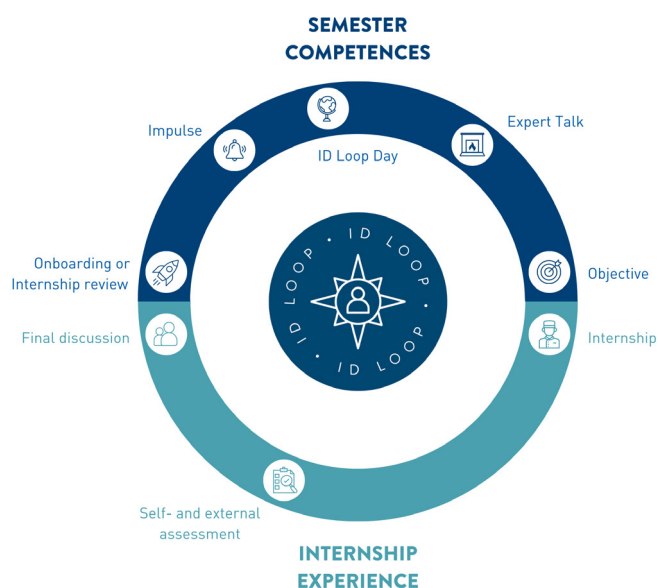
Together with SHL alumnus Jonas Schäfer, we developed concise masterclasses. They provide a foundational understanding of artificial intelligence,

including ethical guidelines and practical tips – enabling students to use AI safely, effectively, and responsibly in school and work.

ID Loop

The ID Loop was successfully implemented across all semesters, specifically strengthening human skills and personal development. The spiral subject comprises four modules per semester: Review, Impulse, Day, and Expert Talks.

For the first time, the ID Loop Award by hotela was also presented – a CHF 1,000 prize recognising individuals who exemplify the SHL Spirit. The award went to Kim Kaufmann and Jonas Zindel, both nominated by their fellow students.



MOVETIA FUNDING PROGRAMME

With Movetia, we subsidised over 60 students in the past academic year, enabling them to complete their internships around the world. Due to the high uptake, SHL received an

additional funding allocation from Movetia, resulting in an approval of over CHF 200,000 for the 2024/25 call.

Our students' internships took them, among others, to the following countries:

- Spain
- Austria
- Thailand
- Egypt
- Indonesia
- Tahiti
- USA
- Mauritius
- France
- Cape Verde
- Denmark
- Japan
- Portugal
- Belgium
- Italy
- Mexico
- Costa Rica
- Germany
- Greece
- Tanzania

STUDENT COMPETITIONS

EMCup

In spring 2025, the SHL team, led by Laura Altherr, Tabea Erba, Matteo Morigi, and Nava Sauter – alongside coaches Josef Jans and Nicole Martin – travelled to the EM Cup 2025 in Maastricht. There, they competed against 36 other hotel management schools on the topic of Employee Well-Being. In the final pitch, they presented a language-based reflection platform for employees, securing an impressive 2nd place. Congratulations!

FCSI EAME Student Challenge

SHL student Lucia Seidl represented the school at the FCSI EAME Student Challenge and, together with two students from other hotel management schools, tackled the task of developing innovative concepts for the future of hospital gastronomy in Europe. The team impressed with creative ideas and delighted the jury with their professional presentation – we congratulate them on an outstanding first place!



EVENTS

This chapter provides an insight into the diverse events of the 2024/25 academic year. In addition to inspiring conferences and workshops, which highlight the engagement and dynamism at SHL, special festivals and events also shaped the past year, leaving remarkable marks on school life and beyond.

Italianità a Lucerna

The «Italianità a Lucerne» brought pure Italian joie de vivre to SHL. The fully booked Wine & Dine evening combined culinary specialties with selected wines and live music into a harmonious overall experience. The menu was prepared collaboratively by the SHL F&B team and the students, while the wine selection was made in cooperation with Vergani 1892. The band Martino Hill & the Dixie Dogs (via Zermatt Unplugged) provided the perfect atmosphere for the evening.

Foodsave Banquet

At the Foodsave Banquet in Lucerne, our students carefully prepared over 300 portions from rescued food and enthusiastically served them at the 30-metre-long table on Kapellplatz. In doing so, they impressively demonstrated how surplus food can be transformed into a truly delicious menu – a valuable contribution to sustainability and food protection. The banquet was accompanied by live music, art, and a diverse programme for all age groups.



From in-house events to field missions and the first ID Loop Leadership Day – there is always plenty of exciting activity in the SHL universe.

THE ICE St. Moritz

Our students were given the fantastic opportunity at «The ICE St. Moritz» to actively participate both in the kitchen and in service. In doing so, they were able to gain valuable behind-the-scenes insights and put their skills to the test in a prestigious environment. It was an inspiring, hands-on weekend full of passion, team spirit, and excellent hospitality.

ID Loop Leadership Day

The first ID Loop Leadership Day in October 2024 offered students insights into topics such as equality in tourism, Luxury Strategic Management, and leadership challenges. In groups, 26 interdisciplinary teams developed innovative solutions for the hotel industry and presented their ideas in exciting pitches. The day was defined by teamwork, creativity, and practical experience, and was professionally organised by the RDO semester.

Students' Games Lausanne

At the 7th edition of the Students' Games Lausanne, Switzerland's inter-university multisport tournament, SHL was proudly represented. Our students competed in a range of disciplines against teams from other higher education institutions. Particularly successful was our delegation in the Running Mixed category, where they achieved a podium place. In all competitions, however, team spirit, the joy of sport, and shared experiences remained the main focus.

ITB Berlin

With «Cheers to Careers», SHL hosted a side event for the first time during ITB Berlin, bringing together around 80 guests and alumni. Our alumni shared valuable insights into careers in hospitality, and alongside stimulating discussions and culinary highlights, the winner of a short stay in Lucerne was also announced.



Career Days

The SHL Career Days enjoy great popularity: around 50 companies presented themselves on site at each event, complemented by several international employers who participated online.

The panel discussions offered on practical topics such as «The SHL Graduation – What Comes Next» or «Salary – What Else?» were consistently fully booked. The high level of participation and interest shown by the students demonstrate that the Career Days are a promising format for establishing valuable contacts and optimally supporting the transition into professional life.



EVENT DATES	
19 September 2024	54 companies
20 February 2025	53 companies
15 May 2025	51 companies



Diploma Ceremonies

In the 2024/25 academic year, 164 students were able to receive their «Dipl. Hotelier(e)-Gastronom(in) HF» diploma at three graduation ceremonies, presented by the SHL Directors Christa Augsburg and Timo Albiez, marking the conclusion of their journey at SHL. After the official celebrations in the auditorium, guests enjoyed a convivial evening of culinary highlights at the «Dine Around» on the SHL campus.

Bachelor Diplomas

Once again, SHL had the pleasure of awarding the graduates of the «Bachelor of Science in Hospitality Management» their bachelor's diplomas. Since 2018, this programme has been offered in cooperation with the Lucerne University of Applied Sciences and Arts – Business (HSLU). During the formal graduation ceremony at KKL Lucerne, SHL alumni who had successfully completed the Top-Up Bachelor at HSLU also received their diplomas.

Top Graduates HF

1st Place (each)

Ramona Bühlmann
Bertschy Vania
Yannick Schenkel
Elena Dürr

2nd Place (each)

Julia Katharina Zenk
Armin Huber
Andrea Russi
Jonas Zindel

3rd Place (each)

Fabiana Angelina Premezzi
Stefanie Hegewald
Sven André Meyer
Alexander Mikhalchenko



Expert Talks

In the 2024/25 academic year, the «Expert Talks» continued to be highlights of the annual programme at SHL Schweizerische Hotelfachschule Luzern. As part of the ID Loop, these informal discussions on human skills and careers offered students exciting insights into professional practice while simultaneously strengthening valuable exchange and networking opportunities.

Once again, we were delighted to welcome numerous speakers who shared their expertise and experiences with our students – both on-site at SHL Schweizerische Hotelfachschule Luzern and at external locations:

- Aline Tschäppät, Regional Vice President Design Services at Hyatt International (EAME)
- Thomas von Matt, Founder of Matt Hospitality Group
- Manuel Wiesner, Co-Lead Strategy & Innovation at Familie Wiesner Gastronomie AG
- Lucia Eppisser, Management Director, SEEDS Restaurant and Lounge, Yangon
- Raphael Herzog, Hotel Director Hotel Vitznauerhof
- André Gammeter, Head of Gastronomy at Stiftung Lebensart
- Benjamin Dietsche, General Manager Widder Hotel, Zurich



SHL CAMPUS LIFE

STRATEGY AND ORGANISATION

Change in the Presidency of the Foundation Board

After 17 years in office, Urs Masshardt has handed over the presidency of the Foundation Board of SHL Schweizerische Hotelfachschule Luzern to his successor Esther Lüscher.

Under the leadership of Urs Masshardt, the strategic direction of SHL has been decisively further developed in recent years. He initiated the internationalisation of the school, promoted innovations in the educational offering and made a significant contribution to placing the organisation on a solid foundation for the future. With the election of Esther Lüscher as the new President, the Foundation Board ensures continuity in the strategic and organisational development of SHL.

The entire SHL thanks Urs Masshardt for his many years of commitment and his forward-looking leadership and wishes Esther Lüscher every success in her new role.



New Appointments to the Strategic Bodies

In the reporting year, there were personnel changes both on the Foundation Board and on the Board of Directors of SHL Schweizerische Hotelfachschule Luzern. Christine Böckelmann, Nicola Frey, Peter Herzog, Oliver Schärli and Karin Stadelmann now represent the Foundation Board alongside the existing members. In addition, Barbara Haller-Rupf moved to the Board of Directors of SHL Business Areas AG.

The members of both bodies are listed at www.shl.ch/team. We wish all new members every success and foresight in their roles.

International SHL Advisory Board

This year, we have deliberately strengthened our Advisory Board. The SHL International Advisory Board supports us in education, networking and internationalisation and helps us to make well-founded decisions for

a successful future. The complete list of all SHL Advisory Board Members can be viewed at www.shl.ch/team. We are pleased to welcome the following personalities to the SHL Advisory Board:

Puneet Chhatwal | Managing Director & Chief Executive Officer, IHCL

Lara Ferrari | CEO & Consultant, prozessraum AG

Judith Krepper | Head Marketing Commercial; Flughafen Zürich AG

Dario Notaro | Chief Business Development Officer, ZFV

Paul Seger | Former Swiss Ambassador

Martin Smura | Chairman of the Board | President, Grand Metropolitan Hotels

Aline Tschäppät | Regional Vice President Design Services at Hyatt International (EAME)

Gianni Vergani | Managing Director, Vergani 1892



PERSONNEL

Workshop at LUEG

The SHL team meets shortly after the start of the year for a brief professional development break before the current academic year moves into its next phase. On 5 January 2025, we came together at the Landgasthof LUEG in Kaltacker near Burgdorf for a 2.5-day workshop in a rural setting. The focus was on personal reflection as well as on the day-to-day tasks that continuously accompany our teams. These annual workshops serve to develop shared strategies, align objectives and strengthen collaboration within the team.

May Conference

Every year in spring, all lecturers and staff of SHL come together for the May Conference. This event not only provides an opportunity for exchange in an informal atmosphere, but is always accompanied by a key theme. In May 2025, we discussed in plenary the «handling of psychological challenges» and how we can address these in the classroom. Another topic focused on the «ID Loop» competence model and how it can be implemented in daily teaching in the most effective and purposeful way.

Further Training and Anniversaries

We warmly congratulate Urs Birbaumer on the successful completion of the CAS in Digital Leadership, as well as Christian Gottstein, Fabio Gemperli, Bettina Bülte, Joel Egger, Jordan Kestle and Chiara Segmüller on completing the SVEB 1.

We also celebrated several company anniversaries:

Olivier Dollé | 20 years
Stefan Peter | 20 years
Simone Rogge | 15 years
Urs Birbaumer | 10 years
Silvio Tschudi | 10 years
Andreas Klar | 10 years



EVENTLOCATION

SHL Schweizerische Hotelfachschule Luzern looks back on a successful year of events. Through a variety of internal and external occasions, SHL once again proved to be a vibrant centre for encounters, gastronomy and inspiration. Some figures and facts:

Daily Business

209 opening days with 150 breakfasts, 350 lunches and 200 dinners per day
= 31,350 breakfasts, 73,150 lunches and 41,800 dinners served

Inhouse Events

Chinese New Year | Sound of Taste Cooking School | Gramona Amuse Competition | Central Switzerland Tourism Day | Alumni Party | HSMA Event with Global Stream

External Assignments

Snow Polo in St. Moritz | Gala Dinner at the Kongresshaus Schlagernacht with 5,000 Guests | Foodsave Banquet Lucerne | Pop-up Truffle at Lucerne Weekly Market

STUDENT RECRUITMENT

Alongside established activities such as information events, advisory meetings, «Inside SHL» sessions or trade fair visits, the Student Recruitment Team also introduced the following new initiatives:

- Trial lessons at the Zürich Vocational School
- Sales blitz with career and study advisors
- Side-Event «Cheers to Careers» at ITB Berlin
- New portfolio brochure «We are SHL»

CRM Migration

The migration of the CRM system from HubSpot to Microsoft Customer Insights was also a project that required considerable thought, coordination and time resources. The main reason for this change was the seamless integration into the existing system landscape. Since the migration in January 2025, the entire customer journey – from initial contact to alumni support – has been mapped on a single platform.

FACTS AND FIGURES



SHL STUDENTS

A total of **778 students** are enrolled

On campus: **306 students**

(As of the start of the 2024/25 academic year)

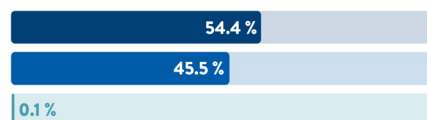


GENDER

Percentage of Women

Percentage of Men

Percentage of Diverse



NATIONALITIES

Swiss

Swiss with a Second Passport

International

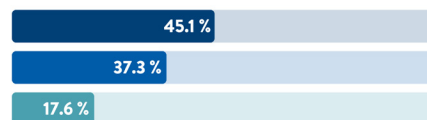


UPPER SECONDARY CERTIFICATE

Hospitality Background

Matura or Equivalent

Non-Industry Background



PROGRAMME

German Programme

English Programme



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SHL ALUMNI LIFE

EVENTS

The SHL Alumni Programme in the 2024/25 academic year offered a variety of encounters: from lunches and roundtables to class reunions of various cohorts, as well as

further training in Emotional Leadership and Employer Branding. Highlights included the Alumni Party «The Return of the Legends» and international networking events.

PAST EVENTS

31 October 2024	Mushroom Tavolata at FoodLab Zurich
18 November 2024	Resilience Workshop with Christina Weigl
23 March 2025	Alumni Family Day at Please Disturb
23 April 2025	Employer Branding Event
21-23 August 2025	Leadership Training with Christina Weigl
Class Reunions	Cohorts 2012 1992 2009
SHL Roundtables	Amsterdam Bern Hongkong Engadin Bangkok Zurich Basel
5x	Alumni Lunch



Alumni Party

On Friday, 23 May 2025, it was «The Return of the Legends» at SHL. Over 300 alumni accepted the invitation and returned to their school for a special evening. Comedian Stefan Büsser drew personal stories from selected guests – from Ramona Müller’s legendary lunch table with service instructor Christian Baur to Lukas Bernhard’s memories of his time as a reporter for «SHL1». Culinary highlights, refreshing drinks and a lively music programme allowed the SHL community to celebrate in style. Whether in the club or at the afterparty in the penthouse, the Alumni Party 2025 once again demonstrated the strong connection to SHL – and that memories continuously give rise to new stories.

New Offerings


For the 2024/25 academic year, the further training programme for alumni was expanded once again: New courses on Employer Branding, led by Britta Matthesius, covered topics from strategy to practical implementation.


In addition, the courses on Emotional Leadership, conducted by Christina Weigl, were successfully held for the first time and will continue in the new academic year.






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