SHL
Schweizerische
Hotelfachschule Luzern



ANNUAL REPORT

2025 / 2026



01 FOREWORD

DEAR READER

«Welcome to the Jungle» – our annual motto is more than a nod to a rock classic. It is an invitation to see SHL for what it is: a place that not only survives but thrives in a dense, ever-changing environment, branching out, building connections and continually finding new paths to the surface.

As in any jungle, those who stand still risk being overgrown. Those who grow, shape their surroundings. The most visible signs of this growth are the ongoing conversions and renovations, as well as the extensions created by the Cubes. The SHL Campus is growing in line with our ambitions: floor by floor, room by room, like a canopy that becomes denser over the years. These structural adaptations are not an end in themselves. They create the space our students and staff need to flourish, experiment and go beyond their own expectations. A jungle thrives on complexity and diversity – qualities that are reflected in our infrastructure today.

Yet growth is not only a matter of concrete and glass. With the introduction of the title supplement «Professional Bachelor», we have equipped our graduates with a tool that will serve them even better in the international jungle of the hospitality and tourism industry. The international job market is complex, competitive and demands instant clarity. Thanks to the new title supplement and its English designation, «Professional Bachelor in Hospitality Management», our alumni will in future hold titles that can be understood and recognised worldwide, serving as a reliable path through the undergrowth. Our graduates will now embark on their careers with a diploma that clearly communicates their qualifications, is easy to understand and is recognised internationally.

For a jungle to thrive, however, it also needs protected ground. Over the past academic year, we succeeded in securing political support for the protection of the title «Higher Vocational College» and in strengthening the HF qualification as a whole. This is no side issue, but the very root from which everything else can grow: only an educational pathway whose designation is protected and whose value is recognised can provide graduates with the substance they need to compete on the global stage. We made our voices heard in an often complex educational policy landscape, helping to lay firmer foundations for generations to come.

«Welcome to the Jungle» is therefore less a warning than a promise: SHL Schweizerische Hotelfachschule Luzern offers its students, staff and partners an environment that challenges and supports them, continues to grow and adapts with agility to the ever-changing world around us.

We invite you to join us on this journey through a vibrant, exciting and diverse jungle, and to discover the richness that emerges from it.

Christa Augsburger
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

02 SHL STUDENT LIFE

The 2025/26 academic year commenced on 25 August 2025. We were pleased to welcome a total of 310 students to SHL Schweizerische Hotelfachschule Luzern. Of these, 234 were enrolled in the German-language HF programme and 76 in the English-language HF programme.

NEWS FROM THE EDUCATIONAL PROGRAMMES

Alignment of Learning Content

During the 2025/26 academic year, the alignment of content across the German- and English-language HF programmes was further strengthened. The aim was to coordinate the learning content more consistently and ensure a coherent, continuous learning journey throughout the entire programme.

Study Trip to Europa-Park

A key component of the third semester of the English-language programme is the four-day, supervised study trip to Europa-Park in Rust. A behind-the-scenes look at one of Europe's largest leisure resorts allows students to experience complex operational structures and processes first-hand. They gain insights into the organisation of a large-scale business and explore the challenges involved in managing and developing a hospitality operation of this dimension. The experiences gained during the study trip complement the theoretical learning content and bring operational relationships to life.

Semester 5: Hospitality Business Administration & Semester 6: Hospitality Management

The final HF semesters of the English-speaking programme were also further developed during the reporting year. Previously, the modules in semesters 5 and 6 had been delivered and assessed in parallel by Lucerne University of Applied Sciences and Arts – Business. From the 2025/26 academic year, these modules were moved to semesters 6.2, 7 and 8, which are now delivered at Lucerne University of Applied Sciences and Arts (HSLU). This ensures a clear separation between SHL and HSLU modules and avoids placing students under a double workload. It also enables all students to progress to the compact Bachelor of Science top-up programme after completing their HF diploma.

A further change to the English-language programme was introduced in spring 2026. After completing their diploma at SHL, students now attend the bridging semester 6.2 and semesters 7 and 8 at Lucerne University of Applied Sciences and Arts. Upon completion of this study phase, they can obtain the Bachelor of Science in Hospitality Management with a focus on International Business and Sustainability. This opportunity is also open to graduates of the German-speaking programme who have the required level of English proficiency to successfully complete their studies.





Diploma thesis

Overall concept for the F&B operations and hotel facilities at Teufelhof Basel

Overall concept, including a business plan, for Eiger Lodge in Grindelwald

Overall concept, including a business plan, for Appenzeller Schaukäserei

Self-initiated Diploma thesis:

Overall concepts for the following:

- Boutique Hotel Sunset Reef, St. Kitts
- Kaffee Kollektiv Roastery
- Hotel concept, Sorell brand
- Wirtschaft Freischütz, Utzenstorf
- Vino Hauser, Contone

Project Work

Operational concept for the seasonal outdoor catering facilities of EVZ Gastro AG

Operational concept for Hotel Rhodannenberg

Operational concept for Müllerhof in Frick

INTERNSHIPS

Movetia

During the 2025/26 academic year, we were able to support more than 62 students with approximately CHF 156,000 in Movetia funding for their internships around the world. This enabled them to gain international work experience and insights into different cultures and working environments. Their journeys took them to numerous countries, including the following:

Erasmus+ Application

SHL has submitted an application for the Erasmus Charter for Higher Education (ECHE). Holding a valid ECHE is a prerequisite for participating in the Erasmus+ programme. The Charter aims to ensure the quality of student and staff mobility, as well as cooperation projects across European higher education institutions. A decision is still pending.

Ireland | Spain | Austria | France | Thailand | Egypt | Indonesia | Tahiti
North America | Mauritius | Cape Verde | Denmark | Japan | Belgium | Portugal
Mexico | Italy | Costa Rica | Tanzania | Germany

CAREER 2.0

Digitalisation of Career Administration

The introduction of the MyStudy portal as part of Career 2.0 marked the first step towards digitalisation. Students can upload all documents relating to their practical semesters and access them at any time. The next step saw the training agreement digitised and electronic signatures introduced for internship contracts worldwide, in both German and English. External and self-assessments, as well as evaluation reports, are now processed electronically. These improvements simplify administrative procedures, increase accessibility and make practical training more efficient for students and staff.

Launch of the Internship Expo

Since the development of Career 2.0, the Internship Expo has further strengthened the network among students. At an evening event at SHL, up to 20 students share their personal experiences from internships around the world. They offer insights into their day-to-day working lives and experiences in their host countries, reflect on personal learnings and challenges, and share their best tips and advice. This creates an open and honest exchange between students, for students – allowing them to draw inspiration from one another's experiences and develop new ideas and concrete plans for their own futures.

Career Days

Three times a year, the SHL Career Days give our students the opportunity to connect with up to 50 companies from the hospitality industry and related sectors. The range of participating organisations extends from hotels and gastronomy to the luxury sector and other fields where hospitality expertise is in demand. Alongside face-to-face conversations on site, several companies also take part online from locations around the world. These encounters create valuable connections and offer insights into a wide range of career opportunities.

In addition, the SHL Job Platform has been continuously developed. With between 90 and 161 advertised vacancies each week and between 650 and 900 website visits from around the world, it gives our students year-round access to exciting career opportunities. This combines the personal encounters made possible by the Career Days with a digital platform where current vacancies can be explored at any time.





EVENT DATES

18 September 2025	54 companies
20 February 2026	53 companies
15 May 2026	51 companies

STUDENT COMPETITIONS

EMCup

At the European Mise en Place Cup 2026 in Amsterdam, the SHL team, accompanied by coaches Nicole Martin and Josef Jans, joined students from 28 European hotel schools and representatives of renowned hospitality companies. Naomi Ingold, Emily Pfeil, Mario Satouf and Lucia Seidl made the most of the competition to expand their network, discover new perspectives and establish connections within the international hospitality industry. An event that brings together competition, exchange and career opportunities.

«Sölden sucht das Gastro Supertalent»

After a two-year absence, SHL returned to the «Sölden sucht das Gastro Supertalent» competition. Six students competed in the categories of kitchen, service and marketing against teams from Austria and Switzerland. Despite a short preparation period, the SHL team delivered a strong and consistent performance. The result was third place overall and victory in the kitchen category. The kitchen team's amuse-bouche received particular acclaim from the distinguished panel of industry experts.







SHL HOTEL CHECKER

The SHL Hotel Checker took place again during the autumn, spring and summer terms of the academic year 2025/26. Our students visited selected hotels and examined the quality of the guest experience from different perspectives. This allowed them to put the knowledge acquired during their studies into practice and gain valuable insights into a range of establishments and their quality standards. Particularly pleasing was the fact that a total of 60 establishments received the «Outstanding» distinction. The SHL Hotel Checker creates a valuable link between education and practice, enabling our students to experience, assess and critically reflect on hospitality quality first-hand. At the same time, participating establishments receive valuable, independent feedback and fresh insights from the perspective of aspiring hospitality professionals.

EVENTS

Events are an integral part of SHL Student Life, creating opportunities for meeting, exchanging ideas and sharing experiences. In the 2025/26 academic year, numerous events once again added variety to student life, gathering students, staff and guests in a range of settings.

Wine & Dine Myanmar

SHL alumna Lucia Eppisser and her husband, Felix Eppisser, visited SHL, bringing the vibrant flavours of Myanmar to Lucerne in collaboration with our students. They first hosted a Wine & Dine for students on the Gastronomy semester, before working with them to bring the concept to life for a public evening. The culinary exchange offered a feast of flavours, fresh perspectives and discoveries, combining learning, collaboration and enjoyment while opening SHL's doors to external guests from the wider community.

ID Loop Leadership Day

As part of the ID Loop Leadership Day, members of the SHL Advisory Board gathered on the Lucerne campus to exchange ideas and experiences. They shared insights into their career paths with our students, while the Insight Sessions opened up new perspectives on their professional development.

In the afternoon, they coached the Challenge Teams, contributed their expertise and subsequently served on the jury to select the winning idea for Career 2.0.







Cook-off with Thomas Messerli

In the cook-off, our students, accompanied by some of their lecturers, took on the culinary challenge set by renowned chef Thomas Messerli. The focus was on Luya's innovative products, which the students presented creatively and with flair. The cook-off was hosted by Nina Schaller. A wine pairing by Smith & Smith and a dessert by the startup EggField rounded off the shared culinary experience beautifully.

Zermatt Unplugged

At Zermatt Unplugged 2026, SHL once again took responsibility for the Wine & Food Lounge at an altitude of 1,620 metres as Educational Partner. Over five days, a distinctive hospitality experience unfolded, featuring Alpine food sharing, carefully selected wines and genuine Swiss hospitality. Twenty-one students and alumni gained valuable hands-on experience and created memorable moments through their commitment, expertise and strong team spirit, away from the stages.

Visit by Federal Councillor Cassis

As part of its parliamentary party visit, SHL welcomed a delegation from the FDP.The Liberals, including members of the National Council and Federal Councillor Ignazio Cassis. Our students supported the event from the aperitif to the SHL Food Market, gaining valuable practical experience. A particular highlight was the flambéing: with the support of an SHL student, Federal Councillor Ignazio Cassis himself took hold of the pan.

SHL Food Market

With its first SHL Food Market, SHL launched a new event format centred on culinary delights, knowledge and social interaction. Under the motto «Brain Food Market», students and lecturers presented a variety of culinary stations, shared their specialist knowledge and invited visitors to join in and exchange ideas. The successful premiere combined culinary enjoyment with genuine hospitality, creating space for inspiring encounters and memorable shared experiences.





Graduation Ceremonies

In the 2025/26 academic year, a total of 163 students successfully completed their studies to become «Dipl. Hotelier(e)-Gastronom(in) HF». Across three graduation ceremonies, the graduates were duly celebrated and presented with their diplomas by the SHL management team. A special first awaited the spring graduates: for the first time, the diploma presentation took place at Grand Casino Luzern. The evening then continued on the SHL Campus, with good company and culinary highlights.

Bachelor's Degrees

Once again, SHL had the pleasure of presenting graduates with their «Bachelor of Science in Hospitality Management» degrees. This degree programme has been offered in collaboration with Lucerne University of Applied Sciences and Arts – School of Business (HSLU) since 2018. At the formal graduation ceremony at KKL Luzern, SHL alumni who had successfully completed the Top-Up Bachelor's degree at HSLU also received their diplomas.

Top Graduates from both HF programmes:

1st Place (each)
Lukas Marxer
Joshua Niklaus
Til Singer
Anna Huber

2nc Place (each)
Laura Bühlmann
Nadine Heuberger
Gian-Andrea Egli
Lara Frabboni
Geisseler Andreas

3rd Place (each)
Joel Grossmann
Fabio Krampf
Sarah Steck





03 SHL CAMPUS LIFE

STRATEGY AND ORGANISATION

Board of Trustees and Management Team

The Board of Trustees addressed SHL's strategic direction in greater depth during four meetings and an additional workshop held jointly with the Board of Directors. The Management Team also met every fortnight for regular meetings and workshops, focusing on organisational development and the implementation of SHL's strategic priorities. This ongoing exchange creates a valuable foundation for exploring key topics further, making informed decisions and ensuring the continuous development of SHL.

Advisory Board

Following the ID Loop Leadership Day, Friday was dedicated to the further development of Career 2.0. Members of the SHL Advisory Board, experienced professionals from the hospitality industry and the wider business community, contributed their expertise, insights and diverse perspectives. Together, they reflected on current developments, discussed future scenarios and developed concrete ideas for the future direction of Career 2.0. A valuable exchange that combined strategic perspectives with practical experience.





New Horizons in China

An intensive trip to China took SHL from Shanghai via Hangzhou and Shenzhen to Hong Kong. Alongside the Directorate, several members of the Management Team travelled to the region to strengthen international relationships, initiate new partnerships and gain first-hand insights into China's hospitality and education markets. In Shanghai, the SHL Regional Hub China was launched in collaboration with CieCAS, while in Hong Kong an important milestone was reached towards establishing a Master's Pathway at Hong Kong Polytechnic University. Visits to partners, schools and Unitree Robotics, together with exchanges with students and alumni, provided further valuable insights and impetus for education, mobility, partnerships and SHL's international positioning.

PERSONNEL

Workshop in Niederrickenbach

What defines a leader's personality? Is leadership primarily about attitude and presence, or is it more a practical management responsibility? And how can individual experiences and perspectives be brought together to create a united and effective Leading Team? The entire SHL Team explored these questions during a two-and-a-half-day workshop in January 2026 at the Maria Rickenbach Pilgrims' House. The focus was on shared reflection, open exchange and the further development of a common understanding of leadership.

May Conference

At the 2026 May Conference, staff and lecturers embarked on a journey into the world of behaviour and communication with «Mapstell». This innovative tool uses a visual map to make different behavioural patterns visible, opening up fresh perspectives on ourselves and others. Through discussion and reflection, participants explored how communication can be made more conscious and effective, how misunderstandings can be avoided and how individual strengths can be recognised and harnessed to support successful collaboration within the team.

Further Training and Anniversaries

We congratulate Fabienne Witschi on successfully completing the CAS in Customer Psychology and David Picenoni on obtaining his Federal Diploma as a Head Chef. In addition, members of staff further developed their skills through various continuing education courses, including a first aid course in mental health and courses in hypnosystemic communication and negotiation skills.

We also celebrated several company anniversaries:

Valerie Karlen | 15 years
Marcel Gabriel | 10 years
Bozidar Prskalo | 10 years
Marc-André Dietrich | 10 years
Nicole Martin | 10 years
Josef Jans | 10 years
Michael Holdener | 10 years



OPERATIONS, VENUE HIRE AND EVENTS

The 2025/26 events year was characterised by a diverse range of encounters, culinary experiences and inspiring formats. Through numerous internal and external events, SHL became a meeting place for students, partners, guests and the wider hospitality industry. Here is an overview of the key facts and figures:

Daily Business

As part of their daily work in the kitchen and service, our F&B Team and their students prepared around 30,000 breakfasts, 66,000 lunches and 40,000 dinners.

Inhouse Events

Chinese New Year | Sound of Taste Cookery School | Cook-off with Thomas Messerli | Alumni Party | Central Switzerland Tourism Day | HSMA Event with Global Livestream

External Events

White Turf in St. Moritz | Banquet at Zurich Opera House | Zermatt Unplugged | Truffle Pop-up at Lucerne Market | IGEHO Swiss Catering Trade Fair in Basel

Learning where Gastronomy comes to Life

In the 2025/26 academic year, SHL's venue hire and event activities were shaped by special encounters, diverse projects and hands-on experience. Whether at SHL, in Lucerne, the Engadin, Basel or Zermatt, our students planned, cooked, served and took responsibility in real-life settings.

Highlights included the first SHL & Friends Golf Tournament, the Wine & Dine with Lucia and Felix Eppisser, the inaugural SHL Brain Food Market, the LUYA Food Cook-off with Thomas Messerli and Chinese New Year. Beyond campus, students gained valuable experience at Lucerne's truffle market, IGEHO, their own pop-ups and various Field Missions. Other notable assignments included White Turf in St. Moritz, Zermatt Unplugged and a banquet for 1,000 guests at Zurich Opera House. At the parliamentary group workshop «What Does the FDP Taste Like?», gastronomy also became a way to connect politics and society, complete with a flambéing demonstration by Federal Councillor Ignazio Cassis.

What all these projects have in common is that they create authentic learning environments. Our students experience gastronomy under real-life conditions, take responsibility, develop their own ideas and rise to challenges that cannot be replicated in the classroom.

SHARED SERVICES

During the 2025/26 academic year, the Shared Services department continued to enhance the campus environment and technical infrastructure. Improved seating in the Club area encourages interaction and provides flexible spaces for group work.

The annual motto «Welcome to the Jungle» was also reflected in the design of the «Salt & Pepper» training restaurant and the Boostzone. Jungle-inspired plant features on the walls lend these areas a natural atmosphere and contribute to the campus's welcoming environment.

In the classrooms, large screens replaced the previous projectors. They ensure clear visibility of learning content, even in daylight, thereby improving the technical conditions for teaching and learning. Together, these measures strengthen campus life and create a modern environment for learning, working and spending time on campus.

SHL Student Ambassadors

Following the positive response, the SHL Student Ambassador scheme was further developed and expanded during the 2025/26 academic year, building on existing structures. The pool of Ambassadors was enlarged to include more committed students, while the organisation was professionalised through clearer structures and a new bonus system for all of the SHL Student Ambassadors.

Whether at Welcome Days, education fairs, info sessions or on campus, our Ambassadors offer prospective students authentic insights into everyday student life, answer their questions and share their first-hand experiences. In doing so, they build trust and personal connections, helping prospective students make informed decisions about studying at SHL. This valuable contribution continues to be very well received.





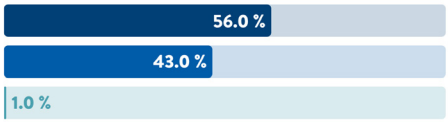
04 FACTS AND FIGURES

SHL STUDENTS

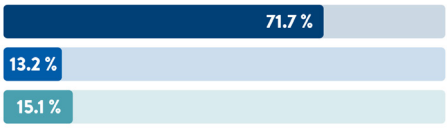
On the SHL Campus: **310 students**

(As at the start of the 2025/26 academic year)

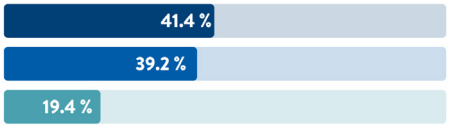
GENDER



NATIONALITIES (Total 49)



UPPER SECONDARY CERTIFICATE



PROGRAMME



05 SHL ALUMNI LIFE

EVENTS

The SHL Alumni programme offered a wide range of opportunities to connect, from lunches and roundtables to reunions for various graduating classes and professional development sessions in Emotional Leadership and Employer Branding. Highlights included the «Welcome to the Jungle» Alumni Party and international networking events.

PAST EVENTS	
17 September 2025	Gastronomy Trend-Tour in Zurich
26 September 2025	SHL & Friends Gourmet Golfturnier
29 May 2026	SHL Alumni Party 2026
Class Reunions	Classes of 2005 | 1999 | 1960 - 1970 also known as «Oldies but Goldies»
SHL Roundtables	Bali | Basel | Berlin | Glarus | Nidwalden Olten | Engadin | Zermatt | Bern
4x	Alumni Lunch





SHL Alumni Party

On Friday, 29 May 2026, SHL embraced the theme «Welcome to the Jungle». Organised by the RDO, the Alumni Party brought together alumni from a wide range of graduating classes, creating opportunities for personal encounters, shared memories and intergenerational exchange. Sven Epiney hosted the opening event in the auditorium. On stage and among the audience, alumni from different years came together to relive shared SHL experiences and stories. Another highlight was the presentation of the SHL ID Loop Award to Arinya Locher, who was voted SHL Personality 2026 by the public. The celebrations continued in summery temperatures, with excellent food, refreshing drinks and musical entertainment. DJ Collazzi provided a memorable finale, playing «W. Nuss vo Bümpliz» and prompting numerous alumni to sing along together on the SHL terrace. Once again, the Alumni Party demonstrated how strong the connection with SHL remains long after graduation and how important the alumni network is to the SHL community.







«The Legendary»

A spontaneous idea in early 2025 became reality later that year with the launch of «The Legendary», SHL's first magazine for its alumni community. Across 60 pages, the publication brings together personal features, interviews, columns and other contributions, offering a diverse insight into the work and achievements of former students today. A journey to Marrakech, a retrospective on 30 years of SHL and a crossword puzzle add further variety to the magazine and showcase the diversity of the alumni community. At the heart of the magazine are the alumni themselves, their individual journeys and their connection to SHL. Their enthusiastic involvement, willingness to share personal insights and contributions played a key role in shaping the first issue. «The Legendary» creates a new platform for exchange and connection, strengthening ties within the SHL alumni community long after graduation. The first issue was very well received, and the magazine will continue as an annual publication.







SHL
Schweizerische
Hotelfachschule Luzern

Adligenswilerstrasse 22
6006 Lucerne
Switzerland

+41 41 417 33 33
info@shl.ch
shl.ch

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le scuole specializzate superiori
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