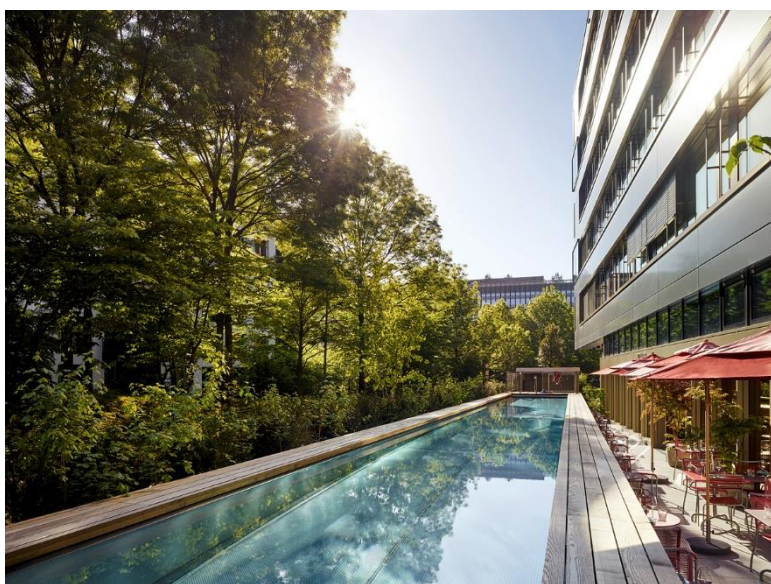


Press release 8 May 2025

New outdoor pool opened at the 25hours Hotel Zurich West

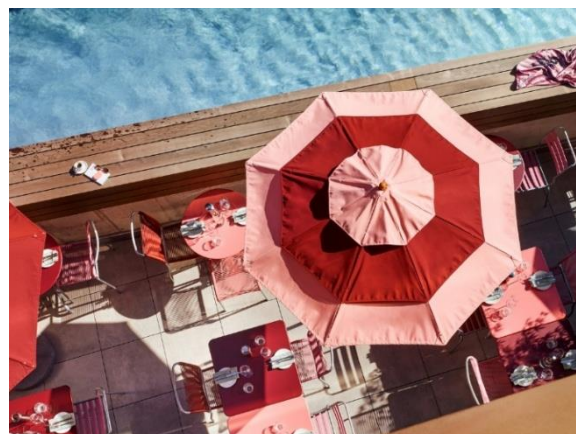


Zurich: The 25hours Hotel Zurich West has a fresh concept since last summer. Interior designer Alfredo Häberli and his team were once again responsible for the design and developed a new vision together with 25hours. Since then, the theme of sport and vitality has taken centre stage. In addition to last year's redesigned lobby with the "Boxring" meeting room, a modern gym, the new Vitality Suites and sports equipment in all rooms – including yoga mats, push-up grips and an AB roller – a 25-metre outdoor pool has now been added to the 25hours Hotel Zurich West's offering.

With the opening of the 25-metre outdoor pool on the terrace of the 25hours Hotel

Zurich West, the concept extension is now complete. The new terrace furniture is in fresh shades of pink and burgundy. Zurich designer Julian Zigerli has created exclusive bath towels to match the new pool area, which are now available to buy in the 25hours things shop. The label "JULIAN ZIGERLI" stands for fashion that is easy to wear, modern but still timeless and functional. Julian has already presented his collections in London, Berlin, Milan, New York and Seoul. The swimming pool, which is filled with around 65,000 litres of water, is the only outdoor pool in a hotel in the centre of Zurich and makes the hearts of all sports enthusiasts beat faster. There are even special times for them to train exclusively. This "time to train" takes place daily between 6.30 am - 9 am, 11 am - 2 pm and 5 pm - 7 pm. The rest of the day is "time to relax" in the renovated outdoor area. Hotel guests and locals can also book aquafit and crawling classes. Private lessons are also available in cooperation with a local swimming school.

In addition, the [25h sports club](#) was launched, which is aimed in particular at Zurich residents. In addition to a welcome package and many other extras, the annual membership includes access to the pool, 12 pizzas from the RIBELLI restaurant and 12 COMPANION drinks, which can be non-alcoholic. The membership is limited to 50 people and regularly costs CHF 850. There is an exclusive early bird offer of CHF 699 for the first 20 members. It pays to be quick.



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But it wouldn't be 25hours if there was a lack of indulgence. In addition to the Mediterranean pool atmosphere, the outdoor gelato stand and the new COMPANION Spritz Bar at RIBELLI provide Italian flair. The COMPANION Spritz Bar is a refreshing homage to aperitif culture – uncomplicated, stylish and perfect for after-work enjoyment. COMPANION are spirits creations from the 25hours Hotels and are known for Dolce Vita made in Hamburg. Besides the unique COMPANION Spritz creations, a selection of over 30 Spritz drinks from all over the world is waiting to be discovered – many of them without alcohol.

Lukas Meier, General Manager of the 25hours Hotels in Zurich, is delighted: “For me, a proper pool day definitely includes ice cream and delicious drinks. I am very pleased that we are working with the Gelateria Di Berna and now have our own gelato stand right next to the pool. All the ingredients are organic and everything is homemade using mainly regional ingredients. We have even created our own "Caramello Salato" flavour for 25hours, which is exclusive and only available here. If you're in the mood for an aperitif, the COMPANION Spritz Bar is the place to go. In addition to the in-house COMPANION – in alcoholic and non-alcoholic versions – there are of course Italian and international classics such as Limoncello, but also Rivella Bianco or Rivella Hugo – an unusual twist on the Swiss classic.”

Press and image material on 25hours Hotels: 25hours-hotels.com/de/zurich/zurich-west/media-page/

<https://25hours-hotels.com/de/zurich/zurich-west/>

Further information on all 25hours hotels: 25hours-hotels.com

Videos about the 25hours Hotels: [youtube](https://www.youtube.com).

About 25hours Hotels

25hours Hotels is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Ennismore is a joint venture with Accor, which holds a majority shareholding.

Christoph Hoffmann, Kai Hollmann, Ardi Goldman and Stephan Gerhard were the founders and creative minds behind the 25hours brand, that was built from 2005 and today operates 17 hotels in prime European destinations like Hamburg, Berlin, Paris, Copenhagen and Florence as well as in the international metropolises of Jakarta and Dubai. 25hours is a smart, culturally resonant hotel idea characterized by provocative urban locations, irreverent yet functional aesthetic, and the romantic nostalgia of grand hotels. The brand focuses on individuality, authenticity and

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personality and, under the motto “If you know one, you know none”, designs each of its hotels with different designers and unique style. Sydney, Trieste, Trojena and Porto are among the future destinations.

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