

MONTE-CARLO
SOCIÉTÉ DES BAINS DE MER



HÔTEL HERMITAGE

M O N T E - C A R L O



PRESS KIT 2021

Timeless elegance, lasting memories

Press contact

T. +377 98 06 64 14

presse@sbm.mc

pressmontecarlosbm.com

 **LEADING
HOTELS®**

CONTENTS

I. Luxury combined with character	p 3
II. A cocoon of serenity harmoniously uniting the Belle Époque heritage and modernity	p 4
III. A revamped gastronomic experience with the arrival of “Yannick Alléno à l’Hôtel Hermitage Monte-Carlo”	p 7
IV. “For ever Green” at Hôtel Hermitage Monte-Carlo	p 10
V. “Extra” services for families	p 11
VI. An energising wellness break at Les Thermes Marins Monte-Carlo	p 12
VII. An essential venue for business tourism	p 13
VIII. A hotel at the heart of the most exclusive shopping experience on the French Riviera	p 15
IX. Awards and distinctions	p 16
X. About Monte-Carlo Société des Bains de Mer	p 17
XI. Useful information	p 18

I. Luxury combined with character

Hotel Hermitage Monte-Carlo is a palace with exceptional heritage, proud of its history, but resolutely rooted in the 21st century. Its architecture is unique in the world, with a building listed as a Historic Monument, part of which is the sublime Eiffel cupola in the winter garden, designed by the uncontested master of metallic architecture. Since its creation, the Hotel has been renovated and modernised regularly, to harmoniously unite classicism and modernity. Overlooking the Mediterranean, with one of the most beautiful views of the Rock and the Port in the Principality, it enjoys a fabulous location, close to the vibrant centre of Monaco, yet remains a haven of peace for its guests.

An unparalleled Belle Époque style

At the dawn of the 20th century, Monegasque architect Jean Marquet built an upscale and luxurious hotel, a neo-classical edifice amongst orange and olive trees facing the Mediterranean Sea.

Eminent designers and artists put their stamp on the hotel's style. The dining room, named Belle Époque, is one of the jewels of Hôtel Hermitage Monte-Carlo. All by itself, it embodies the character and opulence of the establishment. The ceiling is the work of artist Gabriel Ferrier, Prix de Rome and 1889 Universal Exposition Gold Medallist who was inspired by the fresco, "Grâces Florentines", by François Boucher and Jean-Honoré Fragonard. In the 1970s, André Levasseur undertook the room's restoration, highlighting the pink marble columns, reminiscent of the Grand Trianon, amidst the crystal chandeliers.



Another of the hotel's wonders is the Jardin d'Hiver (Winter Garden). It owes its prestige to the glass conservatory created and erected by disciples of Gustave Eiffel. Its umbrella-shaped structure was emphasised in the 1970s with the addition of pastel tones, gildings and new lighting. The setting and serenity of the venue make Hôtel Hermitage Monte-Carlo a synonym of elegance and refinement.



Respecting its rich heritage, Hôtel Hermitage Monte-Carlo is regularly modernised to meet the expectations of its clientele. During the 2000s, a new phase of modernisation took place: over 90% of the establishment was renovated between 2003 and 2011. Everything is meticulously designed to achieve a harmonious marriage between classic authenticity and technological modernity.

II. A cocoon of serenity harmoniously uniting the Belle Époque heritage and modernity

The palace of Hôtel Hermitage Monte-Carlo is discreetly luxurious, with innate class and timeless elegance. It is a stylish retreat with a bright and graceful atmosphere. The sea and light are prominent in the five wings of the Hotel, creating a sensation of space and an atmosphere that is both bright and warm.

Its unique universe offers a perfect blend of its Belle Époque heritage and modernity, with 277 rooms, including 53 Junior Suites, 22 Suites and 13 Diamond Suites. All of these exceptional suites offer superb views of the Bay of Monaco and the Mediterranean. The interior design creates a timeless setting with noble materials and minimalist forms, soft and happy colours, bronze and matt gold. The walls are decorated with contemporary works of art. The rooms are also equipped with the latest TV and Internet technologies for maximum comfort, along with the reception areas.

The Diamond Suites, treasures of Hôtel Hermitage Monte-Carlo

The Diamond Suites are the showpieces of Hôtel Hermitage Monte-Carlo. Overlooking the Mediterranean Sea, they are exceptional by way of their luxurious spaces and their exceptional services.



The Prince Diamond Suite: in the Princes wing of the Hotel, this suite is a perfect representation of the neo-classical architecture of Hôtel Hermitage. It provides a unique area with its two extensions making it the largest room in the Hotel. The suite is a convivial space offering ultimate comfort with its three rooms and three terraces. It can welcome up to nine people thanks to an adjustable area of 332 m². The suite offers a panoramic view of the Mediterranean, the port of Monaco and the Rock.



The **Presidential Diamond Suite** lies on the Prince wing too. This elegant Suite has an appealingly intimate atmosphere. It features wooden floors, a warm and refined décor, and benefits fully from the brightness and the extraordinary panorama of Monaco overlooking the sea. 204m² arranged in two bedrooms, one living room, one dressing room and two loggia terraces.



The top floor of the Excelsior wing of Hôtel Hermitage Monte-Carlo houses an exceptional apartment: **the Penthouse Diamond Suite**. This Suite offers guests the utmost luxury of all modern-day palaces: space, with an area of 361m², including one 23m² terrace and a second 70m² terrace. Each room is delicately infused with haute-couture tones of taupe, aubergine and gold. In a family spirit, the rooms are divided into three bedrooms, three living rooms, three bathrooms, two dressing rooms, one playroom for children (convertible upon request). The two terraces offer a 360° view of the port of Monaco, the Monaco Rock, the Mediterranean Sea and the Alps and a Jacuzzi.



Perched at the top of the hotel, the exceptional **Diamond Duplex Suite with Jacuzzi** offers 200m² of interior space and 95m² of exterior space facing the sea, unobstructed, with a solarium and a Jacuzzi. This duplex suite is decorated in shades of white and is complemented by a glass staircase, which highlights the effect of space, clarity and weightlessness.



Sun-filled suite, **Diamond Suite Riviera** with panoramic views of the Mediterranean sea with 224m² including 3 terraces of 71m², 15m² and 11m² each. This Diamond Suite combines Belle Epoque spirit with modern touches. Its private terrace with a Jacuzzi and its unique private garden sea view will complete the dream experience.

III. A revamped gastronomic experience with the arrival of “Yannick Alléno à l’Hôtel Hermitage Monte-Carlo”

May, 19th 2021, Vistamar restaurant becomes « Yannick Alléno à l’Hôtel Hermitage »

Yannick Alléno à l’Hôtel Hermitage, an encounter between two exceptional personalities.

A restaurant appreciated by connoisseurs, created by Joël Garault and managed by Benoît Witz until 2019, before being taken over by the talented Jean-Philippe Borro, who continued to keep its star shining. The gastronomic restaurant of the hotel is preparing to undergo a spectacular metamorphosis by becoming the new address associated with Yannick Alléno, who is establishing himself on the Côte d’Azur for the first time. Why were they made for each other? Hôtel Hermitage Monte-Carlo is the embodiment of a unique experience in the Principality, where memory, talent and a sense of service come together to create the appealing atmosphere of a refined palace. Yannick Alléno owes his current international reputation to his vision of cooking as part of French tradition with a thoroughly modern perspective, open to the world, and it makes each one of his restaurants an experience that is unmissable.



Jean-Luc Biamonti- Deputy Chairman of Monte-Carlo Société des Bains de Mer, Chief Yannick Alléno, Louis Starck- Managing Director of Hôtel Hermitage Monte-Carlo

New moments for sharing in a new setting conducive to relaxation

Like a balcony on the Mediterranean Sea, the terrace has been redesigned in the spirit of a Mediterranean garden. Jasmine, citrus fruits and olive trees create a sweet atmosphere for a peaceful interlude. The atmosphere is further shaped by minimal tableware and the ultra-personalised service, coupled with the enveloping light in which the place is immersed and the omnipresent blue in every season.

When Yannick Alléno adds the Mediterranean to his cuisine



*Potatoes tile and
mascarpone ice-cream*

The Mediterranean is brimming with colours and gardens, and moving to Hôtel Hermitage Monte-Carlo was inevitable for Yannick Alléno, who will propose cuisine made with the best local products, uniquely seasoned, pigmented with his know-how and dictated by his environment.

The very first menu of the restaurant corresponds to new beginnings. It sets the tone for the next developments, which will take place in line with the seasons, temperatures and also desires: extremely refreshing cuisine when it is hot, or comforting when temperatures decrease.

A wide and generous menu created to please, which will be renewed as often as necessary to guarantee constantly renewed pleasure.



Rhubarb confit

The Signature dish? Here we would rather describe an invitation to discover the multiple facets of Yannick Alléno's cuisine, with flavours of the Mediterranean, in an indulgent or light version.

[Discover menu and visuals here](#)

Yannick Alléno à l'Hôtel Hermitage, a new emblem of the attractiveness of Monaco and our region

The arrival of the multi-starred chef in the Principality from April 2021 is an event that is certain to bring joy to lovers of gourmet cooking, offering fine diners of the region the chance to visit this exceptional restaurant. It is yet another asset for the discerning international clientèle of the Monaco Palace and the Monte-Carlo Société des Bains de Mer Group.

The arrival of Yannick Alléno is in its initial phase this year, with the deployment of the new menu accompanied by a reorganisation of the famous restaurant terrace that boasts an incomparable view over the Mediterranean and the Rock.

In the spring of 2022, the second phase will be completed with the new interior architecture of the location that has been entrusted to Chahan Minassian, Yannick Alléno's faithful accomplice, over which the chef's emblematic trademark, the famous Pavillon, will fly.

This new restaurant reinforces a gastronomic offer resolutely mediterranean, healthy and authentic declined on 4 different locations, supervised with talent by Chef Jean-Philippe Borro : Le Limun, Le Crystal Bar, Le Jardin d'Hiver.

Le Limùn, RDV incontournable de la Principauté

Located in the Beaumarchais lobby, Limùn Lounge is a lush garden resembling the top deck of a transatlantic cruise liner with elegant passengers taking leisurely strolls. Exuding peace and tranquillity, it's the ideal place for a quick lunch after a shopping spree or afternoon tea following a beauty treatment at our spa. It's also a popular spot for a casual business lunch.



The Crystal Bar, a chic and cosy champagne bar

The Crystal Bar is Hôtel Hermitage Monte-Carlo bar, an ideal cosy and elegant setting, inspired by English clubs with leather chairs in a resolutely contemporary atmosphere. In the winter, it's the meeting place for champagne enthusiasts or for enjoying an original cocktail before dinner or an exquisite after-dinner liqueur. Living place for local events, it will be the privileged space for participants of philosophe rendezvous of Monaco but also for thematic evenings about oenology and tableware ...

In summer, Crystal Bar will be on the paradisiac Jardin Excelsior to offer a lounge atmosphere. It will be the occasion to have a unique evening under stars in the heart of Monte-Carlo, with a wide choice of drinks, a finger food menu, a products mix to share using local produce. A casual moment to share in family or with friends.



Chic Brunch in the mythical Winter Garden

This iconic venue is now accessible to everyone, every Sunday under the Eiffel cupola for a Chic Brunch, to the great delight of visitors and residents of Monaco. The brunch combines elegance and conviviality, for unforgettable moments with friends or family, with a space dedicated to children's entertainment with a qualified host.



IV. “Forever Green” at Hôtel Hermitage Monte-Carlo

Hôtel Hermitage Monte-Carlo, recognised worldwide for its elegance and its history, also stands out for its commitment to sustainable development.

Since 2017, Hôtel Hermitage Monte-Carlo has been using its excellence and expert knowledge to promote eco-responsible luxury.

Preservation, biodiversity and volunteering are commitments at the core of the hotel’s approach:

- Acquisition of 15 beehives in the Var since 2018 and the creation of a signature dessert on the menu of our Michelin-starred restaurant, Le Vistamar, made exclusively with the honey from our hives
- Implementation of waste sorting throughout the hotel, including meeting rooms, for business clientele
- Participation in local voluntary initiatives and charities supporting a variety of causes (participation in the Pink Ribbon: a walk to fight breast cancer, “Les Anges Gardiens de Monaco” collection: essential supplies and hygiene products for those in need)
- Creation of a 400 sq.m vegetable garden since March 2019 planted in the hills of Beausoleil which supplies the hotel’s Michelin-starred restaurant, Le Vistamar, with fruits and vegetables, produced using permaculture practices.
- Le Vistamar has also had an organic herb tower and an aromatic garden since 2017 which exclusively serves the hotel’s Michelin-starred restaurant
- Constitution of a “Green Team”, made up of the heads of the hotel’s departments, which works on the design, implementation and monitoring of actions. The motto: “Forever Green”

“The teams at Hôtel Hermitage Monte-Carlo have been committed to this sustainable approach for many years. The integration of eco-gestures in our work processes, the preservation, maintenance and enhancement of our heritage, and the teams’ initiatives such as upgrading our garden and carrying out actions for different associations are now part of the hotel’s identity, for our teams and our customers.

We are very proud of our Green Globe certification. It is both an achievement and obligation to continue our approach within the framework of our charter and that of Monte-Carlo Société des Bains de Mer”, comments Mr Starck, Managing Director of Hôtel Hermitage Monte-Carlo.

The direct actions in favour of sustainable development are reflected in the signing of the energy transition pact on 23 March 2018, our commitment to the Mr. GoodFish charter, signed in 2015 and the Green Globe certification obtained in March 2019.

The Hotel explains its actions in greater detail on its website:
<https://www.montecarlosbm.com/fr/hotel/hotel-hermitage-monte-carlo/nos-engagements-developpement-durable>

V. “Extra” services for families

Over the course of its history, Hôtel Hermitage Monte-Carlo has become a meeting place for every generation and today proposes a multitude of services to reconcile parents’ serenity and children’s happiness, known as V.I.K (Very Important Kids):

- Over 50% of rooms are adjoining, as well as a Diamond Suite comprising a games area for children.
- In summer, a games room is accessible to our youngest guests, under the watchful eye of two supervisors (board games, creative play, games consoles, baby foot, mini football field on the terrace and games for little ones).
- The Hotel celebrates the end of the year with its famous Christmas tea-times in the Salle Belle Époque. On this occasion, a carousel is installed in the gardens and children can enjoy a few turns with Father Christmas in person! A number of workshops (creating desserts, creative activities, story-telling, face painting, etc.) are also organised.
- Children are also guests of honour at Easter, thanks to a big Easter Egg Hunt in the gardens of the Salon Excelsior, which is entirely dedicated to them for this occasion.
- Lastly, a teddy bear called Gustave and his big brother “Big G” in honour of Gustave Eiffel accompany them throughout their stay!

The made-to-measure V.I.K service also includes:

- Dedicated V.I.K. welcome in the room: fruit juice, chocolate lollipops, and colouring kit
- Kids’ weekly programme created by the Golden Key concierge
- Access to the heated indoor swimming pool all year round
- Access to our private beach, its Olympic swimming pool and baby pool at Monte-Carlo beach in the summer
- Access to Marmorata Kid’s Club at our private beach – in season
- Tea at the Limùn Bar (1 voucher per child per stay)



VI. An energising wellness break at the Thermes Marins Monte-Carlo

Directly accessible from the Hotel, the legendary Thermes Marins Monte-Carlo offers cutting-edge expertise, between wellness,, sport and nutrition. Thermes Marins Monte-Carlo supports the revolutionary art of taking care of oneself: focusing on the essential and encouraging prevention and harmony. The establishment offers tailor-made treatments and focuses on the needs and wants of each guest: fitness, slimming, health treatments and optimisation of physical and intellectual performance.



Cutting-edge equipment covers an area of 6,600m²: 30 treatment rooms, heated salt-water swimming pool, fitness room with panoramic view, cryotherapy chambers (-60°C and -110°C), outside Jacuzzi, solarium, sauna, wellness room, separate women's and men's steam rooms.

The L'Hirondelle Restaurant offers healthy and nutritious food using Mediterranean products on a predominantly vegetarian menu, created in harmony with the treatments.

Hôtel Hermitage Monte-Carlo also offers guests a private beach between the pine forest and the Mediterranean, at Monte-Carlo Beach. Shuttle buses are provided free of charge during the day.



VII. An essential venue for business tourism

Hôtel Hermitage Monte-Carlo welcomes local and international business customers for prestigious lunches, dinners, events and seminars. The hotel has 14 adjustable meeting and banquet rooms from 15 to 430m², including the Salon Eiffel, a column-free area of 310m², accommodating up to 140 participants in school style tables, 310 in an auditorium and 240 in banquet room set up.



The meeting rooms can be adapted to cater to every need. Smaller spaces are the ideal solution for smaller meetings, for example the Salon Gustave, which can be divided into three breakout rooms, the Trianon and Jardin d'Hiver, or the Salon Bouderie, where six people can gather in a chic and intimate setting. The famous Salle Belle Époque, which is registered as part of Monaco's architectural heritage, creates a unique setting for events. With a roof height of seven metres, it is the perfect backdrop for lavish breakfasts (up to 180 people) or banquets (200 people, and up to 300 when coupled with the Salon Régence). For cocktails, it can host up to 300 guests, or 450 if merged with the Salon Régence. It includes a magnificent terrace overlooking the sea and facing the Palace.



Located in the heart of Monte-Carlo, a few steps away from Place du Casino, Hôtel Hermitage Monte-Carlo has seven terraces and gardens: sumptuous outdoor spaces for chic cocktails under the Riviera sky. The Midi terrace and its unique views of the Rock and the yachts of Monaco can welcome up to 350 people for cocktails. The Salon Excelsior has its own terrace and garden embellished with a fountain (100 people for cocktails). The Salle Belle Époque and the Mezzanine du Jardin d'Hiver are also equipped with terraces with views. On the roof of the Salon Eiffel, the terrace and garden offer an elegant setting for cocktails, walks and coffee breaks.

The Vistamar restaurant proposes a business lunch offer: 59 euros, 59 minutes!

Lastly, the business tourism division of Hôtel Hermitage Monte-Carlo works in synergy with the One Monte-Carlo conference and events centre, which was launched in spring 2019. It offers the advantages of proximity and simplicity: once on-site, there is no unnecessary travelling because everything is accessible by foot in just a few minutes! The One Monte-Carlo conference and events centre includes 10 areas covering a total space of 1,445m², including a 301m² plenary room featuring Art Deco architecture identical to the Salle des Arts in the former Sporting d'Hiver, to keep its architectural memory alive. This room has its own unique identity and can host up to 300 people for an array of events.

VIII. A hotel at the heart of the most exclusive shopping experience on the French Riviera

Inaugurated in February 2019, the Shopping Promenade of One Monte-Carlo puts Hôtel Hermitage Monte-Carlo in the middle of a new fashion district, with 23 luxury boutiques in a superb setting, on the ground floors of the buildings of this new real estate hub. In this world-unique showcase, four of the most prestigious luxury brands will be side by side Cartier, Louis Vuitton, Chanel and Fendi.

Since June 2019, Monte-Carlo Société des Bains de Mer offers 52 boutiques around Place du Casino, very close to Hôtel Hermitage Monte-Carlo. The Group is aiming to have 60 luxury brands by the end of 2020.



The Shopping Promenade offers a real breathing space in the heart of the city, in the midst of a district where greenery flourishes (façades of residences, landscaped roof terraces, tree-lined streets) with a mix of Mediterranean and exotic plants.

IX. Awards & distinctions

Monte-Carlo Société des Bains de Mer's overall commitment to its guests and its efforts to carry Hôtel Hermitage Monte-Carlo to its paramount has been rewarded by a series of accolades.

- *Certificate "Green Globe", 2019*
- *"Best Hotel Group in Europe" Prix Villégiature Award 2017*
- *Certificate of Excellence Tripadvisor 2015 and 2016*
- *Top 10 France Condé Nast Traveler Reader's Choice Award 2016, 2015 and 2014*
- *"Best spa in a hotel in Europe" Prix Villégiature Award 2016*
- *Included in the "Top 101 Suites 2014" ranking by Elite Traveler*
- *1 Guide Michelin star for the Vistamar restaurant, 2006"*
- *Voted 2012 World's Best Awards in the Large City Hotels category –Travel & Leisure Magazine*

X. About Monte-Carlo Société des Bains de Mer

A reference in luxury tourism in Europe, Monte-Carlo Société des Bains de Mer owns the **most prestigious establishments in Monaco**:

- 2 casinos, including the mythical Casino de Monte-Carlo,
- Four hotels: Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort,
- 33 restaurants, five of which combine seven prestigious Guide Michelin stars: the Louis XV-Alain Ducasse à l'Hôtel de Paris Monte-Carlo, the Grill, Yannick Alléno à l'Hôtel Hermitage Monte-Carlo (ex Vistamar), the Blue Bay and Elsa 100% organic,
- Bars with various atmospheres, concert halls and the most iconic club on the French Riviera: Jimmy'z Monte-Carlo,
- The Thermes Marins Monte-Carlo, equipped with state-of-the-art technology and a health and wellness restaurant (L'Hirondelle),
- Sports clubs (Country Club, Golf Club, Beach Club),
- Lastly, the Group brings together around 50 of some of the most prestigious luxury goods companies in the world around Place du Casino.

The inventor of the "Resort" concept, Monte-Carlo Société des Bains de Mer has been keeping up with consumer and technological developments since its creation, remaining true to its founding vocation: "This is where we offer dreams" (François Blanc, April 1867).) 150 years of history have thus forged **an image of excellence and an international reputation in the areas of gaming and entertainment, gastronomy and prestigious hotels, luxury shopping, well-being and real estate.**

The heart of the Resort around the mythical Place du Casino has completed its metamorphosis in 2019 and the vision of Monte-Carlo Société des Bains de Mer : making Monte-Carlo the most exclusive experience in Europe.

- **Casino de Monte-Carlo, a symbol of luxury gaming and a key venue for the best players in the world, has been undergoing a metamorphosis since 2016 to attract new audiences** by proposing a "remarkable" experience combining the thrill of gaming, entertainment, hospitality (restaurants, Bar de La Rotonde) and shopping with the new Casino boutique. Casino de Monte-Carlo is now a creator of original experiences and is showcasing a new image of gaming in Europe.
- **Hôtel de Paris Monte-Carlo, a world-renowned iconic palace, was writing a new page in its history** and unveils a fully renewed experience in 2019 following the metamorphosis of the mythical interior and rooms.
- **The One Monte-Carlo major real estate and urban planning project opened a new chapter for the beating heart of Monaco in 2019, with an ultra-modern district offering a full luxury experience,** combining high-end accommodation, shopping, gastronomy, culture and businesses in an exceptional setting. A haven of peace with emphasis on green spaces, where living, working or just ambling along is a joy!

A talent spotter committed to artistic creation (opera, Sporting Summer Festival, Monte-Carlo Jazz Festival, Ballets de Monte-Carlo, Orchestre Philharmonique de Monte-Carlo, Printemps des Arts, Monte-Carlo Dance Forum, etc.), the Group also partners major sports competitions in the Principality: Monte-Carlo Rolex Masters, Formula 1 Grand Prix and Monte-Carlo Rally.

XI. Useful Information

- 278 rooms including 54 Junior Suites, 22 Suites and 12 Diamond Suites
- 1 restaurant awarded 1 Michelin Guide Star with panoramic terrace: Le Vistamar
- 1 reception room on the national heritage list: Salle Belle Époque
- The Salon Excelsior
- The Jardin d'Hiver Hall and its Gustave Eiffel cupola
- The Beaumarchais Hall
- 1 lobby bar: "Limùn Bar"
- 1 champagne and cocktail bar: the "Crystal Bar"
- Direct access to the Thermes Marins Monte-Carlo
- Access to the Monte-Carlo Beach (open from April to October, free shuttle) with Kids Club (free club to children from 3 to 8 years old)

Le Vistamar restaurant: open every day (only for dinner on Saturdays and Sundays). Informal attire, jacket recommended.

Hôtel Hermitage Monte-Carlo

Square Beaumarchais

MC 98000 Monaco

Principality of Monaco

hotelhermitagemontecarlo.com

@hotelhermitagemc

Crystal Bar

Opening times:

Summer: 12:00 p.m. to 1:00 a.m.

Winter: 4:00 p.m. to 1:00 a.m.

Limun Bar

Open every day

8:00 a.m. to 8:00 p.m.

Information & Bookings: T. +377 98 06 98 98

Bookings

T. +377 98 06 25 25

resort@sbm.mc

montecarlosbm.com