



CHEERS TO 60 YEARS

SWISS HOSPITALITY EDUCATION AT ITS FINEST
SINCE 1966

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Dear Readers,

The 60th anniversary of EHL Hotel School Passugg offers a wonderful opportunity to pause, reflect, and express our gratitude, while simultaneously looking to the future with confidence.

Passugg's development has been shaped by an extraordinary community of people and partners. My heartfelt thanks go to the faculty and staff who bring the school's mission to life every day, as well as to the numerous partners from industry, public institutions, professional associations, and partner organizations who have supported its growth over the decades. Their commitment has enabled EHL Hotel School Passugg to evolve from its humble beginnings into a respected and leading hospitality management school.

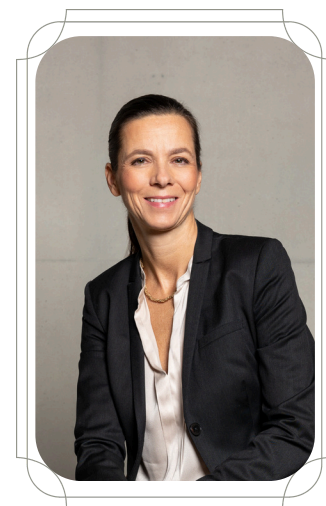
These beginnings are of great significance. As a vocational school for the hospitality industry, founded for Swiss hoteliers and HotellerieSuisse in the canton of Graubünden, the school has always remained true to its purpose. It occupies a unique position within Switzerland's dual education system, offering talented individuals the opportunity to begin with vocational training in the hospitality industry and progress to university studies within the EHL ecosystem. At the same time, Passugg's openness to international students enriches the learning experience and, alongside Swiss excellence, fosters intercultural understanding and global perspectives.

Every time I visit EHL Hotel School Passugg, I am impressed by the atmosphere. There is a genuine sense of openness and trust; a culture where conversation is direct, collaboration is valued, and learning is shared across roles and generations. Whether speaking with students, faculty, or staff, I have always sensed a strong commitment to authenticity and mutual respect.

Looking to the future, the EHL Board of Directors is confident that EHL Hotel School Passugg will continue to play a vital role. Given the rapid development of technology and artificial intelligence, human skills such as curiosity, critical thinking, teamwork, and adaptability will be crucial. Passugg's holistic approach to teaching, living, and celebrating together provides a solid foundation for developing these qualities.

I warmly congratulate the entire Passugg community on this milestone. Together with all friends of EHL Hotel School Passugg, we look forward to the coming decades with great confidence. Our future is bright, and we are ready to rock the next 60 years!

Carole Ackermann, Chairwoman of the Board of EHL



60 Years in Motion: From Tradition to Tomorrow

An article by **Ulrike Kuhnenn**, Associate Dean/Schuldirektorin



From 1966 to Today: A Story of Momentum

Founded in 1966 with remarkable foresight as a hotel secretarial school, our institution quickly set its sights beyond its beginnings. By the early 1970s, English-language specialist courses signaled a clear international orientation. By the end of that decade, the school evolved further into a Business and Tourism School (HTF), later expanding its global reach through strong international partnerships - including the University of Delaware. New programs developed in the 1990s (such as GFG) went on to inspire training models in the 2010s, leading ultimately to the introduction of EHL's bachelor pathway and the school's current identity as EHL Hotel School Passugg, officially named as such in 2025. Today, the historic former Kurhotel Passugg is not only home to students from around the world - it also carries a deep sense of place and history.

What Has Carried Us: Values That Connect Generations

What has connected and carried us through the past 60 years are our shared values: courage, innovation, community, excellence, diversity, professionalism, and passion - and a belief in what we do, for whom we do it, and, above all, why we do it. From the very beginning - and still today - the driving force behind every decision, every milestone, and every change has been a simple commitment: to give young generations a strong start in professional life in one of the most inspiring industries in the world.

International by Nature: A Community of Cultures

Even within the school's first decade, internationality - and therefore intercultural understanding - was already becoming a defining pillar of our programs and our identity. And it remains so.



The Management Board of EHL Hotel School Passugg
From left to right: **Simon Rindlisbacher**, Director Hospitality Services; **Ulrike Kuhnenn**, Associate Dean/Schuldirektorin; **Julia Singewald**, Head of Academic Affairs Vocational & Professional Education and Training; **Mikhail Pilosyan**, Head of Finance

Bringing together young people from up to 52 different nations in one place - one that stands for diversity, growth, hospitality culture, responsibility, and leadership; where people are empowered; where professional pride is developed and nurtured; where the future of hospitality is shaped; and where talent is given space to unfold - was true then, and it is just as true today.

Innovation With a Purpose

Programs, methods, and curricula have changed over time, adapting to the needs of Swiss and international markets. But the reason behind our work has not changed: to design and deliver innovative educational pathways with a strong future focus for committed, ambitious young talent. Now more than ever, it is essential to stay grounded in who we are - while continuing to evolve. We must create an environment where future hospitality talents can grow, test their wings, and build the strengths that will define and lead the hospitality industry of tomorrow.

Affective Hospitality in the Age of AI

In our view, Affective Hospitality, held in productive tension with artificial intelligence and a constantly changing world of work, is a model that will carry us forward. Because few things are more urgently needed than strengthening and emphasizing distinctly human capacities - reflection, perception, emotional awareness, and self-regulation - in a world that is becoming increasingly automated and, in many ways, more distant and impersonal.

Campus Passugg: More Than a Place - A Home Port

Campus Passugg - home to the school for the past 35 years which is known across different eras by names such as Hotelsekretariatsschule, HTF, GFG, SSTH and now EHL - offers exactly this kind of creative and innovative space. It provides an unmatched setting for formative years of study and training, creates an emotional anchor for alumni, and fills the Passugg community with a deep sense of belonging. It is, in many ways, a home port. No matter when someone studied here - or from which cultural part of the world they come - this campus creates connection, familiarity, shared identity, and history. Generations of students have written their own stories here - stories that intersect with and become intertwined with those of others. Our hope is that this network of stories will continue to grow, year after year.



Passugg Today, in Numbers

A snapshot of our campus community as of February 2026.



410

Students enrolled



262

Students on Campus

37

Nationalities

40%

Studying in English



Students by Program

126 HoKo (Hotel-Communication Apprenticeship)

122 HFd (Swiss Professional Degree - German)

145 HFe (Swiss Professional Degree - English)

17 Direct Entry Bachelor by EHL Hospitality Business School

6'000+

Alumni since 1966

5

Outlets on Campus

94

Staff & Faculty

60 Years of educating Hearts, Hands & Minds

1966–2026: EHL Hotel School Passugg – a school that connects people and possibilities

The Early Years (1966–1979)

Some stories begin quietly and grow into a movement. Ours starts in 1966 in Chur, when Dr. Markus Christoffel and his wife Gabriela Christoffel founded a hotel secretariat school that placed practice and character at the center: a passion for service, care for detail, and respect for people. Very soon we opened our doors wider: by the late 1960s, programs for students with university entrance qualifications were introduced, followed shortly by the first English language courses - a clear commitment to internationalism and academic pathways. The idea of a bilingual, practice-focused higher professional school was born and it remains our DNA.

Practice Becomes Mindset (1980s)

Across the 1970s and 1980s, our portfolio matured: business and tourism programs complemented hospitality, and practical training became fully integrated into the curriculum. Classroom learning turned into craft; craft shaped attitude. The school grew into a role that still defines us today: a place to learn, a place to live, a launchpad.

Recognition & Quality (1990s)

The 1990s marked our entry into the higher Swiss education market: our Higher Professional School (HF) received federal recognition, a seal of quality that builds trust. In 1991, the school found its long-term home when it acquired the Kurhaus Passugg as its new hotel school facility. In 1992, the school launched a landmark partnership with the University of Delaware (USA), creating one of the school's first clear academic bridges to an international bachelor's degree. In parallel, we deepened our ties to industry associations and reinforced our standing as a reliable partner to the Swiss hospitality sector.

From Academic Bridges to Pathways (2000s)

With the new millennium, we strengthened our academic pathways without losing our practical footing. In 2008, we launched a new generation of bachelor collaborations with Queen Margaret University (UK); in 2012, an integrated route followed with Edinburgh Napier University. The result was a clear track that combines practical strength with academic opportunity.



The EHL Turning Point: A Seamless Learning Pathway (2013–2017)

In 2013, the École hôtelière de Lausanne, today EHL Hospitality Business School, acquired the school, uniting EHL's renowned excellence with our practice-driven HF profile. In 2015, we were integrated into the EHL holding structure, coupled with a modern culinary concept and a clear focus on sustainability.

Bachelor & Campus on the Move (2018–2019)

In 2018, EHL brought the academic world to Passugg: the Direct Entry Bachelor of Science in International Hospitality Management launched on our campus. That same year, the Bachelor Village opened, an emphatic signal for Graubünden as an education hub. In 2019, the rebranding made it official: SSTH became EHL Swiss School of Tourism and Hospitality (EHL SSTH).

People Centric & Sustainable (2020s)

The 2020s have reshaped the traditional skills pyramid. With our Affective Curriculum, we emphasize soft skills, empathy, and action-oriented competencies - the people-centric capabilities that define 21st century hospitality. In 2025, the school's official corporate name became EHL Hotelfachschule Passugg AG / EHL Hotel School Passugg Ltd., completing the school's full alignment with EHL's brand architecture.

60 Years of EHL Hotel School Passugg (2026)

In 2026, we look back on 60 years and forward. Today, Passugg is EHL's boutique campus: around 400 students from about 40 nations and 100 staff and faculty create an environment where practice becomes mastery, and mastery gains meaning. Those who learn here don't just learn to welcome guests and lead teams; they often find friends for life and a second home. All of this reflects our commitment to "educating hearts, hands and minds" - developing skills, character, and perspective. Our 60 years tell not only a story of education, but of a community ready to shape the next 60 years together.







The History of the Kurhaus Passugg

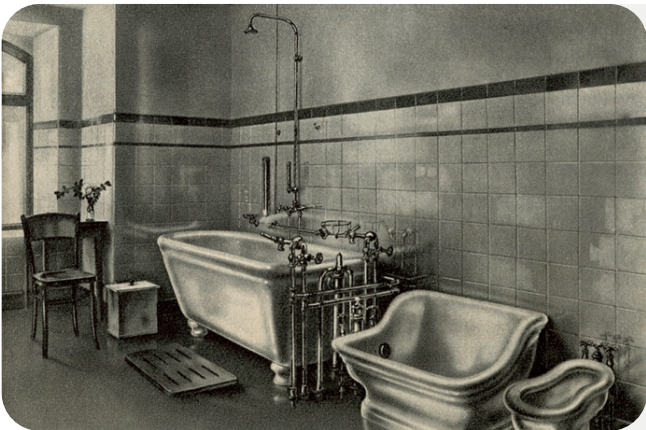


A Place People Came To

Long before it became a campus, Passugg was already a destination. Visitors would come for the mineral springs, the fresh mountain air, and the promise of rest and renewal. The Kurhaus welcomed guests from near and far, and the social ritual of “arriving” was part of the experience - greeting, gathering, and stepping into a slower rhythm. Even in early photographs, you can feel the sense of occasion.

Belle Époque on the Hillside

Built and expanded in the late 19th and early 20th centuries, the Kurhaus Passugg grew into an impressive spa hotel complex. With its landmark façade and sweeping views over the valley, it reflected the optimism of the great European spa era. Over time, additional wings and buildings were added to accommodate rising demand, turning Passugg into a recognizable name in Swiss cure tourism.



Where Water Was the Therapy

At the heart of Passugg’s reputation were its mineral waters. Spa guests followed structured cure routines, drinking cures and bathing treatments guided by the belief that different waters supported different needs. Wellness here wasn’t a trend; it was the purpose. And if you look closely, traces of that era remain: many of the original tiles are still part of the building today.

Dining, Conversation, and Community

Life at the Kurhaus wasn’t only about treatments, it was also about togetherness. Meals were served in elegant dining rooms like this one, where guests lingered, talked, and formed friendships. The Kurhaus offered a full rhythm of hospitality: service, atmosphere, and shared moments. In many ways, the social spaces were just as restorative as the spa itself.





The Kurhaus Timeline

1582

Earliest written references to the **“Arasger/Arasker” mineral spring** in the Rabiosa area.

1863

Ulrich Anton Sprecher rediscovers the springs and starts early **commercial use** (drinking facilities in the gorge).

1872

Philosopher **Friedrich Nietzsche** visits Passugg and samples the mineral waters.

1883–1886

First major construction phase of the Hotel Mühlerain to Kurhaus Passugg as a **spa hotel**.

1896

Passugger Heilquellen AG is founded; the spa and mineral-water business becomes more structured.

1901–1903

Major hotel expansions; South Wing and Villa Schönfels is built (1903).

1909–1910

Further **extensions/modernization** (additional wings; “Belle Époque” resort growth).

1914

Peak spa era ends as World War I begins; the classic cure-hotel model declines over time.

1948–1949

Rockfall destroys the Trinkhalle (1948); a **new Trinkhalle** is built (1949).

1982

“Last chance” financing: share issue funds upgrades (heating/sanitary improvements), but **stability remains fragile**.

1986–1987

Kurhaus nears bankruptcy/closure.

1988–1991

The building is first rented, then bought and **repurposed as a school hotel**.

The Kurhaus Passugg was the perfect place to become a hospitality school – because it had been hospitality long before it was education. Built as a spa hotel and shaped by decades of welcoming guests, it already carried the rhythms of service, arrival, and community. When the building was repurposed as a school hotel, it simply continued doing what it had always done: hosting, caring, and bringing people together.



Founders' Legacy: The Christoffel Era (1966–2000)

An interview with Mrs. Gabriela Christoffel, co-founder of the school



When Gabriela and Dr. Markus Christoffel founded the school in 1966, they were not simply creating an educational institution - they were building a vision. At the time, Mr. Christoffel was completing his doctoral studies at HSG and teaching commerce and economics.

During his research in tourism, one question began to preoccupy him: How could it be that Graubünden – a canton so deeply shaped by tourism and hospitality – had no school dedicated to the field of hospitality? Out of this gap, and out of pure determination, the Christoffels established what would become the heart of hospitality education in the region.

The first years were defined by pioneering spirit and relentless work. “We always differentiated ourselves through practice,” Mrs. Christoffel recalls. Students learned by doing - a philosophy that quickly gained a strong reputation among hoteliers. The early program, combining school periods with hands-on internships, produced graduates who were motivated, prepared, and valued in the industry. Mrs. Christoffel herself accompanied students closely, visiting them during their practical semesters and helping them understand what it truly meant to work in hospitality.

Innovation followed naturally. Mr. Christoffel introduced an English-language program at a time when this was seen as radical. Some industry associations resisted the idea, and even other hotel schools questioned teaching outside a national language. But Markus believed in an international approach long before globalization became mainstream. The school welcomed students from Switzerland, India, Sri Lanka, the U.S., and many other countries, forming lifelong friendships and global networks. Cultural exchange became part of daily life: shared meals, invitations across continents, and careers that spanned the world.

The Christoffels' journey to Passugg is a story of perseverance. The former spa hotel had gone through several bankruptcies, and the owners initially resisted turning it into a school.



Only after two years - and a contract that fell through at the last moment - did the Christoffels receive the keys. What they found was a charming but abandoned property: cold rooms filled with dusty furniture, forgotten sofas, and the remnants of an old spa hotel. "We took inventory for days in rooms that were only about eight degrees Celsius, wearing Moon Boots," Mrs. Christoffel laughs. "It was exhausting, but it was exciting."

Their dedication transformed Passugg into a vibrant campus. New classrooms were built, modern kitchens installed, and uniform standards introduced - all with the goal of professionalism, identity, and community. Behind the scenes, the Christoffel household lived and breathed the school. "We grew up with it," Rahel, the Christoffels' daughter, shares. "It was talked about day and night. My parents poured their hearts into it. It was authentic - they gave everything for the students."

Markus, known for his creativity and visionary ideas, traveled widely, collaborated with foreign ministries, developed tourism programs abroad, and created hospitality projects, cooperations and schools in Sri Lanka, India, Egypt, the U.S. and after the iron curtain has fallen in Eastern Europe. Students and industry leaders alike remember him for his intellect, charisma, and curiosity. Mrs. Christoffel, by contrast, embodied warmth, stability, and endless positivity. Staff often said they stayed because of her. Together, they formed the perfect balance: the innovator and the heart.

After 34 years of full dedication, the Christoffels decided to step away in 2000. But the legacy remains unmistakable. Thousands of students passed through the school during the Christoffel era, many rising to leadership positions around the world. Wherever the family traveled, they encountered alumni in key roles, proud to share that they had once studied in Passugg.

In reflecting on the school's evolution since then, Mrs. Christoffel expressed her appreciation for the structural and architectural improvements made by EHL after the takeover. Seeing the campus transformed - both inside and out - meant a great deal to her. Many of these enhancements had long been part of her own vision. Knowing that EHL invested in those developments, and elevated the facilities in ways she had always hoped to, is something she genuinely appreciates.

When asked what advice she would give today's students, Mrs. Christoffel pauses, then smiles: "A solid education in hospitality opens every door. Be curious, be willing to work hard, and embrace the world. In this profession, if you bring motivation and heart, you will always be welcome - anywhere."

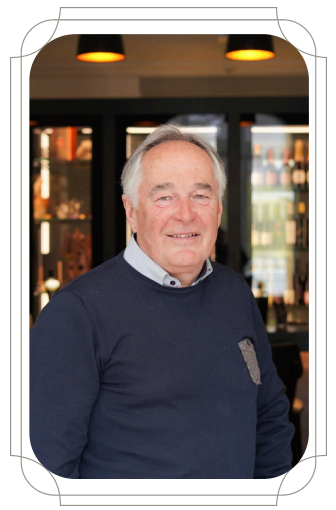


Dr. Markus Christoffel,
founder of the school



You Must Like People

An interview with Manfred Wagner. Service & Beverage Management legend and former Senior Lecturer, Passugg (1993–2025)



Your very first memory of Passugg?

August 1, 1993. I walked in thinking I'd be a maître d'hôtel, and – surprise – there was a classroom with my name on it. I had never taught before. That first hour felt like it would never end; a few weeks later I was wishing for more time. I prepped lessons until one, two in the morning. It was exhausting, yes, but it clicked quickly: the chemistry with the students was there, and that gave me courage.

How did you end up in Passugg in the first place?

Before Passugg I was at the Baur au Lac in Zurich, working the kind of hours you measure in coffee. Back then I'd already collected stamps in my passport the hard way - Vienna, London, Jersey, Arosa, even Cannes - all those *Leading Hotels of the World* environments where details are religion. One day my wife asked, 'Did you notice our one-year-old is walking?' That was my wake-up call. I quit overnight, spent a year and a half as a house dad - best management training of my life - and then I saw the job ad for the school.

People talk about the 'Passugg spirit.' What does that mean to you?

For me it's the relationship with the students - mutual respect, curiosity, humor. They're the reason I stayed so long. Last year an alumna from Norway told me, 'I will always call you Mr. Wagner,' and she meant it. That kind of respect humbles you. I do miss the practical, hands-on days - the bustle of service, the sparkle of a well-run room. The administrative complexity of teaching as the years went by? Not so much," he laughs.

Beyond techniques - what did you want your students to take away from your classes?

MMMM: Man Muss Menschen Mögen (*You Must Like People*). Guests can feel the difference between staged politeness and genuine joy in serving. I never taught from a 'book angle'; I taught from life - seventeen years in the industry before Passugg: on ships, in London, even running a kitchen for a while. Books give you structure; stories give you judgment. In the end, judgment is what keeps service elegant when things go wrong.



What changed the most over your three decades - on campus or in the industry?

On campus the infrastructure transformed completely. In the early days, there were classrooms so tight you practiced service sideways. Today, space and equipment match the ambition. In the industry, I see too many managers walking around with tablets like shields. The higher you go, the more visible you should be to guests. Leadership belongs on the floor. Technology is great - but it should free your eyes to see people, not let you hide behind a screen.



A moment or story that captures your time with students?

The eyes. I remember faces leaning in, fully present - no matter how long the day. With the GFG apprentices, our vocational track, you could watch change happen in real time. Sixteen-year-olds came in as kids and left as confident young professionals. And when students returned from internships? The hugs, the stories, the pride - those reunions were my highlight. Graduation goodbyes, though? I always tried to slip out. Too many emotions for an Austrian pretending to be stoic, *he grins*.

Your teaching mantra often started with wine. How did continuing education shape your approach?

I'm grateful for how generously the school supported further training. There wasn't a year without a course - especially in wine. Spain, Austria, France - countless wineries. When you stand in a vineyard, meet the winemaker, smell the cellar, you carry the story back to the classroom. Then a Bordeaux isn't just tannins; it's a family, a slope, a season of rain that came late. Students remember stories, and stories make them better hosts.

What did Passugg teach you?

To believe - truly - in young people. There's a lazy myth that 'today's youth' are less committed. Nonsense. They're at least as good as we were, often better - more informed, more global, and when you challenge them, they rise. Passugg also taught me to keep my mindset positive. A service team mirrors the energy it receives. If I walked in with enthusiasm and calm, the room followed.

Leave us with one line of advice for the next 60 years.

Treat every guest the way you want to be treated - then look for the little things that annoy you when *you* dine, and do the opposite. It sounds simple because it is. That's the craft.



Little Hogwarts

An article by Jennifer Blumer – Passugg alumna (Class of 2023)

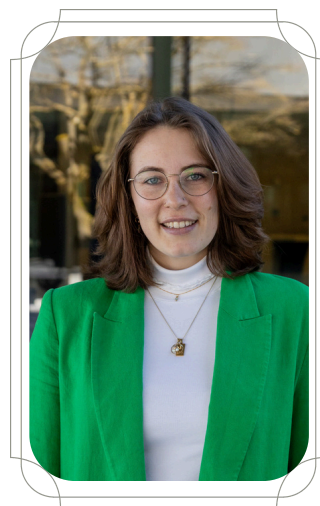
There is some whispering about a small world in the mountains. Some call it SSTH or Passugg, some call it Little Hogwarts or EHL Hotel School Passugg. It is a small world of students, a small world of love, laughter, and tears. A world that simply must be experienced for oneself. And once you truly immerse yourself in it, there is no way back. You become part of a big family - a family with different cultures, motivations, and goals. However, all of them speak one language: the language of hospitality.

I decided to study at Passugg as soon as I entered the lobby for the first time. After doing an internship in Italy and slowly falling in love with being a host, I needed more valuable insights in this field. And for that, Passugg has been the best choice. Not only has it been a time of studying, but also of creating friendships for life, creating a home, even with all its ups and downs.

There are countless stories to tell from my five semesters at Passugg: from producing a professional movie for Housekeeping Management (we put far too much effort into it) and had to sleep in front of our rooms because we forgot the keys inside and the wind closed our doors to managing the full operation of a bar for La Tenda, our own food stall. From simple moments, like playing UNO in the lobby, to falling in love, throwing paper planes through the corridors, struggling over finance, to studying on balconies and terraces, and dancing in Stübli. Each experience became part of the journey.

Passugg - your beautiful place, shaped by extraordinary people such as the legendary Mr. Wagner and Mr. Jeffrey, has shown me that I have found my path. It affirmed not only my ability to be a great host, but also that I have chosen the right industry for my future.

Thank you.



Cheers to Sixty Years!

An article by Martin Jeffrey, Senior Lecturer, whose influence spans decades of teaching, building, and shaping Passugg.



Celebrating 60 Years of Excellence – And 30 Years of Gratitude

Sixty years is an extraordinary milestone for any institution, but for a hotel school, it represents something deeper than that. It reflects decades of shaping people – of fostering dreams, transforming potential, and building a community bound together by a shared passion for hospitality. As I look back on my own 30 years within these walls, I am filled with a gratitude difficult to capture in words. This school has not only been my workplace; it has been my constant companion, my teacher, my challenger, and sometimes my home away from home!

When I first walked through the doors of the school more than three decades ago, I could not have imagined all that awaited me. I brought with me a love for hospitality and a belief in the human connections that define our industry. What I received in return was a place that valued my ideas, celebrated my hard work, and allowed me to grow alongside generations of students and colleagues alike.

The Spirit of the School

Over 60 years, this hotel school has evolved with the world around it – adapting to new technologies, new expectations, and a hospitality landscape that never stops reinventing itself. And yet, one thing has remained constant: the spirit that defines us here at the hotel school in Passugg.

It is the spirit of practical learning, where classrooms extend seamlessly into restaurants, kitchens, and corridors. It is the spirit of diversity, where people from different cultures come together and create something greater than the sum of their experiences. It is the spirit of high standards, where excellence is not an ambition but a habit, lived daily through discipline, consistency, and care.

This spirit has shaped thousands of students who have passed through the school's programs. Many have gone on to lead hotels, innovate new service concepts, build international careers, or influence the next generation of hospitality professionals. And almost all of them, even years later, speak of the school not as an institution but as a life experience – something that stays with them long after they leave.



A Front-Row Seat to Change

Being here for more than 30 of those 60 years has given me a unique vantage point. I have watched the school transform — physically, academically, and culturally and also a few times in ownership. I have seen new buildings rise, new programs develop, and new technologies find their place in classrooms. I have seen trends come and go, but I have also seen timeless values endure. True values stand the test of time!

Today's hospitality education looks somewhat different than it did when I started at the school. Our students are more global, more technologically savvy, and more conscious of the world around them. The industry they enter is somewhat uncertain, it is faster, more complex, and more demanding than ever before. Yet the core of what we teach remains unchanged: genuine service, human understanding, cultural sensitivity, and leadership built on empathy and of course hard work.

I feel privileged to have had a front-row seat to this evolution — and to have contributed to it in my own ways. Every class taught, every student guided, every challenge faced has been part of an ongoing story, one I am proud to share in.

The People Who Make the Place

What has always set this school apart is its people. The colleagues I have worked closely with over the years are among the most dedicated professionals I've ever known. They bring passion to every lesson, every project, every interaction with students. They come not only to teach, but to inspire!

Working alongside them has shaped me as an educator and as a person. Together, we have weathered changes, celebrated milestones, and shared countless moments of humor, creativity, and discovery. The energy of our team — whether in the classroom, in workshops, during planning meetings, or simply over a traditional morning espresso — has been a constant source of motivation for me.

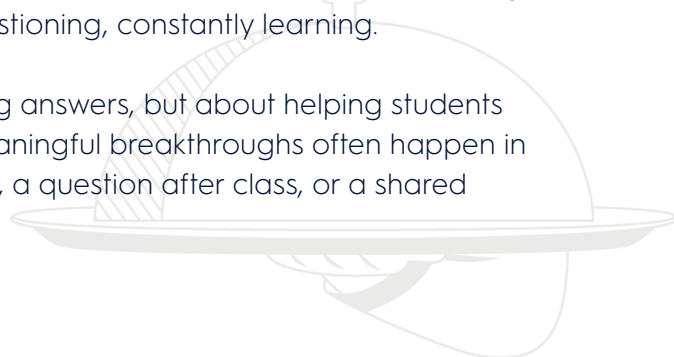
But above all, it is the students who make these years unforgettable.

Generations of young people have crossed our paths, each carrying their own hopes, stories, and ambitions. Watching them grow — sometimes arriving shy or uncertain, then leaving confident, capable, and ready for the world — remains the greatest reward of this profession. Some reach out years later with updates about their careers or personal lives, and every message is a reminder of the incredible ripple effect the education at this wonderful school creates.

Lessons Learned Along the Journey

Thirty years is long enough to collect countless lessons, both small and significant. Hospitality teaches us many things — patience, respect, cultural intelligence, humility, and the joy of serving others. But working in a school adds another dimension. It teaches us to stay young in mind and spirit, constantly adapting, constantly questioning, constantly learning.

I have learned that education is not about delivering answers, but about helping students discover their own. I have learned that the most meaningful breakthroughs often happen in the quiet moments — a conversation during a break, a question after class, or a shared reflection on a real-world dilemma.



And I have learned that passion is contagious. When students see enthusiasm in their teachers, when they feel supported and challenged, they rise to levels they sometimes didn't know they were capable of reaching.

These lessons have shaped my journey, but they also reflect what makes this school special: a culture where growth is a shared venture.

Looking Back with Gratitude, Forward with Confidence

As we celebrate 60 years, this is not only a moment to reflect on the past but also to imagine the future in the very capable hands of EHL. Hospitality continues to transform – new business models, new technologies, new expectations from guests and employees alike. Sustainability, digitalisation, and personalised experiences will define the next era of our industry.

Our students are curious, adaptable, and ambitious. Our faculty brings expertise and vision. Our legacy is strong, and our foundation is built on values that stand the test of time.

And I have no doubt that this school will continue to be the benchmark of quality in providing the very best education and with it the students with the expertise and agility required for the ever changing environment in the hospitality industry.

For me personally, these past 30 years have been a chapter filled with meaning and purpose. The school has given me opportunities to grow, to teach, to innovate, and to make a difference in the lives of others. I have spent my career not just working in hospitality education but living it – surrounded by people who share a love for an industry that celebrates humanity at its best.

A Final Word of Thanks

To everyone who has walked this journey with me – students, colleagues, leaders, partners – thank you. Thank you for your trust, your energy, your ideas, your challenges, and your friendship. Thank you for making this place more than a school. Thank you for making it a community.

And to the school itself: happy 60th anniversary. May the next decades be filled with the same passion, innovation, and human warmth that have defined the first sixty. I am honoured to have spent half of that time within your walls – and grateful for every moment.

Passionately yours,
Martin Jeffrey



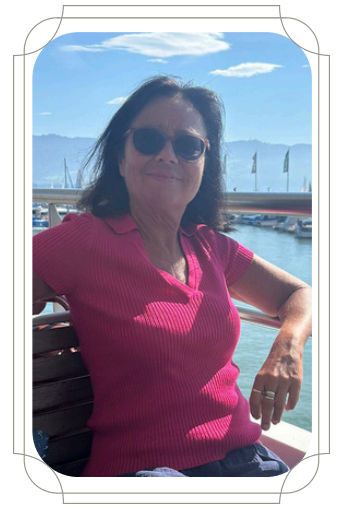




Passugg Is a School of Life & a Home

An interview with Birgitte Moser – alumna (Class of 1989), longtime faculty & staff member and a true Passugg cornerstone

Known across campus simply as Gitte, she's the impeccably dressed Danish alumna whose upbeat energy and open-mindedness have become part of Passugg's identity. A graduate of the class of 1989 and a long-standing member of the faculty team, she embodies what the EHL Hotel School Passugg stands for: community, international spirit, and hands-on excellence.



Gitte, let's start at the beginning - when did your journey with the school first take shape?

I began my studies when the school was still teaching across several rented hotel sites. My first semester was held at the Hotel Chur. After that, our classes moved from one partner hotel to the next - Arosa (Hotel Eden), Bad Ragaz (Parkhotel), and finally Passugg. We were the first class to study in the school hotel. My very first internship was right here; we literally helped get the place ready. Then I went to Cyprus for my second internship. Our class was taught in English, and we were wonderfully mixed: four Danes, classmates from Indonesia, Malaysia, India, Vietnam, Italy, China, Japan... that diversity shaped us.

When you say "Passugg feels like home," what do you mean - what's the moment that captures it?

Honestly? Walking into the lobby. The carpet, the light, the air - somehow you belong the second you step in. We're not huge, so you land in a community right away. It's like a family: colorful, sometimes opinionated, but with a shared spirit. I never felt alone here - not as a student and not as a staff member. Years later, when I came back for my interview, Marc Gartmann smiled and said, "Welcome home." That's exactly how it felt.

How different was school life in the late 80s - and what's stayed the same?

We had fewer lecturers, a Thursday excursion every week, and even winter breaks together with the school leadership. No laptops, of course. But the essentials are the same: schedule, courses, exams, diploma work and teachers who make you stretch. I always felt I was really learning here, the kind of learning that makes you a little nervous before grades come out (laughs) - in a good way.



You left after graduating, worked in hotels, and then came back. What pulled you home?

I studied in Switzerland because we knew it was the best hospitality education. I actually found the school through the Danish consulate, sent off my application during a roomservice shift in Copenhagen, and the rest is history. After graduating I went back to Denmark, then spent about 15 years in Swiss hotels. But I always knew I'd return to Passugg. One day I wrote a spontaneous application with a list of subjects I could teach. The call came: Would I take on internships? I said yes - and kept saying yes. More teaching, more responsibility. That's the beauty of this place: if you're open, you can grow.

People say Passugg is a "School of Life." What makes the culture so tangible?

The small things. We say good morning. We take the dress code seriously. Everyone respects first semester students because we remember how intense that start is, so we help. If you try to stand against everything and won't be part of the whole, you won't feel at home here. And the mountains keep us grounded - in the best way. We can't just get "bigger" and lose ourselves. It also feels very Swiss: safe, focused, with Chur close by. Many students love that balance - a secure bubble and a little city just down the road.

A lot of students only realize what Passugg means when they're away on internship. Why is that?

Because being away teaches you what home really is. When I visit students during their internships as part of my internship supervisor role, many say the same thing: "We can't wait to get back - what's new, how's everyone?" That commitment is why so many keep going with us: HoKo, HF, and then Bachelor. You're part of something here, even if you're not in the front row.

You're famously upbeat. Which moments have moved you the most?

So many! As a homeroom teacher I once got a standing ovation at graduation - apparently a first. But honestly, it's the everyday moments: a "So nice to see you" in the lobby, a "Thanks for your email." On internship visits, students tell me that my visit was the highlight of their placement. Or the Chinese mother who wanted to have coffee with me - no shared language, just gratitude because we'd cared for her child. Those little things add up.

You've been here a long time - why stay?

Because it's alive. I like dressing well and being authentic. I love working with 18- to 25-year-olds. The mix of international backgrounds energizes me. And I keep learning. I'm not here because EHL is world-famous - I'm here because of Passugg. Passugg is the difference.

One last thing we must include?

That I graduated top of my class - and yes, I'm still a little proud of it.



More than a School

An article by Yassine Bali – Passugg alumnus (Class of 2025), currently in BOSC6 at EHL Campus Lausanne

Every student, staff member, and faculty member who spent time in Passugg felt the unique energy. It has a smell, a good one, the one that you rediscover after a while. Passugg was home for most students for more than 3 years. Hosted memorable and life-lasting moments. From the study sessions in winter to the time spent in the sun, a drink in hand. Passugg saw us grow, develop, learn and become sharp professionals.

When I reminisce about a few years ago, I have a very clear memory of my first visit. In a military costume, spending my only "Joker Tag" (day off) to visit the EHL Campus Passugg. I remember my first step, with an awful blue mask during the pandemic. And yet, even with the sanitary masks, you could feel a warm atmosphere. Students laughing, staff members happy, and an environment that felt very familiar for some reason. I sat down with the person who recruited me (Thank you, Xenia) and felt that I was in a place where I would be happy to spend my next chapter. To be honest, growing up in Geneva and then serving in the army in Ticino, I was happy to explore a new part of Switzerland. This is where I made a decision that shaped my future: I would be a student at EHL Passugg for the next few years.

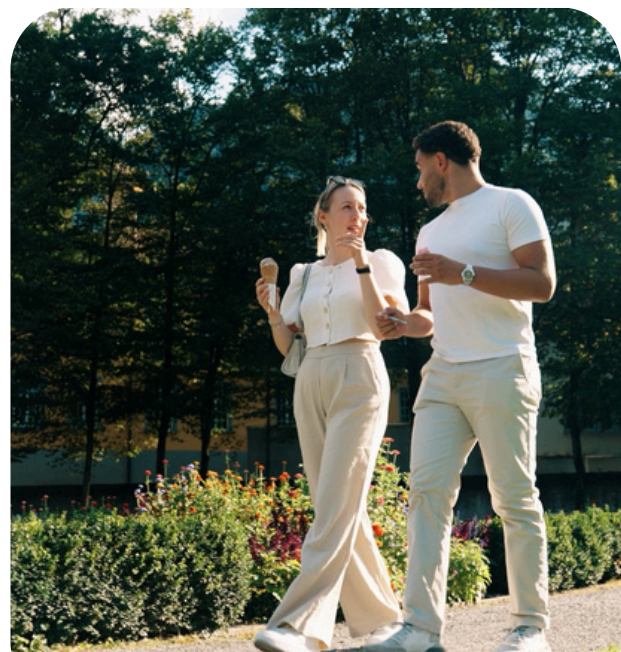
As a student from 2022 to 2025, Passugg brought so many elements to the man I am. Currently in Lausanne, finalizing my last semester of the Bachelor, while serving on the Student Council and as an EHL Alliance Brand Ambassador, Passugg is still part of my identity. Furthermore, believe it or not, I brought a breath of fresh air into that huge campus. Passugg is about knowing everyone, no matter their age, background, culture, or any other differences. Passugg is a symbiosis of individuals who share the same living space for 3 years. It's the smiles on our staff's faces as we pass by reception. It's being treated as a family member, even though it is just a school.



When leaving the school back in June 2025, it was a very special feeling. It is comparable to the feeling we all had when we left home and family to work or study abroad. There is a mix of nostalgia and joy. The nostalgia about all the good memories that I have lived. The joy to experience something new on our own. Joy also correlated with the development from the first day to the last. Simply having grown so much, being specialised in a field and keeping the people who were close to me. I left a campus where we had the opportunity to make an impact, and I believe I did.

There are a million things that make Passugg unique. If I achieved my objectives at EHL today, it is partially because of Passugg. The first few semesters, the Concept Week, the Business Plan, and the Learning Portfolio. Because of the trust and the support this campus gave me. This community that always believed in me and helped me grow as a professional and as an individual. The numerous lessons learnt during my time are tattooed on me.

Today, for its 60th Anniversary, I reminisce about a Passugg that I miss. A Passugg that introduced me to a world that was unknown. It offered me a top-tier education and sponsored me when I needed. I will be forever grateful to the staff and faculty members who took the time and made an outstanding effort to make foreign students feel at home and help us grow into the individuals we were aspiring to be.



Voices of Passugg



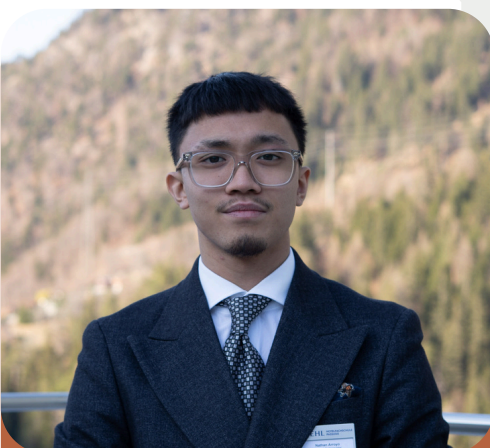
Amélie Welle-Skitt 

Passugg, for me – and I know it's a "typical" answer – feels like a small family. Everyone knows each other, and it feels like home the moment you walk in. This school has done so much good for me.



Valentin Vernier 

Passugg is a place to grow. This school has given me chances to make mistakes, learn from them, and grow as a person. It has also given me opportunities to make friends and connect with people.



Nathaniel Arroyo 

Passugg is a place up in the mountains where learning is very personal. All the lecturers know you by name and say hello when you see them around campus. I appreciate that.



Talya Coray 

Passugg is a place where you can learn and take so much with you. I've been able to meet so many amazing people here. What I also really like is the practical, hands-on learning.



Finn Kirschbaum 🇨🇭

Passugg is a very special place for me because you're really surrounded by nature — it feels a bit like Hogwarts. The different restaurants and cultures make the school truly unique.



Delaney Goodfellow 🇧🇲

Passugg, to me, means family and leading in hospitality in an environment where people can grow together and build independence without distractions.



Dilshan Naik 🇮🇳

Passugg, to me, is like a second home. I've found friends here and really enjoy spending my time on campus.



Juliette Gregoire 🇫🇷

We are all one big family here — so many cultures come together, which is wonderful to see. I've made a lot of friends here.

Everything Important in Life Starts Somewhere

**An article by John Carr – (Passugg: 1990-2012)
First Resident Manager, then Head of the English Division**



Everything important in life starts somewhere, but a curious thing about life is that you often only realise, later, that something truly important began at a particular time and place. For example..The 30-bedroom Hotel Mühlerain in 1883 did not expect to become a Hotel School after 104 years, and some of the people who walked into Passugg found, to their surprise, their other half..

Aita+Lucas, Angi+Anders, Ann-Cecilia+Per, Annette+Oyvind, Anna+Tommy, Belinda+Ricardo, Connie+Thorsten, Corina+John, Manuela+CV, Gry+Teit, Roseanna+Hiroki, Kathrine+Rui, Kjersti+Arnt-Morten, Matilda+Christoffer, Maren+Bjorn, Mona+Tuomas, Mireille+Ramon, Mickey+Henry, Nicole+Lars, Pearl+Roland, Pia+Charis, Patricia+Sushil. (Definitely not a complete list).

Marcus and Gabi Christoffel really started something 60 years ago, (a school not a marriage bureau), but I doubt they imagined that 25 years later they would become the owners of the Kurhotel/Kur-und Kneippotel, Passugg. And they didn't plan that the school they created would eventually become a part of EHL.

While Marcus and Gabi were thinking 'school', a young English hotel-school student passed Chur in 1964, going to the Hotel Waldhaus in Sils-Maria for a summer practicum. I had no idea that this would become a defining part of my life. A friend and I had written to many Swiss 5-star hotels requesting a practicum, and got only one reply. From Rolf Kienberger, including a contract and when to arrive. Cool! During high season a seven-day 80-hour working-week, dining room and étage, but the Kienbergers allowed me to use the family piano in their private dining room in the afternoon to practice, and 'Tante Gertrude' often made us English tea to go to bed. We really landed in the right place. It did me a lot of good and no harm and the Kienberger-Dietrich family of the Waldhaus remain firm friends. After I became a hotel school teacher in England I sent students every summer to the Waldhaus for practicum. Without the Waldhaus/Graubünden connection I would not have applied for a position at a Swiss Hotel School. Thank you Rolf Kienberger/Waldhaus 1964. *Everything important in life starts somewhere.*



I met Markus Christoffel at my 1989 interview and March 1990 School Hotel visit. In July 1990 I started by running a summer course, including dropping the school's only (very large) mobile phone into the (very small) swimming pool - large enough to drown the not-so-handy handy. A Good Start. Markus' reaction: 'Insurance. Get another'.

August 1990: As Internatsleiter I had an apartment in-house, and 75/80 students lived in (later 180!). ED5 (English Division) plus ED1/HK1 and ED2/HK2. HK5, the Hotel Kader Deutsch, mostly lived out. Young adults, all starting something. For me, Passugg was a new and exciting place, living in a new country, working and socialising with people from all over the world. Their different perspectives made life interesting, fun, occasionally tough but overall brilliant and very rewarding. I am fortunate, and happy, that I walked through the Passugg door, and stayed for the next 22 years. But if I had to describe life in the early School Hotel Passugg in one word it would be: 'Challenging'.

Hard work, but fun. Freezing in winter with no double-glazed windows, and too hot in summer. Students cooking in bedrooms (confiscate cooking kit). Warning Letters. Amazing parties - official, and amazing parties - unofficial with penalty room-downgrades. Relationships temporary/relationships permanent (note the marriages). Many of the students from the early Passugg years are good friends now. We shared experiences while they, and the school, developed and grew.

Early photos: top row - our football team with teachers Manfred Wagner and Martin Jeffrey plus me in goal (I was a goalie my whole football life). Next a 'Black and White' party with my first ED5/ED6 senior student class - graduates 1991. I will never forget you. I taught you, sure, but you taught me too. Thanks. Middle row - Raju Singh as Michael Jackson, then a meal in the student kitchen - always invitation only! Bottom left relaxation, and right when we just arrived home after surviving project week.

For my Internatsleiter years, I lived in my School Hotel apartment. Days - formal dress, evenings casual. Balancing authority and approachability. The students knew me very well, as I knew them. Gradually I was able to give senior students responsibilities to solve behavioural issues without needing official reaction. My unofficial reactions to bad behaviour are well known to all former students. Stories are told at all reunions - I'm amazed by what people remember... and they are my friends now!





Some incidents are legendary: A student deciding at 3 a.m. after the Friday bar, to exit through the locked front door at full speed. At the back of the former games room he looked at me, said 'I think I'll go outside', then ran full speed from there, through the lounge and lobby, through the glass of the locked door out into the night. Manuel made temporary repairs while we searched outside, but he was eventually found in his bed sleeping like a baby, without a scratch from broken glass. His wallet was 'scratched' to pay for the damage. A 'nationality' legend: On the evening (night) of every new semester check-in Sunday, it became a point of honour that the beer machine had to be emptied before the students of this nationality went to bed. They always managed it. Scandinavian sore heads on the first school day. For more stories... join a reunion.



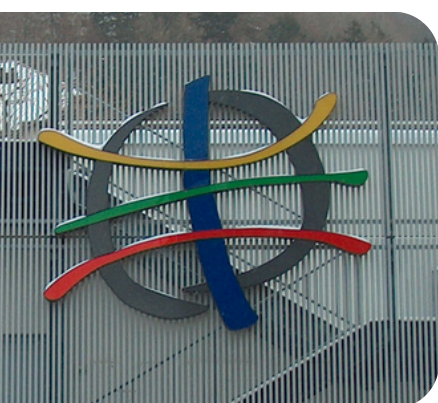
My approach to discipline was sometimes unconventional. For example, a student from an Asian country was ignoring all warnings, and with no real plan I met him and his best friend in the dining room for a discussion. To show off, he had his new Blackberry handy on the table (Wow!), I asked, and he showed me saved names, numbers and speed dial. I got it in my hand, saw a contact name and pushed the button. 'Who are you calling?'... 'Your mother' I said. 'NO!', 'Oh yes indeed' I said. A little chat with mum. 'Give him to me' she said. And that instruction I obeyed. His friend was dying from laughter and that story went around the whole school. He improved. A lot. On another occasion I was talking to a student's mother from another Asian country and her idea was simple: 'Beat him Mr. Carr she said... just beat him.' I had to explain that although that might seem a good idea, it was just not possible. I found other ways, and he graduated, and is doing just fine in the world. Without the beating.



Today's School Hotel is almost unrecognisable compared to the building I found in 1990, ask former students from those early years. A failed hotel with building condition such that no hotel company could consider taking over - too much investment required. Not many rooms had bath/shower and/or toilet and there were a large number of single rooms - an original selling point. As a school hotel, 90+ singles was, and is, perfect.



Marcus and Gabi Christoffel started by renovating the south wing and the original kitchen, then built the classroom block in 1997. They, plus subsequent owners, have gradually and successfully brought the old hotel up to modern standards over the past 35 years. The Quellenhof, Bad Ragaz was demolished 1995, to be rebuilt. Gabi Christoffel was going to the sale of Quellenhof discarded items, and asked me what I would like. 'Some carpet would be nice' I said. After the sale she caught me in the lobby, 'you'll be pleased' she said, and I was. She got the Quellenhof lobby carpet - only two years old - in perfect condition. It cost more to lay in Passugg than she paid to buy it.





Almost everything has been done: South wing, kitchen and new classrooms, then double glazing to all windows - plus shutters removed, renovated, returned. Façade and Dining Room renovated including new floor. Wandelhalle (behind south wing) renovated. New coffee kitchen. Gym created (from wellness pool/cinema). Student bar and student kitchen from treatment rooms. New aula. And now, from EHL, many more improvements including kitchens and restaurants, bedroom toilets and showers, new accommodation units, the hotel roof completely insulated and replaced. The Swiss Franc cost is a large number of millions MORE than the amount Marcus Christoffel paid to purchase the hotel.

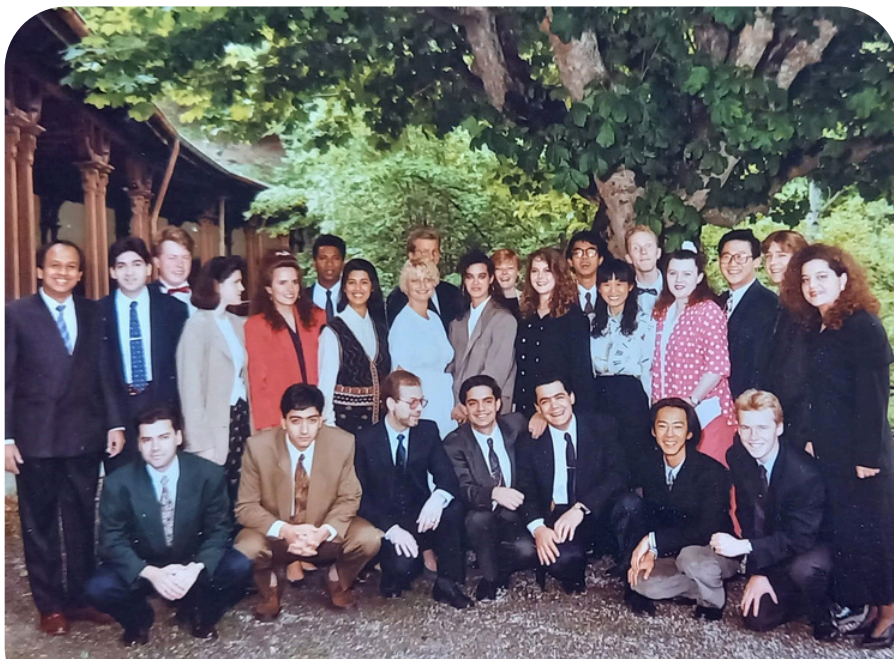
Walk around the school hotel and it is quite difficult to find a part that hasn't been 'fixed', but history remains, if you know where to look. Go past reception into the lobby. Look at the wooden ceiling, and the wooden panelling on the walls, and window frames on the left. You are standing in the 30-bedroom Hotel Mühlerain. The ceiling, walls, floor under the carpet and rooms above are original from 1883. The Mühlerain was surrounded by new buildings (1886, 1903, 1910) but not lost. You are in it. The new bits were added on - left, right, above, in front, behind! The way it was done back then.

I close with the first school day, January 1996: A new HK1 student leaving the dining room looks towards reception noticing a tall blond girl. 'I thought she looked nice, and on her own just like me', he says of that moment, and he strolled across and said hello. The HK guy from Madeira and the ED girl from Norway met, after breakfast, on school day 1. Three years after their graduation my wife and I were at their wedding, and now they have top jobs, and two grown up kids also doing very well. Close Friends. Very Nice.

Everything important in life starts somewhere. The start is fixed, the finish is variable! For this lovely old building, for the school, and for many former students, this place was a start. For me too. Now you have the privilege of standing in exactly that place. Where so many important 'starts' occurred. Enjoy the experience.

John Carr

Retired in 2012 after 22 years with SSTH. Former Internatsleiter (Resident Manager), Schulleiter ED (Head of English Division), Teacher. And many other things over those 22 years. Particular thanks to my long-term fellow Passugg-ers Manfred, CV, Martin, David, Manuel. We've been there, seen it, done it, Together.



Time Capsule Letter: A Note to the Future

An article by David Puser, Program Manager HF English Division



Hello to 2056

If you're reading this in 2056: hello from the "past." By now, I'm probably enjoying a very long retirement (hopefully), but I'm writing this because I've watched this school evolve so much over the last decades that I can only imagine what Passugg feels like in your time.

So here's a snapshot of what we were up to back in 2026; what we taught, what we worried about, what we celebrated, and what we thought the future might look like.

First question: what happened to AI?

In 2026, we're right at the moment where AI is becoming a big deal, especially in education. Teachers are experimenting with it for lesson planning, learning activities, and assessments. Students are experimenting with it for projects, papers, and group work. And yes, there's a lot of friendly "cat-and-mouse" happening while everyone figures out what learning should look like when technology can generate content in seconds.

So, be honest: Do you still use tools like ChatGPT? Did AI become a normal part of life (like smartphones did for us), or did it transform everything beyond recognition?

What we teach in 2026

In 2026, we train three main levels of hospitality professionals, all with strong practical components:

- **HoKo (Hotel-Kommunikationsfachfrau/-mann EFZ):** an apprenticeship track (three years), with alternating semesters on campus and internships in Switzerland.
- **HF (Dipl. Hotelier/e-Gastronom/in HF):** tertiary hospitality studies, taught in German and English, combining on-campus learning with internships in Switzerland and abroad.
- **Bachelor (Direct Entry Bachelor of Science in International Hospitality Management):** for graduates who continue into the EHL Bachelor journey after their HF diploma.



One thing we're proud of in 2026 is that students can build pathways across levels; apprenticeship to HF, and sometimes further. Not everyone does (most students come for one program, or combine two), but the idea that education can be flexible and progressive is important to us.

How learning works (especially in HF)

I'm responsible for the English HF program, and here's our reality in 2026: the program is intensive. The federal requirements are high, and students are busy - learning isn't "part-time" here.

To make it more manageable (and more realistic), we blend formats. Some learning happens online and asynchronously, so students can review material at their own pace. Then, when we meet in person, we focus on applying what they learned - through practice, simulations, and real-life hospitality scenarios.

And honestly? That's the part I hope never disappears: the moment knowledge turns into judgment, and judgment turns into confidence.

Competency-based education... with a question mark

We say our curriculum is competency-based, meaning we teach not only knowledge, but skill sets; how to lead, how to communicate, how to design experiences, how to execute under pressure.

Our HF graduates should be able to:

- develop and plan hotel and gastronomy concepts
- take on leadership and management responsibilities
- deliver hotel and catering services professionally
- collaborate effectively
- contribute to both company development and personal growth

But here's the honest part: in 2026, we're constantly asking ourselves which competencies will matter most next. The world moves fast. Trends come and go. Technology changes everything - then changes again.



So let me ask you directly, 2056: What skills matter most in your hospitality world? What did we guess right and what did we completely miss?

Student life: the “extra curriculum” that matters

One thing I love about Passugg is that learning here doesn't stop when class ends. We involve students in the life of the campus as much as we can - through student leadership, events, committees, and ambassador roles.

Students help organize activities, build community, and - most importantly - practice responsibility in real life. They plan events. They run tastings. They host. They represent the school. And they learn what it means to lead without needing a title to do it.

Passugg, in everyday numbers

In 2026, Passugg is a small campus by design, and we like it that way. We have around 400 students from dozens of nationalities, and about 100 staff and faculty - small enough that people recognize each other, and community isn't a slogan, it's a daily experience.

We're also talking about expanding student accommodation - not to become huge, but to fit reality. We can imagine growth over time... maybe even something like 600 students one day. If that happened: how did we do? Did we manage to grow without losing the soul of the place?

One last thing - hospitality still matters

No matter what AI becomes, I'm convinced of one thing: hospitality will still need humans who care about humans. Tools can support service, but they can't replace sincerity, attention, and the ability to make someone feel welcome.

So wherever you are in 2056 - whether you're serving guests, leading teams, building concepts, or reinventing the industry entirely - I hope you still recognize something familiar in this message:

People matter. Presence matters. And how you make someone feel still matters most.

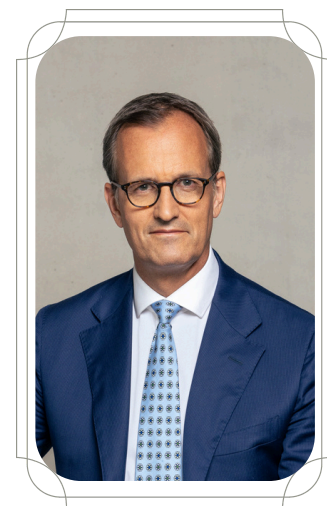
Warm greetings from 2026,

David Puser



The Journey continues

A personal message by Markus Venzin, Chief Executive Officer of EHL & President of the Board of Directors of EHL Hotel School Passugg



The stories in this magazine capture what makes Passugg so unique: a rare combination of community, professionalism, and human-centric experiences. They remind us that Passugg is not only a place where students learn the art and discipline of hospitality, but a place where they grow, connect, and discover how to make others feel truly welcome.

Passugg holds a very special place within EHL. For years, it has been a cornerstone of our educational approach, especially in operational excellence and authentic hospitality. Its intimate learning environment, strong practical foundation and distinct Alpine setting create an experience that is deeply personal and formative. Together with Lausanne, the two campuses are different in character, yet fully complementary, enriching the student journey through shared values and distinct strengths.

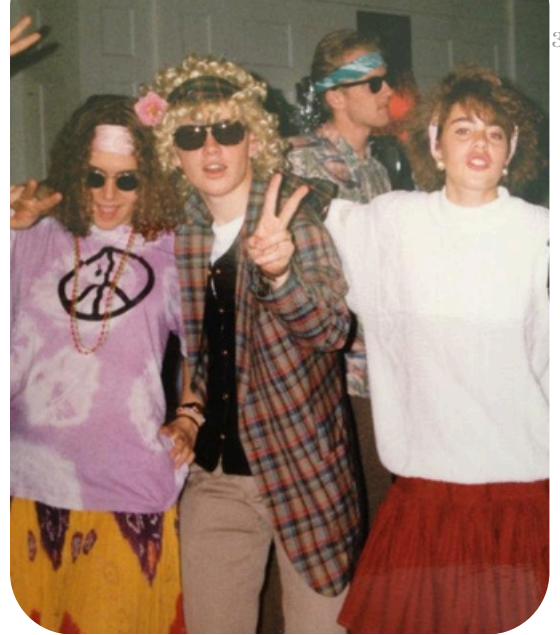
Passugg also reflects a distinctive strength of the Swiss education system, connecting the journey from apprenticeship to HF to Bachelor, combining practical excellence with academic development.

This anniversary is, above all, a moment to say thank you. To our students, faculty, and staff, alumni across generations, and industry partners: thank you. Your talent, dedication and trust have shaped 60 years of success and helped make Passugg the special school it is today.

As we look ahead, we do so with confidence, grounded in the values that continue to guide us: excellence, learning and family. These values are at the heart of EHL's mission to educate hearts, hands and minds, and they will continue to guide Passugg in the years to come.









EHL Hotel School Passugg

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