



BRENNERS PARK-HOTEL & SPA BADEN-BADEN



Brenners Park-Hotel & Spa Reopens After Landmark Renovation

A New Chapter Begins as Europe's Legendary Grand Hotel Returns - Alive with the Spirit of the Black Forest and the Cultural Pulse of Baden-Baden

Following a meticulous two-year transformation, Brenners Park-Hotel & Spa, the original *grande dame* of the Oetker Hotels portfolio, proudly reopens its doors - ushering in a revitalised era of timeless hospitality and contemporary finesse. A benchmark in European grand hotel tradition for over 150 years, Brenners returns as a joyful haven of grand hotel living at the gateway to the Black Forest, nestled between the leafy serenity of Lichtentaler Allee and the storybook charm of Baden-Baden. Restored, reimagined, and more inspiring than ever, Brenners is once again ready to welcome guests with a renewed vision for the art of living well.

"This is not just a reopening - it's a renaissance," says Stephan Boesch, Managing Director of Brenners Park-Hotel & Spa. *"We've honoured Brenners' remarkable heritage while creating a deeply personal, refined experience that reflects how people want to travel and live today - surrounded by beauty, nature, and meaning."*

A Design-Led Revival of Individual Character

The design transformation of Brenners was led by Countess Bergit Douglas of MM Design, daughter of Rudolf-August Oetker, and known for her signature mix of European elegance and vibrant individuality. With over 27 unique room concepts across the hotel's guest rooms and suites, no two accommodations are alike. The aesthetic draws inspiration from 19th-century Beaux-Arts glamour and English interior boldness - featuring richly patterned textiles, antique writing desks, and custom-made chests sourced from local artisans. Countess Douglas also curated the new accommodations at sister property Hotel du Cap-Eden-Roc.

Fabrics and wallcoverings from iconic houses such as Colefax and Fowler, Pierre Frey, and De Gournay add layers of warmth and texture, while colour palettes range from sun-washed corals and powder blues to forest greens and ivory creams, each space a jewel box of comfort and character.

Bathrooms have been entirely reimagined in sleek marble with modern lighting systems and artisan-crafted fixtures, marrying old-world craftsmanship with contemporary ease. On the fifth floor, newly created rooms and suites cater to families and longer stays, with more connecting room options than ever before, designed to support a new era of multi-generational travel. Even historic details such as 19th-century wooden beams have been preserved and revealed for the first time, telling the architectural story of this legendary hotel in a way that is both authentic and visually striking.

“Brenners has always stood for refined individuality,” says Timo Gruenert, CEO of Oetker Hotels. “With this renovation, we haven’t just refreshed a hotel - we’ve reignited its spirit. This new chapter reflects our belief that true luxury today is harnessed in our core values: family spirit, elegance, and genuine kindness.”



A Reimagined Guest Journey: Brenners and Beyond

At the heart of the renewed Brenners experience is Brenners Spa & Wellbeing, an award-winning sanctuary where high-tech diagnostics meet holistic therapies. From Augustinus Bader facials and detox rituals to candlelit sound baths and forest bathing, the spa is a sanctuary not only of the body, but of the mind and spirit. The spa’s philosophy continues to champion balance and beauty as a lifestyle, not a luxury. At Brenners Medical Care, world-class diagnostics and personalised health programmes unfold in the comfort and discretion of a grand hotel setting. Here, guests are never patients - just individuals seeking lasting wellbeing, guided by leading German physicians in surroundings that feel anything but clinical.

Guests will also rediscover Brenners as a vibrant gateway to culture and nature. From private access to the Festspielhaus and Frieder Burda Museum to mountaintop yoga, vineyard picnics, and horse races at Iffezheim, the hotel blends stillness and stimulation with unmistakable European flair. Whether it’s an opera weekend, a family escape, a wellness reset, or a romantic getaway, Brenners is once again a place where time unfurls gently, offering not just access to a world of culture and nature, but a world entirely its own.

Commitment to Sustainability and CSR

True to its heritage as a grand hotel deeply rooted in the Black Forest, Brenners’ landmark renovation places Corporate Social Responsibility at the very heart of its transformation. Throughout the project, the hotel demonstrated that luxury and ecological responsibility can go hand in hand: from upcycling historic wallpapers and fabrics into notebooks, cushion covers and bookmarks, to the careful preservation of century-old bricks and wood. Regional and sustainable materials were consciously chosen wherever possible - whether in sourcing timber, restoring the slate roof with 65,000 locally quarried tiles, or upcycling Dornbracht’s bathroom fittings, which save around 40 percent CO₂ compared to new production. Innovative heating and cooling technologies powered by regional district heating further reduce the property’s footprint, while ensuring maximum guest comfort. In close cooperation with local companies, Brenners not only strengthened the economic foundation of southwestern Germany but also safeguarded jobs, supported apprenticeships, and allowed its team of nearly 300 to gain valuable international experience during the renovation period.

About Brenners Park-Hotel & Spa

Brenners Park-Hotel & Spa, the German flagship of Oetker Hotels, located in the heart of the picturesque, cosmopolitan town of Baden-Baden, presents itself as an oasis of beauty surrounded by enchanting parkland. Tradition and modern elegance connect with unparalleled spa experiences in the legendary grand hotel, which boasts a history of hospitality excellence for over 150 years.

About Oetker Hotels

Oetker Hotels is an exceptional portfolio of Masterpiece properties in Europe, the UK, Brazil and the Caribbean. Located in the world's most desirable destinations, each property is a landmark and an icon of elegance, blending legendary hospitality with genuine family spirit that is unique to Oetker Hotels. Carrying on a refined legacy in hosting, our mission is to preserve and extend its unparalleled standards through acquisition and management of one-of-a-kind properties. The current portfolio includes Le Bristol Paris, Brenners Park-Hotel & Spa in Baden-Baden, Hotel du Cap-Eden-Roc in Antibes, Chateau Saint-Martin & Spa in Vence, The Lanesborough in London, L'Apogée Courchevel, Eden Rock - St Barths, Jumby Bay Island in Antigua, Palácio Tangará in Sao Paulo, Hotel La Palma in Capri, The Vineta Hotel in Palm Beach (debuting in late 2025) and a future hotel in St Tropez (2027), in addition to over 250 villas around the world.

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OETKER HOTELS

Masterpiece Collection



L'APOGÉE
COURCHEVEL



CHATEAU SAINT-MARTIN & SPA
CÔTE D'AZUR - VENCE - FRENCH RIVIERA



JUMBY BAY ISLAND
ANTIGUA - WEST INDIES



BRENNERS PARK-HOTEL & SPA
BADEN-BADEN



EDEN ROCK
ST BARTHS



HOTEL DU CAP-EDEN-ROC
CAP D'ANTIBES



HOTEL LA PALMA
CAPRI



LE BRISTOL
PARIS



THE VINETA HOTEL
PALM BEACH



THE LANESBOROUGH
LONDON



PALÁCIO TANGARÁ
SAO PAULO