

Biographical Information

Christof Luedi
FRHI Hotels & Resorts

As Regional Vice President for FRHI Hotels & Resorts, the parent company of *Fairmont Hotels & Resorts*, *Swissôtel Hotels & Resorts* and *Raffles Hotels & Resorts*, Christof Luedi is responsible for overall leadership of its resort properties and representation of FRHI in the State of Hawai`i and Southern California, a role he has fulfilled since Fairmont first entered Hawai`i with the acquisition of Fairmont Kea Lani in Wailea, Maui in January 2001. This was followed in 2002 by the acquisition of Fairmont Orchid on the Island of Hawai`i, and Fairmont Grand Del Mar, acquired in April 2015. The latter hotel is where Mr. Luedi is currently based at.

Spanning almost 30 years in the luxury hotel industry, Mr. Luedi's career has included such well-known and diverse resort properties as The Fairmont Scottsdale in Arizona, Stein Eriksen Lodge in Deer Valley, Utah, and The Phoenician in Scottsdale, Arizona.

In his 15 years in the State of Hawai`i, Mr. Luedi has become a well-established and respected member of the state's tourism industry and business community and has received numerous awards related to his leadership in creating cultural travel as well as role-models of environmentally sustainable hotel operations. He believes that any travel experience should be closely linked to the community and provide an authentically local experience.

Currently, Mr. Luedi sits on various tourism-related boards, including the Hawai`i Island Lodging & Tourism Association, Kohala Coast Resort Association and Mauna Lani Resort Association, and advises on various tourism-related political and educational committees. He has also started his involvement in San Diego's business and tourism community.

Mr. Luedi holds a bachelor's degree from his native Switzerland and a master's degree from Columbia University in New York City.