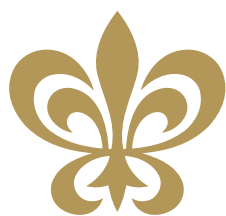
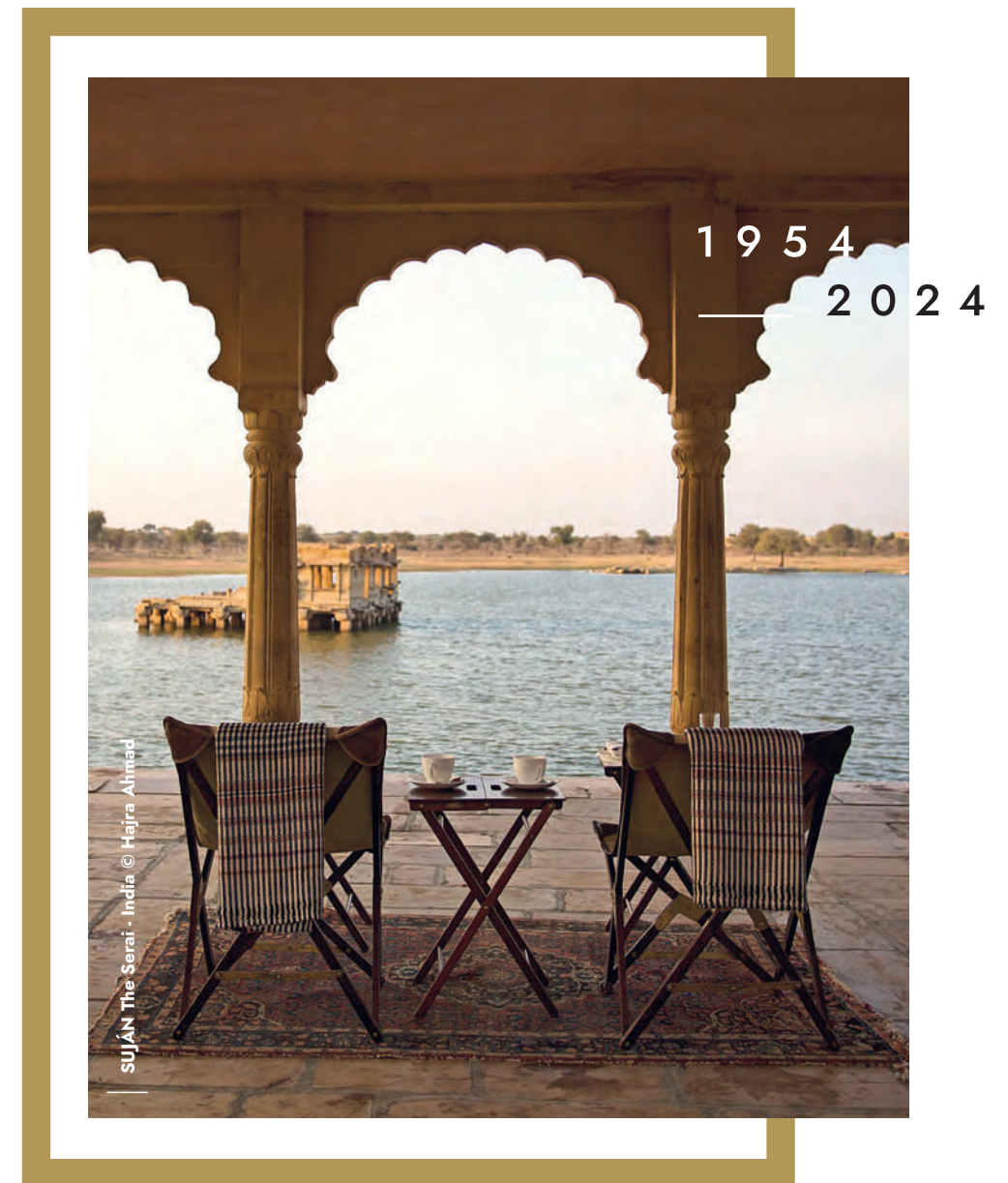
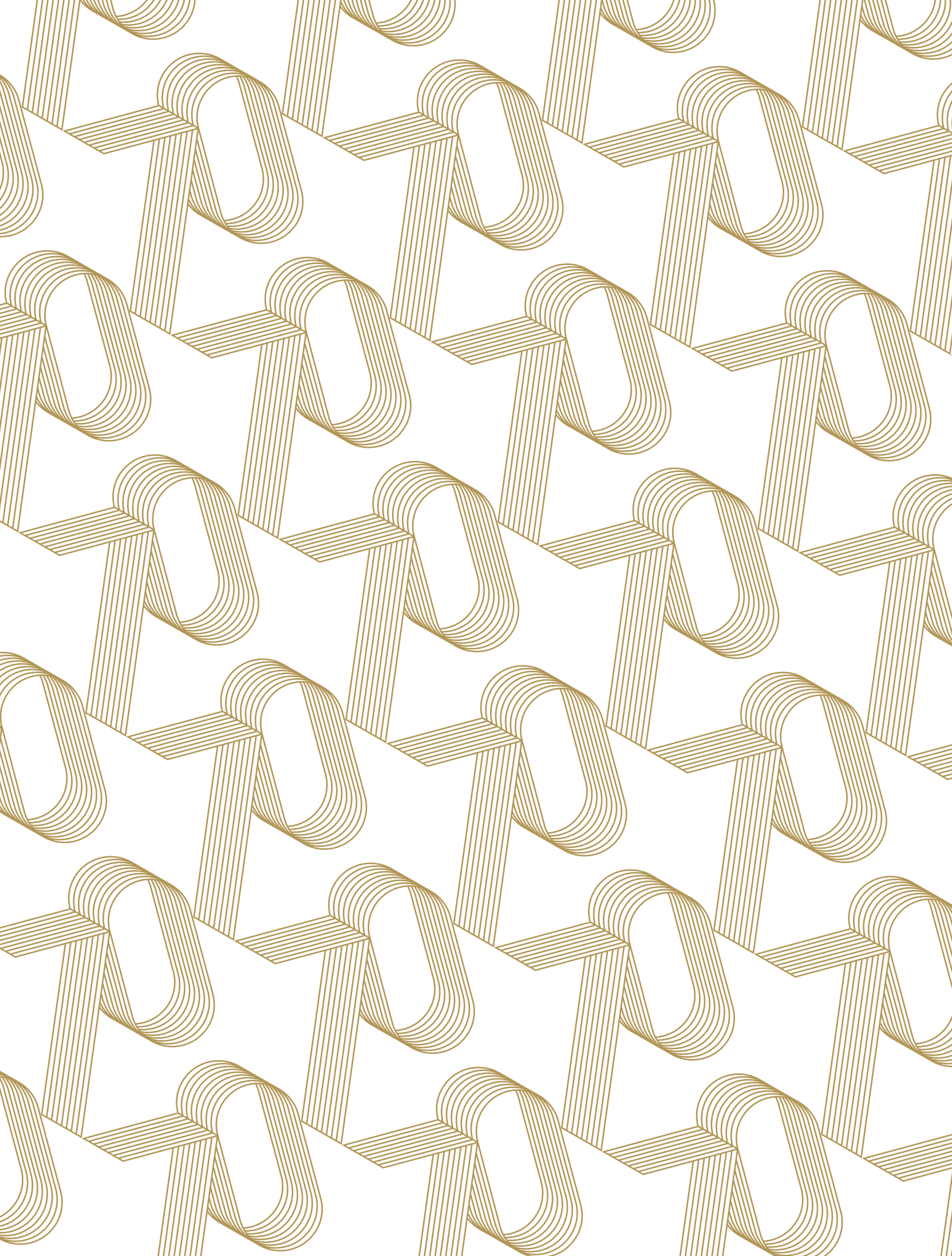


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**RELAIS &
CHATEAUX**

2 0 2 4



WELCOME



VENTURE
FURTHER



For 70 years, Relais & Châteaux has been offering milestones along *Routes du Bonheur*

to encourage guests to take their time, senses at the ready, as they discover pathways strewn with surprises, exploration and soul.

Watch deer grazing at the forest’s edge near Blois, in France; row across a crystal-clear Irish lake; gallop through the Argentine pampas with a gaucho; meditate in a temple in Kyoto; gather grapes near Cape Town as a winemaker guides your technique; or set off into the Canadian wilderness in search of bears and other wildlife. And, every evening, savor each destination’s unique *art de vivre*, rich with local tradition, feel the warmth of your hosts’ welcome, and delight in the many experiences each property offers—including, of course, fine dining, a true signature of our Association.

Ten years after signing its Vision to “*make a better world through cuisine and hospitality*” at UNESCO, the Association is preparing to renew these commitments to ensure that travel—an ever-precious source of individual enrichment and pleasure—treads lightly upon our planet as we venture further with new understanding and shared responsibilities.

LAURENT GARDINIER
President, Relais & Châteaux



Awasi Iguazú - Argentina

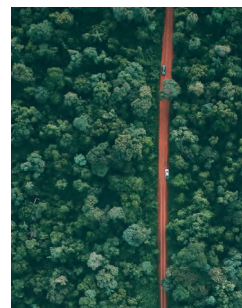
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TODAY AND
TOMORROW

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AN
EXCLUSIVE
COLLECTION OF
580 PROPERTIES

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AND
TODAY...



OUR HISTORY

HOW IT ALL BEGAN

A warm welcome,
exceptional gastronomy,
experts in *l'art de vivre*

In 1954, the husband-and-wife team of Marcel and Nelly Tilloy, two music-hall entertainers and owners of La Cardinale hotel and restaurant on the right bank of the Rhône in Ardèche, two visionaries contemplating society's rush to experience magical moments, joined forces with a handful of hotelier friends to form the organization 'Les Relais de Campagne.' This convivial consortium was officially born in Thoissey, a small town north of Lyon, on May 12, 1954, at Le Chapon Fin, the property of Paul Blanc, the uncle of chef Georges Blanc. In total, eight establishments between Paris and Nice planted the seed of what would ultimately bloom into Relais&Châteaux. Each one was located in the countryside, away from the hustle and bustle of towns, on side roads near the Nationale 7—then the country's vacation

thoroughfare, but which was competing with the opening of a new southern highway that would bypass them and threaten them with a premature demise. None of these hoteliers had the means to pay for advertising to attract guests, so Marcel Tilloy invited them to come together, bound by their shared values that earned such loyalty from their guests: a warm welcome, exceptional cuisine and carefully crafted *art de vivre*. Other hoteliers and restaurateurs, impressed by their intelligent approach, chose to join them and Les Relais de Campagne swelled, first to 19 members in 1955 and then to 29 in 1956.

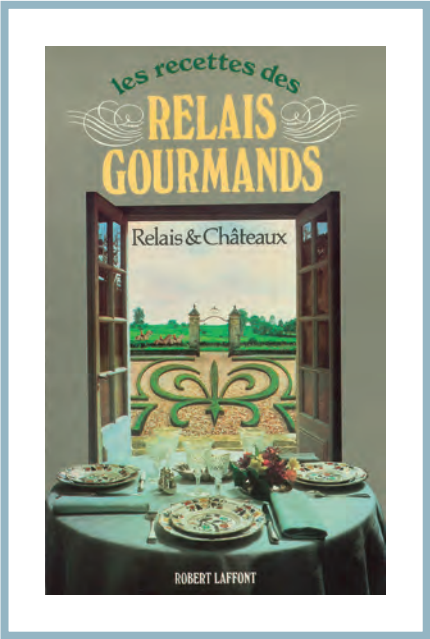
Music-hall artists the Tilloys,
along with their hotelier friends,
composed a harmony of hospitality,
with *Les Routes du Bonheur*.



- 01 _ Itinerary of the first Route du Bonheur
- 02 _ Advertisement for the first Route du Bonheur
- 03 _ Portrait of Marcel Tilloy
- 04 _ Plaisir de France magazine

By the early 1960s, the Association had 50 hostelries across France and chose to expand beyond its borders. This began with the addition of 27 European properties, starting in Belgium, then moving into Germany, Spain, the United Kingdom, the Netherlands, Denmark, Switzerland and Italy. This international growth would spread swiftly to the five continents. By 1970, the Association had 77 properties in France and a further 69 across 17 other countries.

And this is how the first *Route du Bonheur* evolved into many, just as the Tilloy and their friends had envisioned. Other *Routes du Bonheur* similarly led vacationers off the beaten path as they journeyed to the French Riviera, Italy and Switzerland, all offering carefully curated itineraries dotted with high-quality overnight lodgings, superb hospitality and equally stellar dining.



The Association's best recipes were collected in a book published by Éditions Robert Laffont.

Starting in 1972, restaurants operated by renowned chefs were labeled Relais Gourmands, a joint idea of chef Pierre Troisgros and Association President Joseph Oliveureau.



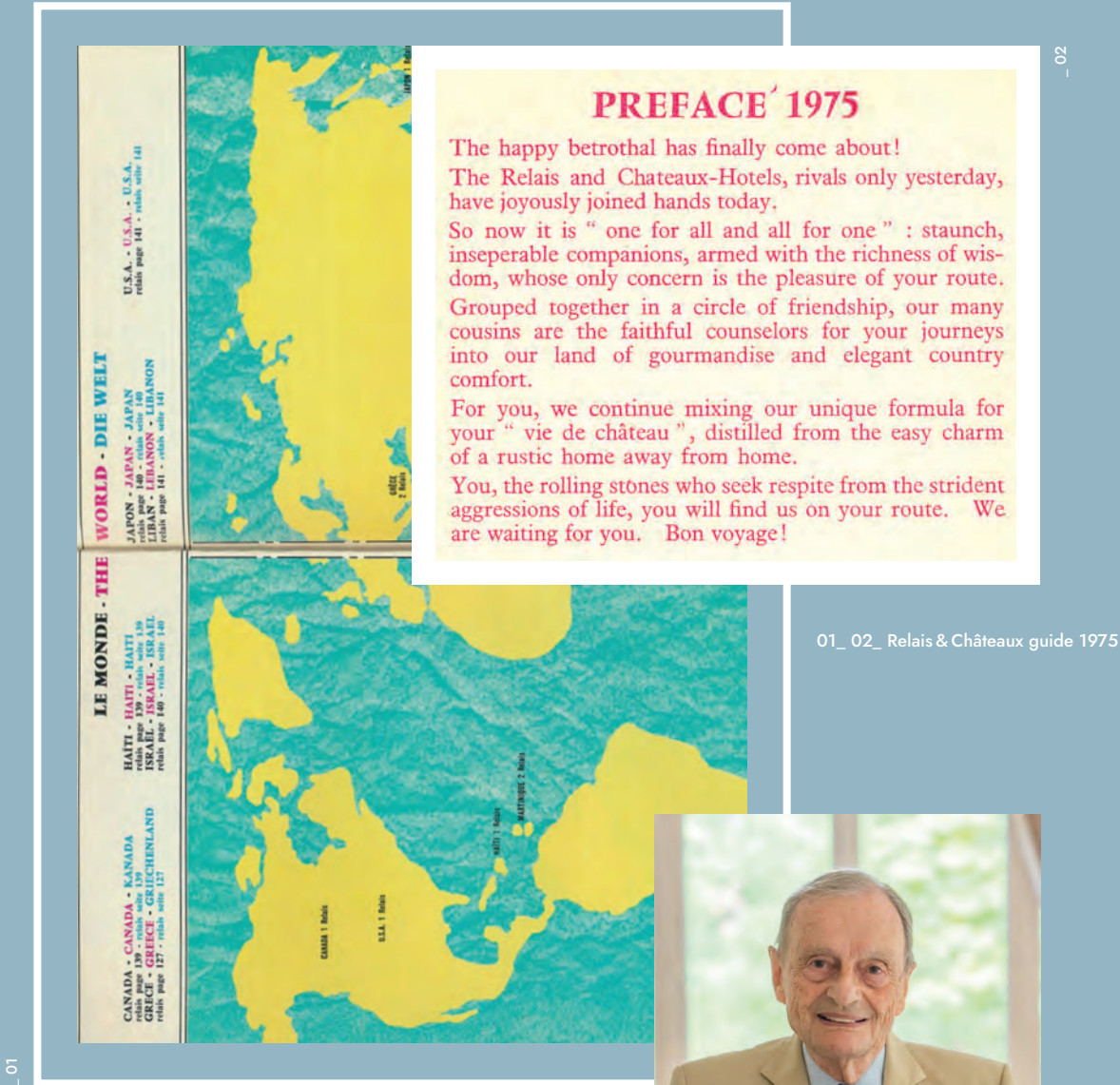
la
Route
du Bonheur
the road of Happiness
Strasse des Wohlergehens
la carretera
de la Felicidad

1960 - 1972

1974

| | |
|---|---|
| VISA DE PASSAGE DU CLUB DES RELAIS DE CAMPAGNE | |
| CARTE délivrée le _____ par _____ | |
| N° 014104 | |
| NOM : _____ | |
| Prénoms : _____ | |
| Profession : _____ | |
| Adresse : _____ | |
| Signature : _____ | |
| SIGNALEMENT GASTRONOMIQUE (PRATER LES MENTIONS PRÉCÉDENTES) | |
| 1. APÉRITIF PRÉFÉRÉ : _____ | |
| 2. ÉVENTUELLEMENT, QUEL RÉGIME : _____ | |
| 3. VOULEZ-VOUS : PAIN OU BISCUITES ? _____ | |
| 4. VOS GRILLADES : BLEUES, SAIGNANTES, À POINT OU BIEN CUITES ? _____ | |
| 5. VINS PRÉFÉRÉS : _____ | |
| 6. EAU MINÉRALE PRÉFÉRÉE : _____ | |
| 7. VOS FROMAGES PRÉFÉRÉS : CHÈVRE OU VACHE ? _____ | |
| 8. PATISSERIE AUX FRUITS OU SANS ? _____ | |
| 9. CAFÉ PUR OU DÉCAFFÉINÉ ? _____ | |
| 10. VOS PETITES MANNES : _____ | |
| CHATEAU DE MONTREUIL MONTREUIL (Mayenne) | LES TEMPLIERS MONTREUIL (Mayenne) |
| LE MOULIN DES RUATS ARALLON (Mayenne) | CHATEAU ST JEAN ST JEAN DES RUATS (Mayenne) |
| LE CHATEAU ROUGE FRAIS (Mayenne) | BEAU RIVAGE COMBRES (Mayenne) |
| LA CARDINALE SAIX (Mayenne) | LE BEFFROI FRAIS (Mayenne) |
| LA PETITE AURÉOLE ROUEN (Mayenne) | MONASTÈRE ROYAL ARRAYE DE LA CELLE BROUILLÉ (Mayenne) |
| HOTEL THERMAL MONTREUIL (Mayenne) | CHATEAU D'AYRES MONTREUIL (Mayenne) |
| GRAND HOTEL ROUEN (Mayenne) | CHATEAU DE MERCUIS MERCUIS (Mayenne) |
| ETCHOLA ARCAIN (Mayenne) | CHATEAU DE NIEUIL NIEUIL (Mayenne) |
| MANOIR DU STANG LA ROBERT-JOUEMENT FRAIS (Mayenne) | RICORDEAU FRAIS (Mayenne) |
| LE RELAIS BISSON St Jean des Ruats (Mayenne) | HOTELLERIE DU CHATEAU FRAIS (Mayenne) |
| HOTELLERIE ANGLAISE MONTREUIL (Mayenne) | HOTELLERIE DU VIEUX PÉROUGES PÉROUGES (Mayenne) |
| ABBAYE DE TALLOIRES TALLOIRES (Mayenne) | LA VERNAIE MONTREUIL (Mayenne) |
| LA FERME NÉPOLEON SERRANON (Mayenne) | |

A precursor of our loyalty program today: for five Francs, a mini 'passport' was offered to customers, entitling them to receive particular gifts as they visited more properties.



01

02

01_02_ Relais & Châteaux guide 1975

“When I became President, I vigorously supported the family-run hotel industry, its future, that of independent establishments. This aligned with guests’ desire for high-quality, personalized accommodation.”

JOSEPH OLIVEREAU _ President 1970-1986



From one meridian to another, from one property to the next, the most incredible nomadic network, that of the Routes du Bonheur

As Les Relais de Campagne swiftly spread far and wide, a competing group, Châteaux Hôtels et Vieilles Demeures, looked on with more than a little envy, until the year 1974, when the presidents of the two entities made the decision to collaborate rather than compete, and then to ultimately merge. Their joint Association adopted the name Relais&Châteaux, a friendly, mutually beneficial and unifying alliance that was structured and strong enough to embrace and expand

the *Routes du Bonheur*. From 1975 onwards, with a solid reputation and strong momentum, Relais&Châteaux gathered pace and the not-for-profit Association welcomed more and more members from across the globe. Today, it counts 580 properties in 65 countries, weaving the most incredible travel tapestry—from one establishment to the next, from longitude to latitude—that we still call *Routes du Bonheur*.



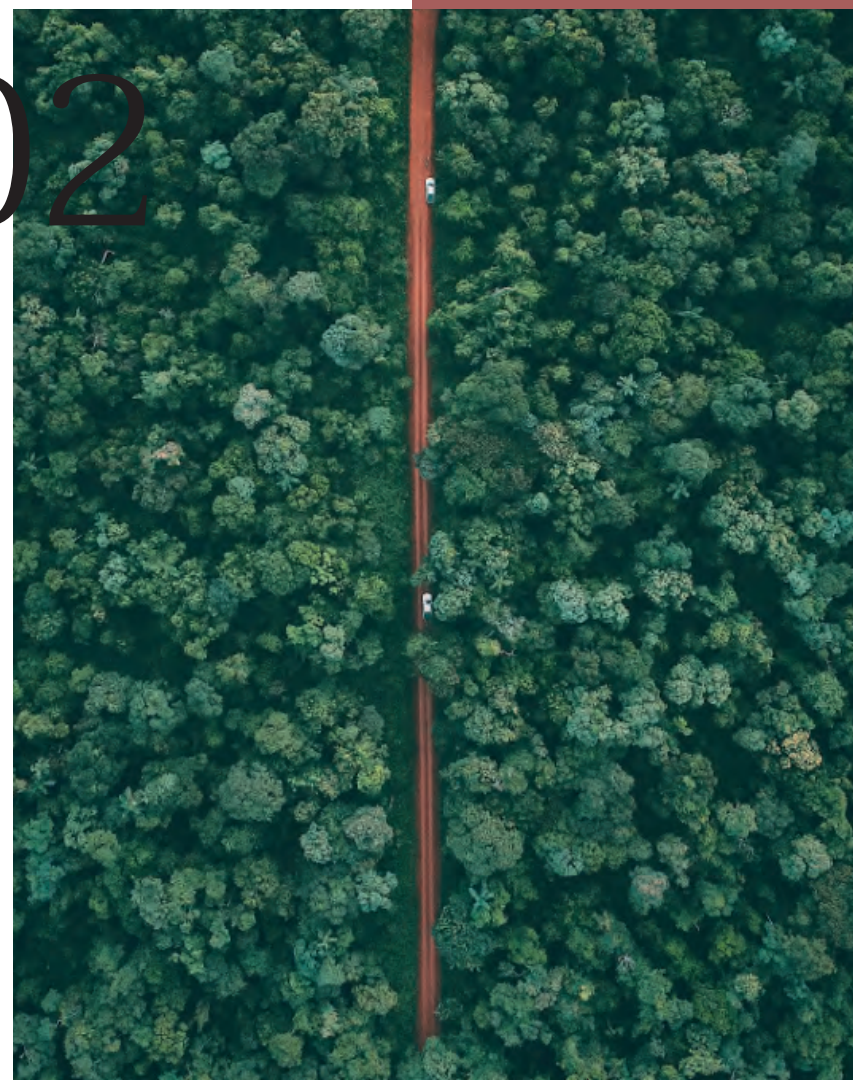
“When I became President, my strategy was to imagine that I was designing and planting a garden, anticipating what this garden would be like in 20 years, with flowers, trees, and elements battered by storms.”

JAUME TÀPIES _ President 2005-2012

| |
|---|
| 580 PROPERTIES |
| 5 CONTINENTS |
| 65 COUNTRIES |
| 146 ROUTES DU BONHEUR |
| 376 STARS IN THE MICHELIN GUIDE INCLUDING 40 GREEN STARS |
| 42,000 EMPLOYEES |

SINCE 1954

02



Awasi Iguazú - Argentina

THE ROADS OF HAPPINESS

THE SIREN SONG OF TRAVEL

02
THE ROADS
OF HAPPINESS

Savor, at each stopover,
the hospitality of Relais & Châteaux properties
which distinguish each of the 146 Routes du Bonheur.

Take to the road! Follow itineraries through remarkable landscapes and characterful regions that lead to captivating encounters with the people who love and live on these lands. Where every stop at day's end embraces you in the hospitality of the properties that line each of the 146 itineraries. Each establishment offering personalized services, exceptional and refined accommodation, and restaurants—some Michelin-starred, others perhaps not, but all of them environmentally enlightened, celebrating the produce of local farmers, fishers, breeders and beekeepers. These winding roads lead from medieval castles to 18th-century manors, from urban ryokans to beachside villas and

from canvas camps to ships' cabins. They invite you to farms filled with vegetable gardens and orchards, to lodges hidden in savannah grasses, or properties that hang from clifftops or are perched amid snowy peaks. Roads that may be short or long, traveled in two nights or twenty, packed full of ideas for cultural stops, wilderness hikes, river voyages, cooking and wine-tasting classes, and endless other experiences specific to each country and its customs.

To each their own journey,
with trips designed
to reflect their interests and
capture their imaginations.

For painting devotees, perhaps
the Impressionists Road of Happiness
from Paris to Honfleur;
for wine lovers, the Road of Happiness
between Drôme and Vaucluse
along the Rhône; and for history buffs,
the Road of Happiness traversing
the cradle of the American nation,
from New York to New England.



Restaurant Saga - New York City, United States © Adrian Gaut

SINCE 1954

For those dreaming of infinite horizons,
the Road from Argentina to Patagonia;
for wildlife lovers,
the Road of Happiness
through the wilds of Africa,
from Namibia to Botswana.
For those searching for authenticity,
the Road to India and its Maharadjahs' palaces
with impenetrable fortresses
in the Thar desert.



SINCE 1954

02
THE ROADS
OF HAPPINESS



For romantics,
the Road of Happiness offers the magic of Polynesia,
from the lagoons of the Society Islands
to the wild nature of the Marquesas.
And for music and movie buffs,
the Road of Happiness
through Japan designed by Ryuichi Sakamoto,
the musician, composer, actor,
and global environmental activist,
a meandering itinerary taking you to temples,
Noh theater, onsens and remarkable restaurants.

03



Castello del Sole - Switzerland © Leonardo Mariani

THE VALUES OF YESTERDAY, TODAY AND TOMORROW

A contemporary trailblazer
that remains true to its founders' principles,
Relais & Châteaux has stood firmly
on its shared values since 1954.

SINCE 1954

CUISINE to Delight, Respect and Share

Cuisine plays a central role at Relais&Châteaux from the quality restaurants of Les Relais de Campagne to today's network of the most Michelin-starred restaurants in the world. We count 376 Michelin stars, including 40 Green Stars recognizing environmentally responsible choices, among our members. All with chefs who adapt to the varied lifestyles and preferences of guests increasingly concerned about their health, product origins, agricultural practices and cultural preservation. Our chefs' unwavering commitment gives guests the very best.

From the classic French cuisine of Pierre Troisgros in the 1950s, to the *nouvelle cuisine* of Michel Guérard at Les Prés d'Eugénie of the 1970s, Bernard Loiseau in the '80s and '90s, and the environmentally attuned menus of today, with Hugo Roellinger at Les Maisons de Bricourt, who excludes all endangered species, Mauro Colagreco's plastic-free restaurant Mirazur and Sébastien Bras, on a never-ending quest for naturalness at Le Suquet.

Outside France, we celebrate the plant-based menus of Daniel Humm at Eleven Madison Park in New York, the culinary craftsmanship of Shinobu Namae, chef at L'Effervescence in Tokyo, who combines French and Japanese traditions, the astounding food from Viki Geunes at Zilte in Antwerp, and the playful cuisine of Massimiliano Alajmo at Calandre in Italy.

All of them locavore chefs who source ingredients from the nearest possible suppliers, finding inspiration in traditional recipes to shine a bright new spotlight on deeply rooted culinary heritage.





01_ Olivier Roellinger
02_ Philippe Gombert

“From the very start, we wanted to take powerful, meaningful action to mark the 60th anniversary of Relais & Châteaux. We did this at UNESCO with our Vision that set out the 20 commitments made on behalf of the Association to bring to life the world’s diverse cultures and cuisines, its many expressions of the art of hospitality. Our Relais & Châteaux chefs have committed to serving cuisine that brings to life the biodiversity of their environment, celebrating the flavors of their chosen home. Our intention was to ensure the experience at our properties was equally inspiring for our employees, allowing them to have a tangible impact in this mission to make a better world.”

PHILIPPE GOMBERT _ President 2013-2022

THE ENVIRONMENT Hospitality in Harmony with Nature

Sustainable development, the preservation of biodiversity, landscapes and buildings, and regenerative use of resources are all shared objectives for the Association’s members. This has been a strong strand in Relais & Châteaux DNA ever since the Association was founded, carefully passed from one president to the next and clearly set out in **the Vision presented to UNESCO in 2014**. Every member, every hotelier, every restaurateur puts this awareness into practice each day, helping to limit the harm done to terroir and nature so that the generations of tomorrow may appreciate nature’s blessings. They are advancing arm-in-arm, taking action to reduce their carbon footprints, to move toward single-use plastic-free. Members also support Relais & Châteaux’s long-term commitments to NGOs and take part in special events and annual campaigns: Ethic Ocean since 2009, Slow Food since 2017, the annual United Nations *World Oceans Day* campaign, the *Food for Change* campaign. Relais & Châteaux chefs are taking up the fight for responsible cuisine, banning endangered species from their menus threatened by irresponsible fishing, such as bluefin tuna, wild sea bass, and, more recently, eel.

SINCE 1954

LOCAL CHARACTER
A Sense of Belonging

For Relais & Châteaux properties, being a thread in the local fabric is more than an ideal: it is a living, breathing way of life that puts people at the center. It means each property is an active stakeholder in its region, encouraging dialogue with local communities and helping them with their needs and aspirations, like generating school funding, or assisting with meals for children so that they may go to class nourished and strong, just as the Resplendent Ceylon group does in Sri Lanka. By selecting architects, artisans, and landscapers anchored in local culture and involving them in construction and renovation projects, like at the Al Moudira Hotel in the Valley of the Queens in Luxor. Its cotton bed linens are embroidered by Threads of Hope, a social enterprise that creates dignified employment for refugees, migrants and local women by training in traditional weaving and embroidery. In Peru, the Sol y Luna Foundation has become an influential entity in local development by founding a school, where children from neighboring communities attend lessons to learn about everything from nutrition to foreign languages. The Relais & Châteaux *maîtres de maison* know and nurture the treasures of their terroirs, earnestly preserving and promoting them, and—crucially—sharing them with their guests.

HERITAGE
Fostering Legacy and Continuity

Many properties are handed down from generation to generation within the same family, with the younger members determined to carry on the work of their ancestors, to perpetuate their family values. Association members who take over from their elders bring a contemporary energy to their properties while safeguarding the establishment’s personality: its soul. This is what Relais & Châteaux is all about: a large, close-knit family, a not-for-profit Association that deliberately limits its member numbers, selecting them based on quality, common values, and the kindness and goodwill they show their communities and staff.



- 02

03



- 01

04

01_ Guérard family, Les Prés d'Eugénie, France
02_ Sol y Luna, Peru
03_ Singh family, Mihir Garh, India
04_ Al Moudira, Egypt



A WARM WELCOME Hospitality as an Ethic

Another defining feature of our Association is the dedication of our *maîtres de maison* to warmly receiving and welcoming guests as friends, making them feel right at home, supported by their staff.

Sharing secrets of their properties, and treasures of their region, to make every stay more memorable. Anticipating their desires and dreams, by getting to know their personalities, their lifestyles, but without ever being intrusive. Arranging tours, interesting encounters, and exclusive activities for them. Generating good feelings through highly personalized attention. These are the little things that forge great memories and lead guests to remain true to Relais & Châteaux.

Share
Anticipate their desires
Arouse emotion

04



Dragsholm Slot - Denmark © Claus Starup

AN
EXCLUSIVE
COLLECTION OF
580 PROPERTIES

Relais & Châteaux makes it possible
for guests to travel across five continents
knowing they will enjoy
the same quality standards

in accommodation and dining, the same desire in every host to share their 'world,'
their culture, their traditions, their hidden treasures. Staying in our properties lets
them enjoy a huge variety in style, ambiance and atmosphere, all while sensing
the same spirit from one establishment to the next, the same feeling of belonging
to a single community.



Hotel Asaba - Japan



At **La Grenouillère**, in La Madeleine-sous-Montreuil, a small village in northern France that is home to the radical cuisine of chef-owner Alexandre Gauthier, in the huts scattered throughout the gardens, you await the passage of a flock of ducks, listen to the love song of its toads, or the fluted call of the frogs. At **Glenapp Castle**, a 19th-century Scottish stronghold, you might dread coming across ghosts in the corridors, but cannot wait to see whales from the turrets overlooking the Irish Sea, the waves crashing below the 37-acre estate, planted with endemic species and flowers that can withstand the sea spray. On the other side of the globe, in New Zealand, at the **Otahuna Lodge**, another 19th-century establishment, where your heart swells as you listen to the song of the native bellbird before heading out to pick the fruit and vegetables grown in its gardens. At the **Esiweni Luxury Safari Lodge**, deep in the Nambiti Private Reserve in South Africa's Zulu country, you can track the

big five: black-maned lions, leopards with their fluid gait, elephants wallowing in the mud, dense herds of water buffalo or the barking of rhinos. And, come evening, dine by candlelight in a room decorated with African art and ceremonial tableware. At **Beniya Mukayu**, founded in 1929 in the spa town of Yamashiro, on the road leading from Kyoto to the UNESCO World Heritage Sites of Shirakawa-go-Gokayama, the owners introduce guests to the authentic Japanese tea ceremony, serving it in ancient ceramic vessels. Between Brazil's forest and Atlantic beaches, at the **Txai Resort Itacaré**, you leave your wooden bungalow in the shade of the swaying coconut palms to enjoy the Bahia-inspired cuisine from Nena, the hotel's chef. While at **Mii amo**, in Sedona, Arizona, in the United States, not far from the Grand Canyon, between the breathtaking red rocks, you treat yourself to a well-being getaway in one of the country's most beautiful spas as you get back in touch with nature—and yourself.

- 01 _ Glenapp Castle - United Kingdom
- 02 _ La Grenouillère - France
- 03 _ Cirqa - Peru
- 04 _ Beniya Mukayu - Japan



As it was yesterday and will be tomorrow,
Relais & Châteaux is concerned
about the future of the planet and its people.

The Association is committed to taking realistic measures to reduce its properties' environmental footprints and, in collaboration with its chefs, intends to continue and intensify its initiatives in preserving biodiversity and the flora and fauna composing it. Relais & Châteaux is ever more focused on its social and societal impact. All while giving its guests the very best, raising its criteria of excellence and selection.

And tomorrow...

Relais & Châteaux, working closely with its members, is planning for—and paving the way to—the future while ensuring the Association continues to thrive. Offering guests new discoveries, new experiences, new adventures in every region of the world, in complete alignment with the communities that these members call home, inviting them to work alongside the people of Relais & Châteaux to look after the world's well-being more attentively than ever before.

SINCE 1954



Sri Lanka © Mathieu Richer Mamousse

“My goal is that the name Relais & Châteaux becomes synonymous with travel in terms of quality, sustainability, and local authenticity.”



Chatham Inn - United States © Paul Blackmore

LAURENT GARDINIER
President since 2023

Design egonparis.com

