



## 2013 Fellow of THE-ICE

### **Mr Fritz Gubler**

**Director, Mawland Group and Arbon Publishing**



Fritz Gubler began his career into the Hospitality industry by training as a chef. He completed his professional education at the Ecole Hôtelière de Lausanne. For several years he worked for the unique Swiss hotel and restaurant chain Mövenpick, significantly contributing to two hotel openings and was responsible for the planning and operation of several restaurants.

In 1975 Fritz joined the opening team of the Swiss Government financed Kenya Utalii College in Nairobi, which is still the leading hotel school in Africa. During his 3 years teaching at Utalii College he developed a passion for professional training and mentoring young professionals, which he has retained throughout his career.

As General Manager he opened the upmarket Leisure Lodge Club in 1978 in Kenya and then went on to manage the hotels of the German based Severin Hotel Group in Mombasa. His biggest challenge was to oversee the final construction and the opening of Egypt's magnificent 450-room Isis Hotel in Luxor in 1980. Life was not easy in Egypt at that time and it would still be a challenge today.

In 1991 Fritz introduced Australia to the "Swiss Style" of hotel management training by co-founding the Blue Mountains International Hotel Management School in Leura, which is now an internationally recognized award winning hotel school.

Tourism Training Australia awarded Fritz the title of a "Legend" in 1999 and in 2011 the Australian Hotel Magazine inducted him at their yearly award ceremony into the prestigious "Hall of Fame" for his contribution to the Australian Hotel Industry.

Fritz now devotes his time to Arbon Publishing, which he founded in 2008 when Great, Grand & Famous Hotels was published. All of Arbon's titles reflect Fritz's personal passion in the subject matter, mainly focusing on hospitality related topics including the publishing of "ehotelier.com" the leading www hotel portal with over 40,000 subscribers worldwide.