

## NEWS RELEASE

### **Anja Graf Named SENSES Business Woman of the Year**

*Berlin/Zürich, 11 March 2013.* **Anja Graf – owner and CEO of VISIONGROUP, the undertaking she launched in Switzerland in 1999 – was named Business Woman of the Year at SENSES Awards in Berlin on Friday, 8 March 2013. This gala evening is held annually during the travel trade show ITB Berlin. Graf got the award in the Kaisersaal, one of the Salons on Potsdamer Platz.**

“Anja Graf is definitely worthy of the title,” affirms SENSES creator and chief editor Peggy Bien. “As a successful entrepreneur with her fourth child on the way, she’s setting an example of how to balance a career and private life.”

Indeed, Graf was able to make her main brand, VISIONAPARTMENTS – which specialises in renting out furnished homes with service and style – Switzerland’s market leader in short order and has been successfully expanding abroad since 2009. She now has 25 properties and more than 1,000 apartments on offer in seven destinations and employs around 100 people. Further milestones in VISIONGROUP’s development are to follow this year, with no less than three new flagship properties set to open in Berlin, Geneva, and Zurich.

“I’m very pleased to win this award,” Graf states. “Being recognised for my work in Berlin, where we’ll soon be opening a new building with 135 lifestyle apartments on Alexanderplatz, makes this moment all the more enjoyable. I’d like to thank the people in charge at SENSES for the honour and the thrilling evening.”

#### **About SENSES**

The SENSES Awards represent seals of quality that were presented in the international hotel, tourism, and wellness industry for the 20th time in 2013. Since 2010, corresponding ceremonies have been held not only in Berlin, but as well in London and Dubai. The international lifestyle guide SENSES, meanwhile, is published in German, English and Russian editions that highlight outstanding wellness and spa oases, gourmet restaurants, and other select destinations around the world. [www.senses.de](http://www.senses.de)

#### **About VISIONGROUP**

Founded in Switzerland in 1999, VISIONGROUP specialises in the rental of high-quality furnished apartments known for their commitment to service and style. The company advanced from start-up to Switzerland’s market leader in just a short time and is now expanding in phases both domestically and abroad. Its business now comprises three brands: VISIONAPARTMENTS, under which it rents exclusive apartments in the bustling urban centres of Europe; VISIONVILLAS, through which luxury residences are available; and VISIONDESIGN, an online portal where users can order furniture, furnishings, and related accessories – including many of the company’s own creations. [www.visiongroup.eu](http://www.visiongroup.eu)

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