

# HOTEL GENEVE

## MEXICO CITY



**115 years** being the most legendary hotel in Mexico.

**HOTEL MUSEUM**

Mexico City 1907-2022 No.2



### WITNESS OF HISTORY since 1907

Elegance, vanguard and good service are attributes that the **GENEVE HOTEL** has preserved in its 115 years.

With an architecture and decoration that evoke the classic European style, its visitors discover antiques and works of art that have been part of the history of this **Hotel Museum**.

Since its inception, **GENEVE** has been a tireless innovator: *It was the first in the country to*

*offer cab service, operator, dry cleaning, travel agency, elevator, tennis court and hairdresser, as well as telephone and bathroom in each room, services unheard of at the time.*

With an incipient tourist industry in our country, it was the most modern and elegant hotel that offered a very European hotel system, a totally new concept that was unknown in Mexico.



## Our most valuable piece is you.



In February 1921, during the government of President **Álvaro Obregón**, the first plans to turn Mexico into a center of tourist attraction began, so the best hotel rooms available throughout the republic were counted, the figure reached 1,000 rooms, of which 400 corresponded to the capital of the country, and 200 of those rooms belonged to **GENEVE**.

In 1922 the **GENEVE HOTEL** was the founder of the Mexican Association of Hotels and Motels.

By the end of the thirties the professionalism of the **GENEVE HOTEL** reached such international prestige, that an American newspaper published:

*"A confirmed reservation at the Geneve Hotel is like having a thousand-dollar bail bond."*



The **GENEVE HOTEL** was the main promoter of foreign tourism in Mexico, and between 1909 and 1953 it hosted people from all five continents and had visitors from more than 50 countries.

The wide representation of nationalities and cultures was unprecedented in Mexico; It would be difficult to find a more cosmopolitan venue.

The sixties brought an air of libertarianism to the **GENEVE HOTEL**, a meeting place for the generation of intellectuals and artists of the generation of intellectuals of that time. It was an obligatory point of reference around which the establishments that shaped what today is known as the Zona Rosa.

It was surprising that the **GENEVE HOTEL**

did not suffer any damage during the earthquakes of September 19 and 20, 1985, not even a broken window or a detached partition, so it was then decided to publish in a newspaper an insert that read:

*"The **GENEVE HOTEL** as firm as an oak, remains at your esteemed command."*

**In May 1991 Grupo Carso acquired the hotel chain to which the GENEVE HOTEL belongs.**

**In 2007, Ostar Hotel Group**, convinced of celebrating the first one hundred years of the **Geneve Hotel** and in order to give special emphasis to its undeniable and grandiose past, undertook a robust research project that concluded with the remodeling of **GENEVE HOTEL** in order to give back what for years belonged to it:

*"The most legendary hotel in the country."*

The result of this, was a classic but at the same time novel concept of a themed hotel; making every corner, column and corridor a permanent and fascinating exhibition, turning it into a **Hotel Museum**, the only one of its kind in the country, where you can breathe the anecdotes stored in its walls. With this profound remodeling of all its the **GENEVE HOTEL** has regained

its place in the history of Mexico City, once again wearing its emblem and insignia as an icon of national tourism, which can only be granted through time, roots and tradition.

**In 2007**, as part of the commemoration of its one hundred years, the **GENEVE HOTEL** presented the book **TESTIGO DE LA HISTORIA (WITNESS TO HISTORY)**, a gripping national narrative of extraordinary events that shed light on the hotel's significance throughout its history. Through this radiography of the nation, it shows how in its more than one hundred years the **GENEVE** has become the host of illustrious national and international personalities of politics, economy and culture.



# Historical Facts



1905



1908



1915



1929



1939



2007



1. One of the most characteristic features of the regime of the President of the Republic; General Porfirio Díaz was his international policy, which promoted foreign investment in Mexico. That is why he was a great promoter of the opening of the Geneve Hotel in 1907.
2. In 1910 and on the occasion of the centenary of Independence, Porfirio Díaz held important and ostentatious festivities in which the Geneve received distinguished guests who came from all over the world.
3. On November 20, 1910, Porfirio Díaz ate at the Palm Garden restaurant with his family and hours later the revolutionary movement broke out; proof of this is the check register for \$30.25 in one of the accounting books exhibited at the hotel's reception desk.
4. During the Revolution, the Geneve Hotel, faithful to its spirit of service, was declared a neutral zone hosting ambassadors and their families, as well as some revolutionaries.



*“On November 20th of 1910, the day the Mexican Revolution broke out, General Díaz ate at the Geneve Hotel.”*



## Guillermo Kahlo photos

Guillermo Kahlo was a photographer from German descent and was the official photographer of the Presidency of the Republic during Porfirio's time.

The first images of the Geneve Hotel were made by him and it coincides that in 1907 when the hotel opened its doors, his daughter, was born the artist Frida Kahlo.



## Log Books

**Geneve's log books are important pieces to tell some of the many stories that this Hotel preserves.**

As part of the collection of antique pieces, the Geneve Hotel preserves guest and employee record books that have been part of its history. In them you can discover guests from all over the world, as well as collaborators who have even worked for generations in this legendary hotel. Such is the case of our housekeeper, Juanita Peñaloza Jiménez, who knew the hotel since she was a child because her grandfather and her mother worked here and she is still part of the Geneve family, providing excellent service to the guests who visit us.

These and other stories can be discovered in the corridors and showcases of this Hotel Museum.



**HOTEL GENEVE**  
MEXICO CITY

115 years



# The first Sandwich in Mexico

was served by Geneve Hotel

The Palm Garden restaurant at the Geneve Hotel was a famous meeting point for the most prestigious Mexican society, as well as the favorite place for foreigners.

**In 1910, the sandwich that was prepared for the first time in Mexico was offered as a novelty on the hotel menu.**

Saucer that was inspired by the sandwich possibly invented by the legendary John Montagu IV, Earl of Sandwich, in the 18th century. The heyday of this restaurant began in 1911, when a remodeling turned it into an orientalist space, where visual delight and the



pleasure of food were combined with exquisite national and international dishes.

Currently at the Geneve Hotel is the Veranda Bistro restaurant where diners can be enjoyed by the unique seasoning of its international dishes and Chef's specialties; they can also be enjoyed by a cozy space, framed by a beautiful vertical garden that provides a natural environment within the city; its style achieves a sense of privacy in diners and invites them to fully enjoy the moment.



## Accesories

Among the pieces on display at the hotel, we can find silver accesories that date back to 1850, tea sets, porcelain dishes that reflect the memory of a society of that time.

You will also find miniature portraits of men and women with faces of the Mexican society of the 19th century.



## Women in Geneve

From its beginnings, the **GENEVE HOTEL** manifested a strong commitment to its guests.

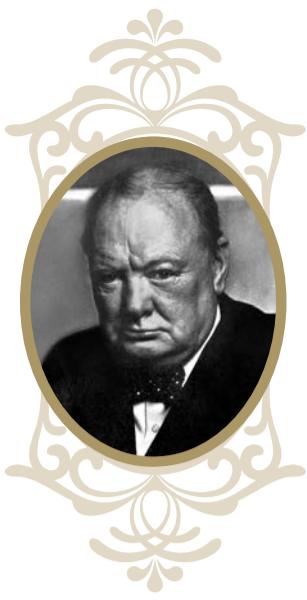
It was the first to welcome women traveling alone, as it was frowned upon in the early twentieth century; other high-class hotels prevented them from entering because it was considered that a young lady could not go out without male company.

*The hotel also provided them with guarantees of accommodation and care.*



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MEXICO CITY

115 years



“ A GOOD  
CONVERSATION  
SHOULD  
EXHAUST THE  
SUBJECT, NOT ITS  
INTERLOCUTORS”

*Sir Winston Churchill*



## Distinguished Guests

Among the hotel's most renowned guests are: Mexican actress **Virginia Fábregas**; the world's first woman ambassador, Russian **Alexandra Kollontai**; American magnate **William Randolph Hearst**; as well as British Prime Minister and Nobel Prize winner **Sir Winston Churchill**; he received Mexican Art promoter **Antonieta Rivas Mercado** and **Charles Lindbergh**, the first man to cross the Atlantic alone and take advantage of the hotel's proximity to the American embassy to court the then ambassador's daughter; he hosted one of the most extraordinary actors of all time, **Marlon Brando**. Also staying were **Paul Newman**, **Jack Palance**, **Miroslava**, **Luis Barragan**, **Julio Cortazar**, **Franz Mayer** and the distinguished historian and chronicler of Mexico City, **Don Jose Iturriaga**.

For decades he was visited by all the presidents of Mexico and recently received the former presidents **Felipe González** -Spain-, **Ricardo Lagos** -Chile-, **Romano Prodi** -Italy- and **Fernando Henrique Cardoso** -Brazil-.

Other distinguished guests have been: **Mother Teresa of Calcutta** (1985) who requested the simplest room of that time and did not sleep on the bed but on the floor. Nobel Peace Prize winner (2006) **Muhammad Yunus**, New York Yankee star **Alex Rodriguez** (A-ROD), one of the top ten contemporary photographers **David LaChapelle**, the multi-times world champion boxer **Evander Holyfield**; top model **Elsa Benitez**, singer **Filippa Giordano**, currently considered one of the best voices in the world; as well as Nobel Prize winners **Gabriel García Márquez** and **Mario Vargas Llosa** and legendray italian film actress **Sophia Loren**. Recently the Hotel had the pleasure of hosting the Nobel Peace Prize winner, **Malala Yousafzai**.

For the **Geneve Hotel** what is really endearing is not only the great personalities, but all those guests and visitors who for more than a century have arrived with their suitcases and stories at the doors of **GENEVE**, which is honored to receive them.



Virginia Fábregas



Alexandra Kollontai



Charles Lindbergh



Antonieta Rivas Mercado



Mother Teresa of Calcutta



Felipe González



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Londres 130  
Zona Rosa, Col. Juárez, C.P. 06600, Mexico City, Mexico.  
+52 5550 800 800 • Reservations +52 5550 800 841 • +52 5550 800 062  
[hotelgeneve.com.mx](http://hotelgeneve.com.mx)

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@hotelgenevemexico /HotelGeneveMexico @hotelgenevemexico

The photographs in this newspaper have been taken from the book "Witness of History" GENEVE HOTEL ©, from Geneve Hotel and friends of the Hotel. They are intended to illustrate and disseminate internationally recognized personalities, as well as historical moments of the Geneve Hotel and Mexico.