

Press Release

Love is... an Alpine Hut for two, High in the Mountains
An authentic Alpine experience far from the madding crowds

Switzerland, June 2014: Time is a precious commodity – and we never seem to have enough of it. We are all so busy rushing around, our eyes glued to our electronic devices, we often forget to stop and appreciate the simplest of life's pleasures: our nearest and dearest, the striking beauty of nature or the crispness of the early morning air. But all is not lost.

Grand Hotel Kronenhof, Pontresina (www.kronenhof.com) has come up with a solution to redress the balance. It has created an Alpine Hut Retreat package, which includes a night in a simple rustic chalet, without a bathroom, just big enough for two, and only cold running water from the chalet's private well. It is the perfect place for couples or a father and son, perhaps, to spend some quality time together, away from other people and life's many distractions, chatting, interacting and simply being.



L to R: Bernina Suot Alpine hut exterior, bedroom and terrace

Grand Hotel Kronenhof's typical Alpine hut is located high up in the mountains, at Bernina Suot, just 10kms from the hotel and close to the Bernina Pass. Surrounded by unspoilt wild pasture, it offers guests the chance to spend some time getting back to nature, running up hills, discovering wild flowers, breathing in fresh mountain air and admiring the stunning Alpine landscape.

The first night of the Alpine Hut Retreat package is spent at Grand Hotel Kronenhof, where a room will be allocated for the duration of the guests' stay. On the second day, a day of adventure in the Val da Fain (meaning Valley of Hay in Romansch), which is famous for its wonderful Alpine flowers and a plethora of marmots, awaits. Fortifying themselves with a sumptuous buffet breakfast at the hotel, guests can either hike or use the hotel's bikes to go up to Alp Stretta, where they can enjoy their pre-packed knapsack filled with a picnic lunch, as well as binoculars and a book to help them identify the local fauna and flora.

In the afternoon, it's on to Bernina Suot, where the Alpine hut butler will be waiting to greet guests with refreshments and cool towels after a day of exertions. While relaxing on the hut's terrace, the butler will prepare a three-course evening meal, including a traditional fondue, and then he will

retire back to the hotel, to leave the guests alone to enjoy an Alpine evening kit – creams and balms to treat aching muscles, candles, torches, books of mountain tales, story books, a typical Swiss card game called “Jass”, board games, warm bed socks and more.

In the morning, the butler will return – at an agreed time – to serve a typical Alpine breakfast, before guests set off on another day of adventure in the Val da Fain: be it more hiking or biking (maps will be provided), a chance to simply enjoy the isolation of the Alpine hut or to help a local farmer in the milking of cows and the preparation of traditional mountain cheese. Keen mountain climbers might also want to climb up to Piz la Stretta, with its summit at 3,104m. At the end of the day, guests can either make their own way back to the hotel (on foot or by bike) or the hotel car will pick them up.



L to R: Grand Hotel Kronenhof exterior and massage

At Grand Hotel Kronenhof, a 50-minute Mountain Massage in the Kronenhof Spa comes as part of the package – and will help ease the small physical niggles that may come after a full two days of Alpine activities – but it will all have been worthwhile: the wonderful memories of this unique experience will linger much longer than any aches or pains.

The Alpine Hut Retreat package includes:

- 2 nights’ accommodation in the Grand Hotel Kronenhof, including a sumptuous daily buffet breakfast (room allocated to guests for three nights)
- 1 night’s accommodation in the Bernina Suot Alpine hut, including all food and drinks
- 1 dinner in the Kronenhof’s Grand Restaurant (excluding drinks)
- 1 dinner in the Gourmet Restaurant Kronenstubli (excluding drinks)
- 1 50-minute Mountain Massage per adult
- a farewell gift to capture the memories of the guests’ stay

Valid from 1 July to 20 October 2014, this package is subject to availability and weather conditions. Rates start from CHF840 (approx £560). To book, call the Grand Hotel Kronenhof on +41 81 830 3030 or email reservations@kronenhof.com.

NOTES FOR EDITORS

Grand Hotel Kronenhof, located in Pontresina, six miles from St. Moritz, offers the best of both worlds: the chance to enjoy the glitz of St. Moritz, while staying in a peaceful mountain village.

Grand Hotel Kronenhof has a rich and interesting history, having first opened its doors in the first half of the 19th century as a guesthouse. However, the main part of the current building, which is a registered historical landmark, was built at the very end of the 19th century in Neo-Baroque style. The latest addition, completed in November 2007 and costing CHF 35 million (approximately £24 million), consists of 28 new guest rooms and a stunning spa complex covering more than 2000 square metres.

The spa is certainly one of the hotel's highlights and has been named "the best Alpine spa" (according to Tyler Brule writing in the FT, November 2009). Facilities include a 20m indoor infinity pool with counter-current system, a flotation pool with underwater music, a wide range of saunas and steam rooms, a luxurious private suite for couples to enjoy wraps and massages together, and – for the perfect final touch – a crackling log fire in the relaxation room.

Gourmet cuisine is also a speciality at the Grand Hotel Kronenhof. Awarded the title of GaultMillau Hotel of the Year in 2009, it has five restaurants (the formal Grand Restaurant in an elegant Neo-Baroque vaulted room, Gourmet Restaurant Kronenstübli serving international cuisine with a local flair, the traditional bowling lanes where Swiss raclette is served, the informal Le Pavillon for light lunches and the kids' restaurant Rondelle).

Finally, Grand Hotel Kronenhof is renowned for its extensive children's activities and facilities (a kids' playroom and Rondelle, a restaurant just for younger members of the family).

Recent awards for the Grand Hotel Kronenhof include Top Hotel in the World 2014 according to TripAdvisor®, a TripAdvisor® Certificate of Excellence for the fourth year running in 2014, the HolidayCheck Award 2010-2014 (most popular hotel in Switzerland, five years in a row) and a place in a list of the top ten best holiday hotels in Switzerland compiled by renowned Swiss newspaper *SonntagsZeitung*, as well as the most welcoming luxury hotel in the country as awarded by Switzerland Tourism.

Previous awards include first place in the Best Of Swiss Gastro (gourmet category), GaultMillau Hotel of the Year 2008 and the 'Bilanz' hoteliers of the year award in 2008.

Both the Grand Hotel Kronenhof and its sister property Kulm Hotel St. Moritz are owned by the Niarchos family.

For more information, please contact:

Sue Heady

Director

Heady Communications

T: 01608 651 692

M: 078 5595 0705

E: sue@headycommunications.com