



Press Release

Feel the grass under your feet, see the autumn colour in the trees

Switzerland, August 2013: This autumn, the Engadine valley is introducing several new walking trails through the autumn leaves where hiking shoes are not obligatory. On the contrary, they're banned. The village of Celerina has created four barefoot walks that cross meadows, ford streams and pass through the Staz Forest so that visitors can enjoy the autumnal colours while enjoying an invigorating stroll that engages the senses.



Don't make the mistake of dismissing the idea as a publicity stunt: the Swiss are renowned for their wellness knowledge and there are significant benefits to barefoot walking. It stimulates blood circulation in the feet thereby improving the body's circulatory system and activating the immune system, which boosts vitality and enhances the feeling of well-being. Meanwhile, the awe-inspiring autumn colours of the Engadine, which have long been popular with hikers and artists, lift the spirits; the light in the valley is so magical it led the 19th century German philosopher Friedrich Nietzsche to believe that he had found "the cradle of all silver tones".

Ranging in length from 2.8km to 6km, taking between around 45 minutes and two hours, Celerina's four barefoot trails are suitable for both adults and children. With the ground underfoot alternating between water, meadow and forest path, people of all ages can appreciate and benefit from the tactile sensation of hiking barefoot.

Grand Hotel Kronenhof (www.kronenhof.com) in Pontresina, just 5km from Celerina, has put together a "Golden Autumn in the Engadine" package, valid from 8 September and 19 October, so that guests can sample the barefoot trails. The package includes gourmet dinner, bed and sumptuous buffet breakfast, complimentary use of the hotel's stunning spa facilities, a 10% discount on spa treatments and unlimited use of all the mountain railways in the Engadine/St Moritz area. Prices start from CHF 415 (approx £275) per night for two people sharing a beautiful double room; guests must stay a minimum of two nights.



For more details and to book, please visit the Grand Hotel Kronenhof website www.kronenhof.com.

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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 four restaurants (the formal Grand Restaurant in an elegant Neo-Baroque vaulted room, Gourmet Restaurant Kronenstübli – awarded a Michelin star in November 2011 and 17 GaultMillau points – serving international cuisine with a local flair, the traditional bowling lanes where Swiss raclette is served and the informal Le Pavillon for light lunches).

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 Best Hotel in Switzerland 2013 according to [TripAdvisor](http://TripAdvisor.com)®, a [TripAdvisor](http://TripAdvisor.com)® Certificate of Excellence for the third year running in 2013, the HolidayCheck Award 2010-2013 (most popular hotel in Switzerland, four 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* and in a list of the top ten most welcoming luxury hotels in the country put together by Switzerland Tourism.

Previous awards include first place in the Best Of Swiss Gastro (gourmet category), GaultMillau Hotel of the Year 2008, the 'Bilanz' hoteliers of the year award presented to Heinz E. and Jenny Hunkeler in 2008, and a Michelin star for the Gourmet Restaurant 'Kronenstübli'.

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

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