GRAND HOTEL KRONENHOF
PONTRESINA
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Press Release

Leaf peeping in Switzerland: closer than New England

Switzerland, August 2014: New England may have made a business out of its autumn foliage – there are websites and tour operators dedicated to watching the trees turn golden hues – but it's a long way for Europeans to go to simply admire leaves, which is why it's good to know it's not essential to cross the Atlantic to enjoy this annual phenomenon. Another possibility is the heavily wooded Upper Engadine Valley in south-east Switzerland, where Grand Hotel Kronenhof (www.kronenhof.com) in Pontresina has created a "Golden Autumn Days" package.

Offered from 26 September to 20 October, the package includes dinner, bed and 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 420 (approx £275) per night for two people sharing a beautiful double room; a minimum two-night stay is required. For those spending between three and five nights in the hotel, the room rate is CHF410 per night and for those staying six nights or more, the rate drops to CHF395 per night.

The Engadine, protected by high Alpine mountains on all sides, is famous for its sunny climate and beautiful landscapes (Engadine in the local Romantsch dialect means The Garden of the Inn River, so named because the valley is such a treasure trove of greenery), making it the perfect European destination to witness autumn colours set against clear blue skies.

Visits to the Engadine at this time of year are particularly popular among hikers and artists. Hikers will feel the need to trek up mountains, but they might also like to sample the benefits of barefoot trails in Celerina, a village close to Pontresina, while keen artists will want to capture the light in the valley, which is so magical it led the 19th century German philosopher Friedrich Nietzsche to believe that he had found "the cradle of all silver tones".

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 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.

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