



PRESS RELEASE

Kulm Hotel St Moritz celebrates 150 years as the Cradle of Winter Tourism with a trip down memory lane

Switzerland, October 2014: This winter season, the Kulm Hotel St Moritz (www.kulm.com), the resort of St Moritz and Switzerland as a country are celebrating 150 years of winter tourism – and the Kulm Hotel is set to take centre stage as it played such a key role in its development. To mark the occasion, the hotel has put together a unique package that will take guests behind the scenes to historic parts of the property, not normally open to members of the public.

It was just over 150 years ago, in September 1864, that the then owner of the Kulm Hotel St Moritz, Johannes Badrutt, made a bold bet: he promised the last departing summer guests, who were British, a free stay from December to the following spring, if their winter holiday in St Moritz was not as sunny and as pleasant as it had been over the summer. Tanned and full of enthusiasm, the guests returned to England the following spring (1865) and spread the word about their fantastic mountain winter at (what was then called) the Hotel Engadiner Kulm in St Moritz.



Historic view of the Kulm Hotel St Moritz; the Stüva, Mr Badrutt's former office & living room, all set for a gourmet dinner

Previously, St. Moritz had only been a popular summer holiday destination: a place to which people, mainly British who comprised about 75% of the guests, flocked for relaxing spa, gentle walking and inspirational painting holidays. Badrutt, however, could see the potential to extend the holiday season through the winter and this he did with his wager, laying the foundations for the creation of Alpine winter tourism. The Brits returned year after year and soon found ways to entertain themselves in the snow: sledding from the Kulm Hotel onto the frozen Lake St Moritz (leading to the creation of the world-famous Cresta Run) and sliding down the mountain slopes on planks (the birth of downhill skiing).

To give guests a taste of those first winter holidays, the Kulm Hotel St Moritz has put together a “150 years of winter tourism” package that includes an atmospheric candle-lit gourmet dinner in the wood-panelled Stüva, the former living room and office of Johannes Badrutt, which remains today very much as it was in his day. Guests will also be taken on a tour behind the scenes at the property, so that they can see all the historic parts, and they will enjoy a romantic horse-drawn sleigh ride through the winter landscape. Every evening, they will retire to the bedroom once used by Mr and Mrs Badrutt.

The full package includes: 3 nights’ half-board accommodation, including the exclusive four-course dinner in the Stüva complete with beverages, a behind the scenes tour, a bottle of Champagne in the room, traditional Engadin walnut cake, the sleigh ride to Lej da Staz, a 50-minute body massage per person, unlimited access to the Kulm Spa St Moritz and a daily-changing Fit & Fun sports programme. Prices start from CHF1,420 (approx £930) per person sharing the Badrutt bedroom (unless this is already booked, in which case guests will automatically be upgraded to a Junior Suite). The package is only bookable from Sunday to Thursday.

The Kulm Hotel St Moritz is open from 5 December to 5 April; for more information and to book the “150 years of winter tourism” package, please visit www.kulm.com.

Notes for editors

Kulm Hotel St. Moritz was the first hotel to be built in St. Moritz. The Kulm Hotel opened its doors in 1856 and immediately became popular for summer spa and painting holidays, particularly among the British who comprised around 75% of the hotel guests. The owner of the Kulm Hotel, Johannes Badrutt, initiated winter holidays to St. Moritz from 1864 and, as a result, the hotel, resort and Switzerland itself celebrates 150 years of winter tourism in the 2014/15 season.

Since the 19th century, the Kulm Hotel has changed considerably through expansion and renovation, but the fabulous location at the heart of St. Moritz with views over the Lake remains the same. A member of The Leading Hotels of the World, Kulm Hotel St. Moritz has 173 rooms, five restaurants (offering formal dining, French fine dining – the Gourmet-Restaurant the K awarded 15 points by GaultMillau, Italian, local Engadin specialities and Japanese with 13 GaultMillau points), the extensive Kulm Spa St. Moritz (with a 20 m indoor pool with underwater music, various saunas and steam room, a Jacuzzi, a fully-equipped gym and treatment rooms, all with stunning views over Lake St. Moritz) and six conference rooms, with capacities ranging from 50 to 500 people.

Entertainment and sports facilities include the 9-hole Kulm Golf Course St. Moritz, three tennis courts, a natural ice rink, a curling field and the Marmotta Club for children. The Kulm Hotel St. Moritz is inextricably linked to the Cresta Run through the Sunny Bar, where tobogganing pilots have congregated for decades; the walls are lined with trophies and images of famous people who have hurled themselves down the infamous ice track.

Awards in 2013 for the Kulm Hotel St. Moritz include a place in a list of the top ten best holiday hotels in Switzerland compiled by renowned Swiss newspaper *SonntagsZeitung* and the top ten most welcoming luxury hotels in the country list put together by Switzerland Tourism.

In 2012, the Kulm Hotel’s gourmet restaurant the K received 15 GaultMillau points and, in the latest ranking list of Switzerland’s best winter hotels, Kulm Hotel St. Moritz ranked at number 4 in the category of five star hotels as 'one of the best managed and most excellent hotel in the Alps with immaculate consistency'. In January 2014, the Kulm Hotel was named one of Switzerland’s favourite lakeside hotels by HolidayCheck.

Both the Kulm Hotel St. Moritz and its sister property Grand Hotel Kronenhof 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