

**PRESS RELEASE**

**Hit new fitness heights with celebrity trainer JoPo  
at the Kulm Hotel St. Moritz**

*Switzerland, January 2014:* The New Year is when many think about getting fit, but the Kulm Hotel St. Moritz ([www.kulm.com](http://www.kulm.com)) has a secret weapon in Joachim Pötschger, a celebrity trainer who has developed a mind and body programme called persofit® exclusively for the property, as he's available to knock guests into shape throughout the year, not just in January. Whether you're looking to get fit ahead of hitting the slopes, lose a few pounds before your wedding or improve your distance running performance, Joachim Pötschger, affectionately known as JoPo, will get you on the right track.



*Personal training with JoPo; the Kulm Spa St. Moritz indoor pool*

JoPo, who has trained a number of celebrity guests at the hotel, uses several methods to ascertain the health and fitness of individuals in the Kulm Spa St. Moritz, including a simple metabolic test that provides data on muscular composition, flexibility and agility of the motor axes, which can then be used to generate a bespoke personal workout programme.

To take advantage of the metabolic test, guests can book the Kulm Spa Closeup package, which includes three nights' accommodation on a half-board basis, the test, an hour's personal training and two spa treatments (one a bath, the other a massage). Prices for this package start from CHF1380 (approx £950) per person sharing a double room; reservations can be made by phone +41 (0) 81 836 80 00 or by e-mail via [reservations@kulm.com](mailto:reservations@kulm.com).



*Kulm Hotel St. Moritz; the lobby lounge*

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### **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.

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 Engadine 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.

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