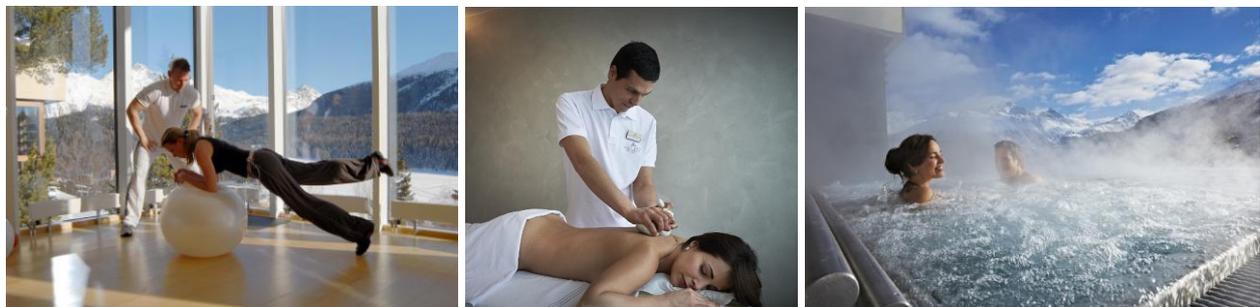


Press Release

The Golf Centre Of The Alps Now Has An £8 Million Spa

Switzerland, July 2013: This summer, a golfing holiday to the world-famous Kulm Hotel St. Moritz (www.kulm.com) is all the more appealing thanks to the opening of the £8-million Kulm Spa St. Moritz, where golfers can indulge themselves with a personal training session designed specifically for golfers, a signature Alpine herb stamp massage to ease tired muscles after a challenging round of golf or a long soak in the outdoor hot tub with panoramic Alpine views.



The Engadine, where St. Moritz is located, is known as “the golf centre of the Alps”, a name it acquired over 120 years ago, in 1891, when the first golf course in Switzerland was opened in Samedan. Not long after, the 9-hole Kulm Golf St. Moritz course was built, nestled among trees in the high Alpine landscape with spectacular views of Lake St. Moritz, thereby creating a unique golfing experience.

In 2001, golf course designer Mario Verdieri upgraded the Kulm’s greens, bringing the course up to date with the needs of today’s golfer, so that the redesigned par 3 course is both picturesque and demanding. Set within the hotel’s grounds, Kulm Golf St. Moritz also boasts a driving range (with 16 practice bays) and two practice putting greens. For those who wish to heighten their golf experience, there are two 18-hole golf courses (Samedan and Zuoz) within a 30-minute drive of St. Moritz for which the Kulm Hotel St. Moritz can arrange green fees.



And now the Kulm Hotel St. Moritz has also upgraded its wellness areas, bringing them right into the 21st century by launching the 2,000 sq m, £8-million Kulm Spa St. Moritz. This innovation is

taking St. Moritz back to its roots, for the resort was known – 3,500 years ago – for its healing spas and in the 19th century became popular among the British, who made the long journey over the high mountain passes to spend the summer enjoying a little bit of R&R in the crisp, therapeutic mountain air and glorious sunshine.

The Kulm Hotel St. Moritz has combined these two great traditions of the Engadine into a three-night package that includes a lavish buffet breakfast, gourmet “Dine Around” half-board at three of the hotel’s five restaurants, one night cap, one green fee for either Samedan or Zuoz, one relaxing 50-minute full body massage, unlimited access to the Kulm Spa St Moritz , a wellbeing sports programme that changes daily, unlimited use of the 9-hole Kulm golf course, practice facilities and tennis courts, and unlimited use of all open mountain railways in the Engadine/St. Moritz region and public transportation in the valley (bus and Rhaetian railway).

Rates for the Golf Break start at CHF895 (approx £620) per person and the package is available till 7 September 2013. Reservations can be made by phone +41 (0) 81 836 80 00 or by e-mail via reservations@kulm.com.

NOTES TO EDITORS

Kulm Golf St Moritz

The nine-hole Kulm Golf St Moritz course, first laid out in 1891 (making it the oldest course in Switzerland), meanders harmoniously through the town, past the St Moritz bobsleigh run and the former Olympic Stadium (two winter Olympics have been held on the course, in 1928 and 1948), while enjoying spectacular views over Lake St Moritz. Lying at a height of 1,860 metres, this demanding par 27 course is among the highest in Europe and was re-laid in 2001 to bring it up to date for the needs of today’s golfers.

In addition to the course, the Club has a practice putting green and a driving range, as well as its own Club restaurant “Chesa al Parc”. An integral part of the offering at the Kulm Golf St. Moritz is the Academy, where beginners can discover the fascination of golf and seasoned players can improve their technique. Our experienced pros are on hand to provide individual instruction to guests, making use of state-of-the-art technical and audiovisual aids.

The Kulm Spa St. Moritz

The philosophy of the Kulm Spa St. Moritz is based on a three-pillar concept – Relaxation, Detox and Regeneration – which can be enjoyed individually or in combination to cater to each individual guest’s needs.

The three-pillar spa philosophy allows for a more personalized service. For example:

- each spa guest benefits from a one-to-one discussion with one of the spa team, who then creates an individual programme for the guest; depending on the guest’s needs, the treatments offered come from one pillar or a combination of two or three pillars
- the Kulm Hotel St. Moritz’s persofit® fitness programme is designed to work alongside the three-pillar concept combining different elements such as cardio training, nutrition counselling, deep relaxation via progressive muscle relaxation, and endurance training through muscle composition tests and mobility; fitness classes, ranging from classic workouts to yoga, can be taken individually or as a group.

The Kulm Spa St. Moritz includes:

- Indoor pool (10m x 20m) with underwater music; stunning views of the St. Moritz lake and mountain peaks through the huge panoramic windows
- Whirlpool
- Open-air pool with water sprays and bubbling water beds
- Salt grotto
- Steam bath
- Finnish sauna
- Relaxation room with heated water beds and fireplace
- For women only: bio sauna and separate relaxation room
- Kneipp footpath
- Children’s pool
- 12 treatment rooms including 2 soft pack beds and hydrojet baths

- 1 Private Spa Suite with steam bath, bio sauna, double hydrojet bathtub, heated waterbed and lounge
- A gym and fitness room equipped with the latest Technogym equipment

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'.

Room rates start at CHF525 (approx £360) per night for two people sharing a double room including half-board. Reservations can be made by phone +41 (0) 81 836 80 00 or by e-mail via reservations@kulm.com.

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

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