



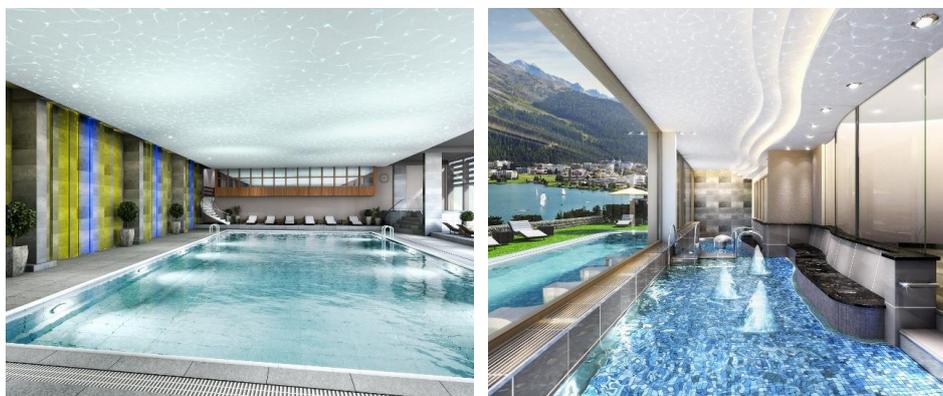
KULM HOTEL
ST.MORITZ



PRESS RELEASE

State of the art Kulm Spa St. Moritz to launch in one of Switzerland's historic well-being resorts

St. Moritz, December 2012: St. Moritz may be famous as a winter ski destination, but the origins of its popularity lie in summer spa holidays and the legendary Kulm Hotel St. Moritz (www.kulmhotel-stmoritz.ch) is delighted to be returning to its roots with the launch of the CHF12 million (approx £8 million) Kulm Spa St. Moritz, covering 2,000 sq m.



St. Moritz owes its original fame to its healing spas, dating back almost 3,500 years. In the 19th century, St. Moritz 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.

It was only in 1864 that St. Moritz became a popular winter destination, too. The then owner of the Kulm Hotel St. Moritz, Johannes Badrutt, initiated winter holidays to the resort by laying a bet with his last departing summer guests that the local weather would be so good even in December that they could sun themselves on the hotel's terrace; if not, he would cover the cost of their vacation himself. He won the bet and within two years, the hotel was fully booked with guests staying through the winter.

From 14 December 2012, the Kulm Hotel St. Moritz will combine the two factors that have made the resort famous over the years – well-being and skiing – and open the doors of the Kulm Spa St. Moritz. Its location immediately sets the Kulm Spa St. Moritz apart, with its panoramic views over Lake St. Moritz and the Engadine Valley, which will now be enjoyed from an outdoor heated pool with water jet features, a 20m-indoor pool area, Jacuzzi pool, relaxation room, 13 treatment rooms including the private spa suite.



Swiss Deluxe Hotels

Kulm Hotel St. Moritz 7500 St. Moritz
Tel. +41 81 836 80 00 Fax +41 81 836 80 01
www.kulmhotel-stmoritz.ch info@kulmhotel-stmoritz.ch



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KULM HOTEL ST.MORITZ



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

Calming spa treatments, such as the signature Kulm Massage, aromatherapy, manicures and pedicures, will come under the Relaxation theme, while Detox/Purification will offer deep-reaching body treatments, such as wraps, and facials, and Regeneration will be all about rejuvenating the body through nutrition, personal fitness sessions and lymphatic drainage treatments. All of the new spa treatments will focus on incorporating the five senses, with a view to transporting guests away from their fast-paced daily lives and returning them to inner harmony.

There will be a large private spa suite for two people seeking to enjoy quality time together, such as a newly-married couple or a mother and daughter; in addition to use of their own steam bath, bio sauna, double water-jet bathtub, heated waterbed and lounge, these guests will receive Champagne and healthy nibbles. Spa treatments designed specifically for both men and teenagers will also be available.

Most of the spa treatments in the Kulm Spa St. Moritz will use organic products, some of them from the Alps. For example, Alpienne lotions made from wild Alpine plants will be used for massages and NIANCE, the genuine Swiss premium anti-aging brand, will be applied during facials. Similarly, the interior of the Kulm Spa St. Moritz will reflect its location, with walls clad in natural materials from the Engadine region, such as pale grey granite and larch and white spruce woods. The end result will give guests the feeling of being at one with the Kulm Spa St. Moritz's natural environment.

Room rates at the Kulm Hotel St. Moritz start from CHF575 (approx £380) for two people sharing a double room on a half-board basis; for further information and to book, please visit the Kulm Hotel St. Moritz website: www.kulmhotel-stmoritz.ch.

Ends

NOTES TO EDITORS

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

- each spa guest will benefit from a one-to-one discussion with one of the spa team, who will then create an individual programme for the guest; depending on the guest's needs, the treatments offered will 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.





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The Kulm Spa St. Moritz will include:

- 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, waterfalls 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, 2 water-jet baths
- 1 Private Spa Suite with steam bath, bio sauna, double water-jet bathtub, heated waterbed and lounge
- A gym and fitness room equipped with the latest Technogym equipment

The product lines that will be used in the Kulm Spa St. Moritz are:

- Alpienne <http://www.alpienne.at/en/home.html>, which possesses natural healing properties such as arnica, St. John's Wort and calendula, making it ideal for massages and body wraps
- Pharmos Natur Green Luxury <http://www.pharmos-natur.de/de/sprachpdf-englisch.html>, based on pure Aloe Vera juice, which is great for healing
- NIANCE Switzerland <http://www.niance.ch/>, produced using pure glacial waters from the Corvatsch mountain in the Engadine and Edelweiss
- Ericson Laboratoire Paris <http://www.ericson-laboratoire.com/public/site/index.htm>, a cosmetic line offering anti-aging treatments that combine natural substances and state-of-the-art high tech methods

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 K awarded 15 points by GaultMillau, Italian, local Engadine specialities and Japanese with 13 GaultMillau points), the extensive Kulm Spa St. Moritz (with a 20m indoor pool, 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





KULM HOTEL ST.MORITZ



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.

Recent awards for the Kulm Hotel St. Moritz include 15 GaultMillau points for the hotel's gourmet restaurant the K in 2012. In the latest ranking list of Switzerland's best winter hotels, Kulm Hotel St. Moritz is 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 CHF575 (approx £380) per night for a double room including half-board, wireless internet as well as free access to the spa and the hotel's ice rink. Reservation can be made by phone +41 81 836 8000 or by e-mail via reservations@kulmhotel-stmoritz.ch.

Both the Kulm Hotel St. Moritz and its sister property Grand Hotel Kronenhof (www.kronenhof.com) 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



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