



KULM HOTEL
ST.MORITZ



PRESS RELEASE

Kulm Hotel St Moritz, a pioneer of the winter season, invests in the future of the ski industry

Switzerland, September 2012: The Kulm Hotel St Moritz (www.kulmhotel-stmoritz.ch), a pioneer of the winter season, has underlined its commitment to the future of skiing by unveiling a special ski pass offer.



For just CHF25 (approx £16) per person per day, guests of the Kulm Hotel St Moritz will receive a ski pass for the entire St Moritz/Engadine region that also gives them free travel on all public transport in the area. The offer is valid throughout the 2012/2013 winter season at both the Kulm Hotel St Moritz and its sister property Grand Hotel Kronenhof in nearby Pontresina; the only requirement is a two-night minimum stay.

With the launch of this unique scheme, the Kulm Hotel St Moritz and the Grand Hotel Kronenhof are once again underscoring their pioneering role in Swiss winter holidays, hoping that the offer will encourage more guests to take to the slopes, thereby bringing a halt to declining ski numbers.

It was the owner of the Kulm Hotel, Johannes Badrutt, who initiated winter holidays to St Moritz in 1864, when he laid 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, which previously had been a summer spa destination, was fully booked with guests staying through the winter.

Looking for ways in which to amuse themselves during the colder months, the winter guests started tobogganing down the steep streets of St Moritz and gliding down the mountain slopes on “two planks”, inventing the Cresta Run and perfecting the art of downhill skiing in the process.

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, including wireless internet as well as free access to the Kulm Grand 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; more details can be found on the Kulm Hotel St Moritz website: www.kulmhotel-stmoritz.ch.

NOTES TO 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, when he laid a bet with his last departing summer guests that the local weather was so good they could sun themselves on the hotel's terrace even in deep December; 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 for the entire winter season. The Kulm Hotel St. Moritz can, therefore, take credit for starting the trend for winter sports holidays.

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, the Kulm Hotel has 173 rooms, three restaurants (offering formal dining, French fine dining awarded 15 points by GaultMillau, Italian, local Engadine specialities and Japanese), the extensive Kulm Grand Spa (with 20m indoor pool, heated outdoor pool with water features, 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 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.

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'.

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

Heady Communications

T: 01608 651 692 or 078 5595 0705

E: sue@headycommunications.com