

alpine hideaway
for generations to come



MEDIA RELEASE (FULL VERSION)

SCINTILLATING ST. MORITZ – THE GLAMOROUS ALPINE DESTINATION

What mountains. What space. What light! The largest winter sports region in Switzerland captivates visitors with its breathtaking landscape, its legendary glamour, and its harmonious balance of nature, tradition and lifestyle.

In Engadin St. Moritz, tradition means above all pioneering achievements: winter tourism was born here in 1864, Switzerland's first electric light was switched on here in 1878, and the first ski school in Switzerland opened here in 1929.

Hotel and Skipass

Since pioneering achievements in Engadin St. Moritz have always been writ large, the hoteliers of the Engadin will once again be delighting their guests with a unique offer, now already in its fourth winter season: Book more than one night at a hotel offering the Hotel and Ski Pass combination and get the ski pass for a mere CHF 35.-- The offer is per person per day and is valid on all Upper Engadin mountain railways and cableways for the entire duration of the stay in Engadin St. Moritz. With the Hotel and Ski Pass Offer, snow-sports enthusiasts get to enjoy not just their hotel accommodation but also up to 350 km of immaculately prepared pistes, three Snow Parks, 56 mountain railways and cableways, an unspoilt natural setting, and access to 34 mountain restaurants. Around 100 Upper Engadin hotels in all categories are offering their guests this service. Free use of the public transport network in the Upper Engadin is included in the offer. The Hotel and Ski Pass Offer is valid throughout the winter season.

Inspiring Nature

But the destination Engadin St. Moritz has much more to offer. High-alpine yet facing the sunny South: the Engadin St. Moritz region looks as if it has been crafted by an artist's hands, enchanting both guests and locals alike. Snow-blanketed mountains soar to heights of 4,000 metres (13,000ft) and more, creating an awe-inspiring backdrop to the sun-blessed

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valley – which is nonetheless strikingly wide and therefore flooded with light as well as fresh alpine air. With its four main peaks and 350 kilometres (217 miles) of pistes, over 220 kilometres (136 miles) of cross-country ski trails and 150 kilometres (93 miles) of winter walking paths, Engadin St. Moritz is one of the most varied winter sport regions in Switzerland – not to mention one of the most inspiring. Not least because of its 13 resorts, which could scarcely be more diverse. While scintillating St. Moritz is celebrated for its cosmopolitan glamour, the neighbouring communities embody a traditional rural charm, with their unspoilt village centres, lovingly restored houses, and cosy restaurants and bars. But the main attraction in Engadin St. Moritz is and always will be the nature. Here it has all the room it needs to develop and unfold, and in return it rewards visitors with boundless possibilities to enjoy it to the full. It was not by chance that winter sport was born here. Still today, the Engadin is an important venue for sporting competitions for the international racing élite; in 2017, St. Moritz will stage the FIS Alpine World Ski Championships for the fifth time. And the fact that winter tourism was invented here 150 years ago says it all really: **St. Moritz – the original among winter resorts.**

Mineral springs: bubbling energy for 3,000 years

In the beginning was water: visitors have been enjoying the benefits of the mineral springs in St. Moritz since the Bronze Age. They offer the ultimate natural high: St. Moritz's mineral springs are the highest in Switzerland. They are especially effective, too, for the combination of the healing benefits of the alpine moor mud and the intense and invigorating mountain climate makes for an exceptionally energising cure. It is no surprise, then, that the springs contributed to establishing St. Moritz's legendary reputation. Celebrated natural healers such as Paracelsus praised the power of the waters, while for many years the nearby church dedicated to St. Maurice was one of the most popular pilgrimage destinations in Europe; entire royal households came to take the waters. Visitors can still do the same today – although in greater comfort, as part of a comprehensive wellness programme.

Guest ride down the channel of ice

The bobsleigh run in St. Moritz is the only natural ice bob track in the world – and a living legend. You only have to take a thrilling bob “guest ride” to find out why. A pilot in front, a

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bobsleigh pusher behind, and in between, two guests – all riding a narrow bobsleigh without suspension, feeling every bump and groove in the surface of the ice. For the first hundred metres (110 yards), you can still admire the scenery and the smooth shape of the ice canal built from scratch every year – the only natural ice bob track in the world. Soon, however, the forces acting at each curve push the riders ever deeper into their seats. At the “Horse Shoe” corner, the bob’s effective weight has increased five-fold, and as it hurtles past an applauding crowd it continues to accelerate until it is racing to the finish at a speed of up to 130kph (nearly 85mph). After 75 adrenalin-filled seconds, the ride is over – and the guests are full of respect for the intrepid riders. A particularly spectacular experience is a guest ride in the evening, when the bob run is floodlit.

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