



PRESS RELEASE

Golf, Golf & More Golf...

Kulm Hotel St. Moritz Offers 'Golf Break' This Summer

Switzerland, May 2018: Golf enthusiasts will find themselves on top of the world thanks to the 'Golf Break' package being offered by the iconic Kulm Hotel St. Moritz (www.kulm.com) to guests staying two nights or more in the Swiss Engadine Valley this summer.

In addition to unlimited access to the par 27 Kulm Golf St. Moritz, the package includes one complimentary green fee at either the parkland, links-style layout at Samedan or its sister course at Zuoz, which weaves its way along the majestic mountainside and in between pine forests; both these 18-hole courses are under half an hour's drive from the Kulm Hotel.



Kulm Golf St. Moritz; Kulm Hotel St. Moritz room

The Engadine Valley has a reputation as a golfer's paradise due to the spectacular Alpine panoramas of fertile green valleys and dramatic mountain backdrops set against deep blue summer skies.

Over 125 years ago, in 1891, the Kulm Golf St. Moritz, nestled among pines on the high Alps with stunning vistas over Lake St. Moritz, became the first 9-hole course in Switzerland. A course upgrade in 2001 by local designer, Mario Verdieri, improved the greens and brought the layout up to date. The mountainous nature of this par 27 course makes it physically challenging, but refreshment is close at hand, as the hotel's Chesa al Parc restaurant is located in the grounds only a few metres from the start of the course.

Two years later, Samedan became the first 18-hole golf course in Switzerland to open its doors and this year celebrates its 125th anniversary. A classic, parkland course with a touch of links, Samedan is set mainly on the valley floor, though the course does offer some gently undulating holes. It is characterized by broad fairways flanked by ancient, giant larch trees, some of which are over 700 years old, whilst numerous water hazardous features made up of a series of ponds and streams ensure it is a testing challenge of golf. Samedan is just a 10-minute drive from the Kulm Hotel St. Moritz.



Samedan golf course; Zuoz golf course

In 2003, these two courses were joined by the Zuoz-Madulain course – or simply Zuoz – just a 20-minute drive from St. Moritz. Despite being a relatively young course, the combination of undulating fairways, multiple elevation changes, receptive greens and its attractive setting so close to nature have made it extremely popular with golfers. In contrast to the golf course in Samedan (with its level terrain and plentiful lakes and streams), Zuoz is set on a few different levels and flanked on one side by natural, thick pine forest.

Also included in the ‘Golf Break’ package are a sumptuous daily breakfast buffet and Gourmet Dine Around (half board), reduced green fees at Samedan and Zuoz for those wishing to play an extra round, a 25-minute AktiVital Massage as well as unlimited free access to the state-of-the-art, 2,000 sq m Kulm Spa St. Moritz, tennis courts and use of all the open mountain railways in the Engadin/St. Moritz region and public transportation in the valley (bus and Rhaetian railway).

To qualify for the ‘Golf Break’ offer, simply book two consecutive nights at the Kulm Hotel St. Moritz between 22 June and 1 September 2018; rates per person for two nights start from CHF670 (approx £495) in a single room and CHF640 in a double room (based on two people sharing a double/twin room). Additional nights can be booked on request and complimentary green fees are offered to all those booking for four nights or more.

Reservations can be made by phone on +41 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, 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.

Kulm Hotel St. Moritz (www.kulm.com) 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 then owner of the Kulm Hotel, Johannes Badrutt, initiated winter holidays to St. Moritz from 1864 and, as a result, the hotel, resort and Switzerland itself celebrated 150 years of winter tourism in the 2014/15 season.

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 164 rooms, five restaurants (including formal dining in the Grand Restaurant, the Italian Pizzeria with 13 Gault Millau points and local Engadine specialities at Chesa al Parc), 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 summer sports facilities include the 9-hole Kulm Golf Course St. Moritz (the oldest golf course in the country), three tennis courts and the Marmotta Kids' Club for younger guests.

Recent awards for the Kulm Hotel St. Moritz include being named Gault Millau Hotel of the Year 2018, one of the top ten most welcoming luxury hotels in Switzerland in the PRIX BIENVENU 2017 awards, being named best mountain hotel in Switzerland at the Connoisseur Circle Awards, Switzerland's third Top Luxury Hotel in the 2016 TripAdvisor Travelers' Choice® awards, as well as fifth place in the hotels worldwide recognised for best service category. This year, the Kulm was also named sixth best hotel in Switzerland by HolidayCheck and one of the most popular hotels worldwide; Bilanz Hotel-Rating 2016 ranked it eighth out of the 50 best holiday hotels in Switzerland. In 2015, the Kulm secured a top ten place in the "Friendliest Luxury Hotel" category at the Switzerland Tourism PRIX BIENVENU awards, entered the TripAdvisor Hall of Fame for excellence in hospitality for consistently achieving great traveller reviews on TripAdvisor, was named 5th best hotel in Switzerland by *SonntagsZeitung's* hotel critic Karl Wild and was named the best five-star hotel in St. Moritz for wellness, active holidays and luxury travel by HolidayCheck; the hotel's Gourmet-Restaurant the K also won 16 Gault Millau points. In 2014, the Kulm Hotel St. Moritz was included 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 May 2016, Jenny and Heinz E. Hunkeler of the Kulm Hotel St. Moritz were named "Hoteliers of the Year 2016" by leading Swiss newspaper *SonntagsZeitung*, which publishes annual Hotel Rating Awards, the only honours sanctioned by Switzerland Tourism, the national tourist office.

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

For more information, hi res images & to organise a review visit, please contact:

Sue Heady

Director

Heady Communications

T: 01608 651 692

M: 078 5595 0705

E: sue@headycommunications.com