

Press release

**Introducing “Kulm Sporty Kids”  
FREE children’s activities to keep the whole family happy**

*St. Moritz, May 2018:* This summer season, the Kulm Hotel St. Moritz ([www.kulm.com](http://www.kulm.com)) – the current Gault Millau Hotel of the Year – is introducing a “Kulm Sporty Kids” package to keep every member of the family happy; children will be royally entertained by the hotel’s in-house team, as well as externally at outdoor sports camps, to make sure that parents also have plenty of time to relax on their own.



*“Kulm Sporty Kids”*

Families will notice the benefits of the Kulm’s “Very Important Kids” programme (open to those aged three to 12 years) as soon as they arrive, with children’s amenities in the room. Settling into the hotel, children will be able to sign up for all kinds of events including treasure hunts around the historic building, pizza baking with Chef in the kitchen and mocktail making in the bar with the resident mixologist. While they wander around the hotel exploring, they can also make the most of free juice, ice cream and hot chocolate in any of the hotel’s restaurants, while mothers will appreciate the free laundry service for children up to 12 years of age.

For kids aged three years and over, the hotel’s Marmotta Kids’ Club provides plenty of space for jumping around and taking part in various art & craft activities, while outdoors there is a bouncy castle in the shape of a grand hotel to amuse youngsters for hours on end. For teenagers, there is a separate room with computers, pinball machines and table football. The Kids’ Club is manned from 4pm to 9:30pm daily, with morning supervision (9am to 12 noon) available on request. For parents who wish to dine alone, a children’s menu is served in Marmotta at 6:30pm. Parents can accompany their children to their own water world in the hotel’s spa area, with its panoramic views over the Engadine Valley.

Monday to Friday, the English-speaking professionals of the Engadine Kids Sport Camp entertain children aged between six and 16 years of age for FREE, in two groups (six to 12 years and 12 to 16 years), with a wide range of activities including kayaking, mountaineering, skateboarding and, for the older children, go karting. Camp takes place between 10am and 4pm, with children having the option to do a full- or half- day, leaving parents with a good stretch of time to do their own thing. There is a small daily cost of CHF30 to cover transfers to/from Camp and lunch.

Free tennis lessons for children aged four years or above take place on the hotel's own courts located within the Kulm's grounds. Silvaplana Tennis School's Maria-Laura Eldahuk, a former professional player and certified coach, provides lessons to small groups (of never more than eight participants) divided into three different levels (beginners, intermediates and advanced). The tennis sessions take place for an hour, Monday to Friday.



*Kulm Spa kids' water world; overview of the Kulm, its grounds & location*

Parents, meantime, can unwind in terrific style. At the Kulm Hotel, the views over picturesque Lake St Moritz are spellbinding and, in addition to the extensive spa and the four restaurants, there's a beautifully sited nine-hole golf course. It goes without saying that evening babysitting and childminding can be arranged by the hotel.

Of course, it's equally important for families to spend time together on holiday and the glorious Engadine region of the eastern Swiss Alps where the Kulm is located provides the perfect backdrop to numerous outdoor activities: hiking, mountain biking, swimming in the lake, stand-up paddleboarding, sailing and riding the mountain trains up to restaurants with panoramic views that take the breath away! The setting really is idyllic for an active family holiday, away from it all.

The "Kulm Sporty Kids" seven-night package includes sumptuous breakfasts, a gourmet 'Dine Around' meal plan (a half-board arrangement that allows guests to eat at any restaurant in Kulm or sister property Grand Hotel Kronenhof), kids' amenities in the room, Champagne on arrival (for parents of course) unlimited use of the Kulm Hotel tennis courts; unlimited access to the Kulm Spa and a 50-minute treatment for parents; and unlimited use of the mountain railways in the Engadine/St. Moritz region.

The "Kulm Sporty Kids" package is available from 22 June to 1 September 2018 and costs from CHF2740.00 for a family of four (2 adults, 2 children) sharing a double room with additional beds. To book, visit the [website](#).

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**Notes for Editors**

**Kulm Hotel St. Moritz** ([www.kulm.com](http://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.

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