

Major Room Renovation for Kulm Hotel St Moritz ahead of 2015/16 winter season

Switzerland, December 2015: Over the last six months, the legendary Kulm Hotel St. Moritz (www.kulm.com) has undergone its largest ever room renovation, creating 26 generously proportioned rooms and suites in the wing of the property known as the Neukulm. This major refurbishment project has been overseen by the award-winning French interior designer Pierre-Yves Rochon, who has previously worked with other luxury brands such as Four Seasons Hotels & Resorts and The Peninsula Hotels.



Renovated Neukulm rooms

The Neukulm was completely stripped back during the renovation process, which started in April 2015 and finished in time for the start of the winter 2015/16 season, which kicked off on Friday 4 December. CHF7 million (approx £4.5 million) was spent reducing 33 rooms to just 26 (14 doubles, 6 Junior Suites, 3 Deluxe Junior Suites and 3 Suites) with larger living areas to provide guests with more comfort.

While the new rooms have a contemporary feel, tradition has not been forgotten. Swiss stone pine wood ceilings, very typical of the Engadine region, are to be found in every room and have the added bonus of helping to improve sleep: medical studies have shown stone pine wood lowers the heart rate and induces a deeper sleep.



Renovated Neukulm room; Kulm Hotel St. Moritz

Other features include floor to ceiling lacquered wall units (which are very characteristic of Pierre-Yves Rochon's design), natural black stone tiles in the bathrooms and beige or light blue colour ways. In order to reduce noise impact, all the rooms are carpeted.

The end result is newly-created rooms that provide the perfect synergy between grand hotel style and modern Alpine living. Somewhere that regional traditions and international expectations combine to create a quiet oasis in which guests can completely relax, as well as a luxurious and light interior, where – in keeping with the Kulm Hotel's ethos – every comfort is met.

It is on this basis that the hotel's ski room has been expanded and renovated: it is now four times larger than previously with bigger storage lockers (one assigned to each room) in which heated rods dry out gloves, boots and helmets to ensure that guests hit the slopes every morning feeling cosy and content. Additionally, an exclusive partnership with Head has been forged in the on-site ski shop that allows guests to enjoy the best equipment possible; the very latest skis, snowboards and boots are for rent directly at the hotel.

To be one of the first to see the new rooms of the Neukulm, book before the Kulm Hotel St. Moritz's winter season ends (27 March 2016). Rates start from CHF575 (approx £375) per night for two people sharing a double room on a half-board basis. To book, please call +41(0)81 836 8236, email reservations@kulm.com or book online at www.kulm.com.



NOTES TO EDITORS

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 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 celebrates 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 172 rooms, five restaurants (offering formal dining, French fine dining – the Gourmet-Restaurant the K awarded 16 points by GaultMillau, Italian, local Engadine specialities and Japanese with 13 GaultMillau points), 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 sports facilities include the 9-hole Kulm Golf Course St. Moritz, three tennis courts, a natural ice rink, a curling field and the Marmotta Kids' Club. The Kulm Hotel St. Moritz is inextricably linked to the Cresta Run, which was built within the hotel's grounds in 1891. To this day, tobogganing pilots congregate in the Kulm's Sunny Bar, which is Switzerland's oldest sports bar; the walls of the bar 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 being crowned Switzerland's Top Hotel in the TripAdvisor Travelers' Choice® awards, being named the best five-star hotel in St. Moritz for wellness, active holidays and luxury travel by HolidayCheck, coming in the top ten "Friendliest Luxury Hotel" category at the Switzerland Tourism PRIX BIENVENU awards, entering the TripAdvisor Hall of Fame for excellence in hospitality for consistently achieving great traveller reviews on TripAdvisor, being named 5th best hotel in Switzerland by SonntagsZeitung's hotel critic Karl Wild and winning 16 GaultMillau points for the hotel's gourmet restaurant the K – all in 2015. Furthermore the Kulm Hotel St. Moritz was ranked 3rd place of best winter 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.

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

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