

Water is life

Switzerland, May 2016 – Since Roman times, people around the world have been using water in all its forms to cleanse, heal and relax the body. While hot water stimulates the production of white blood cells thereby strengthening the immune system, cold water is a great recharger, reducing inflammation and helping to boost circulation. Where better then to spend the summer holidays than in Switzerland's St. Moritz, where it's possible to have amazing experiences in, on and around water, both hot and cold.



View of Lake St. Moritz in summer; the outdoor pool at Kulm Spa St. Moritz

In the 19th century, St. Moritz was a very popular summer holiday destination, to which loyal customers retreated year after year “to take the waters” of the healing springs that date back almost 3,500 years. Today, the stunning natural landscape, with its glaciers, creeks, rivers, lakes and snow-capped peaks, plus the modern spa facilities offered by hotels such as the Kulm Hotel St. Moritz (www.kulm.com) make it the perfect place for a truly restorative holiday.

For example, on the slopes of Corvatsch, there is a designated 2.5 hour “Water Path” around six small mountain lakes, while the much larger Lake Silvaplana and Lake St. Moritz provide ample space for everything from paddle boarding to kite surfing and fishing, depending on how active you want to be. At the hotel, after a long day of water-based activities, the in-house spa provides multiple opportunities to continue with water therapy, whether it's a swim in the indoor lap pool, a session in the heated outdoor pool with its various water jets while being mesmerised by the stunning panoramic view or a hydro-massage or herbal bath in one of the treatment rooms.

For summer 2016, the Kulm Hotel St. Moritz (www.kulm.com) has put together a “Water is Life” package designed to completely re-charge the batteries, because – as experts tell us – water is very comforting and stimulates the body’s natural ability to relax, thus the only way a body can begin to heal is when it is relaxed. Included in the package are three nights’ half-board accommodation, a boat trip, lunch out to sample delicious fresh fish straight from the lake, a sailing excursion, a guided hike along the Water Path, a hydro jet massage bath and early morning stand-up paddling, as well as unlimited use of the Kulm Spa St. Moritz.



Corvatsch water hike; stand-up paddle boarding on Lake St. Moritz

Prices start from CHF1,585 (approx £1100) per person sharing a double room. To book, call the Kulm Hotel St Moritz on +41 81 836 8000 or email info@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 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 173 rooms, five restaurants (offering formal dining, French fine dining – the Gourmet-Restaurant the K has 16 GaultMillau points, the Italian Pizzeria with 13 GaultMillau points, local Engadine specialities and Japanese), 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 (the oldest golf course in the country), 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 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. 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 GaultMillau 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.

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

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