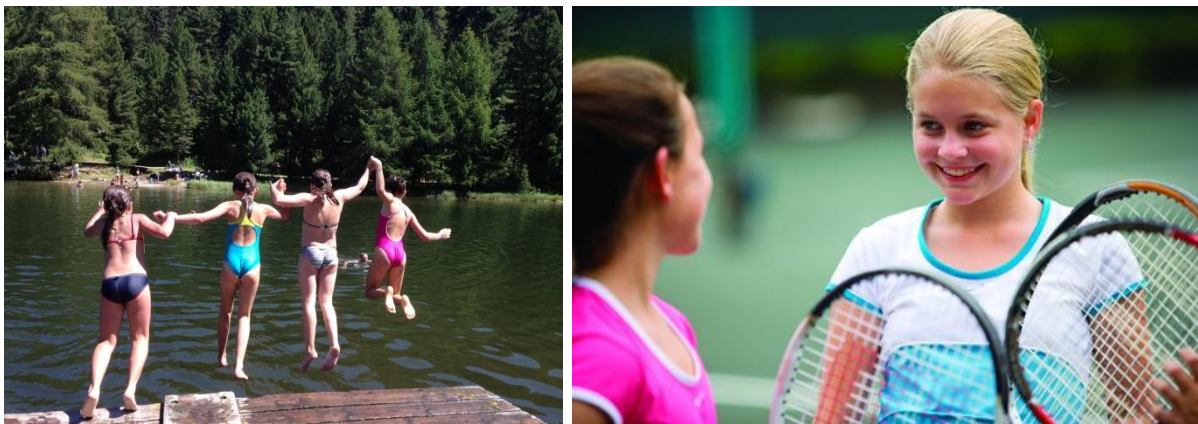


Press release

Kulm Hotel St. Moritz & Grand Hotel Kronenhof introduce Kids Sport Camp & free tennis lessons to its Very Important Kids programme

St. Moritz, June 2017: New this summer for younger guests of the Kulm Hotel St. Moritz (www.kulm.com) and its sister property Grand Hotel Kronenhof (www.kronenhof.com) in nearby Pontresina are the Engadine Kids Sport Camps and complimentary tennis lessons, all part of the hotels' Very Important Kids programme.



Engadine Kids Sport Camp; tennis lessons for kids

Monday to Friday, the English-speaking professionals of the Engadine Kids Sport Camp entertain children aged from six years of age with a wide range of activities including kayaking, mountaineering, skateboarding and go karting. Camp takes place between 10am and 4pm, leaving parents with a good stretch of time to do their own thing.

Kulm kids can join the Camp, which takes place in and around Silvaplana, up to five days a week, while it is open to children at the Kronenhof two days per week; there is a daily cost of CHF30 to cover transfers and lunch at the camp, and kids can also join in the fun for a half day, from 1:30pm to 4pm for a cost of just CHF10 to cover transfers. Parents must register their kids at least 48 hours in advance.

The free tennis lessons take place on the three tennis courts set within the Kulm Hotel's own grounds. Maria Laura Eldahuk, a former professional player and certified coach, provides the lessons to children aged four years or above and there are never more than eight kids in a class. The tennis sessions take place for an hour, Monday to Friday, and are divided into three different levels (beginners, intermediates and advanced). The tennis lessons are free to children staying at both the Kulm and the Kronenhof. Unique to Grand Hotel Kronenhof, however, and new for summer 2017 is a mini-me bouncy castle, for resident junior guests *only*.

Additionally, families can enjoy the sybaritic splendour of the legendary Kulm Hotel St. Moritz and its equally stylish sister property Grand Hotel Kronenhof, Pontresina, as in years gone by. Both hotels are set high in the glorious Engadine region of the eastern Swiss Alps, and both offer a

wealth of outdoor fun and entertainment for children alongside fabulous facilities for their parents – from state-of-the-art spa pampering to exquisite cuisine.



Grand Hotel Kronenhof; Grand Hotel Kronenhof bouncy castle

The mix of luxury and informality is carefully calibrated at these gracious ‘grande dame’ hotels, particularly when it comes to children. Young guests are warmly welcomed with the programme created just for them – it’s called V.I.K., which stands for ‘Very Important Kids’. Open to hotel residents from three to 12 years old, it includes free ice cream and squash all day long in any of the hotel restaurants, a children’s water world at each hotel, special children’s menus and a surprise package on arrival.

In addition, both hotels have their own dedicated children’s club area with games consoles, table football, table tennis and more for teenagers, as well as play space and games for the younger crew. Supervised activities include arts & crafts, themed parties, mocktail making, pizza baking and a plethora of additional pastimes. Other family-friendly factors include complimentary child care, free laundry for children under 12 years old and the possibility of booking interconnecting rooms (with a 50% discount offered on the child or children’s room).

Parents, meantime, can unwind in terrific style. At Kulm Hotel St. Moritz the views over picturesque Lake St. Moritz are spellbinding and, in addition to the extensive spa and the four restaurants open in summer, there’s a beautifully sited nine-hole golf course. Grand Hotel Kronenhof has its own impressive spa and three elegant dining choices (gourmet restaurant Kronenstübli, the neo-baroque Grand Restaurant and Pavilion for informal meals). It goes without saying that evening babysitting and childminding can be arranged at each hotel.

The “Kulm Sporty Kids” three- or 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 Kronenhof), kids’ amenities in the room, participation in the Engadine Kids Sport Camp, 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. To book, visit the [website](#).

For full details of all the packages offered this summer by Grand Hotel Kronenhof, take a look at the [website](#).

Notes for 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 172 rooms, six 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, Peruvian and the newly created Kulm Country Club), 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 Kulm Golf Course St. Moritz (the oldest 9-hole 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 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 GaultMillau points.

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.

Grand Hotel Kronenhof, located in Pontresina, six kilometres from St. Moritz, offers the best of both worlds: the chance to enjoy the glitz of St. Moritz, while staying in a peaceful mountain village.

Grand Hotel Kronenhof has a rich and interesting history, having first opened its doors in the first half of the 19th century as a guesthouse. However, the main part of the current building, which is a registered historical landmark, was built at the very end of the 19th century in Neo-Baroque style. In November 2007, the hotel underwent a CHF 35 million development project, which resulted in the creation of 28 new guest rooms and a stunning spa complex covering more than 2000 square metres. The latest renovation, unveiled in December 2016, saw 13 new rooms and suites designed by the world-famous French designer Pierre-Yves Rochon.

The spa is certainly one of the hotel's highlights and has been named "the best Alpine spa" (according to Tyler Brule writing in the FT, November 2009). Facilities include a 20m indoor infinity pool with counter-current system, a flotation pool with underwater music, a wide range of saunas and steam rooms, a luxurious private suite for couples to enjoy wraps and massages together, and – for the perfect final touch – a crackling log fire in the relaxation room.

Gourmet cuisine is also a specialty at the Grand Hotel Kronenhof. Awarded the title of GaultMillau Hotel of the Year in 2009, it has three restaurants (the formal Grand Restaurant in an elegant Neo-Baroque vaulted room, Gourmet Restaurant Kronenstübli serving Italian-Mediterranean cuisine with 16 GaultMillau points and the informal Le Pavillon for light lunches). In addition, the hotel features a 19th-century original bowling alley where Swiss raclette is served. In 2016, Adriana Novotná of the Gourmet Restaurant Kronenstübli was named "Sommelier of the year 2017" by GaultMillau.

Finally, Grand Hotel Kronenhof is renowned for its extensive children's activities and facilities (a kids' club and Rondelle, a restaurant just for younger members of the family).

In 2017, Grand Hotel Kronenhof was named one of the top ten most welcoming luxury hotels in Switzerland in the PRIX BIENVENU awards; two years earlier, it was identified as one of the top ten "Luxury Hotels" by the same awards. It was also named the Top Luxury Hotel in Switzerland in the 2016 TripAdvisor Travelers' Choice® awards and placed sixth in the top hotels for service category; in 2014, it was named the Top Hotel in Switzerland, Europe and the World in the same awards. The hotel is a member of the TripAdvisor Hall of Fame for excellence in hospitality for consistently achieving great traveller reviews on TripAdvisor. In 2016, Bilanz Hotel-Rating named Nadine Böning Soares "Spa Manager of the year" and ranked the Kronenhof 15th out of the 50 best holiday hotels in Switzerland. In 2015, the hotel won the title of World Luxury Ski Resort and Europe's Luxury Family Hotel, as well as a place in a list of the top 35 best holiday hotels in Switzerland compiled by renowned Swiss newspaper *SonntagsZeitung* and it was named the best five-star hotel in Pontresina for wellness, active holidays and luxury travel by HolidayCheck.

For more information, please contact:

Sue Heady

Heady Communications

T: 01608 651 692 / 078 5595 0705

E: sue@headycommunications.com