



KULM HOTEL  
ST. MORITZ



## Press Kit

# Kulm Hotel St. Moritz

## St. Moritz, Switzerland



<b>Name</b>	Kulm Hotel St. Moritz
<b>Category</b>	Five-star Superior/Deluxe Member of Swiss Deluxe Hotels The Leading Hotels of the World
<b>Address</b>	Via Veglia 18 7500 St. Moritz Switzerland
<b>Contact</b>	T +41 (0)81 836 80 00 F +41 (0)81 836 80 01 info@kulm.com www.kulm.com



**Location**

The Kulm Hotel St. Moritz is located in the heart of the world-famous Swiss ski and spa resort, with breathtaking views over Lake St. Moritz, which is often bathed in brilliant sunlight – the resort enjoys over 300 days of sun per year. Dating back over 160 years, the grand old building of the Kulm has an incomparable air of luxury, tradition, modern comfort and warm hospitality.

St. Moritz, one of the world's best known holiday resorts, lies in the southernmost high valley of the Alps at an altitude of 1856 metres. Chic, elegant and exclusive, it is a real paradise for sports enthusiasts and seekers of rest and relaxation both in winter and summer. Its location by the lake, the wide expanse of its valley, the magnificent glaciers in the silent side valleys, its unique infrastructure and, last but not least, the cosmopolitan vibrancy of its visitors all make St. Moritz a very special destination.

**Region**

Nestling in the heart of the majestic mountains of the Swiss canton of Graubunden (or Grisons), the Upper Engadine is one of Europe's highest inhabited valleys. If you also include the Lower Engadine valley, this high valley, south of the steep Julierpass, measures 80 kilometres in length. Pure nature with pristine mountain forests, quiet Alpine meadows and rushing mountain streams, a unique landscape of lakes and a centuries-old culture combine to make the region one of the most attractive holiday destinations in the Alps.

**History**

The Kulm Hotel St. Moritz has had an eventful history and was instrumental in turning the resort into a winter sports destination.

Originally, in 1855, the legendary hotel pioneer Johannes Badrutt rented a property called Pension Faller, before purchasing it two years later and transforming the building into the Hotel Engadiner Kulm, the village's first hotel, thereby laying the foundations for the Swiss luxury hotel industry in the Alps. It immediately became popular for summer spa and painting holidays, particularly among the British who comprised around 75% of the hotel guests. A true visionary, he also gave birth to Alpine winter tourism with a bold wager: he promised the last departing summer guests a free stay from December to the following spring, if their winter holiday in St. Moritz was not as sunny and as pleasant as in summer. Tanned and full of enthusiasm, the British guests returned home the following spring and spread the word about their fantastic mountain winter in the Hotel Engadiner Kulm in St. Moritz.

The pioneering spirit of this extraordinary hotelier continued in 1879, when he had the first electric lighting in the country installed as a novelty.

Since the 19<sup>th</sup> century, the Kulm Hotel St. Moritz's magical appeal has been characterised by glamorous social events, such as the mysterious *Laterna Magica* and stylish masked balls, which have been enjoyed by a steady stream of European nobility and well-known people.

In 1928 and 1948, the park of the Kulm Hotel was the venue for the opening of the Winter Olympic Games.

The Kulm Hotel St. Moritz retains its position as one of the leading hotels in the Upper Engadine. The present owner, the Niarchos family trust (trading as AG GRAND HOTELS ENGADINERKULM), is dedicated to maintaining the high standards that have come to be expected of the hotel and are continually re-vesting in the hotel.

### **Renovations**

Keeping up with the times has always been a priority for the Niarchos family owners. Since the start of the new century, AG GRAND HOTELS ENGADINERKULM has invested in excess of CHF 100 million in refurbishing the Kulm Hotel St. Moritz.

In January 2017, the historic Kulm Country Club opened in the hotel grounds, following a CHF12 million renovation project overseen by the well-known architect Norman Foster, who is a St. Moritz resident. CHF7 million was spent reducing 33 rooms to just 26 in the New Kulm wing in 2015 and in 2012, CHF12 million was spent on the new Kulm Spa St. Moritz – all evidence of the company's ongoing commitment to the property.

Additional funds have been spent on a continuous programme of refreshing the 172 rooms, as and when necessary. The management team is particularly proud of the Presidential Suite, with its use of local woods and discreet, warm colours; located on the fifth floor, it has an impressive view over the Lake and Alps.

Other highlights include the construction in 2002/03 of the Résidence II with 21 luxury apartments, underground garage and conference rooms with space for 50 to 500 people, and the modern design of the 9-hole golf course. Investments have also been made in new windows for a fully modernised kitchen, better insulation, two new lifts and a new scullery for three of the restaurants.

### **Awards**

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; 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 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.

## Key figures at the Kulm Hotel St. Moritz

### Hotel director couple



In March 2013, Jenny and Heinz E. Hunkeler took over the management of the Kulm Hotel St. Moritz, having previously run sister property Grand Hotel Kronenhof, Pontresina.

Jenny and Heinz E. Hunkeler both graduated from the famous Ecole Hôtelière de Lausanne with BSc degrees in International Hospitality Management, before going on to gain significant experience at several of the world's luxury properties.

Heinz E. Hunkeler completed internships at renowned Swiss luxury hotels such as the Victoria Jungfrau Grand Hotel & Spa in Interlaken, the Montreux Palace and the Des Bergues in Geneva. Career stops included periods at Geneva's Mandarin Oriental Hotel du Rhône, the George V Paris, New York's The Pierre and the position of Assistant General Manager at the Kempinski Hotel Vier Jahreszeiten in Munich.

For Heinz E. Hunkeler, however, taking over the reins of Kulm Hotel St Moritz has been like coming home, for he grew up in St. Moritz and attended the Lyceum Alpinum in Zuoz, while his father, also Heinz Hunkeler, was Hotel Director at the Kulm Hotel St. Moritz. With an additional role as Chief Executive Officer of AG GRAND HOTELS ENGADINERKULM, he continues to oversee the management of Grand Hotel Kronenhof, Pontresina as well.

Jenny Hunkeler grew up in Geneva and upon graduation assumed various positions at, amongst others, New York's Peninsula Hotel, the Emerald Beach Resort Virgin Island and the Ramada Park Hotel in Geneva. She also held a Sales and Marketing position at the Hotel Königshof in Munich, a Geisel property. Her particular area of expertise is in the wellness and spa field.

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.

### Head Chef



In the winter 2016/17 season, Hans Nussbaumer (right in image), who had been with the Kulm Hotel St. Moritz for 25 years, retired, passing on the reigns to Mauro Taufer.

Taufer is an Executive Chef of distinction, joining the Kulm Hotel St. Moritz from the JW Marriott Venice Resort & Spa, prior to which he was Executive Chef at Badrutt's Palace in St. Moritz. Originally from Italy, he also speaks French and German.

As the new Chef de Cuisine, he is responsible for the culinary delights in the magnificent Grand Restaurant, The Pizzeria, Chesa al Parc and Bob-Restaurant, as well as in the gourmet restaurant the K which was awarded 16 GaultMillau points. Taufer's creative dishes are based on classical French cuisine, to which he adds his own Italian/Mediterranean influences.

A special experience awaits guests at the "Chef's Table", where they sit surrounded by steaming saucepans amid the cacophony of the kitchen and the delectable aromas of meals being prepared, before they get to enjoy their own exquisite meal.

## **Rooms**

The Kulm Hotel St. Moritz has 172 rooms, Luxury, Deluxe and Junior Suites of varying sizes, all fitted with fine wooden furniture, elegant colours, premium materials and selected elements of local handicraft. Charming accessories, the highest comfort and the use of discreet technology (including free ADSL Internet access) are to be found in all the rooms.

To ensure an exceptional sleeping experience, the beds have high quality eiderdown pillows and duvets by Dauny, which can be chosen from a large collection to suit individual needs. Many rooms can be connected to each other, making them ideally suitable for family holidays.

In the standard and superior categories, guests can choose a room with a view overlooking either the village of St. Moritz, Lake St. Moritz or the imposing Corviglia/Piz Nair massif.

The elegant Deluxe rooms and Junior Suites are designed as stylish salons, and nearly all of them have their own balcony from which to admire the view and relax in the Alpine sunshine. The Luxury and Deluxe Suites are among the show-pieces of the hotel, and contain one to two bedrooms with a separate salon and dining table, as well as a balcony with a fantastic view over the lake.

## **Restaurants / Bars**

The Kulm Hotel St. Moritz has six restaurants and three bars.

Formal dress is required in the elegant Grand Restaurant, where guests can enjoy masterly gourmet cuisine. The dishes on offer range from carefully prepared local Engadine specialities to international favourites. Whether visited in the morning or later in the day, the lavish buffet breakfast and the six-course menu or "à la carte" evening are feasts for the senses.

The gourmet restaurant "The K" with its modern design and menu has 16 GaultMillau points. The 40-seat restaurant is the ideal setting for an evening of indulgence in an elegant and dignified setting. The menu is based on classical French cooking with a hint of the Mediterranean.

"The Pizzeria", a traditional trattoria-style restaurant with 13 GaultMillau points, will appeal to lovers of Italian cuisine, with its homemade wood-stove pizzas and numerous pasta, fish and meat specialities.

Ideal for an aperitif or an after-dinner "digestif", the Altitude Bar offers a dignified ambience with background piano music. Opposite, the Miles Davis Lounge stocks a wide selection of whiskies and cigars.

In the legendary Sunny Bar, figures from international "high society" have been meeting for decades, along with the daredevil racers of the Cresta Run. Numerous old cups and photos adorn the walls of the Sunny Bar, in contrast to its modern interior. It is open to Kulm Hotel guests in the evenings, for drinks, Peruvian food and jazz concerts on certain nights.

New since January 2017 is the historic Kulm Country Club, which was renovated at a cost of CHF12 million, in the hotel grounds; it has a restaurant, which operates a pop-up concept with an ever-rotating selection of internationally famous chefs, and a bar. The renovation was overseen by the well-known architect Norman Foster, who is a St. Moritz resident.

Almost next door is the rustic restaurant "Chesa al Parc", with its large terrace overlooking the hotel's ice rink in winter and tennis courts in summer, which is right by the hotel's golf course; it is known for its Swiss and Italian specialities.

Guests also have privileged entry to the Dracula Club, which is operated by the Kulm Hotel St. Moritz.

Kulm Hotel St. Moritz operates a "Dine Around" formula, which means that hotel guests on half board can enjoy an evening meal in its sister establishment, Grand Hotel Kronenhof in Pontresina.

### **Kulm Spa St. Moritz**

In late 2012, the Kulm Hotel St. Moritz opened the CHF12 million, 2,000 sq m Kulm Spa St. Moritz, with panoramic views over Lake St. Moritz and the Engadine Valley that can now be enjoyed from an outdoor heated pool with water jet features. Other features include a 20m-indoor pool area, Jacuzzi pool, relaxation room and 13 treatment rooms including the private spa suite.

The philosophy of the Kulm Spa St. Moritz is based on a three-pillar concept – Relaxation, Detox/Purification and Regeneration – which can be enjoyed individually or in combination to cater to each individual guest's needs.

Calming spa treatments, such as the signature Kulm Massage, aromatherapy, manicures and pedicures, come under the Relaxation theme, while Detox/Purification offers deep-reaching body treatments, such as wraps, and facials, and Regeneration is all about rejuvenating the body through nutrition, personal fitness sessions and lymphatic drainage treatments. All of the new spa treatments focus on incorporating the five senses, with a view to transporting guests away from their fast-paced daily lives and returning them to inner harmony.

There is a large private spa suite for two people seeking to enjoy quality time

together, such as a newly-married couple or a mother and daughter; in addition to use of their own steam bath, bio sauna, double water-jet bathtub, heated waterbed and lounge, these guests receive Champagne and healthy nibbles. Spa treatments designed specifically for both men and teenagers are also available.

Most of the spa treatments in the Kulm Spa St. Moritz use organic products, some of them from the Alps. For example, Alpienne lotions made from wild Alpine plants are used for massages, while Ericson Laboratoire and Pharmos are the products used during facials. Similarly, the interior of the Kulm Spa St. Moritz reflects its location, with walls clad in natural materials from the Engadine region, such as pale grey granite and larch and white spruce woods. The end result gives guests the feeling of being at one with the Kulm Spa St. Moritz's natural environment.

Kulm Hotel St. Moritz's fitness programme is designed to work alongside the three-pillar concept combining different elements such as cardio training, nutrition counselling, deep relaxation via progressive muscle relaxation, and endurance training through muscle composition tests and mobility; fitness classes, from classic workouts to yoga, can be taken individually or as a group.

### **Conferences, Seminars and Festivities**

The Kulm Hotel has fantastic meeting spaces for seminars, congresses, conferences and incentive events. Six conference rooms, including the Medici, Bridge and Corviglia rooms as well as the ballroom, which is also suitable for weddings and private events up to 350 people, offer flexible space that can accommodate between 50 and 500 people. The latest conference technology is a given and large windows offer excellent natural light.

A wide range of guided excursions and team activities are also on offer for incentive groups and team-building sessions.

### **Activities**

Guests of the Kulm Hotel St. Moritz can enjoy a varied programme of activities, entertainment and leisure possibilities that make full use of the snowbound fairy tale landscapes of winter and the sun-drenched mountain meadows of summer. Aside from activities associated with the natural beauty of the region, the resort of St Moritz puts on a regular stream of cultural events, a full list of which can be found at [www.stmoritz.ch](http://www.stmoritz.ch). Elegant boutiques, glitzy restaurants, bars and nightclubs are the meeting points of the international jet set.

Cyclists and mountain bikers, surfers, yachtsmen, skiers, snowboarders, cross-country skiers, riding enthusiasts, golfers, tennis players and hikers can all find

ideal conditions and facilities to suit every level of competence. 500 kilometres of marked hiking and walking trails, 180 kilometres of cross-country ski tracks and 350 kilometres of prepared ski runs can be explored in the midst of unspoilt countryside and imposing mountain scenery. Horse-drawn carriage rides into the popular Roseg or Fex valleys are particularly romantic. Special highlights also include the annual horse races and polo tournaments on the frozen St. Moritz lake, the Engadine ski marathon and the legendary Cresta Run.

One of St Moritz's highlights is the jazz festival, which takes place from mid-July to mid-August in the Kulm Hotel's legendary Dracula Club, where international jazz is showcased in a very special atmosphere. For more details, please visit [www.festivaldajazz.ch](http://www.festivaldajazz.ch).

The Kulm Hotel's own sports facilities include three tennis courts, curling rinks, a natural ice-skating rink and a 9-hole golf course, which offers an intense and demanding game thanks to its refined design. There are also 18-hole golf courses in nearby Samedan and Zuoz where Kulm Hotel guests can play, subject to reserving tee times.

### **Children's programme**

Kulm Hotel St. Moritz offers the highest levels of child care and the free, in-house Marmotta Club is more than just a kindergarten, it's a place where children between the ages of five and 12 years can enjoy a first-class time. Whether it's pizza baking, sledging, role playing, creative handicrafts or a junior cocktail party, the young guests are lovingly cared for and have a chance to discover their very own "Kulm world".

Guests wishing to offer their precious offspring the very best can enrol them into the VIK<sup>3</sup> (Very Important Kulm & Kronenhof Kids) programme, overseen by a Kids Concierge, which is open to all children between the ages of three and 12 years, and is packed with activities and added extras that are sure to keep the whole family happy. Benefits include kids' presents, free ice cream and iced tea, free laundry and more, plus a Fun Activity Ambassador, who organises – among other things - golf and tennis lessons, hikes, barbecues and cookery classes.

And so that mothers don't need to worry about washing while on holiday or when returning home, children up to the age of 12 years are entitled to free laundry throughout their stay.

### **Getting there**

Both in summer and winter, St. Moritz is easily accessible by car, train or plane.

Coming by car from northern Switzerland, one takes the A13 motorway towards

San Bernardino as far as Thusis and then the Julier pass to St. Moritz. In the winter season, cars can be loaded on to the train in Klosters to make the trip through the Vereina tunnel to Susch-Zernez, or in Thusis through the Albula to Samedan.

From Zurich, the journey by car takes about two and a half hours (220 kilometres); from Basle, it's about four hours. The route from Milan to St Moritz is via Lecco, alongside Lake Como, then via Chiavenna and the Maloja pass, a distance of 170 kilometres that takes about three hours.

By train, there are several Intercity connections to St Moritz from Basle and Zurich. The famous panoramic trips on the Glacier Express run from Zermatt to St. Moritz and link the sunny Valais with the Engadine. The train ride from Zurich airport to St Moritz takes about three and three-quarter hours. The Kulm Hotel limousine picks up and delivers guests to the train station in St Moritz on a complimentary basis.

The Upper Engadine Regional Airport in Samedan/St. Moritz can be reached by private jet or from Zurich, Geneva, Basel, Milan and Munich airports, using an air taxi to connect with international commercial flights. Air Engiadina, for instance, has a wide choice of aircraft and helicopters to meet individual requirements.

### **Prices**

The Kulm Hotel St. Moritz is open from early December to early April and then again in summer from late June to early September. Prices per room and per day vary according to the season and room category, but the starting prices in winter are from CHF325 (approx £260) for a single room, CHF675 (approx £535) for a double room, CHF1,395 (approx £1,110) for a Junior Suite and CHF2,300 (approx £1,830) for a main Suite.

In summer, the prices begin at CHF240 (approx £190) for a single room, CHF495 (approx £395) for a double room, CHF895 (approx £710) for a Junior Suite and CHF1,800 (approx £1,430) for a main Suite.

All prices include daily breakfast buffet, a six-course meal in the evening, transfers from and to St. Moritz railway station, and free use of the Kulm Spa St. Moritz. In summer, the tennis courts and Kulm golf driving range can be used free of charge. When guests stay two nights or more in summer, free travel on all mountain railways and public transport in the Upper Engadine is also included. Over the Christmas and New Year period, the minimum stay is 14 days.

The Kulm Hotel St. Moritz offers a special deal for groups, associations, congress and seminar participants of at least 16 people. An experienced incentive team

provides advice on putting together individual conference programmes, including catering, entertainment, excursions and special team activities.

Date: March 2017

For further information:

Sue Heady  
Heady Communications  
The Mulberry House  
High Street  
Moreton in Marsh  
GL56 0AD  
T +44 (0)1608 651 692  
M +44 (0)78 5595 0705  
E sue@headycommunications.com  
www.headycommunications.com

Heinz E. Hunkeler  
Kulm Hotel St. Moritz  
Via Veglia 18  
7500 St. Moritz / Switzerland

T +41(0)81/836 80 00  
F +41(0)81/836 80 01  
E info@kulm.com  
www.kulm.com