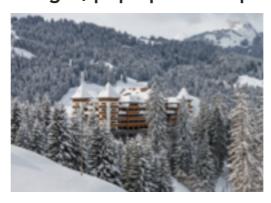
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Top 10 Reasons To Visit The Alpina Gstaad This Winter - New packages, pop-ups and experiences -



November 2016 - On December 8, The Alpina Gstaad welcomes its fifth winter season, which runs until March 19, 2017. From new wellness initiatives to alternatives to ski- ing, this winter promises to be the most unforgettable yet. Here's 10 reasons why...

1. Combine thrills and chill-out time with the new Adrenalin & Zen package Capturing the majestic scenery of the Alps with a 30-minute scenic helicopter flight and landing on the Glacier, this experience includes a private instructor for a day's off piste skiing or boarding. Guests can then enjoy a private limousine transfer back to the hotel, where they can rejuvenate tired muscles and calm the mind, with an Absolute Wellness with Crystals treatment. The CHF3200 price (per person on double occupancy), includes three nights' deluxe accommodation on B&B, plus a daily culinary credit of CHF 100pp.

2. Adrenalin-fuelled Alternatives to Ski

Gstaad has plenty to offer for non-skiers too. Try **Snow Biking**, a fun and quirky activity that really gets the muscles working (Gstaad also hosts the annual Snowbiking event from 19 to 22 January 2017). **Tobogganing** enthusiasts can enjoy Gstaad's eight different toboggan runs, from the family run in Sparenmoos to floodlit toboggan- ing under a full moon on the Wispile. Thrill seekers can even climb onto an "**air- board**" for nail-biting fun and speed.

3. SUP Yoga & Fitness classes

If SUP's your thing, don't let the onset of winter stop you. Brand new for this season, The Alpina Gstaad's Six Senses Spa introduces SUP Yoga & Fitness classes in its indoor pool, so guests can challenge their core, strengthen legs and calm the mind all in one session. A private 60-minute SUP Yoga or Fitness class costs CHF 150.

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4. Integrated Wellness at the Six Senses Spa

Bringing together the latest technology and in-house expertise to create personalised wellness programmes through nutrition, sleep, yoga, meditation and mindfulness, guests can address common concerns around digestion, weight loss, elimination of toxins and weakened immune system.

5. Exclusive products from Biologique Recherche

Three new products, ideal for the harsh winter climate, are available exclusively for the guests of The Alpina Gstaad. A complementary Crème Dermo-RL and Serum T.E.W.L duo that can be used in combination or separately depending on the degree of the skin's lipid deficiency as well as the Biokiss-lips Baume that aims to help re- duce chapping. In addition, guests can experience the brand's latest Second Skin facial in the spa, which helps to protect, sculpt and regenerate the skin.

6. Michelin Stars Abound

The Alpina Gstaad's Japanese restaurant MEGU has recently been **awarded its first Michelin Star**. Guests at this exceptional restaurant are taken on a culinary journey of discovery by Head Chef Takumi Murase, exploring some of Japan's most unusual ingredients and dishes. The hotel's Sommet restaurant already has a Michelin Star.

7. Harry's Bar London Pop Up

Being one of the most elegant and sophisticated private members' clubs in London, Harry's Bar is famed worldwide for the beauty of its décor, and the quality of its food and drink. From 8 - 19 February 2017, guests of The Alpina Gstaad can taste delicious Northern Italian specialiaties prepared by Harry's Bar Head Chef Luigi Frascella, in partnership with the hotel's Executive Chef Marcus G. Lindner.

8. Fondue Under the Stars

This winter sees the return of the romantic gazebo in their winter wonderland so that guests can enjoy an unforgettable evening - as personal guests of Executive Chef Marcus G. Lindner – dining under the stars on a traditional Swiss fondue menu accompanied by a wide variety of teas. A table for two is priced at CHF 250.

9. First winter season for the new Chalet Suite

Opening for its first winter season, the three-bedroom Chalet Suite provides a dis- creet and luxurious haven. Guests can enjoy the exclusivity of their own

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apartment, which is set apart from the main hotel building. Perfect for families, small groups of friends and guests who prefer their own dining facilities, there is a large living area with a fully equipped open kitchen. Prices from 9,000CHF per night. For added exclusivity, the new bespoke "in-suite" shopping experience brings the latest trends from Gstaad's luxurious boutiques directly to your bedroom door. "In-suite" shopping is available to all guests (in all suites) and is organised by the concierge team.

10. New Arrivals for the Art Collection

For the winter season only, two new Alexander Calder sculptures will temporarily join the hotel's art collection. Made from sheet metal, Four Planes Escarpé, 1967 and Six Planes Escarpé, 1967 rise over three metres and are located in The Alpina Gstaad garden. The contemporary sculptor exhibited around Gstaad and Lauenen during the summer.

For reservations email info@thealpinagstaad.ch or visit thealpinagstaad.ch.

- ENDS -

About The Alpina Gstaad

The Alpina Gstaad, which offers 56 suites and bedrooms, is situated on a spacious expanse of parkland overlooking the charming village of Gstaad. The property comprises the Six Senses Spa, a Himalayan salt grotto, a Turkish bath, an indoor and outdoor pool, restaurants the Sommet (18 Gault Millau points, one Michelin Star) and the Swiss Stübli, as well as Japanese gourmet restaurant MEGU (16 Gault Millau points and one Michelin Star), whose Alpina Gstaad branch is its first in Western Europe. The Alpina Gstaad is a member of Preferred Hotels and Resorts' "Legend collection", luxury travel network Virtuoso, and the association of Swiss Deluxe Hotels. Since its opening in December 2012 it has already been awarded numerous accolades, including Travel + Leisure Award for 100 Best Hotels in the World, Condé Nast Traveler Gold List 2016, You & Your Wedding Best Suites in the World 2016 and TripAdvisor's Travelers' Choice Award 2016. Please note that the correct full name of the hotel is The Alpina Gstaad and we kindly ask that it always be written as such.

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