



THE ALPINA  
GSTAAD

## PRESS RELEASE

The Alpina Gstaad, Winter 2017



### WINTER AT THE ALPINA GSTAAD

**THIS WINTER SEASON (From 8 December 2017 - 18 March 2018)**

- New packages & experiences - including Alpine Couples and Family Learn to Ski
- New Energy Healing Programme to help you reboot for 2018
- New Sustainability Initiatives
- Six Senses Spa News - Dr. Burgener introduced



THE ALPINA  
GSTAAD

## PRESS RELEASE

The Alpina Gstaad, Winter 2017

### NEW PACKAGES AND EXPERIENCES

**Alpine Couples Package** - this winter The Alpina Gstaad is launching a brand new package for couples. The two-night break includes a private helicopter flight to the Refuge L'Espace, a restaurant with views on Glacier 3000, with an optional added tour around the Matterhorn. There's also time to enjoy the hotel's Six Senses Spa, with indoor and outdoor pools, sauna and steam room, with a 90 minutes couples Hammam treatment included. Guests can also indulge in a five course Tasting Menu at the hotel's Michelin Starred Sommet restaurant, as well as a romantic horse carriage ride through Lauenen. The package also includes exclusive use of the in-house cinema on one evening, where there's a choice of hundreds of films to be enjoyed with complimentary popcorn, snacks and drinks. Price from CHF 5200, based on two sharing a Junior Suite for two nights.

**Family Learn to Ski** - Gstaad's slopes are perfect for beginners and improvers of all ages and is the ideal destination for young first timers on the slopes. The Alpina Gstaad's new Family Learn To Ski package is a four night programme which includes three full day's ski school tuition for up to two children (aged from 3 years), including lunch. Meanwhile, the parents can hone their skills across Gstaad's 220km of slopes, with TopCard passes included for the entire stay. The package costs from CHF 7888 for four nights, based on two adults and one child in two interconnecting Deluxe Rooms with culinary credit of CHF 100 per person per day.

**New Energy Healing Programme** - this new three day, four night programme has been designed to restore vitality, boost energy and provide mental clarity, leaving you feeling ready to face the new year with a sense of wellbeing. Energy Healing treatments promote physical, emotional, mental and spiritual well-being by releasing tension and energy blockages. A Kundalini Back Treatment will balance the nervous system using soothing and restorative ancient massage techniques. Chakra and sound healing activates and channels the Kundalini – the dormant energy at the base of the spine: lifting tension, releasing negativity and bringing the body back to a state of awareness and balance. The package also includes Yoga, Breathing and Meditation, an Amethyst Wrap and holistic massage. CHF 1500 per person inclusive of all treatments. Accommodation is not included but can be added to the reservation.

**New SnowShoe Hike By Night** - this winter, The Alpina Gstaad is introducing snowshoe hikes by night. During the two hour sensory adventure, a private guide leads you into the moonlit darkness, where the only sounds are those of nature. Hikes costs from CHF 250 for two hours (not inclusive of show shoe rental).



THE ALPINA  
GSTAAD

## PRESS RELEASE

The Alpina Gstaad, Winter 2017

**Harry's Bar** - from 9 -23 Feb 2018, guests of The Alpina Gstaad can once again indulge in a range of north Italian specialities, prepared by Harry's Bar Head Chef Luigi Frascella and the hotel's new Executive Chef Martin Göschel. As one of the most sophisticated private members clubs in London, Harry's Bar is famed worldwide for the quality of its food and drink.

### NEW SUSTAINABILITY INITIATIVES

The Alpina Gstaad already exercises strong sustainable practices, including:

- Donating its used soap to be remade and sold, with proceeds going to charity
- Room key cards are made from sustainable wood rather than plastic
- Pools are partially heated with reclaimed energy from the hotel's freezers
- The hotel itself is built from reclaimed wood
- Provision of electric Tesla cars for guest transportation
- Hotel gardens are watered using only captured rainwater

This winter the hotel will be introducing a number of new green initiatives as follows:

#### Environmentally friendly Fiat Electric Car

This winter, The Alpina Gstaad is delighted to receive from the Leonardo DiCaprio Foundation, a custom-made electric Fiat 500, whose arctic paint exterior changes according to heat levels, demonstrating the effects of rising temperatures worldwide. It joins the hotel's collection of electric cars which guests can use to explore the region, leaving zero carbon footprint.

The "Arctic" car was conceived by Garage Italia Customs to highlight the problem of global warming. Garage Italia Customs used a special film finish to create the polar animals, then treated the bodywork with thermochromic varnish so that when the external temperature rises, the polar animals gradually disappear, reappearing only when the temperature drops. The films are 3M green certificate and were printed with ecological latex. The interior of the vehicles were conceived using the same criteria of highlighting a respect of nature and uses entirely eco-sustainable materials that are natural and vegan.

#### "Ice-cream" by Richard Hambleton (2016)

An addition to the hotel's collection of exceptional contemporary pieces, "Ice Cream" is a 1977 Chevy Van painted and fashioned by Richard Hambleton, the pioneer and godfather of the Street Art movement. This 'one of a kind' art piece, which is framed and painted with black acrylic on aluminium, fiberglass, glass and neon, was auctioned off at the amfAR Cannes. amfAR is one of the world's most successful benefit events during the Cannes International Film Festival which has raised more than \$190million for life-saving



THE ALPINA  
GSTAAD

## PRESS RELEASE

The Alpina Gstaad, Winter 2017

research programs in its fight against AIDS.

### **Collaboration with Parley for the Oceans**

[Parley for the Oceans](#) works to transform plastic from our oceans into useful objects. This winter, The Alpina Gstaad is proud to be partnering with Parley and has invested in five pairs of trainers, worn by all of the spa staff. A typical pair of the new Parley Adidas trainers is made from 11 plastic bottles which would otherwise have been dumped into our oceans.

### **WINTER SPA NEWS**

**Dr Burgener Introduced** - New for the 2017/18 winter season, The Alpina Gstaad is pleased to introduce the Swiss brand Dr. Burgener to its Six Senses Spa. The luxury skincare company promotes the belief that beauty comes from inside and treating the skin from within. The Dr Burgener range uses natural active ingredients such as Green Caviar, Gold trace elements, 100% pure Collagen, Fruit Acids and Royal Jelly.

A selection of regenerative Dr Burgener face and body treatments are now available at The Alpina Gstaad. For the face, choose from the Swiss Anti-Ageing Jewel, Luxury Green Caviar Advance Facial and Men's Skin Fitness Facial. Add to these, the VitaSkin ultrasound, which uses acoustic waves of different frequencies to improve the skin condition and slow down the aging process. Alternatively, the revitalising and cooling Ocular Illumination treatment helps diminish fine lines and dark circles. For a truly indulgent body treatment, book in for the Chardonnay Antioxidant Ritual, which uses chardonnay grape seed extracts for their powerful anti-aging properties. The body scrub and wrap are followed by a massage using champagne, leaving skin glowing and rejuvenated.

**Movement Efficiency Test** - New for this winter season is the introduction of a 30 minute Movement Efficiency Test by Fusionetics. This groundbreaking technology can, with 95 per cent accuracy, show how to optimise fitness and movement to increase performance as well as how to avoid physical problems or injuries. The scientific screening measures movement patterns to identify areas of strength and weaknesses, based on which a personalised workout plan is designed. Prices start from 1,900 CHF (approx. £1,413) per guest for a three night package, based on two sharing a Deluxe Room on bed and breakfast basis. Package include a wellness screening at the beginning of stay, three private fitness sessions and three spa treatments per guest.

**Integrated Wellness Programme** - Continuing this winter, the signature Six Senses Integrated Wellness programme brings together the latest technology and in-house expertise to create personalised wellness programmes. Guests are able to improve wellbeing and enhance their lives through nutrition, sleep, yoga,



THE ALPINA  
GSTAAD

## PRESS RELEASE

The Alpina Gstaad, Winter 2017

movement, meditation, mindfulness and more.

**For fitness enthusiasts** – the SUP Yoga and Fitness also continues throughout the winter months and is an opportunity to work your core, strengthen your legs, or calm your mind with floating meditation. The 60-minute sessions can be booked with either the yoga instructor or a personal trainer and take place in either the indoor or outdoor pool. Private SUP Yoga or Fitness lesson CHF 150.

For more information visit [www.thealpinagstaad.ch](http://www.thealpinagstaad.ch)

### Notes to Editors

#### About The Alpina Gstaad

Featuring 56 rooms and suites, the hotel nestles in 20 hectares of park grounds just above the charming centre of Gstaad village. Opened in December 2012, it is already the recipient of numerous awards, including the GALA SPA AWARD in the category “Best Luxury Hotel City/Resort”; the “Best Ski Spa de Luxe above 1000 metres” award from Handelszeitung magazine; the Prix Bienvenu; and the TripAdvisor Travellers' Choice Award 2017 (number one in the categories ‘Luxury Hotel’ and ‘Top Hotels’ in Switzerland). The establishment regularly appears in lists of best hotels published by renowned magazines, such as SonntagsZeitung, Travel + Leisure (best 100 hotels worldwide), and the Condé Nast Gold List.

The hotel is justifiably proud of its Six Senses Spa with Himalaya Salt Grotto, Hammam steam room and indoor and outdoor pools, as well as of the Sommet restaurant (18 GaultMillau points, 1 Michelin star), Swiss Stübli restaurant, and MEGU Japanese gourmet restaurant (16 GaultMillau points, 1 Michelin star) – the latter is the first iteration of this famous concept in western Europe. The Alpina Gstaad is a member of the Preferred Hotels & Resorts Legend collection, the exclusive Virtuoso travel network, and Swiss Deluxe Hotels. The 2017 summer season launches 9 June.

---

### MEDIA ENQUIRIES

For more information, images or to discuss a feature idea or press trip, please contact :

**Kath Kay / Mel Cutcliffe,**

indigoeight communications

[kathkay@indigoeight.com](mailto:kathkay@indigoeight.com)

[melcutcliffe@indigoeight.com](mailto:melcutcliffe@indigoeight.com)



THE ALPINA  
GSTAAD

## PRESS RELEASE

The Alpina Gstaad, Winter 2017

+44 (0) 7790 159333

+44 (0) 7961 300067

---