

## WINTER AT THE ALPINA GSTAAD: HITTING THE SLOPES NEW OPTIONS FOR SKIERS AND SNOWBOARDERS

GSTAAD, Switzerland, January 21, 2016 – This winter, The Alpina Gstaad is offering several innovative new programs for skiers and snowboarders. Guests can spend several days schussing down some of the resort's 150 miles of *pistes*. For those guests who want something out of the ordinary, [The Alpina Gstaad](#) is happy to oblige.

Through March 20, the newest luxury hotel to open in the Swiss Alpine resort in 100 years is offering these new programs.

- The Alpina Gstaad's three-night [Extreme Winter](#) package features heli-skiing with an experienced ski guide, a picnic on Glacier 3000 and a sleigh ride drawn by huskies around the beautiful valley of Lauenen. Upon returning to the hotel, guests will enjoy a deep-tissue massage in the Six Senses Spa and a dinner of traditional specialties from the Bernese Oberland at the Swiss Stübli. (7,850 CHF, or US\$7,755 for two persons in a double room for two nights and 6,900 CHF, US\$6,820 single occupancy for two nights.)
- With the luxury hotel's new "**Ski Safari**," guests can ski at three Alpine resorts – St. Moritz, Zermatt and Gstaad – in one day. The hotel's private shuttle (private Range Rover Autobiography or Mercedes V-Class) will whisk guests to the Gstaad airport where a helicopter awaits to fly them to the slopes. Starting at F12,000 CHF, or US\$12,000 for two persons in a double room, the package includes the private shuttles between airports and slopes at the three resorts, the helicopter flights, ski passes and one night accommodations.
- The three-day **Gold Ski Retreat** package aims to improve guests' skills under the guidance of a professional ski instructor. Each day begins with a warm-up followed by a ski or snowboard lesson. At the end of a day of skiing, guests enjoy supervised stretching and a relaxing foot treatment or



THE ALPINA  
GSTAAD

back massage in the spa. (6,450 CHF or US\$6,375 for two in a double room for two nights, or 3,850 CHF, or US\$ 3,805 single occupancy for two nights.)

All rates include accommodations in a Deluxe Room Schönried, daily breakfast, a 100 CHF culinary credit, all taxes and VAT plus all activities, instruction and spa treatments as outlined above.

For more information about The Alpina Gstaad's winter programs, please visit [The Alpina Gstaad](#).

#### **The Alpina Gstaad**

The Alpina Gstaad is set on five acres in Oberbort, the exclusive hilltop area of the village, which is in Saanenland in the heart of the Bernese Alps. Part of a CHF300 million-luxury development which includes private chalets and apartments, The Alpina Gstaad is a contemporary interpretation of traditional Swiss architecture incorporating local materials and authentic Alpine style. The luxury hotel has three restaurants: Restaurant Sommet, a Michelin-starred restaurant serving contemporary cuisine; MEGU, a Japanese restaurant and a traditional Swiss stübli. There is a bar and lounge, wine-tasting room, private cinema, cigar lounge, a ballroom and several boardrooms. The 56 spacious rooms and suites – all with balconies – range from 333 square feet to 4,305 square feet.

The Alpina Gstaad is a member of Virtuoso and is part of the Legend Collection of Preferred Hotels and Resorts. In January 2016, the hotel was named to Conde Nast Traveler's Gold List. It has made Conde Nast Traveler's "Hot List," Travel + Leisure's "It List" and The Robb Report's "Best of the Best" for 2013. Schweizer SonntagsZeitung (the Swiss Sunday Newspaper) named The Alpina Gstaad one of the "Top Ten" best holiday hotels in Switzerland and Handelszeitung (a Swiss German newspaper) anointed it, "Best hotel in the Ski-Spa" category. Gault Millau Swiss named [The Alpina Gstaad](#) "Hotel of the Year 2013." The hotel was a finalist in Virtuoso's "Best of the Best" awards for excellence in design and in November 2013 won European Design Hotel of the Year from the European Hotel Design Awards. Restaurant Sommet received its first Michelin star in November 2013.