

ADRENALIN + ZEN

The Alpina Gstaad Offers New 2016/2017 Winter Program

GSTAAD, Switzerland, November 3, 2016 – The award-winning Alpina Gstaad likes to keep one step ahead of its very discerning guests. As the newest luxury hotel to open in 100 years in the Swiss Alpine village, [The Alpina Gstaad](#) is launching a new ski and snowboard program for the 2016/2017 winter season. The four-day, three-night [Adrenalin + Zen](#) experience includes a helicopter ride from Saanen over the picturesque Bernese Oberland countryside landing on top of Glacier 3000 for a day of off piste skiing or snowboarding with a private guide.

From Glacier 3000 at 9,727 feet high, skiers can view a panorama of 24 mountain peaks including the Eiger, Mönch, Jungfrau, Matterhorn, Grand Combin and the famed Mont Blanc. The 350-foot [Peak Walk](#), a suspension bridge linking two mountain tops, provides another thrilling experience. The Alpina Gstaad's Adrenalin + Zen program begins with a 30-minute Dry Land Warm-up and includes a private ski instructor guide as well as a luxury lunch bag. After a day on the slopes, a private limousine will take guests back to the luxury hotel where they will have a 30-minute Chakra Balancing with Crystals.

From December 8, 2016 through March 19, 2017, the three-night Adrenalin + Zen package costs CHF 3200 CHF (about US\$ 3,285) per person, double occupancy and covers the ski instructor, a 30-minute helicopter trip and limo transfers, luxury lunch bag, the spa treatment and accommodations in a Deluxe Room Schönried, daily breakfast, a culinary credit of CHF 100 per person daily (for the hotel's restaurants: Sommet, MEGU and Swiss Stübli), all taxes, service and VAT.

For more information about winter programs at The Alpina Gstaad, 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



THE ALPINA
GSTAAD

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 July 2016, The Alpina Gstaad was voted one of the "World's Top 100 Hotels" by the readers of *Travel+Leisure*. 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.