



THE ALPINA GSTAAD TO OFFER SOPHROLOGY RETREAT

Newest Luxury Hotel in Gstaad Wants Guests to Enjoy Optimal Health & Wellbeing

GSTAAD, Switzerland, February 13, 2015 – In positioning itself as a leading spa destination, The Alpina Gstaad is offering special areas of wellness and therapies that might be new to American travelers. From March 16 to 20, 2015, the first luxury hotel to open in Gstaad in 100 years, will offer a Sophrology Retreat with Christian Turkier.

With the tremendous convergence of scientific research about mind-and-body connections as well as on the power of meditation, it is not surprising that the number of Americans who practice meditation is growing. According to a 2012 survey by the National Center for Complementary and Integrative Health and the National Center for Health Statistics of the U.S. Centers for Disease Control and Prevention, about 18 million Americans meditate.

A structured method created to achieve optimal health and well-being, Sophrology comes from the ancient Greek: *sos* or harmony, *phren*, meaning consciousness and *logo*, or study. A mix of Eastern and Western philosophical approaches with an emphasis on body and mind awareness, it blends the mindfulness of yoga and meditation with the more rational approach of hypnotherapy and psychology. A Sophrology therapist tailors a specific program for a client's issues based on breathing and relaxation exercises as well as simple movement in the form of a guided meditation when the client is in a state of deep relaxation, but fully alert. When practiced regularly, this dynamic relaxation leads to a healthy, relaxed body and a calm, alert mind.

Some of the benefits are stress reduction, more restful sleep, preventing burnout, curing anxiety, improving concentration, increasing motivation and

functioning better under pressure. The ultimate aim is to reach a state of balance and become fully present, fully alive and fully participatory in all areas of life. Sophrology has also proven to be very effective in working with athletes to improve their performances.

Christian Turkier began studying Sophrology after an extensive career in hotel management. He acquired a Masters in the field and complemented his knowledge with individual and team coaching. In 2009, he founded Création - Center for Swiss Sophrology offering mental coaching programs for individuals, corporations and top-ranking athletes.

"Everyone possesses within themselves the resources and keys to their own fulfillment," explained Turkier. "Sophrology can assist people in rediscovering their self-confidence and developing their hidden potential," he said.

The three-day Sophrology Retreat for 3,800 Swiss francs (about US \$4,095) provides daily sessions with Christian and a selection of Six Senses Spa treatments and activities. The package includes two nights' accommodation in a single Deluxe Room, three Alpina Life cuisine meals a day with non-alcoholic beverages. Sophrology sessions, Reiki, and Yoga, Tai Chi Chuan and Aqua gym group sessions, an oxygen facial and a Six Senses holistic massage.

"Since opening in December 2012, The Alpina Gstaad has aimed to bring a spirit of innovation to the destination," said Managing Director Eric Favre. "We have the first European outpost of Megu with its renowned contemporary Japanese cuisine and our Six Senses Spa is one of only six in Europe. We recently debuted our stunning contemporary art collection. We want our guests to leave The Alpina Gstaad feeling better both mentally and physically than when they arrived," explained Favre.



For more information about The Alpina Gstaad and its retreats, please visit www.thealpinagstaad.ch.

About 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 Alpina Gstaad has three restaurants: MEGU, a traditional Swiss stübli, and Restaurant Sommet, a Michelin-starred restaurant serving contemporary cuisine. The luxury hotel has 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.