



## **The Alpina Gstaad Announces New Winter Programs for Active Couples and Families in the Swiss Alps**

GSTAAD, Switzerland, October 24, 2017 – The Alpina Gstaad, the award-winning hotel in the Swiss Alpine village of Gstaad, has announced two new packages for the 2017-2018 winter season to appeal to couples looking for romance and families who want to bond.

The hotel's new [Alpine Couples](#) package specializes in romance with a private helicopter that will whisk the couple up to charming Refuge L'Espace at the top of Glacier 3000. This rustic and cozy hideaway sits next to a mammoth peak in the [Diablerets](#) massif called the Quille du Diable (the Devil's Bowling Pin). Skiers-in-the-know are lured by the delicious regional specialties from the Bernese Oberland and the fabulous views into the Val Derborence in the Valais. (An optional tour around the Matterhorn can also be added.)

Later, the couple can take a romantic horse-drawn carriage ride around the tranquil village of Lauenen and then have a massage for two in the hotel's Six Senses Spa. A five-course tasting menu at the Michelin-starred Restaurant Sommet and exclusive use of the private cinema for an evening with complimentary popcorn, snacks and drinks will inspire romance.

The package starts from Swiss francs (CHF) 5,200 (about \$5,300) for two in a Junior Suite for two nights and also includes breakfast, a daily credit of CHF100 per person, per day for food and beverage consumption in the hotel's three restaurants, free access to pools, saunas, steam-baths and relaxation areas at the Spa, parking, service charge, all taxes and VAT.

Meanwhile, the whole family can enjoy the new Learn to Ski program. Gstaad is a perfect skiing destination for first timer skiers, children learning to ski, intermediates and just about anyone who likes gorgeous Alpine landscapes. On The

Alpina Gstaad's [Family Learn to Ski](#) program, the kids go to ski school while mom and dad explore some of Gstaad's 136 miles of slopes. The four-night program includes three full days of ski school lessons with lunch for up to two children (from ages three years and up) and Gstaad's [multi-day passes](#) for two for the entire stay. The four-night package starts at Swiss francs (CHF) 7888 (or about \$8,040) based on two adults and one child in two connecting Deluxe Rooms. For two children, the price is CHF9026 (or about US\$9,199). The price also includes breakfast, a daily credit of CHF100 (\$102) per person, per day for food and beverage consumption in the hotel's three restaurants, free access to pools, saunas, steam-baths and relaxation areas at the Six Senses Spa, parking, service charge, all taxes and VAT.

### **New Snowshoe Hikes by Moonlight**

Also new this year, The Alpina Gstaad is introducing evening snowshoe hikes. A private guide will lead the two-hour hike into the moonlit night where guests will be surrounded by the sounds of nature. Prices for the hike start at CHF250 (about \$254) not including snow shoe rental.

### **New Red Run from Glacier 3000 in Gstaad**

Starting this winter season 2017/2018, the Glacier 3000 ski area will have a new piste called Red Run. Beginning at the Scex Rouge mountain top station, the Red Run passes under the Oldenhorn and below the Cabane middle station, where it then joins the existing Martisberg Run. Now guests at The Alpina Gstaad can enjoy an almost five mile run from 9,842 feet (3000 meters) down to 4,265 feet (1300 meters).

For several years, the people behind Glacier 3000 wanted to make it more attractive as a destination. The Peak Walk by Tissot was added along with the Alpine Coaster. Now Glacier 3000 has more visitors on foot than skiers. The goal now is to turn this trend around and attract more skiers.

The new Glacier 3000 Winter Season Pass is offering 191 days (from now through May 6, 2018) of skiing for only CHF300 (about \$306).



In other news, the self-service portion of Restaurant Botta is being renovated in a charming chalet style and will have an open kitchen with chefs preparing regional dishes.

For more information about winter packages and programs at The Alpina Gstaad, please visit [The Alpina Gstaad](http://TheAlpinaGstaad.com), email [info@thealpinagstaad.ch](mailto:info@thealpinagstaad.ch) or call 011-41-33-888-9888.

### **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 Michelin-starred Japanese restaurant and a traditional Swiss stübli. There is a bar and lounge, wine-tasting room, private cinema, cigar lounge, a ballroom, several boardrooms and a stunning contemporary art collection. 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.