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PRESS RELEASE

Fresh Snow News From Switzerland's The Alpina Gstaad



4 December 2023 – Nestled in the Swiss mountains overlooking Gstaad, the picturesque village where billionaires brush shoulders with farmers, the sleek, sustainability-focused **The Alpina Gstaad** reopens this season, from **8 December 2023 - 10 March 2024** with a clutch of innovations including new wellbeing and culinary initiatives and the opening of two exceptional private residences. The hotel will also welcome a new general manager from March 2024.

EXCLUSIVE NEW RESIDENCES: THE ULTIMATE SKI PADS

Perfect for family and group ski holidays, the new **'Alpina Residence'** and **'Penthouse Residence'** provide the perfect discreet hideaway for those guests seeking privacy and their own space with all the bells and whistles of the hotel. These two 5-bedroom residences are completely private and benefit from their own entrances and parking spaces. The 7,535 sq ft (c. 700m²) Alpina Residence comes with 5 bedrooms, 8 private parking spaces, an expansive terrace with its own southwest-facing gardens and a sunken outdoor whirlpool. Meanwhile the 5,600 sq ft (c. 520m²) 5-bedroom Penthouse Residence, located on the top two floors of the residence West Wing, also comes with an underground garage as well as multiple balconies offering breath-taking and far-reaching views over the secluded Alpine landscape.

The Alpina Residence starts from 266,000 - 336,000 CHF per week.

The Penthouse Residence starts from 245,000 - 294,000 CHF per week.

Prices are based on a minimum 1 week stay and are dependent on the time of year.



BIOHACK YOUR WAY TO HEALTH THIS SKI SEASON

The hotel's Six Senses Spa remains at the top of its Alps-meets-Asia game with treatments ranging from the traditional (Swedish, hot stone and deep tissue massages), the unusual (Triple Lift Mountain Facial) to the specialist (Ayurvedic Chakra Balancing, Moxibustion). Now a series of bio-hacking machines, including a Hyperbaric Oxygen Chamber and Cryotherapy have raised the bar even higher and form the backbone of a **progressive new programme**:

'The Biohacking Ski Performance & Recovery Package'

Designed to ensure peak performance and swift recovery, this is the ultimate wellbeing boost for serious skiers. Before hitting the slopes, participants can immerse themselves in a 10-minute session of PEMF where pulsed electromagnetic fields bathe low energy cells in pure, raw energy supporting the body's natural abilities. This is followed by a 10-minute session of HyperMax Oxygen to boost Nitric Oxide levels. Post-ski, another 10-minute PEMF session allows the body to transition into Parasympathetic (resting) mode and a 20-minute restorative Normatec Boots session aids leg recovery, improves circulation, and alleviates lactic acid build-up, all while enjoying a soothing 20-minute Head Massage! The experience concludes with a 15-minute PBM (Photobiomodulation) session, promoting cellular vitality and reducing inflammation.



NEW SUSTAINABLE EATING CONCEPTS

The Alpina Gstaad has four top restaurants and several clever off-shoots. For sushi and black cod, MEGU was the first of the famous Japanese restaurants to reach Europe; fondue cravings can be met at the Swiss Stübli; The Alpina Lounge & Bar offers cocktails and light meals with a view; and for fine dining Sommet by Martin Göschel goes from strength to strength and has adopted an approach that considers the planet as well as people. Indeed, The Alpina Gstaad is always striving to work with the best practices in mindful luxury and maintain a holistic approach to sustainability. Electric Tesla cars provide guest transportation and the central heating is generated from a wood chip heating plant. While Martin Göschel and his team have retained their 18 points on Gault Millau as well as their Michelin Star, they are also pushing the boundaries when it comes to regenerative food policies.

SOMMET BY MARTIN GÖSCHEL

For 2024, chef Martin Göschel exclusively embraces **Swiss proteins**, eliminating all non-Swiss seafood, shellfish, meats, and dairy products from his menu. This will reduce the environmental impact associated with supply chains, as well as demonstrate support for local, regional, and national producers and breeders.



THE OFFCUT FOOD TRUCK & F&B TREATS

Surrounded by pristine landscapes, the hotel's gourmet **Offcut Food Truck** returns to Gstaad's slopes this winter. Ideal for a quick snack while skiing, it's also good for the environment. Low-waste dishes include Offcut casarecce ("Pasta di Pane") made with leftover rye bread, banana bread made from left-over/turning bananas at breakfast, and cheesecake made with unused orange peels, as well as a weekly dish developed depending on the offcut ingredients from the restaurants. Back in your room, tuck into the hotel's new **Offcut mini-bar treats** including The Alpina Offcut Beer crafted out of the hotel's leftover bread by local microbrewery **Simmentaler Bier**, and The Alpina Offcut Snack, a granola bar using the beer spent grains (beer draff) from the same microbrewery.

WINTER SEASON LEAD-IN RATES

Starting price from CHF 1,200 for a Deluxe Room Schönried, double occupancy, breakfast included. Starting price from CHF 18,000 for the Panorama Suite, for 6 pax, breakfast included.

NEW GENERAL MANAGER

From 1 March 2024, The Alpina Gstaad will also welcome a new General Manager, Nadine Friedli. She will take over the reins from Tim Weiland, who will be transitioning to a role on the Board of Directors.

Ms Friedli has worked at the hotel since 2019 and most recently as the Deputy Director. Originally from the Bern Canton, she is a certified hotelier-restauratrice, equipped with a Bachelor of Arts in Business Administration and an ongoing EMBA in Marketing Management from the University of Bern. With a wealth of experience in both the five-star hotel industry and finance, her appointment reflects a strategic choice for leadership at The Alpina Gstaad.



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THE ALPINA
GSTAAD

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NOTES TO EDITORS

About The Alpina Gstaad

With 58 rooms, suites and residences, The Alpina Gstaad nestles in 20 hectares of park grounds just above the charming centre of Gstaad village. Opened in December 2012, it is the recipient of numerous awards, and regularly appears in lists of best hotels published by renowned magazines, such as Travel + Leisure (best 100 hotels worldwide), and the Condé Nast Gold List. Most recently, The Alpina Gstaad has been ranked for the second year in a row, #1 in the new hotel rating published by Switzerland's NZZ and won 'Best Transformative Spa' in the Organic Spa Magazine's top Wellness Travel Awards 2019. The hotel was also awarded a five star rating by Forbes Travel and won Best Luxury Ski Hotel Worldwide 2019 in the Hotel of the Year Awards.

The hotel is justifiably proud of its vast and wonderful Six Senses Spa with Himalaya Salt Grotto, sound healing room, indoor and outdoor pools, and wellbeing programmes which focus on holistic healing and incorporate the likes of yoga, colonics and health screens. Meanwhile, Michelin-starred Executive Chef Martin Göschel supervises four exceptional restaurants: the Sommet by Martin Göschel restaurant (18 GaultMillau points, 1 Michelin star), Swiss Stübli restaurant, The Alpina Lounge & Bar, and MEGU Japanese gourmet restaurant (15 GaultMillau points) – 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 hotel is also a member of the [NOW Force for Good Alliance](#) and certified Gold by EarthCheck.

Gstaad is easily accessible by train, with frequent services from London with easy changes in Paris, Lausanne and Montreux. The scenic journey takes 10 hours.

