



BADRUTT'S PALACE
ST. MORITZ SWITZERLAND

PRESS RELEASE

#BADRUTT'S HISTORY: SINCE 1896

ST. MORITZ, October 2016 – A fairytale castle which to this day still makes dreams come true. The rich and beautiful have been coming and going since 1896. Badrutt's history: A bestseller, its 120 year history which never ceases to amaze and cause a stir. The jubilee in 2016, celebrated all year long with a myriad of highlights. Time for a quick review of the year's events: the SFr 120,000 Package. Probably the most expensive package in history. The 1.2 carat cocktail, nothing short of spectacular. 120 metres of freshly made apple strudel to open the festive week. On the birthday itself, a huge party in the style of a Venetian masked ball. Badrutt's Palace Times, a retro-styled newspaper page, reporting on the hotel's history every month for a year. Looking ahead to the future. After 120 years of history the Grand Hotel triumphs again with several new ventures at the start of the Winter Season 2016/17: Richard Leuenberger becomes the new General Manager, the hotel gains a new restaurant concept with IGNIV by Andreas Caminada and the legendary King's Club dazzles in its new finery after a complete facelift.

120 years of Badrutt's Palace Hotel. During this long period many unforgettable #BadruttsMoments have been created. In the jubilee year 2016 the traditional hotel was the talk of the town with some extraordinary highlights.

A package worth SFr 120,000. Sounds like a flight of fancy. And it is. In the true sense of the word. As well as arrival by private jet the package also includes a helicopter tour and a unique 1.2 carat cocktail. Both the sparkling cocktail and the jubilee package are still available until the end of the year.

The smell of freshly baked apple cake hung in the air. The official party week opened with a 120 metre-long, freshly baked cake from the traditional hotel's patisserie. Many hotel guests, shoppers and pedestrians looked on. One week later on 29th July 2016 the grand birthday party. 120 balloons containing a voucher let off at midday into the sky over St. Moritz. That evening a Venetian masked ball. Multicoloured, loud and exuberant.

The luxury hotel's staff become ambassadors. They congratulate the hotel on its milestone jubilee with a video message and introduce themselves and their role. Emotional and authentic. To be seen on the well known social media channels. Badrutt's Palace Times, a newspaper in retro look reports on twelve decades of the most exciting hotel history, every month for a whole year. On show on Via Serlas as a poster exhibition until the end of 2016.

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After the jubilee celebrations we look towards the future. Hans Wiedemann, Managing Director & Delegate of the Board, Yves Gardiol, Chief Executive Officer and Richard Leuenberger, General Manager form the new triumvirate of senior management. Three generations, three strong personalities. A combination of innovation and tradition. #BadruttsCulinary. The brand new fine-dining-sharing-experience *IGNIV@Badrutt's Palace*. #BadruttsParty. »The King is back!« From a huge building site to complete renovation. The legendary King's Club not only gains a completely new interior this winter but also a new management concept. Night owls and party animals await the new offer with bated breath. All will be revealed on 2nd December 2016.

ABOUT BADRUTT'S PALACE HOTEL

Let the magic enchant you. From discrete service to traditional elegance. The captivating atmosphere. Laid-back luxury and the hotel's particular magic is what keeps our guests coming back. Located in one of the most fascinating ski regions in the world. Endless summer Alpine activities. The ideal holiday destination. 157 rooms incl. 37 suites. Full house with 8 restaurants, 3 bars and a night club. Member of The Leading Hotels of the World, Swiss Deluxe Hotels und Swiss Historic Hotels. Winter Season 2016/17: 2nd December 2016 – 27th March 2017.

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