



## Holiday like Hitchcock

### **Badrutt's Palace launches new curated experiences to celebrate 100 years of Hitchcock and his lifelong love of St. Moritz**

To celebrate **100 years** since esteemed British film director Alfred Hitchcock entered the film industry and **120 years** since his birth, iconic Alpine hotel, Badrutt's Palace, where Hitchcock honeymooned in 1926, is launching a dedicated season-long package from the **28 June – 9 September**. Honoring his lifelong devotion to the hotel and the majestic Engadin valley as he visited Badrutt's Palace Hotel 34 times in his lifetime - a regular inspiration for several of his hit films - the three-night experience will include a stay in **The Hitchcock Suite (room 501)**, indulgent **Hitchcock-inspired dishes**, a cocktail making class in the storied Renaissance Bar, and **live screenings of Hitchcock's most celebrated films** in the hotel's celebrated Embassy Ballroom.

For Hitchcock, the St. Moritz valley transcended personal attachment; the breath-takingly scenic views provided the backdrop for many of his most renowned films, including *The Prude's Fall* (1924) and *The Man Who Knew Too Much* (1956), both showing off the prominent mountains sprinkled with stylish skiers.

While sat at his desk in Room 501, he is said to have been inspired to create *The Birds* (1963), inspired by the characteristic large flocks of mountain birds soaring high above the hotel's turrets and spires. Stays in **The Hitchcock Suite** offer guests a profound sense of enchantment and creativity and a rare chance to experience the valley as Hitchcock once did.

During the three-night stay, guests will also be spoiled with Hitchcock's favourite delectable dishes at the hotel's **Le Restaurant and Le Grand Hall**, such as *Venetian schnitzel and fries*, followed by *panna cotta and mixed berries*. After dinner, enjoy an evening in the Renaissance Bar learning how to make one of Hitchcock's favourite drinks, **The White Lady cocktail**, which plays on the classic martini recipe with added egg white froth.

For those craving a more exploratory experience, guests can quite literally follow in Hitchcock's footsteps. His favourite St. Moritz spots include **The Leaning Tower**, which dates back to the 12th century and competes for the title of 'most inclined tower in Europe', followed by the rustic interiors of the hotel's village restaurant, **Chesa Veglia**, a firm Hitchcock favourite.

**To book:** the 3-night *Holiday like Hitchcock* package starts from 6,375 CHF / £4,835 per room on a double occupancy, B&B basis, including stays in the Hitchcock Suite, live screenings of Hitchcock's films, and an hour cocktail-making class in the Renaissance bar.

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### **ABOUT BADRUTT'S PALACE HOTEL**

*Badrutt's Palace: where generations have met since 1896. Experience legendary service and an enchanting atmosphere in the heart of St Moritz, with 300 days of sunshine in winter and summer. Unrivalled and unexpected eating and drinking, joie de vivre and a unique sense of belonging in a historic and, iconic mountain resort. A celebration of style, sports, culinary adventures and wellness in the Swiss Alps. In winter, explore one of the world's most exciting ski regions, at 6,000 ft. In summer, the Engadin Valley's sun-soaked alpine activities beckon. Badrutt's Palace Hotel has 157 guestrooms all with heart-stopping views of the lake or the charming village centre. Nine on-site restaurants and three bars include Jason Atherton's King's Social House, Andreas Caminada's Michelin-starred IGNIV, Japanese-Peruvian Matsuhisa, and fine-dining at Le Restaurant. Badrutt's Palace is a member of Leading Hotels of the World, Swiss Deluxe Hotels and Swiss Historic Hotels.*

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