

Media Information

GSTAAD IS UNIQUE

The destination Gstaad has three significant USPs. The combination of these three USPs is unique. It cannot be found anywhere else in this form and makes Gstaad a 'last paradise in a crazy world' (quote by the British actress Julie Andrews, since 2014 inhabitant of honour of the community Saanen).

Prestige value of the brand

- The internationally renowned Gstaad brand, which is associated with luxury and high society, creates a value that extends far beyond the intended main target group. Gstaad stands for high quality, individual enjoyment as well as the beauty of Nature. The values of Gstaad are professionalism, hospitality and discretion.

'Come up, slow down'

- With its very diversified offerings that can be enjoyed in peace and quiet, the destination Gstaad provides a counterpoint to the general societal trend of 'achieving more in less time'.

Alpine genuineness

- Despite its long history of tourism, the destination Gstaad is still genuinely alpine. For instance, the region has 200 agricultural businesses, 80 Alps still in operation and about 7,000 cows. The alpine tradition is still alive and well. Local products are very popular (cheese, meat and crafts).

CHALET VILLAGES IN A DIVERSE ENVIRONNEMENT

The destination Gstaad consists of several villages. Gstaad is the tourist centre. Unlike other alpine holiday regions, it has the following distinctive characteristics:

A varied topography

- A divided valley with five attractive side valleys (legend about God's hand having a rest during the creation process)
- Location of the villages between 1,000 and 1,400 metres above sea level. (An altitude which is beneficial for well-being)
- Lots of forests, green areas, streams and lakes with a subalpine character
- The western Bernese Alps with mountains and glaciers up to 3,300 metres above sea level provide an imposing valley backdrop

Attractive access routes

- Three access routes (approx. 1 hour's drive from Lake Geneva, Gruyère and Lake Thun)
- Railway line 'Golden Pass' (with some lovingly restored or state-of-the-art panorama carriages). The line connects Montreux on the banks of Lake Geneva with Interlaken and Lucerne.

Real alpine villages

- Consistent chalet architectural style. In some villages, there are houses from the 14th century
- Inhabitants have an alpine way of life, lived traditions

The perfection of German-speaking Swiss people combined with the charm of French-speaking Swiss people

- Language border German – French
- Widespread bilingualism and a huge acceptance of multilingualism
- Cultural connection

WELLNESS & BEAUTY

Gstaad offers its guests many options to fulfil their wellness and beauty wishes and is one of Switzerland's official leading providers in this area. In August 2008 Gstaad received because of its excellent infrastructure the label "Wellness Destination" from the Association of Switzerland Tourism.

Certified Swiss Wellness destination

- Accredited by the Association of Swiss Tourism
- Currently one of only nine certified Wellness destinations
- The sole wellness destination in the "Bernese Oberland"

Seven hotels with a complete offering

In addition to traditional wellness and spa infrastructures, the following hotels also provide all facets of the modern definition of wellness (water, applications, exercise, nutrition and beauty). Some of the offerings are also available to the general public.

- Gstaad Palace
- Park Gstaad
- Le Grand Bellevue
- The Alpina Gstaad
- Ultima Gstaad
- Ermitage Wellness & Spa-Hotel
- Golfhotel Les Hauts de Gstaad & Spa

Wellness infrastructures in other businesses

- Various other businesses have their own wellness infrastructure (saunas, baths, etc.) and some applications

Alpine wellness

- Various businesses provide alpine forms of wellness (e.g. barefoot walks, hay baths and whey baths, etc.)

THE CULINARY OLYMP

No other destination spoils its guests' palates like Gstaad does. More than 100 restaurants ranging from a cosy raclette restaurant to a gourmet restaurant are available to choose from. In the region's top gastronomic segment, 15 restaurants have a considerable quantity of 227 Gault & Millau points.

Gstaad for gourmets

- 15 restaurants included in the Gault & Millau food guide
- Regular top achievements, e.g.
 - Gault & Millau Chef of the Year 2005 (Robert Speth)
 - Gault & Millau Sommelier of the Year 2008 (Yvan Letzter)
 - Gault & Millau Cigarman of the Year 2010 (Thomas Frei)
- The "Guide Bleu 2012/13" elected Peter Wyss, chef at the Gstaad Palace as "Le Grand Chef du Guide Bleu" and therefore to the best cook of the German speaking part of Switzerland.
- 3 Guide Michelin stars

Cosy and authentic

- Stable pub in a real cowshed
- Various accommodation options in authentic alpine businesses
- Authentic raclette and fondue pubs
- Alpine and traditional elements at the luxury hospitality

Something for every taste

- Ethnic cuisine such as Swiss, French, Italian, Asian, Oriental
- Themed cuisine like barbecue, fish, cheese
- Coffee houses and tea rooms

TOURISM OFFERS

Summer productions – Alpine diversity for families

With the summer stagings on the Wispile as well as on the Rinderberg, the destination will be creating new highlights – and this time the focus will be on our younger visitors and on families. The new playgrounds, adjacent to the comfortable mountain restaurants, are perfect places for discovery, play and relaxation. Further extensions are planned which will see the creation of adventure areas for young and old.

Summer

Back to Nature: Forest Bathing in the Middle of the Destination Gstaad

Friends of Saanenwald, a non-profit organisation in the Bernese Oberland, is offering weekly stays in nature beginning this summer. The goal is physical, emotional and mental well-being through an intensive time in nature. Back to nature, without any appointments, stress, a telephone nor any goals to climb the next mountain peak. Forest bathing, also known as Shinrin-Yoku, is a core element of the nature stay. Under the guidance of a guide you will mindfully stroll through the forest and consciously activate your senses. Scientific studies have shown that forest bathing has numerous positive effects on our health and that, above all, it reduces our stress levels. These nature stays will inspire you to use the same techniques in your daily life at home.

Saanenwald

New Trail running offers

There are three signposted trails located away from the paved roads where runners can enjoy the beautiful scenery in the destination of Gstaad. New this summer is route no. 25 from Gstaad up the Wasserngrat and to the Turnels and back to Gstaad. From Gstaad the trail running routes also take you up the Eggli and back to the valley or via the local Mt Wispile to idyllic Lake Lauenen. The Helsana trails and the Alpness Trail are also being integrated into the trail running network. Additional trails can be downloaded online as a GPS file.

Trail Running

EVENTS

63rd Gstaad Menuhin Festival & Academy themed "Paris"

The Music Director of the Pittsburgh Symphony Orchestra, Manfred Honeck, will be directing the Gstaad Conducting Academy and the Gstaad Festival Orchestra. The programme includes a grand gala evening with the concertante "Carmen" performance as well as one of the most dazzling stars in the piano-playing firmament, Yuja Wang, who will make her debut in Gstaad in summer 2019 together with the Staatskapelle Dresden. Performers in the church in Saanen will include Bertrand Chamayou (artist in residence), Sol Gabetta, György Sokolov, Cecilia Bartoli and – also as a debut in Gstaad – the American violinist Hilary Hahn.

[Gstaad Menuhin Festival](#)

The Swatch Major Gstaad celebrates its 20th anniversary from 9-14 July 2019

For 20 years, this tournament has been noted for its exceptional blend of Swiss authenticity paired with top-level beach volleyball. The world's top beach volleyball players compete at 1,100 metres above sea level surrounded by Gstaad's unique Alpine scenery. Countless loyal beach-lovers will be there to enjoy the carefree beach-like setting. This anniversary event with concerts by Bastian Baker and Loco Escrito after the matches will make for a great atmosphere. Spectacular rallies and top-notch beach volleyball games are also guaranteed at this 20th anniversary.

[Swatch Major Gstaad](#)

ONE EXAMPLE OF SAANENLAND'S CULTURE

Paper cutting art is very popular. Whether a farmhouse or a luxury chalet - in the destination Gstaad there is probably virtually no house in which none of these delicate artworks are to be found.

The Saanenland and the adjacent Pays-d'Enhaut are regarded as a stronghold of the Swiss art of paper cutting. The custom of using cut paper for pictorial or decorative purposes comes from the Orient, and became known in Central Europe after 1600. At that time, people were enthusiastic about shadow theatre from Persia and Turkey and adopted the technique of cutting characters and scenes out of paper. A popular art form developed from this, which initially only met with the approval of sophisticated citizens in the cities. With the help of folded and decorative paper cuts,

affection and friendship were exchanged in an informal atmosphere. In the 18th century, silhouettes made from black paper became important.

Amazing creations

In the mid-19th century, a unique paper cutting style was developed in Switzerland - albeit with slight regional variations. This style was particularly influenced by Johann Jakob Hauswirth, who was born in Saanen in 1809 and died near L'Etivaz in 1871. Some of the major works are exhibited at the Museum der Landschaft Saanen (Heritage Museum).

Many paper cutting artists today follow their own ideas and fantasies. Amazing creations are the result. The traditional farmer's paper cutting is becoming less and less important. The artists are turning to current topics or also to the world of fairy tales. Continual improvement of technical material has refined the fine art of paper cutting.

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