

SEASON NEWS SUMMER 2022

GSTAAD CARD: DIGITAL ACCESS TO A VARIETY OF GUEST EXPERIENCES

The digital guest card is also available for guests of the destination Gstaad in summer 2022. The Gstaad Card provides access to a wide range of experiences that can conveniently be booked in the online shop. A big advantage of the guest card is the free use of public transport, including the Lenk-Simmental region. Through the convenient downloading of the guest card to a phone or as Print@Home Email, it's even easier to use.

[Gstaad Card Summer](#)

ACCOMPANYING THE RANGER AT LAKE LAUENEN

Before the rush of guests, he empties the rubbish bins, cleans the barbecue spots, provides the firewood and much more. He informs guests about the region, the plants and the animals and makes guests aware of nature conservation.

Beginning this summer, guests can accompany the ranger on an exciting tour through the nature reserve around Lake Lauenen and learn fascinating facts about the flora and fauna. The tour goes through the high moorland, which is of national importance, and offers panoramic views of the surrounding mountains, streams and waterfalls at the same time.

IMPACT GSTAAD

Impact Gstaad is a sustainability project of the destination Gstaad that is based on the 17 Sustainable Development Goals of the United Nations. Based on the motto "From little Gstaad to the big world", the Impact Gstaad Association develops, promotes and supports sustainability projects within the destination Gstaad. It implements its own flagship projects and networks local with curated international sustainability visionaries, as well as visionaries with potential investors, during three annual events.

[Impact Gstaad](#)

SWISS HIKING SUMMIT

Hiking is not only an international trend but also a trend in our country. It is the most popular recreational activity of the Swiss. In late summer 2022, Gstaad will become the new industry meeting point for hiking. The destination will hold the first Swiss Hiking Summit from 22 to 24 August together with its partner the Swiss Hiking Trail association—an event for professionals on trends, offers and developments about hiking. The event is aimed at industry representatives, especially

tourist destinations. The goal is to create a platform that allows people to experience, understand and help shape hiking in an interdisciplinary way, and to accompany concrete projects. Participants can look forward to an exciting programme!

[Schweizer Wander-Kongress \(wanderkongress.ch\)](http://wanderkongress.ch)

GSTAAD MENUHIN FESTIVAL & ACADEMY: WIEN – BEETHOVEN DELAYED

This summer, the 66th edition of the Gstaad Menuhin Festival will take place. Under the title, “Vienna - Beethoven Delayed”, concert highlights such as Missa solemnis - Beethoven, “Fidelio” concertante with Kaufmann and a triple concerto with the Royal Philharmonic Orchestra await guests.

[Gstaad Menuhin Festival & Academy](#)

ROAD BIKE SUMMIT GSTAAD

With the launch of the Road Bike Summit Gstaad this summer, the local Vintage Cycling club will set new standards for bike festivals. From 1 to 4 September 2022, there are not only five races for the masses but also the first Swiss stage race for recreational athletes, a gravel event with the world champion Christoph Sauser or the only European Gran Fondo for women, plus many other events such as panel discussions and workshops around biking. Test rides with top brands round off the festival experience. After the test event last summer, the club will launch the first big Road Bike Summit this summer.

[Road Bike Summit Gstaad](#)

PROFFIX SWISS BIKE CUP

The 3rd stage of the PROFFIX Swiss Bike Cup 2022 will take place at the Saanen airfield from 24 to 25 September 2022. Many top athletes will start in Saanen on this weekend.

[Proffix Swiss Bike Cup](#)

ALPENRUHE WORLD

The foundation Alpenruhe takes care of people with physical and mental disabilities in the destination Gstaad. It will create an experience world on the grounds of the Alpenruhe residential and work centre by the end of the summer 2022. With a large playground, including children’s train, integrated petting zoo, an adventure garden and cafeteria, the foundation Alpenruhe is creating an attractive offer for its residents, locals and tourists. The experience world makes it possible for young and old, guests and locals, and people with and without a disability to meet.

Sustainability is also important to the project team. That is why the entire garden and petting zoo have an “organic” certification for years and also why most of the playground equipment is made from wood.

[Stiftung Alpenruhe](#)

NATURE-ORIENTED OFFER OF THE HOTEL ALPENLAND LAUENEN

Starting this summer, guests of the Hotel Alpenland can explore the beautiful countryside and animal world around Lake Lauenen during their stay with a local guide. Observing wildlife, picking mushrooms and taking guided tours - all this can be booked as a package.

GOLFHOTEL LES HAUTS DE GSTAAD & SPA: NEW ROOMS IN ALPINE CHIC STYLE

In the Golfhotel Les Hauts de Gstaad & SPA, they realised a further renovation project. In the Chalet Golfino, a quietly situated building belonging to the Golfhotel resort, they renovated all the rooms to match the style of the main building. The 57 Golfhotel rooms and suites are all furnished in an alpine chic style and have a balcony with a mountain view. Especially the rooms facing south offer guests a wonderful panoramic view of the mountains.

Golfhotel Les Hauts de Gstaad & Spa

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