

# Visit Graubünden

THE NO.1 HOLIDAY DESTINATION IN SWITZERLAND

Presentation for the Asian market

# Introduction

Presentation for the US region



## Welcome to Graubunden

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Even with Switzerland's competitive repertoire of awe-inspiring scenery, delicious cheese and chocolate, worldclass health spas, and leading boarding schools, the canton (state) of Graubunden still stands out.

Perfect for families seeking spectacular outdoor adventure, each region of the canton is only a hop, skip and a jump away.

Taking the title for the easternmost and largest canton of Switzerland - bordering Austria, Italy, and Liechtenstein- when asked what makes this place so special, locals wax lyrical about its wild, natural beauty coupled with the finer things in life.



Highest mountain  
**Piz Bernina**  
at 13,284 ft



# 3

Graubunden is the only trilingual canton of Switzerland.

## Grüezi!

Swiss German 64%

## Allegra!

Romansh 13%

## Buongiorno!

Italian 11%

(The remaining 12% use other regional languages.)



# Graubunden

## Driving from Zurich

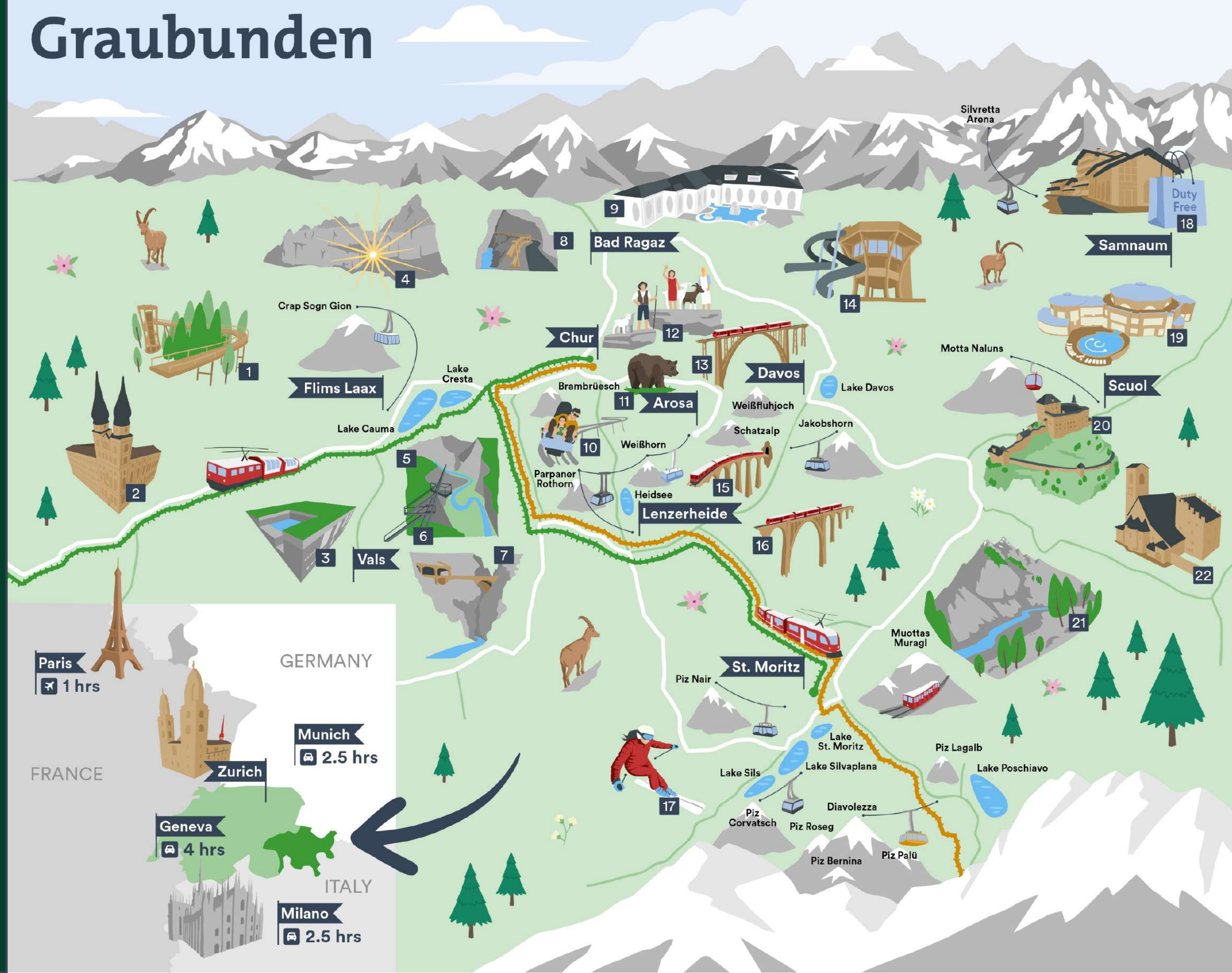
→ **Arosa**  
2 hours 10 minutes

→ **St. Moritz**  
2 hours 30 minutes

→ **Flims Laax**  
1 hour 40 minutes

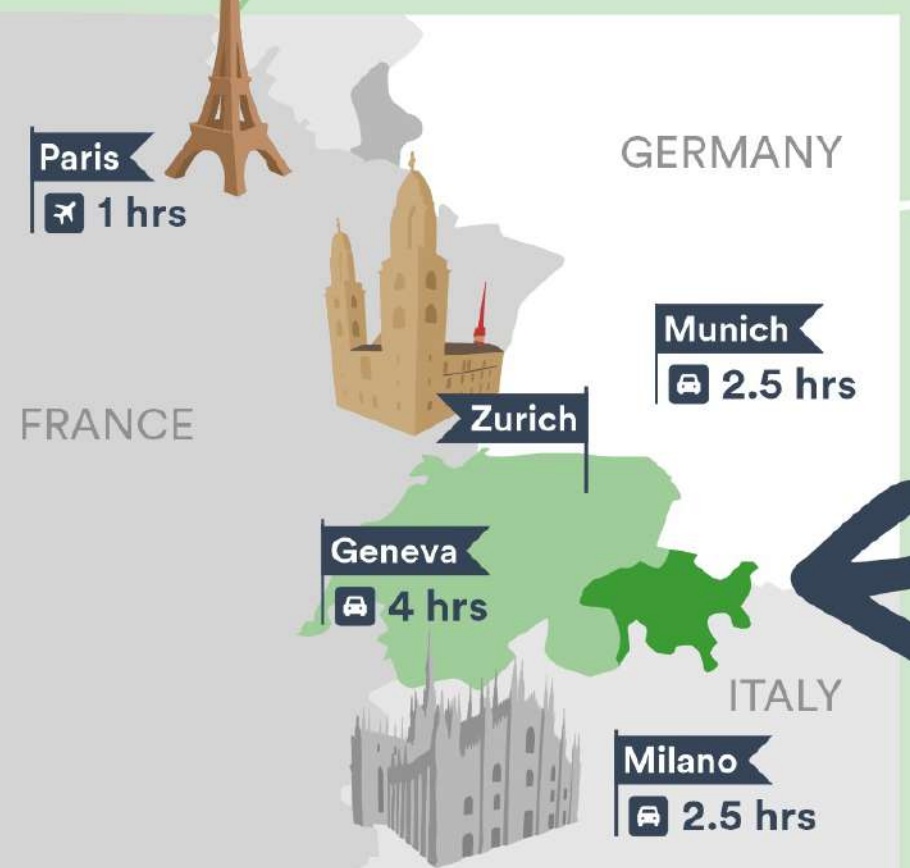
→ **Davos**  
1 hour 50 minutes

→ **Lenzerheide**  
1 hour 40 minutes



- Alpine circle route
- Glacier Express
- UNESCO Bernina Express

- 1** Treetop walk
- 2** UNESCO Benedictine Monastery
- 3** 7132 Thermal Baths
- 4** UNESCO Sardona Tectonic Arena
- 5** Rhine Gorge
- 6** Il Spir viewing platform
- 7** Viamala Gorge
- 8** Tamina Gorge
- 9** Tamina Therme
- 10** Toboggan Run
- 11** Arosa Bear Sanctuary
- 12** Heidiland
- 13** Langwieser viaduct
- 14** Madrisa Land
- 15** Landwaßer viaduct
- 16** Wiesen viaduct
- 17** St. Moritz skiing
- 18** Samnaum duty free resort
- 19** Bogn Engiadina
- 20** Tarasp Castle
- 21** Swiss National Park
- 22** UNESCO Welterbe Kloster



# Activities & Hotels

Presentation for the US region

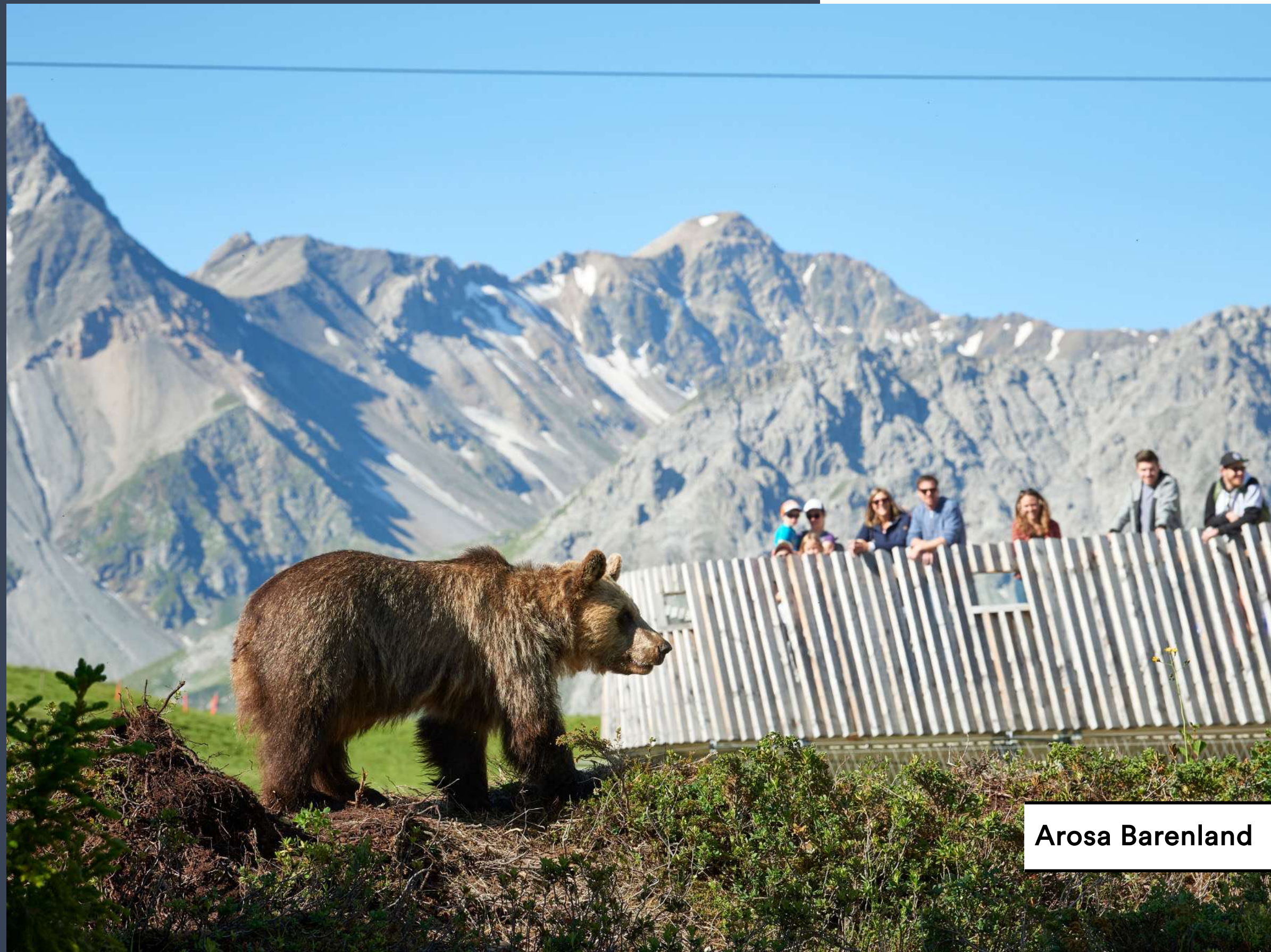


## Arosa

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A favorite among families, children will delight in making friends with a bear at Bärenland - Arosa's very own sanctuary for rescued bears.

# Bucket list activities



**Arosa Barenland**



**Skiing and snowboarding**



**Lake Obersee**



# Tschuggen Grand Hotel ★★☆☆☆S

Nestled on the mountainside on the edge of the Arosa forest, nature meets iconic modernity at the Tschuggen Grand Hotel.

## Hotel Highlights:

- Private cable car with ski-in, ski-out
- 4 different restaurants
- 460 m2 spa Tschuggen Bergoase
- part of Tschuggen Collection Hotels



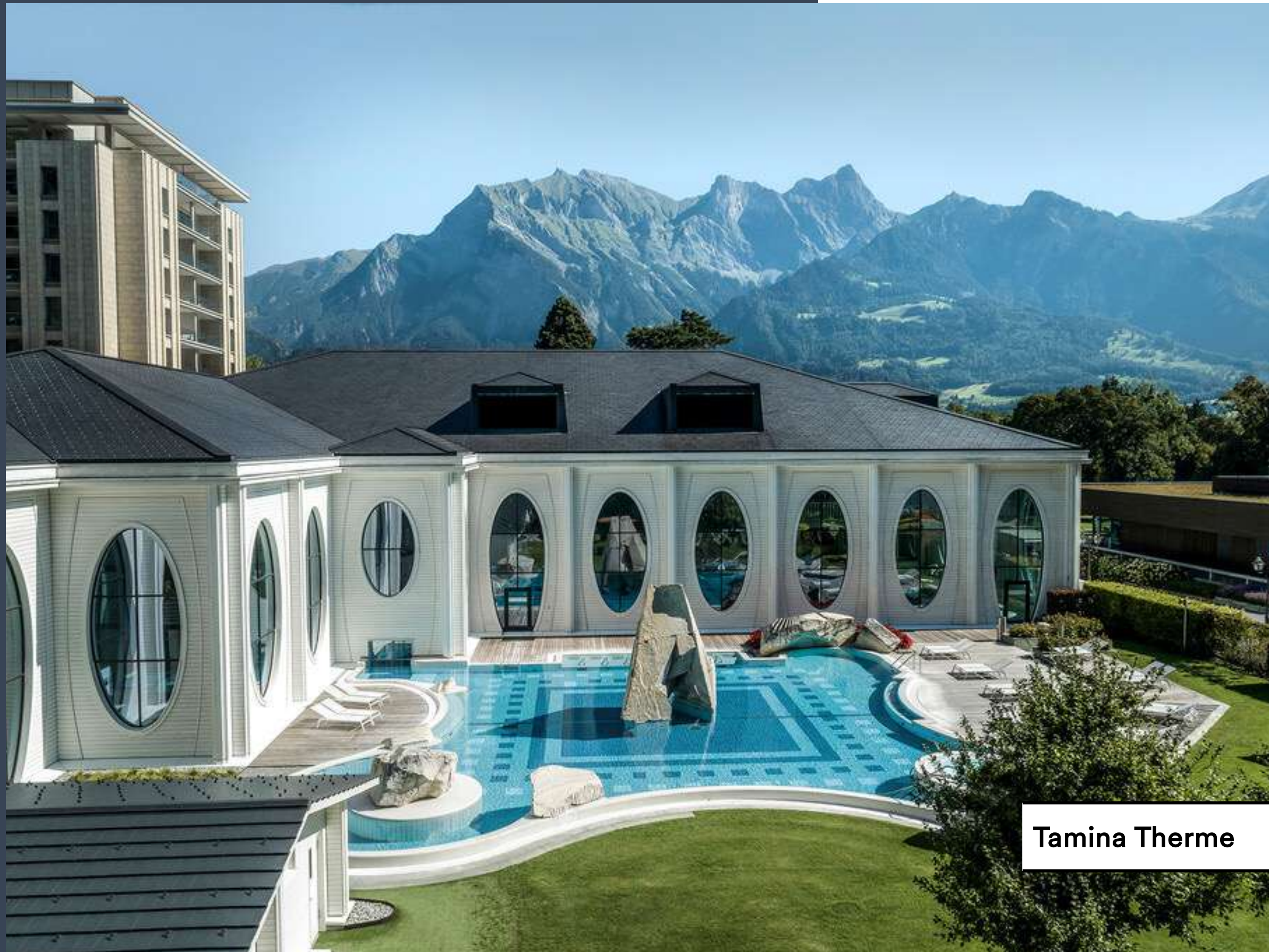
**Address & Contact**  
Tschuggen Grand Hotel  
Tschuggentorweg 1  
7050 Arosa  
[+41 81 378 99 99](tel:+41813789999) -  
[info@tschuggen.ch](mailto:info@tschuggen.ch)  
[tschuggencollection.ch/](http://tschuggencollection.ch/)



## Bad Ragaz

Home to glittering nightlife, Europe's highest city is famed for its spectacular untouched glacial valleys, alpine lakes, family adventures, and train rides across historical viaducts.

# Bucket list activities



Tamina Therme



Michelin-star restaurants



Tamina Gorge

# Grand Resort Bad Ragaz ★★★★★S

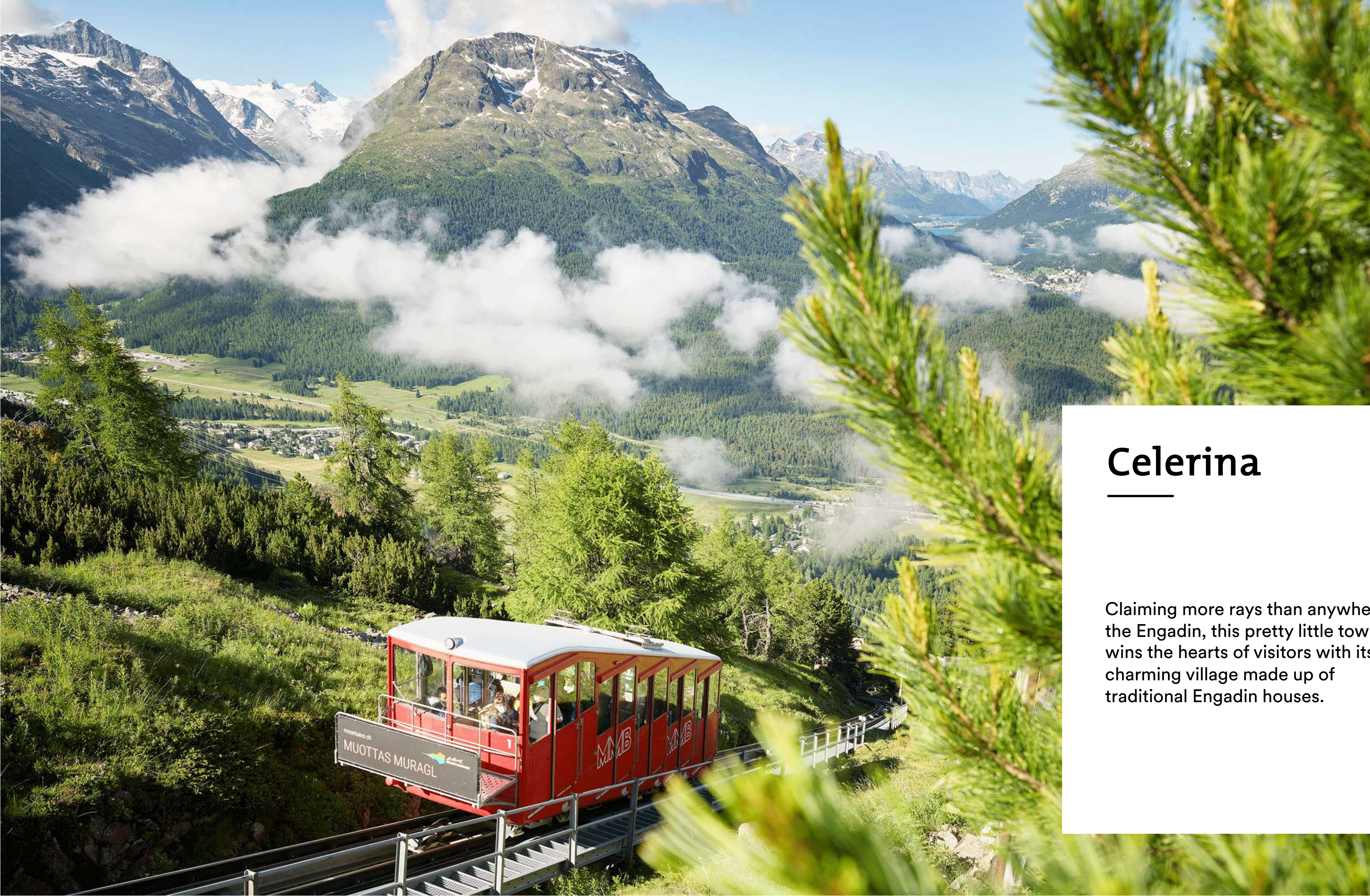
For the ultimate destination in aquatic rejuvenation, stay at the Grand Resort Bad Ragaz - a beautiful hotel themed around the ancient traditions of bathing.

## Hotel Highlights:

- 7 Restaurants
- Michelin-starred restaurants IGNIV and Memories
- 2 Golf courses
- Kids & teens club
- 13,350m. World-class thermal spa
- Medical centre & clinic



**Address & Contact**  
Grand Resort Bad Ragaz  
Bernhard-Simonstrasse  
7310 Bad Ragaz, Switzerland  
+41 81 303 30 30  
[reservation@resortragaz.ch](mailto:reservation@resortragaz.ch)  
[www.resortragaz.ch/en](http://www.resortragaz.ch/en)

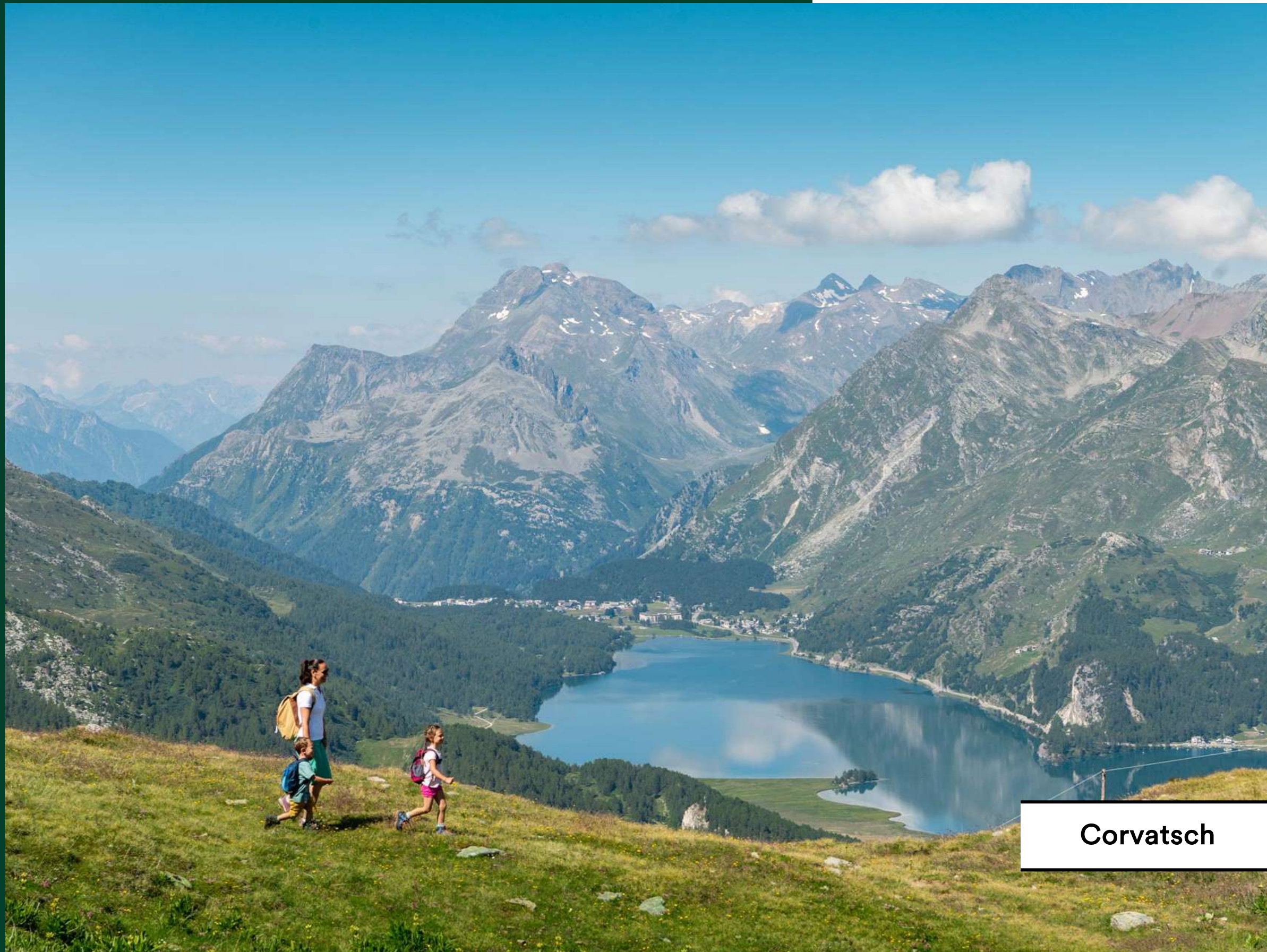


## Celerina

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Claiming more rays than anywhere in the Engadin, this pretty little town wins the hearts of visitors with its charming village made up of traditional Engadin houses.

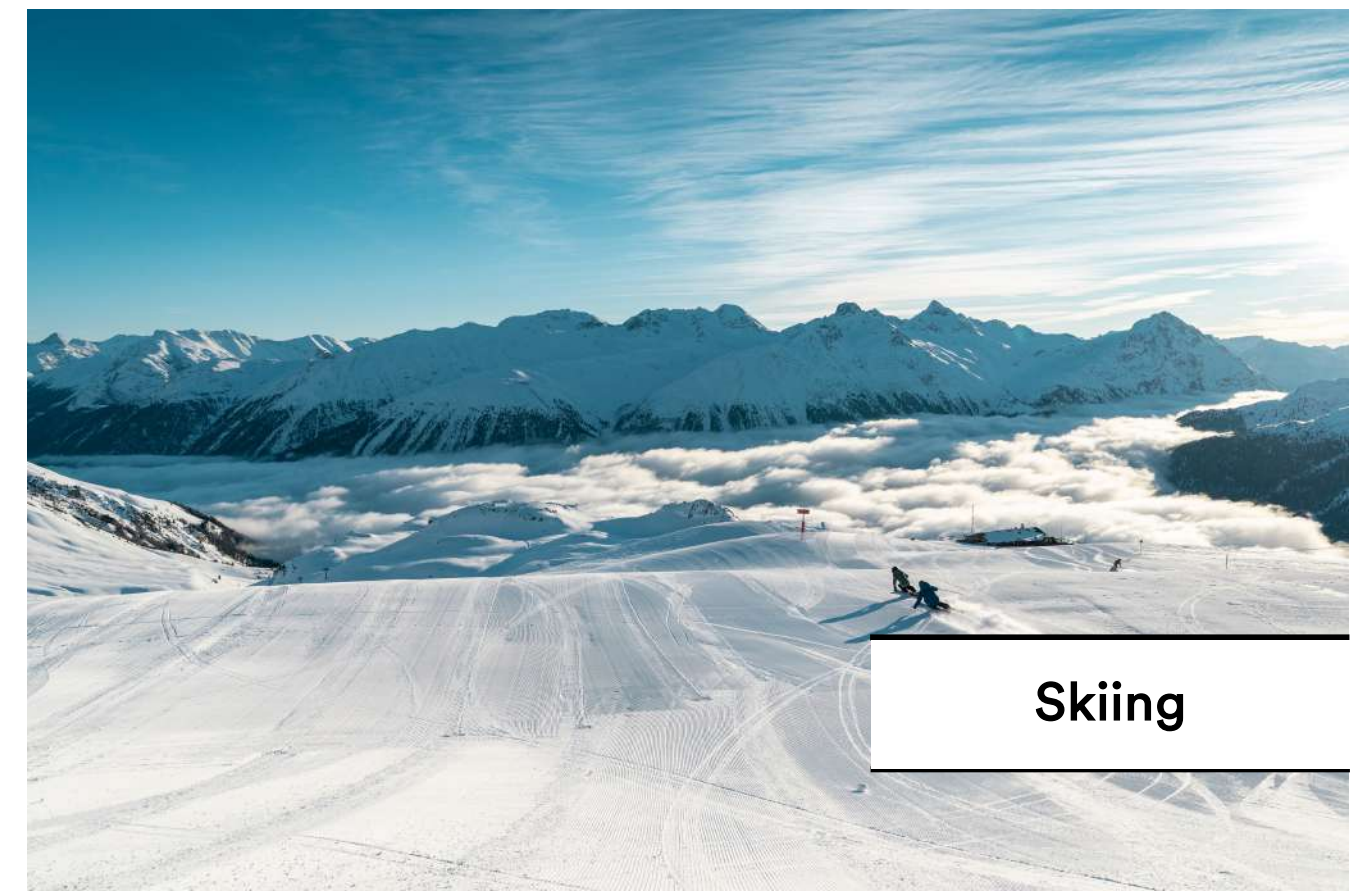
# Bucket list experiences



Corvatsch



Horse riding



Skiing

# Hotel Chesa Rosatsch ★★☆☆

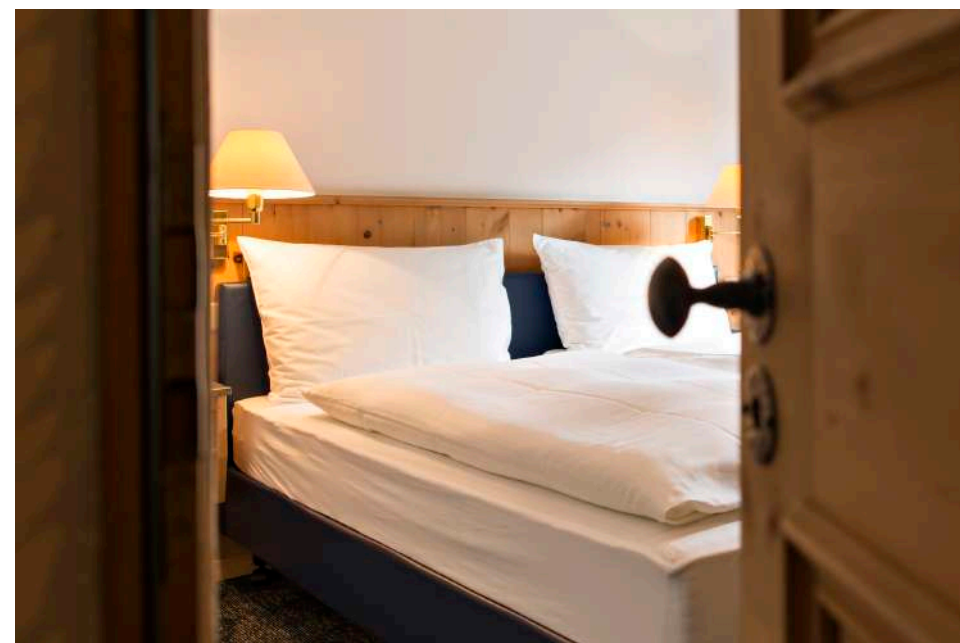
A paradise for connoisseurs, it's renowned in the area as the 'Home of Food' with three restaurants serving regional specialties.

## Hotel Highlights:

- 300-year old building
- 3 Restaurants
- Cozy spa with sauna and steam bath



**Address & Contact**  
Hotel Chesa Rosatsch  
Via San Gian 7  
7505 Celerina/Schlarigna  
+41 81 837 01 01  
hotel@rosatsch.ch



# Hotel Cresta Palace ★★☆☆S

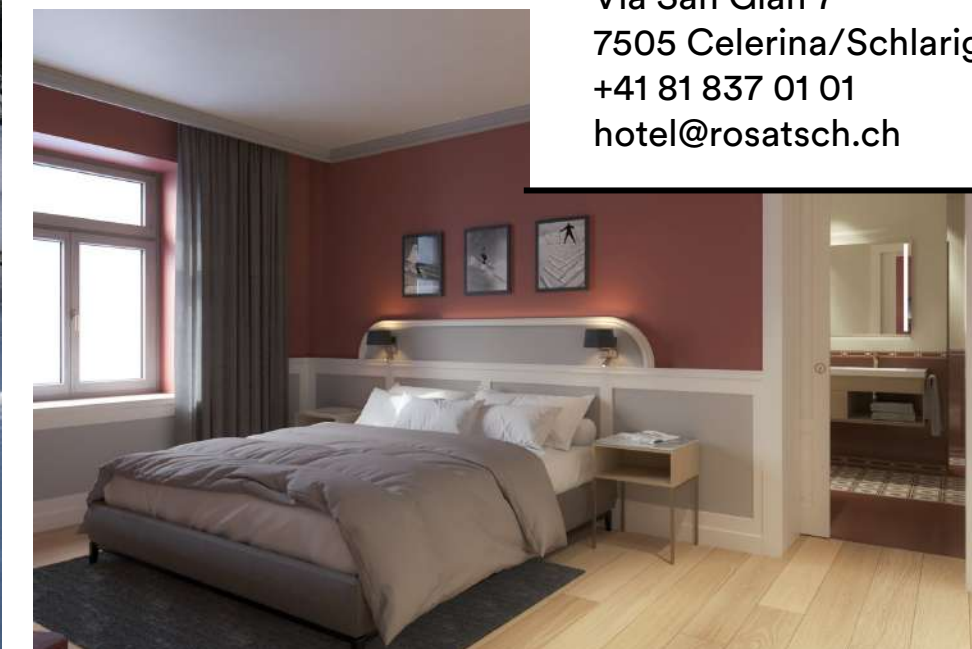
Built in 1906, the Cresta Palace combines historic charm with elegance and Art Nouveau architecture.

## Hotel Highlights:

- 1,200 m. Spa Facilities
- Medical Wellness Centre
- 'Staziun da bash' - dedicated centre of excellence for outdoor activities and sports
- 2 first-class restaurants
- Fondue parlor



**Address & Contact**  
Hotel Chesa Rosatsch  
Via San Gian 7  
7505 Celerina/Schlarigna  
+41 81 837 01 01  
hotel@rosatsch.ch





**Cresta Palace Hotel**



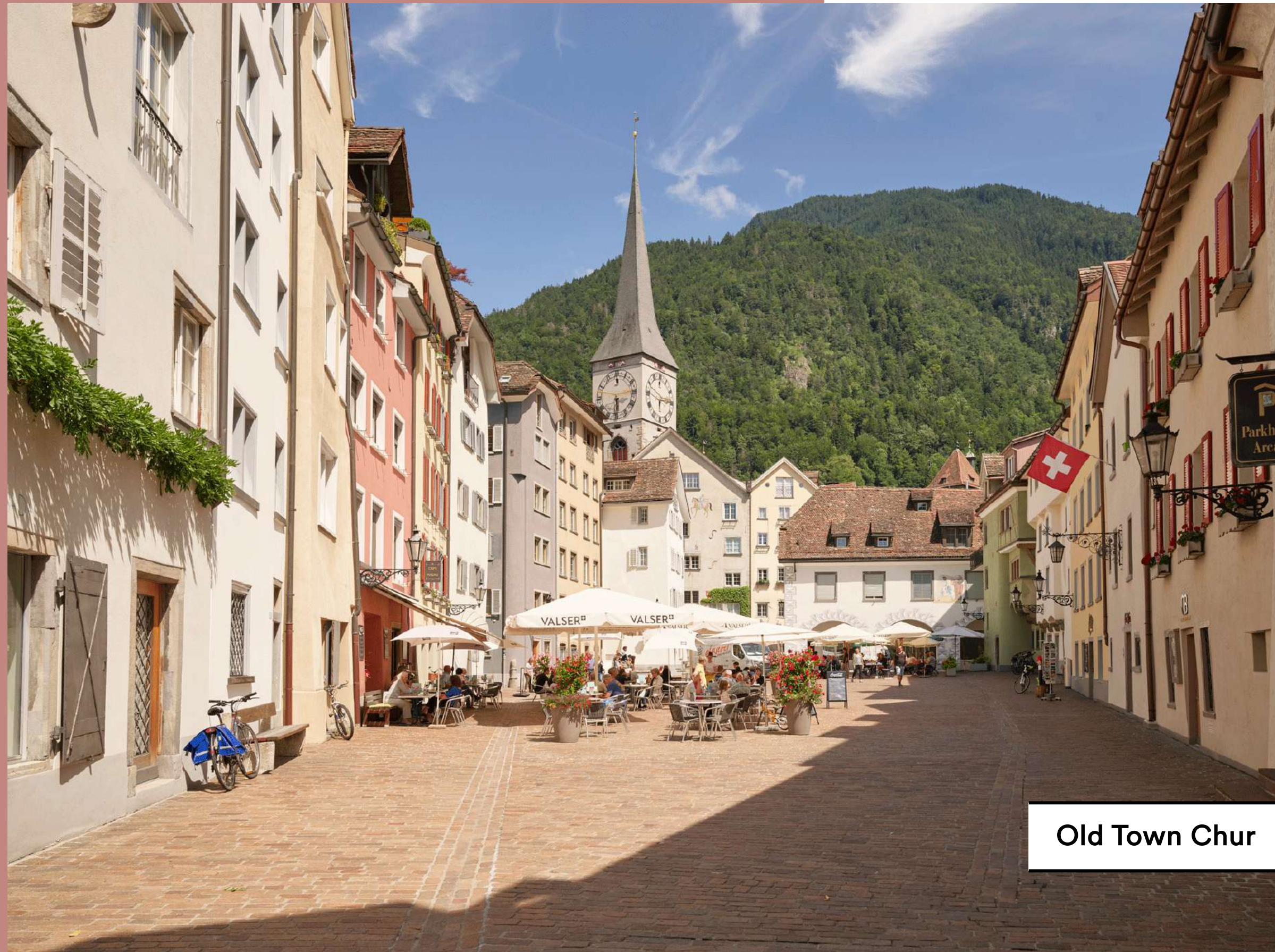


## Chur

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Switzerland's oldest city charms visitors with its fine mountain setting, twisting alleys, and historic buildings. A perfect starting point to discover Graubunden's nearby vineyards.

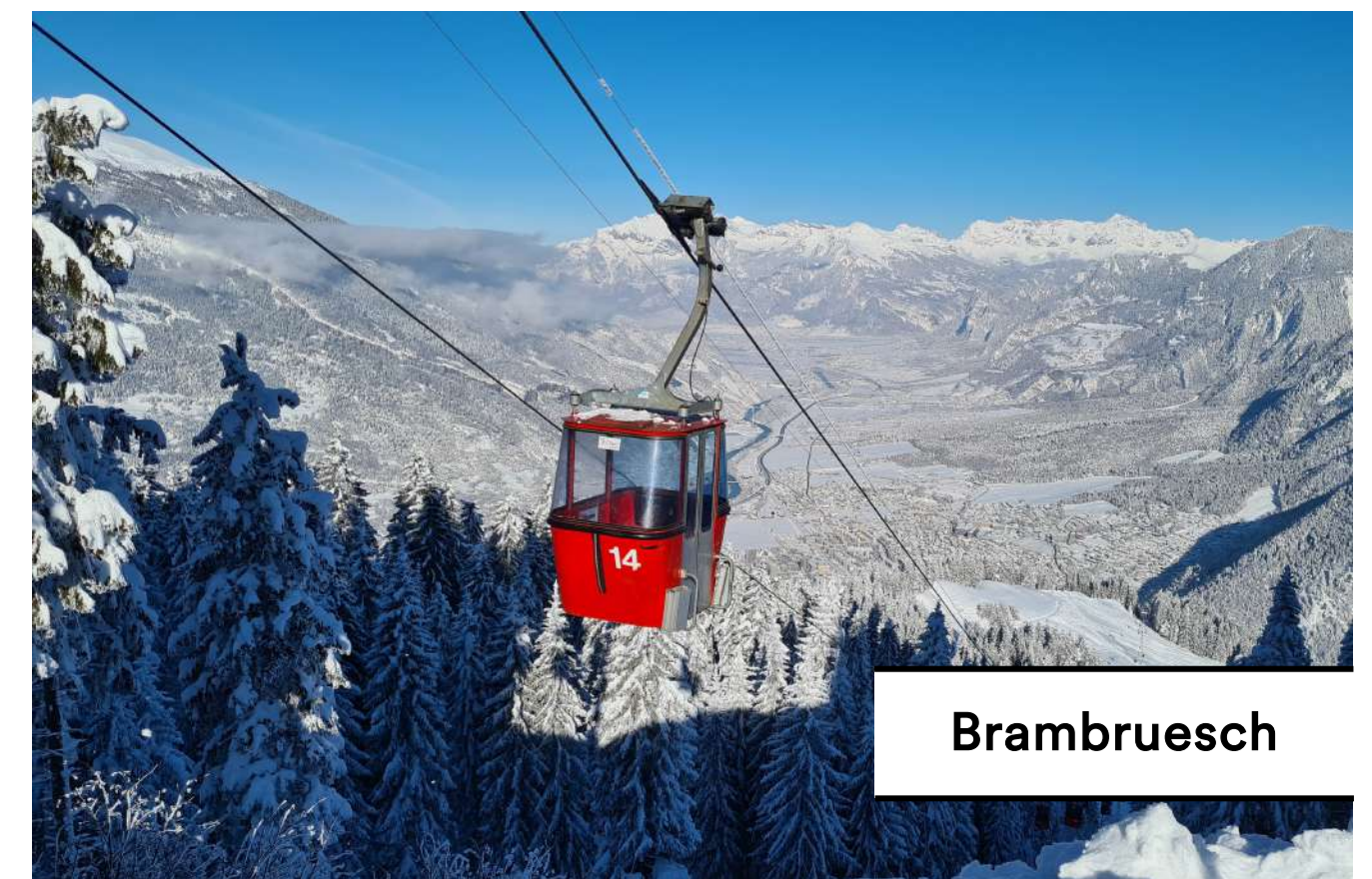
# Bucket list activities



Old Town Chur



Arosa Bear Park



Brambruesch

# Hotel Stern Chur ★★☆☆

Rich in tradition, Hotel Stern is situated in the center of Chur and has offered super food and wine from Chur and Graubunden for over 300 years.

## Hotel Highlights:

- Culinary focal point
- Restaurant 'Buendner Stube' with 14 GaultMillau points
- Dedicated cellar with the region's largest selection of white, red and rose wines



**Address & Contact**  
Hotel Stern Chur  
Reichsgasse 11  
7000 Chur  
+41 81 258 57 57  
info@stern-chur.ch  
stern-chur.ch/home-en

# Rhaetian Railways

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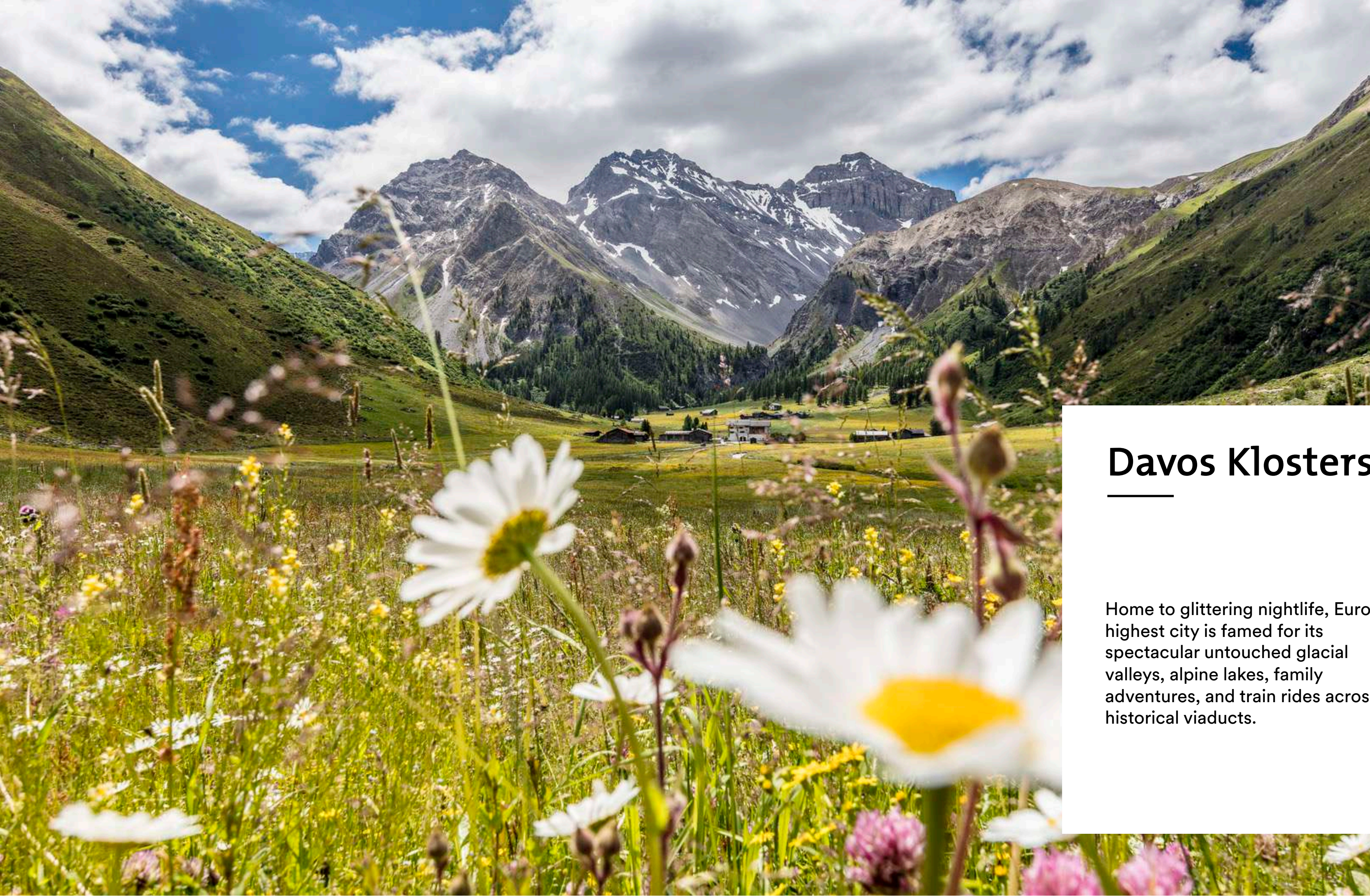
The Rhaetian Railway (RhB) is a mountain railroad network whose lines connect Italy to Switzerland via a long labyrinth of wide valleys, tunnels, and winding mountain paths. Railfans can delight in a number of different experiences ranging from UNESCO World Heritage Sites, steam trains, luxury Pullman cars, open scenic carriages, and gourmet dining cars, to name a few.



Bernina Express



Glacier Express



## Davos Klosters

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Home to glittering nightlife, Europe's highest city is famed for its spectacular untouched glacial valleys, alpine lakes, family adventures, and train rides across historical viaducts.

# Bucket list activities



Jakobshorn



Lake Davos



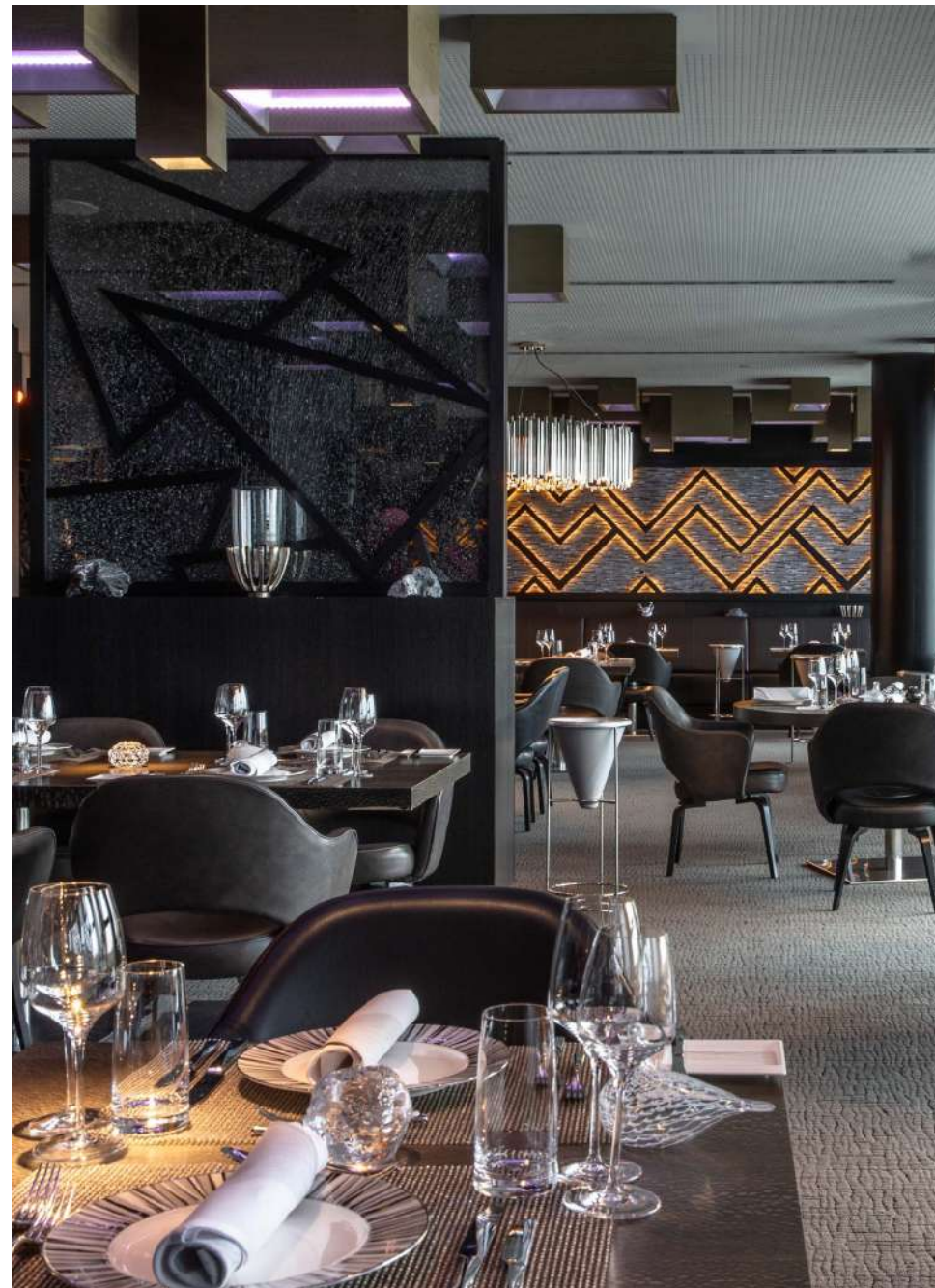
Wiesen Viaduct

# Hotel AlpenGold ★★★★★

Nestled amongst the grand Graubunden Alps sits the architectural masterpiece, the AlpenGold Hotel. Each of the 216 rooms and 38 suites are adorned with marble bathrooms and private balconies, all of which frame the picture book views across the mountains and valleys beyond.

## Hotel Highlights:

- 1,200 m2 Alpine Spa
- Kids and Teens club
- Futuristic, gold-coloured facade designed by Munich based architects, Oikios
- Light installation designed by London-based artist, Moritz Waldemeyer
- Cigar lounge, cheese factory, herb garden



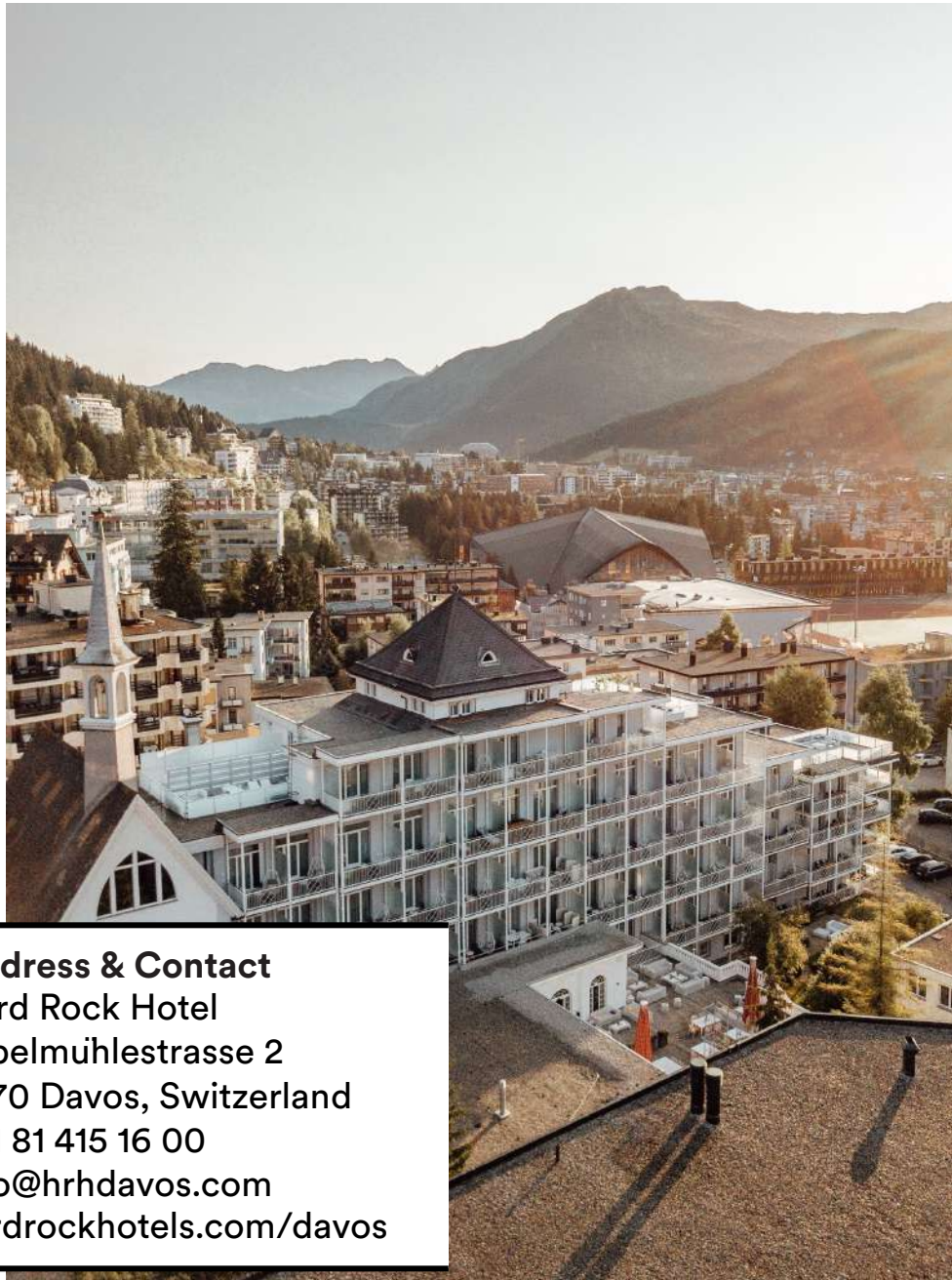
**Address & Contact**  
**Hotel AlpenGold**  
Baslerstrasse 9  
7260 Davos Dorf, Switzerland  
+41 81 414 04 00  
[info@alpengoldhotel.com](mailto:info@alpengoldhotel.com)  
[alpengoldhotel.com/en/](http://alpengoldhotel.com/en/)

# Hard Rock Hotel ★★☆☆S

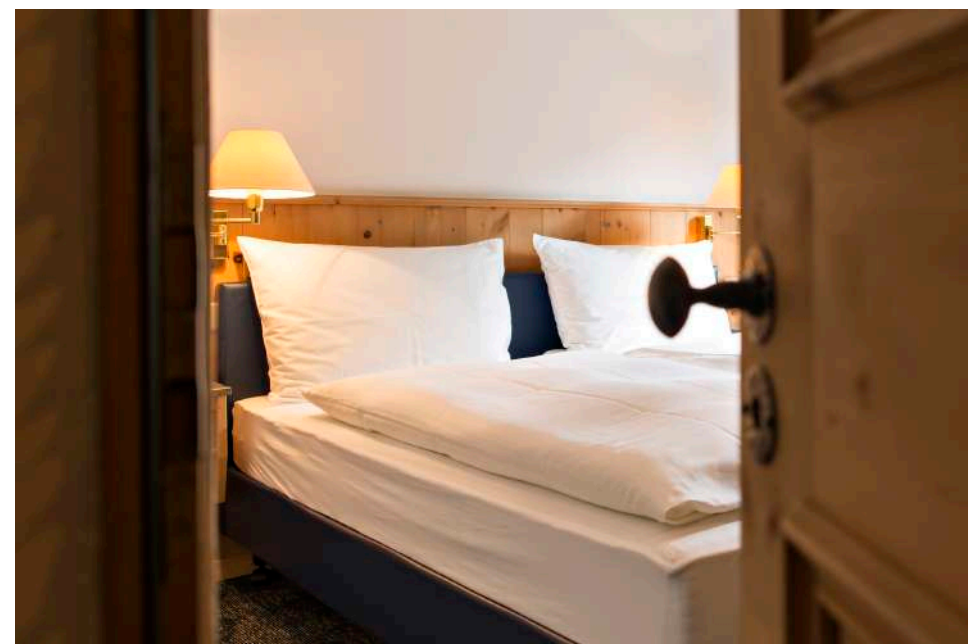
Hard Rock Hotel combines an iconic hard rock experience with the beauty of the Swiss Alps—creating a vibe like none other.

## Hotel Highlights:

- 20 Fender guitars to create a pop-up studio
- Rock spa
- Restaurant & rooftop bar
- 360-Degree mountain views



**Address & Contact**  
Hard Rock Hotel  
Tobelmühlestrasse 2  
7270 Davos, Switzerland  
+41 81 415 16 00  
info@hrhdavos.com  
hardrockhotels.com/davos

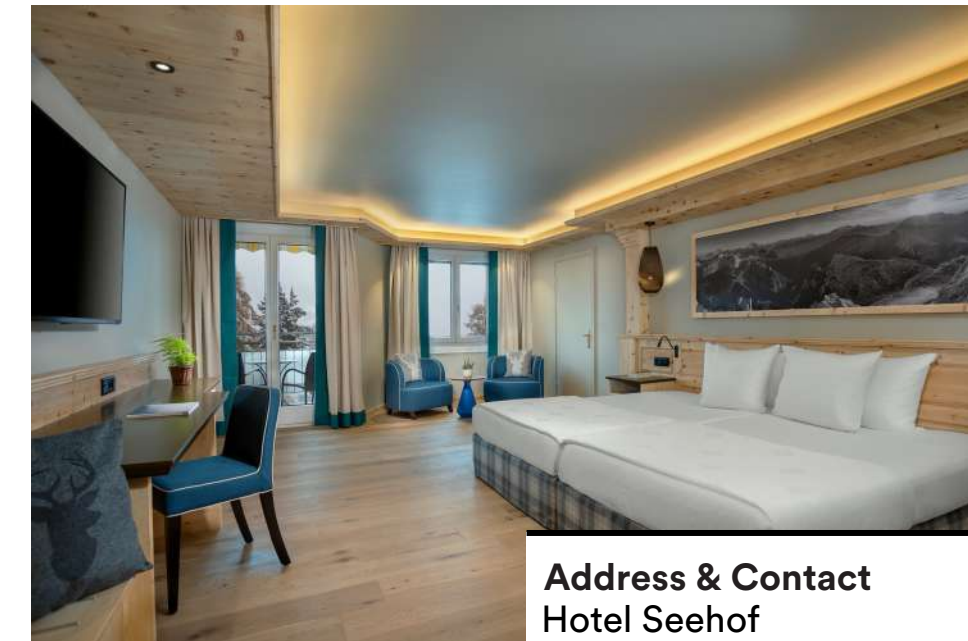


# Precise Tale Seehof Davos ★★☆☆★

Recently refurbished, this traditional 5-star hotel features a harmonious blend of history and modernity.

## Hotel Highlights:

- 2 restaurants
- Bellavita Spa
- 7 Swiss stone pine suites



**Address & Contact**  
Hotel Seehof  
Promenade 159  
7260 Davos Dorf, Switzerland  
info@seehofdavos.ch  
www.seehofdavos.ch



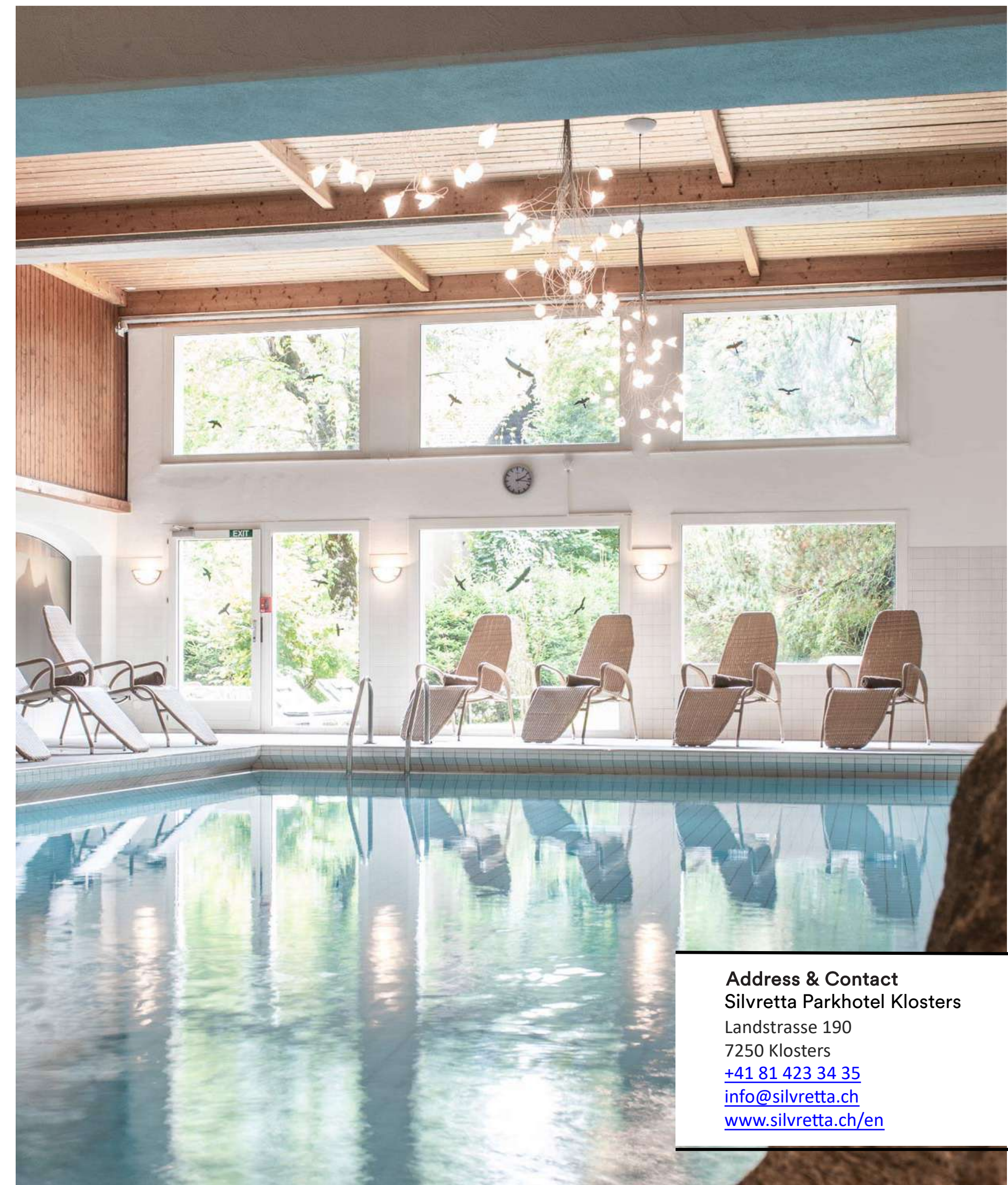


# Silvretta Parkhotel Klosters ★★★★★

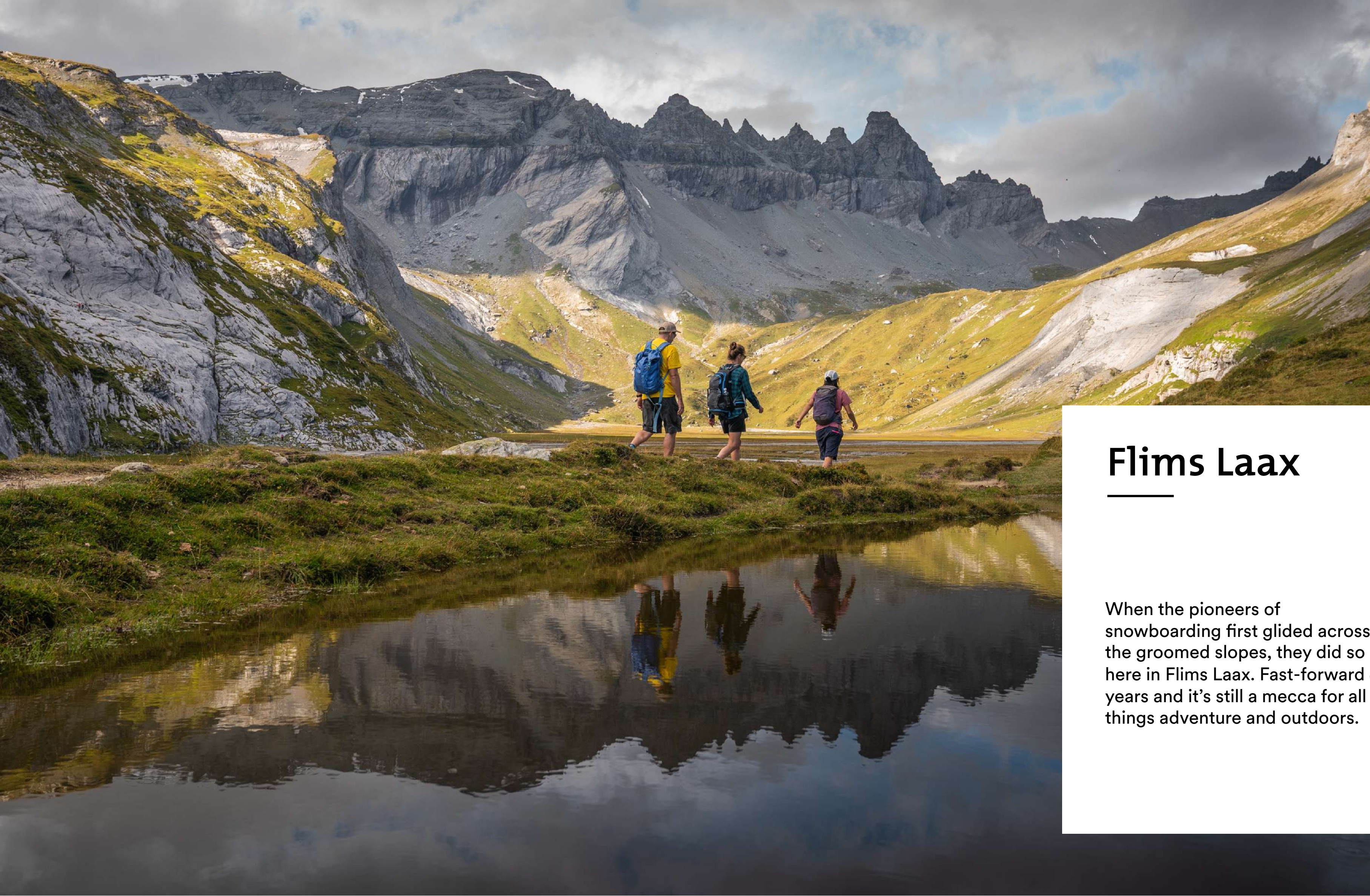
A hotel for mountain lovers, active travelers, athletes, families, and connoisseurs, the cozy rooms, four delicious restaurants, and spa and wellness area provide the perfect setting for an active Alpine vacation.

## Hotel Highlights:

- Views of Silvretta Glacier
- Piano bar
- In-house bowling alley
- 4 restaurants
- Spa & wellness



**Address & Contact**  
Silvretta Parkhotel Klosters  
Landstrasse 190  
7250 Klosters  
[+41 81 423 34 35](tel:+41814233435)  
[info@silvretta.ch](mailto:info@silvretta.ch)  
[www.silvretta.ch/en](http://www.silvretta.ch/en)



## Flims Laax

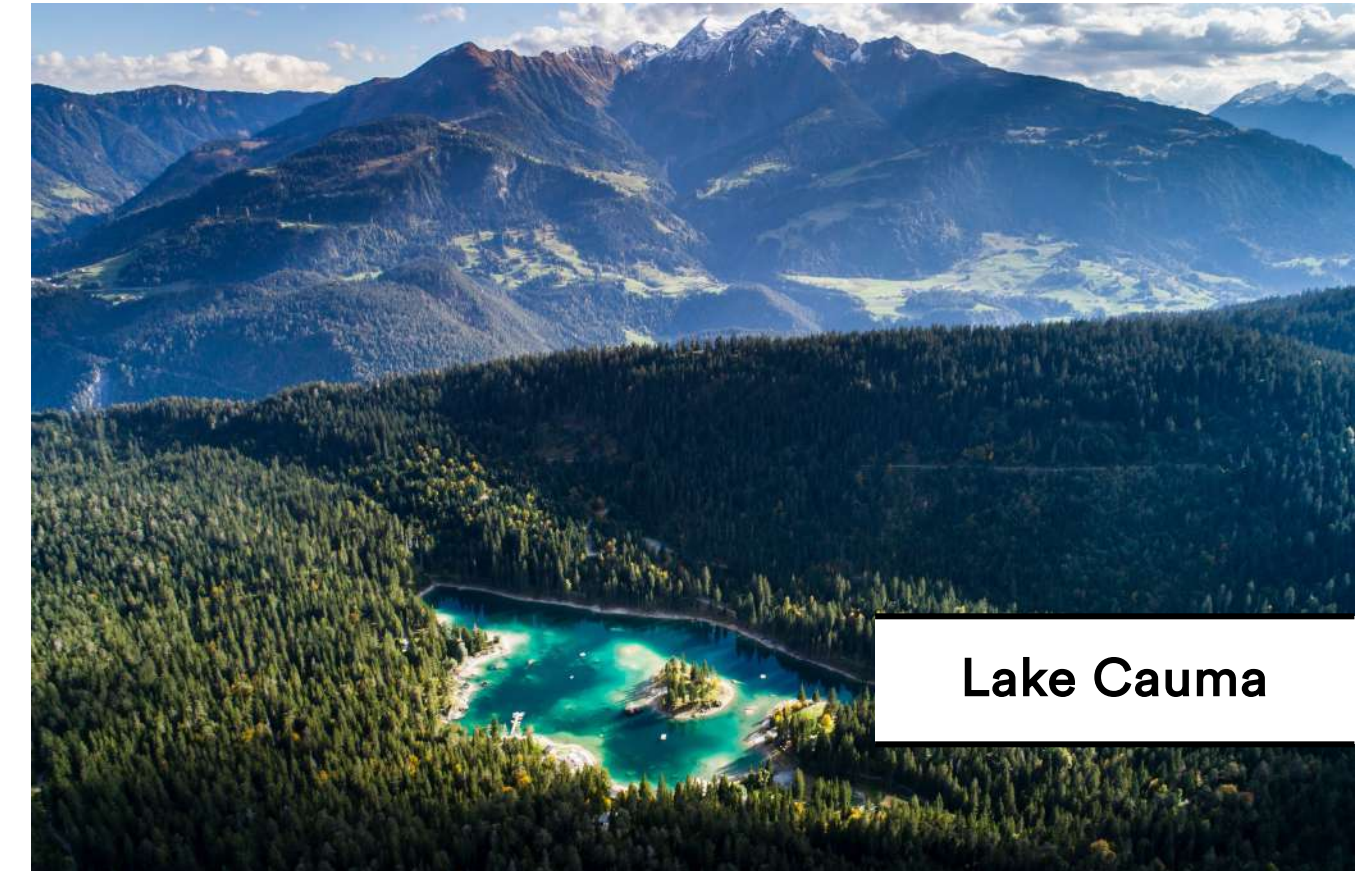
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When the pioneers of snowboarding first glided across the groomed slopes, they did so here in Flims Laax. Fast-forward 40 years and it's still a mecca for all things adventure and outdoors.

# Bucket list activities



Rhine Gorge



Lake Cauma



Lake Cresta

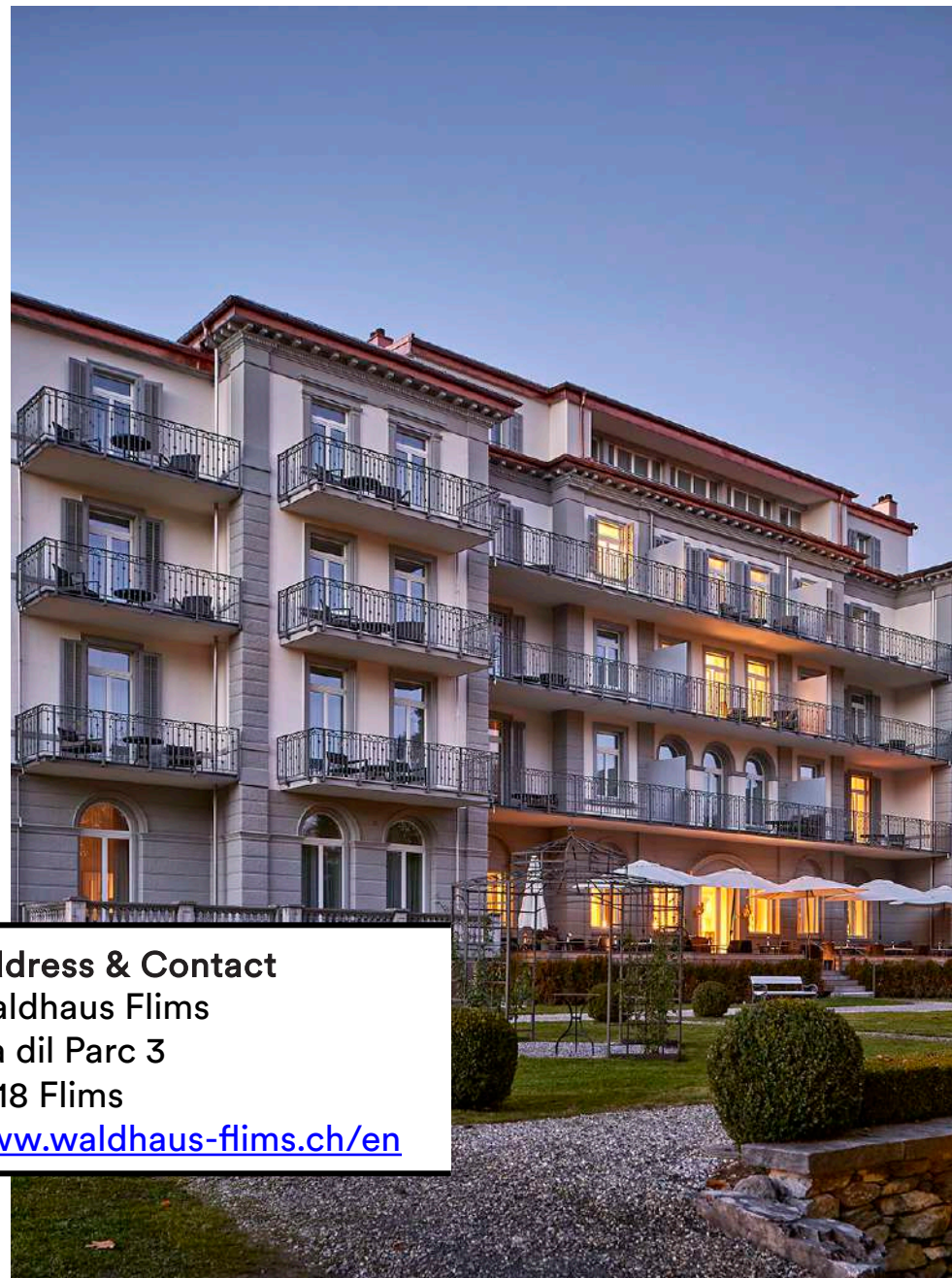
# Waldhaus Flims, Mountain Resort & Spa



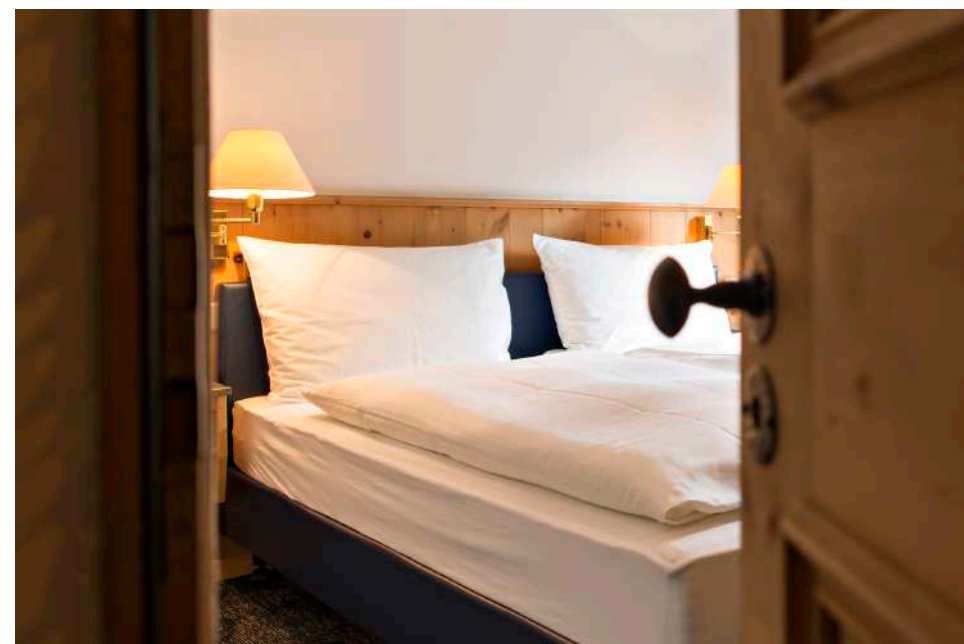
An iconic destination which has glistened through the eras from the Belle Epoque, the Roaring Twenties, the new millennium, and most recently, the unveiling of its lavish renovation.

## Hotel Highlights:

- Award-winning 3,000 sqm Waldhaus Spa
- Natural swimming pond



**Address & Contact**  
Waldhaus Flims  
Via dil Parc 3  
7018 Flims  
[www.waldhaus-flims.ch/en](http://www.waldhaus-flims.ch/en)



# Schweizerhof Flims Romantik ★★☆☆

The close proximity of glittering Lake Cauma, the Swiss Grand Canyon, the mountain railways as well as the walking, excursion, and adventure sports area of Flims Laax Falera make the Romantik Hotel Schweizerhof the perfect base for unforgettable Alpine vacations.

## Hotel Highlights:

- Art Nouveau patio
- Yoga and pilates coach
- Spa and wellness
- Restaurant and bar



**Address & Contact**  
Schweizerhof Flims  
Rudi Dadens 1  
7018 Flims Waldhaus  
[+41 81 928 10 10](tel:+41819281010)  
[info@schweizerhof-flims.ch](mailto:info@schweizerhof-flims.ch)  
[www.schweizerhof-flims.ch/en](http://www.schweizerhof-flims.ch/en)



# rocksresort ★★☆☆

A member of Design Hotels™, the Rocksresort is where urbanity and nature mix harmoniously. Family-friendly and situated directly at the LAAX lift station, the Rocksresort redefines the Alpine holiday.

## Hotel Highlights:

- Located at the LAAX lift station
- 8 Restaurants
- Spa & Wellness
- 9 shops



Address & Contact  
rocksresort  
Via Murschetg 15  
7032 Laax, Switzerland  
+41 81 927 97 97  
[reservation@rocksresort.com](mailto:reservation@rocksresort.com)

# signinahotel ★★☆☆

Located directly at the Laax Valley lift station, Signina Hotel is the ideal place for active vacations in the Grison Mountains. Whether golfing, hiking, biking, or simply enjoying the leisure of summer in the mountains, the collection of rooms, suites, and apartments cater to a guest's every need.

## Hotel Highlights:

- 6 restaurants
- Spa & wellness
- Fitness club

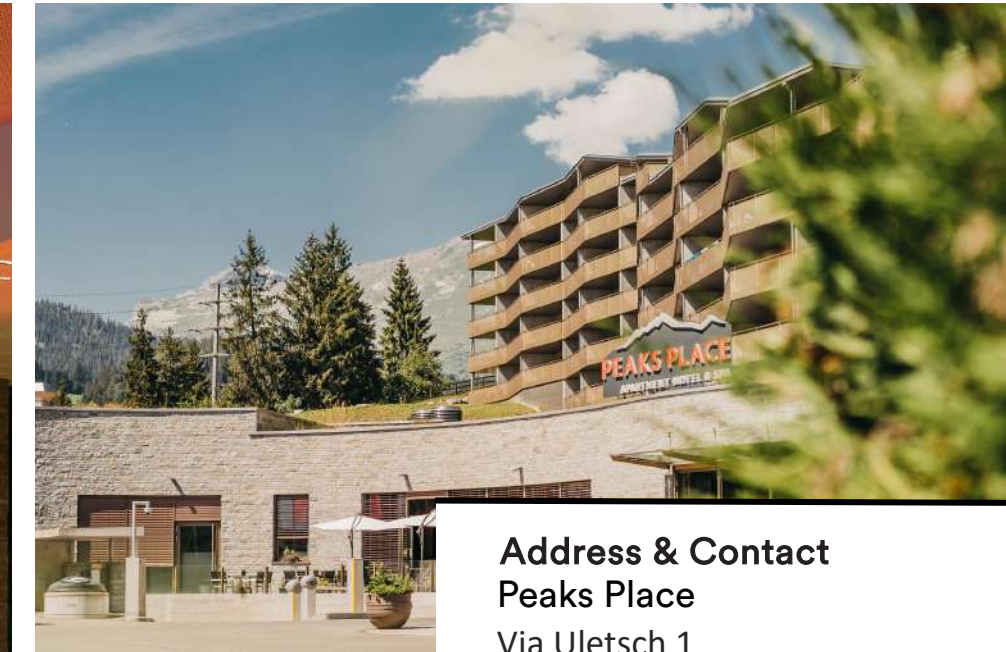
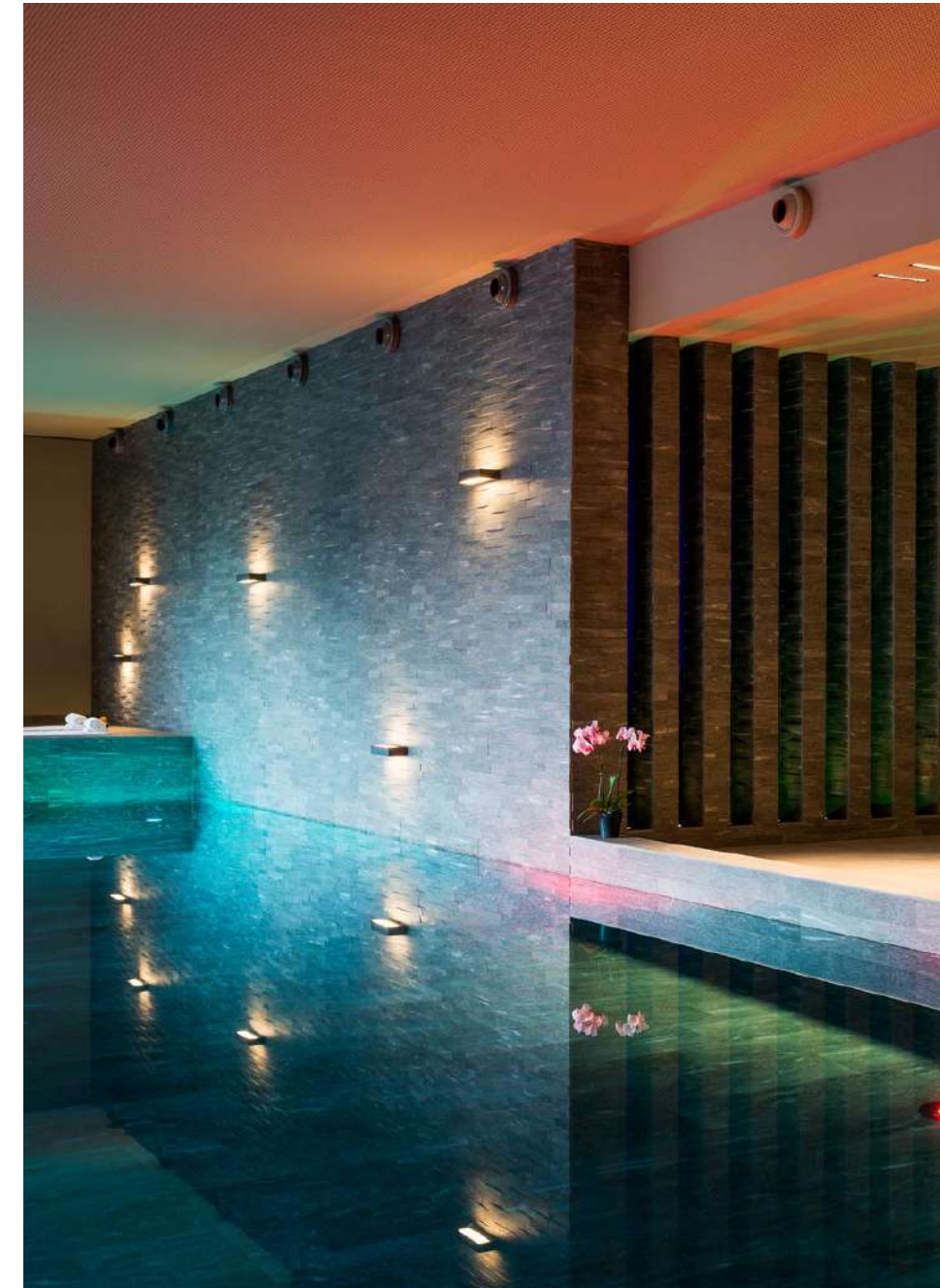


# Peaks Place Apartments ★★☆☆

The newly designed Peaks Place Apartment Hotel & Spa combines the comfort of a 4-star hotel with the convenience of an apartment. The property is located in the heart of Flims, close to pristine lakes and with magnificent Alpine views.

## Hotel Highlights:

- 850 m2 La Senda Spa
- 1 restaurant



**Address & Contact**  
Peaks Place  
Via Uletsch 1  
7031 Laax  
[+41 81 927 10 10](tel:+41819271010)  
[reservation@peaks-place.com](mailto:reservation@peaks-place.com)  
[www.peaks-place.com](http://www.peaks-place.com)



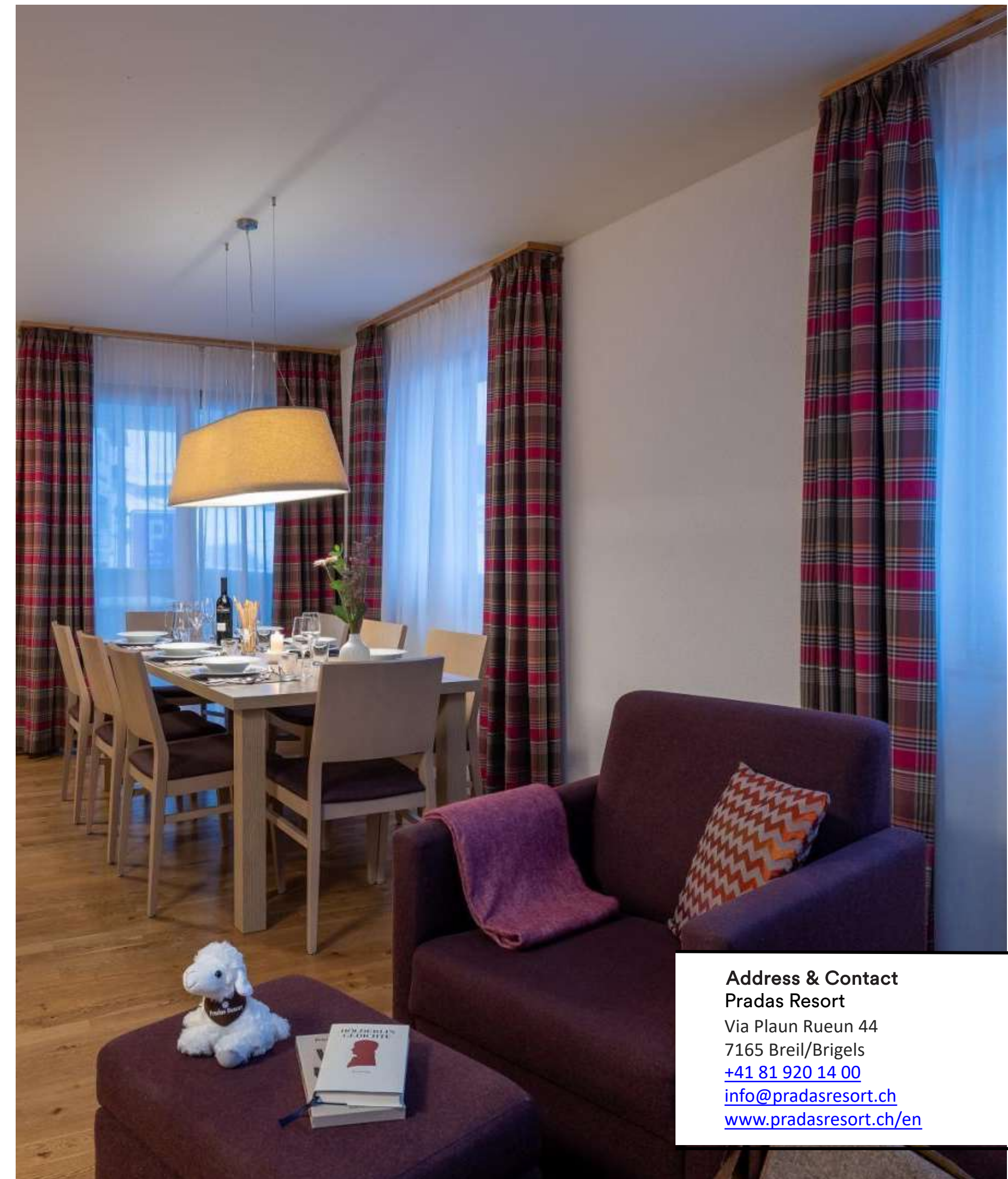
**Address & Contact**  
signinahotel  
Via Murschetg 15  
7032 Laax  
[+41 81 927 99 99](tel:+41819279999)  
[info@signinahotel.com](mailto:info@signinahotel.com)  
[www.signinahotel.com/en](http://www.signinahotel.com/en)

# Pradas Resort ★★★

A summer resort located on the shores of beautiful Lake Brigels, accommodation at Pradas Resort includes the new Premium Holiday apartments ranging from studios to three-bedroom units.

## Hotel Highlights:

- 500 m2 pool and sauna area
- Pradas Kids Club
- Morning bread delivery



**Address & Contact**  
Pradas Resort  
Via Plaun Rueun 44  
7165 Breil/Brigels  
[+41 81 920 14 00](tel:+41819201400)  
[info@pradasresort.ch](mailto:info@pradasresort.ch)  
[www.pradasresort.ch/en](http://www.pradasresort.ch/en)



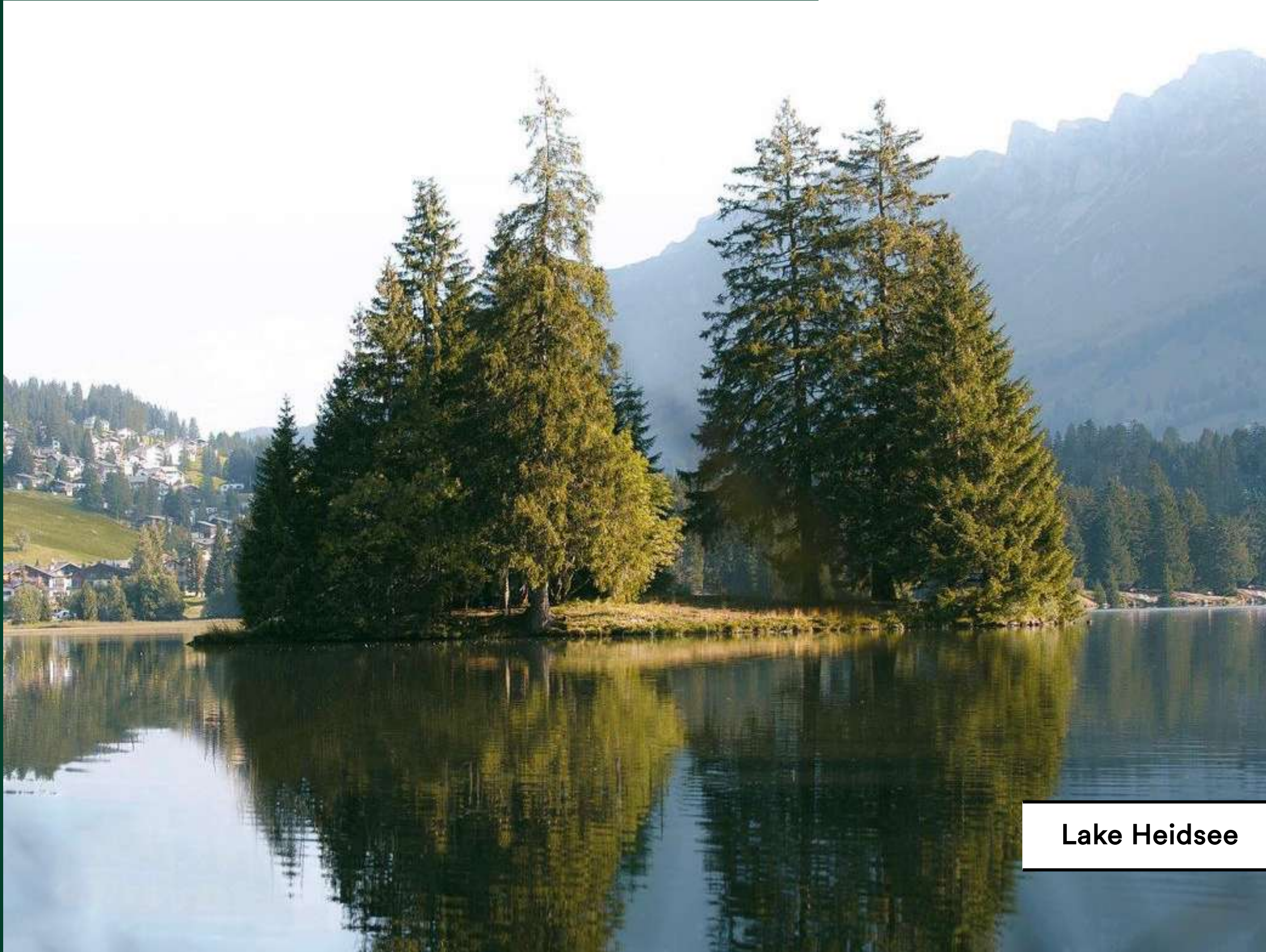
# Lenzerheide

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Straddling Lake Heidsee, the Alpine resort of Lenzerheide bombards guests with mountainous, wooded splendour and casual, grassroots vibe. Lenzerheide is popular with families and those who love the outdoors.



# Bucket list activities



Lake Heidsee



Toboggan Run



Fun with Globi

# Hotel Krone Churwalden ★★★

Located in the middle of one of the most beautiful Graubunden regions in the village centre of Churwalden, all 187 double rooms are generously furnished and offer private balconies and inspiring views over the surrounding mountains.

## Hotel Highlights:

- 200m2 wellness area with whirlpool, Finnish sauna, bio sauna, steam bath, infrared cabin, relaxation room, lounge
- Walking distance to Pradaschier
- Ski & Bike cellar



**Address & Contact**  
Hotel Krone Churwalden  
Churwalden Hauptstrasse 155  
CH-7075 Churwalden  
[kronechurwalden.ch/](http://kronechurwalden.ch/)



# Valbella Resort ★★★★★<sup>S</sup>

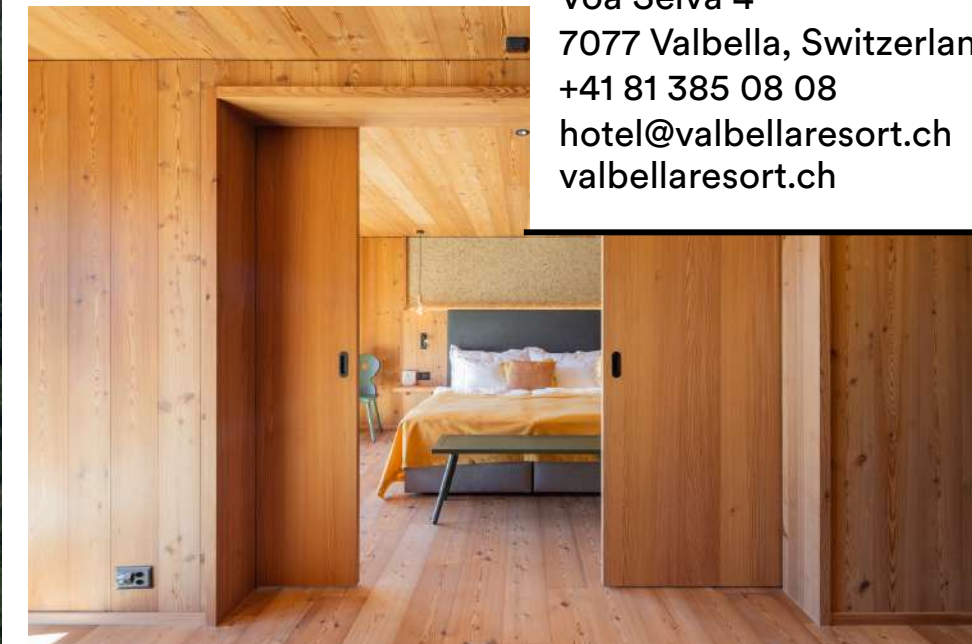
Guests can enjoy various seasonal leisure options throughout the year, including hiking, relaxing in nature, mountain biking, skiing, and tobogganing.

## Hotel Highlights:

- 2 restaurants
- Five-story wellness tower - "Tor da Lenn"
- Tennis court, pool & gym
- 450m. Kids Inn created by LEGO



**Address & Contact**  
Valbella Resort  
Voa Selva 4  
7077 Valbella, Switzerland  
+41 81 385 08 08  
[hotel@valbellaresort.ch](mailto:hotel@valbellaresort.ch)  
[valbellaresort.ch](http://valbellaresort.ch)



# Maiensäss Hotel Guarda Val ★★★★★

A unique Maiensäss hotel set among 11 renovated huts and barns, dating back over 300 years. Located 1,600 meters (1 mile) above sea level in the hamlet of Sporz, the Guarda Val combines the charm of organic Graubunden Alpine tradition with luxury, indulgence and personal service.

## Hotel Highlights:

- Country-style restaurants with Michelin stars and Gault-Milau points
- Sports bar
- Sun terrace
- Spa & Wellness



**Address & Contact**  
Guarda Val  
Voa Sporz 85  
7078 Sporz/Lenzerheide  
[+41 81 385 85 85](tel:+41813858585)  
[hotel@guardaval.ch](mailto:hotel@guardaval.ch)  
[www.guardaval.ch/en](http://www.guardaval.ch/en)

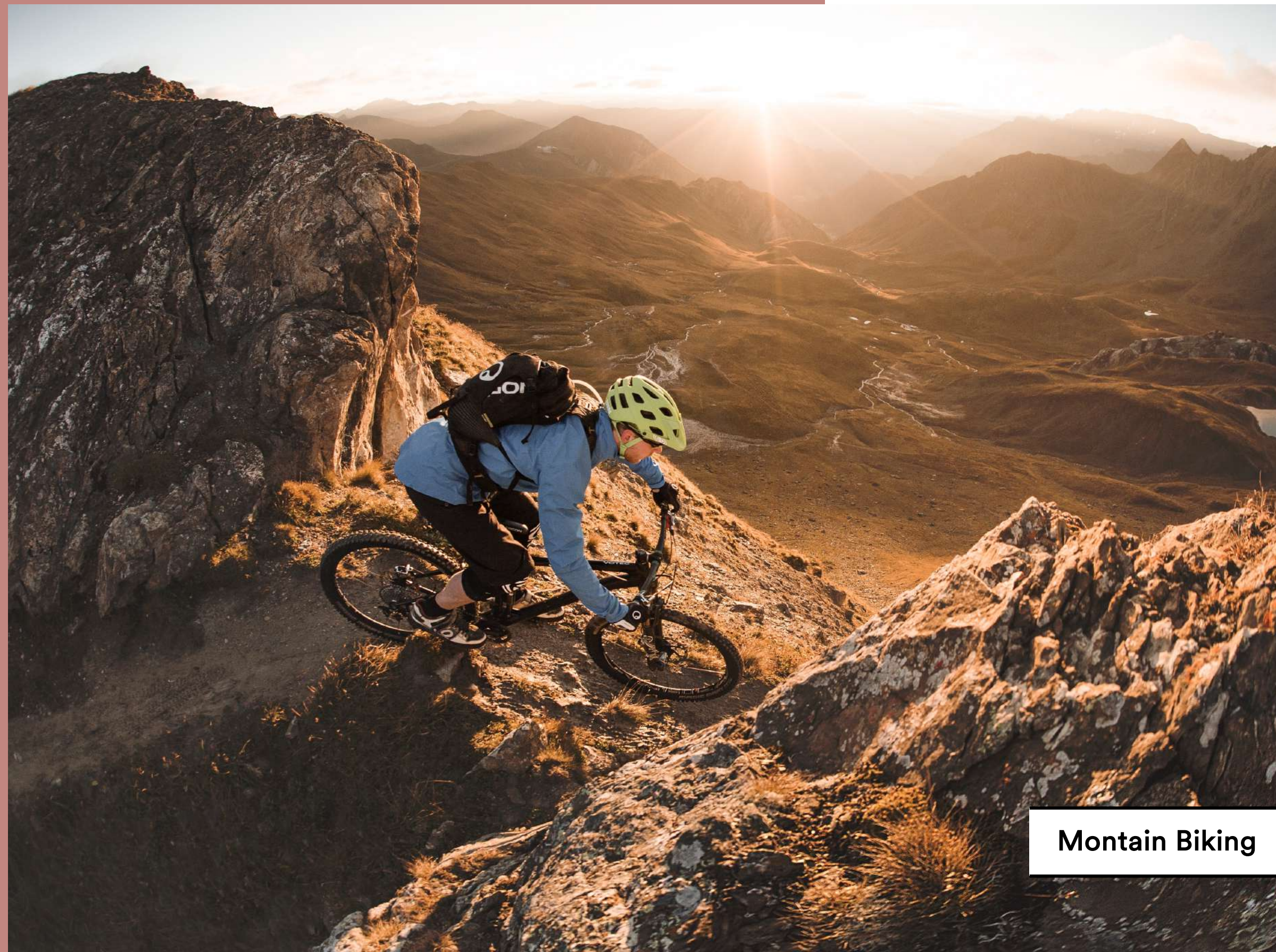


## Samnaun

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There are three draws to summer in Samnaun: hiking, biking, and tax-free shopping. Once a hot-bed for crossborder contraband, former smugglers used to pack their rucksacks with goods from Austria and sell to those in Switzerland.

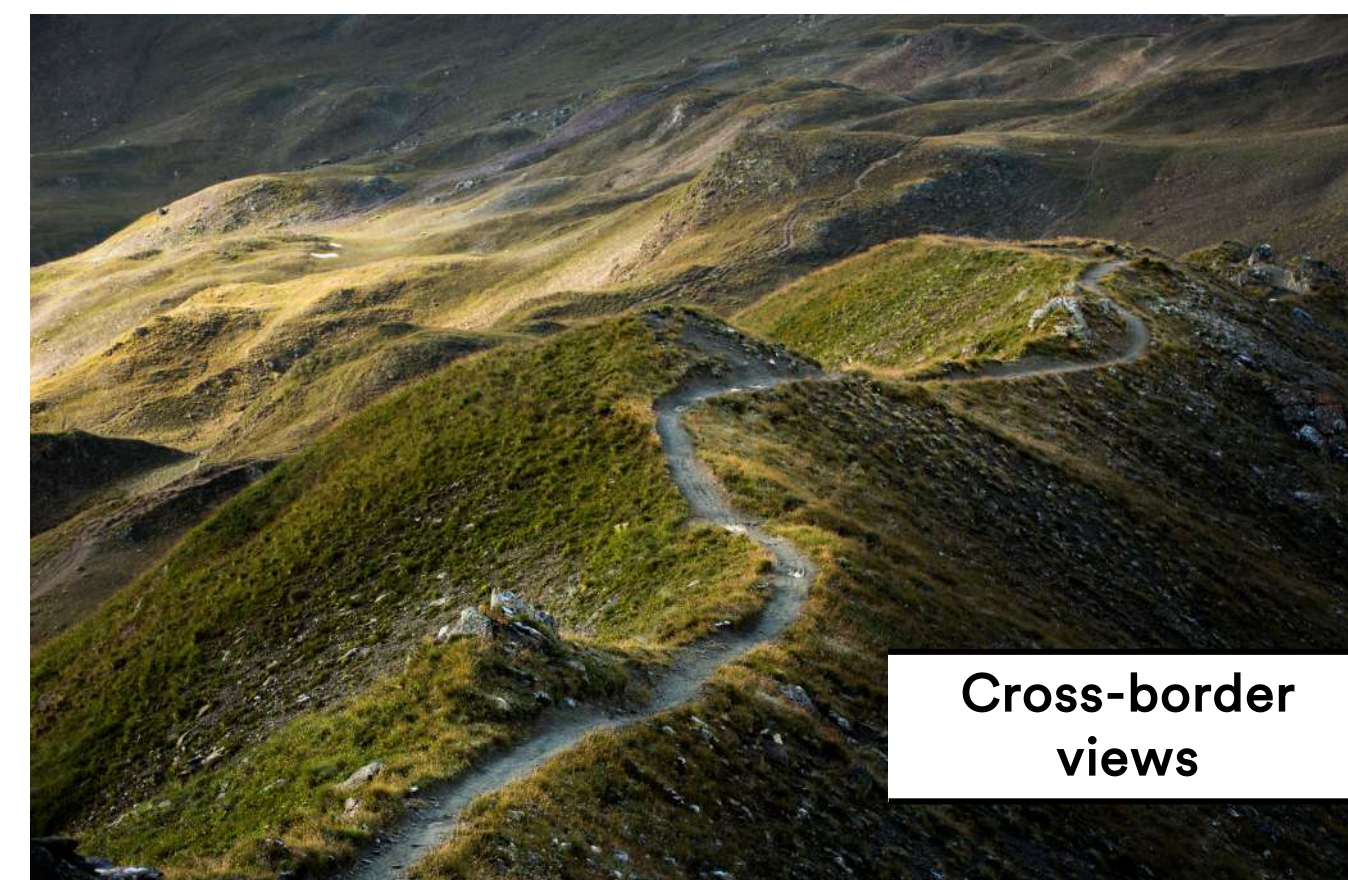
# Bucket list activities



Mountain Biking



Duty-free shopping



Cross-border views

# Chasa Montana Hotel & Spa ★★★★★<sup>S</sup>

Hotel Chasa Montana is located at 1,850m (6,069 ft), offering beautiful mountain views. Guests can enjoy lunch on the sunny terrace while enjoying views of the Samnaun Mountains.

## Hotel Highlights:

- 1,500 m. Montana Spa & Sun Terrace
- Duty-free shopping
- 3 restaurants



Address & Contact  
Hotel Chasa Montana  
Dorfstrasse 30 - 7563  
Samnaun Dorf, Switzerland  
+41 81 861 9000 -  
[info@hotelchasamontana.ch](mailto:info@hotelchasamontana.ch)  
[www.hotelchasamontana.ch/en](http://www.hotelchasamontana.ch/en)



## Scuol

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Known for its Roman- Irish baths and unique mineral springs, aristocracy, poets and visitors have been coming to the spa town of Scuol since the mid-1300s.

# Bucket list activities



**Bogn Engiadina**



**Tarasp Castle**



**Swiss National Park**



# Hotel Belvédère ★★★★★

Located in Scuol in the Lower Engadine, Hotel Belv.d.re is a contemporary, wellness and family hotel with a traditional main building that has been delighting guests since 1876.

## Hotel Highlights:

- Unlimited daily admission to the Engadine Bad Scuol, bus and mountain railways
- Spa Vita Nova
- 3 Restaurants & Sun Terrace



Address & Contact  
Hotel Belvédère  
Stradun 330 - 7550  
Scuol, Switzerland  
+41 81 861 06 06  
[info@belvedere-scuol.ch](mailto:info@belvedere-scuol.ch)  
[www.belvedere-scuol.ch](http://www.belvedere-scuol.ch)



## St. Moritz

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St. Moritz certainly needs no introduction. Although interestingly, before its rise to winter stardom, it was just a small town in the Engadin Valley more revered for its summertime activities and healing mineral springs. Whether you are an outdoor enthusiast or want to relax in total luxury (or do a bit of both) - St. Moritz offers something for everyone.

# Bucket list activities



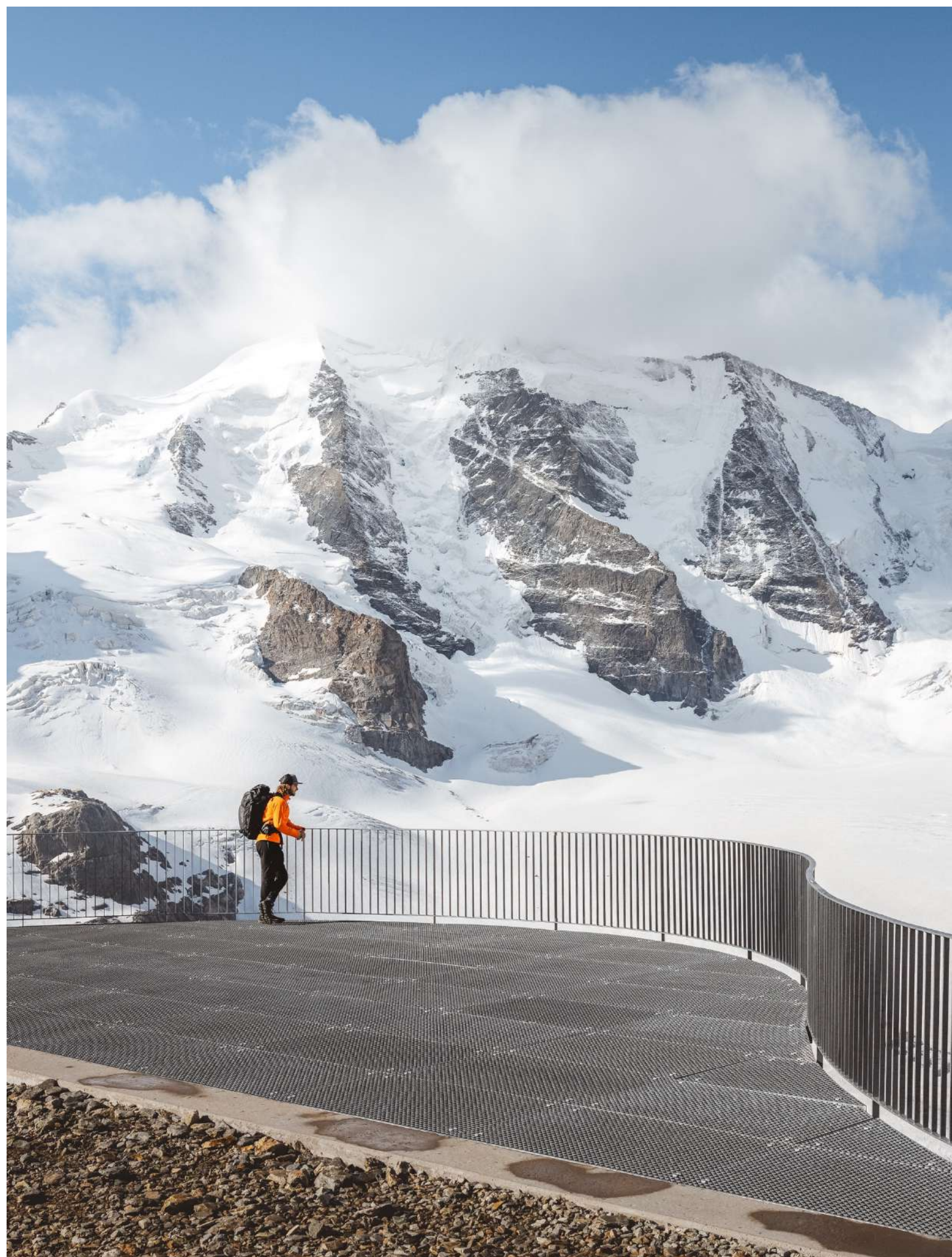
Via Serlas



Piz Nair



Muottas Muragl



# Diavolezza

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Offering fairy tale-like scenery of mountain ranges extending as far as the eye can see, the three cable cars of the Upper Engadin are poised in the heart of the famous Bernina Massif, with the Piz Bernina (4049m; 13,284 ft) at its heart.



# Hotel Laudinella ★★☆☆

Open all year round, Hotel Laudinella enjoys a quiet location in St. Moritz. All guest rooms are furnished with Swiss pine furniture and provide spectacular views of the lake and surrounding mountain tops.

## Hotel Highlights:

- Wellness Spa
- Various restaurants
- Spectacular views of the lake



**Address & Contact**  
Hotel Laudinella  
Via Tegiatscha 17  
7500 St. Moritz, Switzerland  
+41 81 836 00 00  
[info@laudinella.ch](mailto:info@laudinella.ch)  
[www.laudinella.ch/en](http://www.laudinella.ch/en)



# Art Boutique Hotel Monopol ★★☆☆S

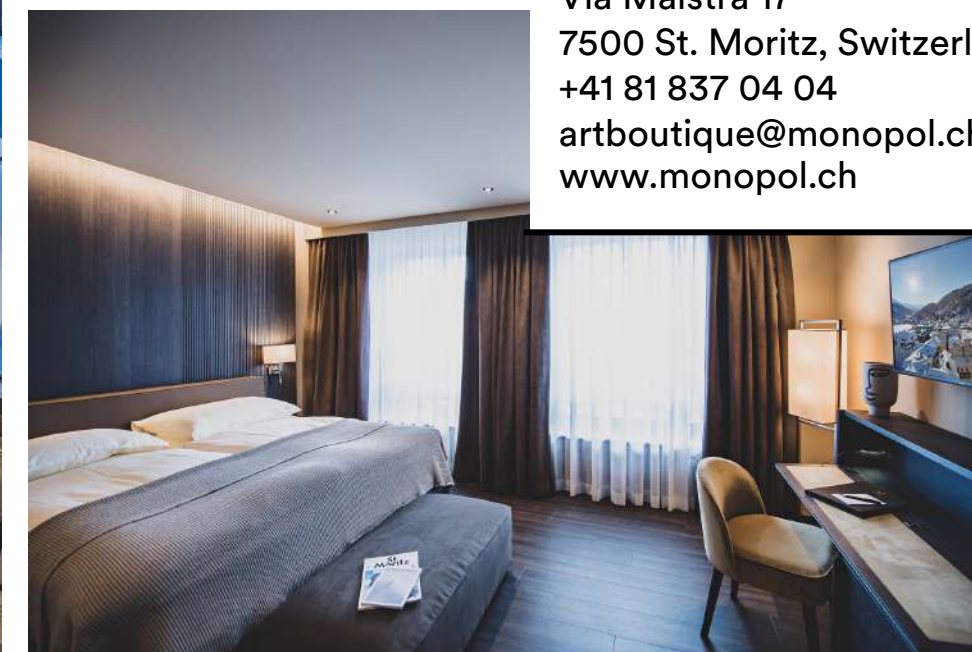
Ideally located between the restaurants, boutiques and bars of the pedestrian zone of St. Moritz, the Art Boutique Hotel Monopol boasts a rooftop Sky Bar with breathtaking lake views.

## Hotel Highlights:

- Close to Chantarella funicular
- Rooftop Spa & Wellness with lake views
- Italian-Mediterranean Restaurant MONO



**Address & Contact**  
Art Boutique Hotel Monopol  
Via Maistra 17  
7500 St. Moritz, Switzerland  
+41 81 837 04 04  
[artboutique@monopol.ch](mailto:artboutique@monopol.ch)  
[www.monopol.ch](http://www.monopol.ch)

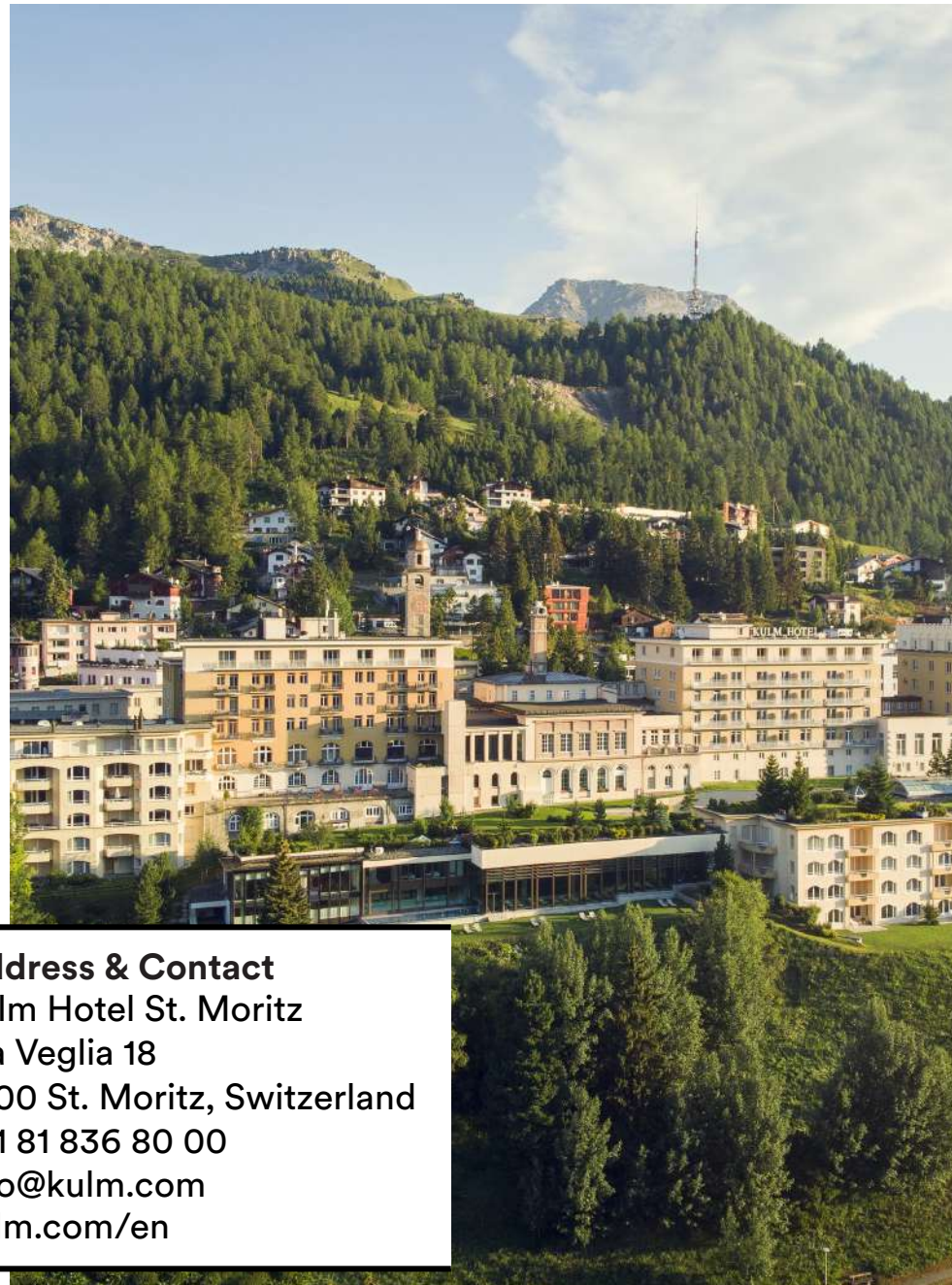


# Kulm Hotel St. Moritz ★★☆☆☆S

A member of The Leading Hotels of the World, Virtuoso and Switzerland's GaultMillau Hotel of the Year 2018, this hotel has an incomparable air of luxury, tradition, modern comfort and warm hospitality.

## Hotel Highlights:

- Five restaurants
- Kulm Spa St. Moritz with 20m (65ft) indoor pool
- 9-hole Kulm Golf Course (oldest golf course in Switzerland)
- 3 tennis courts
- Marmotta Kids Club



**Address & Contact**  
Kulm Hotel St. Moritz  
Via Veglia 18  
7500 St. Moritz, Switzerland  
+41 81 836 80 00  
info@kulm.com  
kulm.com/en

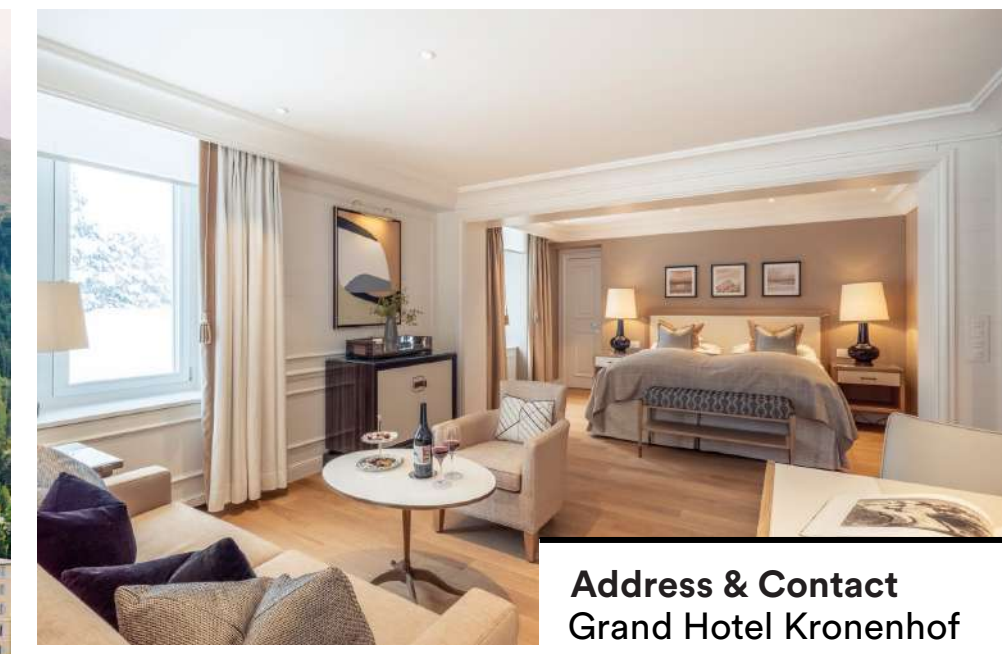


# Kronenhof Pontresina ★★☆☆☆S

Located six miles from St. Moritz, Grand Hotel Kronenhof offers the best of both worlds - the chance to enjoy the glitz of St. Moritz while staying in a peaceful mountain village.

## Hotel Highlights:

- Member of Swiss Deluxe Hotels
- Award-winning gourmet restaurant Kronenstübli
- 2,000m<sup>2</sup> (21,567 sq ft) Kronenhof Spa including a 20m (65ft) indoor infinity pool
- Kronchen Kids Club



**Address & Contact**  
Grand Hotel Kronenhof  
Via Maistra 130  
7504 Pontresina  
St. Moritz, Switzerland  
www.kronenhof.com/en





## Vals

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The mountain village of Vals owes its beauty to the forces of water, which have shaped the deeply cut mountain valley over millions of years.

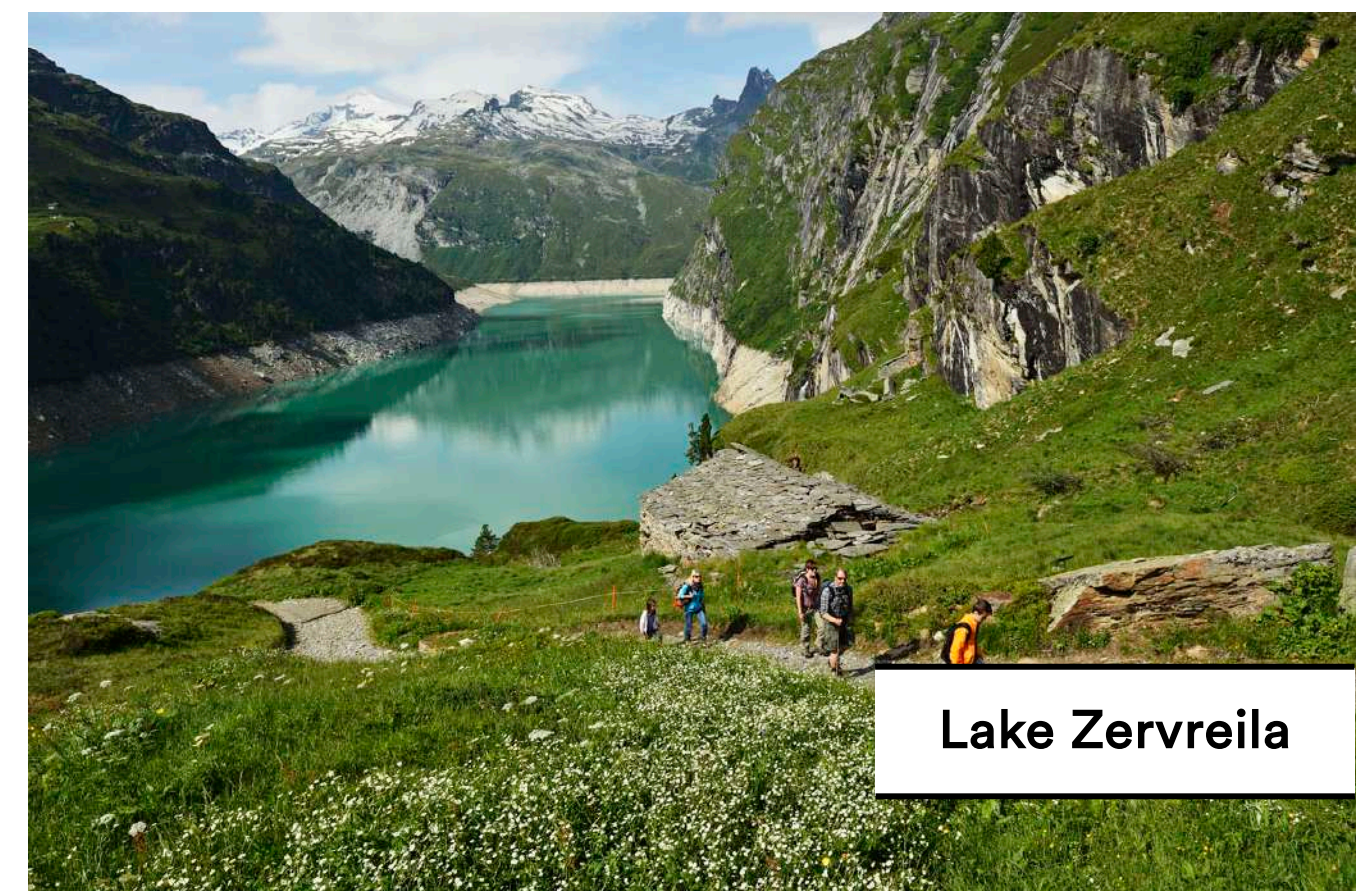
# Bucket list activities



7132 Silver



7132 Therme



Lake Zervreila



# 7132 Hotel ★★☆☆☆S

Not just a hotel, 7132 Hotel is an architectural paradise masterminded by some of the world's greats, including Swiss Peter Zumthor.

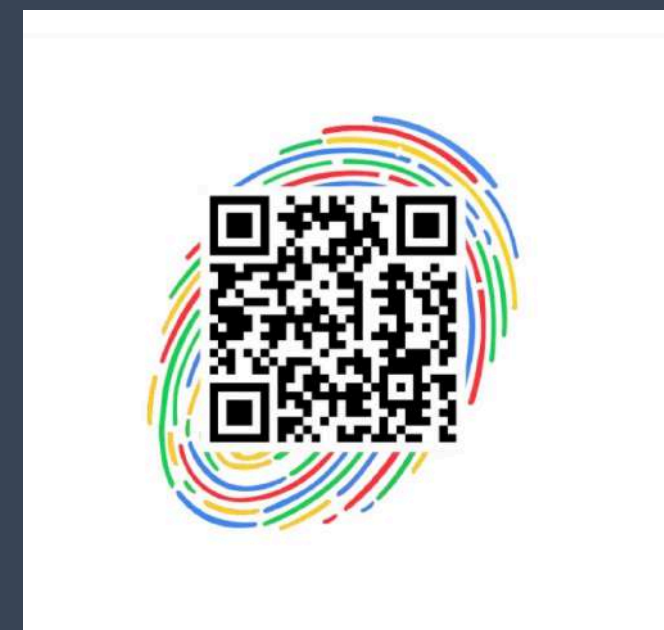
## Hotel Highlights:

- Pritzker Prize-winning sleep sanctuaries
- Award-winning open-air thermal baths (7132 Therme)
- 7132 Silver (2 Michelin stars & 18 Gault Millau points)
- Kids club



**Address & Contact**  
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# Contact us



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