

Gstaad Briefing

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

WIDE-RANGING WINTER OFFER

Compared to other alpine regions, Gstaad has an extraordinarily diverse winter offering:

200 kilometres of ski slopes and the only glacier ski area in the Bernese Oberland

- Glacier 3000 with ski operation from end of October to begin of May
- 80 % of ski slopes range from easy to moderate in difficulty
- A wide range of cosy mountain restaurants and ski slope bars, etc.
- Approx. 60 % of the principal slopes are covered with artificial snow
- 41 mountain railways

Fun and Freestyle

- Various snow parks (Lochstafel / Hornberg, Glacier 3000)
- UYN-Skimovie race course (Saannerslochgrat)
- Richard Spalinger Kids Skicross-Slope (Rinderberg)

A distinctive freeride and ski tour area

- Many freeride alternatives off the ski slopes
- Popular ski tour area with countless routes ranging from subalpine to high alpine

Top cross-country skiing area

- Approx. 180 km of cross-country trails in six areas
- All levels of difficulty
- Training trail Nathalie von Siebenthal in Turbach
- Night trail in Schönried
- Switzerland's first permanent cross country ski cross trail

Tobogganing Eldorado

- 6 sled runs accessible by mountain railways
- All levels of difficulty

Winter hiking and snowshoe experiences

- Approx. 162 km of maintained winter walking tracks in and around villages, on mountains and in idyllic side valleys
- Approx. 70 km of snowshoe trails

Winterbike

- Large winter bike offer
- Fatbike Renting in three bike shops and one hotel

IN SUMMER 40 % OF GUESTS COME HERE

Nowadays, about 40 % of guests come to Gstaad in the warmer months. The reasons are impressive:

300 km of hiking trails, reachable with up to nine mountain railways

- A widely spread network of hiking trails leading up to mountains, to mountains lakes, into the valleys and in between villages
- Several easily accessible panoramic trails
- Glacier-hiking trail with a view on 24 four-thousand metre peaks
- Mountain restaurants to stop by
- Really good signposting, superb panoramic-views

Gstaad presents itself as mountain biking region

- 500 km of GPS-tracks around Gstaad in all requirement levels
- 280 km signaled trails for pleasure- and wellness-mountain bikers
- The roadbook bundles the ten most exciting tours in and around the destination Gstaad
- Mountain bike trails for beginners, families, cross-country and endurance bikers
- A widely spread network of trails for relaxing E-bike excursions
- Repair service and bike shops
- Rental service for mountain-, electric- and road bikes
- Qualified providers of mountain biking-tours and technical trainings
- Pumptrack Saanen and Zweisimmen
- Certified bike hotels
- Two Bike-Energy charging station and 15 battery charging points with your own device
- 15 FirstBox Points (First aid and repair kit stations)

Playing golf in a nature reserve

- 18-hole golf course with a unique atmosphere

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.

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, 22 restaurants have a considerable quantity of 318 Gault&Millau points.

Gstaad for gourmets

- 22 restaurants included in the Gault&Millau food guide
- Regular top achievements and awards
- 1 Guide Michelin star

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

ALPINE 'CAPITAL' OF FANTASTIC EVENTS

With less than 12,000 inhabitants, the destination Gstaad has an offering of cultural and sporting events which would be extraordinary even for urban regions. Every year, our guests can choose from more than 1,000 different events. Some of them are top events with an international format.

Top cultural, sporting and culinary events

- Gstaad Menuhin Festival & Academy
(Classical music festival, approx. 60 concerts, July to September)
- Swatch Beach Volleyball Major Gstaad (July)
- EFG Swiss Open Gstaad (ATP tennis tournament, July)

- Hublot Polo Gold Cup
(Polo tournament on the Polo World Tour, August)
- Country Night Gstaad
(Country & Western event with top American stars, September)
- Sommets Musicaux de Gstaad
(Classical music festival, January / February)

Season highlights summer

- Glacier 3000 Run (August)
- Brocante & Market in Saanen (August)
- Gstaad Züglete (Traditional party, August / September)
- Swinging festival on Hornberg
(Highest-lying swinging festival in Switzerland, August / September)
- Bergkönig Gstaad
(Vintage Velo Festival, August / September)
- Cheese Market in Saanen (September)
- PROFFIX Swiss Bike Cup (October)

Season highlights winter

- Christmas market in Saanen (December)
- New Year Music Festival (December / January)
- International Hot-Air Balloon Week
(Festival of the hot-air balloon scene in the neighbouring village of Château-d'Oex, January)
- Freeridedays.ch
(Freeride-Event on Glacier 3000 with spectacular clear off part, March / April)

GSTAAD – MEETING & INCENTIVE

Organisers of meetings, incentive trips and conferences can choose from a unique combination of first-class indoor and outdoor activities, unspoilt nature in an alpine environment and a range of wellness and spa facilities.

- Several hotels with modern furnishings, appropriate technical equipment and different services suitable for this purpose
- Different requirements and cover of possible interests
- An extensive supporting programme among other things like experienced event supplier

GSTAAD – THE INDIVIDUAL EXPERIENCE

Gstaad is a paradise for people who prefer enjoying themselves to ‘ticking off attractions’. The destination has and conveys to its guests a stylish and cultured attitude to life.

Our guests

- 30 % are families (= several generations travelling together)
- 50 % are aged over 50
- 85% come from Europe
- With the exception of Swiss people, no nationality makes up more than 10 % of the guests
- German, French and English are the common languages which are readily used in the destination.

For further information please contact:

Marie-Line Michel, PR Project Manager

Tel. +41 33 748 63 36, marie-line.michel@gstaad-marketing.ch