

Media Information

2019/20 WINTER TOPICS

In addition to the tourist offers available in Gstaad, in the winter of 2019/20, there is also a number of exceptional events and topics on the agenda. The key messages: with its slogan 'Come up - slow down', Gstaad is providing a very deliberate counterpoint to the trend of 'achieving more in less time'. Despite a history of tourism dating back more than 100 years and its high prestige value, the region has retained its authentic Alpine character. The Destination Gstaad warmly invites journalists to report on the holiday destination. The News list is continuously updated.

[\(Direct Link\)](#)

Headings:

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- Events
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TOURISM OFFERS

The next new ropeway on the Eggli is good to go!

In December 2019 Destination Gstaad will begin operating its brand new panoramic gondolas, whisking snowsports enthusiasts and nature lovers up to the Eggli, our local mountain. Thanks to its innovative suspension system and spacious interior, the elegant Porsche Design gondola lift offers a uniquely comfortable ride. The new aerial transportation system will be the first 10-person panoramic gondola lift featuring 'Design by Porsche Design Studio'. The new cabins combine state-of-the-art technology with style and comfort and stand out both visually and technically from conventional cabins.

[Eggli construction diary](#)

It now pays for skiers to book early

Gstaad is introducing a new dynamic pricing system for its ski pass offers. So now it certainly pays to book early when buying one-day and multi-day passes: with the new pricing system, ski passes can be purchased well in advance at attractive prices based on the time of booking and the day of use. It means that winter sports enthusiasts can book ski passes at particularly attractive terms, e.g. outside the high season or on certain weekdays. In future a one-day ski pass will cost up to 25% less (or at most 14% more) compared with the previously fixed price of CHF 65. So an adult will pay between CHF 49 and CHF 74 for a day's skiing.

Winter Rates

Gstaad Gourmet Mobil: great culinary experiences on the Eggli

In winter 2019/20 the snowcat-mounted Gourmet Truck invites guests to enjoy a truly exceptional atmosphere. The pop-up restaurant at the mountain station of new Eggli ropeway offers a unique culinary experience, complete with panoramic views. On set dates, various top chefs will delight fans of winter sports and culinary connoisseurs with delicious specialities. For those who want to linger a little longer, or ride down, there are beautifully decorated ropeway gondolas to hand.

Gstaad banking on the region's young ski stars

Destination Gstaad has two new brand ambassadors: the next generation of skiing talents Lars Rösti from St. Stephan and Noel von Grünigen from Schönried. They will in future be representing the ski resort and the Gstaad brand all over the world. Lars Rösti (21) and Noel von Grünigen (24) are a perfect fit for the brand values of quality and dynamism that epitomise Gstaad as a resort and destination.

Brand ambassador

Sled down to the valley, with a fondue on board

At Destination Gstaad, fans of sledding and tobogganing have the opportunity to enjoy the delicious food served at the many mountain restaurants and *Beizli* alpine eateries. But that's not all: there's also another, very special culinary treat in store. Those keen to race down the Horneggli Run in Schönried can call in at the dairy beforehand and get a delicious fondue to store in their backpack. The toboggan run leads directly to one of the many fondue huts. This authentic alpine setting is the perfect place to enjoy the on-board fondue before continuing the run down to the valley.

Sledding fun

Frautschi Sports AG – The future of sports equipment hire

Frautschi Sports AG is introducing an innovative concept exclusive to the Gstaad region for hiring sports equipment in the future. It's called 'Verleih der Zukunft'. The optimised equipment hire process will be convenient, simple, swift, and totally stress-free. The largely automated hire process guides the customer to the perfect rental equipment in just four stages. Fewer trial fittings to select the right boots are one just one of many advantages. Customers also have the convenient option of keeping their boots on while the bindings are properly adjusted. All thanks to digitisation and innovative devices.

[Frautschi Sports AG](#)

Frautschi Sports celebrates its 65th anniversary

65 years ago Ernst and Madeleine Frautschi spotted the demand for sports and fashion articles and began attending to their first customers in what was then their home. Since then the business has steadily expanded and, after several phases of refurbishment and renovation, it is now geared towards the (digital) future under the management of Hans Frautschi. The business celebrates its 65th anniversary on 11 October 2019 after carving out a niche for itself by virtue of its concept, contemporary sales premises with in-demand brands, and an ultra-modern stock of sports equipment for hire.

[Frautschi Sports AG](#)

EVENTS

Art exhibition Elevation 1049: Frequencies

Elevation 1049: Frequencies is back at Destination Gstaad, presenting 'Mirage Gstaad', a new site-specific outdoor sculpture by Los Angeles-based artist Doug Aitken that will be on display in Gstaad for much longer than in previous years. Over a period of two years the mountain scenery and the ever changing seasons will be reflected in and interacting with the sculpture. The sculpture is located on the winter hiking trail between Schönried and Gruben and can only be reached on foot.

[Elevation 1049](#)

HOTELS & RESTAURANTS

Seven times seven: renovations ongoing at the Gstaad Palace

'Quality through continuous investment' is the magic formula at the Gstaad Palace. Ongoing renovations ensure that the fairy-tale castle retains all its splendour. Not to mention the equally enduring 'alpine chic' elegance that has always permeated this venerable establishment. The winter season gets underway with seven rooms showcased on seven floors. With their alpine elegance and understated luxury these newly refurbished rooms echo the gentle natural tones of the Saanenland. The Scherz family as owners of the Hotel, have invested around CHF 1.75 m into this latest phase of renovations.

[Gstaad Palace](#)

New concept at the Chalet-Hotel Alpenland Lauenen

The Hotel Alpenland in Lauenen combines genuine Swiss tradition with culinary flights of fancy, all under one cosy and comfortable roof. A little gem of a hideaway in the heart of the Bernese Oberland for gourmet connoisseurs and lovers of nature. Alpine authenticity awaits in the immediate vicinity of the world-famous village of Gstaad. Relax and warm up after a day's activities outdoors, whether it's cross-country skiing in the unique nature reserve of Rohr-Lauenensee, skiing or winter hiking. And, from this winter, the Hotel Alpenland now has its own in-house spa facility complete with sauna, infra-red booth and rest area.

[Hotel Alpenland](#)

Wellness summit at the Ermitage Wellness- & Spa-Hotel Schönried-Gstaad

The Ermitage Wellness- & Spa-Hotel in Gstaad-Schönried is regarded as one of the most beautiful family-run spa hotels in Switzerland. Following major renovations in 2011 the chalet resort now boasts superlative spa and wellness amenities. In the spring the salt-water pool, spa and fitness areas were renovated and expanded at the cost of several million Swiss francs. The symbiotic architecture blending timber, glass and natural stone over an area of 3,700 m² now offers the largest spa and wellness experience anywhere in the Bernese Oberland. The new indoor and outdoor salt-water pools feature the very latest eco-friendly swimming pool technology, a larger water area and more attractions. Not to mention the new cosy and stylish rest & relaxation lounges with juice bar, an infrared heat room and a large fitness centre.

[Ermitage](#)



Rooms and spa area refreshed at the Golfhotel Les Hauts de Gstaad

The family-run Golfhotel Les Hauts de Gstaad renovated its entire spa area and bathrooms at the start of the summer season. Regional paper-cutting motifs are the main decorative element. And in the spa area the main focus has been on renewing the saunas. The herb and hay sauna in particular promise relaxation in its purest form.

[Golfhotel Les Hauts de Gstaad](#)

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