

Digital guest card

QUESTIONS AND ANSWERS ABOUT THE GSTAAD CARD

What is the Gstaad Card?

The Gstaad Card is the new guest card with included services and at the same time the key to a wide range of experiences, some of them exclusive ones, that can be conveniently booked online

Who is entitled to the Gstaad Card?

As an overnight guest or owner of a second home, you are entitled to the Gstaad Card and enjoy many advantages in the destination. As an overnight guest, you will receive a Gstaad Card that is valid for the duration of your stay. As a second home owner, an annual card is available to you.

Where can I obtain the Gstaad Card?

You will receive the Gstaad Card Basic by email prior to your arrival. In this way you can prepare for your stay in advance. Should this not be the case, please contact your host or obtain the Gstaad Card upon arrival at your accommodation.

What does the digital Gstaad Card offer?

In addition to the basic offers (Gstaad Card Basic), a wide range of adventure offers can be booked in the Gstaad Card Plus level and exclusive and time-limited experiences can be booked at the Gstaad Card Superior level (<https://www.gstaad.ch/shop/erlebnisse/#/erlebnisse>). In addition to this you can also obtain, if required, an overview of all current offers, their providers and conditions printed out in our tourist offices.

How can I buy the Gstaad Card Plus and Superior level services?

You can book the additional experiences on your card, directly via the online shop, at your tourist office or at your hotel.

What are the specific advantages of the digital guest card for me?

The biggest advantage is that public transport in the Saanenland and the Simmental is included for you with the new guest card from June to October. In addition, with the digital Gstaad Card you always have the latest version and the entire range of offers with you, paperless.

Brief summary:

- From June to October, the card covers a large summer adventure area from the Saanenland to the Simmental.
- The card is always with you on your smartphone.
- Tips & maps are available in one place (Concierge solution «myGstaad»).
- Plus and Superior offers via the online shop can be booked directly on the card.
- The card is becoming more sustainable as paper and plastic cards are no longer used.

How and where can I get the included and acquired experiences?

Show your Gstaad Card to the corresponding Gstaad Card partner on site. The card is checked by reading it in and the previously booked experiences are debited if necessary.

Why aren't all services sold together anymore?

The previous Gstaad Card had been practically unchanged for several years. Adjustments were required from partners and guests.

Over the past few years, the requirements on public transport, cable cars and other partners with longer opening times, fewer restrictions and additional transport, have increased significantly. The monetary compensation for them, however, has remained the same for years. Guests have repeatedly criticized that the package as a whole contained services that they did not use.

With the new model, you can select your services as required, or use a comfortable multi-day package. Every guest benefits from the offer that meets their needs and can book the experiences that suit their interests. In this way, the offer can be adapted even more closely to guest needs in the future.

Will there be any changes in the operating times of the cable cars?

No, the operating times remain the same. From May to the end of October, at least one mountain railway remains always open. The destination Gstaad is therefore one of the areas in the Alpine region that offers the possibility to ride up a mountain during six summer months.

Why is public transport only included from 1st June and not from 1st May?

The aim is to make the entire experience of the region as easy and sustainable as possible for you. Unfortunately, the current cost structure does not make it possible to provide this offer from May to October. For this reason we have decided to launch the offer from June to October for the time being.