



A pioneering spirit for innovation and luxury since 1896

Badrutt's Palace Hotel celebrates its 125th anniversary



St. Moritz, 4 August 2021 – A fairy-tale castle, five generations and 125 years of tradition with a modern spirit: On 29 July 1896, Badrutt's Palace Hotel opened its doors in the heart of St. Moritz. This marked the beginning of an extraordinary success story – written by a family whose pioneering spirit for innovation and luxury remains unrivalled in the international hotel industry to this day. In the 125th year of its existence, “The Palace” remains one of the best hotels in the world.

The magic and myth of St. Moritz

Right from the start, the development of this legendary hotel was inextricably linked with the Badrutt family. The hotel was built and opened by Caspar Badrutt, the second eldest son of Johannes Badrutt – the man who had launched the winter season in St. Moritz based on a bet. After the grand opening in 1896, a total of five generations of the family worked to maintain and expand this magnificent alpine hotel – with heart and soul and, while remaining true to tradition, always in tune with the times. The hotel has a history of investing in state-of-the-art technology: In 1920, it installed the first lift and the first telephone booth in the Engadin; in 2006, it put into operation a pioneering heat pump system using water from Lake St. Moritz; and in 2019, it became the first luxury hotel in Europe to install 5G mobile technology. Over the decades, the various amenities and facilities available to guests have also been expanded in a remarkable way: Europe's first indoor tennis court was opened as early as 1913 and the hotel also featured the region's first ice rink. In 1969, the Acapulco complex was inaugurated, which quickly became a favourite spot for the rich and famous, not least thanks to its infinity pool and heated outdoor pool. The opening of the Palace Galerie in 2002, featuring boutiques from world-famous brands such as Gucci, Cartier and Christian Dior, completely redefined the shopping experience on the Via Serlas, while the Hans Badrutt Suite, designed in 2003, is still one of the most exclusive hotel suites in Switzerland, with rates of up to CHF 25,000 in the high season.

Until 2004, Hansjürg Badrutt and his wife Anikó continued this special family tradition. That year, the couple appointed the Swiss hotelier Hans Wiedemann as the new general manager and later heir to The Palace. The latter remained at the helm of this St. Moritz institution until his retirement, handing over the reins to Richard Leuenberger in 2018 while continuing to serve as Delegate of the Board.

Special guests, extravagant requests, glamorous events

As one of the most famous luxury hotels in the world, Badrutt's Palace Hotel continues to attract a large number of high-profile guests – from crowned heads to politicians, business magnates and international stars. Past guests include celebrities such as Alfred Hitchcock, Audrey Hepburn and Charlie Chaplin. They all loved the unique symbiosis of tradition, the elegant charm of a grand hotel and first-class service. Every day, our passionate staff do their utmost to fulfil the requests of our guests, some of which can be very demanding. Perhaps one of the most famous anecdotes is the story of the guest who asked for his wife's birthday gift to be presented by an elephant. The Palace staff then arranged for one of the grey pachyderms to be brought from a nearby circus to the hotel lobby and thus made this sensational gift delivery possible. Equally extraordinary are the numerous glamorous events that take place at the hotel. While many of these events are legendary, Badrutt's Palace New Year's Eve celebration is and remains the mother of all parties. At the end of each year, lavish decorations transform the hotel into the backdrop for extravagant fancy dress parties, with themes such as "Palace in the Sea" or "Palace in Space".

A St. Moritz landmark

Today, Badrutt's Palace Hotel has 157 elegant rooms and suites – 40 of which were redesigned as recently as the 2020/2021 winter season. Depending on the season, guests are treated to culinary experiences in up to nine restaurants and three bars – from afternoon tea in the wood-panelled Grand Hall to rustic Swiss specialities in the 450-year-old Chesa Veglia and the Japanese-Peruvian delicacies of Nobuyuki Matsuhisa (served in what was once Europe's first tennis hall) to the innovative fine dining on offer at IGNIV, the two Michelin-starred restaurant headed by Andreas Caminada. With over 30,000 bottles of champagne and fine wines from all over the world, our historic wine cellar is a veritable encyclopaedia of good taste. Here you will also find the quaint Krug Stübli – Hans Badrutt's former garden shed has been converted into a top-class private dining venue boasting an exclusive selection of Krug champagne. And in 2018, under the creative aegis of British celebrity chef Jason Atherton, the King's Social House, Switzerland's oldest nightclub, was reinvented as an exciting mix of restaurant, bar and club. Palace Wellness, the hotel's spa, offers first-class massages and beauty treatments inspired by the majestic surroundings, while an attractive range of year-round leisure activities and the in-house Kids Club round off an eventful stay at Badrutt's Palace Hotel.

Visit www.badruttspalace.com for more information and bookings.

About Badrutt's Palace Hotel

Experience legendary service and an enchanting atmosphere in the heart of St Moritz. Unrivalled and unexpected eating and drinking meet a unique sense of belonging in a historic and iconic mountain resort. A celebration of style, sports, culinary and wellness adventures 6,000 feet up in the Swiss Alps. In winter, the Badrutt's Palace Hotel is the perfect starting point to explore one of the world's most exciting ski regions. In summer, alpine and spa activities abound in the sun-soaked Engadin Valley. This summer season Badrutt's Palace Hotel will be open from 25 June to 6 September 2021.

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