



60 years of Alfred Hitchcock film THE BIRDS

Badrutt's Palace Hotel offers the world's most authentic Alfred Hitchcock package this summer 2023



April 2023 | ST. MORITZ: 60 years ago, 1963, the now cinematic cult classic *The Birds* by renowned director Sir Alfred Hitchcock hit movie theatres. Hitchcock was a regular guest at Badrutt's Palace Hotel, spending his honeymoon there and returning to the hotel over a further 30 times. Richard Leuenberger, Managing Director comments: "The limited-edition Alfred Hitchcock package is "reason to honor the 'Master of Suspense' and to offer fans the most authentic *The Birds* package of all time."

Launching this summer of 2023, the Hitchcock package experience begins in style - with a chauffeured escort to the iconic Badrutt's Palace in a 1968 Rolls-Royce Phantom, formerly owned by the British royal family. Upon arrival, guests are checked into the exclusive Alfred Hitchcock suite, where the famed filmmaker once resided. Here, it is said that Hitchcock regularly observed the alpine choughs over St. Moritz from his suite that inspired and contributed to the film adaptation of Daphne du Maurier's novel *The Birds*.

Cinephiles are invited to follow in his footsteps and pay homage with a bottle of champagne, two vintage cigars from the 1960s, and two Hitch-Cocktails in the legendary Renaissance Bar - where the director himself once enjoyed them. Diehard fans can live

Badrutt's Palace Hotel, Via Serlas 27, 7500 St. Moritz, Switzerland, Telephone: +41 (0)81 837 1000, Fax: +41 (0)81 837 2999
Reservations: +41 (0)81 837 1100, reservations@badruttspalace.com, www.badruttspalace.com



out the Hitchcock experience to the fullest even further, with a bottle of 1947 Chateau Ausone from Saint-Emilion or a similar wine rarity (upon availability).

For decades, the director had a very special relationship with Badrutt's Palace Hotel - he was a gastronomy aficionado. "He liked the exceptional service and quickly became a good friend of the Badrutt's family," says Richard Leuenberger. He always preferred staying in the same suite. "His" Suite 501, in which he spent his stays, was therefore later renamed the Alfred Hitchcock Suite. To this day, it retains the Hitchcock touches feel as if he and his wife left only yesterday.

The exclusive "THE BIRDS - Alfred Hitchcock Suite Package" is available during the 2023 summer season and can be booked now via the hotel's website www.badruttspalace.com.

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Editors Notes:

Badrutt's Palace Hotel: where generations have met since 1896.

Experience legendary service and an enchanting atmosphere in the heart of St Moritz, with 300 days of sunshine in winter and summer. Unrivalled and unexpected eating and drinking, joie de vivre and a unique sense of belonging in a historic and iconic mountain resort. A celebration of style, sports, culinary adventures, and wellness in the Swiss Alps. In winter, explore one of the world's most exciting ski regions, at 6,000 ft. In summer, the Engadine Valley's sun-soaked alpine activities beckon. Badrutt's Palace Hotel has 155 guestrooms all with heart-stopping views of the lake or the charming village centre. Badrutt's Palace Hotel is a member of Leading Hotels of the World, Swiss Deluxe Hotels and Swiss Historic Hotels. The summer season at Badrutt's Palace Hotel runs from June 22, 2023 to September 10, 2023.

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