



## **Badrutt`s Palace Hotel in St. Moritz is honored in London as one of «The World's 50 Best Hotels» - as the only hotel in Switzerland and the only ski resort in the Alps**

**September 2023 | London** "It makes us proud that Badrutt`s Palace Hotel is one of The World's 50 Best Hotels. Every award you receive as a hotel is a special distinction. But to be included in the list of The World's 50 Best Hotels is a very special honor. It shows us that our service, our philosophy, the extra miles we go for our guests are bearing fruit. A thank you to everyone who contributed to this wonderful success, to Tim Brooke-Webb, Managing Director of The World's 50 Best Hotels, to the entire The World's 50 Best Hotels Academy, to my team in St. Moritz and to all our satisfied guests," says Richard Leuenberger, Managing Director of Badrutt`s Palace Hotel. The World's 50 Best Hotels Academy is an influential group of 580 anonymous hotel industry experts that will select The World's 50 Best Hotels for the first time in 2023.

"The award is new, but because of the unique judging criteria, the entire industry quickly realized what this award is really about: the very highest honor a hotel can currently receive. Anyone who was present on September 19, 2023, at London's Guildhall and was allowed to walk the red carpet at the awards ceremony felt: this is the Oscar of the hotel industry," says Leuenberger. A big compliment to the organizers. «The program that was offered around the event in London was sensational and shows the high professionalism of the organizers and the people and players involved.»

### **Tradition and Innovation**

Badrutt`s Palace Hotel is more than just a hotel in the Swiss mountains. Since its opening in 1896, the hotel has been experienced by its guests as something special, something emotional, something real. It is a hotel where high performance, innovation and human emotion are omnipresent. A robotic friendliness is alien to the staff; what sets the Badrutt apart is a close connection between staff and guests that often turns into friendships. As a result, around 65 percent are returning guests who enjoy celebrating Christmas, birthdays or weddings at Badrutt`s or "leave their suitcases behind" to find everything back to normal on their next stay. The list of guests or friends of the hotel who have stayed at Badrutt`s Palace Hotel since it opened is long: Coco Chanel, Charlie Chaplin, Alfred Hitchcock, Marlene Dietrich and many others.

### **Gastronomic uniqueness and shopping experience**

The hotel's gastronomic offerings are unique in the Swiss Alps: ten restaurants, including one of the few Matsuhisa restaurants in the world, and three bars provide culinary highlights in winter. In the coming winter, among others, Jordnaer from Denmark (2 Michelin stars) is a guest for two months, before Kle from Zurich brings vegan top cuisine to Badrutt`s. One of Switzerland`s first nightclubs opened in the hotel 40 years ago, reopening in 2018 as King`s Social House. Two years ago, management added Paradiso Mountain Club, one of St. Moritz`s hottest ski lodges, to its portfolio. The three-story Tower Penthouse Suite, which has been open to guests for two years, is located

directly in the hotel's famous tower and is considered one of the most exclusive suites in the Alps. The view of Lake St. Moritz is unique. In addition, the hotel's own Palace Gallery, which houses names such as Cartier, Giorgio Armani, Gucci and Louis Vuitton and many other high-end brands, offers a unique shopping experience at 1,850 meters above sea level. Since 2006, the Palace has been heated 80 percent of the time in winter with heat from Lake St. Moritz, saving around 676,000 tons of heating oil annually.

### **Ongoing innovations as another trademark of the Palace**

"Next year we will open our hotel extension, directly opposite the main house, connected by a tunnel and direct access to Chesa Veglia, where our legendary truffle pizza Dama Bianca is served," says Richard Leuenberger. The modern building, which bears the signature of Italian designer and architect Antonio Citterio, will house 25 luxurious rooms and suites and in the future will offer guests the opportunity to choose whether they want to enjoy an unforgettable and unique stay in the traditional main house or in the modern new building with all the Badrutt's services imaginable.

### **The special is in the details**

The hotel has three employees per guest in winter, and guests are picked up from the train station in a Rolls-Royce once owned by Queen Elizabeth II. In the restaurants you will find fine silverware, in the Renaissance Bar not only the most exclusive vintage cigars, which are auctioned off in various promotions, but also an atmosphere that can hardly be found in the Alps anymore. The in-house wine cellar houses more than 30,000 bottles of wine and champagne, with exhibits that can be found in only a few luxury hotels in the world. Badrutt's Palace is a Krug Ambassador and knows how to celebrate festivities. The annual Christmas Tree Auction has a long tradition and is always fully booked, the legendary Christmas tree in front of the hotel is one of the largest in the region and the legendary New Year's Eve celebration attracts regular guests from all over the world every year. In addition, the hotel is a partner of numerous celebrity events such as White Turf, THE ICE (International Concours of Elegance) or the Celebrity Golf Cup, which is considered the Alpine equivalent of the Monte-Carlo Celebrity Golf Cup.

[www.badruttspalace.com](http://www.badruttspalace.com)  
[www.theworlds50best.com/hotels](http://www.theworlds50best.com/hotels)

### ***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,. Unrivaled 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 winter season 2023/24 at Badrutt's Palace Hotel runs from December 1, 2023 to April 2, 2024.*

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