



DESTINATION GSTAAD

# Sales Manual

**GSTAAD**<sup>®</sup>  
COME UP  SLOW DOWN

300 km hiking paths

Fondueland

Cross country skiing

Mountain lakes

Grand Tour of Switzerland

MICE

Come up - Slow down

Golf course

Pedestrian zones

Private schools

232 Gault&Millau points

Luxury

7000 cows - 7000 inhabitants

Chalet village

Wellness

200 km ski slopes

Alpine Authenticity

Lifestyle

Glacier 3000

Top Events

2 Michelin stars

Incentives

Shopping

500 km biking trails

No traffic lights

High quality

Wellbeing

Winter hiking

The Destination Gstaad impresses bons vivants and adventurous holidaymakers alike with its extensive range of offers. Relaxation away from the hectic pace of modern life with a touch of exclusivity in a unique atmosphere, as well as holiday experiences in a landscape which is full of tradition and stories. Whether well-being, sport, cuisine or culture – young and old alike will find what they are looking for according to our philosophy: come up – slow down!

## LOCATION

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- Bernese Oberland, between Interlaken and Lake Geneva
- 1050 metres above sea level
- Geneva: 2h30min / Zürich: 3h / Bern: 1h45min

## LANGUAGE

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German, very close to the French speaking part.

## HOTELS

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- 5 five star superior hotels: Gstaad Palace, Le Grand Bellevue, Park Gstaad, The Alpina Gstaad, Ultima Gstaad
- 1 five star hotel: Ermitage Wellness-& Spa Hotel
- 11 four star hotels / 12 three star hotels / 1 two star hotel / 1 youth hostel
- Countless holiday apartments and chalets [www.gstaad.ch/hotels](http://www.gstaad.ch/hotels)

## SEASONS AND TOP EVENTS

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Also due to a lot of events, Gstaad is an all year round destination. High seasons are Christmas/New Year and July/August. Top Events are Gstaad Menuhin Festival, Tennis Swiss Open, Beach Volleyball Major Series, Hublot Polo Gold Cup, Country Night Gstaad and Sommets Musicaux de Gstaad. [www.gstaad.ch/topevents](http://www.gstaad.ch/topevents)

## MICE

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Ideal for groups up to 100 participants, especially suitable for incentives or events, local specialists are Alpinzentrum Gstaad and Experience SA, various outstanding locations from 5 star hotel to cosy alpine hut. [www.gstaad.ch/mice](http://www.gstaad.ch/mice)

## WELLNESS DESTINATION

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7 hotels with a full spa offer, 10 with a partial one. Sports centre, unspoilt nature and nature reserves complete the great wellbeing feeling. [www.gstaad.ch/wellness](http://www.gstaad.ch/wellness)

# Destination Gstaad

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GSTAAD

SAANEN

SCHÖNRIED

SAANENMÖSER

ZWEISIMMEN

LAUENEN

GSTEIG

FEUTERSOEY

TURBACH

ABLÄNDSCHEN

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