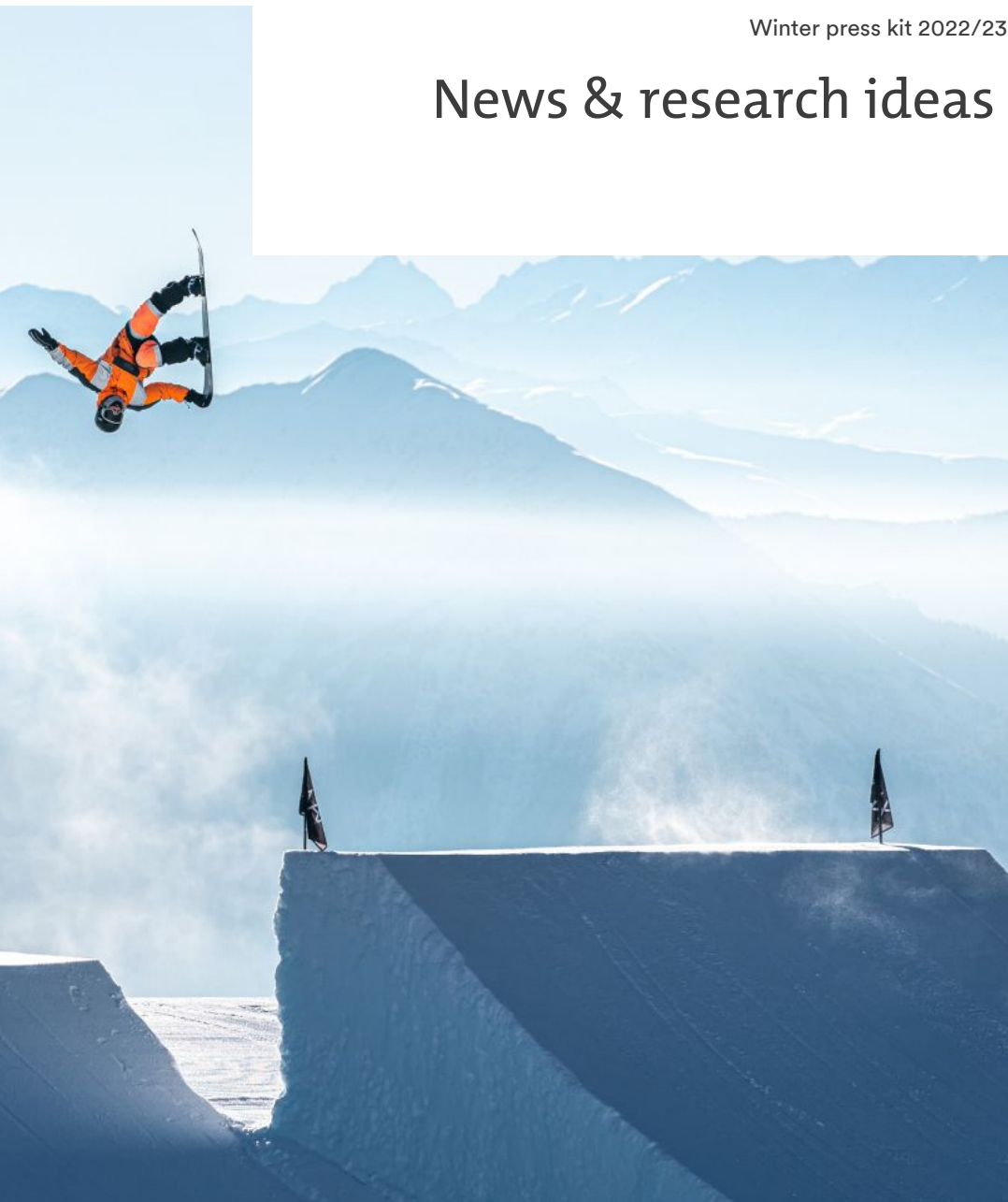


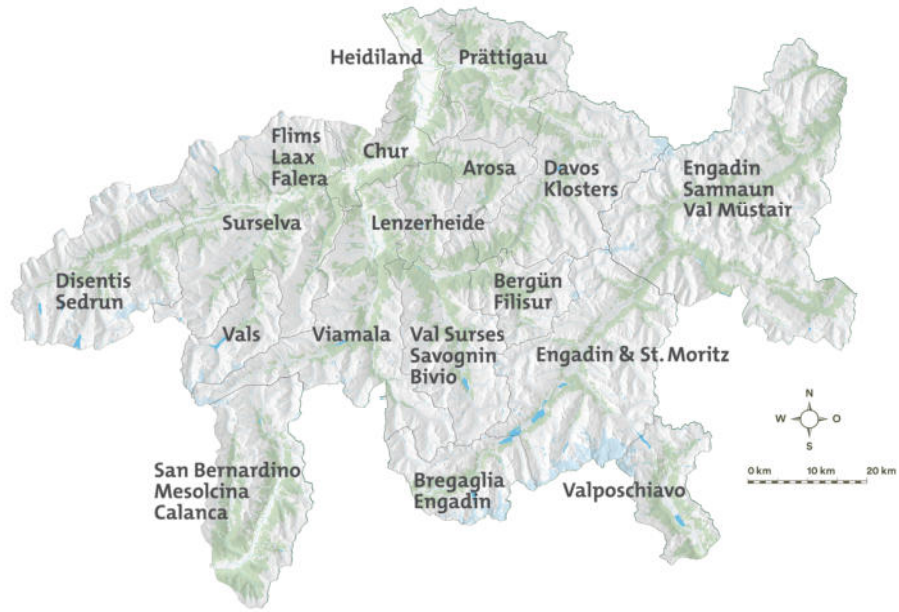
Winter press kit 2022/23

News & research ideas





A warm welcome to you



Whether you want to research a specific topic in Graubünden or are still looking for the right story – we are happy to be at your service.



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You will find a large selection of press images in our media database:
<https://platform.crowdriff.com/m/graubuenden>

New experiences & offers

Arosa: Arosa ice bath



The Untersee lake in Arosa now also invites you to bathe in winter. To ensure that hardy souls can take a dip in Switzerland's first ice bath all year round, a hole is kept open in the ice sheet during the cold season. There is also a sauna where bathers can warm up afterwards. To avoid unnecessary health risks, you should have a professional guide you through your first ice bath.

<https://eisbadi.ch> (in German)

Flims: Kids' Freestyle Academy



In Flims LAAX, everything revolves around freestyle – not just on the mountain, but also in the valley. While the well-known Freestyle Academy is being renovated, there is a new facility available for the youngest guests: the Kids' Freestyle Academy in the Stenna shopping centre in the centre of Flims. It offers children between the ages of two and five a large playground for jumping, climbing, playing and having fun.

www.freestyleacademy.com

Grüsch: Ice trail



Gliding on ice skates through the snowy winter landscape and along frozen rivers? That's only possible on the outdoor skating rinks in Graubünden. The newest ice trail is in Grüsch in Prättigau. It is 2.7 kilometres long and runs mostly along the river Landquart. It can be used free of charge. Other ice trails are located in Madulain and Sur En in the Engadine.

<https://graubuenden-erleben.ch/eisweg-gruesch> (in German)

LAAX: Guide for more sustainability on the mountain



As a mountain railway, hotel and restaurant operator in LAAX, the Weisse Arena Group is a pioneer in sustainability. Its goal: the destination is to become self-sufficient and meet 100 per cent of its energy needs in a climate-friendly way. Reto Fry, the company's environmental officer, knows how to achieve this. He has summarised his experiences and findings in the new Greenstyle guide "How to run a sustainable Alpine destination".

→ more information on page 12

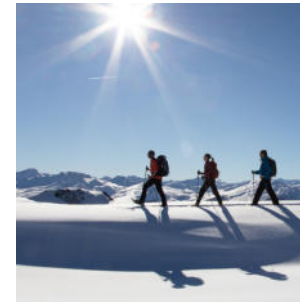
LAAX: Free60 – natural terrain park



The winter sports region of LAAX is known for freestyle, four varied snowparks for every ability as well as the world's largest halfpipe. This winter, action-hungry skiers can enjoy another, fifth snowpark: the new Free60 – natural terrain park between Crap Sogn Gion and Plaun. What makes it special: the elements stand in the unprepared terrain, are made of wood and covered with snow.

www.flimslaax.com/en/freestyle-ski

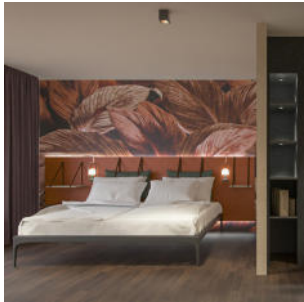
Prättigau: Two-day snowshoe tour



This snowshoe adventure takes guests in two day stages from Stelserberg via St. Antönien (approx. 9 km and 570 m altitude) to Pany (approx. 7 km and 150 m altitude). The Madrisajoch boutique hotel or the Gemsli mountain guesthouse are ideal places to stay. The entire tour takes place on marked snowshoe trails that are not groomed, but are indicated and secured against alpine hazards. Guests have to carry their luggage on their backs, just like on a long-distance hike.

New accommodation

Arosa: Hotel Aves



Bouldering wall, working space, social media wall, XXL table football table, Netflix in every room – the new Hotel Aves is aimed at young and young-at-heart guests. Guests can check in and book the spa with sauna and steam bath using their smartphone. The accommodation offers double and family rooms as well as apartments for up to six people. Relax in the lounge and satisfy your hunger with pizza, pasta or mezze in the Share! restaurant. <https://aves-arosa.ch> (in German)

Arosa: Faern Arosa Altein



Following an extensive renovation, the "Arenas Resort Altein" has become the "Faern Arosa Altein". The look of the redesigned hotel is inspired by the alpine charm of the 1970s; combined with urban and modern comfort. The accommodation offers rooms for one to five people. In addition, the "Faern Arosa Altein" impresses with a large wellness and spa area with indoor and outdoor pool and a panoramic restaurant on the top floor. <https://faernresorts.com/arosa>

Chur: Bogentrakt Hostel



The Bogentrakt Hostel will open in early 2023 in what was formerly Switzerland's "toughest jail", the Sennhof in Chur. It will have 70 beds in double, four-bed and six-bed rooms. Overnight prices start at around CHF 35. To meet the needs of young travellers, the hostel offers a guest kitchen. There will also be restaurants in the Sennhof – the hostel is part of a larger conversion project. <https://bogentrakt.ch> (in German)

Churwalden: Hotel Krone



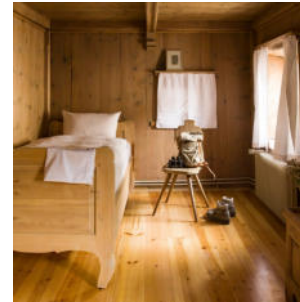
The Hotel Krone was once a luxury guest house and for many years a popular meeting place in Churwalden for locals and guests alike. But the ravages of time took their toll on the "Krone" and the decision was made to demolish the old building and replace it with a new one. The new Hotel Krone has 87 modern double rooms with private balconies, a wellness area and a restaurant for up to 120 people. www.kronechurwalden.ch (in German)

Davos: Alpine Inn



In autumn 2022, the "Alpine Inn" will open following an extensive renovation, although the appearance of the listed building has been preserved. From double rooms to penthouse suites – there are 48 in total – the historic hotel, which was once a German sanitarium, offers a perfect retreat for all your needs. www.huettenzauber.ch/en/hotels-accommodation/alpine-inn

Müstair: Chasa Chalavaina



The Hotel Chasa Chalavaina in Müstair, first mentioned as a hostel in 1254, was handed over to a foundation this spring by its 80-year-old host and owner. The change of hands has made it possible to gently renovate the venerable guesthouse. It has retained its historic charm, but has gained in contemporary comfort. With the new host Uli Veith, a breath of fresh air is blowing through the old walls. www.hotelchalavaina.ch (in German)

Anniversaries

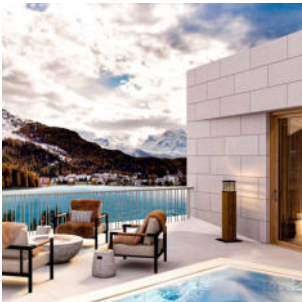
Samnaun: "Chasa Montana" becomes a 5-star superior hotel



The "Relais & Châteaux Chasa Montana Hotel & Spa" is being renovated and will open in December 2022 with one more star. This makes it the first 5-star hotel in the Graubünden ski resort of Samnaun. The focus of the renovation is on the rooms, but the hotel's three restaurants are also getting a makeover. The interior of the hotel will now be dominated by local materials such as pine wood and granite.

www.hotelchasamontana.ch/en

St. Moritz: Hotel Grace La Margna



The "Grace La Margna", above the St. Moritz railway station with a view of the lake, will reopen at the end of 2022. With an investment of 70 million Swiss francs, the Art Nouveau building was completely renovated and supplemented with an extension with additional rooms and a spa. The "Grace La Margna" is the first hotel under the new brand "Grace Hotels". The name "Grace" stands for the exclusive style and innovative approach of the hotel. <https://gracestmoritz.ch>

10th edition: La Diagonela



Anyone who thinks the Engadin Skimarathon is tough has never taken part in the cross-country event "Engadin La Diagonela". The course of this race is over ten kilometres longer at 55 kilometres. Until a year ago, it was as much as 65 kilometres. For those who don't feel up to it, there are also two shorter routes. The whole event is held exclusively in the classic style. The anniversary edition of the event will take place on 21 January. www.ladiagonela.ch (in German)

125 years: Saint Moritz Bobsleigh Club



The world's first bobsleigh club, the Saint Moritz Bobsleigh Club (SMBC), was founded at the Hotel Kulm in St. Moritz on 21 December 1897. A few years earlier, brave Englishmen made their first attempts at sledging on ice. To mark the 125th anniversary of the SMBC, the "Olympic Cresta and Bob Museum" will open this winter opposite the Hotel Kulm. An "Historic Race" will also take place in January.

→ more information on page 15

Special piste restaurants

Special location, special architecture or special menu – these six piste restaurants are worth a visit for different reasons.

Gipfelrestaurant Sezner: **Built by the famous architect**



"Regionally anchored and timeless" – these are the principles of Graubünden architect Gion A. Caminada. This can also be seen in the summit restaurant he built in the Obersaxen ski area, a functional wooden structure made of local spruce. The hexagonal basic shape with asymmetrical gable roof withstands all weather conditions and also offers panoramic views for all. Tables, chairs and benches were specially designed for the restaurant and carpentered using traditional methods.

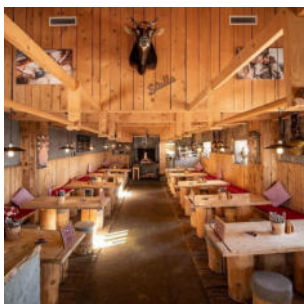
Glacier Bar: **On the eternal ice**



The longest glacier run in Switzerland leads from Diavolezza over the Pers and Morteratsch glaciers to the Morteratsch railway station. Halfway through the breathtaking glacier landscape is the glacier bar run by the Go Vertical mountaineering school. It offers simple fare, such as grilled sausages, allowing the spectacular view of the Bernina massif to take centre stage.

www.govertical.ch/gletscherbar (in German)

Stalla Alp Nagens: **Raclette in the cowshed**



Its name gives it away: this piste restaurant is located in a former cowshed (Rhaeto-Romanic: Stalla). The atmosphere of the restaurant is rustic and cosy. If you want to eat here, you should make sure you have plenty of time, as the 55 seats in the restaurant are usually completely full. The house speciality is raclette made from their own alpine cheese, prepared over the fire in the dining area.

www.stalla-alpnagens.ch/en

AlpArosa: **The club on the edge of the piste**



During the week, AlpArosa in the Arosa Lenzerheide ski area is a piste restaurant for gourmets that focuses on exquisite ingredients from the region. On Saturday, however, it becomes a day club on the edge of the piste with its "TanzGarten". International DJs make the parquet floor with a great panorama shake before guest head to the Wandelbar in the mountain village of Arosa for an after-party set in the evening.

<https://winter.alparosa.ch/en>

Freeride Bar: **Only accessible through deep snow**



The Freeride Bar, above Parpan, is considered an insider tip by locals and visitors alike. If you want to find it, you have to know where it is and venture off the marked pistes. The bar has a large sun terrace with sun loungers and seating. The house specialities are the whisky cheese sausages from Parpan and the Freeride coffee – with a shot in it, of course.

www.freeridebar.ch (in German)

Restaurant 3303: **All about maize and whisky**



Everything revolves around maize at the restaurant in the mountain station on Corvatsch. On the menu, you'll find traditional dishes such as white polenta from Ticino or the Valtellina speciality "Polenta Taragna" (polenta made of buckwheat flour and cheese), as well as modern interpretations of classics, such as polenta fries. Many dishes have also been enhanced with whisky since 2020, when ORMA opened a whisky distillery in the mountain station. <https://graubuenden-erleben.ch/3303-EN>

Research idea

Sustainable winter tourism

Anyone understandably concerned with climate change in Europe inevitably takes a look at the Alpine region. Here, temperatures have risen twice as much as the global average over the last 100 years. According to a forecast by the Intergovernmental Panel on Climate Change, the winter season will shorten by one to two days every two years. This development can already be observed: whereas only a few years ago, guests could rely on an early start to the season at the end of October, today the snow often doesn't fall until November.

This is also noticeable in LAAX: the snow line has risen, the snow comes later and the summers are getting warmer. For regions which rely on the natural environment, ever-changing climate conditions are a challenge. As a holiday destination, LAAX is aware of its responsibility towards the environment and nature, so future generations can enjoy wide, perfectly groomed slopes and white snowy landscapes in the winter months.

Since 2008, the entire electricity demand of all lifts in LAAX has been covered 100 % by CO₂-neutral energy. Until 2030 LAAX pursues an ambitious goal: to become the first energy self-sufficient Alpine destination and to cover 100 % of its energy needs with climate-friendly, regional sources.

In order to achieve this vision, a special sustainability concept called "Greenstyle" was implemented in 2010. Since then, numerous measures, large and small, have been implemented to protect the local environment according to the guiding principle "reduce, reuse, recycle". By means of a 6-point plan, the destination is also to be transformed from an energy consumer to an energy producer.

Over the years, countless actions and measures were taken to protect the local nature, the wildlife and the climate. To collect all of this information as well as important learnings and make it available for others in 2022, a Greenstyle book will be published as a guideline on "How to run a sustainable Alpine destination".

More information: www.weissearena.com/en/company/greenstyle



Research idea

Ice climbing in the Avers

In winter, it snows abundantly in the high valley of Avers at around 2000 m above sea level. It is also cold. The average temperatures in winter are between -7 to -14 °C and offer optimal conditions for ice climbing. The 300-metre high ice wall "Thron", an icy waterfall, attracts ice climbers from all over Europe every year. Even if this route is not suitable for novices, it is impressive to watch the professionals as they seemingly effortlessly climb the vertical ice with ice axes and crampons.

For those who prefer to gain their own hands-on experience, smaller ice walls and the Grischia mountain sports school are the place to go. The federally certified mountain guides teach newcomers the necessary technique and, after the theoretical introduction and getting to know the equipment, help them make their first moves and steps with ice axes and crampons on the ice wall. It doesn't take long to get the hang of it and start to feel comfortable on the unfamiliar terrain. Practice makes perfect – and so it's up and down, up and down, until you start to lose the strength in your arms. Exhausted, you'll have earned your lunch break on the young Avers Rhine. The sun glistens in the snow, the water flows slowly out of the valley, knowing that about a month later it will flow into the sea in Rotterdam.

In the afternoon, it's back to the vertical terrain and those who already have some experience can try new routes or test new material. The time flies by before it's time to walk back to the village of Avers Cresta. At Hotel Capetta, tired ice climbers can enjoy regional delicacies and a comfortable bed to recharge their batteries for the next day on the ice wall.

Good to know: The best time for ice climbing is between the end of December and mid-March. Good conditions for practising the sport exist in long-term cold temperatures. You don't need any previous experience to try ice climbing, but you should have a head for heights and be athletic.



Research idea

First Swiss holiday regions with sustainability certification

The demand for environmentally sound, economically viable and socially just tourism is growing. Labels for corresponding offers can help guests choose their holiday destination. In August 2022, the Engadin Scuol Zernez Val Müstair holiday regions became the first destinations in Switzerland to be awarded the "Sustainable Destination" label by TourCert. TourCert is an internationally recognised consulting and certification system that concerns itself with the entire tourism value chain. Important parameters include the quality of regional products and services, guest orientation, careful use of resources, accessibility and offers in the field of sustainable mobility.

The certification has triggered a destination-wide improvement process to which the destination management organisation is committed, together with numerous partner businesses from the hotel and para-hotel industry, gastronomy, mountain railways and nature parks. Whether it is an adapted working environment for employees, improved energy management or the promotion of public transport – every measure counts and motivates.

The mountaineering villages of Lavin, Guarda & Ardez are a small, quiet place dedicated to gentle tourism and focus on a high-quality natural and cultural landscape as well as versatile mountain sports opportunities. The Biosfera Val Müstair Nature Park promotes regional economic cycles and the preservation of local culture. The Scuol mountain railways are intensively concerned with issues of energy efficiency and resource conservation. These and many other sustainable efforts are the focus of the destination Engadin Samnaun Val Müstair.

More information: www.engadin.com/en/sustainability



Research idea

125 Years of bobsleigh history

Many a pioneering achievement has its origins in St. Moritz and the Engadine. It starts with an idea, a vision, which ideally turns into something big – as in this case when the world's first bobsleigh club was founded in St. Moritz in 1897. The club was born from the idea of a new sport – sledging in a bobsleigh. In the winter of 2022/23, the Saint Moritz Bobsleigh Club (SMBC) and its 260 members will celebrate its 125th anniversary. Its aim is, among other things, to promote the sport of bobsleigh in the Engadine, in the canton of Graubünden and in Switzerland.

One person who has long been committed to preserving and revitalising bobsleighbing in the Engadine is Giancarlo Torriani. The 75-year-old former bobsleighter still lives his passion today, and never misses an opportunity to be at the start of the St. Moritz–Celerina Olympia bob run as a taxi driver with the oldie bob. To mark the anniversary races next winter, Giancarlo will also be among the illustrious competitors with the oldie bob and will be battling for victory in the ice channel from St. Moritz to Celerina.

If you really want to immerse yourself in the history of the club and thus also of the world's only natural ice bobsleigh track, you should take the opportunity to feel the G-forces for yourself in the 19 curves of the St. Moritz–Celerina Olympia bob run. The guest bobsleigh rides make it possible.

The track is built from scratch every year. Within about three weeks, the South Tyrolean bobsleigh track team creates the largest ice sculpture in the world from 15,000 cubic metres of snow and 10 million litres of water. Although every curve in the terrain is precisely levelled, there are minor changes in the lines every year. Guests can learn more exciting facts about bobsleigh at the Bob Museum in Celerina.

More information: www.bobclub-stmoritz.ch/125-years





Swiss Travel System

Switzerland comprises the densest public transport network in the world. It extends over 29,000 captivating kilometres, linking city centres, tiny tucked away villages, mountain resorts and lakes. Especially for travellers from abroad, the Swiss Travel System offers visitors the opportunity to discover the many diverse delights by road, rail and waterway. And with just a single all-in-one ticket – the Swiss Travel Pass.

The world-famous panoramic routes through Graubünden, such as the Glacier Express and the Bernina Express, are also included (excl. seat reservation fee) and are a part of the Grand Train Tour of Switzerland (www.mystsnet.com/grandtraintour). Furthermore, the Swiss Travel Pass offers free admission to more than 500 museums nationwide (of which 29 are in

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* On flights operated by SWISS, not valid for the Economy Light fare.

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