

PRESS RELEASE



Tschuggen Hotel Group Introduces New Moving Mountains Concept

Zurich, (April 2021) Society's need for refuge and well-being is more relevant than ever and In these volatile times, the mountains promise serenity and stability. Inspired by the history and beauty of the mountains that surround their properties, the Tschuggen Hotel Group has created a holistic lifestyle programme to help people reconnect with nature and celebrate joy.

Moving Mountains brings together the hospitality DNA of family-run Tschuggen Hotel Group with the needs of today's guests based on five pillars: MOVE, PLAY, NOURISH, REST and GIVE. Together these pillars form a set of holistic experiences that deliver a truly rejuvenating holiday experience.

Propelled by the passion of Dr. Götz Bechtolsheimer, third generation of the owner family, Moving Mountains was created by the expertise of Tschuggen's dedicated team and external experts to inspire conscientious travel and deliver on the corporate vision, 'Restoring time's true value.' Guests can tailor their holiday experience around each of these pillars according to their own personal well-being wishes and preference.

MOVE

Inspired by the environments of each of the four hotels, the first pillar focuses on movement. The Tschuggen team have worked with advisors and practitioners to develop a functional fitness and yoga offering that meets guests' needs and prepares them for the many outdoor pursuits on offer at the hotels. A team of onsite experts are available for training and guidance for any number of activities, from hiking and yoga to skiing, cycling and climbing.

PLAY

At the heart of Moving Mountains is the idea of Play. Central to this pillar are a set of ever-changing Curated Adventures and Empowering Expeditions that have been designed for guests with nothing more than pure unadulterated fun in mind.

Empowering Expeditions give guests the chance to challenge themselves physically or to master a new skill, while immersed in the surrounding nature of the hotel locations.

Curated Adventures are about helping guests discover the regions around the hotels and the local artisans, producers and characters that make these locations so special. This is an opportunity for guests to leave everyday life behind and delve into tradition and culture.

NOURISH

Having put their bodies through their paces physically with expert training and playful adventure, it is time for guests to nourish and replenish.

In collaboration with the renowned London nutritionist, Rhaya Jordan, the Tschuggen Hotel Group's Michelin star chefs have created plant-based Moving Mountain menus; prepared with an honest respect for nutrient-dense ingredients (carefully selected for their health benefits), rooted in the sense of place of the Swiss mountains and celebrating a truly nourishing and joyous deliciousness.

The Moving Mountains nutrition concept allows guests the option to add in meat, fish or other animal products to complement their plant-based meal if desired.

REST

The need for rest and the remarkably regenerative qualities of a good night's sleep are increasingly being understood. Working closely with the Hofklinik, a leading sleep centre in Lucerne, the Group has developed the optimal sleep experience for guests that is rooted in science. In-room evening yoga helps them prepares for a night of

rest and regeneration. This is complimented by a series of wellness treatments using carefully sourced organic products. In addition, a Dream Butler can be booked to prepare the room for the perfect nights rest and deliver a special in room dining menu that is made using ingredients know to help aid sleep.

GIVE

Reflecting on the constant cycles of nature, the last pillar of Moving Mountains is to give something back. Sustainability is a priority and the Group continues to support a number of local initiatives and selected projects abroad. This includes partnering with local foundations to support artists whose talents are being showcased at the Groups recently renovated artists hangout at the Casa Epper building in Ascona.

Since 2019, the Tschuggen Hotel Group has been the only climate-neutral Swiss premium hotel group and is through the Moving Mountains program is making a considerable commitment to environmental protection.

www.moving-mountains.ch/

About Tschuggen Hotel Group

For over 40 years, the private Tschuggen Hotel Group has stood for hospitality, award-winning cuisine, first-class wellness and breathtaking views. The family-run hotels offer guests holiday experiences of the highest standard with exclusive offers and unobtrusively luxurious service. In addition to the five-star Tschuggen Grand Hotel Arosa, Carlton Hotel St. Moritz and Hotel Eden Roc Ascona, the Valsana Hotel Arosa (four stars) also belongs to the group. After a complete rebuild, it opened in December 2017 and is considered one of the most sustainable hotels in Switzerland with its prudent architecture and an ice storage system for heat and energy generation. For more information, visit tschuggenhotelgroup.ch.

Media contact Tschuggen Hotel Group:

Eva-Marie Knaak, Zeltweg 7, 8032 Zürich, Schweiz

Tel. +41 44 576 92 92, pr@tschuggenhotelgroup.ch