

Press release

16. World Travel Awards 2009

World's Leading Ski Resort and Switzerland's Leading Ski Resort: Kempinski Grand Hotel des Bains, St. Moritz

St.Moritz, November 2009: And the “Travel Oscar” goes to...? The travel industry treasures the World Travel Awards no less than others treasure film awards. Two awards at the 16. World Travel Awards 2009 went to the Kempinski Grand Hotel des Bains in St. Moritz. It won in the categories World's Leading Ski Resort and Switzerland's Leading Ski Resort.

“These independent awards confirm our strategy once more. We firmly focus on first-class service in the 5-star segment and position ourselves to national and international guests with individuality, authenticity and innovation. We pursue our own positioning strategy as a lifestyle-oriented, sportive wellness resort in St. Moritz and with it, closed a gap in this famous Swiss village”, explains Rupert Simoner, General Manager of the hotel.

“The Grand Hotel des Bains is one of the ‘flagships’ of the Kempinski group”, adds Rupert Simoner „and continuous investments and ever new ideas will continue to be the driving force of our future success”.

The Wall Street Journal called the World Travel Awards the “Oscars of the global travel and tourism industry”. The World Travel Awards are based on the evaluation of 180,000 travel experts from all over the world and are considered to be the highest award in the tourism industry.



World's Leading Ski Resort



Switzerland's Leading Ski
Resort



Kempinski Grand Hotel des Bains

ST. MORITZ

Editor's Notes

The Kempinski Grand Hotel des Bains is located right at the source of St. Moritz and only a few walking minutes from the famous lake. In 184 rooms & suites a great service is offered e.g. 24-hour room & Concierge service, babysitter service & special kids menus and bathrooms with heated floors. You will be spoiled in four awarded restaurants, in the High Alpine Spa with indoor pool & extensive sauna landscape, Sport Shop & ski school and daylight banquet rooms with full technical equipment

The Kempinski name is proudly borne by a growing collection of distinguished properties around the world. Europe's oldest luxury hotel group, Kempinski has built its reputation on the belief that exclusivity and individuality are key elements of true luxury. Each year, an increasing number of guests come to appreciate these qualities, as Kempinski adds new hotels and resorts in Europe, the Middle East, Africa and Asia. While this growth reflects the strength and success of the Kempinski brand, the collection will remain a limited one, where exclusivity can be nurtured and individuality can flourish.

For further information:

www.kempinski.com • www.globalhotelalliance.com

Edited by:

Betina Welter • PR Manager • Kempinski Grand Hotel des Bains

Via Mezdi 27 • 7500 St. Moritz • Schweiz

T +41 (0)81 838 30 34 • F +41 (0)81 838 30 69 • M +41 (0) 79 77 40 866

betina.welter@kempinski.com • www.kempinski-stmoritz.com