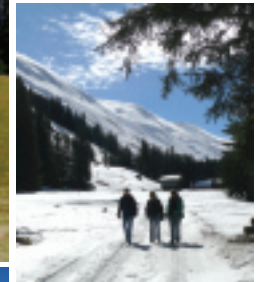


Magellan PR



GSTAAD®
COME UP - SLOW DOWN



According to Julie Andrews, a local resident, a unique combination of factors makes Gstaad Saanenland, Switzerland, the 'last paradise in a crazy world'. Easily accessible via air to Geneva and then by panoramic rail through the mountains, this small alpine village, 1050 m above sea level, is normally associated with luxury and celebrity however its diverse product range appeals to visitors at all price points and interests.

- **Alpine character** - The Alpine nature of the region is one of its strongest selling points. The area is picture-postcard pretty and retains traditional chalet style architecture with over 2,700 beds in 48 hotels, 10,000 beds in more than 3,000 chalets & holiday apartments and camping sites.
- **Summer in the Mountains** - With 50 cycle routes with every degree of difficulty, a new 18-hole golf course in Saanenmöser, 300 km of footpaths, spa and wellness centres galore, tennis, mountain tours, inline skating, flyerbike (electrobiking), outdoor adventures like climbing, rafting and paragliding - as well as the renowned Menuhin Music Festival held in venues around the area - summer is the perfect time to visit. The easy access card ensures fantastic deals throughout the summer season for both travel and free access to museums.
- **Winter Wonderland** - With 250 km of downhill ski slopes accessed by more than 62 cable cars and lifts, the valley stations are easily reached by train, bus or car. The region offers skiing tours, glacier and heliskiing, snowboarding, cross country runs, sledging, curling, ice hockey and ice skating with natural ice rinks in Schönried and Saanenmöser. Children under nine enjoy complimentary ski passes between Zweisimmen and Glacier 3000, the region's glacier. The new Alpine Coaster has been one of the most popular attractions allowing visitors to ride on the world's highest bobsleigh track with speeds of up to 40 km per hour. The Alpine Coaster works only in summer!
- **Gourmands delight** - With a world record total of 204 points awarded to 14 head chefs in the area by the venerable Gault Millau, Gstaad Saanenland is a veritable haven for gourmets. Visit in July for the "must do" gourmet week Davidoff Saveurs (www.saveurs-gstaad.ch) where Gstaad turns into a mecca for foodies.
- **Champions Galore** - Gstaad has been the starting point for many of sport's most famous champions who still live or visit the area. Visitors may catch glimpses of world ski champion Michael von Grünigen teaching children the art of skiing; Res Steffen, a former Swiss champion in downhill skiing or even Steffi von Siebenthal, the professional snowboarder, training in Saanenland.