

Stans, 6 November 2017

Press release

## **The Alpine Spa opens its doors**

Dear media representatives,

On 6 November 2017 the new Bürgenstock Resort Lake Lucerne opens its Alpine Spa. “It is one of the most demanding, but at the same time one of the most spectacular, building projects in the resort. The spa complex is of key importance for the success of the Bürgenstock Resort,” emphasises Bruno H. Schöpfer, Managing Director of the Bürgenstock Selection.

The Alpine Spa is unique in its size and variety – far beyond the borders of Switzerland. Stretching over an area of over 10,000 square metres, a modern indoor and outdoor spa has been created on The Bürgenberg with a view of the lake and the mountains, right next to the 5\* Hotel Bürgenstock. It is a symbiosis of the historic club building and an impressive new construction. The complex is open to visitors from early morning until late evening and entry is included in the room charge for hotel guests. All hotel guests also have 24-hour access to the fitness park. The Alpine Spa is connected directly to the Bürgenstock Hotel via a skywalk and can also be reached by guests of the Palace Hotel without getting their feet wet and wearing just a bathrobe. It extends over three floors and is surrounded by a historic garden with a wide variety of plants. The Alpine Spa includes:

- 4 indoor and outdoor pools with lake water taken from Lake Lucerne
- extensive sauna landscape
- saline and Kneipp baths
- relaxation rooms and sun terraces with view of the lake and mountains
- complete ladies' spa
- 15 massage and treatment rooms
- 3 private spas with panoramic sauna, steam-bath, relaxation room and treatment rooms
- Oak Grill & Pool Patio restaurant
- historic pool bar with windows overlooking the outdoor pool
- hairdressing salons
- fitness park with yoga and Pilates studio
- solariums
- Kids Club with childcare facilities

The project managers have met all the numerous regulations relating to historic building preservation and landscape protection in the construction of the Alpine Spa. The extensive landscaped garden, the kidney-shaped Hollywood pool dating from 1954 and the dressing room



building in the shape of a rotunda are covered by a preservation order. Audrey Hepburn, Sean Connery and Charlie Chaplin have all taken a dip in the pool.

The most spectacular spa area is the L-shaped outdoor infinity-edge pool. It towers over the cliff edge to the north-west of The Bürgenberg, 500 metres above Lake Lucerne. The spa also includes the new Oak Grill & Pool Patio restaurant which pampers guests with all kinds of delicacies from the charcoal grill. The materials used in the Alpine Spa are mainly oak, limestone, Lipica marble, as well as glass and bronze. Six generously-sized wood stoves create a cosy ambience.

### **Spa philosophy**

Tourism in Switzerland began around 1860 and the history of Swiss spas also started at the same time. Switzerland quickly became known internationally as a health resort and spa. The Bürgenstock Resort benefited from this development. By the turn of the nineteenth century, visitors to Lucerne had to wait up to two weeks for a room in the resort. The Bürgenstock Resort was later one of the first tourist destinations in Switzerland with an outdoor pool and spa facilities.

Based on this history, the element of water plays a vital role in the concept of the new Alpine Spa. Not only has the historic outdoor pool been restored, but also all the water facilities such as the Kneipp and saline baths, the steam baths and the indoor and outdoor pools are supplied with water from Lake Lucerne. Water temperatures in the numerous baths and pools vary between 10°C and a maximum of 40°C. These temperatures provide different vitalising effects for the body and spirit. In addition, the indoor and outdoor infinity pools are equipped with massage nozzles, air-massage and other vitalising systems.

The Alpine Spa has been deliberately designed with a large wet-area, which is divided into different zones and stretches over three floors. “This allows us to offer guests different water-themed experiences,” explains Bruno H. Schöpfer. The saline baths have a salt content of 12 per cent and are especially important for cleansing the lungs and skin. They use exclusively Jura salt from Switzerland.

The new spa restaurant, the Oak Grill & Pool Patio restaurant, was formerly part of the famous Bürgenstock Club. It was possible to preserve the room entirely with its impressive oak beams and the large fireplace thanks to the extensive renovation work. The culinary concept comprises organic produce and dishes with a regional focus from the beechwood grill.

### **Spa offer with boat and funicular**

The shuttle boat from Lucerne to Kehrsiten-Bürgenstock and the Bürgenstock Funicular, rebuilt to its historic design, resumed operations from Kehrsiten-Bürgenstock to the heart of the resort as early as the end of August 2017. They run from early morning until midnight.



Since August 2017 the Bürgenstock Resort has been offering numerous packages with boat and funicular, and bookings from guests are brisk. Our new offer is the “Alpine Spa delight”, available for CHF 99. This includes the return journey by boat and funicular, entry to the Alpine Spa and discounts on massages and treatments. Other special offers are available from as little as CHF 36, such as the “Hammetschwand Sunrise” or “Bürgenstock Sunset” packages. We also offer several packages including lunch or dinner in the RitzCoffier, Sharq or Spices Restaurants. You can find the entire range at [www.buergenstock.ch/de/angebote](http://www.buergenstock.ch/de/angebote).

For hotel guests, boat and funicular fares are included. Thus, they can make unlimited use of the Bürgenstock Funicular and the shuttle boat, free of charge. The same also applies to employees. Event guests benefit from significant price reductions. Guests who prefer to drive to the new Bürgenstock Resort can take the convenient post-bus from Stansstad station. The bus stops at various bus stops in the resort. The cantonal road from Stansstad to the Bürgenstock Resort has been improved and widened over the past few months. For drivers, the complex has a total of 700 indoor and outdoor parking spaces.

### **The legend has returned**

Apart from the Waldhotel Health & Medical Excellence, all the listed and newly designed hotels and leisure facilities in the resort are now operational. The same applies to eleven of the resort’s total of twelve restaurants and bars. “Visitor and guest numbers are very encouraging. Hotel bookings are also increasing significantly. With the opening of the spa, we are completing the experience in the resort and so bookings will grow even further,” says the delighted General Manager, Robert Herr.

The numerous restaurants place great emphasis on ambience and culinary diversity, ranging from typical Swiss fare to barbecue specialities and Asian, north African, French and Mediterranean dishes. The restaurants set great store by authentic international recipes and also by regional products.

The Waldhotel Health & Medical Excellence and the premium and suite floors of the Bürgenstock Hotel will be opening in December. The extensive construction work in the resort will then be completed.



*The Bürgenstock Resort Lake Lucerne is part of the Bürgenstock Selection, based in Zug, Switzerland. The resort comprises four hotels with a category of three to five-star superior, with 383 rooms and suites, a health & medical centre, 12 restaurants and bars, 67 residence suites, a 10,000 m<sup>2</sup> Alpine Spa, and a wide range of leisure activities. The portfolio consists of the Bürgenstock Resort Lake Lucerne, the Schweizerhof Hotel & Spa Bern (99 rooms) and the Royal Savoy Hotel & Spa Lausanne (196 rooms). The total investment volume of the Bürgenstock Selection amounts to one billion francs.*

## **Photos and press release**

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