

## NEW OFFER 2012-2013 : HOTEL SKI PASS INCLUDED



<http://www.engadin.stmoritz.ch/winter/en/skipass-inclusive/>

For the first time in any Swiss holiday region, St-Moritz is offering a tempting deal for the winter 2012-2013. Indeed, over 100 hotels in Engadin give their guests the possibility to enjoy skiing or snowboarding on 350 kilometres well-prepared ski slopes as well as spending a least two nights in one of the participating hotel.

This unique offer is only valid during seven months: from October 20 2012 to May 20 2013.

### **How does it work?**

This irresistible offer includes the number of nights that the guests are willing to spend in one of the hotel where you can purchase a ski pass, a daily breakfast buffet and a ski pass for all operating mountain railway and ski lifts in the Upper Engadin for only 25 Swiss Franc per person/per day for period of their stay.

It is not surprising that this new trend product which combines accommodation and mountain railways has been launched in the tourism market by the first touristic region in Switzerland. Indeed, Engadin, St-Moritz has always been at the forefront. Indeed, winter tourism started in this area in 1864 already. Moreover, two main new products appeared in Engadin, St-Moritz: the first electric light in Switzerland was switched on in 1878 and the first Swiss ski school opened its doors in 1929. Therefore, Engadin, St-Moritz can be seen as a pioneer in tourism new trend.

### **Why this offer?**

Tourists are used to book an accommodation in the ski resort where they will spend their holidays and then they are used to pay their ski pass. Due to this new offer and in order to facilitate and make the purchase of the ski pass more convenient, tourists will have the opportunity of spending more time on the ski slopes instead of wasting time the day before or the D-day in the queue.

Therefore, we can easily say that due to this new offer, more comfort and less stress will be delivered to customers.

Advantages from the Engadin websites:

- With the “Hotel Ski Pass included”, in addition to top accommodation, snow sports enthusiasts can enjoy 350 kilometres of perfectly groomed pistes, three snow parks, 57 mountain transport facilities and a choice of 34 mountain restaurants, with inspiring sun terraces, as well as an abundance of magnificent, unspoilt scenery.
- Also included in the package is free travel on public transport in the Upper Engadin.
- Thanks to this innovative step by local hoteliers, guests booking more than one night at any of the participating hotels can purchase a Hotel Ski Pass for the duration of their stay for just CHF 25.– per person/day.
- This new package is valid throughout the entire winter season, from 20<sup>th</sup> October 2012 until 20<sup>th</sup> May 2013, at over 100 hotels of all price categories.
- With the launch of this unique scheme, the Engadin St. Moritz holiday region is once again underscoring its pioneering role in Switzerland.
- The region also offers an attractive range of packages for cross-country skiers and guests staying in holiday apartments.

This ski pass can be easily purchased online at no additional cost with payment by credit card.

References:

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Hotel Saratz (2012). Sport and Leisure, Ski. Retrieved October 28, 2012, from : <http://www.saratz.ch/en/sport-leisure-time/ski.html?gclid=CLTkrfzgybMCFQRc3godNgQAdQ>

Author : Aurélie Vaudan