



CARLTON HOTEL
ST. MORITZ

GENERAL INFORMATION

Contact:

Public Relations · Tschuggen Hotel Group
Via Albarelle 16 · CH-6612 Ascona
Tel: +41 91 785 71 71
pr@tschuggenhotelgroup.ch
carlton-stmoritz.ch

Over 100 years of the Carlton Hotel St. Moritz – the history

Switzerland is indisputably the birthplace of the luxury hotel industry, its history marked by a number of visionary hosts who opened establishments in the most attractive locations across the country and, even at a very early stage, offered amenities that mere mortals could normally only dream of. Spurring hoteliers on to ever greater heights since the middle of the 19th century when European tourism really began to expand, bringing an increasing number of guests to Switzerland, this pioneering spirit can also be seen in the history of St. Moritz. It was here that the first luxury hotel in the Alps was opened and that, a short time later, the Alpine winter tourism industry was born. It was here that the first electric light in Switzerland flickered into life while the world's first bobsleigh run, the first horse race on snow and the first ski school in Switzerland provided a constant stream of new and innovative entertainment of the very highest level for the pleasure of the international clientele.

“The Big five”

The number of outstanding luxury hotels continued to grow in this erstwhile mountain village. Opening its doors during the Christmas period 1913, the five-star Carlton Hotel became the fifth luxury hotel in what had already become a very stylish holiday destination. These five luxury hotels in St. Moritz are still known around the world as the “big five”, contributing considerably to the reputation of this glamorous holiday resort.

Initial difficulties

With the outbreak of the First World War, the guests were quick to leave St. Moritz, disrupting the flourishing tourist industry in the Alpine resort. For the fledgling Carlton Hotel, the success of its first winter season in 1914 gave way to harder times. For the entire duration of the war, the Carlton accommodated the Greek royal family in exile in St. Moritz,



CARLTON HOTEL
ST. MORITZ

but due to the pecuniary losses suffered by the owners, the hotel became the property of the Schweizerische Volksbank.

Glamorous years and difficult times

Not until the 1930s did the Carlton enjoy a more prosperous period. The St. Moritz library houses articles from the “Engadine Express & Alpine Post”, advertising afternoon teas with high-ranking guests from London, Amsterdam and Paris. The Second World War brought this boom period to an abrupt end and in September 1939, the hotel was once again closed. It was not until the winter of 1947/1948 that the hotel once again opened its doors. Alfred Koch, a scion of the family of building contractor Valentin Koch-Robbi who had built the hotel in 1912 in collaboration with the eminent Swiss hotel architect Emil Vogt, took over management of the establishment. Nevertheless, bank executives were highly sceptical with regard to the hotel industry in St. Moritz, which meant that the hotel was once again forced to close following the glorious Olympic winter of 1948. The doors remained closed for another seven years until the Ernst family from Lucerne, who already owned the Kulm Hotel in St. Moritz, purchased the establishment, attracting a new clientele. The hotel’s fortunes initially improved, but the success was not destined to last. The establishment changed hands a number of times, first belonging to an American group before being taken over by Norbert Cymbalista who sold it to the Banque de Paris et Pays-Bas only a short time later. Despite the best efforts of dedicated managers full of drive and creative ideas, it proved impossible to break this never-ending chain of successive owners. Finally the building was purchased by an Armenian who was the first person since 1913 to invest a considerable sum in the property. Yet even the new roof, the entirely renovated façade and the new swimming pool were not enough to save the Carlton. Millions more would have been necessary to bring the hotel up to modern standards.

In spring 1988, the Tschuggen Hotel Group was offered the opportunity to acquire the Carlton Hotel St. Moritz. The Group immediately fell in love with this beautiful and prestigious hotel in such a unique location.



CARLTON HOTEL
ST. MORITZ

The Carlton Hotel becomes a member of the Tschuggen Hotel Group

Under the attentive eye of the Kipp-Bechtolsheimer family, the hotel was finally in the possession of owners who, like the hotel pioneers of the past, had the courage and perseverance to ensure that the hotel once again took its place among the very best. Following a complete renovation lasting 18 months in 2006/07, this luxury hotel was once again in a position to enjoy more glamorous times. The Swiss interior designer Carlo Rampazzi called on all his incomparable creativity to transform the luxury hotel into a veritable gem. The monumental and historic nature of the Carlton, dating back to 1913, can be felt in a number of the hotel's details. The exterior appearance has been faithfully reproduced while inside, the historical values have been retained, albeit with a more contemporary and modern interpretation. The carefully conceived renovation project admirably combined the old and the new so that – even today – the prestigious staircase, the stucco decoration on the ceiling of the ballroom and the historic brick walls of the hotel recall the glittering times witnessed at the beginning of the 20th century, while the 60 spacious suites and junior suites offer a wide range of colours, a high level of comfort and state-of-the-art technology.

Czar mythos

One of the former owners encouraged the myth to circulate that the hotel was initially planned as a summer residence of the Russian Tsar Nicholas II, a scion of the famous Romanoff dynasty and grandson of Tsar Alexander II. While this story relating to the Tsar is mere fantasy, the interior designer Carlo Rampazzi drew great artistic inspiration from this theme when renovating the hotel. The glitter of Russian history can now be seen in many of the elements present in the hotel, emphasising the unique character of the building.

Arrived in the modern times

Today, the Carlton Hotel St. Moritz is one of the most attractive hotels in Switzerland. Its prominent position in the sunniest spot in this holiday destination boasting a sweeping view over the entire Lake of St. Moritz makes the Carlton St. Moritz absolutely unique. Hotel guests will enjoy a modern, luxury hotel with 60 spacious suites and junior suites, two blue-ribbon restaurants and a luxurious spa covering 1,200 square metres and stretching over three daylight flooded floors. Winter 2012/2013 witnessed the opening of the latest



CARLTON HOTEL
ST. MORITZ

addition to the hotel's range of services and amenities – the Carlton Penthouse on the top floor of the five-star hotel, at 386 square metres one of the largest suites in the Alps.

More information: carlton-stmoritz.ch/en
Hi-resolution pictures: tschuggenhotelgroup.ch/en/press
December 2018