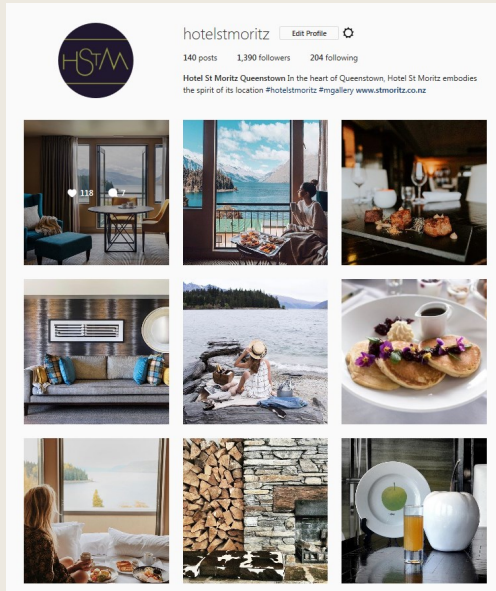




GALLERY
BY
SOFITEL

**BEING MEMORABLE
BY
HOTEL ST MORITZ**



THE ONLINE SPACE—stmoritz.co.nz

We're online, and digitally social - with not only a snazzy website (stmoritz.co.nz), facebook newsfeed (HotelStMoritzQtn), twitter handle (@HotelStMoritz), and two Instagram accounts—hotelstmoritz and lombardirestaurant.



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MEMORABLE MOMENT

At almost 2,000m above sea level, Cecil Peak looms large in front of Hotel St Moritz – a prominent part of the Wakatipu landscape named after one of Queenstown pioneer William Rees’ eldest sons’ (the other is Walter Peak adjacent).

As we gaze out from the hotel, we look straight across to Cecil, and “The Ledge”. It’s glacier-smoothed grassy slopes compelling the adventurous of spirit to explore.

By enlisting the help of a helicopter (the iconic way to travel into the back country), a high altitude picnic on Cecil Peak was born.

“At your leisure, fly by a private charter helicopter to “The Ledge” on Cecil Peak for a magical half hour of tranquillity.

There, overlooking The Southern Alps you will enjoy a delicious picnic prepared by Lombardi Restaurant.”

Pricing \$959 for two people

HOTEL ST MORITZ
—AN INSIDER'S GUIDE TO QUEENSTOWN

A COFFEE WITH CONCIERGE



A Coffee with Concierge is our own in-house publication, and has been written by the team at our 'backstage' as both our hotel and local town.

The contents of a digital magazine, from our group of thought are aimed at making sure that you have the best time

possible during your visit to Queenstown.

Whether it be discovering things to do, or learning about the many layers that make up Queenstown, we hope this will be an enjoyable and informative read.

For Queenstown, summer means making the most of our long days, and bright blue skies—whether it be getting your adrenaline pumping, or exploring the town and beyond.

Visit look forward to meeting you during your stay.

For things like—we thought you might like to know our local story—where we came to be, and some of the things that make us tick.

Hotel St Moritz is a member of the Haffner Collection of hotels, by Accor. The collection includes approximately 70 globally, with each member offering an original, unique hotel experience with its own style and integrity.

That means, Hotel St Moritz is a boutique hotel, it's one-of-a-kind—we tell our own story and we embrace the spirit of its location. Its architecture and interiors are without question designed to highlight the unique town, and reflect the identity of this place.

The hotel just celebrated its twentieth birthday, the operations having been run under the Haffner Collection Manager since the hotel opened in 1995.

For those of you returning to us, hello again—and those of you staying for the very first time—welcome to our home.



CONCISELY QUEENSTOWN

Here are some common queries that many of our guests don't even know—

FOUNDING MYTHS
Queenstown was originally named 'The Camp' by William Rees. The name Queenstown has not changed, the most common being that it was gold prospectors, captured by the dream of the surrounding mountains and rivers, who hit upon it. Queen's? The only Queen in the area was Queen Victoria. Queenstown (the Queenstown in Ireland comes from Queen's).

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LOCATION & LANDSCAPE
Queenstown is on a latitude of 45 degrees south. Only two other countries in the world, Chile and Argentina, are at the same latitude.

The Remarkables mountain range was named in 1837 by a surveyor Alexander Gordon who called it that in the early days (the name Remarkable mountain range is still in use at times. The view across the lake to the Remarkables has never been more of the most photographed in the Southern Lakes region.

The Remarkables mountain range is one of only two mountain ranges in the world to run directly north to south (the other is the Rockies).

The Dunstan River is known to be the richest gold bearing river of its size in the world.

OUR CINEMA
Reborn in Queenstown's Tully of the Lake, the Tully Cinema originally was first founded in 1912—the same year as the Titanic. Sir Henry Wigley founded commercial cinema in Queenstown in 1912. Queenstown's cinema is one of the world's first commercial film theatres established in 1912. A notable being it cinema bridge was established in 1955 was the first commercial bridge operation in the world.

COMMERICAL DIVERSITY
Queenstown's mining history and world class expertise makes it an ideal destination for shooting feature films like The Lord of the Rings trilogy, The Hobbit, and the Bourne, The Hitman, The Hitman's Wife's Bodyguard and the Hollywood special! Pose for Us!

There are 200 vineyards in the Central Otago region which are within 15 hours of Queenstown with 80% of the grapes grown are Pinot Noir—world renowned.

SMITH'S DISCOVERY
In 1858 of Queenstown hotels were run by women who are featured to be in history.

A COFFEE WITH CONCIERGE—SUMMER EDITION 2014/2015

A COFFEE WITH CONCIERGE—IN HOUSE NEWSPAPER

Our in-house bi-annual publication written by our team as an 'insider's guide' to both our hotel, and Queenstown.

Whether it be discovering 'things to do', or learning about the many layers that make up Hotel St Moritz, *A Coffee with Concierge* is designed as an informative read, covering everything from our favourite local stores, to profiling some of the unique artworks found around the hotel.

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THE TOY LOCKER

With the burgeoning popularity of Queenstown as a year round “active holiday” destination, Hotel St Moritz has launched “The Toy Locker” - specialised Concierge services for guests and their leisure equipment.

Specific storage and portorage services have been developed by the experienced hotel team to cater for the diverse range of popular activities in our region.

These may include:

Golf, Skiing / Snowboarding, Walking, Biking, Hunting, Fishing.

The Toy locker features an industrial drying unit and is an opportunity to securely store leisure equipment, without encroaching on the enjoyment of a pristine hotel room.

A call to Concierge will ensure all equipment is made ready for the day ahead, whatever it may entail.

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INSPIRED
by her

SERVICES & PROTOCOLS DEVELOPED BY WOMEN FOR TRAVELLERS

“Inspired by Her” is a selection of products, services and experiences designed by women for all travellers. Discover thoughtful gestures and touches dedicated to women’s wellbeing while travelling in MGallery hotels around the world.

SLEEP WELL

A range of items are available and designed to help our guests relax and ensure a natural and healthy night’s sleep. Choose from a range of luxurious specialty pillows, and relaxing night time herbal teas.

EMERGENCY KIT

Forgot something? The Emergency Kit comprises of a selection of frequently forgotten but always vital items that one may need during your stay.

INDULGE YOUR SENSES

Discover inspired cuisine throughout your stay. Take a journey through our menus and taste dishes and drinks inspired by women. Look for the floral icon on Lombardi’s menus for dishes *Inspired by Her*.

HAIR, BEAUTY, HEALTH AND WELL BEING

We offer a carefully curated edit of local services that will have you look and feel your best whilst visiting Queenstown. Our Concierge team are only too glad to share their *Inspired by Her* guide.

As active promoters of women’s well being, Hotel St Moritz:

- Provides innate flexibility to working mums (more than 15 babies born to mother’s working at the hotel);
- Is an active supporter of the Wakatipu Abuse Prevention Network; and
- Is a founding member of the “Women at Accor Generation” network.



CUSTOM HOUSE ROBES

We have always likened our hotel to “A Big House”, ensuring our aesthetic, our service style, and our services have a truly residential flavour. Our desire to ensure our guests feel at home, lead us to the design of a House Robe that is far more than simply a glorified towel.

This bespoke garment is designed to be confidently worn in or out of one’s room—and has even been worn by some guests into town for a night out.

Two designs are now available—one in paisley and the other a handsome stripe.

LUNCH to go

TAKE-OUT LUNCH FROM THE BREAKFAST BUFFET

A product developed by the Lombardi team to enable guests to pack their own lunch-in-a-box from our breakfast buffet for just \$14.50 including a hot or cold drink.

The initiative is a great lunch or morning tea solution for travellers who are on tight itineraries and want to get out and about to enjoy Queenstown's spectacular scenery.

General Manager Jo Finnigan said that her guests were inevitably skiing or sightseeing for most of the day and wanting healthy menu items.

"The journey to the ski-fields can take a little while and with the snow being so good, the last thing people want to do is spend down-time buying snacks—they really want to have food on tap in their backpack so they can make every hour count", she said.

"Even outside the ski season, people are usually touring and don't have the time or opportunity to stop for meals, so this is a really good solution. The "Lunch-to-Go" offer allows them an inexpensive dining option".



HEY KIDDO ! - KID'S VIP PROGRAMME

Hotel St Moritz has come up with a great scheme to make its younger guests feel like VIPs.

Hey Kiddo! Is a VIP programme for children from 18 month to 10 years, that centres round a VIP card presented a check-in. The card features an array of treats to collect around the hotel, such a transfer tattoo, mini hot chocolates, balloons, and activity packs from the hotel team.

In addition, the Hey Kiddo programme extends to an entertainment night for children in residence during school holidays, that includes a buffet dinner, movie, colouring in, and babysitting. This initiative attracts sell-out demand and is the perfect way for parents to enjoy an uninterrupted, guilt-free dinner or drink in the hotel restaurant or bar.



MEET 'CECIL AND ALTA'!

Still on the topic of our smaller VIP guests, Hotel St Moritz has its very own dolls given to each infant in their complimentary cot during their stay.

Cecil and Alta are named after an iconic mountain peak and an alpine lake not far from the hotel. They are also available for purchase from the "Little Shop" adjacent Reception.

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**WE MAKE OUR OWN CHEESE FROM UNUSED BREAKFAST
BUFFET MILK**

At Hotel St Moritz Queenstown New Zealand, we continually strive to come up with new and innovative ways to reduce waste and protect their environment.

We believe we've come up with an ingenious way to recycle unused milk from the breakfast buffet. Talented Executive Chef of Lombardi Restaurant Avi Yochay, makes feta and mozzarella cheese to assist with waste reduction and creating innovative products for daily operations.

Both products are made from unused breakfast buffet milk. Lombardi feta forms part of their "Lombardi Home-made" range (products made by their restaurant Lombardi), is used for VIP guest amenities, and can be purchased e.g. Incentive room drops etc.

Both the feta and mozzarella are encouraged to be enjoyed with freshly baked wood-fired pizza bread from the restaurant, with the mozzarella cheese a staple on our signature wood-fired pizzas.