

CRANS AMBASSADOR

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The Crans Ambassador, a former health and holiday destination of Crans-Montana, Switzerland, has undergone a multi-million renovation and shall reopen as the first Luxury Sport Resort of its kind.

Dedicated to the active family and guests who put a healthy and sports-minded lifestyle first, the hotel will be more than just any ordinary hotel. It shall be a destination attracting athlete to affluent, and all those who enjoy getting out as much as they enjoy staying in.

Crans-Montana is the altitude training ground for the likes of Djokovic, the Swiss and Algerian Football team, the new Luxembourg Pro Cycle Team and more, and is quickly earning a track record of its own. Add to that two World Cup downhill courses and the home of the European Open and the five-star resort can easily stand behind its offering of sport academies, health and recreation. This is all without mentioning the awe-inspiring alpine surroundings and around the 300 days of sunshine a year.

The hotel's location allows guests to ski-in & ski-out in Winter, and in Summer is within walking distance from the renowned Jack Nicklaus designed golf course which, each year, attracts the Omega European Masters.

When designing the hotel's concept, a natural approach was taken; a simple and *natural* cuisine, a *natural* flow in the design and décor, a *natural* approach to fitness and healthy aging - all of which presented with a *natural* and down-to-earth attitude. The hotel comprises of over 60 smartly designed ergonomic rooms, suites and family apartments, generous terraces and simply breathtaking views.

Lounge 180° is where, true to its name, you can gaze across the entire range of the 4000m Valais Alps. Catching a sunrise over the Rhone in the East to the last glow behind Mt. Blanc in the West, all whilst sitting amongst a warming fire, mountain wools and live jazz.

360° is the 1300m² Spa, with an expansive indoor pool, a Pilates studio, a doctor's suite and treatment floor, an extensive glassed gym overlooking the Valais Alps and Golf and Ski Academies focused on technique training you up to a professional level.

A new approach to seminars is delivered by catering to upper management inspiration, an in-house cinema, Wii™ Room and a credo that families are not forgotten.

However, the hotel's uniqueness truly lies in the team of 'Ambassadors' who bring to the resort their individuality.

- The founder himself, who designed the hotel from the perspective of the guest.
- Jean-Jacques Rivet whose innovative approach to professional sport academies combined Olympic standing with a passion for bio mechanics.
- The Sport Boutique with skis by Lacroix whose equipment combines sport with luxury.
- A cheese carnotzet by Jean-Claude Biver who not only revolutionized watch making with Hublot, but remains true to everything traditionally Swiss.
- Dr. Lanners and a team of specialists that span analysis to aesthetics.
- Professor Pierre Keller, who brings the ambiance and energy of artists, instead of just art.
- Spa products from the organic convictions of Les Douces Angevines and a glassed gym designed by Life Fitness with professional level equipment for everyday training.

The list is first class, but for its guests the Crans Ambassador demands nothing but the best.

