



MEDIA RELEASE

A unique alpine retreat where luxury meets personalized service in the heart of Crans-Montana, Switzerland



At the highly awarded Guarda Golf Hotel & Residences, every aspect of the guest experience is tailored to individual preferences. With its modern Alpine design, exceptional amenities, and breathtaking views of the Swiss Alps, this intimate hotel is the perfect destination for discerning travellers seeking both relaxation and adventure, in one of the most beautiful settings in the world.

Crans-Montana, Switzerland, February 2025 - Nati Felli's journey from Brazilian entrepreneur to Swiss hotelier culminated in 2009 with the opening of Guarda Golf Hotel & Residences, a proud member of

Leading Hotels of the World & Swiss Deluxe Hotels. The property embodies her commitment to excellence, offering personalized service and a home-like ambiance that has earned it recognition as one of Switzerland's finest. With an impressive 68% return guest rate, the hotel provides an unparalleled blend of luxury and alpine splendour. Located in the heart of Crans-Montana, a year-round paradise, Guarda Golf offers easy access to world-class skiing, golfing, and high-end shopping. The hotel's 23 rooms and 6 luxury Suite Apartments are elegantly designed in chic alpine chalet style, featuring only the finest natural materials, creating an ideal fusion of comfort and sophistication that allows guests to fully immerse themselves in the breathtaking beauty of the Swiss Alps.



Guarda Golf Hotel & Residences is more than just a hotel; it's a passion project brought to life by Nati & Giancarlo Felli. Nati Felli, the visionary behind this exceptional property, has poured her heart and soul into creating a destination that reflects her commitment to excellence and her love for the region and hospitality. Her dedication to quality and attention to detail are evident in every aspect of the hotel, from the carefully curated décor to the impeccable service provided by the staff.

Nati Felli's journey to hospitality excellence began in her native Brazil, where her entrepreneurial spirit blossomed at the remarkable age of 18. With an innate passion for creating exceptional experiences, she founded both a school and a restaurant, laying the groundwork for her future success. Later in her life and career, Nati's pursuit of perfection led her to specialize her knowledge at Les Roches Hotel Management School in Switzerland, located only 5 minutes away from Crans-Montana. This pivotal decision would shape her destiny and the future of luxury hospitality of the destination. In 2009, Nati's vision materialized with the grand opening of Guarda Golf Hotel & Residences and quickly gained recognition as one of Switzerland's finest hotels and a preferred destination for discerning travellers, including celebrities. Today, it stands as a testament to her unwavering commitment to excellence, offering an unparalleled blend of luxury, personalized service, and alpine splendour. *"We believe that true luxury lies in personalized attention and a warm, welcoming atmosphere, where guests can feel truly at home while experiencing the best that Crans-Montana has to offer."* Says Nati Felli, Founder & Owner.

Crans-Montana is an exclusive retreat that redefines alpine elegance. This year-round paradise boasts one of Switzerland's purest air and waters, offering a seamless blend of natural splendour and sophisticated indulgence. Strategically located just two hours from Geneva, 2.5 hours from Milan and Zurich, Crans-Montana is the epitome of "discreet luxury". The ski resort's recent acquisition by Vail Resorts has elevated its status, making it a must-visit destination for Epic Pass holders and discerning travellers alike. In winter, Crans-Montana transforms into a world-class ski haven, hosting prestigious championships that attract elite athletes and spectators. Come summer, the landscape evolves into a golfer's paradise, with the renowned Omega European Masters drawing international attention. Beyond its sporting pedigree, Crans-Montana offers an unparalleled fusion of outdoor adventure and haute couture. Embark on breathtaking mountain hikes by day, then indulge in retail therapy at boutiques from the world's most coveted luxury brands – Hermès, Louis Vuitton, and Loro Piana, to name a few.

Guarda Golf Hotel & Residences invites guests to experience the pinnacle of Swiss hospitality, where personalized service and a home-like ambiance combine to create unforgettable stays in the beautiful setting of Crans-Montana. The hotel's commitment to a customized approach ensures each guest feels uniquely recognized and catered to. With the philosophy on knowing its guests' preferences and habits, the establishment anticipates needs and provides seamless, attentive service, which is further evidenced by its impressive 68% return guest rate - a true testament to its commitment to exceptional hospitality.

The hotel offers unparalleled flexibility and is dedicated to assisting with every need, ensuring a seamless and exceptional stay. To further enhance the experience, exclusive amenities such as private golf carts for easy access to the greens, ski butler throughout winter-season and complimentary transfers within Crans-Montana are provided, whisking guests to ski slopes or any destination of their choice without a worry. The goal is to create a worry-free environment, allowing guests to relax and fully immerse themselves in the luxury and beauty of the Swiss Alps.



About Guarda Golf Hotel & Residences

With an exceptional location in the centre of Crans-Montana, in the heart of the Swiss Alps, and its incredible views over the mountains, Guarda Golf Hotel & Residences is a breathtaking place to stay in both the summer and the winter months. Crans-Montana benefits from world-class golf courses, 140 km of ski slopes and a vast choice of luxury boutiques and restaurants. In the summer, the location adjacent to the golf courses is ideal, and in the winter, the ski slopes are but a few minutes' ride with the hotel's limousine transfer service.

Member of Leading Hotels of the World & Swiss Deluxe Hotels, the hotel's modern alpine chalet-style décor and its flawless, friendly, and personalised service ensure a cosy, intimate, and discreet welcome. The 23 rooms and suites are all fitted with natural materials and state-of-the-art technology. All guests benefit from daily breakfast, private transfers throughout Crans-Montana, complimentary access to the Guarda Golf Spa, and Wi-Fi throughout the hotel.

The 6 luxury Suite-Apartments are each laid out over 225 m2 and provide an incredible level of comfort and luxury. Each one includes three bedrooms, a generous living room with a dining area and fireplace, a fully equipped kitchen and a large terrace. Restaurant FIVE, the hotel's main restaurant, offers authentic cuisine of the Levantine region. The name and the concept are inspired by five essential foundations: a generous welcome, a convivial sharing, a respect of nature's produce, a contemporary interpretation of flavours as well as the culinary heritage of the cuisine of the Levant.

The Guarda Golf Lounge serves international classics all day long. In the afternoon, choose from an assortment of desserts to accompany your speciality tea or infusion by Newby London. In the evening, the fireplace sets the stage for casual dining. Stunning cocktails, wines, and refreshing drinks are proposed at Les Alpes Bar and are the perfect way to start or conclude your dinner.

The elegant Guarda Golf Spa offers a variety of intimate spaces over its 600 m2, home to a heated pool, whirlpool, sauna, hammam, and four treatment rooms, including a Spa Suite designed for couples with its own private whirlpool and hammam. Completing the picture are an indoor golf practice area and a well-equipped, state-of-the-art fitness room. Sophisticated facial treatments by the cutting-edge Swiss brand La Colline are exclusively offered at the Guarda Golf Spa. High-end natural products by KOS Paris complement a selection of massages and beauty rituals.

The range of leisure facilities at the hotel is completed by the 15-seat Sir Roger Moore Private cinema, a library, billiard room, secured Golf & Ski room, kid's playroom and cigar lounge.

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