

# pioneers

Swiss Pioneers of Economics and Technology

## Five generations of the Badrutt family Hotel pioneers and founders of the winter tourist season





Susanna Ruf

**Five generations of the Badrutt family:  
hotel pioneers and founders  
of the winter tourist season**

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Published by the Association for Historical Research in Economics,

Vogelsangstrasse 52, CH-8006 Zurich.

Editor: Dr. Bernhard Ruetz.

Translation: Translingua AG, CH-8037 Zurich.

Proof-reading of content and translation: Diane Conrad.

Production: R + A Print GmbH, CH-8752 Näfels.

ISBN 978-3-909059-50-8

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They were the founders of the winter tourist season and made a decisive contribution towards creating the St. Moritz legend: the Badrutts, hotel pioneers from the Engadine. Over five generations, they wrote hotel history and came a long way – from a modest guest-house to the international luxury hotel Badrutt's Palace. For more than 100 years, the Palace has been the legendary meeting place for famous and successful personalities from all over the world. Through an extraordinary combination of hospitality, elegance and creativity, the Badrutt hotel dynasty has succeeded in attracting the most interesting guests – then and now.

