

Zeitschrift: Swiss pioneers of economics and technology
Herausgeber: Association for Historical Research in Economics
Band: 5 (2011)

Artikel: Five generations of the Badrutt family : hotel pioneers and founders of the winter tourist season
Autor: Ruf, Susanna
Kapitel: Epilogue
DOI: <https://doi.org/10.5169/seals-1095658>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 25.04.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

Epilogue

The Badrutt dynasty of hoteliers went a long way from a dance hall in Samedan to the international luxury of «Badrutt's Palace Hotel». Yet in principle, the five generations of Badrutts pursued the same strategy, described by Hanspeter Danuser as follows: «Firstly, quality, which must be comparable with the luxury hotels in Paris or London; secondly, setting trends like the promotion of the winter season and the introduction of winter sports; thirdly, a global orientation, thanks to their own travels and international clientele; fourthly, event marketing, such as the establishment of the Cresta Run or the horse races on the lake.»

The Badrutt family transformed the public image of St. Moritz from a spa town into that of a leading international winter sports resort. They were in fact the creators of the tourist winter season in Switzerland, and probably even in Europe.

Heart of the St. Moritz legend

That St. Moritz, once so remote in a high-altitude valley, should have become so well-known internationally is partly due to its beautiful scenery and mild climate, but above all to the entrepreneurial initiative of its hoteliers. By establishing the Engadiner Kulm, and Badrutt's Palace Hotel,

the Badrutt family played a decisive role in creating the reputation of St. Moritz. According to Hanspeter Danuser, the Palace is «the heart of the St. Moritz legend». The Hotel remains famous for its glamour, the glittering parties and festive balls. Through its international guests, the Palace continues to carry the St. Moritz mythos all over the world.

Independent and unique

When it became known that Hansjürg Badrutt had instated his hotel director Wiedemann as the sole heir of the hotel with a handshake in 2006, the latter was bombarded «like a lottery millionaire.» However, he had not been given any money, only incredible trust and a huge responsibility – to continue running the hotel as Anikò and Hansjürg Badrutt would wish.

It is also planned that the Wiedemanns' children will take over management of the hotel, as both of them are in the hotel industry. The daughter is studying at the «Ecole hôtelière de Lausanne», and the son started working at the Palace's reception desk in the summer of 2010. Hans Wiedemann sums it up best when he says: «We would always like to remain independent and unique, and to do so we must also risk a great deal.»