

FOR IMMEDIATE RELEASE

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THE CAPRA LAUNCHES SWISS SKI SAFARI

Ski on two glaciers in three famed Swiss ski areas with the new Valais Ski Safari from The Capra, the newly completed luxury wellness hotel in Saas-Fee, Switzerland.



Saas-Fee, Switzerland is set in one of the country's most renowned ski areas, the Canton of Valais.

SAAS-FEE, SWITZERLAND (Feb. 24, 2025) – The Capra (www.capra.ch), the newly expanded, 5-star luxury wellness hotel announces its **Valais Ski Safari** experience, which offers a new way for visitors to experience one of Switzerland's most renowned ski regions from its home base in the traditional alpine village of Saas-Fee. Guests can ski along two glaciers and at several bucket list ski areas, including Saas-Fee, Zermatt, Crans Montana and Verbier, via car or helicopter, with professional ski guides, gear and details taken care of by The Capra team.

In 2025 The Capra reopened for the winter season as a newly expanded 38-room boutique luxury hotel. The hotel was first introduced in 2015 and has undergone extensive renovation

and expansion over the last decade, including adding two additional buildings to the original hotel structure, all interconnected underground. The most recent addition added 14 rooms (six double rooms, seven junior suites and one penthouse suite) and a major expansion to its world-class spa, including a new relaxation area, a state-of-the art fitness room and a yoga/Pilates studio.

The hotel's setting in the heart of the car-free village of Saas-Fee allows for year-round activities accessible within walking distance, including hiking or skiing the Saas Glacier, and climbing through the Fee Gorge on the town's via ferrata. Plus, the world's tallest rotating restaurant can be reached via cable car, along with other active experiences in the dramatic nature of the Valais around Saas-Fee, which includes 18 peaks over 13,000 feet.



Skiing in Saas-Fee and hiking the Saas Glacier.

THE CAPRA VALAIS SKI SAFARI

The Capra's Valais Ski Safari offers a unique way to explore one of Switzerland's most renowned ski regions. Located in the southern Swiss Alps, the Canton of Valais boasts over 2,000 km (1,200 mi) of slopes across 34 resorts, featuring the country's highest-altitude ski areas with reliable snow for all levels, from beginners to professionals. This safari combines celebrated destinations with hidden gems known only to locals.

Led by a vetted Swiss-certified guide, the safari takes you from Saas-Fee to various ski areas, providing daily guidance on the itinerary, terrain, and dining. Equipment can be rented in Saas-Fee, with ski passes arranged in advance or in the morning, while all transfers are managed by your Capra hosts for a seamless experience.

Designed for groups of one to five guests, the itinerary is customizable to suit guest preferences, with a guide dedicated to providing an unforgettable ski adventure tailored to the group's needs.



The Capra exterior, lounge, guest room and spa pool.

THE CAPRA, NEWLY EXPANDED LUXURY WELLNESS HOTEL

The Capra, a hidden gem in the heart of Saas-Fee, often called the Pearl of the Alps, offers an authentic Swiss Alpine experience, allowing visitors to fully immerse themselves in the village's traditional charm and dramatic mountain surroundings. At The Capra, guests can expect a warm boutique ambiance, savour delicious cuisine sourced from the Valais, and take part in a variety of unique activities throughout the year, highlighting the area's natural beauty and cultural heritage.

The chalet-style retreat offers a curated Alpine experience with inviting modern alpine design, personalized service, and stunning views of the surrounding peaks. Recently recognized with two Michelin Guide Keys in October 2024, The Capra blends luxury and authenticity, making it an ideal year-round destination. The hotel's commitment to creating exceptional experiences is reflected in every detail, ensuring an atmosphere of warmth and refined comfort.

SWITZERLAND'S MOST SUSTAINABLE VILLAGE, SAAS-FEE

Saas-Fee, nestled within the stunning Swiss Alps, is a picturesque village that retains its classic Alpine charm and traditional architecture. The car-free resort, powered by renewable

energy, enjoys over 300 days of sunshine annually, making it a favorite among outdoor enthusiasts. Surrounded by impressive peaks including the Dom and Allalinhorn, Saas-Fee provides a striking setting for mountain pursuits. Dedicated to sustainability, the village supports responsible tourism and conserves its pristine environment through community-driven conservation efforts.



The Capra is located at Lomattenstrasse 6, CH-3906 Saas-Fee. Room rates start at 590 CHF, inclusive of breakfast.

[THE CAPRA WINTER ACTIVITIES BROCHURE](#)

[THE CAPRA PHOTOS + MEDIA KIT](#)

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About The Capra

Situated in the car-free village of Saas-Fee, The Capra (capra.ch) is a five-star boutique hotel that embodies wellness, sustainability, and heartfelt hospitality. Completed in 2025, this chalet-style retreat offers a curated Alpine experience with inviting design, personalized service, and stunning views of the surrounding peaks. Recently recognized with two Michelin Guide Keys in October 2024, The Capra blends luxury and authenticity, making it an ideal year-round destination. The hotel's commitment to creating exceptional experiences is reflected in every detail, ensuring an atmosphere of warmth and refined comfort.

About J.MAK HOSPITALITY

J.MAK Hospitality (www.jmak.com) works alongside leading luxury hotels and residences, destination experts and travel services around the world to connect them with key travel agency partners and

broader audiences who will impact their businesses and drive awareness. J.MAK focuses on hospitality brands with personality, helping each client articulate their individual flair, so they can relax, feel confident and authentically stand out. We harness our network to build relationships through in-person and virtual connection, as well as hefty marketing and social media engagement. We are passionate, experienced luxury travel experts disrupting the industry norm.