

BAUR AU LAC

WELLBEING



ZURICH'S BAUR AU LAC HOTEL ENTERS *COLLABORATION* WITH FORMULA 1 PERFORMANCE COACH MARK ARNALL, INTRODUCING A BRAND-NEW '*TRAVEL FIT*' HEALTH AND FITNESS OFFERING

October 2022 - Located within the heart of Zurich, the Baur au Lac hotel has been welcoming frequent travellers from all around the world for almost two centuries. In response to an ever-growing global interest in the health and wellbeing, the hotel has newly entered the quest to provide an innovative and effective service to help all guests stay healthy and perform at their best while they travel. On this mission, Baur au Lac has teamed up with world renowned British Formula 1 performance coach, **Mark Arnall**, who channels 25 years of health and fitness knowledge and experience into an exclusive and carefully curated 'TRAVEL FIT' programme, designed to help guests maintain peak wellbeing during their travels.

ABOUT MARK ARNALL

British-born Mark Arnall began his career in Formula 1 in 1997 as performance coach of Mika Häkkinen and David Coulthard. In 2002, Mark started working with Kimi Räikkönen – a close partnership which lasted for 20 years. Until recently, Mark has been working with Sebastian Vettel. Mark has won 3 World Championships and 215 podiums with his drivers. Over the years, Mark's responsibility has been to keep the drivers in top shape throughout the year, whilst travelling 250 days. As part of his role, Mark has created cutting edge programmes on how to stay fit and healthy whilst travelling, looking at exercise, nutrition, recovery, jetlag management, injury prevention and immune system support.

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While travelling the world with Formula 1, Mark soon realised that business travellers and racing drivers face similar challenges with frequent travel. Both have to perform, be sharp, well rested and alert to do their job to the best of their ability. Together with his partner Tea Ros, who has over 20 years of experience in the hotel industry, Mark created “TRAVEL FIT”, an exclusive travel-based health and fitness programme bringing the elite level solutions used in F1 to a wider audience of hotel guests. These exclusive solutions will now be available to guests at the Baur au Lac which focuses on everything from exercise, healthy, performance boosting nutrition, sleep, jetlag management and support for the immune system.

ABOUT TRAVEL FIT AT BAUR AU LAC

In-line with the British trainer’s holistic mindset, Baur au Lac’s ‘TRAVEL FIT’ concept extends from pre-arrival travel-related recommendations via video and Mark Arnall’s e-book travel guide, to training and recovery programmes at the hotel.

The hotel’s incredible top-floor state-of-the art fitness centre, with breathtaking views across Lake Zurich, provides a perfect environment for this balanced programme. Guests who prefer to train in the comfort of their own room will find all the equipment they need ready and waiting for them, with training and recovery videos instructed by Mark Arnall accessible on all guest TVs and in-room tablets.

Mark Arnall has worked closely with leading sports nutritionists and Baur au Lac’s award-winning chefs to specially develop exclusive nutritious dishes to complement the programme. Mark’s signature dish served at Baur’s, Le Hall, and the Le Hall lobby bar is a superfood delight of wild broccoli, beetroot, cucumber, quinoa, pomegranates, egg, tomato with avocado filling and a choice of grilled tofu, chicken or salmon. For breakfast, hotel guests can start their day with a ginger shot paired with a go-to choice of Kimi Räikkönen: a power bowl of oats, chia seeds, MCT oil, cinnamon, oat milk, berries with nuts and Baur au Lac honey available on the side. This breakfast option will be served at Pavillon.

At Baur’s, Mark has also collaborated with the bar’s Mixologists to create two cocktails reflective of the drivers he has worked with; ‘The Scotsman’ with Johnny Walker Black Label, Philipponnat Champagne, raspberries, blueberries, and Baur au Lac Honey; and ‘The Iceman’ with Koskenkorva Vodka, Noilly Prat, and homemade bitters.

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"I am delighted to partner with the iconic Baur au Lac to bring the elite level health and fitness concepts developed for World Champion F1 drivers to the guests of this legendary hotel. Over the past years, we have all come to realise that health is wealth but it is not always easy to maintain optimal health when travelling. This is where hotels can make a big difference. The Baur au Lac ownership and management share the common vision and mindset of bringing the best in health and fitness to their guests. This is why the collaboration with the Baur au Lac, with its visionary leadership and excellent reputation for guest service, is a perfect partner for TRAVEL FIT."

Mark Arnall, Co-founder & Director of TRAVEL FIT

ABOUT BAUR AU LAC

Zurich with its private park and views of Lake Zurich and the Alps is truly unique. The 119 rooms and suites at Baur au Lac showcase an exquisite, timeless design inspired by Art Deco and Louis XVI, skillfully blended with contemporary elements, modern art, and a touch of glamour, creating a refined eclectic style.

Baur au Lac's dining options are among the most exclusive in the city. Guests can indulge in a modern interpretation of haute cuisine at the Michelin-starred restaurant Pavillon, while the Brasserie and Bar "Baur's" celebrate European culinary classics. Whether you prefer cocktail classics or trendy highballs, elegant champagne or robust wines, sparkling aperitifs or warming digestifs, the diverse drink menu offers something special for every palate.

In October 2020, Baur au Lac was ranked #1 among the best 50 hotels worldwide and was named the best hotel in Europe for the third consecutive time at the Readers Choice Awards by the US travel magazine Condé Nast Traveler. For more information, visit www.bauraulac.ch.

ABOUT MARK ARNALL TRAVEL FIT

Mark Arnall TRAVEL FIT was co-founded by Mark Arnall and his life partner Tea Ros to tackle the challenge of staying fit on the road. Based on personal experience and frustration, the two co-founders took it to be their mission to improve hotel fitness offering by bringing elite solutions from F1 to all travellers.

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Mark is a world-renowned health and fitness professional with 25 years of experience working in Formula 1. For 20 years Mark was a Personal Trainer and Sports Therapist of F1 driver Kimi Räikkönen and prior to that worked with Mika Häkkinen and David Coulthard. Mark has recently been working with Sebastian Vettel. Mark has won 3 World Championships and 215 podiums with his drivers. He has worked with Ferrari, McLaren, Lotus, Alfa Romeo and Aston Martin. In addition to F1, Mark has worked with athletes in the British Athletics team, British Fencing team, members of the England Rugby team as well as well-known artists and top executives seeking health and fitness advice.

Tea is one of the leading hotel consultants globally. Her career of over 20 years has taken her from operations (Four Seasons, Rosewood, Starwood) to the consulting / investment side (JLL, TRI). In 2010, Tea established Strategic Hotel Consulting to have flexibility to join Mark on the F1 circuit. The company has received numerous recognitions, including the best management consultancy in central Europe.