

Maistra 160: A Landmark of Vision and Innovation by the Plattners

Tuesday, 17 December 2024 14:05



Bettina and Richard Plattner have made a name for themselves as investors in the Engadin. In 2023, they were voted Hotel Entrepreneurs of the Year. Now they have ventured into completely new territory.

The [Maistra 160](#) hotel is full of surprises. Seen from the outside, the building appears sober and cool, and the subtleties of the façade only become apparent at second glance - all the more impressive is the bright, warm interior of the building with its high ceilings on the first floor.

Bettina and Richard Plattner have realized a dream with the four-star superior hotel in Pontresina and at the same time created a monument.

Collaboration With a Star Architect

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Where the «Post» hotel once stood, the couple has created an impressive building together with star architect [Gion A. Caminada](#). The most important key figures: 36 double rooms, a restaurant with a bar and alpine-oriental cuisine, eleven vacation apartments integrated into the hotel and a spa and wellness zone with an inner courtyard open to the sky, a cloister and much more.



The Hotel Maistra 160 in Pontresina. (Image: Montamont)

At the end of October, the «Hotel Maistra 160» received the Swiss Arc Award 2024 in the «Leisure & Lifestyle» category. And Gion A. Caminada received the «Lifetime Achievement Award».

The Maistra cost 35 million Swiss francs to build. «You can never amortize something like that, it's too big on an investment», says Bettina Plattner. «The Hotel Maistra embodies everything my husband and I stand for.»

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View of a hotel room in the Maistra 160. (Image: Montamont)

From the Zurich Gold Coast to Pontresina in the Engadin

Bettina Plattner has lived in the Upper Engadine for 29 years. She lives there with her husband.

She grew up on Zurich's Gold Coast as the youngest daughter of **Fritz Gerber**, one of the most influential managers in the Swiss financial center. Gerber was one of the few people to hold a management position at two Swiss companies: as Chairman of the Board of Directors and CEO at pharmaceutical giant Roche and previously in the same dual role at Swiss insurance group Zurich.

Instead of the financial industry, Bettina Plattner was drawn to tourism. It was there that she met her husband Richard Plattner; the South Tyrolean came to Switzerland as a chef at a young age.

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The two are now successful entrepreneurs in the Engadin. It all began in 1996 when they opened and managed the «Sartz» in Pontresina, as vice.chefs before taking over the management of the legendary «Castell» in Zuoz. The «Castell» has made a name for itself internationally with its art collection, including works by James **James Turrell**, **Pipilotti Rist**, **Fischli-Weiss**, **Roman Signer**.

Investing in What They Enjoy

A good ten years ago [Richard and Bettina Plattner](#) set new standards in the Engadin parahotel industry with their upmarket «Alpine-Lodging» vacation apartments.

And now the «Maistra160» is also part of the Plattners' small empire. «It was always clear to us», states the author of two specialist books, «that we would invest sensibly and sustainably in what we enjoy most and where we like to be most, in the hotel industry and tourism in the Engadin.»

Bettina Plattner not only shows determination, but also has strategic foresight: a vacation resort only has a future these days if it attracts guests all year round. «A 9-month season is difficult from a business point of view,» she says.

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Making More of the Golden Fall in the Engadin. (Image: Pontresina Tourismus/Romano Salis)

That's why the Plattners were early advocates of an offensive in the fall. «The golden fall is beautiful and transforms the Upper Engadine into an enchanting region. It would be criminal if we didn't bring this closer to potential guests,» she says.

«Mind Body Medicine Weeks» Brought to Life

And because it doesn't hurt to set a good example, the Plattner couple launched the «Mind Body Medicine Weeks» at the Hotel Maistra this fall. Mind Body Medicine is an integrative concept that connects the body with the psyche and teaches self-care. Together with experts from the Department of Complementary and Integrative Medicine at the University of Zurich and the Swiss Mind Body Medicine Association, the hotel has set up courses to teach better stress management and a healthier lifestyle. The nature of the Engadin also plays an important role in this. A specialist congress was also held at the end of November.

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The «[Mind Body Medicine Weeks](#)» are not intended to be a one-off event, but will take place every year in the fall in future. «I am convinced that the topic will become even more important in the coming years, especially in our latitudes», says Bettina Plattner.