

So yet another summery Saturday after a busy week of work. Couple of weeks ago we visited beautiful Idre Fjäll for a business meeting, one of Sweden's largest alpine ski resorts in the region of Dalarna. Fantastically beautiful also in the summer. This winter we met the famous Swedish former alpine athlete Pernilla Wiberg in Wengen which also runs the hotel "Pernilla Wiberg Hotel" at Idre Fjäll ski resort back home in Sweden, so felt natural coming there.

Otherwise, it's a bit difficult to take the summer seriously, probably because the majority of our daily work focuses on just winter and alpine skiing. We had a fantastic winter season in Wengen and the impressions are even bigger this year when we also travelled around in Switzerland to create an idea of other resorts in terms of skiing, accommodation and the quality.

Our aim is to be able to stay at most of the hotels we recommend, where the job of just staying and making site inspections at the hotels has been a major priority during the season.

It is with the hotels as it is with restaurants. Much can of course change over the years, due to new staff, etc. What we have found distinctive for Switzerland is, however, a fantastic high level of service and food. The alpine facilities are exemplary and it is difficult to see opportunities for improvement, but it is still something Switzerland is constantly aiming for.

Travelling around Switzerland and as we did without a car during the season, high demands on logistics and service levels, something we have been very pleased with. Trains that leaves exactly on time, connections that work, it can hardly be better, and these factors are something that also made us choose Switzerland as a place we want to be in, represent and ski.

Switzerland is also very affordable, unlike what many believe. For example, we who live there throughout the seasons see that prices for our daily lives are the same as at home in Sweden, sometimes cheaper and sometimes more expensive due to the choice of products and brands.

The high level, however, guarantees that the value of what you get is so much higher than at other destinations, but it is, of course, a flavour of course linked to the preferences you have, but it is our opinion.

For those who want the most of a holiday season in winter there are virtually unlimited possibilities. In the winter we have visited and stayed at several 5 star hotels, something we really recommend, as it is quite a big step up in experience and service without the price difference being as high as you could think compared to a 4 star hotel .

Then there are also the 2 star and 3 star hotels with a family atmosphere where some hotels stand out with both a feeling and, in the level of service offered, a strong sense of being at a much higher level than the number of stars reveals.

But in conclusion, we find that, as in most cases, it is a matter of getting what you pay for, so much a taste and thought about how much you value your vacation and to what extent you want to indulge in the wonderful life.