



Press Release

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The Grand Hotel Zermatterhof Among the Elite of Swiss Luxury Hospitality

Zermatt, 27 May 2025 – The historic Grand Hotel Zermatterhof in Zermatt has once again risen in the prestigious ranking of "The 150 Best Hotels in Switzerland." In the current 2025/26 edition, the five-star hotel now ranks 26th in the category of "Five-Star Holiday Hotels" – an improvement of four places compared to the previous year.

The ranking, compiled by Karl Wild and Andrin Willi, was published this year for the first time in the *NZZ am Sonntag* and for the 13th time in book form by Weber Verlag. The jury praised the successful combination of lived grand hotel tradition and modern Alpine chic. Special mention was given to the elegant arrival by blue horse-drawn carriage from the Zermatt train station, pulled by Lipizzaner horses, as well as the harmonious overall experience that blends timeless elegance with contemporary comfort.

"Five-star hotels are places of longing but also businesses that face high expectations – this quote from *NZZ am Sonntag* captures the essence of our daily ambition," says General Manager Markus Marti. "This ranking is a valuable compass for us, and we are especially pleased by this positive development."

Innovative Developments in the Spa Area

Standing still is not an option at the Zermatterhof: Since April 2025, the in-house "Vita Borni Alpine Wellness" is undergoing comprehensive renovation and expansion. A highlight of the updates is the new outdoor area featuring a whirlpool, relaxation zone, and Matterhorn views, scheduled to open for the 2025/26 winter season.

A Grateful Team and a New Culinary Chapter

Success doesn't happen by chance – it is the result of a passionate team: "Our sincere thanks go to all employees who create unforgettable experiences for our guests every day with dedication and warmth," emphasizes Mr. Marti. Since May 2025, the hotel has also welcomed a culinary boost with the arrival of new Executive Chef **Stefan Lünse**, who brings fresh inspiration with experience, creativity, and a strong regional identity.

About the Grand Hotel Zermatterhof

Located in the heart of Zermatt with an unobstructed view of the Matterhorn, the Grand Hotel Zermatterhof is one of Switzerland's most traditional luxury hotels. Since 1879, the hotel has stood for refined hospitality, personalized service, and Alpine exclusivity. As part of the Zermatt Hospitality Group, it is deeply rooted in the local culture and the Zermatt community.

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