



## Press Release

May 2026

### **15th place: Grand Hotel Zermatterhof ranks among Switzerland's top 5-star holiday hotels**

#### **“Gaining momentum”**

In the latest edition of “The 150 Best Hotels in Switzerland 2026/27” in the “Andrin Willi Hotel Rating Switzerland”, the hotel owned by the Burgergemeinde Zermatt has climbed from 26th place last year to 15th. The editorial team praises, among other things, the new Vita Borni spa area, the culinary excellence at Prato Borni under Stefan Lünse, and the distinctive touch of General Manager Markus Marti. The rating was unveiled at yesterday's launch event at The Dolder Grand in Zurich.

The Grand Hotel Zermatterhof is one of the most notable climbers in the new Swiss hotel rating. At yesterday's launch event at The Dolder Grand in Zurich, Andrin Willi and his editorial team presented the 30th edition of “The 150 Best Hotels in Switzerland”. In it, the historic establishment of the Burgergemeinde Zermatt climbs from last year's 26th place to 15th place among Switzerland's best 5-star holiday hotels. The guide is published by Weber Verlag in Thun, with “NZZ am Sonntag” as media partner, in which the ranking also appears as a supplement. It is regarded as the country's most traditional and prestigious hotel ranking.

The editorial team describes the hotel as an establishment steeped in tradition that “scores highly with its crystal-clear views of the Matterhorn”. Even the start of a stay makes for a memorable scene: “The transfer from the station is unforgettable thanks to the double-horse-drawn blue Lipizzaner carriage.” Under General Manager Markus Marti, the review continues, the Grand Hotel has “clearly gained momentum”. Mention is made of the Belle Époque domed hall with live piano music at breakfast, as well as the kitchen team at Prato Borni, which “under Stefan Lünse confidently defends its Michelin star and GaultMillau points”. Particular emphasis is placed on the new Vita Borni wellness area, realised through a multi-million-franc investment and, according to the review, “currently the most modern in the resort”. The new large stainless-steel swimming pool, indoor and outdoor jacuzzis, and the new sunbathing area in the garden are also included in the review. The editorial team describes the lounge terrace as “arguably the most popular outdoor spot in the village centre. Perfect for seeing and being seen.”

#### **Culinary diversity**

Three restaurants are open to guests, including the Michelin- and GaultMillau-starred Alpine Gourmet Prato Borni, Brasserie Lusi and Saycheese!. The spa covers 650 square metres and uses Cellcosmet as well as the exclusive Matterhorn Swiss Mineral Cosmetics products from Alpeor and Niance. For the 2025/26 investment year, the hotel has allocated CHF 8 million – including funds for a new outdoor hot tub with views of the Matterhorn, as well as additional resources for staff accommodation, guest rooms and the kitchen.

GRAND HOTEL  ZERMATTERHOF  
★ ★ ★ ★ ★

Markus Marti, General Manager of the Grand Hotel Zermatterhof: “The jump of eleven places is recognition for the whole team. We consistently invest in what our guests experience – in the substance of the hotel, in our kitchen, in the new Vita Borni wellness area and, above all, in the people who embody hospitality here every day. We are delighted that Switzerland’s most prestigious hotel rating has honoured us with 15th place, and this is also a mandate for us.”

The ranking was published for the 30th time in 2026 and for the second time under the direction of Andrin Willi. Behind the publication is a multi-member editorial team that visits, evaluates and describes the hotels according to uniform criteria. The basis is formed by journalistic research, the HotellerieSuisse classification and structured guest feedback. The book is published by Weber Verlag in Thun, with the “NZZ am Sonntag” as media partner.

The latest edition of «Die 150 besten Hotels der Schweiz 2026/27» runs to 440 pages and is available in bookshops for 59 Swiss francs (ISBN 978-3-03818-870-4).

**Press Contact:**

Laura Adlassnig, [laura.adlassnig@zhg.swiss](mailto:laura.adlassnig@zhg.swiss) Tel.: +41 27 966 67 76

Grand Hotel Zermatterhof  
Bahnhofstrasse 55  
3920 Zermatt  
Tel. +41 27 966 66 00  
[info@zermatterhof.ch](mailto:info@zermatterhof.ch)