



Press release

_ Grand Hotel Zermatterhof

The Zermatterhof is Hotel of the Year 2021

The Grand Hotel Zermatterhof has been named Hotel of the Year by Karl Wild, author of the renowned Swiss hotel ranking. It's a great honour for the management of the five-star hotel, who want to share their excitement over this recognition with the guests this summer.

The jury particularly emphasised the innovative spirit with which Hotel Director Rafael Biner and his team have developed the hotel in recent years. Those who checked into this historic hotel 20 years ago found themselves in a palace that made a rather staid impression, recalls hotel expert Karl Wild. Things are very different today.

The guests now feel completely at home at the many different bars and eateries, such as the in house gourmet restaurant Prato Borni, the “saycheese!” Swiss cheese restaurant and the Stars Bar. The facilities of the hotel have also been continuously expanded, Wild continues, and the services and service quality have developed in terms of both quantity and quality. The Zermatterhof has succeeded in expanding the circle of regular guests and is also attracting a new audience. Karl Wild: “The Zermatterhof is a jewel of an establishment that today is counted among the very best that the Alpine hotel industry has to offer”.

This is the 25th time that the hotel ranking has been published. Wild and his team, which consists of 16 hotel industry and tourism specialists, test all the hotels themselves. They base the evaluation on criteria that include standards of hospitality, value for money and the results of quality controls carried out by leading hotel associations. The list of The Best 100 Hotels in Switzerland is published in the *SonntagsZeitung* and as a book (Weber Verlag).

This recognition is a great honour for Hotel Director Rafael Biner and the entire staff. It also confirms the strategic path taken by Matterhorn Group AG, which operates the Zermatterhof as well as more than a dozen other restaurants and hotels in Zermatt. On behalf of the Citizen's Community of Zermatt, the majority shareholder of Matterhorn Group AG, it has invested CHF 90 million in its operations over the last 15 years.

The management of the Zermatterhof would like to celebrate this amazing accolade with the hotel's guests, who can look forward to a number of fantastic offers this summer. Fans of gourmet experiences also have much to look forward to, with Chef of the Year Heinz Rufibach and Sommelier of the Year Peter Zimmermann providing culinary highlights in the Hotel of the Year.