

# Six super-fancy ski hotels to visit this winter

The luxury lodges that are elevating the winter sports scene



The Cervo mountain resort in Zermatt

---

Shane C Kurup

Friday March 06 2026, 4.05am, The Times

---

**N**ot so long ago holidaying in the Alps meant staying in 1970s-style pine cabins. Today a new generation of luxury ski retreats is redefining the landscape with a mix of thoughtful interior design, cutting-edge wellness facilities, field-to-fork gastronomy and rarefied experiences that make a spell in the mountains far more than just red runs and après-ski. Here are six of the finest.

## Cervo, Zermatt, Switzerland



Cervo in Zermatt, Switzerland, has views of the Matterhorn

When Cervo reopened in 2020 following a complete revamp, it set a new standard of lifestyle-led luxury in one of Switzerland's premier ski towns. Its name — Italian for deer — reflects the retreat's nature-first ethos, through materials, design elements and emphasis on locally sourced ingredients.

Perched above the centre of Zermatt, the ski-in/ski-out resort was designed by the leading German interiors firm Dreimeta and has 54 rooms across three distinct categories — Nomad, Alpinist and Huntsman — alongside serviced private apartments. All have personal touches such as a bespoke bar cabinet containing a vegetable peeler, chopping board and cutlery to prepare your own snacks in the Swiss Alpine tradition.

There are three dining options: the Michelin-listed Madre Nostra, serving elevated Italian food; Bazaar, a vegetarian-first restaurant inspired by the flavours of the Silk Road; and Ferdinand, which offers refined Swiss plates.



Alpinist rooms have a minibar and a sitting corner



Meanwhile, the Atman Mountain Spa offers a global menu of treatments that include Bhutanese, Japanese and Nordic traditions, with sound therapy, sauna immersions and an outdoor onsen with glorious views of the Matterhorn in which to wind down after a day on the slopes.

*B&B doubles from £1,170; [cervo.swiss/en](https://cervo.swiss/en)*