



More than stars can express

CERVO Mountain Resort 2020 – Beyond Exploring

Zermatt, 2nd September 2020 – The CERVO Mountain Resort enters into a new decade. Following further development of the concept and structural extensions, the new season for the Zermatt hotel begins on the 27th November 2020. Focusing more on the world and yet closely connected to the immediate environment - this is not only part of the philosophy, but can also be experienced in the design and range of products. During the summer, the buildings were renovated, converted and extended. The result is something new, both inside and out, which takes up the origins and presents them in a contemporary way. With the new Mountain Ashram Spa, three restaurants, additional rooms and suites, an offer has been worked out which can be flexibly adapted to the needs and preferences of the guests.

Ten years ago, Seraina and Daniel F. Lauber opened an Alpine resort in Zermatt, with rooms and suites in five detached chalets, a variety of restaurants, an exciting cultural programme - and breath-taking views of the Matterhorn. The aim was to provide a modern interpretation of the alpine lifestyle and bring it closer to guests from all over the world. Following the symbol of the hunter, the CERVO team has been searching for stories and things brought to Zermatt over the last few years.

From hunter to explorer

Now the time has come for the next step - the hunter becomes an explorer. The impressions and souvenirs that have been collected will keep their place in the evolving CERVO. However, the focus is now more on the outside world, which is reflected in the hotel, spa and restaurant concepts, as well as in the design and the way the guests are hosted. Inspiration is drawn from all over the world and blends in harmoniously with the traditions of the surrounding homeland. The emphasis lies always on responsibility and appreciation for the environment and its resources as well as the conscious experience of the environment and nature.

The perfect bed for everyone

Zermatt is an ideal starting point for various outdoor activities all year round - whether it's action-packed (summer) skiing, mountain biking, climbing, wakeboarding on Lake Schali or leisurely hiking and enjoying the spectacular views. Guests' needs are just as varied when it comes to selecting a hotel. The CERVO therefore implements the resort idea even more strongly and has realised three chalet concepts with a total of 54 rooms and suites, suitable for a variety of demands and budgets. Services and offers can also be varied according to the season and personal preferences. Some of the chalets can also be booked exclusively for even more privacy. The luxury of a good night's sleep is provided in all rooms, as each room remains equipped with Hästens beds.



CERVO

- HUNTSMAN

Slightly elevated, surrounded by nature and with an unobstructed view of the Matterhorn and the impressive mountain world, the Huntsman Lodge offers a casually luxurious experience of peace and seclusion with individualised service. The CERVO's alpine roots shape the design of the spacious Huntsman Lodge and suites. The experience is rounded off by private saunas or steam baths and outdoor tubs with an unobstructed view of the starlit sky.

- ALPINIST

Warm colours, unpretentious wooden surfaces, natural materials and clear architecture form the language of space in the Alpine. These stylish hideaways combine modern zeitgeist and alpine feel-good factor. The south-facing orientation provides impressive views of the mountain world. After an eventful day out in nature, the private bar in every room provides for relaxed evenings with self-mixed drinks.

- NOMAD

Modern nomads are travelling and feel at home everywhere. With its natural design and flexible room layout, the Nomad is the ideal base camp for explorative journeys without having to give up the CERVO feeling. If an elevator or staircase is too conventional, the guests can climb the climbing wall in the stairwell to the room.

Cosmopolitan wellness

With the new Mountain Ashram Spa, the CERVO is taking a decelerated and considerate approach. Simply leaving everyday life behind for a few hours, supporting the body in regeneration after a long day on the mountain or listen deeper and find harmony with the inner self. The alpine resort picks up the guests, tailored to their individual preferences. The treatments and facilities combine the best from different parts of the world: Meditation, coaching and yoga sessions in a sleek and harmoniously designed ritual room or on the mountain meadow surrounded by the fantastic mountain scenery, the steam bath with local herbs or the onsen with a view over the village and the mystical Matterhorn. The spa menu features selected massages and treatments inspired by international influences. In the tea yurt, the guests can select and pick their own herbs for the soothing tea.

Indulgence from near and far

Culinary art connects cultures – the CERVO Mountain Resort takes up this principle with its three restaurants and offers places to be together and enjoy. Best products, sustainably produced and processed with care and respect, are the basis for this.



CERVO

- MADRE NOSTRA

The Madre Nostra celebrates Italian culinary tradition in all its delightfulness, with modern creations and refined classics. The ingredients are sourced directly from local farms and fishermen.

- BAZAAR

Inspired by the lively markets of the Orient, the Bazaar forms the heart of the CERVO. The atmosphere is relaxed and exuberant. Most of the tasty dishes are vegetarian and are offered throughout the day. And if the guests find a souvenir or a treat while browsing through the shop, they can take a piece of the CERVO home with them. In the evening there is something special to discover: an inconspicuous door leads into the vaults of the wine cellar, where the hidden Grapes & Juniper Bar with its 40 types of gin is waiting.

- FERDINAND

At the Ferdinand, only Swiss products, most of them even from the Valais itself, are served. The fondue and raclette variations are well known and the multi-faceted Valaisan specialities are surprising. The contemporary interior of the chalet underlines the modern side of the Zermatt mountain aesthetics.

Celebrate, whenever you like

At the CERVO, a varied cultural programme has a long-standing tradition. The legendary après-ski on the terraces directly at the end of the piste with a view of the Matterhorn always ensures very special nights. This winter, the curated programme will again feature highlights such as live sessions and exclusive DJ sets. In addition, the popular art and music events will continue. The restaurants and outdoor spaces are available for private events, and individual chalets can also be booked exclusively.

Going the extra mile

Since the CERVO was founded in 2009, ecological and social responsibility have always been a core principle. In the current renovation and construction work, great importance was given to working with local materials, suppliers and service providers wherever possible and planning with foresight. The energy concept has thus been oriented even more towards more sustainable self-sufficiency. With its own geothermal heat pump, a modern heat recovery system and photovoltaics, the CERVO can cover up to 95 percent of its energy requirements for hot water and heating itself. For example, a large part of the hot water consumed is returned and used to regenerate energy. In addition to the aesthetic aspect, high quality and longevity were also key decision criteria for the multi-award winning interior designers from Dreimeta, Armin Fischer and Andrea Kraft-Hammerschall.



CERVO

A respectful treatment of valuable environmental resources is much more than just a written philosophy, even in day-to-day operations. The CERVO team acts with conviction. More than 50 percent of the culinary offer consists of vegetarian dishes and the meat and dairy products originate exclusively from Switzerland. Whether food, drink or cosmetics producers - wherever possible, small, local suppliers have been awarded the contract. The beauty amenities in the rooms are produced by the Zurich-based specialist Söder, while in the Ferdinand only Swiss products, mostly from the Valais, are used. The aim is to continue to design the entire value chain according to the latest insights in a sustainable and environmentally friendly manner. This is beneficial not only to nature, but also to people. Ensuring that there is still plenty to discover and admire in the future - Beyond Exploring.



About the CERVO Mountain Resort

Located above the village centre of Zermatt, the CERVO Mountain Resort reopens in November 2020 after extensive renovation and construction works. Guests can enjoy the spectacular view of the village and the Matterhorn throughout their stay - whether from the 54 rooms and suites spread over seven of the chalets, from the onsen of the Mountain Ashram Spa or during après-ski on the terraces. The CERVO lifestyle is tangible and can be felt throughout the resort. This is based on the principles of conscious, respectful treatment of the environment, appreciation of the homeland with its traditions and values and inspiration from all over the world. With natural materials, colour tones taken from the surrounding mountains and the gentle influences of travel around the globe, the interior, designed by Dreimeta's interior designers, is the perfect reflection of these values. With its three chalet concepts, the CERVO responds to the zeitgeist of tourism. Whether relaxed luxurious, stylish alpine or functionally modern - the rooms and suites are just as versatile as the offers and services. Depending on the season and personal preferences, these are designed to be flexible. The new Mountain Ashram Spa unites the best of international wellness traditions: Meditation and coaching sessions, exquisite treatments, the steam bath with local herbs and the onsen with a breath-taking view of the Matterhorn. In the three restaurants Madre Nostra, Bazaar and Ferdinand, the focus is on local seasonal creations enriched with flavours from near and far. Celebrate either in the secluded Grapes & Juniper Bar or directly at the end of the piste during après-ski on the terrace for a carefully curated line-up. The resort also includes the Overlook Lodge for a casual holiday in The Flat, the holiday flat right in the middle of Zermatt's lively scene, and Schali Lago, the summer hotspot on Lake Schali with wakeboard facilities and a bar with the CERVO classics on the menu.

CERVO Mountain Resort

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