

## **Media information**

Zermatt, 1.10.2013

### **Over the Top**

## **CERVO Mountain Boutique Resort, Zermatt: The new Owners Lodge exceeds all expectations**

**There are only a few places in the world where one can become completely calm and there are scarcely any places like this available for rent. The new Owners Lodge in the CERVO could be one of the most exclusive retreat spots worldwide. This is a further trump for the CERVO, through which access to a new guest segment opens up in one of the most popular hotels in Switzerland. It is an offer for guests who are not looking for exclusivity, but who take it for granted.**

Secluded from the hurly burly of the slopes and curious glances, the house of natural stone stands on a little knoll, backing onto the forest. From inside, looking in the other direction the amazing vista of the Matterhorn opens up. The «Horu», as the Zermatters call their world famous four thousand meter mountain, stands huge and powerful to be admired and observed in all its glory. At your feet, mountain meadows or deep snow, depending on the time of year, one or the other, just an arm's length away.

### **A new exciting chapter in the CERVO story**

Functioning hotel concepts are rare. Functioning hotel concepts that succeed in developing further over a longer period are something quite special. The CERVO Mountain Boutique Resort in Zermatt has become one of the most talked about hotels in Switzerland over the past four years. Daniel F. Lauber as the owner and host is making sure that it also stays that way. He outlines his concept: «For this it is essential to be active. We want to be constantly moving forward, making new discoveries, telling the next chapter of the story». As the latest chapter, the Owners Lodge is being added in Winter 2013/2014 and can now be booked for the first time.

With the extension of the offer, CERVO shows clearly in which direction it should go. CERVO is less a hotel, much more a phenomenon. Daniel F. Lauber is convinced: «Our guests do not come just for accommodation, they come because they want to experience the CERVO». The Owners Lodge offers an entirely new experience, which exceeds even the «normal» CERVO-experience.

### **Equipped for the extra class**

Three bed rooms, a spacious living room with an open fire place and a chef's kitchen, a large terrace and an additional TV-room, are as much part of the Owners Lodge as the complete hotel service. Eight guests can be comfortably seated at the large dining table and the kitchen is more than adequate to cater for groups of this size. Here the touch of the lady of the house is felt, who is also in charge of the 14 point Gault Millau cuisine in the CERVO restaurant. That the king size beds are of course hand-crafted, that the bathroom with the panoramic view also has a sauna, and a private outdoor whirlpool stands on the private terrace, hardly needs to be mentioned when the level of quality is of this standard.

### **Media contact for further questions:**

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