



CERVO MOUNTAIN RESORT ACCEPTED INTO GLOBAL LUXURY TRAVEL GROUP VIRTUOSO®

Zermatt, Switzerland (November 22, 2022) – CERVO Mountain Resort has been accepted into [Virtuoso®](#)'s exclusive portfolio of luxury travel partners, comprising over 2,200 preferred suppliers in 100 countries. According to Marco Osterwalder, General Manager of CERVO Mountain Resort, inclusion in Virtuoso will present new sales and marketing opportunities to the network's more than 20,000 luxury travel advisors and their highly desirable clientele. Virtuoso agencies worldwide sell an average of (U.S.) \$25–\$30 billion annually, making the network the most significant player in luxury travel.

"Virtuoso's acceptance process is incredibly selective, so becoming a preferred partner is a true honor," said Marco Osterwalder. "The reputation Virtuoso member agencies have for outstanding dedication to their clients is a perfect fit with our own bespoke approach to service. Now that we're part of this renowned network, we look forward to offering Virtuoso advisors and their clients the special amenities, values and experiences that surpass their expectations."

CERVO Mountain Resort joins Virtuoso's collection of the finest luxury hotels, resorts, cruise lines, airlines, tour operators and other travel entities worldwide. These partners, which specialize in world-class client service and experiences, provide superior offerings, rare opportunities and exceptional value for Virtuoso clients. These prestigious providers are able to market to Virtuoso clients via network vehicles and to Virtuoso agencies through multiple communications channels and events, including Virtuoso Travel Week, luxury travel's preeminent worldwide gathering. CERVO Mountain Resort's acceptance into Virtuoso gives it direct relationships with the world's leading leisure travel agencies in North and Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East.

After the major renovation and new construction in 2020, CERVO reopened with a further developed concept. The roots of the homeland are still noticeable and visible, but influences from around the world are more present than ever. Zermatt stands for regionality and nature, but also après-ski and luxury. It stands for a cosmopolitan audience, pioneering and spirit of adventure. Osterwalder is very pleased that CERVO, in combination with its concept, which focuses on sustainability, conscious action and the respectful use of resources, has received this great recognition: "It's great that CERVO is now part of the Virtuoso network, and we can't wait to celebrate this success this winter with our team and guests on the après-ski terraces."

For more information about CERVO Mountain Resort, call +41 (0)27 968 12 12 or visit www.cervo.swiss.

About CERVO Mountain Resort

Located above the village centre of Zermatt, the CERVO Mountain Resort reopens in December 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 even 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.

About Virtuoso

Virtuoso® is the leading global travel agency network specializing in luxury and experiential travel. This by-invitation-only organization comprises over 1,200 travel agency locations with more than 20,000 travel advisors in over 50 countries throughout North America, Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East. Drawing upon its preferred relationships with more than 2,200 of the world's best hotels and resorts, cruise lines, airlines, tour companies and premier destinations, the network provides its upscale clientele with exclusive amenities, rare experiences and privileged access. Normalized annual sales of (U.S.) \$25-\$30 billion make Virtuoso a powerhouse in the luxury travel industry. For more information, visit www.virtuoso.com.

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