

SCHLOSS ZERMATT

MEDIENMITTEILUNG

SCHLOSS ZERMATT IN CONSTANT MOTION

Zermatt, 6 May 2024 – The family-run SchlossHotel Zermatt, established in 1984, made headlines globally in 2020 with the opening of Europe's first CBD spa. This was followed by a continuous repositioning with a focus on sports and wellbeing, transforming the SCHLOSS into an active and wellness hotel. The year 2024 is dedicated to giving the lifestyle hotel a completely new look. This includes not only the renovation of the lobby, breakfast room, and all rooms but also a complete rebranding, including a name change to "SCHLOSS Zermatt."

With its philosophy of "stay active, stay well" and the opening of Switzerland's first CBD spa, the former SchlossHotel in Zermatt has established itself beyond national borders. As part of the repositioning strategy from a Bed & Breakfast to an active and wellness hotel, the hotel has remained steadfast in its vision to enhance the joy of life for its guests and sustainably and effortlessly improve their wellbeing. Guests should have the opportunity not only to relax, regenerate, and exercise at the hotel but also to find their own FLOW. The health and fitness courses, biohacking workshops, and sessions in nature are all about personal wellbeing and mental and physical health.

Joy of Life, Balance, and Lifestyle

Fabian Messer, who is responsible for brand and strategy at SCHLOSS Zermatt, describes the vision of further developing the hotel as follows: "We didn't just want to be satisfied with renovating the lobby, breakfast room, and rooms. It was about advancing the positioning of SCHLOSS Zermatt for an active and wellness-oriented audience and simultaneously designing the brand to fit the positioning. The entire appearance now comes across as fresh, young, and dynamic." Owner Alex Perren is convinced that guests can counter the unrest and hectic pace of everyday life with a relaxing experience in a family atmosphere in the mountains: "We meet our guests with the calm of the mountains and a touch of Valais humour, encouraging them to find their FLOW in our SCHLOSS Zermatt. Those who fully immerse themselves and embrace it will find their balance."



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Easy and Breezy – Finding Your Own FLOW

FLOW is that special state where it feels like time slows down, daily life loses its relevance, everything is in balance, and you are fully in your element. You feel alive, light, buoyant, inspired, and eager to move, change, and create things. The moment is what counts, and everything seems possible and fun. It is this state of FLOW that can lead to extraordinary things in life: new interests and passions. "Our hotel is a place where you can find your own FLOW. Feel the rhythm of Zermatt and do something good for yourself: energetic and electrifying FLOW UP with a morning walk or a free daily fitness or yoga class at SCHLOSS Sport. Relaxed and soothing FLOW DOWN in the CBD spa with a treatment on the yoga mat by the crackling fireplace in the lobby or simply in the Scandinavian hotel bed by Jensen with a view of the Matterhorn. Sometimes, just do nothing: put away the phone and take a book to the waffle eating. Or immerse yourself in something without distraction. For example, fully indulge in the fascination of the Zermatt mountain world, enjoy a glass of Valais wine at the bar, and stroll through the world-famous mountain village without any time pressure," says Alex Perren.

In 2024, the hotel was voted one of the top 35 holiday hotels in Switzerland (SonntagsZeitung Hotel Ranking of 26 May 2024).

LINK TO WEBSITE

<https://www.schlosszermatt.swiss/en/>

PRESS PHOTOS & LINKS

High resolution pictures

<https://www.dropbox.com/sh/hteo2x2s9b8q4m6/AAB3wNbfngPIEugPYFqjrN0ba?dl=0>

Factsheet

<https://www.schlosszermatt.swiss/media/b0mi2zvy/factsheet-en.pdf>



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ABOUT SCHLOSS ZERMATT

Built in 1964 by the Zermatt artist and chef Lothar Stöpfer, the hotel was taken over 20 years later by the long-established Perren family. Since 2011, it has been under the management and ownership of Alex Perren Junior and his wife Pamela. SCHLOSS Zermatt offers a total of 55 hotel rooms and suites spread over the main building and the cottage as a Garni hotel. A high level of service and personalisation of the stay has always been the focus of the active and wellness hotel. This also included the opening of Europe's first CBD spa in 2020. Furthermore, the hotel offers its guests SCHLOSS Sport, in the form of an industrial-style fitness room, including a yoga room for up to ten people and daily free fitness and yoga classes. SCHLOSS Zermatt is centrally located in the car-free village, just 50 metres from the train station and right by the Gornergrat railway.

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