



SchlossHotel

ZERMATT

MEDIA RELEASE

Cannabis Meets Wellness: Europe's first CBD Spa opens in Zermatt, Switzerland

Zermatt, 15 October 2021 – Switzerland's SchlossHotel Zermatt has teamed up with SwissCBD to open a pioneering new CBD Spa concept, encapsulating its innovative vision for the wellness market of the future. A traditional alpine boutique that has reinvented itself as an active hotel, the new CBD Spa also fits perfectly with SchlossHotel Zermatt's new "Stay active. Stay well." wellness concept. Nowhere could be better suited for the launch than the legendary, car-free alpine resort of Zermatt with its iconic mountain, the Matterhorn.

Zermatt is renowned not only as an ideal base for a variety of outdoor activities all year round, but also for a hotel industry that is rich in tradition. SchlossHotel Zermatt is now furthering that international reputation for setting new standards by opening Europe's first CBD Spa. The new spa concept was developed in cooperation with the care line [SwissCBD](#), which belongs to the Schibano Pharma Group AG. This established Swiss company produces legal products from cannabis for the pharmaceutical and cosmetics industry, and is certified in the field of CBD production as an active ingredient by Swissmedic GMP/API, the Swiss regulatory and supervisory authority for medicinal products and medical devices. Considered calming, antispasmodic and anti-inflammatory – without any intoxicating effect – cannabis constituent cannabidiol (CBD) is an established and growing health and wellness trend. CEO of Schibano Pharma Group AG, Daniel Schibano is pleased about the collaboration: "In close cooperation with the SchlossHotel, we were able to develop the appropriate concept and design all the treatments in the new SchlossSpa."

Come in, let go and relax

On entering the CBD Spa, guests are invited to leave everything behind and surrender to relaxation, allowing memories of the day and of the world-famous Matterhorn to accentuate the calming, regenerative experience. CBD is used extensively in the new spa across a wide range of treatments, for example with CBD oils, as well as the CBD herbal sauna. In addition to the CBD offer, a steam bath, Mediterranean Bath, Finnish Sauna and other spa classics such as the Caldarium (40 to 50 degrees) and the Laconium (60 degrees) provide even more deceleration. Guests can also choose between Water Paradise showers, the Ice Crystal Room or the Salt Rest Room in the Oasis.

New wellness concept: "Stay active. Stay well."

The SchlossHotel Zermatt stands for active relaxation in the heart of the alps. It expresses the concept of taking time to mindfully experience the here and now; to fully savour the moment, even in today's fast-paced world. In doing so, the true value of the essential things in life is revealed, embedding a sense of wellbeing that can resonate even after the stay. The hotel's new wellness concept, "Stay active. Stay well.", is a natural progression of this philosophy, and is founded on three key modes of being. "Simply Being" reflects the way in which the SchlossHotel's personalised yet informal four-star superior service encourages guests to tune into themselves and simply do what feels good. "Active Being" focuses on the energising array of sports, exercise and activities that can be enjoyed in the attractive destination of Zermatt and its surroundings. Finally, "Being Passive" is dedicated to creating space and time for rest, regeneration and relaxation.

Simplicity, authenticity, cordiality and devotion are the hallmarks of the new SchlossHotel cosmos. Here, guests can feel completely well, whether relaxing and regenerating in the CBD Spa or getting active in the fitness and yoga area; as well as complimentary daily classes, the hotel offers specialist yoga retreats and boot camps during the summer.



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Spend the night in a traditional Valais barn

The *Gädi* (Swiss: barn) is as emblematic of the mountain villages of Valais as the Matterhorn is of Zermatt. Two of these historic former barns have now been transformed into the charismatic SchlossCottage; original and traditional on the outside, the inside reveals a beautifully modern development across three floors, with two bedrooms and 3.5 living rooms including mini home cinema with Netflix, PlayStation and popcorn machine; as well as a cottage wellness area with private sauna and a balcony. With a bathroom, kitchen and a living room with a wellness niche, the new SchlossCottage offers the perfect private retreat for up to four people, without sacrificing the amenities and convenience of a hotel. This is ensured by the SchlossHotel's personalised service and free access to all the hotel facilities - including the new CBD Spa. Additional accommodation is also available in the SchlossHouse with four new feel-good rooms and two suites for up to six people.

Link to Website

<https://schlosshotelzermatt.ch/en>

Press pictures & further links

PHOTOS IN HIGH RESOLUTION

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

FACTSHEET

https://www.dropbox.com/s/7nt9nc8vhzcsmr9/SchlossHotel_Factsheet.pdf?dl=0

ABOUT SCHLOSSHOTEL ZERMATT

Built in 1964 by the Zermatt artist and cook Lothar Stöpfer, it was taken over 20 years later by the long-established Perren family. Since 2011, under the management and ownership of Alex Perren Junior together with his wife Pamela, the former "Schlosshotel Tenne" has been transformed into today's SchlossHotel Zermatt. Today, the bed & breakfast hotel offers a total of 49 hotel rooms and suites spread over the main building - plus the newly added six-bedroom SchlossHouse and two-bedroom SchlossCottage. A high level of service and personalisation of the stay has always been the focus of the hotel family. Since winter 2020, the offer has been based entirely on the motto "Stay active. Stay well." – the opening of Switzerland's first CBD Spa in cooperation with the SwissCBD care line fits perfectly with this. Furthermore, the hotel now also offers its guests SchlossSport in the form of an industrial-style fitness room including a yoga studio for up to 10 people. The SchlossHotel is centrally located in Zermatt, only 50 metres from the railway station, not far from the main road and right next to the Gornergratbahn.

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