

## Media information

Zermatt, January 2012

### Best Swiss ranking on Tripadvisor for CERVO

**The Zermatt Mountain Boutique Resort receives the endorsement «Probably the best resort in the Alps» and the 10<sup>th</sup> place Europe-wide as well as the 20<sup>th</sup> place worldwide among the Travellers' Choice Awards. The rating came about through independent travellers who exchange their worldwide holiday experiences on Tripadvisor.**

Tripadvisor reached 50 million user per month in July 2011. With over 50 million hotel ratings and 7 million photos of hotels, restaurants and tourist facilities, this platform is not only the most important resource for travel planning, but also the largest tourist website of all. The Travellers' Choice Award is presented annually in the categories Best Hotels, Best Family Destinations, Best Beaches, Best Destinations and Best Food & Wine Destinations. The ranking comes about through the evaluation of independent user travel reports.

The CERVO Mountain Boutique Resort was successfully opened at the end of 2009. Active communication via the resort's own website and with social media started a year beforehand, for which the Swiss Tourism Award «Milestone» was bestowed in the category «Newcomer». The current award through the travellers who use Tripadvisor is the continuation of targeted communication with new media but also the conformation of the work achieved in the hotel itself. The Mountain Boutique Resort exists not just virtually, but fulfils and exceeds the expectations of guests in reality.

*Total Zeichen: 1'256*

*Total Zeichen mit Leerschlag: 1'481*

#### Contact for further information:

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#### Boilerplate

*CERVO Mountain Boutique Resort*

The CERVO opened in Zermatt in late 2009. Five new chalets and an old chalet from the Forties constitute this small resort between the village and the edge of the forest. The five different chalets accommodate 33 rooms, and each chalet has its private wellness area. Moreover, CERVO has a restaurant subdivided into four dining rooms on two floors, a large sun terrace and bar lounge with smoking lounge as well as an après-ski bar. The CERVO already started a year before the opening with the placement of the website [www.cervo.ch](http://www.cervo.ch), but also started using social media such as Facebook. For this they received the Swiss Tourism Award «Milestone» in the category «Newcomer». The CERVO Mountain Boutique Resort was distinguished with the Travellers' Choice Award from TripAdvisor in 2012 as the best Swiss hotel, ranked 10<sup>th</sup> Europe-wide and 20<sup>th</sup> worldwide.