

**Media information**  
Zermatt, May 2011

**CERVO and Backstage Hotel @ Vernissage Zermatt with a special offer**

## **Hunter meets Rockstar! Two of the most sought-after designer hotels in Zermatt in an introductory package**

**With an exclusive summer offer, two boutique hotels in Zermatt help tight-scheduled lifestyle guests out of their quandary. With four overnight stays, getting to know two hotels simultaneously is wonderful, practical and also refreshing. More exciting is when it is the two trendiest places in town: The Backstage Hotel @ Vernissage of Heinz Julen and the CERVO are certainly the two hotels in Zermatt anyone knowing about hotels and wanting to keep up, must have seen already.**

There is the opulent hotel work of art with Julen's signature. Every interior element comes from his own workshop with such uncompromising commitment that world-wide no style like his can be found. An overall concept at the heart of the Alpine metropolis is setting the pace at the Event and Cultural Centre Vernissage. Meanwhile, the question must be posed whether the Backstage was built not in the first instance for the unplugged Zermatt celebrities who spend the night here and then to pass the time between, it will now open also for normal mortals.

In contrast to this, CERVO at the edge of the village calms the overexcited moods with its local touches. Timelessness combined with design classics, the outwardly rustic chalets with urban flair stand in an alpine world. CERVO unites total hospitality with culinary discoveries and authentic hunting romance. Having its own lift, the hotel is connected directly to the village centre yet clearly keeps the hectic at a distance. Standing slightly above the village, CERVO presents a stunning view of the Matterhorn from every room.

### **Modern Swiss hotel culture: on offer in Zermatt from the end of June**

The combined summer offer of these two Alpine lifestyle icons offers an ideal opportunity to get a glimpse of contemporary Swiss hotel culture. The two houses in a package together is like Jill Sander and Versace in one bag – consequential minimalism meets opulent design passion.

The offer can be booked throughout the entire summer season. Arrival day is Sunday or Monday. For the very sporty the Zermatt Design Package can also be combined with a one night stay in the new Monte-Rosa Hut, intensifying impressions to an even higher degree.

**Media contact for further enquiries:**

**CERVO**

Daniel F. Lauber and Seraina Müller

Telephone: +41 27 968 12 12

[daniel@cervo.ch](mailto:daniel@cervo.ch) and [seraina@cervo.ch](mailto:seraina@cervo.ch)

CERVO, Riedweg 156, Postfach, 3920 Zermatt, Schweiz

**Backstage Hotel @ Vernissage**

Evelyne and Heinz Julen

Telephone: +41 27 966 69 70

[info@backstagehotel.ch](mailto:info@backstagehotel.ch)

Backstage Hotel @ Vernissage

Hofmattstrasse 4, 3920 Zermatt, Schweiz