

BEAUSITE

Z E R M A T T



PRESS KIT

Five reasons to choose BEAUSiTE Zermatt

1

«You can't get more Matterhorn than this!»
From the BEAUSiTE Zermatt, you have a breathtaking
view of the landmark of the Valais mountain village.

2

Reopened in December 2021 after
the concluded renovation

3

Freshly refurbished spacious rooms and suites
in warm colours with detailed fabrics and a British flair
bring back the swiss golden age of alpinism.

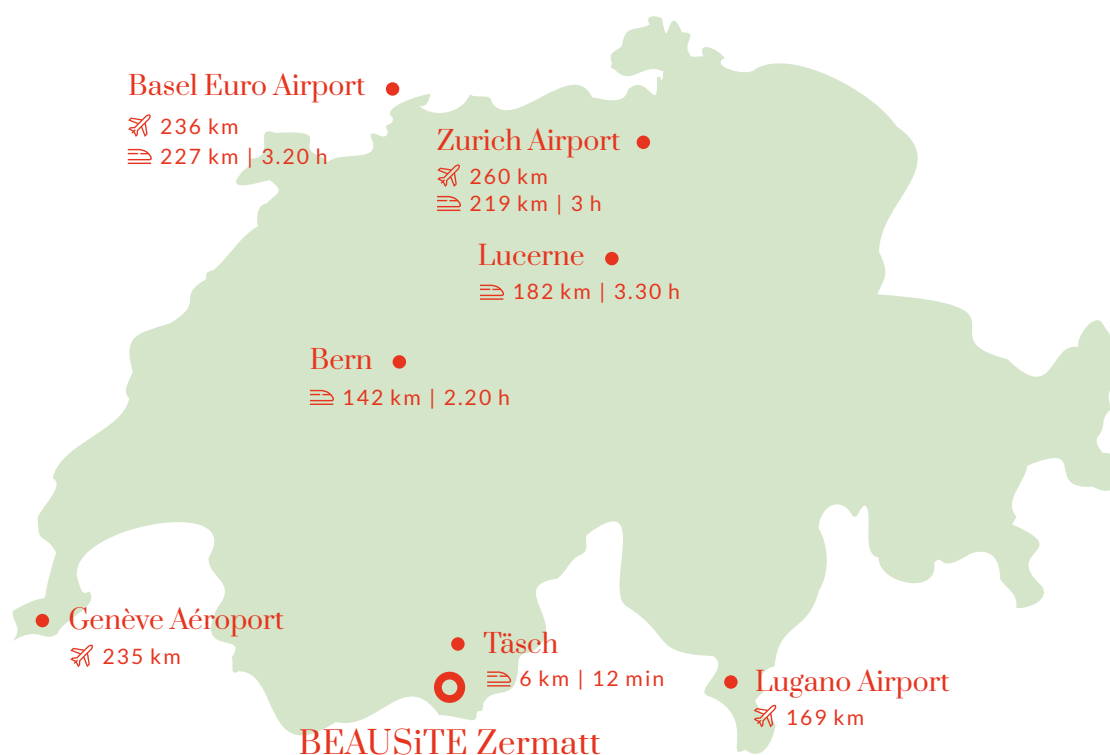
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Focus on regionality and authenticity
in every respect

5

The BEAUSiTE Zermatt offers the perfect starting point
for exploration and unique alpine experiences,
such as skiing year-round, including on the
Theodul Glacier in mid-summer.

How to get here



If you arrive by car, leave your car in Täsch and get on one of the Zermatt Shuttle trains. In 12 minutes, they will take you comfortably to the car-free Valais mountain village.

The BEAUSiTE Zermatt is situated in the middle of the village, in an elevated panoramic location with a direct view of the breathtaking Matterhorn, Zermatt's landmark.

History



1907

Hotel Beau-Site opened for business

1928/29

First regular winter season: The Visp-Zermatt railway line kept running all winter for the first time, while the Gornergrat Railway started operating in winter, too.

1963

Acquired by the families Aufdenblatten and Julen

1967

Modernisation of the hotel: Tower and side wings dismantled, main building topped up by adding two storeys with modern rooms

1999 – 2000

Historic hotel structure restored and tower reconstructed

2010

Construction of the Villa (annex)

2019 – 2022

Complete renovation

Long story short

Situated at 1,620 m above sea level, Zermatt is the southernmost place in German-speaking Europe today. The only access to Zermatt without crossing a pass is from Visp, on the north side, through the long valley of the Mattervispa. The first visitors to Zermatt came to explore the flora, as well as the rocks and glaciers. Triggered by the first ascent of Jungfrau in 1811, the interest soon turned to the high mountains.

The golden age of alpinism had begun: Between 1855 and 1894, the mountain range of the inner Nikolai Valley recorded no fewer than 58 first ascents and 47 first traverses. Mountaineering in Zermatt is a paradise for alpinists from all over the world: 38 peaks over 4,000 m high offer an infinite variety of challenges, including the Matterhorn (4,478 m above sea level), a «must-see» attraction in Switzerland and the most-photographed mountain in the world. The mountain fascinates people with its solitary pyramid shape against the horizon, dominating the skyline. It is one of the most difficult mountains to climb among the classic peaks in the Alps.

Railway access prompting hotel construction

The strong increase in the number of visitors in the 1890s led to a veritable boom in hotel construction in Zermatt. Before the construction of the railway between 1839 and 1891,

there were only six hotels in the village, whereas a dozen new hotels were built immediately after its completion.

The Hotel Beau-Site was built by August Gindraux from Biel, and opened in 1907. The plans for this elegant Belle Époque building with its prominent central wing and tower, as well as two projecting side wings were designed by the architect Hans Winkler from St. Moritz. Today, the hotel is privately owned by the Aufdenblatten and Julen families from Zermatt.

«We are reviving the golden age of alpinism – colourful, cheerful and with a playful touch. The days of cool aloofness are definitely over. Instead, we interpret the Grand Hotel in a refreshing new way. The lobby and restaurants are inspired by a new philosophy. They are meant to stimulate and to generate good vibes. We also want to be a leader in guest experience. Providing a superior service culture means the world to us.»

Roman Codina

General Manager

Architecture and Design

Inside and outside united



It's all in the name: «Beau Site» means «the beautiful seat». The stunning hillside location alone with its view of the «Horn» (as locals call the Matterhorn in the Zermatt dialect) is breathtaking.

The historical Belle Époque building with its castle-like character (built in 1907) is testimony to the golden age of alpinism. Respectful and refreshingly courageous at the same time, with a touch of British flair, this unique building was completely renovated by the renowned interior design firm, Atelier Zurich.

The colour and material concept are strongly inspired by nature. The public rooms – reception and lobby – shine in hues of dark fir green and refreshing ice water. The reception desk is extensively adorned with ropes. Behind it, wallpaper depicting leaves and keys tells guests they have come to the right place. Those with an eye for detail will detect a stone slab in the shape of a house in the historic natural stone flooring of the lobby.

The climbing rope runs like a red thread through many of the design elements at the hotel. It connects to Zermatt's

history and creates a symbiosis between the alpine world and the indoor ambience for guests. The doors to the new guest rooms are framed by rope wallpaper with a 3D effect. The 49 guest rooms in the main building are done in shades of warm honey and beige, and evoke the golden larch forests in the hills of Zermatt. The carefully selected monochromatic nuances inspired by the outdoor surroundings are combined with high-quality textiles by Mulberry, Christopher Farr and Sonnhaus that feel different to the touch to create a balanced interior and a cosy atmosphere. The bed's headboard is an eye-catcher, upholstered in Mulberry's «Fantasia Spice» fabric and framed by nautical cordage. The sofas and armchairs are made by George Smith in London, while the table lamps «Pillar Golden Smoke Dimples» by Ebb & Flow include custom-made lampshades.

The 18 rooms and suites in the villa are decorated in the nuances of the alpine environment – from blue-grey to green – and appear lighter, discreetly modern and sporty. The sofa beds are also made by George Smith in London and the armchairs with their Viennese wickerwork by Thonet. The crystal white table lamps called «Flakes» are by Favius.



«The English pioneers who conquered the mountains in Zermatt in the 19th century inspired the climbing rope theme. The rope is reminiscent of the founding of the BEAUSITE Zermatt, but it also connects people and connotes safety. The natural environment is reflected in the colour scheme of the guest rooms. The predominant colours are green-grey glacier-water tones, dark fir green and golden hues, which are reminiscent of the Belle Époque and the golden age of alpinism.»

Claudia Silberschmidt

Owner, Interior Designer and Creative Director of Atelier Zürich

Dining at BEAUSiTE

Two restaurants, a fondue hut, the wine box and a bar make drinking and dining at the new BEAUSiTE a special experience. Chef Erwin Peters creates dishes of unadorned simplicity. His cuisine is based on an unpretentious perspective. He focuses on seasonal specialities and ingredients from the region. The BEAUSiTE Zermatt keeps its own livestock, and sources dairy products and cheese from a local farm.

The Grill

The restaurant «The Grill» is radiant with hues of red and black. The old wrought-iron chandeliers from the 1960s, now spray-painted in a fiery red, create a sparkling atmosphere. Here, meat, fish and vegetables are cooked on a traditional wood-fired grill and served with a unique flourish.

3 Seasons

The light-flooded main restaurant stands out with its cosy ambience, featuring wall coverings of fabric in bold colours, and serving seasonal and vegetarian specialities.

Wine Box

The choice of colours at the «Wine Box» evokes the local larch forest in autumn, resplendent with their golden needles. In the middle of the room hangs a large chandelier made of wine bottles from the BEAUSiTE cellar. The well-appointed wine list focuses on local and European wines.

1907 – Bar & Terrace

The bar serves cocktails, drinks and snacks in a vibrant atmosphere. You will find a wide range of alpine and local spirits on the bar's menu.

Witch'eeze Fondue Hut

The cosy wood chalet on the panoramic terrace with its direct view of the Matterhorn features a large table, and will accommodate up to six people sharing a delicious fondue.



Spa & Recharge Zone



A spa world for demanding alpinists

The way to the spa is marked by the installation «The Symposium» by Swiss artist Daniel Cherbuin. The wet zone consists of two areas, one a mountain cave featuring whirlpools and the other a conservatory featuring a large indoor pool. Textiles in refreshing yellow and white colours, donning motifs reminiscent of plants, characterise the new look of the pool area. The outdoor infinity pool offers a magnificent view of the Matterhorn.

Spa area

- Finnish sauna
- Bio sauna
- Hammam
- Infra-red cabin
- Vitarium (low temperature sauna)
- Hay sauna with view of the Matterhorn
- 4 treatment rooms

Wet zone

Indoor pool 14.5 x 6.5 m, 28 to 30°C
Outdoor pool 6.5 x 4.5 m, 36 to 38°C

Fitness room

A fully equipped gym made of natural wood with ochre wallpaper «Empire» by House of Hackney and equipment by Nohrd will impress not only alpinists.

Facts & Figures

1855

First ascent of Monte Rosa

When Charles Hudson, Johann and Matthäus Zumtaugwald from Zermatt and Ulrich Lauener climbed the Dufour Peak in 1855 for the first time, it was still called Gornerhorn.

1899

Wilhelm Paulcke and Robert Helbling pressed the first ski tracks.

General Manager:
Roman Codina

67

Rooms
and Suites

Tower Spa Suite

The bright one-room suite extends over 92 sqm across two floors and offers a breathtaking view of the Matterhorn – the bathroom featuring a steam bath and a whirlpool.

40

Double rooms

(28 to 38 sqm) with partial view of the Matterhorn

3

Single rooms

(18 sqm) with balcony

18

Junior Suites

(42 to 49 sqm) with view of the Matterhorn and balcony or terrace

6

Suites

(59 to 92 sqm) with view of the Matterhorn and balcony

Room with breakfast
starting at CHF 400

1865

First ascent of the Matterhorn



The Matterhorn was considered unclimbable for a long time. On 14 July 1865, the British climber Edward Whymper, together with 3 mountain guides and 3 Englishmen, reached the summit. Only three people survived the descent.

1907

First opening of the
BEAUSiTE Zermatt

03.06. 2022

Reopened after
complete renovation

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