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Riffelalp Resort 2222m is a new member of Swiss Deluxe Hotels

Swiss Deluxe Hotels have a new member. At its ordinary general meeting held on Thursday 29 June 2017, the association of the most exclusive luxury hotels in Switzerland admitted the Riffelalp Resort 2222m in Zermatt into its circle of members.

The Swiss Deluxe Hotels association brings together the most exclusive and luxurious five-star hotels in Switzerland. Steeped in tradition, the resort above Zermatt in the Canton of Valais was gradually refurbished and upgraded in recent years before enjoying extensive renovation work in 2016. The Riffelalp Resort 2222m met the stringent Swiss Deluxe Hotels entry criteria in style. A Swiss Deluxe Hotel must satisfy more than 850 quality standards, not only upon admission to the association but in tests conducted every year.

The highest luxury hotel in Europe

The Riffelalp Resort is located on a small plateau above Zermatt at an altitude of 2,222 metres above sea level, making it the highest luxury hotel in Europe. The history of the Riffelalp Resort 2222m can be traced back to the middle of the 19th century. The hotel pioneer, Alexander Seiler (1819–1891), had already recognised the potential of the site. He bought the first plot of land here in 1856. Construction of the first hotel boasting some 150 beds lasted from 1878–1884, before the Gornergrat railway had opened. Even then, the hotel was already a meeting place for high society, primarily from the British Empire. These days, it is a firm favourite with skiers and nature-lovers due to the mild micro-climate and its unique location at the heart of the Gornergrat skiing and hiking paradise.

The Riffelalp Resort 2222m is one of the few hotels worldwide which cannot be reached by car, which is why a legendary tramway links the Gornergrat railway directly to the hotel. The Alexandre, Walliserkeller and Ristorante al Bosco restaurants along with the Mark Twain Lounge meet the very highest culinary demands in the new Swiss Deluxe Hotel.

“We are proud that we can now officially count ourselves among the most exclusive luxury hotels in Switzerland,” say Claudia and Hans-Jörg Walther, the managers of the Riffelalp Resort 2222m. “It is a huge endorsement of all our efforts in recent years to make the Riffelalp into something special and quite extraordinary,” they add.

Excellent service in 23 destinations

“We are pleased to be able to welcome the Riffelalp Resort 2222m, an absolute pearl of the Swiss luxury hotel industry, into the circle of Swiss Deluxe Hotels,” says Jan E. Brucker, President of the Swiss Deluxe Hotels association. “It enables us to consolidate our external brand promise with regard to the “excellent service” provided by the 42 hotels in 23 destinations throughout Switzerland,” continues Jan E. Brucker.



Swiss Deluxe Hotels

The Swiss Deluxe Hotels association (SDH) was founded in 1934 and comprises 42 of the most renowned 5-star hotels in Switzerland such as The Dolder Grand and the Baur au Lac in Zurich, the Victoria-Jungfrau Grand Hotel & Spa in Interlaken, the Gstaad Palace, the Beau-Rivage Palace in Lausanne, Badrutt's Palace Hotel and the Kulm Hotel in St. Moritz, the Castello del Sole in Ascona and the Grand Hotel Les Trois Rois in Basel. They all represent the renown of the Swiss luxury hotel industry that they have decisively shaped for almost two centuries. With a total of 4,500 rooms and suites and around 8,500 beds, the Group accounts for over 40 percent of Switzerland's 5-star capacity. The SDH is therefore the most important association in this sector and has for decades assumed a leading role in the Swiss luxury hotel industry. The name "Swiss Deluxe Hotels" stands for exclusive quality and the highest standards. The personal service is unique: Over 5,700 employees ensure the well-being of a clientèle that is also used to luxury in service. Altogether the Group records around 1,147,000 overnight stays each year. Annual sales in 2016 came to around CHF 1.45 billion.

The figures are partly based on extrapolations of the entire Group of 42 Swiss Deluxe Hotels.

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