

Zermatt, September 2008

MOUNTAIN EXPOSURE ACQUIRES UNIQUE NEW CHALETs TO BECOME ZERMATT'S TOP LUXURY HOLIDAY COMPANY

Luxury ski chalet specialist [Mountain Exposure](http://www.mountainexposure.com) has found the impossible in Zermatt, Switzerland: freestanding 5-star chalets within easy reach of both the village and the main Matterhorn Express lift station. These three, new holiday chalets will be available to its clients from December this year from £8,000 for the chalet per week, including fine dining and wines, staff and chef.

Started three years ago by four partners passionate about skiing and Zermatt, Mountain Exposure now boasts the finest portfolio of rental accommodation in Zermatt. For winter 2008/9 this dynamic young company, whose watchwords are style, quality and first-class personal service, will offer around 100 beds in luxury catered chalets and apartments managed by a dedicated staff of 20.

‘Accommodation like these three chalets just doesn’t exist in Zermatt,’ says director Hugh Marcelin-Rice. ‘[Castor](#), [Pollux](#) and [Gemini](#) are unique in that they are freestanding; big; a short stroll to the village and moments from the lift. They sleep 8, 8 and 10 respectively, and may be rented together to sleep a larger group of 26. We aim to deliver the best of both worlds: the same quality as a luxury hotel, but with privacy; and the sense of being in one’s own home, but with staff.’

‘The new chalets are geothermally heated and Zermatt itself is car-free,’ continues Marcelin-Rice. ‘The village is powered with hydroelectricity and the buses and taxis are electric. Holidays don’t come much greener.’

[Zermatt Skiing](#)

[Zermatt](#) is often ranked among the five best ski resorts in the world on a number of criteria – it's a must ski before you die destination. It is also home to the Alps' most iconic mountain, the Matterhorn. Unique in offering year-round skiing, Zermatt guarantees snow from top to bottom throughout the winter season, thanks to its high altitude (the highest run starts at 3,880m), skiable glaciers and snow-making on the lower slopes. The runs are impeccably groomed and varied, offering something for all levels of skier.

The terrain also offers unmatched off-piste opportunities with powder runs that are still untouched even a week after the last snowfall – Mountain Exposure as a local company is able to book the best guides to make the most of the fresh powder.

Known as the '[Matterhorn Ski Paradise](#)' the combined Zermatt-Cervinia-Valtournenche ski areas offer one of the largest skiable domains in the world with plenty of variety. Cervinia and Valtournenche are in Italy, offering a very different style, language, climate and food. The area is also the heli-ski capital of Europe, with a choice of more than 10 high altitude drops. The world's biggest lift-served on-piste vertical is from Klein Matterhorn to Valtournenche: 2360 metres.

[Zermatt for Gourmets](#)

Zermatt is also famous for its selection of mountain restaurants with Michelin-rated food. This, coupled with clients' requests for the perfect lunch after their desired amount of skiing, has led Mountain Exposure to offer '[gourmet ski-guiding](#)': the only operator to offer this. Accompanied by an experienced skier, clients may ski hard all morning or 'ski to lunch', safe in the knowledge that they will not only arrive on time but that a good table will have been pre-booked in the most suitable restaurant, taking into account all the differing conditions of weather, snow and skiers.

[Après Ski](#)

Zermatt offers explosive and legendary après-ski and nightlife. The tradition of live music, often quietly accompanied by well-known rockers who come to Zermatt for their own holidays, starts in mountain huts during the day; continues late into the evening during après ski in the pubs and bars; and then well into the night in the myriad trendy jazz-clubs, piano bars and clubs.

[Concierge Service](#)

Mountain Exposure's Zermatt-based team prides itself in offering a bespoke luxury ski chalet holiday. It takes care of all the essential details, tailoring the holiday to customers' exacting requirements. With superior standards of customer service, Mountain Exposure will not only assist with ski rental, lessons, restaurant bookings and all the other practical details of a ski holiday,

but will above all provide the benefit of a true insider's knowledge to getting the most out of the resort. The team makes a point of sharing a cumulative 100 years of experience, tips and tricks with its guests.

Catering and Hospitality

Half-board catered chalets offers gourmet standards of cuisine and fine wines, allowing guests to enjoy fantastic food in their own 'home' in Zermatt, with any and all dietary requirements respected.

On arrival at the chalet guests are given a champagne welcome by the friendly and experienced staff. A chalet-host will look after everyone and clean the apartment, and a dedicated professional chef will serve gourmet quality meals (English breakfast, afternoon tea and dinner) for six nights a week, accompanied by outstanding complimentary wines.

Mountain Exposure's Exclusive Accommodation - The new, unique chalets: Chalet Gemini, Castor and Pollux

Newly built this year, these three chalets have been lavishly furnished; delicately combining an Alpine, cosy and contemporary finish, with liberal use of wood and stone. They boast flat-screen TVs in every room, wi-fi, fireplaces, and geothermal heating to reduce the chalet's carbon foot-print as much as possible. The outdoor hot tubs offer an indulgent way to enjoy the amazing views across Zermatt.

The chalets are a convenient 200m from the Matterhorn Express base lift station and resort run, and are accessed by a street level tunnel leading to a lift built inside the mountain. Skis and boots can be left in the tunnel ski-room. Prices start from £8,000 per week catered.

[The Zermatt Lodge](#)

Zermatt's ultimate Swiss mountain lodge, this unique 5 star penthouse chalet comes complete with its own chef and service staff. Sleeping up to 10 people, the lavish chalet with jacuzzi and sauna offers over 320 square metres of Alpine comfort and luxury and unrivalled views across Zermatt to the Matterhorn.

Every detail of The Lodge has been carefully thought through and meticulously finished, with wooden-beamed ceilings, stylish furniture and aged wood floors, blending traditional Alpine character with a contemporary and opulent finish. Prices start from £12,000 per week catered.

Mountain Exposure offers a range of other luxury chalets. Please see www.mountainexposure.com or call +41 794 864 504.

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