



HOTEL ALEX CELEBRATES FIFTY YEARS OF FLAWLESS BOUTIQUE SERVICE

Hotel Alex, a luxury boutique hotel and spa located in the breathtaking Swiss village of Zermatt, celebrates fifty years of service this December.

A CHARMING FAMILY-RUN HOTEL WITH A UNIQUE HISTORY

Alex Perren Sr. founded Hotel Alex in December 1960, at the tender age of 26. Previously an accomplished ski instructor and mountain guide, he turned his hand to the hospitality industry, after an accident meant he could no longer pursue the sports he loved.

Alex and his wife Gisela went on to turn Hotel Alex into one of the most sought after luxury destinations in the Swiss Alps. The hotel is now run by Alex Perren Jr, his sister Christina and her husband René Hurliman, who are committed to preserving the family hotel tradition.

WHERE THE GUEST ALWAYS COMES FIRST

Hotel Alex combines the classic warmth of a traditional mountain chalet with the luxurious facilities of a modern boutique hotel. The Alex family pride themselves on providing the warmest of welcomes and the unique décor and cosy environment has made the hotel a home from home for the hotel's many returning international guests. Even for non-guests, no visit to Zermatt is complete without a visit to the hotel's famous bar for après ski and late night entertainment.

René Hurliman said: '*For our family, the guest always come first and I believe that is how we have established a wonderful reputation and a special place in the hearts of many of our guests. Our fifty year anniversary seemed like an ideal opportunity to make the hotel even better and more luxurious and to show our appreciation to all those who have grown to love the hotel as much as we do.*'

NEW AT THE ALEX FOR 2010

In honour of this landmark anniversary, the hotel has undergone some recent improvements – including the renovation of fifteen rooms, the introduction of the new Montana lounge bar and a special cigar lounge. As part of the celebration, Hotel Alex is also offering its valued guests some special offers to enjoy and details of the Winter 2010/2011 promotional packages and 2010 summer packages can be found on the Hotel Alex website.

ENDS

MEDIA CONTACTS

For any media queries, or for further information, please contact René Hurliman on: +41 (0)27 966 70 70 or email info@hotelalexzermatt.com.

ABOUT HOTEL ALEX

Hotel Alex is a luxury boutique hotel located in the Swiss mountain village of Zermatt. The hotel has 84 rooms, thereof 25 suites, a gourmet restaurant, spa and two bars. Zermatt is a car free zone and the hotel can be reached via train.

E-Mail: info@hotelalexzermatt.com

Website: www.hotelalexzermatt.com

FACEBOOK – become a friend of ALEX