

Press release, Zermatt, March 2019

First place in an international survey of guests

## **Zermatterhof receives *I Prefer* prize voted for by members**

**The Zermatterhof is one of the world's most exclusive hotels. And this is not only the opinion of hotel and food critics. Members of the world's biggest reward programme in the independent luxury hotel sector have honoured the service provided by the Grand Hotel with the *I Prefer* Members' Choice Award.**

In 2019, the Grand Hotel Zermatterhof was presented with the *I Prefer* Members' Choice Award, making it one of the top 40 of the roughly 650 hotels that participate in the *I Prefer* rewards programme. "This is a huge honour, as the prize was voted for by the public. This is further proof that guests enjoy truly unforgettable stays at the Zermatterhof and value our consistent adherence to the very highest standards," says Rafael Biner, General Manager of the Zermatterhof.

With more than three million members – who collect points for every stay at one of the member hotels and can regularly vote for their favourite hotel online –, *I Prefer* is the world's biggest rewards programme.

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