



Zermatt 2027



4* Superior Hotel Alex

Saturday 9th – 16th January 2027

After such a wonderful week in January 2026 with six days of sun and blue sky and fresh snow, we will return to the superb 4* Superior Hotel Alex, Zermatt, Switzerland. We had plenty of snow on well-groomed pistes: Zermatt is the highest resort in Switzerland and you can ski up to nearly 4000m. The Alex is renowned for its excellent cuisine and service, indoor swimming pool and spa facilities - there is even an indoor tennis court!

Jack Stocken will be hosting an informative and entertaining Bridge programme and as ever, the standard is friendly Improver and no partner necessary. Please book as there has been a lot of early interest in this holiday destination. Non skiers are most welcome – full details on page 2.

We have a wonderful team of ski leaders headed by Suzi McArthur and Paul Ubysz. They are all current or ex Ski Club of Great Britain reps and bring all their charm and expertise to the slopes.

To join our ski leaders, skiers need to be able to ski red runs competently in any conditions. Our ski hosts are leaders and not instructors.

Zermatt is a skiers' paradise and one of the top ski resorts in the world, with its combination of excellent advanced and intermediate slopes, reliable snow, magnificent scenery including the iconic, pyramid-shaped Matterhorn peak, Alpine charm and mountain restaurants with superb food and stunning views. Zermatt have recently opened the world's highest 3S cableway to reach the Klein Matterhorn. Non-skiers have a wide range of walks, boutique shops and activities. The website is www.Zermatt.ch. It is also easy to ski over to Cervinia, in Italy, for fantastic groomed pistes and great Italian food.



Resort: Zermatt is a picturesque car-free mountain village at the foot of the Matterhorn. The British and Zermatt go back a long way. Indeed Alex Perren, a former mountain guide himself and the owner of the hotel, is the fourth generation of the guides of the Englishman Edward Whymper, who did the first ascent of the Matterhorn.

Zermatt started life as a traditional mountain village, developed as a mountaineering centre in the 19th century and then became a winter resort too. The village lies on either side of a river along a narrow valley, with mountains rising steeply on each side. It is a mixture of traditional chalets and more modern buildings, mainly in traditional style. One arrives by mountain railway from Täsch. The main street, Bahnhofstrasse, runs past the station (the Alex is two minutes from the station just off the main street), and is lined with luxurious hotels, boutique shops, restaurants and a good après ski scene. It is the focal point of village life. The cog railway to the Gornergrat area leaves from opposite the main station, and the underground funicular to the Sunnegga area is just a few minutes' walk away, or a short journey on the free shuttle bus. The gondola to the Klein Matterhorn (the link to Cervinia), is a free shuttle bus ride away.

Activities: Include, amongst others, winter hiking and snowshoe walking, curling, langlaufing, tobogganing, skating and helicopter flights.

Skiing: There are slopes to suit all standards except absolute beginners. For intermediates and experts Zermatt has few rivals worldwide. There are marvellously groomed cruising trails, some of the best moguls around, long, beautiful scenic runs out of view of the lift system, exciting heli-trips and off-piste possibilities.

Zermatt consists of three separate areas, linked if snow conditions are good. Zermatt has also recently opened the world's highest 3S cableway to reach the Klein Matterhorn.

Sunnegga – Blauherd – Rothorn: This area is reached by the underground funicular which is a short walk or shuttle bus journey from the Alex. It consists of largely intermediate runs and beautiful scenery. From here you can make your way to the

Gornergrat – Stockhorn area, accessed by train two minutes from the hotel. There are numerous cable cars and pistes miles from anywhere! From here you can get below Furi to link up with the third and highest area,

Klein Matterhorn – Trockener Steg – Schwarzsee. This area provides skiing up to 3820m, and access to Cervinia. It is the largest and best-linked area.

Non-skiers: There is also plenty to do for non-skiers: cross country skiing and snowshoeing to take in the beautiful scenery, curling, horse-drawn carriage rides, tobogganing and ice-skating to name but a few - non-skiers now get a £75 discount off the price. Last year there were eight non-skiers, so we laid on three extra afternoon bridge sessions for them! There is no discount for non-bridge players.

Ski Hosts: We are delighted to have the services of our team of ski hosts to cater for different ski standards and larger numbers, as this service has been so popular in recent years. Headed by Suzi McArthur and Paul Ubysz, the team have kindly agreed to host for the week on a voluntary basis. There will be a number of small groups (eight or nine), catering for different standards.

To join our hosts, skiers need to be able to ski red runs competently in all conditions; our ski hosts reserve the right to swap people between groups and if necessary, tell a skier that they must make their own arrangements with ski school at their own expense. To join our groups you should have skied for at least five or six weeks.

Bridge: The Bridge programme will follow its regular format, namely three afternoon supervised play sessions for non-skiers, a pre-dinner tuition session with Andrew Robson set hands, 5.15pm – 6.45pm (no lesson on Tuesday), and after dinner, Gentle Duplicate, 8.30pm – 10.30pm, aimed at the friendly improving player. Supervised Bridge will be offered after dinner as an alternative to Duplicate. The Bridge is not suitable for players that are used to a serious 24 board club duplicate. For further information please contact Jack.

Hotel: The Hotel Alex is situated in the middle of town, just off the High Street and two minutes walk from the railway station. It is close to the hire shop for which there will be a discount on hired ski equipment, and the bus stop for the Klein Matterhorn and Sunnegga areas.

The Alex has been built by Alex and Gisela Perren, using traditional and reclaimed materials to create one of the most famous hotels in the Alps. Alex and Gisela have been the “avant garde” hoteliers of Zermatt. The second generation, Alex Perren Jnr., Christina and Rene Hurlimann-Perren, have been running the hotel since the Winter 2005/06. Please see www.hotelalexzermatt.com.

All bedrooms are artistically and individually designed and have both jacuzzi bath, shower and wc, direct dial telephone and voicemail, cable TV/radio, modem access and safety box.

Facilities include grotto swimming pool (25x20m), whirlpool, Bio- and Finnish sauna, steam-bath, magic shower, indoor tennis courts, squash court, badminton and modern fitness area. Body massages and solarium (not included). Booking in advance for treatments is recommended.

Afternoon tea (not included), or an aperitif before dinner, can be enjoyed in the lounge bar by an open fireplace. The lounge bar also has a variety of comfortable quiet seating areas, one of which is shown below.

The food: a breakfast buffet consisting of healthy mountain-grown products, a big choice of various breads, Swiss cheeses, homemade jam, cereals and a sparkling glass of "Prosecco". For late risers, espresso and croissants are available in the lobby until late morning. Dinner is eaten in the traditional “Alex Grill” with a gourmet menu, weekly Gala dinner, starter and dessert buffets and other culinary surprises...



Travel, Prices and Booking Conditions

Booking: Bookings will not be confirmed or accepted without a non-refundable deposit and completed booking form. Please book early so that we can try to accommodate any requests you may have. There is a £25 per person admin charge for any amendments to bookings which includes room upgrades.

Travel: **You will need to book your own flights** but if you book the British Airways flights below then you can join our coach transfer to/from the hotel for an additional cost. Also included in the additional cost will be the train from Tasch to Zermatt and Taxi Freddy who will take your luggage from the coach to the Hotel Alex.

9.01.2027	BA 728	d Heathrow 08.45	a Geneva 11.30
16.01.2027	BA 735	d Geneva 15.30	a Heathrow 16.20

Swiss Air offer similar timed flights and last year still offered free ski equipment.

Price includes:

- Daily ski programme hosted by Suzi and Paul, all current or ex-Ski Club of Great Britain reps, exclusively for our group. Number of ski hosts is subject to final group numbers
- All Bridge as outlined on page 3
- Welcome drink at Hotel Alex before dinner on the first evening
- Half board accommodation as detailed below

Accommodation:

Hotel Alex: half-board accommodation and rooms as described on page 3.

Please note: Rooms do vary in size and style. Andrew Robson Bridge Holidays will do its utmost to ensure that requests are granted but will treat all requests on a strictly first come first served basis. However, rooming allocations are ultimately made at the hotel's discretion.

Price (travel not included):

Classic Double	1 person	£2795
Deluxe Double	1 person	£3295
Deluxe Double	2 sharing	£2495 per person
Junior Suite	2 sharing	£2695 per person

Money:

- Should the £ fall by more than 5% against the Swiss Franc before mid-October 2026, a surcharge appropriate to the fall will be charged to all guests
- The deposit is non-refundable
- Non-skiers receive a £75 discount
- The full balance will be payable no later than 1st November 2026 (we will email a reminder)

Insurance: Everyone must have adequate travel insurance, **to include winter sports** if necessary. On booking, a signature will be required to guarantee that you have, or will have, made the arrangements to insure your party as necessary.

Lift Pass: CHF 477 (£450) for a Zermatt & Cervinia region adult six-day pass.

Lift pass is 2026 price, so subject to change.

Ski Hire: We shall be using a local ski hire shop, two minutes from the hotel, for which there will be a 15% discount for our group.

Cancellation: The deposit is non-refundable. Once the balance has been paid, no refunds can be given but you can claim on your insurance.

ARB Holidays are not responsible for independent flights so if you cancel the holiday then you would need to claim a refund/voucher from your airline or claim on insurance.

Andrew Robson Bridge Holidays – Liability:

In all the arrangements we have made for your holiday, we have taken reasonable steps to ensure that the suppliers of the services used are of an acceptable standard. However, we would point out that we do not own or control the organisations providing transport or accommodation for your holiday. We cannot accept any liability for services provided (carriage by air, sea or land, accommodation and other space), where these services are interrupted by force majeure, which includes but is not limited to acts of God, adverse weather conditions (e.g. ash cloud, extreme snow, avalanches), road closures, acts or threat of war, government action, strike, terrorism, civil unrest, fire, failure of public utilities, medical emergency, natural or nuclear disaster or airport closure.

Andrew Robson Bridge Holidays [and our ski](#) hosts [accept no liability for any mishap](#), loss, damage, illness, accident, or death [that may occur on this ski](#) bridge holiday.

**IF YOU REQUIRE ANY FURTHER INFORMATION PLEASE CALL JACK ON 07775 892 720
OR email: jack@yorkshirebridge.com**



ZERMATT BOOKING FORM

Book online on our website www.andrewrobsonbridgeholidays.co.uk and pay the £250 per person deposit via online banking (email Jack for details) or pay via telephone banking or visit a branch or ask a relative to make the transfer. One booking form per person (unless a couple). Please do not post a booking form – we only accept online booking forms.

1. I would like to book _____ persons on the trip, detailed as below:

Names including Title (Mr, Mrs etc)

Hotel and Room type (see page 3)

Classic double

Deluxe double / Junior Suite

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2. **Insurance:** Please sign below to state that you have taken out adequate insurance for your holiday, including Winter Sports, and have agreed to the Terms and Conditions as on the holiday's page of the website www.andrewrobsonbridgeholidays.co.uk

Name

Signature

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3. **Next of Kin:** Please provide the following details (IN BLOCK CAPITALS PLEASE)

Name: Main Contact Number:

4. **Dietary needs etc:** Please note any supplementary requirements here, e.g. vegetarian meals, allergies etc

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5. Please fully complete the section below in BLOCK CAPITALS:

Address

.....

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Telephone

Mobile

Email