

THE CHEDI

ANDERMATT, SWITZERLAND

**PRESS  
RELEASE**

[WWW.THECHEDIANDERMATT.COM](http://WWW.THECHEDIANDERMATT.COM)

**GHM**  
A STYLE TO REMEMBER

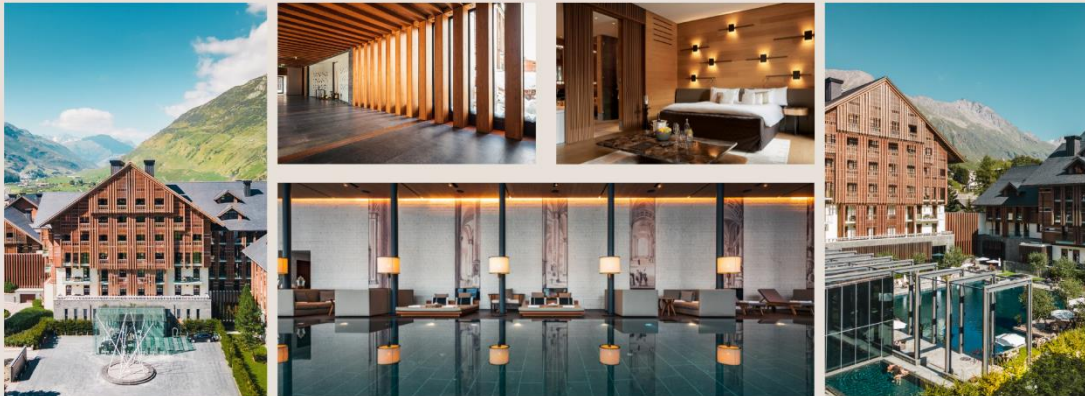
  
SWISS DELUXE HOTELS

 LEADING  
HOTELS

# THE CHEDI

ANDERMATT, SWITZERLAND

## The Chedi Andermatt enters the Metaverse with Worldline



**The Chedi Andermatt is taking Swiss hospitality into new realms, as it announces today its arrival in the metaverse. Tech-savvy travellers will be able to visit a new virtual showroom and book three exclusive packages for future stays at the five-star deluxe hotel.**

### **The Chedi Andermatt - digital Trendsetter**

The Chedi Andermatt's arrival in the metaverse was made possible thanks to a partnership with Worldline. Until 19 August 2022, the hotel is Worldline's 'Merchant of the Month', a scheme that gives prominence to new businesses in the metaverse. Visitors will be able to book three packages directly through the virtual showroom, and pay for future experiences and stays via various online channels, including cryptocurrencies.

In 2021, the hotel became the first Swiss hotel to accept payments in Bitcoin and Ethereum, two of the most-used cryptocurrencies, for on-site payments at the property. Today's announcement reinforces The Chedi Andermatt's reputation as a crypto and digital pioneer, not just in the Swiss hospitality scene but on a global scale.

The metaverse is the internet of the future, overcoming the limits of today's e-commerce platforms, aiming to facilitate payments and connections between billions of people. Dubbed 'Web 3.0', the metaverse will extend the possibilities of work, socialising, shopping and payments in a three-dimensional virtual world. Worldline, already a leader in payment services, was the first payment provider to recognise the metaverse potential and create a showroom in this new universe.

For more information on The Chedi Andermatt, visit [www.thechedianderstatt.com](http://www.thechedianderstatt.com), and to visit the showroom visit [play.decentraland.org](http://play.decentraland.org).

#### **Press Contact:**

**Philipp Hendelkes**, Junior PR Manager

The Chedi Andermatt, Gotthardstrasse 4, 6490 Andermatt

Phone +41 41 888 79 93, E-Mail: [pr@chedianderstatt.com](mailto:pr@chedianderstatt.com), [www.thechedianderstatt.com](http://www.thechedianderstatt.com)

# THE CHEDI

ANDERMATT, SWITZERLAND

## About The Chedi Andermatt

Surrounded by the wonderful nature and year-round beauty of the Swiss Alps, The Chedi Andermatt fits elegantly with the classic ski chalets of Andermatt that give this timelessly charming town in the Ursern Valley its character. Designed by the renowned architect Jean-Michel Gathy of Denniston Architects, this deluxe 5-star hotel opened in 2013 to reveal a perfect fusion of authentic Swiss alpine chic and Asian style. Traditional materials like warm woods and natural stone create an intimate and sophisticated atmosphere throughout the 123 spacious guest rooms and suites, as well as the hotel amenities. These include The Restaurant, The Japanese Restaurant, The Chalet (open only in the winter months), The Bar and Living Room, The Lobby, The Courtyard, The Wine and Cigar Library and the 2,400 square meter The Spa and Health Club. With the gourmet restaurant "The Japanese by The Chedi Andermatt" at 2,300 metres above sea level, the hotel also operates the highest Japanese restaurant in Switzerland. The world-renowned Forbes Travel Guide awarded The Chedi Andermatt in 2022 with its best possible rating, the prestigious 5-Star Award, for the fourth year in a row. In addition, the Falstaff Hotel Guide 2022 ranked the deluxe 5-star hotel as one of the 10 best hotels in Switzerland – scoring 98 points out of 100.

## Press Contact:

**Philipp Hendelkes**, Junior PR Manager

The Chedi Andermatt, Gotthardstrasse 4, 6490 Andermatt

Phone +41 41 888 79 93, E-Mail: [pr@chedianderlatt.com](mailto:pr@chedianderlatt.com), [www.thechedianderlatt.com](http://www.thechedianderlatt.com)