



THE BAYETTES RESERVE

THE NEW FRONTIER OF SUSTAINABLE ALPINE LUXURY

The Hotel Hermitage in Cervinia kicks off the summer season by unveiling its nature reserve: a high-altitude ecosystem recognised by Ecoluxury

With its summer reopening from June 26 to August 30, the Hotel Hermitage Relais & Châteaux kicks off a new season dedicated to exploring and preserving the local area, placing **Bayettes—the private reserve open to the public** and one of the most important natural heritage sites in the Matterhorn region—at the heart of the experience.

Located in the Marmore Valley and covering an **area of 400 hectares** at **altitudes ranging from 2,000 to 3,300 meters**, Bayettes is an alpine ecosystem of extraordinary natural value, home to chamois, ibex, marmots, birds of prey, pollinating insects, and numerous native species of alpine flora. It is a place that still retains its original character today, shaped over millennia by the geological processes that formed the Alps and the “Gran Becca” massif—the name by which the people of the Aosta Valley refer to the Matterhorn. The reserve is owned by the Neyroz-Feroli family, who have been preserving and protecting this high-altitude heritage for generations.

For the Hermitage, Bayettes is not merely a property to be preserved, but a concrete commitment to the conservation of Alpine biodiversity and the promotion of tourism that generates value for the community and the mountain environment. In recent years, the Hermitage has, in fact, launched initiatives to enhance the area, including the restoration of historic trails, the rehabilitation of old shepherds’ huts, and the ongoing monitoring of natural habitats.





This initiative received a major international recognition in 2025: the **“Best Project 2025 – Green Solution”** award, presented to the Hotel Hermitage during the Ecoluxury Fair in Rome—a leading event for sustainable luxury tourism organized by Ecoluxury. The jury recognized a model of hospitality that integrates responsible resource management, environmental protection, and the enhancement of the Alpine landscape.

The collaboration with Ecoluxury Retreats of the World—the collection to which the Hotel Hermitage belongs—made it possible to bring the “Bayettes, a Private Reserve” project to life: an interpretive trail that transforms a hike into an experience offering a deep understanding of the local area. The two partners worked together to collect and select documentary materials, define guidelines, and design signage that is both scientific and accessible, installed along the trail that climbs from Avouil to the Bobba Bivouac. The panels offer visitors a multi-layered understanding of the landscape: the geology of the Matterhorn’s metamorphic rocks, the seasonal changes in high-altitude flora and fauna, the pastoral practices that have shaped this territory for centuries, and the challenges posed today by climate change. This project was designed to raise awareness and bring visitors closer to the surrounding nature without compromising the integrity of the environment.

“Alpine hospitality cannot be separated from caring for the landscape that surrounds it. For us, Bayettes represents a natural and cultural heritage that we wish to protect and share, so that every guest can understand the true value of this extraordinary setting”, says Corrado Neyroz, CEO and Maître of the hotel.

During the summer season, through educational content and opportunities to explore the local area, guests will be able to learn more about the geological history of the Matterhorn, the evolution of the Alpine landscape, the pastoral traditions of the Aosta Valley, and the ecological balances that govern high-altitude biodiversity.

This initiative is part of a broader sustainability-focused strategy that has characterized the Hermitage for years: energy from hydroelectric systems, the use of monitored spring water





sourced from the property, organic local vegetable gardens, biodegradable products, and responsible resource management are just some of the practices adopted by the facility.

With its summer reopening, Bayettes thus becomes the symbol of a contemporary concept of luxury: not just comfort and exclusivity, but the opportunity to connect with an authentic, unspoiled landscape, while contributing to its preservation.

You can also explore Bayettes through the Green Future Project's Live Experience <https://greenfutureproject.com/en/projects/tutela-ambientale-bayettes-italia/live?companyId=fce53004-8bf4-4246-bb48-b93014a83c43>

The Hotel Hermitage Relais & Châteaux: Exceptional Hospitality

The Hotel Hermitage Relais & Châteaux features **28 rooms and 11 suites**, as well as a large chalet with dark wood and stone interiors that create an intimate and homey atmosphere.

Some rooms have recently undergone an elegant renovation: the contemporary design is intended to offer an unforgettable stay and a relaxing experience in an exclusive setting with the utmost comfort.

Awarded 2 Gambero Rosso forks for 2026, the **restaurant “La Chandelle”** represents excellence in dining. Led by Executive Chef Giovanni Porretto, it offers traditional dishes from the Aosta Valley and various regional specialties, reimagined with a modern twist and prepared using the finest local, high-quality, and farm-to-table ingredients sourced from the restaurant’s own organic gardens. Accompanying these exceptional dishes are more than **1,000 wine labels** from around the world, selected by Sommelier and Restaurant Manager Simone Grange. The hotel offers an exclusive spa program with personalized treatments designed to relieve stress and promote tranquility and relaxation. Rounding out the wellness center—which spans 500 square meters—are a heated indoor pool with a





whirlpool and water features, a sensory shower, a sauna, a Turkish bath, a relaxation area, and a modern Technogym-equipped fitness area.

Summer Promotions You Won't Want to Miss

Promotional packages can be added to any stay of at least 3 nights, for both new and already confirmed reservations.

How to book:

1. Go to <https://hotelhermitage.com/en/> and select your desired room.
2. In the second step of the booking process, you'll see the option to add the extra package.

Alternatively, here are some packages for a stay at the Hermitage.

-> Half-board plan

A stay of at least 3 nights, including lodging, breakfast, and à la carte dinner, starting at €660 per person in a Classic Room.

-> Gourmet Experience

A stay of at least 3 nights, including bed and breakfast, à la carte dinner, and paired wine tasting, starting at **€810 per person** in a Classic Room.

For information and reservations, please contact:

HOTEL HERMITAGE - 11021 BREUIL-CERVINIA - ITALY
tel. +39.0166.948998 - fax +39.0166.949032
info@hotelhermitage.com www.hotelhermitage.com

Press office Carolina Mailander Comunicazione

Stella Casazza e-mail: stella.casazza@cmailander.it

Gaia Palma e-mail: gaia.palma@cmailander.it

Francesca Giacobino e-mail: francesca.giacobino@cmailander.it

ECOLUXURY

<https://www.ecoluxury.com/en>

partners@ecoluxury.com

