DirectRooms.com – Zermatt Welcomes Ski Fans To Testing Weekend In November 2011

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Author: Lek Boonlert
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Located at the foot of the Matterhorn, Zermatt has for a long time been one of the most popular ski destinations in the world. This coming November the resort can look forward to more visitors than usual as a weekend ski testing event heads into town, bringing many extra visitors with it.

Zermatt's slopes are famous throughout the ski fraternity for offering challenging slopes and great powder snow throughout the whole ski season. This weekend, which will take place between November 19th and November 21st, sets out to test the pistes and a range of new ski gear before reporting recommendations to suppliers and ski hire companies.

The format of the weekend is 2 nights plus accommodation and breakfast in one of the Zermatt city centre hotels, plus 2 days' ski testing. Making up each day's testing are such fun events as learning the latest tricks and handy tips from qualified and experienced ski instructors as well as testing out the latest branded kit.

With so many additional people heading into Zermatt for the weekend and requiring places to stay at decent prices, online hotel room hotel booking website DirectRooms.com is advising advance booking to source a good deal.

Lek Boonlert, marketing head of hotel room comparison website DirectRooms.com, comments, "Ski fans are a dedicated lot and as such weekends such as this one are incredibly popular with them. Zermatt is home to some fantastic places to stay with beautiful views of the Matterhorn but the key to getting a value for money place to stay is advance booking."

About DirectRooms
DirectRooms is an independent discount hotel reservations company based in Asia.
Established and online since 2000 with over 55,000 hotels worldwide.

For further information please contact Lek Boonlert:

Email: lek@directrooms.com
Tel: + 66 (0)76 241 145
Website: http://directrooms.com

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