

# ACTIVITY PLANNER ZERMATT-MATTERHORN.



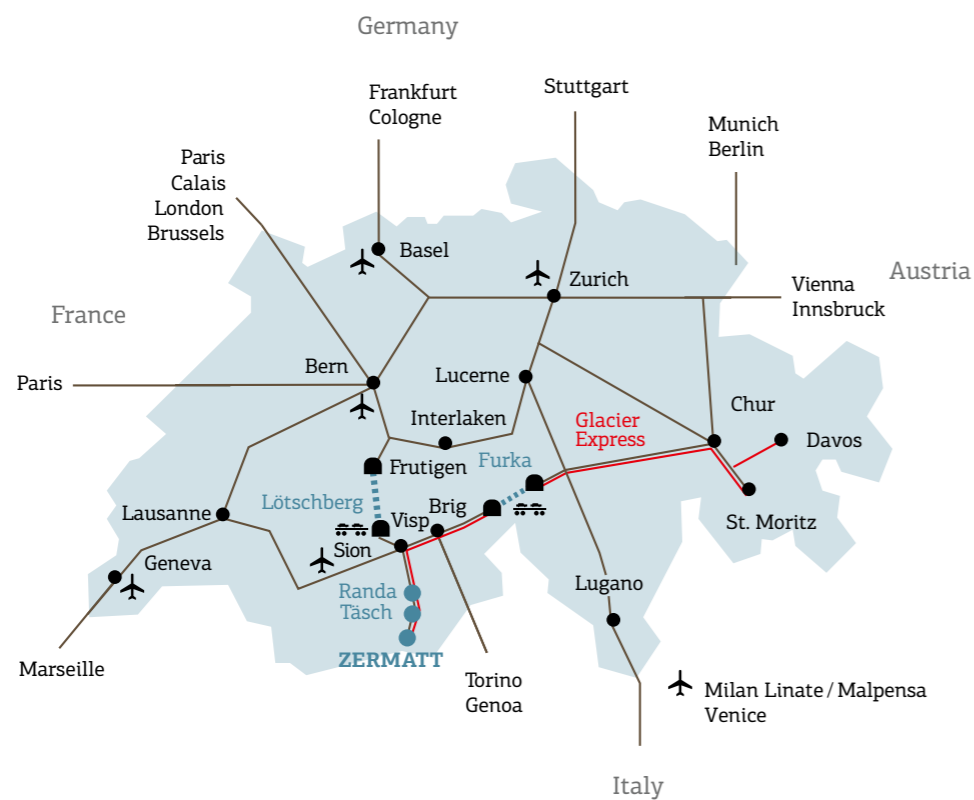
*Zermatt. No matter what.*

## TRAVELLING TO ZERMATT-MATTERHORN.



Zermatt can be reached by a variety of transportation options:

- By plane (travel possible via various airports)
- By car (from Täsch, which is 5 km from Zermatt, continue by shuttle train or taxi)
- By Glacier Express or train (Matterhorn Gotthard Bahn)
- By helicopter



### Travelling time from the airports

	by train	by car	by helicopter
Zurich	3.5 h	3.5 h	1 h
Geneva	4 h	3 h	45 min.
Basel	4 h	3.5 h	1 h 10 min.
Milan	3.5-4 h	3.5 h	-
Sion	2 h	1.5 h	15 min.
Bern	2 h	2.5 h	35 min.

Zermatt has always been car-free. Access by private transportation is permitted up to the village of Täsch (5 km before Zermatt). The Täsch-Zermatt road is closed to all forms of public transportation.

## UNIQUE ZERMATT.



See the Matterhorn once in a lifetime. This is a must. The highlights: highest lift station in Europe. The most beautiful hiking trails, snow guaranteed pistes, excursion peaks with exceptional views, and cosy mountain restaurants. Top cuisine and shopping experiences. And all of this in one village that is car-free. And where alpinists, ski fans, pleasure seekers and friends of nature all gather together.

### What makes Zermatt unique?

- Breathtaking mountain panorama with the Matterhorn (4,478 m)
- Zermatt is car-free and offers the best air quality.
- Village travel is by foot, with a bike, eBus or eTaxi.
- 365 days of guaranteed snow and piste enjoyment
- Unlimited winter and summer adventures and experiences
- Unique collection of high-quality cuisine with over 50 bars and 100 restaurants in the village plus 50 mountain restaurants to choose from.
- High-quality and modern accommodations offered in over 110 hotels (with over 7,000 beds) and over 1,200 holiday apartments (with around 4,000 beds)
- Authentic and tradition-rich village-scape with a great deal of Swissness

For further information  
[www.zermatt.ch/en/unique](http://www.zermatt.ch/en/unique)



## FROM POOR FARMING VILLAGE TO TODAY'S TOWN.



1865

On 14 July, Edward Whymper is the first to reach the peak of the Matterhorn together with the mountain guides Taugwalder father and son. Zermatt causes a furore in the global media.

1891

First steam train from Visp to Zermatt is inaugurated. (runs only in summer until 1933)

1898

The Gornergrat Bahn begins operation as an electric, cog railway.

1928

First winter season in Zermatt

1942

Construction of the first ski lift (Zermatt – Sunnegga)

1944

First year in which the number of winter guests exceeds the number of summer guests

1961

The village council allows cars with a special permit to drive between Täsch and the northern access road to Zermatt. Zermatt remains car-free.

2002

Sunnegga-Express AG, Rothornbahn AG and Matterhornbahnen AG merge to the Zermatt Bergbahnen AG, the largest cable car and lift company in Switzerland. The Gornergrat-Monte Rosa-Bahn brings in its winter sport facilities as a contribution in kind.

2015

Anniversary year: 150 years since the first Matterhorn ascent

## UNIQUES CULINARY DELIGHTS.



It is not a secret that guests in Zermatt are spoiled around the clock. Zermatt not only has the greatest density of four thousand-metre peaks but of gourmet restaurants as well. The international restaurant guides confirm this each year. The selection is great: from traditional dishes or an experimental art of cooking to Asian, Indian or Mediterranean-Alpine cuisine.

### Highlights

- Valais dish with dried meat and Hobelkäse (planed cheese)
- Meat and fish specialities (wild game, lamb, etc.)
- Cheese fondue and Raclette in many variations
- Hay and white wine soup
- Homemade chocolate and pralines, shaped like the Matterhorn as well
- Different kinds of bread including traditional rye bread
- Zermatt beer
- Valais wines from the region with autochthonous grape varieties

For further information  
[www.zermatt.ch/en/eating-drinking](http://www.zermatt.ch/en/eating-drinking)



## UNIQUE MATTERHORN.



The Matterhorn (4,478 m) is the primary “must see” in Switzerland and the most photographed mountain in the world. Myth and emblem for alpinists and photographers, it is the trademark and symbol of Switzerland. The mountain fascinates everyone with its regular pyramid form. It stands on its own on the horizon, dominating every peak around it.

### Highlights

- Matterhorn glacier paradise (3,883 m) with the highest viewing platform in Europe.
- Gornergrat (3,089 m) with a view of the world of glaciers and mountains
- Rothorn (3,103 m) with a view of a breathtaking mountain panorama and the classic view of the Matterhorn
- Mountain panorama with 38 four thousand-metre peaks and glaciers
- Attractive photo points with a view of the Matterhorn in the mountains and in the village
- Helicopter sightseeing flights around the Matterhorn
- Mirror image of the Matterhorn in the lakes, magical sunrises and sunsets
- Authentic village with tradition and culture

For further information  
[www.zermatt.ch/en/matterhorn](http://www.zermatt.ch/en/matterhorn)

## UNIQUE SKI AREA.



Ski on the pistes of Zermatt from Switzerland to Italy and always with a view of the north, east or south wall of the Matterhorn, creating a unique experience. The highest ski area in Europe is in the middle of famous four thousand-metre peaks, which form a breathtaking mountain panorama. The pistes are prepared to the highest quality for safety. Beginners and advanced skiers can always find their favourite downhill runs.

### Highlights

- 360 km of top-prepared pistes with international connections to Italy
- Snow certainty
- Comfortable transportation with no waiting time
- At 25 km, the longest downhill run in Europe
- Comfortable mountain restaurants
- Mountain panorama with 38 four thousand-metre peaks
- Legendary après ski scene
- Special offers such as Matterhorn ski safari, moonlight descents, First Track, etc.
- Heli-skiing offers and sightseeing flights

For further information  
[www.zermatt.ch/en/skiing](http://www.zermatt.ch/en/skiing)



## WIDE VARIETY OF WINTER ACTIVITIES.

### FACTS WINTER

- 360km of pistes (Switzerland & Italy)
- 70km winter hiking trails
- 6 marked snowshoe trails
- 1 toboggan run
- 15km cross-country skiing in Täsch/Randa



1 | Gornergrat 3,089 m



3 | Rothorn 3,103 m



12 | Ascent of the Breithorn 4,164 m



13 | Igloo Village



2 | Matterhorn glacier paradise 3,883 m - Glacier Palace



4 | Tobogganing



5 | Snowshoeing



Hut Evenings



Paragliding Flight



Heli Skiing



6 | Wollli Park for Beginners



7 | Moonlight Descents



8 | Ice Rink



Skiing



Gastronomy



9 | Matterhorn Museum - Zermatlantis



10 | Cross-Country Skiing Täsch/Randa



11 | VIP Gondola



Après Ski



Winter Hiking



Monte Rosa  
Dufourspitze  
4634

Matterhorn  
4478

Breithorn  
4164

ROTHORN  
3103

GORNERGRAT  
3089

MATTERHORN GLACIER PARADISE  
(Klein Matterhorn)  
3883

SUNNEGGA  
2288

RIFFELALP  
2222

RIFFELBERG  
2582

SCHWARZSEE  
2583

BLAUHERD  
2571

FURI

Täsch

Zermatt

Randa



= Family friendly offers



## WIDE VARIETY OF SUMMER ACTIVITIES.



### FACTS SUMMER

- 400km of hiking trails with numerous theme trails
- Over 100km mountain bike trails
- 21 km of slopes in summer on the glacier
- 38 mountains over 4,000m can be climbed around Zermatt
- 9+ hole golf course (1,400m)





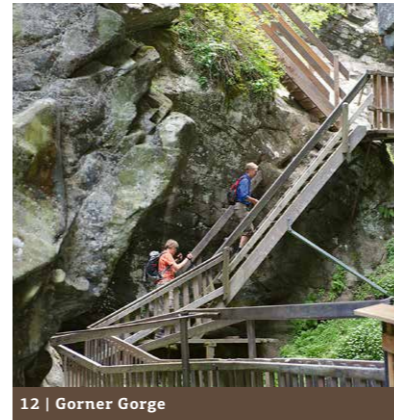
1 | Gornergrat 3,089 m



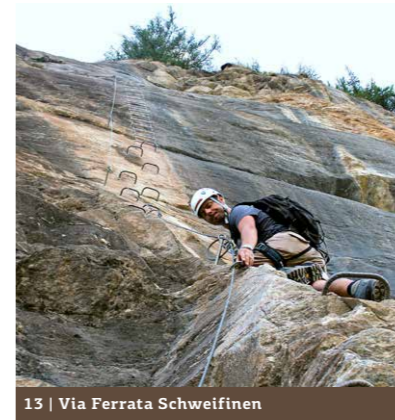
2 | Matterhorn glacier paradise 3,883 m



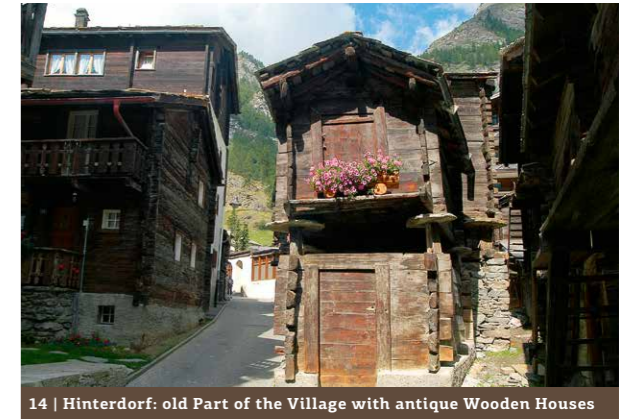
3 | Rothorn 3,103 m



12 | Gorner Gorge



13 | Via Ferrata Schweifinen



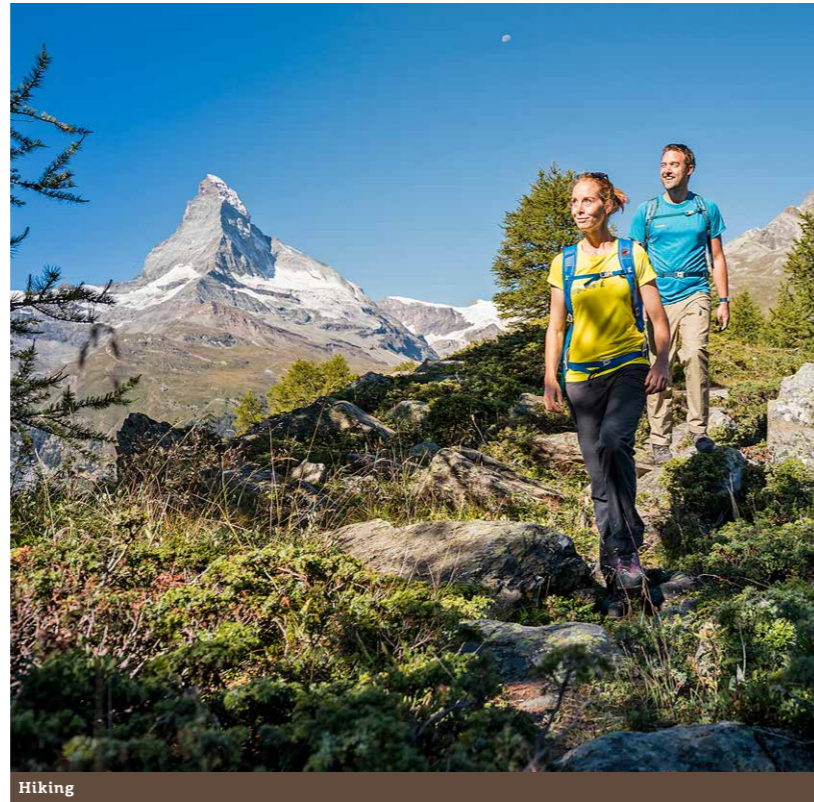
14 | Hinterdorf: old Part of the Village with antique Wooden Houses



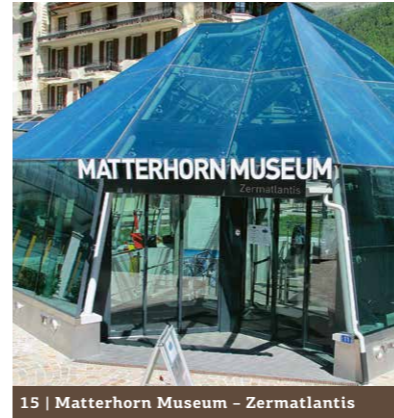
4 | Glacier Garden Dossen



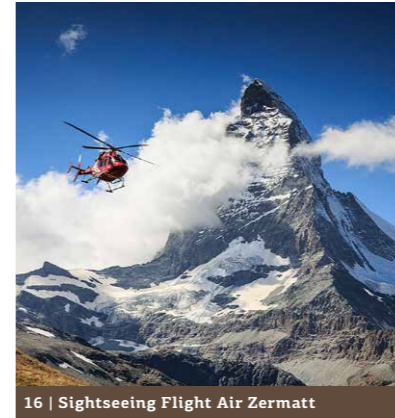
5 | Summer Skiing



Hiking



15 | Matterhorn Museum - Zermatlantis



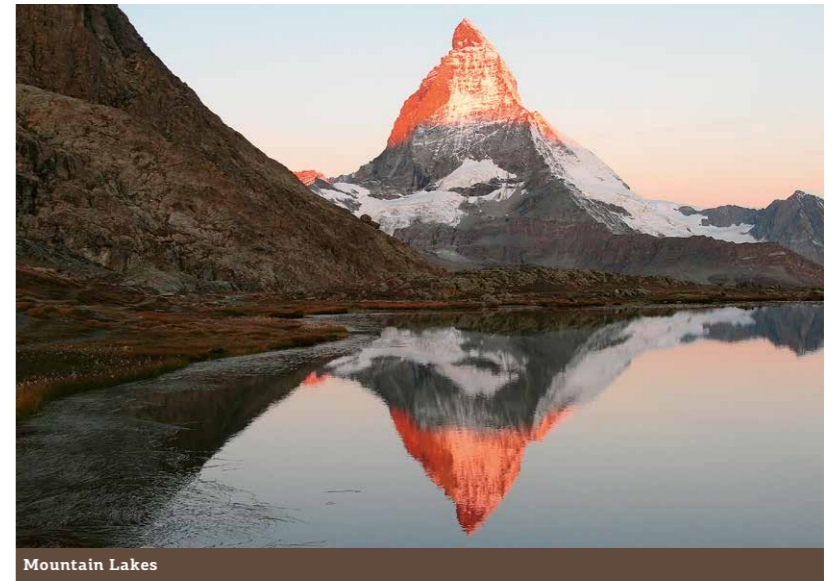
16 | Sightseeing Flight Air Zermatt



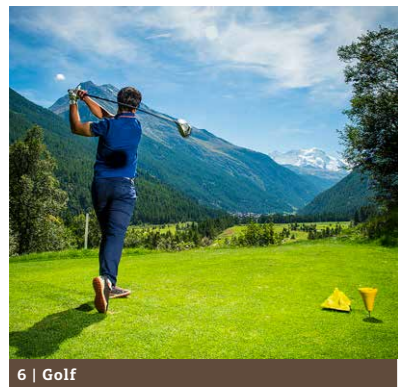
17 | Kickbike



18 | Wollli Adventure Park at Sunnegga



Mountain Lakes



6 | Golf



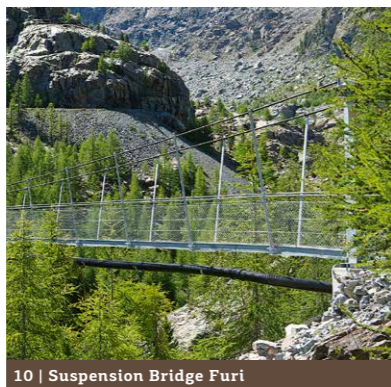
7 | Dirtscooter



8 | Snowpark Zermatt



9 | Mountain Carts



10 | Suspension Bridge Furi



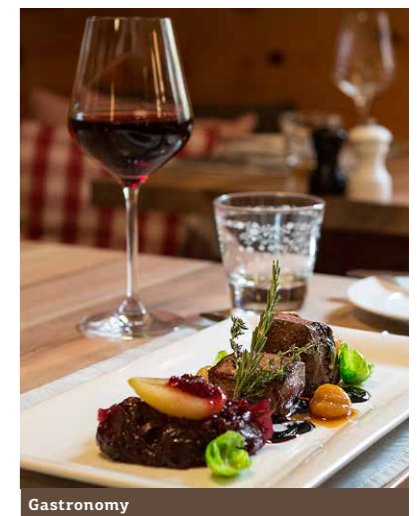
11 | Forest Fun Park



Paragliding Flights



Mountain Biking



Gastronomy



Monte Rosa  
Dufourspitze  
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Matterhorn  
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MATTERHORN GLACIER PARADISE  
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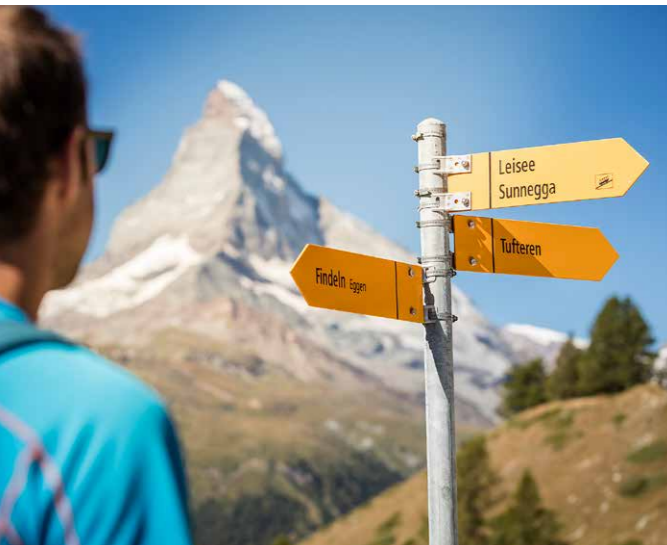
## UNIQUE HIKING AREA.



Hiking in the Zermatt – Matterhorn destination is a pure natural experience. Whether an expert or casual hiker, there is a great variety on offer. Blue sky, sun and alpine meadows along a path bordered by gentian, Edelweiss and Alpine roses.

### Highlights

- 400 km of well-marked hiking trails
- Varied theme paths
- First-class mountain cuisine
- Great variety of natural attractions (mountain lakes, gorges, mountain meadows)
- Overnight stay opportunities in the mountains
- Multi-day tours
- Unique flora and fauna



For further information  
[www.zermatt.ch/en/hiking](http://www.zermatt.ch/en/hiking)

## UNIQUE MOUNTAIN BIKE PARADISE.



Whether lots of flow or steep and technical – the destination offers the most beautiful mountain bike trails. At lonely heights high above the village and in the shady forests, the trails offer maximum enjoyment for beginners and experts, for families and professionals.

### Highlights

- Over 100 km of well-marked mountain bike trails with different levels of difficulty
- Bike friendly infrastructure (transportation, accommodation)
- Moos-Trail, the easiest flow trail in Switzerland
- Certified bike hotels and holiday apartments
- Competent bike schools and knowledgeable local bike guides
- Bike tours with up to 1,700 m altitude difference
- Heli biking (helicopter flight combined with a breathtaking downhill ride)



For further information  
[www.zermatt.ch/en/bike](http://www.zermatt.ch/en/bike)

## UNIQUE OFFERS FOR FAMILIES.



Families with children of any age get their money's worth at this destination. Variety, games, fun and plenty of movement in the pure alpine air are part of the programme throughout the year. There is a large selection of outdoor offerings for large and small.

### Winter offers

- Wolli beginners park at Leisee (skiing)
- Winter activities in the village (ice skating, playground, etc.)
- Snowpark with kickers, half pipe, etc.
- Children under 9 ski for free and under 16 on Saturdays as well.

### Summer offers

- Wolli adventure park at Leisee with swimming fun, playground, water games and much more
- Countless playgrounds and fireplaces
- Animation programme for children
- Special offers for children up to age 9 (overnights, mountain lift rides, offers and adventures)
- Hiking with swimming opportunities in the mountain lakes
- Adventure offers (Gorner Gorge, Forest Fun Park, climbing, etc.)

For further information  
[www.zermatt.ch/en/families](http://www.zermatt.ch/en/families)



## UNIQUE MEETING & INCENTIVES.



This destination stands for exclusivity and prestige. It is ideal for clients, employees or leaders. The MICE partner and event agencies have many years of experience. They know the correct infrastructures and present brilliant ideas for activities.

### Highlights

- Event agencies with comprehensive service for unforgettable experiences
- Modern infrastructure in the area of location, accommodations and transportation
- Year-round offers, which are ideal for a MICE business
- Great variety of cuisine, which can be experienced together
- Mountain guides and hike leaders for great and natural experiences
- Team building activities, such as Fun Olympics, Gorner Gorge, climbing a four thousand-metre peak, and much more
- Lively nightlife in bars and clubs
- Recurring top events in the area of sports, music, etc.

For further information  
[www.zermatt.ch/mice/en](http://www.zermatt.ch/mice/en)



## THE DESTINATION'S PARTNER CITIES.



Culture exchanges and appreciation: For these reasons, Zermatt has developed and maintained connections with numerous partner cities. These partnerships have existed for many years and are continuously intensified.



### Myoko

The city of Myoko is filled with fascinating places, which invite one to visit it, and every season is magical in the surroundings of Myoko with constant changes.



### Lijiang

The "three parallel rivers" region to the west of Lijiang today is a UNESCO World Heritage site thanks to its varied topography, bio-resources and colourful ethnical cultures.

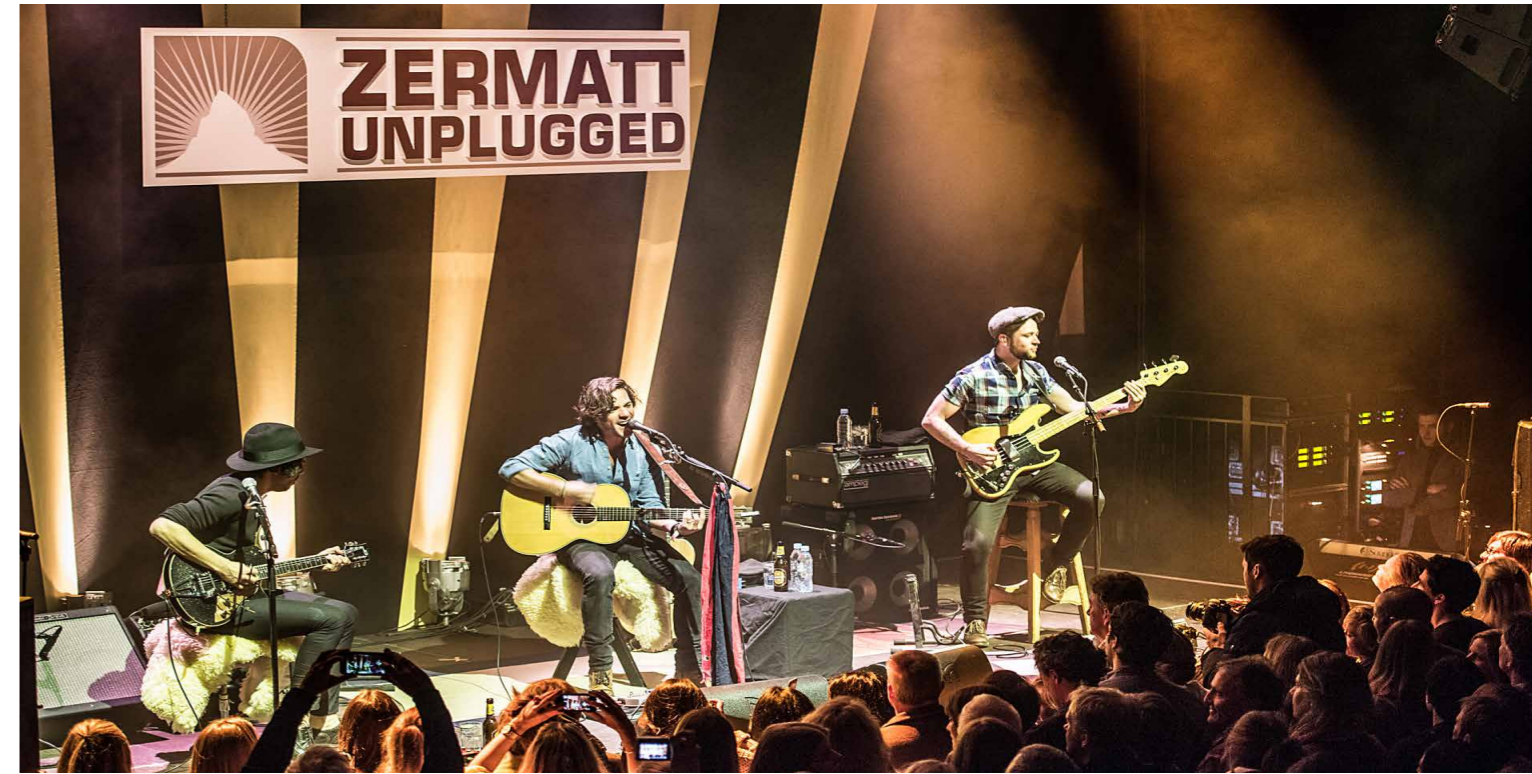


### Fujikawaguchiko

The town of Fujikawaguchiko, in many ways the symbol of Japan, is located at the northern foot of Mount Fuji. The urban area is rich in its living natural settings, such as the Aokigahara Forest, the Fujigane highlands and four of the five lakes to the north of Mount Fuji: Lake Kawaguchiko, Lake Saiko, Lake Shojiko, and Lake Motosuko.

For further information  
[www.zermatt.ch/en/sister-cities](http://www.zermatt.ch/en/sister-cities)

## EVENTS.



Besides guest programmes, a wide variety of events with great renown take place in the Zermatt – Matterhorn destination. This selection is varied and rich with events in the areas of sport, culture, music as well as tradition and folklore.

January	Horu Trophy – curling tournament
April	Zermatt Unplugged – acoustic music festival Patrouille des Glaciers – ski touring race (every other year)
July	Gornergrat-Zermatt Marathon Täschalp Run with Alpine Festival Zermatt Open-Air Theatre (every other year)
August	Swiss National Holiday Swiss Food Festival Folklore Festival Matterhorn Ultraks Trail
September	Zermatt Music Festival & Academy Perskindol Swiss Epic – mountain bike race Shepherd Festival & Wolli's Birthday Zermatt Impulse
October	Horugüet – Zermatt Taste Experience
December	Zermatt Fashion

For further information  
[www.zermatt.ch/en/top-events](http://www.zermatt.ch/en/top-events)



## INFORMATION & CONTACTS.



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Information for tour operators and travel agencies  
[www.zermatt.ch/to](http://www.zermatt.ch/to)

Information for journalists  
[www.zermatt.ch/media](http://www.zermatt.ch/media)

## B2B – ZERMATT BOOKING PLATFORM.

The booking platform for tour operators and travel agents



The Zermatt – Matterhorn destination booking platform makes it possible to book all offers and accommodations quickly and easily.

### Your advantages:

- Direct booking for all available offers and accommodations
- Guaranteed best price
- 10% – 20% commission on sales
- Personal advice

For more information, please contact us. We would be happy to advise you.  
[marketing@zermatt.ch](mailto:marketing@zermatt.ch)



*Zermatt. No matter what.*

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