

SEASONAL NEWS FROM ZERMATT SUMMER 2021.



The Zermatt – Matterhorn destination is constantly investing to ensure a top-quality visitor experience. Details on the latest news for the 2021 summer season can be found below.

More information, facts, figures, contacts, a photo database and resources for journalists and tour operators can be found here:

www.zermatt.ch/en/Media-corner | www.zermatt.ch/en/Tour-operators

EVENTS.

150 YEARS SINCE THE FIRST MATTERHORN ASCENT BY A WOMAN – ZERMATT CELEBRATES THE ANNIVERSARY

2021 marks 150 years since the first Matterhorn ascent by a woman – Lucy Walker. The Zermatt – Matterhorn destination is therefore focusing on topics connected with this incredible achievement: alpinism and the role of women. A special exhibition in and around the museum and a range of new packages and attractions will showcase the anniversary.

www.zermatt.ch/en/Media/News/Zermatt-Tourism/150-years-since-the-first-Matterhorn-ascent-by-a-woman-Zermatt-celebrates-the-anniversary



EXHIBITIONS.

«ZOOM THE MATTERHORN» ON THE GORNERGRAT

Float with a virtual hang-glider over the high alpine landscape, experience the powers of nature and the four seasons on the Matterhorn, or even look through a digital telescope and bring the real Matterhorn right into focus. The new «Zoom the Matterhorn» experience world on the Gornergrat, which will open on 1 June 2021, offers all this and more. Guests who visit the Zoom exhibition this year will have their admission to it included in their Gornergrat train tickets.

www.zermatt.ch/en/Media/News/Exhibitions/Zoom-the-Matterhorn-on-the-Gornergrat



"NEW PERSPECTIVES" EXHIBITION

The new interactive exhibition, "NEW PERSPECTIVES – women in Zermatt, yesterday and today" will open in the Matterhorn Museum on 28 May 2021. It looks at the role of women in Zermatt's history and in the present, engaging with the issues of emancipation and equality in today's society. From female mountain farmers and hotel owners to female tourists and mountain climber pioneers, "NEW PERSPECTIVES" shines a light on women's history and the women of Zermatt both yesterday and today, taking a close look at well-known stories. The project also includes a stage production on the cable car route to the Klein Matterhorn and a collaboration with the Valais archive office and the Swiss Alpine Museum, enabling the exhibition to reach beyond the museum walls. Some street art in the centre of the village, sponsored by the canton and the municipality, will also form part of the project.

www.zermatt.ch/en/museum/Special-Exhibitions



ACTIVITIES.

"MEET THE SHEEP" ON THE GORNERGRAT

The famous Zermatt Blacknose sheep spend their summers in the mountain pastures. From June to September, they will also be on the Gornergrat. From 19 June 2021, it's easy to find the animals, as their neck collars are fitted with a GPS tracker. The package is called "Meet the Sheep." Guests can track the sheep's signal on www.gornergrat.ch, follow the route and meet the sheep in the mountains. The animals are accompanied by the shepherdess Deborah, who provides fascinating information about the sheep breed from the Upper Valais from Tuesday to Sunday between 13:30 and 14:30 hrs. Every Saturday in July and August, the Gornergrat Bahn also offers a guided hike to see the Blacknose sheep.

www.zermatt.ch/en/Media/News/Activities/Meet-the-Sheep-on-the-Gornergrat





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ZERMATT TOURISM LAUNCHES LUCY WALKER INFOPOINTS

As part of its 2021 summer and autumn campaign "In the footsteps of Lucy Walker", the Zermatt – Matterhorn destination is launching a new cultural initiative. A series of information points will provide historical and cultural information about Lucy Walker via the Matterhorn app in a multimedia format. They will focus on information about famous female mountaineers and historical issues around the role of women in mountain villages, with details of legends and customs related to local women. By launching the infopoints throughout the village in July, Zermatt Tourism is creating a service that can be used 365 days a year, regardless of the availability of village guides.

www.zermatt.ch/en/Media/News/Activities/Zermatt-Tourism-launches-Lucy-Walker-infopoints



NEW CIRCULAR HIKE "MONTE ROSA TREK"

The hut wardens of the Ze Seewjnu Mountain Lodge and Monte Rosa Hut are now offering the four-day "Monte Rosa Trek" – a circular hike in the Matter Valley on several high-altitude trails, past beautiful mountain lakes and across the imposing Gorner Glacier. The trek can be booked for stays from the middle of July for CHF 298 and includes three nights with half-board and herbal tea, plus crampons for the glacier crossing to the Monte Rosa Hut. A mountain guide can also be booked. Guests can look forward to stunning panoramic views and enjoying the beauty of nature as well as fascinating stories from the experienced hut wardens, who are also avid mountain climbers.

www.zermatt.ch/en/Media/News/Activities/New-circular-hike-Monte-Rosa-Trek



ZMUTT CULTURE TRAIL OPENS

The Zermatt region has more historic buildings than almost any other. The "Alts Zermatt" association hopes to draw attention to these cultural treasures by linking them on a five-stage cultural trail. The first stage from Zermatt to Zmutt has already been open for almost two years. On 19 June 2021, the second stage will be opened - "Zmutt, oldest hamlet in Switzerland". The name reveals the location for the new route, comprising 14 stopping points and a total of 13 historic houses - the oldest of which dates back to the 13th century. Information boards provide fascinating facts about the history and cultural background of the buildings and the hamlet. This stage also includes an exhibition in a barn. The project is supported by the Zermatt municipality, the Zermatt Civic Community's cultural and social foundation, the Cantonal Department of Monument Preservation and Zermatt Tourism.

www.zermatt.ch/en/Media/News/Activities/Zmutt-Culture-Trail-opens



HAUTE ROUTE ON AN E-BIKE

The famous Haute Route from Chamonix to Zermatt through beautiful Alpine landscapes can now be completed as part of a seven-day e-bike tour with an e-Alps guide. Participants can look forward to stunning views, exciting trails and charming accommodation. There is also a shorter route from Sion to Zermatt that only takes three days by e-bike.

www.zermatt.ch/en/Media/News/Activities/Haute-Route-on-an-e-bike



NEW OUTDOOR ACTIVITIES INSPIRE GUESTS TO HEAD INTO NATURE

Outdoor provider Zermatters has put together new summer activities for children and adults from beginner to advanced level. These include trail running, Alpine tours and children's sports.

www.zermatt.ch/en/Media/News/Activities/New-outdoor-activities-inspire-guests-to-head-into-nature



WONDER WHAT IT'S LIKE TO PLAY THE ALPHORN?

Musician Werner Erb is offering new alphorn workshops in the tennis hall of the Alex Hotel in Zermatt from summer 2021. The 1.5-hour courses are aimed at anyone who wants to check out this iconic traditional Swiss instrument up close and have a go at playing it. The workshops take place from July to October on eight Fridays and Saturdays. As well as alphorns, wurzelhorns and Büchel (a related instrument resembling a trumpet) are also available to try. With replaceable mouthpieces and disinfectant sprays, all hygiene aspects are covered too.

www.zermatt.ch/en/Media/News/Activities/Wonder-what-it-s-like-to-play-the-alphorn



CUISINE.

FLORIAN NEUBAUER TAKES THE VERNISSAGE TO A NEW LEVEL

As managing director of the After Seven restaurant and, more recently, of the Vernissage at the Backstage Hotel, celebrity chef Florian Neubauer is launching a new concept, consisting of art, bar, cinema, clubbing and cuisine.

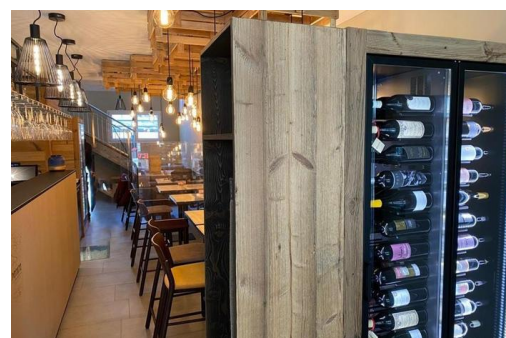
www.zermatt.ch/en/Media/News/Cuisine/Florian-Neubauer-takes-the-Vernissage-to-a-new-level



IN THE NEW RESTAURANT POTATO, THE EPONYMOUS VEGETABLE IS THE SUPERSTAR

In the new fine dining Restaurant Potato on Bahnhofstrasse in Zermatt, this vegetable is used in the majority of the dishes. There is also a focus on local sourcing, with most ingredients coming from within a maximum 50 km radius around Zermatt. At lunchtime, guests can select dishes from the à la carte menu while in the evening, they can choose between three, five or seven courses as part of a surprise menu. This is changed twice a week. Even in the current situation, you can try out the new restaurant's creations, thanks to online ordering and their home delivery service.

www.zermatt.ch/en/Media/News/Cuisine/In-the-new-Restaurant-Potato-the-eponymous-vegetable-is-the-superstar



ACCOMMODATION.

NEW WORK SPACES IN ZERMATT

The pandemic has forced many people to work from home. Why not have a work space in the mountains? In Zermatt, several accommodation providers are now offering work packages – comprising a well-equipped, motivating work space and an exciting, relaxing range of leisure activities to help your work-life balance.

www.zermatt.ch/en/Media/News/Accommodation/New-work-spaces-in-Zermatt



CHANGE OF SCENERY IN HOTEL MATTHIOL

In time for the summer season in July 2021, all the bedrooms in Hotel Matthiol as well as the bar and entrance area are being given a new look.

www.zermatt.ch/en/Media/News/Accommodation/Change-of-scenery-in-Hotel-Matthiol



HOTEL DERBY HAS A NEW LOOK

Following a roof fire in May 2020, the Hotel Derby on Bahnhofstrasse in Zermatt was demolished, including the restaurant, and completely re-built. The attractive main building has been constructed in a traditional Valais style. The Hotel Derby will welcome guests to its new rooms from the end of May, when they can enjoy the pine cladding and comfortable divan beds.

www.zermatt.ch/en/Media/News/Accommodation/Hotel-Derby-has-a-new-look



NEW ROOMS AND TERRACE AT HOTEL HEMIZEUS

In spring 2021, the three-star Hotel Hemizeus is renovating 11 double rooms in the main Zeus building. Rooms will be redesigned in an Alpine style, with underfloor heating, larger bathrooms and new furniture and lighting. The work will be completed over May and June, with the hotel re-opening scheduled for July. The hotel owners will also be adding a terrace to the restaurant with lounge seating and tables where guests can enjoy the view of the Matterhorn. This can also be used in winter. All the rooms and apartments in the other buildings, Hera and Mira, have been renovated over the last few years. The facades of all three buildings have also been renovated. Next year, the remaining ten bedrooms in the Zeus building are scheduled to be renovated, completing the hotel's refurbishment work.

www.zermatt.ch/en/Media/News/Accommodation/New-rooms-and-terrace-at-Hotel-Hemizeus



SILVANA MOUNTAIN HOTEL RENOVATES OUTDOOR AREA

The Silvana Mountain Hotel is redesigning its outdoor area for the forthcoming summer season. In addition to the lounge area, there'll be a children's play area with a climbing wall, swings, treehouse, waterwheel and table tennis, plus a marmot observation post. Around 15 marmots live within 20 metres of the hotel. There will still be a bike chalet for guests where they can charge, wash and repair their e-bikes. The hotel also has e-mountain bikes and kickbikes for hire. The redesign of the outdoor area is the last stage in the full renovation of the hotel with new bedrooms, a new spa and a new restaurant.

www.zermatt.ch/en/Media/News/Accommodation/Silvana-Mountain-Hotel-renovates-outdoor-area



HOTEL BELLA VISTA ADDS RELAXATION ROOM TO SPA

Hotel Bella Vista is building a relaxation room clad in Swiss pine wood in the "Alpine Spa Bella Vista". This wood's essential oils have a wonderful aroma and have proven health benefits. The room will feature water beds where guests can relax. Two of the bedrooms will also be renovated, from a traditional style into a chalet style, as has already been done with some of the other bedrooms.

www.zermatt.ch/en/Media/News/Accommodation/Hotel-Bella-Vista-adds-relaxation-room-to-spa



THE RITZ-CARLTON IS COMING TO ZERMATT

Local businessman Mario Julen has signed a management contract with Marriott International for a Ritz-Carlton luxury resort in Zermatt.

www.zermatt.ch/en/Media/News/Accommodation/The-Ritz-Carlton-is-coming-to-Zermatt



TRANSPORT.

ZERMATT BERGBAHNEN TRANSPORTS GUESTS TO THE SUNRISE AT STELLISEE LAKE

When the first of the sun's rays touches the majestic mountain peaks, bathing the panorama in soft light, there's no better place to witness it than on the banks of Stellisee lake, where the Matterhorn is reflected in the smooth surface of the water. In July and August, Zermatt Bergbahnen will be offering dawn rides to Blauherd and back. The package includes the journey there and back, plus breakfast in Restaurant Fluhalp. From Blauherd station, it's a 45-minute hike to Stellisee lake, where you can admire nature's show and then enjoy a sumptuous breakfast including local specialities in Restaurant Fluhalp.

www.zermatt.ch/en/Media/News/Transport/Zermatt-Bergbahnen-transport-quests-to-the-sunrise-at-Stellisee-lake





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NEW TICKET IS A HIT WITH MOUNTAIN BIKERS

In addition to the Zermatt Bike Pass, a new Bike Pass Light is now available for the summer. This entitles holders to unlimited cable car rides on the Zermatt-Sunnegga-Blauherd, Zermatt-Furi-Schwarzsee and Zermatt-Furi-Riffelberg routes. If that's not enough, the Zermatt Bike Pass enables you to ride up to Schwarzsee and the Rothorn, and up to the Gornergrat – subject to booking and an additional fee at certain times.

www.zermatt.ch/en/Media/News/Transport/New-ticket-is-a-hit-with-mountain-bikers



ALPINE CROSSING

The vision of crossing the Alps between Zermatt and Italy in a single cable car journey will become a reality at the end of 2022. A 3S cable car is currently under construction on the section between the Klein Matterhorn and Testa Grigia.

www.zermatt.ch/en/Media/Article/Alpine-Crossing



DESTINATION.

"CLEAN & SAFE" LABEL

The Zermatt – Matterhorn destination is striving to protect guests and employees against COVID-19 as much as possible. Its companies and facilities have therefore introduced a range of safety measures. The "Clean & Safe" label shows which organisations have committed to these safety concepts.

www.zermatt.ch/en/cleanandsafe

