



Winter campaign - How to snow

How to snow: Matterhorn Glacier Paradise – a snow experience 365 day a year

Discover the fascinating glacial and mountain world of the Matterhorn Glacier Paradise at 3,883 m.a.s.l., where a breathtaking panorama of the snow-capped Alps unfolds in front of you and the iconic Matterhorn rises majestically in the distance. A winter wonderland 365 days a year, where even the cable car ride with its spectacular views is an unforgettable experience. Upon arriving at the highest cable car station in Europe, a variety of discoveries await. The viewing platform, allowing you to savor the crisp embrace of winter on your face while delighting in vistas that encompass 38 towering peaks exceeding four thousand meters and 14 glaciers spanning the French, Italian, and Swiss Alps. A visit to the glacier palace enables you to immerse yourself in the timeless world of ice and gain deeper insights into the mesmerizing mountain world of Zermatt at the Cinema Lounge. Should you seek respite from the wintry chill, indulge in a comforting cup of hot chocolate at the Peak restaurant.

By the way, from Christmas onwards the cable car connection Zermatt (CH) - Cervinia (IT), called the Matterhorn Alpine Crossing, will also be open for winter visitors. Enjoy the charming cable car journey through the snow-covered winter landscape of the high alpine mountains.

Whether you are a beginner or an expert, the Matterhorn Ski Paradise offers 360 kilometres of perfectly groomed slopes in winter. With your skis or on your snowboard, you can experience the winter a very Swiss way.

<https://www.matterhornparadise.ch/en/experience/peaks/matterhorn-glacier-paradise>

<https://www.matterhornparadise.ch/alpine-crossing/en>

<https://www.matterhornparadise.ch/en/experience/skiing>

Winter campaign - How to travel

How to travel: Gornergrat Railway – Glacier Express – train shuttle

Gornergrat Railway – 125 years of fascination. Within 35 minutes the cogwheel train takes guests from the station in Zermatt all year round up to the viewpoint at 3'135 m. a.s.l.. From there they have a stunning view towards 29 peaks higher than 4000m including the iconic Matterhorn. In winter guests can enjoy many different activities: there are snowy, well-prepared hiking paths or snowshoe tours in undisturbed nature. After that, guests can enjoy a fortifying snack on one of the many sunny terraces or even have an entire 'gourmet' day with the Gourmet Ticket. For the more adventurous there is the speedy descents on the highest sledding run in the Alps. Gornergrat Railway is, of course, part of the skiing area of Zermatt with more than 360 km of slopes.

New in 2023 is the NostalChic Class: an exciting, guided full day experience including drinks and food on board of a refurbished old Gornergrat Railway carriage.

As Zermatt is a car free mountain resort, to get there you can either use one of the most famous panoramic trains – the Glacier Express. During the 8 h train ride from St. Moritz to Zermatt guests can enjoy an everchanging scenery with highlights like the Landwasser viaduct or the Oberalppass (2000m a.s.l.). This is especially during winter season an exceptional experience.

For those arriving by coach or car parking is available in Täsch. A train shuttle takes guests every 20 in a short train ride right into the centre of Zermatt.

<https://www.gornergrat.ch/en/pages/winter-activities-on-gornergrat>

<https://www.gornergrat.ch/en/pages/prices-gornergrat-bahn>

www.glacierexpress.ch

<https://www.matterhorngotthardbahn.ch/en/stories/parking-matterhorn-terminal-taesch>



<https://www.gornergrat.ch/en/stories/nostalchic-class>

Winter campaign - How to enjoy

Immerse yourself in the magical gastronomy of Zermatt, where a wealth of culinary adventures await. From timeless, traditional dishes to innovative and on-trend creations - the variety is impressive. Guests can experience culinary excellence in one of the many Gault Millau or Michelin gourmet restaurants, treat themselves in traditional mountain restaurants and enjoy the latest culinary creations. From every angle, Zermatt offers breathtaking views; what could be better than relaxing on a sunny terrace and enjoying the view of the most distinctive mountain in the world? The warm hospitality and unique panorama on Zermatt's sun terraces make it hard to leave.

Snowshoeing on the sunny plateau of Zermatt's mountains is a winter dream come true. And how about winter hiking? Enjoyment guaranteed, culinary as well. Because the sunny terraces are oases for recuperation - relaxation guaranteed. Snowshoeing on Gornergrat offers the most beautiful views: the Matterhorn and many other four-thousanders. Winter hiking leads to undiscovered hamlets or sun-drenched terraces with magnificent views above Zermatt, Täsch and Randa. And then as a great reward, stopping at a cozy mountain restaurant.

<https://www.zermatt.ch/en/Startseite-Containter-Text-Ferien-Alpen/eating-drinking>
<https://www.zermatt.ch/en/winter-hiking-snowshoeing>