

SEASONAL NEWS FROM ZERMATT WINTER 2020/2021.



Despite, or perhaps because of, the corona crisis, the Zermatt – Matterhorn destination is sticking to its innovation strategy and continues to invest in new concepts and facilities. Details on the latest news for the 2020/2021 winter season can be found below.

All news online: www.zermatt.ch/en/Media/News

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



Zermatt. No matter what®

DESTINATION.

THIS IS ZERMATT'S STRATEGY

Some ski areas have already announced that they will not be open this winter, or only in a limited way. The Zermatt – Matterhorn destination is deliberately choosing a different strategy – provided no other instructions are issued by the Swiss government or the canton, all of the pistes, cable cars and other facilities will be available.

www.zermatt.ch/en/Media/News/Zermatt-Tourism/Zermatt-in-coronavirus-winter-2020-21-Safety-and-health-above-all

"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



TRANSPORT.

KUMME GONDOLA TO OPEN

The 10-person Kumme gondola will open on 20 December 2020 and it will be the first gondola in Switzerland that can run without staff. Fifty-six cabins will carry 1,500 people per hour on the 3.2 km route from Tufternkehr via the middle station in Wyss Gufer to the Unterrothorn. The new facility and accompanying artificial snow system will be a fantastic addition to the winter sports facilities in the Unterrothorn area.

www.zermatt.ch/en/Media/News/Transport/Zermatt-Bergbahnen-AG-is-investing-in-the-future



ZERMATT'S NEW 1 HP TAXI

Alpin Cargo has been transporting packages with the help of its carriage horse, Benny, for several months. Now, passengers can hop on as well, as the logistics specialist brings carriage rides back to Zermatt.

www.zermatt.ch/en/Media/News/Transport/Zermatt-s-new-1-HP-taxi



ACCOMMODATION.

CERVO MOUNTAIN RESORT HAS A FRESH NEW DESIGN

Three restaurants, a new room category concept and a new spa are now available at the Cervo Mountain Resort. The focus remains the same: sustainability in everything. The chalets have now been divided into three categories: the "Huntsman" is luxurious, but subtle; the "Alpinist" is slightly more rustic, with both featuring a bar so that skiers can mix their own drinks at the end of the day. The "Nomad" is an ideal base for families and adventurous spirits. If you don't want to take the stairs or the lift, try the climbing wall.

www.zermatt.ch/en/Media/News/Accommodation/Cervo-Mountain-Resort-has-a-fresh-new-design



HOTEL LA GINABELLE OPENS NEW BUILDING

On 24 September 2020, Hotel La Ginabelle has opened its new building Altiana by La Ginabelle. The domicile is considered an extension to the existing house and cleverly combines first-class quality, modern alpine style and spacious facilities. In addition to 23 light-flooded double rooms, junior suites and apartments with a view of the Matterhorn, visitors can look forward to fine Alpine cuisine. The wellness area, which extends over three levels, is the ideal place to switch off and will be extended by a 34-degree warm negative edge pool, with potassium and magnesium enriched water.

www.zermatt.ch/en/Media/News/Accommodation/Hotel-La-Ginabelle-will-open-new-building



SCHLOSSHOTEL ZERMATT: NEW BUILDING AND CBD SPA

The Schlosshotel Zermatt has built the "SchlossHouse" on the land next to the hotel and has extended the existing spa and gym. From winter season 2020/2021 there will be four Superior rooms and two suites in the "SchlossHouse" as well as a new sauna and steam rooms, relaxation facilities, beauty treatments, spa packages and a new state-of-the-art gym for guests to enjoy. The big news is the opening of Switzerland's first CBD spa.

www.zermatt.ch/en/Media/News/Accommodation/SchlossHotel-Zermatt-Major-investment-and-Switzerland-s-first-CBD-spa



SILVANA MOUNTAIN HOTEL TO OPEN WITH RENOVATED ROOMS

As well as offering an extended culinary choice, the Silvana Mountain Hotel has renovated the hotel rooms in an Alpine style, incorporating old wood and stone slabs. The hotel now has one single room, 14 doubles, two attic family rooms and two junior suites. The opening is planned for Friday, 27 November 2020.

www.zermatt.ch/en/Media/News/Accommodation/Silvana-Mountain-Hotel-to-open-with-new-restaurant-and-renovated-rooms



HOTEL CAPRICORN FINISHES RENOVATIONS

Over the last few years, Hotel Capricorn has renovated all the bedrooms in the main building. Since spring, guests have been enjoying freshly painted rooms with new wooden walls, parquet flooring and new furniture. Some of the bathrooms have also been renovated, with the rest to be renovated gradually over time.



MAISONS MATTHIOL ADDS TWO NEW CHALETS

In addition to their hotel and apartments, Maisons Matthiol's mountain holiday accommodation now includes two new chalets. The chalets comprise five apartments of different sizes and a converted stable. Guests can also use the facilities and services of the nearby Boutique Hotel Matthiol.

www.zermatt.ch/en/Media/News/Accommodation/Maisons-Matthiol-adds-two-new-chalets



CUISINE.

RESTAURANT OPENING – GOLDEN INDIA ZERMATT

The first Indian restaurant in Zermatt is set to open in December 2020 at Bahnhofplatz 2 – the Golden India. The Indian owners, the Singh family, studied in Switzerland and already run successful restaurants in Wengen and Grindelwald. Locals and visitors to the destination will soon be able to experience delicious, authentic Indian cuisine in a relaxing atmosphere.

www.goldenindia.ch



CERVO MOUNTAIN RESORT: NEW RESTAURANTS

The Cervo Mountain Resort presents two new concepts in addition to the existing Ferdinand Restaurant. The Madre Nostra (formerly Cervo Puro) celebrates Italian culinary tradition in all its delightfulness, with modern creations and refined classics. The ingredients are sourced directly from local farms and fishermen. Inspired by the lively markets of the Orient, the Bazaar forms the heart of the Cervo. Most of the oriental dishes are vegetarian, are offered throughout the day and table service is available for some dishes. Everything in the bazaar is also available to purchase. There are no prices, however, you have to haggle with the service staff.

www.zermatt.ch/en/Media/News/Accommodation/Cervo-Mountain-Resort-has-a-fresh-new-design



SILVANA MOUNTAIN HOTEL OPENS NEW RESTAURANT

The Silvana Mountain Hotel will open a second restaurant called the "Ski Chalet" on 27 November 2020. This will be located in the former dining area of the hotel and will be similar to the existing Gitz-Gädi restaurant.

www.zermatt.ch/en/Media/News/Accommodation/Silvana-Mountain-Hotel-to-open-with-new-restaurant-and-renovated-rooms



CHEZ VRONY ACQUIRES RESTAURANT PARADIES

Vrony and Max Cotting-Julen, who already run Restaurant Chez Vrony in Findeln, are taking over the Paradies and plan to turn it into a more youthful, feminine restaurant than Chez Vrony. Vrony's nephew and ex-ski racer Elia Zurbriggen, and his wife Loredana will be the new managers.

www.zermatt.ch/en/Media/News/Cuisine/Chez-Vrony-acquires-Restaurant-Paradies



LE MIRABEAU HOTEL & SPA - DAVID GEORGI IS THE NEW CHEF DE CUISINE

Le Mirabeau Hotel & Spa, now run by the third generation – Francis and Marie Reichenbach-Julen – has recruited the young, dynamic chef de cuisine David Georgi, whose traditional Alpine cuisine is shaped by his years of experience in Zermatt. He takes over from Alain Kuster, who previously held the position for almost 30 years.

www.zermatt.ch/en/Media/News/Cuisine/Le-Mirabeau-Hotel-Spa-David-Georgi-is-the-new-chef-de-cuisine



BRASSERIE UNO LAUNCHES FOOD CONCEPT IN 22 SUMMITS

Two Zermatt companies are joining forces - on 1 December 2020, Brasserie Uno and the 22 Summits Boutique Hotel are opening the pop-up kitchen, "Bite", on the ground floor of the hotel. Chef Davide Rapaglio will prepare small cold and warm dishes in the lobby and lounge, five days a week.

www.zermatt.ch/en/Media/News/Accommodation/Brasserie-Uno-launches-food-concept-in-22-Summits



PLANT-BASED CUISINE IN THE MANUD

The Manud café is a recent exciting addition to the Zermatt village centre, where friends meet for lunch, coffee and cake, a snack or evening drinks. This winter, there's a fantastic new item on the menu – from 11 December 2020 to 11 April 2021, up-and-coming Zurich chef Noah Rechsteiner and his team will be introducing his "ANOAH" concept to the Manud, inviting guests to a plant-based dinner, available Tuesday to Saturday evenings. The young chef is well-known for taking his guests on a journey into the world of plant-based cuisine, but it's not all about the ideology; the focus is on sharing hospitality and creative cuisine.



GEE'S AND CUCKOO NOW "BAR UND CLUB MAMACITA"

Hotel Mama Zermatt has taken over the former bar Gee's and the former Cuckoo Club at Bahnhofstrasse 70 in Zermatt. The 2020 winter season will see the opening of Bar und Club Mamacita, which will be all about South American culture, including spicy food, incredible drinks and live music every evening. The bar will be open every day until 02:00 hrs and the club – playing electro jazz, electro swing, deep house and tribal house – until 04:00 hrs.



EXHIBITIONS.

"ZOOM THE MATTERHORN" – MULTI-MILLION FRANC PROJECT ON THE GORNERGRAT

A new multimedia experience all about the Matterhorn and the incredible views of the 29 surrounding four-thousanders is coming to the Gornergrat. In summer 2021, the first visitors will be able to enjoy a multi-dimensional immersion and get up close to this beautiful natural world. The exhibition will be in the station of the former "Hohtälli" cable car.

www.zermatt.ch/en/Media/News/Transport/Zoom-the-Matterhorn-multi-million-franc-project-on-the-Gornergrat



AIR ZERMATT RENOVATES HELIPORT

In time for the 2020/2021 winter season, Air Zermatt will open a new visitor centre, including a shop, seating, docking stations, a coffee area and panoramic windows offering views of the take-off and landing site. Fascinating facts and figures are displayed on the windows and films about Air Zermatt are shown on the screens. The visitor centre, with disability-friendly access, has an open, light design and is used as a waiting room before any flights.

www.zermatt.ch/en/Media/News/Transport/Air-Zermatt-renovates-heliport



ACTIVITIES.

UPGRADED "PHOTOPOINTS"

The rather outdated "Rothorn Photopoint" and "Trockener Steg Photopoint" have been upgraded. As previously, you can trigger the camera using your ski pass and then download the photo from www.skiline.cc. The new photopoints have a contemporary look and are easy to operate thanks to the user-friendly screen.

www.matterhornparadise.ch/en/Experience/Top-Experiences/Photopoints



ZERMATTERS OFFERS NEW COURSES

Outdoor experience providers Zermatters have responded to changing visitor requirements and created some new, innovative products. These include an avalanche course – training comprises two modules delivered over three days, resulting in the Swiss Mountain Training I and II certificates. The new products also include guided cross-country skiing, carving lessons on the pistes and ski tour taster courses for anyone who has not done a ski tour before. A fixed weekly programme enables individuals to take part in group courses.

www.zermatters.ch/en



SHOPS.

ZERMATT PROPERTY COMPANIES MOVE INTO NEW OFFICE

Mountain Riviera AG, AlpinRiviera GmbH and Zermatt Premium Apartments have moved into a new office, located at Steinmattstrasse 43. The team is available every day for anyone interested in buying or selling property, house management or renting luxury holiday apartments in Zermatt.



EVENTS.

ZERMATT UNPLUGGED IN A DIFFERENT FORMAT

Zermatt Unplugged 2021 cannot take place in its usual form. However, there will still be concerts in Zermatt in 2021, with spectacular backdrops, under the Matterhorn sun, on the mountains and in the valley. On two weekends in spring (8-10 April and 15-17 April 2021), the Unplugged festival will put on intimate concerts in spectacular locations. The series of concerts will continue on several weekends in late summer 2021, with the aim of establishing another fantastic event in Zermatt. The hope is that Zermatt Unplugged will take place in its usual form in 2022, from 5-10 April.



www.zermatt.ch/en/Media/News/Zermatt-Tourism/Zermatt-in-coronavirus-winter-2020-21-Safety-and-health-above-all

DIGITAL DAYS COME TO ZERMATT

On 2 and 3 November 2020, Zermatt will hold Digital Days for the first time; this event is taking place for the fourth time in Switzerland, this year in 23 locations. The event in Zermatt includes talks, discussions and panels on the topic of digitalisation in tourism and is aimed at members of Zermatt Tourism as well as interested participants from across Switzerland. The programme is free, but registration is required. Protecting visitors from COVID-19 is the top priority, so all locations have introduced strict safety measures.

www.zermatt.ch/Digitaltag





Zermatt. No matter what®

MOUNTAIN BIKE WORLD CHAMPIONSHIPS COME TO ZERMATT IN SUMMER 2025

The first combined Mountain Bike World Championships will happen in the Valais in September 2025. Swiss Cycling put forward eight locations in the Valais to the Union Cycliste Internationale (UCI) and won the bid. Zermatt is among the host locations. The Matterhorn village will host the Short Track discipline.

www.zermatt.ch/en/Media/News/Events/Mountain-Bike-World-Championships-come-to-Zermatt-in-summer-2025

