



**Switzerland.**



Switzerland.

We need magical moment, we need Zermatt.  
With Claudia Wyss and Gabriele Aberle.

# Today's webinar speakers.

## Switzerland Tourism



Jérémy & Florin

## Zermatt Bergbahnen



Claudia Wyss

## Gornergrat Railway



Gabriele Aberle

# Our Trade Team in North America.

## New York



Florin Eggenberger



Stefanie Dosch

## San Francisco



Oliver Guggisberg

## Toronto



Oliver Weibel

## Swiss Travel System



Christelle Deillon



Jérémy Mettraux



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[www.facebook.com/groups/stnatrade](https://www.facebook.com/groups/stnatrade)





**Switzerland.**

Participate for a chance to win 2 tickets for  
Matterhorn Glacier Paradise and Gornergrat.



# Are you the Winner?



**Switzerland.**

- 1. Which Carnival in Switzerland is recognized by UNESCO?**
- 2. Where is the highest cableway station in Europe at 3'883 m.a.s.l / 12'0739 feet?**
- 3. What is the name of the new “class” of Gornergrat Bahn?**

Send your answers to [nyc.trade@switzerland.com](mailto:nyc.trade@switzerland.com) by Tuesday, March 12<sup>th</sup>, 2024.



Switzerland.

# E-Learning: “Switzerland Travel Academy”.

Complete six core modules in order to become a certified Switzerland travel expert, then specialize in specific topics such as “Zermatt”. [www.bit.ly/switzerlandacademy](http://www.bit.ly/switzerlandacademy)



Zermatt

# Carnival time in Switzerland.



For more information visit our website [here](#).

# CERVO Mountain Resort, Zermatt \*\*\*\*\*.



Switzerland.

The CERVO Mountain Resort in Zermatt has a fantastic view of the mighty Matterhorn, bordering between the peaceful forest and lively village life.

The nine luxurious lifestyle lodges can be reached by lift or on foot, and all have access to the Mountain Ashram Spa.

The hotel offers 54 spacious rooms and suites in the nine different lodges. The Overlook Lodge is situated 350m below the CERVO Mountain Resort. The five 4\* serviced flats have fully equipped kitchens and modern alpine design.

Mountain Ashram Spa: Sauna, steam bath, natural swimming pond, Bhutanese bath, ritual room, tea yurts, treatment rooms and a relaxation room with a fireplace.

Restaurants:

- Madre Nostra: modern Italian cuisine
- Bazaar: oriental-inspired vegetarian delicacies
- Ferdinand: Alpine casual dining



#INLOVEWITHSWITZERLAND

# CERVO Mountain Resort, Zermatt \*\*\*\*\*.



## Information for Travel Agents

What:	<i>CERVO Mountain Resort in Zermatt</i> Book from Sunday to Thursday (16.06 – 21.11.2024) our Midweek Package and get a special discount
Amenities:	<ul style="list-style-type: none"><li>• 15% commission for 3-night bookings, period Sunday-Thursday</li><li>• 20% commission for 4-night bookings, period Sunday-Thursday</li><li>• The client gets a free Welcome Drink on our Madre Nostra terrace.</li><li>• Price in USD and CAD: 15% or 20% of the daily rate</li><li>• Please contact <a href="mailto:reservation@cervo.swiss">reservation@cervo.swiss</a> by using the code <b>“Yodel2024”</b></li></ul>

## Spa & Vitality Boutique & Design Hotels

Contact and further information:

- [+41 27 968 12 12](tel:+41279681212)
- [reservation@cervo.swiss](mailto:reservation@cervo.swiss)
- <https://cervo.swiss/en>



# CERVO Mountain Resort, Zermatt \*\*\*\*\*.



## Information for Travel Agents

What:	<i>Overlook Lodge by CERVO</i> Book from Sunday to Thursday (15.04 – 21.11.2024) our Midweek Package and get a special discount
Amenities:	<ul style="list-style-type: none"><li>• 15% commission for 3-night bookings, period Sunday-Thursday</li><li>• 20% commission for 4-night bookings, period Sunday-Thursday</li><li>• Price in USD and CAD: 15% or 20% of the daily rate</li><li>• Please contact <a href="mailto:reservation@cervo.swiss">reservation@cervo.swiss</a> by using the code “<b>Yodel2024</b>”</li></ul>

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# The Omnia, Zermatt \*\*\*\*\*S.



Switzerland.

The Omnia Mountain Lodge perches on a cliff in the centre of Zermatt, right next to the renowned Matterhorn. Guests are transported with an elevator through a tunnel into the lobby, which is located at almost 1650m above sea level.

The hotel offers 30 rooms of which 12 are suites, a library, a restaurant with open fireplaces, a lounge bar, a boardroom, a wine cellar and two sun terraces high above the roofs of Zermatt. The wellness area captivates with views of the Matterhorn.

- Interior furnishing and fittings are custom-made designs by New York architect Ali Tayar
- Received the “World Travel Award” as “Switzerland’s Leading Boutique Hotel” for the fifth time in a row in 2021

Restaurants: Regional, seasonal, alpine

- Loft & Lodge, Sun terrace, lounge bar



# The Omnia, Zermatt \*\*\*\*\*S.

Information for Travel Agents	
What:	<p>The Omnia</p> <p>Book by the next six months and guests receive a bottle of champagne (0.375l) as well as a fruit plate in the room upon arrival. Upgrades and late-check-out if available.</p>
Amenities:	<ul style="list-style-type: none"><li>• 20% commission for Travel Agents</li><li>• Contact the front office (Philipp Eck) using the code “USA Special Offer”, <a href="mailto:fom@the-omnia.com">fom@the-omnia.com</a></li><li>• Validity of offer: March – August 2024</li></ul>

## Luxury Hotel Boutique & Design Hotel

Contact and further information:

- [+41 \(0\)27 966 71 72](tel:+410279667172)
- [fom@the-omnia.com](mailto:fom@the-omnia.com)
- <https://the-omnia.com/en/>



WELCOME TO THE MATTERHORN PARADISE

# MATTERHORN ZERMATT BERGBAHNEN



**MATTERHORN**  
ZERMATT BERGBAHNEN

IT IS MY PLEASURE  
**YOUR CONTACT**  
**AT MATTERHORN**  
**ZERMATT BERGBAHNEN**




Claudia Wyss  
International Sales Manager  
+41 (0)27 966 01 28  
claudia.wyss@zbag.ch  
[www.matterhornparadise.ch/Trade](http://www.matterhornparadise.ch/Trade)



# HOW TO GET HERE SIMPLE AND CONVENIENT

## DURATION OF TRAVEL TO ZERMATT

		
Zurich Airport	3.5 h	3.5 h
Geneva Airport	3.5 h	3 h
Milan Airport	4.0 h	3.5 h
Interlaken	2.0 h	2.5 h
Lucerne	3.5 h	3.5 h



**MATTERHORN**  
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CARFREE VILLAGE

# HOW TO GET AROUND

- ON FOOT
- BY ELECTRIC TAXI
- BY PUBLIC BUS
- BY HORSE CARRIAGE



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VISION BECAME REALITY



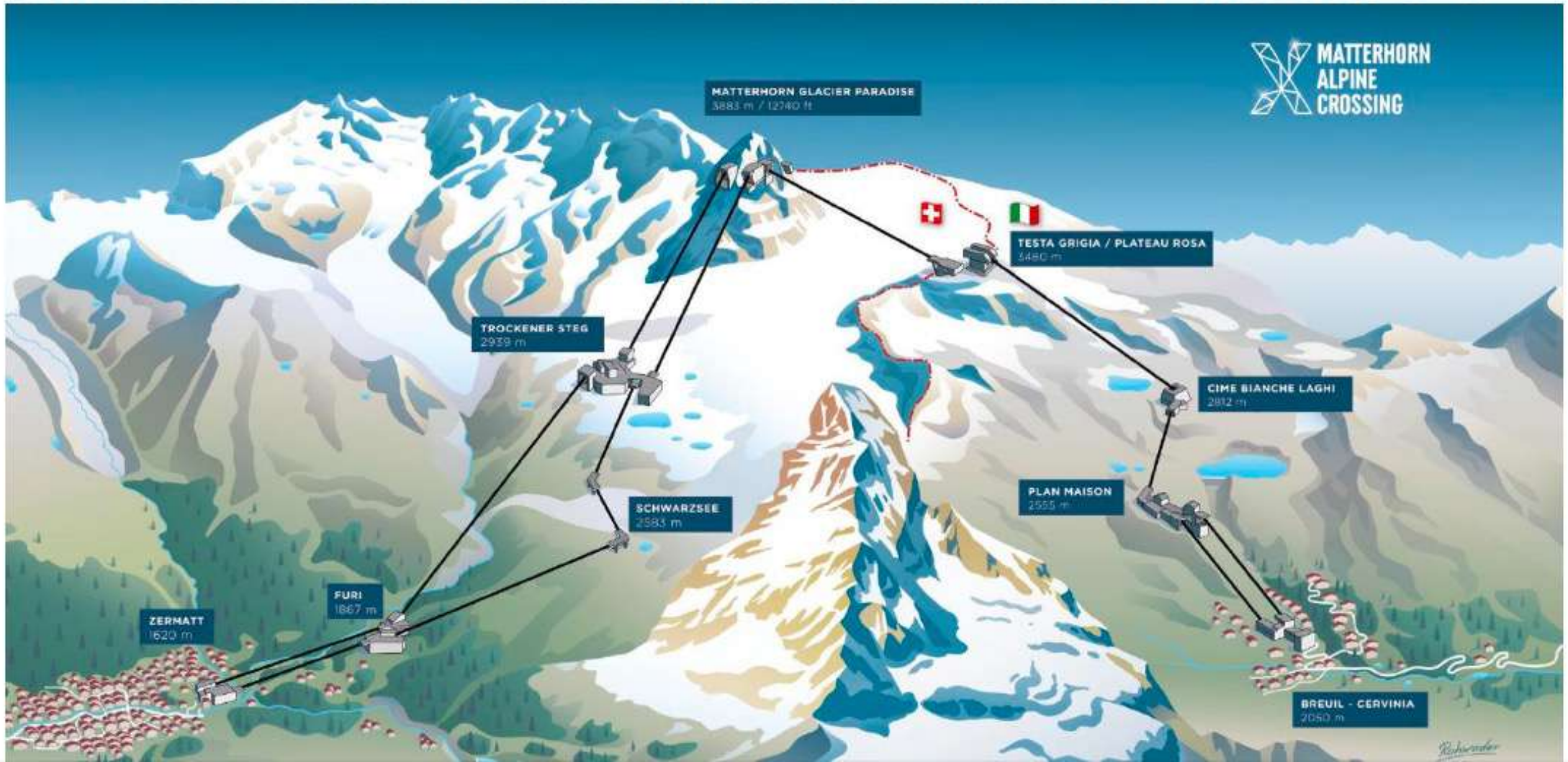
# MATTERHORN ALPINE CROSSING



**MATTERHORN**  
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MATTERHORN ALPINE CROSSING

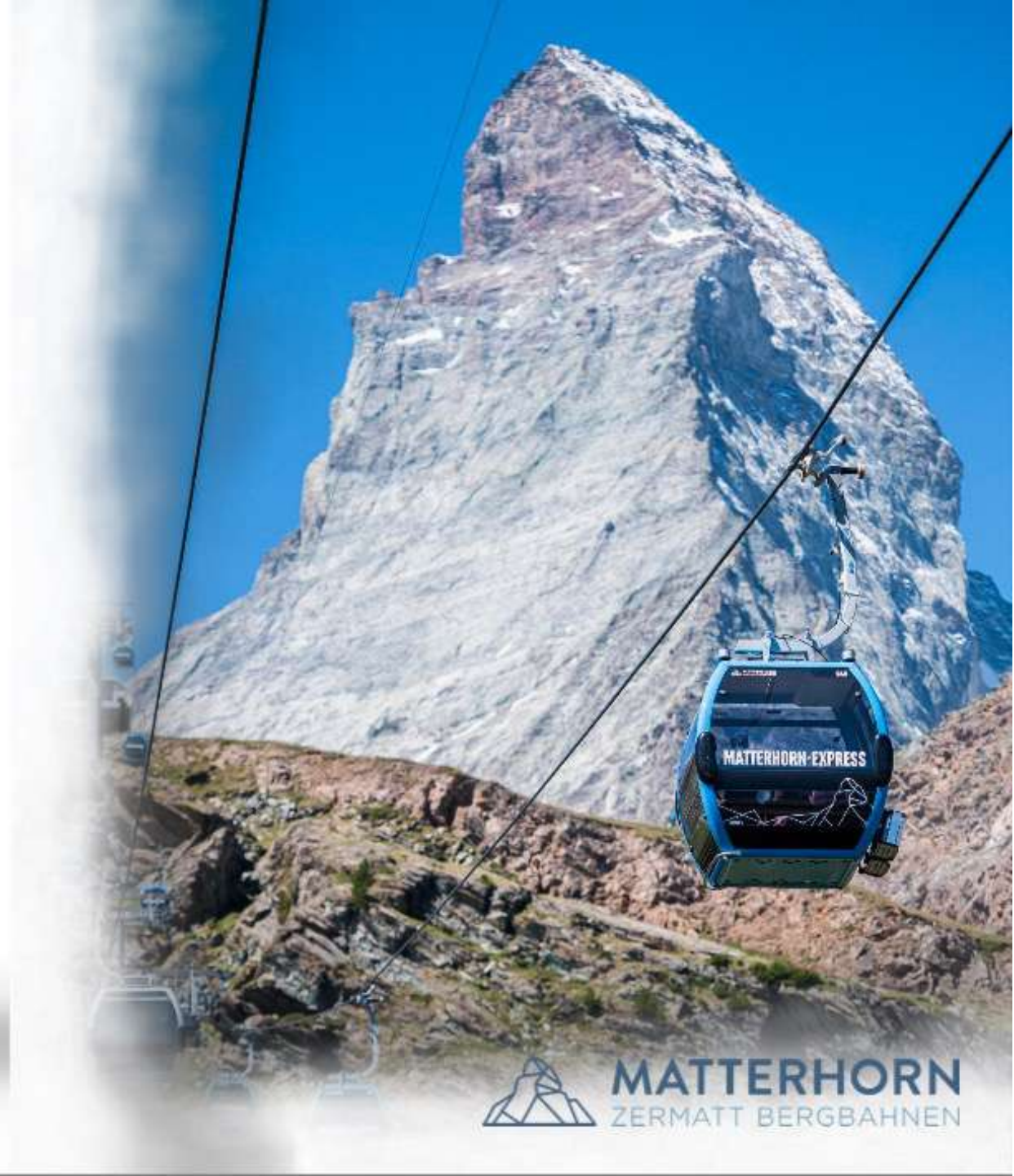
# THE HIGHEST BORDER CROSSING IN THE ALPS



MATTERHORN PARADISE

# MATTERHORN - EXPRESS

- 8 - SEATER GONDOLAS
- 21 MINUTES RIDE
- ZERMATT (1'620 M.A.S.L.)
- TROCKENER STEG (2'939 M.A.S.L.)



**MATTERHORN**  
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MATTERHORN PARADISE  
**VIP GONDOLA**



**MATTERHORN**  
ZERMATT BERGBAHNEN

# MATTERHORN PARADISE **FURI**



**MATTERHORN**  
ZERMATT BERGBAHNEN

# MATTERHORN PARADISE SCHWARZSEE



MATTERHORN PARADISE  
**PHOTOPOINT**  
**SCHWARZSEE**

ZERMATT



**MATTERHORN**  
ZERMATT BERGBAHNEN

# MATTERHORN PARADISE **TROCKENER STEG**



MATTERHORN PARADISE

# MATTERHORN

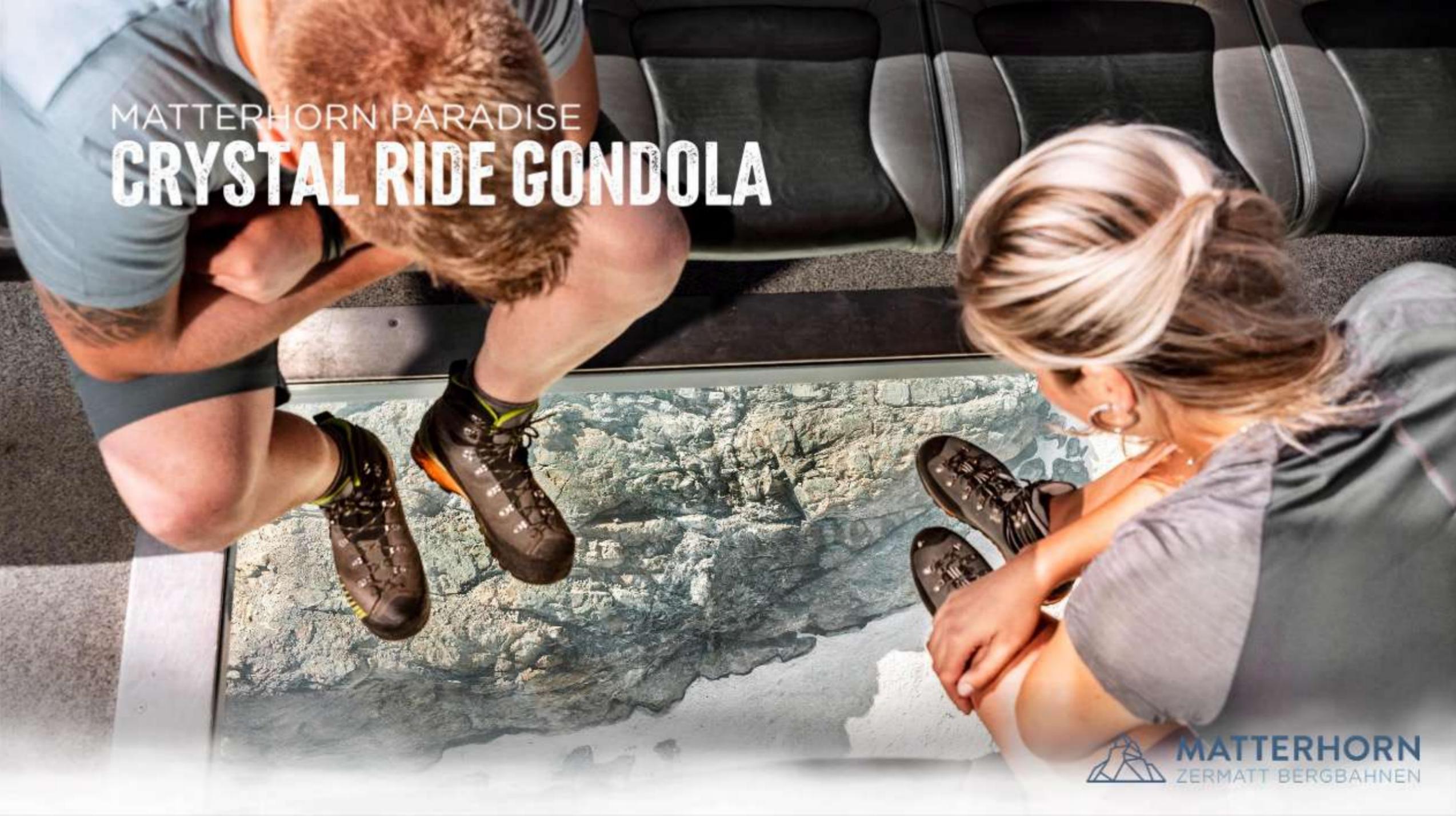
## GLACIER

## RIDE

- 28 - SEATER GONDOLAS
- 9 MINUTES RIDE
- TROCKENER STEG (2'939 M.A.S.L.)
- MATTERHORN GLACIER PARADISE (3'883 M.A.S.L.)



**MATTERHORN**  
ZERMATT BERGBAHNEN

A high-angle, top-down photograph of a man and a woman sitting in a gondola. The man, on the left, has reddish-brown hair and is wearing a light blue t-shirt, dark shorts, and brown hiking boots with yellow accents. The woman, on the right, has blonde hair and is wearing a grey t-shirt and dark shorts. They are both looking out of the gondola's open sides at a vast, rocky mountain landscape. The gondola has black seats and metal railings. The overall scene is bright and sunny, suggesting a clear day.

MATTERHORN PARADISE  
**CRYSTAL RIDE GONDOLA**



**MATTERHORN**  
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MATTERHORN GALCIER PARADISE

# THE HIGHEST CABLE CAR STATION IN EUROPE



**MATTERHORN**  
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MATTERHORN GLACIER PARADISE

# GLACIER PALACE



**MATTERHORN**  
ZERMATT BERGBAHNEN

# MATTERHORN GLACIER PARADISE PEAK RESTAURANT



**MATTERHORN**  
ZERMATT BERGBAHNEN

# MATTERHORN GLACIER PARADISE **CINEMA LOUNGE**



**MATTERHORN**  
ZERMATT BERGBAHNEN

# MATTERHORN GLACIER PARADISE VIEWING PLATFORM



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MATTERHORN GLACIER PARADISE -  
TESTA GRIGIA

# MATTERHORN GLACIER RIDE

- 4 MINUTES RIDE
- MATTERHORN GLACIER PARADISE (3'883 M.A.S.L.)
- TESTA GRIGIA (3'480 M.A.S.L.)



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ZERMATT BERGBAHNEN

# MATTERHORN ALPINE CROSSING TESTA GRIGIA



# MATTERHORN ALPINE CROSSING **SNOWXPERIENCE** **PLATEAU ROSA**

- FROM MAY TO OCTOBER
- RENTAL OF SKI, CLOTHES & EQUIPMENT
- BOOKABLE THROUGH ZERMATTERS
- ENTRY TO BEGINNER PARK AND SNOWTUBING INCLUDED IN THE TICKET



**MATTERHORN**  
ZERMATT BERGBAHNEN

TESTA GRIGIA –  
CIME BIANCHE LAGHI  
**AERIAL  
TRAMWAY**

- 5 MINUTES RIDE
- TESTA GRIGIA (3'480 M.A.S.L.)
- CIME BIANCHE LAGHI (2'812 M.A.S.L.)



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# MATTERHORN ALPINE CROSSING

# CIME BIANCHE LAGHI



CIME BIANCHE LAGHI -  
PLAN MAISON

# GONDOLAS

- 15 MINUTES RIDE
- CIME BIANCHE LAGHI (2'812 M.A.S.L.)
- PLAN MAISON (2'555 M.A.S.L.)



# MATTERHORN ALPINE CROSSING **PLAN MAISON**

PLAN MAISON –  
CERVINIA

# GONDOLAS

- 10 MINUTES RIDE
- PLAN MAISON (2'555 M.A.S.L.)
- CERVINIA (2'050 M.A.S.L.)



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# MATTERHORN ALPINE CROSSING **CERVINIA**



**MATTERHORN**  
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# MATTERHORN ALPINE CROSSING **PRODUCT IN GENERAL**

- HIGHLIGHTS ALONG THE ROUTE
- CUSTOMS IN POLLEIN (IT) AND BRIG-GLIS (CH)
- OPEN FROM CHRISTMAS TO MID SEPTEMBER
- SEASONAL PRICING



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MATTERHORN ALPINE CROSSING

# PRODUCT - RETURN TICKET



- START IN CERVINIA OR ZERMATT
- DURATION OF THE TRIP: 3 - 4 HOURS
- HOP ON AND OFF AT ALL STATIONS



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MATTERHORN ALPINE CROSSING

# PRODUCT - ONE WAY TICKET



- START IN CERVINIA OR ZERMATT
- DURATION OF THE TRIP: 1.5 - 2 HOURS
- HOP ON AND OFF AT ALL STATIONS



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# MATTERHORN ALPINE CROSSING **LUGGAGE TRANSPORT SERVICE**



- CHF 20.00 / EUR 20.00 PER ITEM
- DROP OFF UNTIL 11AM - ARRIVAL AT 1 PM
- DROP OFF UNTIL 2 PM - ARRIVAL AT 4 PM



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# MATTERHORN ALPINE CROSSING

## GOOD TO KNOW



### TRAVEL TIME TO CERVINIA



Milano Airport

2.0 h

2.0 h

Torino Airport

1.5 h

1.5 h

Como

2.5 h

2.5 h

Cinque Terre

4.0 h

4.0 h



### TRAVEL TIME TO ZERMATT



Zurich Airport

3.5 h

3.5 h

Geneva Airport

3.5 h

3.0 h

Interlaken

2.0 h

2.5 h

Lucerne

3.5 h

3.5 h



**MATTERHORN**  
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# MATTERHORN ALPINE CROSSING

## LET US INSPIRE YOU



**MATTERHORN**  
ZERMATT BERGBAHNEN

# MATTERHORN ALPINE CROSSING

## LET US INSPIRE YOU



# MATTERHORN PARADISE **REDUCTIONS AND DISCOUNTS**

- KIDS UP TO THEIR 9<sup>TH</sup> BIRTHDAY FREE
- CHILDREN FROM 9 TO 16 YEARS 50 %
- HOLDERS OF SWISS TRAVEL PASS 50 %
- GROUPS 20 %



**MATTERHORN**  
ZERMATT BERGBAHNEN

# MATTERHORN PARADISE PRICING

- SEASONAL PRICES
- SINGLE & RETURN TICKETS
- PEAK PASS / PEAK2PEAK
- INFORMATION & RESERVATION CENTER  
([info@matterhornparadise.ch](mailto:info@matterhornparadise.ch) / +41 27 966 01 01)



SEE YOU SOON

# MATTERHORN ZERMATT BERGBAHNEN



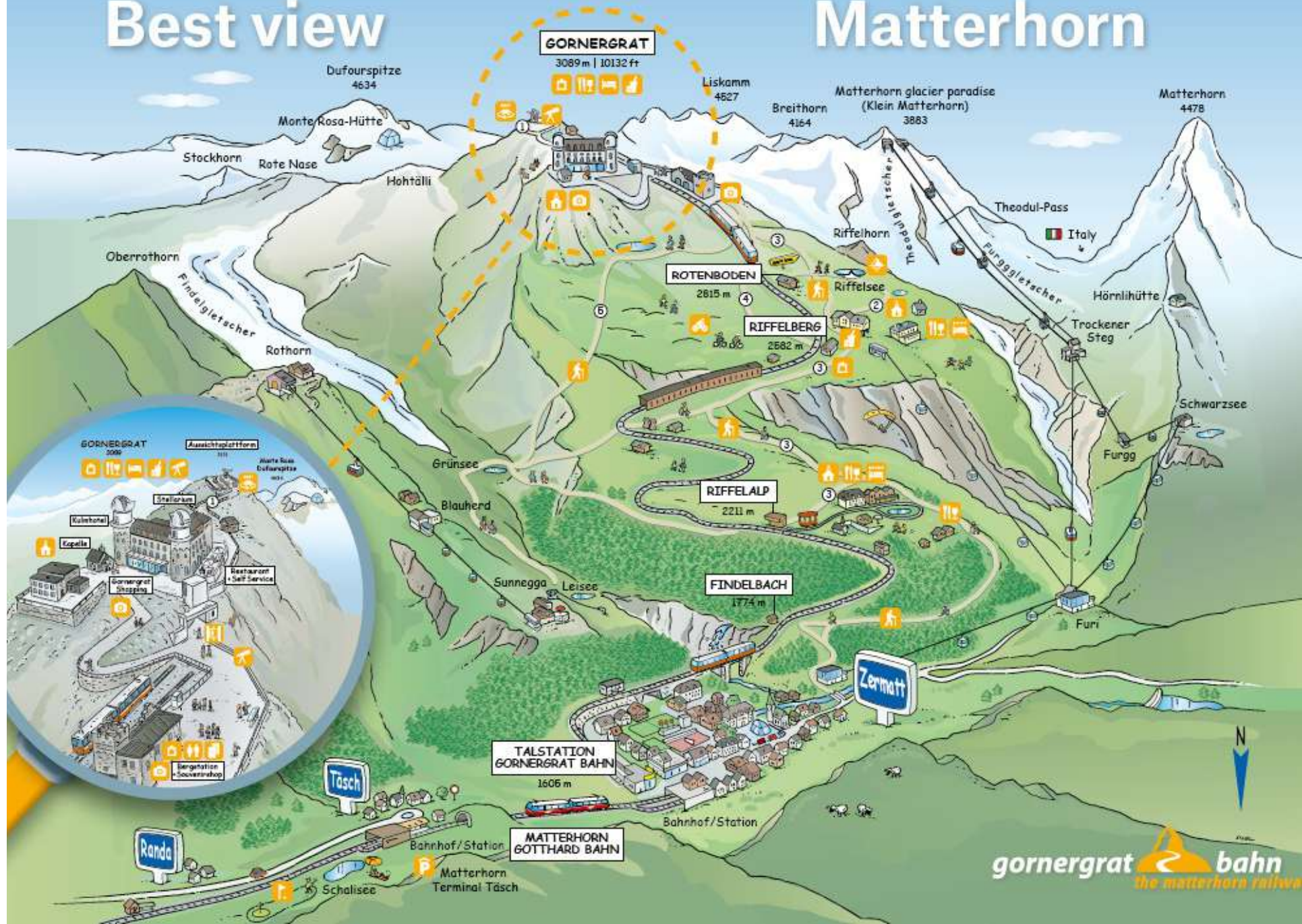
**MATTERHORN**  
ZERMATT BERGBAHNEN

# Gornergrat Railway



# Best view

# Matterhorn



# Meet the Matterhorn – Ticket rates 2024

<b>Zermatt- Gornergrat</b>	<b>Return</b>		<b>USD/CAD</b>
<b>Low Season</b>	<b>November-April</b>	<b>FIT Groups &gt; 10 pax</b>	<b>104.-/141.- 71.-/99.-</b>
<b>Shoulder Season</b>	<b>May/September/ October</b>	<b>FIT Groups &gt; 10 pax</b>	<b>129.-/175.- 91.-/122.-</b>
<b>High Season</b>	<b>June/July/August</b>	<b>FIT Groups &gt; 10 pax</b>	<b>150.-/202.- 105.-/142.-</b>

# New: Daytrip on board of NostalChic Class



# New: NostalChic Class

- Welcome drink and snacks
- Return trip Zermatt to Gornergrat in nostalgic coach
- Exclusive photo stop
- Travel guide
- Guaranteed window seat
- 4 course menu with wine pairing in a mountain restaurant
- Price per person USD 362,- or CAD 490,-
- 5% commission for TOs



# Golden spot photopoint and viewing platform



# Alpine Garden



Included in  
ticket



# Zoom the Matterhorn



# Zoom the Matterhorn

Included in  
ticket



# Swiss Travel System Excellence Program





**Thank you for your time and attention!**

# Are you the Winner?



**Switzerland.**

- 1. Which Carnival in Switzerland is recognized by UNESCO?**
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Switzerland.

Questions.



Switzerland.

# Webinar with Swiss Travel System and Rail Europe.

Join us on March 21<sup>st</sup>, at 12 pm EDT.





**Switzerland.**