

THE MATTERHORN ALPINE CROSSING – ONE YEAR ON

Zermatt, 04 November 2024

The Matterhorn Alpine Crossing is a once-in-a-generation project that was officially opened last summer when the Matterhorn Glacier Ride II 3S cableway went into operation on 1 July 2023. The more than 80-year-old vision of a cableway crossing over the Alps between Zermatt and Cervinia had become a reality. This enthralling gondola ride through unique natural surroundings around the Matterhorn is extremely popular, with 40,000 passengers taking the Matterhorn Glacier Ride II in its seven months of operation during the first two summer seasons as an excursion trip. The performance of the innovative premium product has clearly met all expectations and there has been considerable sustained international interest in the latest travel option.

Numerous visitors as well as representatives of the travel industry and media enjoyed the cross-border experience around the Matterhorn last year. The exciting new Matterhorn Alpine Crossing is a premium offering with a variety of activities available along the route. Attractions include the Matterhorn Glacier Paradise with its viewing platform at 3,883 metres above sea-level, overlooking more than 38 of the highest peaks in the Alps, and the natural glacier palace. In addition, the new Plateau Rosa SnowXperience adventure park opened this year right next to the Testa Grigia valley station. In the summer, visitors can try snow tubing and get their first taste of skiing on real snow. Everything you need, from clothing and skis to an instructor, is available to hire at the Testa Grigia valley station. This summer also saw the opening of the Rooftop Ride on the Zermatt-Furi cable car, a new attraction offering summer visitors the chance to travel on the cabin roof between Zermatt and Furi. Breathtaking views of the Matterhorn combine with the cool breeze to make a thrilling option on this stage of the international cableway experience.

International media interest

In July, TIME magazine included the Matterhorn Alpine Crossing in its list of the “World's Greatest Places” for 2024. The American publication selected extraordinary destinations around the world for their uniqueness, innovation and global influence. The accolade highlights once again the international significance of the cross-border cableway journey and the pioneering spirit of Zermatt Bergbahnen. Markus Hasler, CEO of Zermatt Bergbahnen AG, says: «Our aim is to offer a high-quality premium product for small groups and individual tourists without encouraging mass tourism or passing trade. This was something we clearly achieved in the first year of operations and we will therefore continue to adhere to our strategy.»

Further investment in the future

The cableway trip between Zermatt and Cervinia will soon be even easier and more convenient with the introduction of a luggage service. As with air travel, passengers will be able to check their bags in at the Zermatt or Cervinia valley station and enjoy their cross-border trip with only hand luggage to worry about. A concierge role will be created to oversee the transportation of luggage at the valley station in Zermatt and help travellers who have questions. There are plans to expand the infrastructure on the Klein Matterhorn in the long term to include a wider range of food outlets and accommodation, and to enhance the viewing platform at 3,883 metres above sea level with a covered skywalk across the glacier. On the Italian side, Cervino S.p.A. is also working on projects along the route of the Matterhorn Alpine Crossing,

including building a 3S cableway from Cervinia to Plan Maison via Testa Grigia and expanding the infrastructure in the Testa Grigia/Plateau Rosa region.

Step by step, the premium product that is the Matterhorn Alpine Crossing is being sustainably developed. This includes investing in the brand, its reputation among international travel companies and unique and exclusive experiences between Zermatt and Cervinia. Over a period of around ten years, Zermatt Bergbahnen will be investing almost CHF 200 million in the two new cableways and future attractions along the route. Zermatt Bergbahnen considers the further upgrading of the Zermatt-Matterhorn resort as responsible investments. Pioneering spirit, innovative strength and resilience are the characteristics that continue to define Zermatt.

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