

FullWrap Gornergrat Railway

The Matterhorn Railway



Premium presence in Zermatt

An unforgettable ride takes tourists from Zermatt through the enchanting mountain scenery to the Gornergrat at over 3,000 metres with a view of the world-famous Matterhorn and 28 more 4,000 metre-high peaks.



Facts and figures

Advertising area Between Zermatt and the Gornergrat

External advertising space 3-part train approx. 30 m long, 3.6 m high

Internal formats RailBoards, posters with dispensers (upon request)

Display duration 1 year

Launch upon completion we can host your launch event for customers, media or employees

Miscellaneous Extra trips with your "own train" are also possible upon request

Contact opportunities

Annual visitors to Gornergrat approx. 800,000 persons

Overnight stays in Zermatt per year 2.2 million

Day-trippers Travellers by train Brig-Zermatt 900,000, Zermatt-Brig 860,000 per year

Price 2020 in CHF per train, excl. VAT

1 year, per train

250,000

Production guide price (varies depending on the design) 50,000

Implementation requires authorization of MGB.
A layout can be rejected without specifying a reason.