

Gornergrat Railway roof strip advertising

The Matterhorn Railway 2019



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 the best 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 in length, 60 cm in height
Display period 1 year



Contact opportunities

Annual visitors to Gornergrat approx. 800,000
Overnight stays in Zermatt per year 2.2 million
Day-trippers Train passengers Brig-Zermatt 900,000, Zermatt-Brig 860,000 per year

Price 2019 in CHF per train, excl. VAT

1 year, per train (2 sides)

50,000

All information is given without warranty, offers subject to change.
 Implementation requires authorization of MGB.
 A layout can be rejected without specifying a reason.