

# FullWrap Gornergrat Railway

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 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 2019** 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.