

# Gornergrat Railway roof strip advertising

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 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 2020 in CHF per train, excl. VAT

1 year, per train (2 sides)	50,000
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All information is given without warranty, offers subject to change. Implementation requires authorization of MGB. A layout can be rejected without specifying a reason.