

## NEWS TO WINTER SEASON START OF THE MATTERHORN SKI PARADISE

Zermatt, 25 November 2022

The 3 December 2022 is the official start of the winter season of the Matterhorn Ski Paradise. With a lot of knowhow, passion and love, the team of the Zermatt Bergbahnen have prepared perfect slopes, a top infrastructure with high service and safety standards and haven't forgotten the fun factor. A sustainable use of resources in an ecological, economical, and social aspect has been respected.

### Taking responsibility

The cableways in the entire Alps have been in the media spotlight since the discussion about energy shortages. A look at the statistics shows that Swiss cableways only use 0.24% of Switzerland's electrical energy consumption, and around 0.1% for snowmaking. In Zermatt, the water sources used for snowmaking are located at high altitudes, which enables us to operate large parts of the snowmaking systems using gravity and avoiding having to use energy for pumps. Without any artificial snow production, skiing would not be possible in many places, which would have a drastic impact on many mountain regions. Therefore, the Zermatt Bergbahnen have always been committed to contribute their part to overcome the energy shortage. For many years we have made the sustainable use of resources and care for nature a high priority in our company. The Swisustainable Leading Level 3 label and the Swiss and European Solar Prize are two of the awards we have received for our sustainable strategy and operations. We are convinced that our strategy of sustainable use of resources are forward-looking in an ecological, economic, and social sense.

### Setting an example for sustainability

In the beautiful Alpine Lounge on Blauherd, guests are made aware of various environmental topics and informed about the sustainable use of resources by the Zermatt Bergbahnen. Here, topics such as solar energy, snowmaking, glaciers, wildlife and forest protection, as well as the unique fauna & flora of the Zermatt mountains are explained.

### Early bookers profit

The Zermatt Bergbahnen is pursuing a sustainable and transparent pricing strategy. For the upcoming winter, a dynamic pricing model has been set up basing on current operating costs and the general increase in prices. Price changes are also influenced by factors such as the demand, the number of bookings per day and the weather forecast. Those who book early are guaranteed to benefit from the best price and to enjoy the beautiful and unique infrastructure of the Matterhorn Ski Paradise.

### Experience nature in a variety of ways

Zermatt Matterhorn as a destination is looking forward to the 2022/2023 winter season. With the new edition of the moonlight descent in the Rothorn area and the ski slope preparation, which can be experienced live, two well-known offers return to Matterhorn Paradise with a fresh flair and offer exclusive moments in one of the most beautiful ski areas of the Alps.

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