

Zermatt, 15 September 2023

Press release



BEST SKI RESORT REPORT

ZERMATT – THE BEST SKI RESORT IN THE ALPS 2023

The Matterhorn Ski Paradise has once again won the title of Best Ski Resort in the Alps. The accolade was announced as part of the Best Ski Resort Report, which is conducted every two years and is the largest independent guest satisfaction survey in the Alps. Having already won the overall title in 2014, 2016 and 2020, Zermatt, the ski resort at the foot of the Matterhorn, is once again at the top of the podium in 2023.

During the 2022/23 winter season, around 50,000 winter sports enthusiasts were surveyed in a total of 54 leading ski resorts. The survey focused on 14 key satisfaction criteria, ranging from the size of the ski resort to the quality of the slopes and the atmosphere in the resort. Zermatt scored particularly highly in terms of the size of the ski resort, transport convenience, quality of runs, guaranteed snow, run safety, catering options in the resort and the ski area, and the variety of hotels and accommodation. In terms of overall satisfaction, Zermatt achieved the best score among the 54 top ski resorts. The international ski resort offers up to 360 km of fun on the slopes and breathtaking views of the Matterhorn.

High investment in the future

“We are delighted that Zermatt has once again been named as the best ski resort in the Alps. It is particularly gratifying because the award is based on the ratings of international guests,” explains Daniel Luggen, Tourism Director of Zermatt – Matterhorn. “This award makes it clear that our investment policy and premium pricing strategy offer guests an outstanding experience,” adds Markus Hasler, CEO of Zermatt Bergbahnen AG.

Matterhorn Cervino Speed Opening

Preparations for the men’s and women’s World Cup downhill races on 11/12 November and 18/19 November in Zermatt and Cervinia are currently in full swing. The local organising committee is on schedule and has made significant improvements compared to last year’s races, both on the Gran Becca and in the organisational execution. Everything is coming together to ensure a successful start to the “Matterhorn Cervino Speed Openings”.

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Caption:

Zermatt is the best ski resort in the Alps in 2023.

Picture right: Michael Partel, CEO of Mountain Management Consulting and Patricia Huber from Zermatt Bergbahnen AG at the award ceremony.

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