

Zermatt, January 30, 2019

## **MATTERHORN ZERMATT CABLEWAYS GO INTERNATIONAL**

New Country Manager for Thailand and SEA, based in Bangkok, Thailand.

As a result of a constantly increasing number of visitors, coming from Thailand and SEA, the Matterhorn Zermatt Cableways (ZBAG) have decided to increase its presence in these strategically important markets. Mr Vachiravit Khumpanya (Pooh) becomes the first Country Manager for Thailand and SEA for ZBAG. The young Thai with excellent English skills and a proven over 20 years' tourism and market experience, will start his function on February 1, 2019. Pooh will be based in Bangkok throughout the year.

Vachiravit Khumpanya (Pooh), former tour leader and sales representative in various well-known Thai-companies, is characterized not only by its many years of work experience, but also through his education. After his Bachelor of Arts in Physical Education-Recreation, he did his Master of Communication Arts in Public Relations.

Pooh will support the trade as well as the media in all kind of questions about the destination Zermatt – Matterhorn as well as about the products of the Matterhorn Zermatt Cableways.

Various possibilities to include the Matterhorn village and its highlights in a well selling European- or Mono-Swiss Itinerary are his strength. Pooh will act as a local information- and general support representative and not as a sales office.

His contact details:

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