

A DIGITAL FUTURE IN THE MATTERHORN PARADISE: ZERMATT BECOMES THE FIRST RESORT IN SWITZERLAND TO LAUNCH THE SMARTPHONE -TICKET

Zermatt, October 2025

Zermatt sets the bar for digitization: Zermatt Bergbahnen, the Matterhorn Gotthard Bahn / Gornergrat Bahn and Zermatt Tourism are the first destination in Switzerland to offer completely mobile access to the ski resort with smartphones used as a digital ticket.

New access control readers from Skidata have been in operation since November 2024. These upgraded gates have a new, improved barrier-free design and also feature advanced sensor and communications technology. This includes integrated readers for digital tickets, so a ski pass can be purchased online and presented via a smartphone instead of on a keycard.

The new technology makes accessing the Matterhorn Paradise even more convenient in a number of ways. There is no longer any need for a physical keycard as the whole purchase and access process can be completely digital if so desired. The new offering bypasses long queues in the ticket sales area and allows visitors a seamless digital customer experience right up to the start of their activity on the slopes.

According to Patricia Huber, Head of Marketing and Sales at Zermatt Bergbahnen: "The Smartphone-Ticket can be purchased conveniently online or at a sales point in Zermatt. It's stored in the Matterhorn app in the "Smartphone-Ticket" section and can be activated at the touch of a button on the day of use. At that point, your phone can communicate directly via Bluetooth Low Energy with the entrance gate, which will open without your even needing to take your phone out of your pocket."

The new Smartphone-Ticket function is an exciting new addition to the Zermatt-Matterhorn resort's Matterhorn app. Selina Gull, Head of Marketing at Zermatt Tourism, says: "The Smartphone-Ticket on the Matterhorn app makes access to the Matterhorn Ski Paradise easier, quicker and more digital – a benefit for our visitors and an important step in our digitization strategy." As well as providing optimized live data for lifts, pistes, webcams and weather, since last winter the Matterhorn app has also allowed users to track their day's skiing. They can create groups of friends and upload and share their favourite photos from the Matterhorn Paradise. It's a must-have for every Zermatt fan.

Smart access to the mountain experience

The Smartphone-Ticket adds around 10% to the daily battery usage of a modern phone. Only Bluetooth and GPS are used. No mobile data is required, so the ticket can even work in flight mode. "Working closely with Skidata, the system was comprehensively tested over recent months to ensure stable, secure and user-friendly operation. The Smartphone-Ticket has been available in Zermatt since August 2025, and we're really thrilled about it," says Sara Gertsch, Head of Sales at Matterhorn Gotthard Bahn. From mid-December it will also work across the border: Cervino S.p.A. installs one latest-generation Skidata access gates per facility with the relevant sensors and corresponding signage. This will allow a seamless digital user experience throughout the Matterhorn Ski Paradise.

The ever-handy smartphone thus becomes a practical means of access. A simple, convenient and forward-looking solution for all fans of winter sports and the mountains.

For further information please contact:

Jenny Imboden

Communication & Media Manager

Zermatt Bergbahnen AG

☎ +41 (0)27 966 01 01 ▪ 💻 jenny.imboden@zbag.ch

www.matterhornparadise.ch