

## ZERMATT – THE BEST SKI RESORT IN THE ALPS IN 2020

Zermatt, 5 November 2020

Today, on 5 November 2020, the Matterhorn ski paradise was once again crowned best ski resort in the Alps. The Best Ski Resort Report is the biggest independent visitor satisfaction survey in the Alps and is conducted every two years. After two overall wins in 2014 and 2016 and a second place in 2018, Zermatt has topped the ratings yet again in 2020.

The Best Ski Resort Report is the biggest independent visitor satisfaction survey in the Alps and is conducted every two years. During the 2019/20 winter season, almost 40,000 snow sports fans were surveyed at a selection of 55 leading ski resorts. The surveys centred around 20 criteria for measuring satisfaction, ranging from the size of the resort and the quality of the ski runs to the local atmosphere. The international ski resort of Zermatt-Cervinia emerged as the clear winner, with victories in eight categories – safety on the slopes, atmosphere, authenticity, cosiness, exclusivity, ski school, nature, fun and entertainment – and an overall score of 8.63 (on a scale of 1 to 10).

Alongside the Best Ski Resort of 2020, a comparison of visitor satisfaction was also made covering the longer period from 2012 to 2020. This long-term study revealed that Zermatt is following the correct strategic direction as it was the overall winner for the eight-year period, with the highest average score (8.43) across all five surveys.

*“We are delighted to receive the award for Best Ski Resort for the third time and come out as overall winners for the period from 2012 to 2020, especially as these are the results of honest assessments by our international visitors and they show that the strategy and investment policy of Zermatt Bergbahnen AG are on the right track. We also see this award as an endorsement of further investment in the quality of our services and transport facilities, for example in the new Kümme gondola lift and the major Alpine X project,”* explains Markus Hasler, CEO of Zermatt Bergbahnen AG.

### The 2020/21 winter season is already underway

Winter sports fans can already enjoy good snow conditions on the pistes. A total of 26 kilometres of pistes are currently open in the ski area. Further slopes and lifts will follow on a step-by-step basis as the snow conditions allow, and the whole ski area will be up and running by 28 November.

### Ski safely and confidently

During the summer season, Zermatt Bergbahnen AG already developed a comprehensive range of protective measures in the glacier ski area to ensure that visitors can use the slopes safely and with confidence. For the 2020/21 winter season masks will be mandatory on all lifts, including at stations and in waiting areas. Cabins, gondolas, public spaces and shared surfaces and objects will be cleaned thoroughly on a regular basis. To counter the uncertainties caused by the COVID situation, ZBAG has introduced flexible cancellation terms.



## It's not always easy to choose the right face mask

In collaboration with ALLKOV, ZBAG has produced a multifunctional protective mask. It slips easily over your ski helmet and attaches to the fastening for your goggles. It can quickly be pulled up over your mouth and nose in areas where masks have to be worn, and when you get out onto the slopes it can be worn around your neck to keep out the cold. On the way home you can use it to protect your goggles. The reusable dual-layer community mask has been tested to meet the requirements of the AFNOR S76-001 standard for community face masks. The ALLKOV mask will be available at all sales outlets and kiosks and in the ZBAG Peak Shop from mid-December, but can also be pre-ordered at [matterhornparadise.ch](https://matterhornparadise.ch).

### More information:

Mathias Imoberdorf  
Media & Communication Manager  
Zermatt Bergbahnen AG  
+41 (0)27 966 01 24  
[media@matterhornparadise.ch](mailto:media@matterhornparadise.ch)  
[www.matterhornparadise.ch](https://www.matterhornparadise.ch)

