



MEDIA RELEASE from April 8, 2024

Contract extension between Zermatt – Matterhorn and Zermatt Unplugged

The destination Zermatt – Matterhorn and Zermatt Unplugged extend their contract for a further five years, until 2029.

Coinciding with the start of Zermatt Unplugged on April 9, 2024, the partners announce the continuation of their collaboration for the years 2025 to 2029. Zermatt Tourism and the Municipality of Zermatt have signed a corresponding contract with Zermatt Unplugged. This regulates the mutual financial obligations, communication responsibilities and non-cash benefits, and provides long-term planning security for all parties. Long-term cooperation has also been agreed upon with the destination's most important service providers – Zermatt Bergbahnen, the Matterhorn Group and the Matterhorn Gotthard Bahn/Gornergrat Bahn.

"Zermatt Unplugged is an integral part of the winter event calendar. This new five-year contract allows us to steam ahead with future editions," says Romy Biner-Hauser, Mayor of Zermatt. Fabrizio Gull, Destination Service Head at Zermatt Tourism emphasizes: "We're very proud of this contract extension and would like to thank Zermatt Unplugged, the Municipality of Zermatt and all of the other service providers that make this festival possible for their trust and support."

"For us, this is confirmation that the destination continues to fully support the festival," says a delighted Rolf Furrer, Managing Director of Zermatt Unplugged. "At the same time, the contract forms the cornerstone of our long-term commitment to both the festival and the destination." The acoustic music festival will continue to take place at a scale similar to before, "But of course with the appropriate innovations and further developments that our audience, our partners and we ourselves have come to expect from us," adds Rolf Furrer.

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Zermatt Unplugged

Unplugged shows by massive global acts and promising young talent. Music reduced to its essence performed in intimate surroundings against the spectacular backdrop of Zermatt's unique mountain scenery, plus high-octane sets by some of the planet's hottest DJs. Zermatt Unplugged Acoustic Music Festival has become a permanent feature of the European music scene. The inaugural edition took place in 2007 after being founded as a singer-songwriter festival by Thomas Sterchi, Marco Godat and Heinz Julen, with the support of ABBA's Anni-Frid and Deep Purple's Jon Lord. The festival now runs for five days and boasts more than 120 concerts across 17 stages spread throughout the village and across the surrounding slopes. The heady combination of acoustic music, magnificent mountain scenery, idyllic spring snow, warm Zermatt hospitality and unique ambience that comes with being on the Matterhorn makes the festival the unrivaled, all-encompassing experience that it is. zermatt-unplugged.ch