

Press Release

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Summit Shopping Mall at Gornergrat: A New Experience at 3,100 Metres

With the full opening of the Summit Shopping Mall, Zermatt Hospitality Group expands its offering at Gornergrat with a new experiential concept. At 3,100 metres above sea level, the mall creates a unique space that combines shopping, regional authenticity and contemporary design within an exceptional alpine setting.

A Curated Offer at the Highest Level

The selection includes souvenirs, fashion, jewellery, regional specialties and exclusive products, including the in-house brand “3100 Gornergrat Summit Experience”. The concept is complemented by culinary highlights such as the Zermatt Prime Foods product line and an exclusive chocolate collection developed in collaboration with Walder Chocolat.

The combination of shopping and experience appeals to both international guests and local visitors, enhancing the overall quality of the Gornergrat experience throughout the year.

Sustainability and Strategic Importance

Sustainability lies at the core of the project: the mall is certified according to ISO 14001:2015, carries the Valais Excellence label and meets the criteria of Swisstainable Leading. Close collaboration with regional partners further strengthens the local connection and authenticity of the offering.

As part of the strategic revitalisation of Gornergrat, the Summit Shopping Mall makes a significant contribution to the ongoing development of the destination and positions the site as a year-round experience at the highest level.

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