

PRESSE RELEASE

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New Director at 3100 Kulmhotel Gornergrat: Ramona Reich to Take Over Leadership in November

Zermatt, 3 September 2026 – 3100 Kulmhotel Gornergrat is delighted to announce the appointment of Ramona Reich as its new Director. From 1 November 2026, she will take over the management of the highest-altitude hotel in the Swiss Alps, bringing with her extensive experience in international hospitality and gastronomy, as well as a strong connection to Zermatt.

Ramona Reich has worked in Zermatt's hotel and restaurant industry for several years. Within Zermatt Hospitality Group, she initially served as Director of Food & Beverage at Grand Hotel Zermatterhof, where she was responsible for its culinary direction and three in-house restaurants. She subsequently assumed operational management of the ICE Buffet Bar Pizzeria at Trockener Steg. Her appointment as Director of 3100 Kulmhotel Gornergrat marks the next step in her career within the Group.

Before joining Zermatt Hospitality Group, Ramona Reich gained valuable experience at renowned Zermatt establishments including THE OMNIA Mountain Lodge, Cervo Mountain Resort, Chez Vrony and Terravigna. She has also held senior positions in international fine dining, including at the Michelin-starred restaurants Il Riccio and L'Olivo on Capri.

"I am very much looking forward to this new role and to shaping the future of the hotel together with my team. Our aim is to create unforgettable stays for our guests and to ensure that the distinctive atmosphere of this unique location can be felt every day," says Ramona Reich.

In recent years, 3100 Kulmhotel Gornergrat has undergone extensive development. This has included the introduction of new culinary concepts and the complete redesign of the Summit Shopping Mall. Spanning approximately 300 square metres, the retail space brings together souvenirs, fashion, jewellery, regional specialities and exclusive own-brand products at one of Switzerland's most extraordinary shopping destinations.

The hotel's recent recognition in the Andrin Willi Hotel Rating Switzerland further highlights this development. In the 2026/27 edition of *Switzerland's 150 Best Hotels*, 3100 Kulmhotel Gornergrat made its debut at number 13 among Switzerland's best three-star hotels.

Situated at 3,100 metres above sea level, 3100 Kulmhotel Gornergrat offers its guests unique views of the Matterhorn and 28 other peaks rising above 4,000 metres. As the highest-altitude hotel in the Swiss Alps, it combines Alpine hospitality with extraordinary natural experiences and exceptional proximity to the stars.

Media enquiries:

Laura Adlassnig

laura.adlassnig@zhg.swiss

Tel.: +41 27 966 67 60

3100 Kulmhotel Gornergrat

Gornergrat 3100m

3920 Zermatt

Schweiz

Tel.: +41 27 966 64 00

E-Mail: gornergrat.kulm@zhg.swiss