

## ***The Zermatt Travel Network***

**[www.zermatt.com](http://www.zermatt.com), the pioneer Zermatt website. Registered in 1996**

***Pioneer.*** *A person or group that originates or opens a new line of thought or activity or a new method or technical development.*

*Source: Merriam Webster Dictionary*

### ***The seven domains that form the Zermatt Travel Network***

[www.zermatt.com](http://www.zermatt.com), [www.zermattswitzerland.com](http://www.zermattswitzerland.com), [www.bestpricezermatt.com](http://www.bestpricezermatt.com),

[www.availableroomszermatt.com](http://www.availableroomszermatt.com), [www.zermattapartmentregister.com](http://www.zermattapartmentregister.com)

[www.matterhornapartments.com](http://www.matterhornapartments.com) [www.zermattaccommodation.com](http://www.zermattaccommodation.com)

The Zermatt Travel Network is an important part of the 135-domain

*Activelifestyle Travel Network* [www.activelifestyle.com](http://www.activelifestyle.com)

*Since 1978*

## **Activelifestyle Travel Network**

*Building commitment and trust for travel buyer and seller*

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***Zermatt's first Internet domain is the first choice for global viewers***

No matter which way you look at it [www.zermatt.com](http://www.zermatt.com), is a pioneer. As Zermatt's first online information source, the domain acquired the best possible name. As a result it attracts viewers that are specifically searching for information on Zermatt. Besides being the information portal for Zermatt, the domain is the undisputed leader in Activelifestyle's ever-strengthening *Zermatt Travel Network*.

To find information on Zermatt, many viewers simply choose to use direct input of the name *Zermatt.com* into their browser's address bar. This method of finding information on Zermatt bypasses search engines completely. Nonetheless the domain is a constant front runner in various entries in the world's most popular search engines. When combined with the other domains that form the *Zermatt Travel Network (ZTN)* the potential and the power of the Zermatt Network is breathtaking.

***Zermatt.com is the undisputed leader***

At writing *Zermatt.com* is by far the most popular, powerful and profitable domain in the Zermatt Network. *Zermatt.com* attracts an average but growing 400,000 unique visits annually. Each and every one is looking for information about Zermatt. The domain provides this information in the English language, much of it originally written. Other domains that form the *Zermatt Travel Network* are now being populated with informative, original, content and their visitor count and profitability will rise in tandem.

***Zermattswitzerland.com is Zermatt's Russian language showcase***

Recently the Activelifestyle Network added Russian language information to ZTN. The publishers and owners have nominated the website [www.zermattswitzerland.com](http://www.zermattswitzerland.com) as the stage on which to feature this information. To our knowledge there is very little web-based information on Zermatt in the Russian language. We feel that as a direct result of this lack of information in Russian, the domain has achieved spectacular, instant, success.

***Russian language addition enhances envied search engine positioning***

We have an astounding record for placement on major search engines. The Zermatt network scores at or near the top not only with Zermatt in general but in all aspects, and with many input keywords. In fact our search engine success is so great only a slide show conveys the information in a quick and readable format.

***Zermatt Network profits will increase as global, year round alliances are formed***

There is not one domain in the *Zermatt Travel Network* that is seasonally specific. Zermatt is a year round destination and so is *ZTN*. New, seasonally specific original content is created annually and featured on each of the *ZTN* domains.

Negotiations are underway to bring in local and international partners to realize income from the rental of accommodation and other travel services in Zermatt. The Network and the individual domains are poised to realize tremendous untapped earnings from many sources. Increased advertising both local and International, accommodation rentals and other services that appeal to the global visitor are just a few of the sources waiting to be fully exploited.

No matter which criteria one uses as a yardstick, *ZTN* is a success. With a ubiquitous web presence, a strong, targeted, reader base and a highly containable operating cost profits have been consistent. *Zermatt.com* has an advertiser base of about 35% of Zermatt's travel suppliers. Each one enjoys success in terms of targeted visitors and increased business. With the advent of other travel suppliers partnering with the network and accompanying income in reservations commissions the network's fortunes will grow significantly.

***Stability is the keyword with the Zermatt Travel Network.***

Created in print as *Euro Ski Magazine* in 1978 and then as *Euro Ski Zermatt* a few years later, *ZTN* is indeed as stable as any web entry on the planet. Indeed, even during the volatile times of the late 90's *Zermatt.com* did not falter. This strength is the foundation upon which the remaining domains of *ZTN* will be developed and with it sources of increased income and profits. *ZTN* is not backed by any large corporation or government arm.

# *The Zermatt Travel Network*

*Google Rankings as of 07/03/07*

Keywords	Documents	Position
<i>Zermatt</i>	<b>5.04</b> million	<b>3</b>
<i>Travel Zermatt</i>	<b>1.60</b> million	<b>4</b>
<i>Apartments Zermatt</i>	<b>262</b> Thousand	<b>4</b>

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Keywords	Documents	Position
<i>Hotels Zermatt</i>	<b>1.120</b> million	<b>3</b>
<i>Ski Zermatt</i>	<b>1.220</b> million	<b>3</b>
<i>Visit Zermatt</i>	<b>301</b> Thousand	<b>3</b>

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# *The Zermatt Travel Network*

*Google Rankings as of 07/03/07*

Keywords	Documents	Position
<i>Zermatt Russian Info</i>	<b>75</b> <i>Thousand</i>	<b>1 to 4</b>
<i>Zermatt Russian</i>	<b>112</b> <i>Thousand</i>	<b>1 to 4</b>
<i>Zermatt Russian Hotels</i>	<b>82</b> <i>Thousand</i>	<b>1 to 4</b>
<i>Hotels Zermatt Russian Language</i>	<b>47</b> <i>Thousand</i>	<b>1 to 6</b>

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# *The Zermatt Travel Network*

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Keywords	Documents	Position
<i>Accommodation Zermatt</i>	<b>410</b> <i>Thousand</i>	<b>7</b>
<i>Visit Zermatt</i>	<b>301</b> <i>Thousand</i>	<b>3</b>
<i>Zermatt German</i>	<b>270</b> <i>Thousand</i>	<b>2</b>
<i>Zermatt German Info</i>	<b>132</b> <i>Thousand</i>	<b>3</b>

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# *The Zermatt Travel Network*

*Google Rankings as of*

Keywords	Documents	Position
<i>Best Price Hotels Zermatt</i>	<b>214</b> <i>Thousand</i>	<b>1 &amp; 7</b>
<i>Available Rooms Zermatt</i>	<b>210</b> <i>Thousand</i>	<b>1</b>
<i>Best Price Accommodation Zermatt</i>	<b>204</b> <i>Thousand</i>	<b>8 &amp; 9</b>

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# *The Zermatt Travel Network*

*Google Rankings as of 07/03/07*

Keywords	Documents	Position
<i>Zermatt Apartments</i>	<b>306</b> <i>Thousand</i>	<b>5</b>
<i>Dining Zermatt</i>	<b>190</b> <i>Thousand</i>	<b>7</b>
<i>Zermatt Nightlife</i>	<b>152</b> <i>Thousand</i>	<b>10</b>
<i>Zermatt Ski Maps</i>	<b>411</b> <i>Thousand</i>	<b>5&amp;6&amp;9</b>

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