



Municipality of Zermatt

Survey on living in the Inneres Mattertal

Summary

Ihre Gemeinden vom Inneren Mattertal
Your municipalities in the Inneres Mattertal
As suas comunidades do Inneres Mattertal

Zermatt



Täsch



Randa



St. Niklaus



Grächen



January 5, 2026



Cover image: <https://survey6.infraconsult.ch/mattertal>

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Summary

Municipalities in the Inneres Mattertal

In connection with the Zermatt housing needs analysis, the municipality of Zermatt, together with the municipalities of Täsch, Randa, St. Niklaus and Grächen, launched a survey entitled 'Living in the Inneres Mattertal'. Representative data is available from the municipalities of Zermatt, Täsch, Randa and Grächen.

Aim and purpose of the survey

Several developments in the tourist resort of Zermatt have led to a decrease in the number of available primary residences. Demand for second homes, on the other hand, has increased. Furthermore, there is a noticeable increase in construction activity in the hotel sector and in tourist-managed apartments. However, there is an shortage of housing for the necessary staff. The municipalities of Täsch, Randa, and Zermatt have already responded to this situation by establishing planning zones. The aim is to create a sound basis for ensuring that the actual demand for future housing in the Inneres Mattertal is met.

High participation due to trilingualism

In order to achieve the widest possible participation among the population of the Inneres Mattertal, the survey was conducted in three languages. As many residents of the Inneres Mattertal have a Portuguese migrant background, the survey was conducted in German, English or Portuguese.

High overall participation achieved

In total, over 1'600 people participated in the survey. The overall participation rate was 17 %. The above-average participation of young people is particularly encouraging. Most participants were between 18 and 50 years old.

Participation by municipality

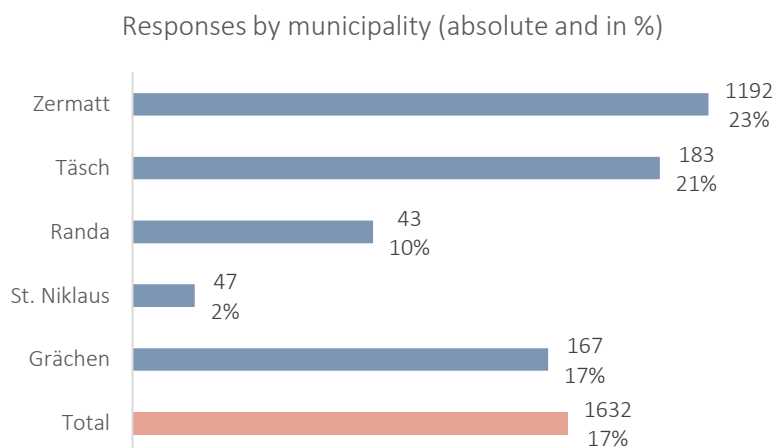


Figure 1: Participation by municipality in %
Source: IC Infraconsult, Survey: 'Living in the Inneres Mattertal', 09-10/25

Participation by nationality

The native Swiss population constitutes the largest participation group at 50 %. People with a Portuguese migration background form the next largest participation group at 19 %, followed by the group "other nationalities" at 14 %. Participation thus accurately reflects the total population.



Zermatt is the most important employer

Of all respondents, 81 % work in Zermatt. Nearly two-thirds of all respondents are in permanent employment. 13% are temporarily employed. Only a small percentage work part-time.

One- and two-person households most strongly represented

Most people in the Inner Mattertal valley live alone or as a couple. Over half of all respondents live in one- or two-person households. At 55%, one- to two-person households are the largest group.

A particularly high proportion of one- to two-person households, and consequently of studio apartments and small apartments, is typical for a tourist community. Families as a way of life and living arrangement account for 36% of households in the Inner Mattertal valley, which is roughly the Swiss average.

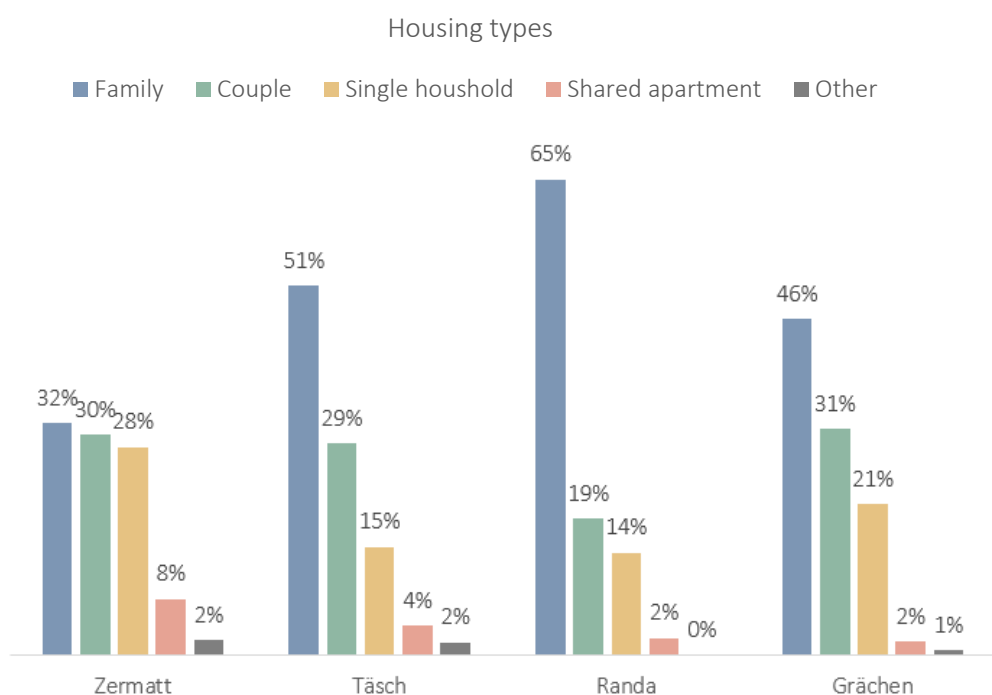


Figure 2: Types of housing in %
Source: IC Infraconsult, Survey: 'Living in the Inneres Mattertal', 09-10/25

Short commutes

70 % of all respondents need less than 15 minutes to reach their workplace. A further 18 % reach their workplace in a maximum of 30 minutes.

Compared to the rest of Switzerland, commuting times in the Inneres Mattertal are generally low. The average commute time across Switzerland is approximately 30 minutes. On average, the distance traveled between home and work is about 14 km.

Within the municipality of Zermatt, commutes are primarily made on foot or by bicycle. In the municipalities of Täsch and Randa, commutes are mainly made using public transport or a combination of other individual means of transport, such as bicycles.

Housing satisfaction Inneres Mattertal

Overall, about half of all respondents in the Inneres Mattertal are satisfied or very satisfied with their living situation. However, there are significant differences between the five municipalities.

How satisfied are you with your living situation?

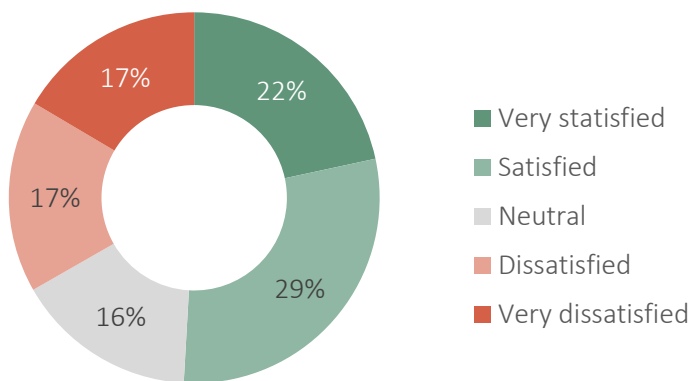


Figure 3: Satisfaction with living situation Inneres Mattertal in %
Source: IC Infraconsult, Survey: 'Living in the Inneres Mattertal', 09-10/25

Housing satisfaction by municipality

In the municipality of Zermatt, residential satisfaction is below 50 %. Young people and newcomers are particularly dissatisfied. In the municipality of Täsch, just over 50 % are satisfied with their housing situation. In Randa and Grächen, on the other hand, housing satisfaction is around 70 %.

Housing satisfaction Inner Mattertal by age

A more detailed analysis of the survey revealed that in the municipality of Zermatt, young people and newcomers in particular are dissatisfied with their living situation.

How satisfied are you with your living situation?

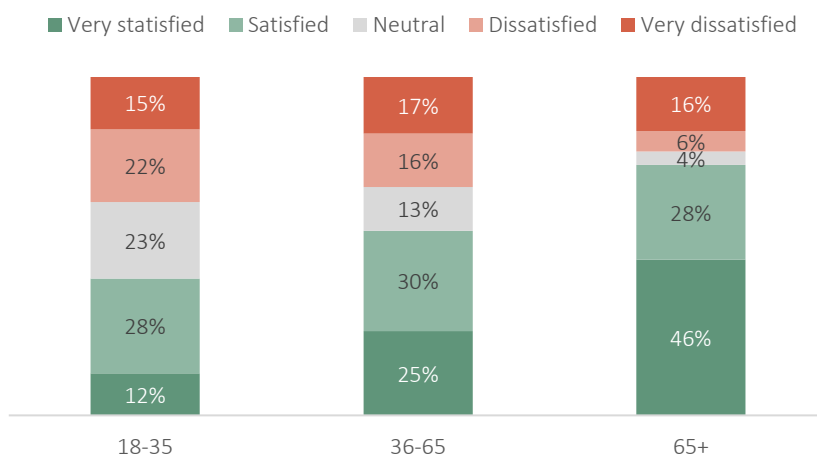


Figure 4: Satisfaction with living situation by age in %
Source: IC Infraconsult, Survey: 'Living in the Inneres Mattertal', 09-10/25

Housing satisfaction
temporary employees
Zermatt

Besides young people and newcomers, temporary workers in Zermatt are also dissatisfied with their living situation. Many temporary workers are young. If these young temporary workers do not find permanent employment or permanent accommodation, they usually fail to integrate into local community life.

Housing satisfaction among temporary workers in Zermatt

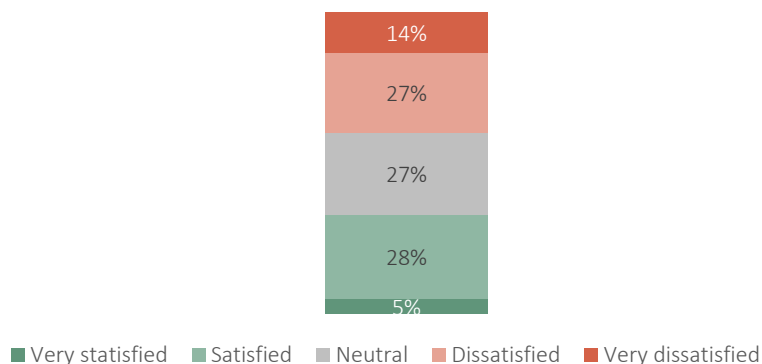


Figure 5: Housing satisfaction among temporary employees, Zermatt, in %
Source: IC Infraconsult, Survey: 'Living in the Inneres Mattertal', 09-10/25

Price increase
Housing

Most respondents in the Inneres Mattertal region state that they cannot afford further price increases in the (rental) housing market. Over two-thirds react sensitively to price increases.

Price increases
Rent in the Inneres
Mattertal

Could you still afford the rented apartment if the price increased by 10%?

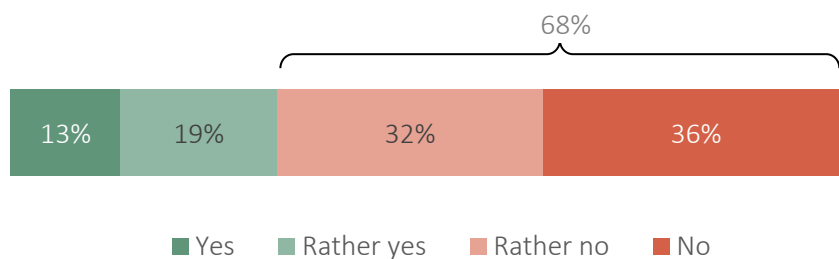


Figure 6: Price increase acceptable or not in %
Source: IC Infraconsult, Survey: 'Living in the Inneres Mattertal', 09-10/25

High rental costs
Zermatt

Particularly in Zermatt, people feel their rents are far too high or too expensive. Overall, 66 % feel their rent in Zermatt is too high. Compared to rising housing costs, real wages in the tourist resort have not increased.



Urban Village
Zermatt

Over the past 10 years, rents have risen significantly across Switzerland. In metropolitan areas such as Zurich, Geneva, Bern, and Basel, price increases in the housing sector are clearly noticeable. Tourist communities, like urban centers, are also facing high price increases in the housing sector.

“Urban” conflicts are noticeable in the Zermatt and Täsch region.

Reasons for housing
dissatisfaction

The reasons for dissatisfaction with one's own living situation or for the feeling of being an outsider in the communities of Zermatt and Täsch are manifold.

Result
Final question

The open-ended final question, "In your opinion, how can the Inner Mattertal become a more attractive place to live, work, and spend time?", was answered by over 1,000 people.

Within the numerous responses, 1'707 topics were mentioned. From these topics, five particularly important key topics, KT emerged:

KT 1
housing

44 % want affordable, diverse, colorful, family-friendly and age-appropriate housing, as well as a free and accessible housing market.

KT 2
vacation rentals

14 % want stricter rules for renting out second homes, holiday homes, and tourist accommodation via Airbnb.

KT 3
salary equalization

9 % want their salaries adjusted to reflect the increased cost of living and housing.

Other key areas of focus include improvements in mobility, integration, and local services. However, these three areas were each rated at less than 7 %.

Connecting
element

The lack of a sense of belonging is felt by both locals and newcomers. Newcomers are just as concerned about the "charm of Zermatt" as locals. There is a strong desire for a new balance between tourism and the town as a place to live.



Ich fühle mich fremd wegen der fehlenden Willkommenskultur

So schade, Zermatt war früher nie so. Es wäre ein wunderschönes kleines Dorf. Wenn es wieder so sein würde.

Community hubs or a skatepark would give people, especially youth, places to connect and socialize

Die Einkaufsläden sind nur noch auf die Touristen ausgerichtet. Das Angebot an Haushaltsartikeln und Alltäglichem wird stetig verkleinert.

Weg vom Massentourismus und hin zu längeren Aufenthalten, die eine höhere Wertschöpfung generieren.

Die Wohnsituation hat sich rapide verschlechtert

AFFORDABLE HOUSING MOBILITÄT

Rendendo disponibili appartamenti un po' più grandi e non buchi di studio a 1000 franchi in cui neanche puoi cucinare

Mehr bezahlbarer Wohnraum für Familien

Zermatt ist nicht mehr lebenswert für Einheimische und für junge Leute.

Ensuring fair contracts, respect for legal working hours

INTEGRATION. Have locals accept people from other countries, instead of being closed off and make life more difficult

O Turismo de massa é um grande problema em Zermatt.

Stop allowing subletting and Airbnbs

Descontos para moradores, principalmente no comboio, visto não haver superfícies comerciais relevantes em Zermatt

Pensando mais nos trabalhadores, dando mais qualidade de vida e acesso a habitação.

Fokus Einheimische: Mehr Angebote für Einheimische (Schwimmbad, Fitnesszentrum, etc.)

Leider ist aus dem Bergdorf Zermatt eine Stadt geworden.

Make rent more affordable considering the earnings of seasonal workers who are necessary to help run Zermatt economy

Zermatt wird zum Disney World

Mein Freundeskreis wandert bereits aus Zermatt aus. Schade, da die Zukunft für Zermatt ohne junge Einheimische untergeht.

Treat people like human beings

Die Planungszone finde ich sehr gut

Figure 7: Diversity Contributions Final Question

Source: IC Infraconsult, Survey: 'Living in the Inneres Mattered', 09-10/25