

ZERMATT INSIDE

150 YEARS OF THE FIRST ASCENT OF THE MATTERHORN

ANNIVERSARY EDITION No. 5

October 2015, Volume 13, No. 5



Municipality of Zermatt, Citizens' Community of Zermatt, Zermatt Tourism, Zermatt Bergbahnen AG, Gornergrat Railway/Matterhorn Gotthard Railway

A tailor-made anniversary year

Zermatt celebrated the "150 Years of the First Ascent of the Matterhorn" anniversary with numerous events and celebrations in the summer of 2015 – with great success. The events held around the Matterhorn earned the tourist destination enthusiastic reviews in numerous media outlets and from visitors and guests, as well as international acclaim. For example, the open-air theater "The Matterhorn Story" reached its halfway point in August 2015, with over 90 percent capacity . The play, which director and author Livia Anne Richard dedicated to Zermatt's mountain guides, increased passenger numbers on the Gornergrat Railway and generated thousands of overnight stays. The nightly illumination of the first ascent route on the Hörnli Grat – the Matterhorn Illumination – also became a much-noticed light spectacle, attended by large numbers of guests and locals.

Also worth mentioning is the staged village tour: At times, nearly 100 people took part in the journey through time, conducted in three languages . The participating and costumed theater group actors skillfully transported the audience to the wondrous time and world of 1865 for 90 minutes.

And because the destination did not want to celebrate the anniversary with a lavish party , but rather with sustainable projects that would continue after the festivities and shape what Zermatt has to offer in the long term according to the motto "Zermatt gives itself the gift of the future 150 years after the first ascent of the Matterhorn ," the project "150 Years of the First Ascent of the Matterhorn " was submitted to Milestone, Switzerland's official tourism award, along with two other concepts .

Whether it will be enough for a prize will be revealed on November 3rd in Bern.

www.inside.zermatt.ch

Together for affordable housing

ZERMATT, TÄSCH AND RANDA WANT TO PROVIDE MORE LIVING SPACE

The councils of Randa, Täsch , and Zermatt want to address the current housing shortage for local residents. They have launched a joint initiative under the motto "More housing at affordable prices." A package of measures aims to increase the attractiveness of the inner Matter Valley for the working population and curb demographic segregation between the villages .

"Those who live and work here will find sufficient affordable housing and earn a decent living." This is the vision of the Zermatt Spatial Planning Concept (SPCC), completed in 2014 and developed with broad participation from the local population and service providers . During the SPCC's work, the issue of "housing for local residents" emerged as a major concern. Consequently, the call for a "regional concept for building land and property policy" was incorporated into the SPCC's action plan.

Affordable housing in short supply

As is well known, the tourist success and high attractiveness of Zermatt as a tourist destination have an unpleasant downside: many working people are confronted with a housing shortage and comparatively high rents. Families with children, in particular, often cannot find suitable apartments at affordable prices . Employers also complain about the regular departure of valued employees and – due to the high cost of living – about disadvantages in recruiting staff. In Zermatt, wages have often not been able to keep up with rent costs.

And Mayor Christoph Bürgin summarizes: " Not only those affected benefit from sufficient affordable housing , but also tourism and businesses."

In Zermatt alone, there is an estimated shortage of around 400 affordable three- or four-room apartments (see box on the right).



In the tourist destination Zermatt, affordable housing for local residents is scarce.

Because primary residences under the old law are increasingly being converted into second homes as a result of the second home initiative, the housing market situation for residents in the inner Matter Valley is likely to become even more severe in the future. Other undesirable side effects are also emerging: the tight housing market is exacerbating demographic segregation. This is negatively impacting cohesion within and between villages, as well as the integration of the foreign resident population. The negative consequences of this development are already clearly noticeable in some areas of the school system and public finances . "A balanced population structure is essential for the attractiveness of a residential community," says Mario Fuchs, mayor of Täsch, convinced from experience.

Joint task of "housing promotion"

Promoting affordable housing is no easy task for the public sector – it is both a collective challenge and a shared responsibility. Therefore, the municipal councils of Randa, Täsch , and Zermatt are resorting to a joint initiative in which everyone can participate within their means (see box on page 2). In a mutually signed "charter," they have made housing a "common top priority."

The explicit goal of the three municipalities is to secure and expand the stock of affordable primary residences in the inner Matter Valley and to counteract the negative effects of demographic segregation .

In the coming months, the first steps will be to raise awareness of the housing issue among the general public, employers, landowners, and property owners , including through public events (see box on page 2), and to encourage them to participate voluntarily in the initiative .

Continued on page 2

Need for

"affordable housing"

Housing is then considered "affordable" understood if the rent for income up to approximately 85,000 francs per year does not exceed 30 percent of the net household income. Based on information from the municipalities Randa, Täsch and Zermatt to the taxable persons according to income classes and using the

Real estate monitoring by Wüest & Partner and other sources show the high Statistically confirm the need for affordable primary residences for local residents in the inner Matter Valley.

National Council and Council of States elections 2015

ELECTIONS WILL TAKE PLACE ON OCTOBER 18

The canton of Valais has gained a seat in the National Council in line with its population growth and can now send eight instead of the previous seven National Councillors to Bern.

Read all the important information about the National Council and Council of States elections on October 18, as well as brief voting instructions for eligible voters.

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Disruptions in rail traffic

CONSTRUCTION WORK IN THE MATTER VALLEY

From October 26 to November 15, 2015, construction work will be carried out on the railway line at various locations in the Matter Valley, resulting in disruptions to rail service. Buses will be used for passengers during the line closures , operating according to the timetable. Customer service representatives will also be available to assist with any queries.

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The Matterhorn in Bern

«THE JEWEL OF THE MOUNTAINS»

In the summer of 2015, Zermatt celebrated the 150th anniversary of the first ascent of the Matterhorn with great enthusiasm. Among other events, the open-air play "The Matterhorn Story," an anniversary week in July, and the reopening of the renovated Hörnli Hut attracted numerous guests to the Matterhorn village. Now the festivities in Bern are entering their final phase.

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In addition, the municipalities intend to examine how they can, in accordance with the Second Home Initiative and the corresponding federal ordinance, better protect primary residences through regulations and promote affordable housing with appropriate incentives. Some of the relevant investigations have already been initiated. Finally, the three municipalities intend to conduct targeted residential marketing and initiate the creation of an independent housing promotion corporation . This corporation could purchase or build suitable residential properties and then rent them to local residents at affordable prices, naturally subject to the requirement of a good tenant mix.

Interest in the project beyond the Matter Valley
The joint initiative of the three municipalities is supported as a "Model Project 2014–2018" by the Federal Office for Housing (FWO), the Federal Office for Spatial Development (ARE), and the Spatial Development Department of the Canton of Valais (DER). The fact that the housing problem, which is well known far beyond the tourist destination of Zermatt , is being addressed across municipalities and with broad citizen participation was a decisive factor in the support of the federal and cantonal governments. Six such model projects are currently underway in Switzerland to create needs-based housing . The hope is that these will not only lead to local successes but also provide important lessons for other tourism- oriented regions in Switzerland.

Thomas Bernhard, Dipl. pol., IC Infraconsult (Bern), external support for model projects

«How to participate?»

Promoting affordable housing is a community effort. "Only if many people get involved will we really make progress in the Inner Matter Valley in terms of affordable first homes," warns Leo Jörger, mayor of Randa. How can you get involved in the community initiative? For example:

- as a supporter: With the personal All can sign the Community Initiative give the important issue the necessary political weight
- As an investor or lender, you can participate in the newly founded corporation and help to obtain the necessary capital base
- As a land and property owner, it is possible to convert building land or a property into suitable To introduce projects or, for example, to refrain from converting primary homes into secondary homes
- As an employer, you can provide your employees with more affordable housing or participate in suitable housing projects

Enclosed with this newspaper is a brochure from the community initiative with a cut-out signature/contact card. Please return it signed (postage paid)!

Further information?

Any ideas of your own? Good suggestions?
Community initiative
“More living space at affordable prices”
Kirchplatz 3, PO Box 345, 3920 Zermatt
Tel. 027 966 22 50, ideen@wohnenimmattertal.ch

Public events Everyone is invited!

At the start of the joint initiative «More Housing at affordable prices for local residents in the inner Mattertal» invite the municipal councils of Randa, Täsch and Zermatt for public information/ Discussion events:

Bag	Tuesday, 27 October 2015, 6:15 p.m., Fire Station
Zermatt	Wednesday 28 October 2015 6:15 p.m., Walka gymnasium
Randa	Thursday, October 29, 2015, 6:15 p.m., Community Hall

Please note the date. The municipal councillors are looking forward about a numerous appearance.

Fall protection for railings and parapets

PREVENT ACCIDENTS WITH STRUCTURAL MEASURES

M homeowners are unaware of the risks of inadequate fall protection. These explanations may help them assess their own situation.

The municipality has a strong interest in ensuring our existing buildings are well-protected against falls. Tourism brings with it many unfamiliar people in and around our properties . Every accident is one too many. Since the Federal Supreme Court's ruling in the so-called "Adelboden case," municipalities have had to step up their building control activities, as our highest court has significantly expanded municipal responsibility in this area.

It is no longer sufficient to simply determine that fall protection devices are in breach of regulations; instead, their improvement must be enforced.

For private and public buildings and facilities
The following statements represent a brief summary of the relevant Standard 358 of the Swiss Society of Engineers and Architects (SIA). This is generally recognized by the courts as being state-of-the-art. Compliance with the principles of this standard generally protects building owners from liability claims arising from



Railings and parapets fulfill an important function in buildings: they protect against falls from heights.

Defects in workmanship due to alleged inadequate fall protection. Fall protection systems must be installed in all private and public buildings and facilities . Special regulations apply to commercial and industrial buildings, which are issued by liability insurers, SUVA (Swiss Federal Insurance Association) , or cantonal licensing authorities . However, even for these building categories, periodic updates are recommended. The rules are designed to ensure safety during normal use and normal behavior

Accordingly, the owner of the facility does not have to take into account the behavior of people who are drunk or under the influence of drugs .

contact
Property owners are welcome to contact the Public Safety Department (Tel. 027 966 22 05) and the Construction Department (Tel. 027 966 22 15) for further information and, if necessary, for an on-site inspection. Do not hesitate to contact us.

Details

Railings and parapets are required for fall heights of 1 m and above. Measurements are taken from the edge of the accessible area. For fall heights of up to 1.50 m, protection can also consist of making the edge of the accessible area more difficult to access through suitable measures such as planting. Staircases with more than five steps

- must be provided with handrails.
- The normal height of a protective element mentes is 1m, measured to the Upper edge of the protective element in the Perpendicular to the walkable surface.
- Is the protective element a (wall) Parapet of at least 20cm thickness, 90cm height is sufficient.
- To protect children playing, the railings and parapets must not be climbable. The openings in the protective elements must not be larger than
- large enough to allow balls measuring no more than 12cm to pass through.
- (Almost) no rule without exception: In the case of monuments or other competing legal rules, a different design of the protection may be necessary.
- measures are developed.

IMPRINT

Publisher: EG: Municipality of Zermatt, BG: Citizens' Community of Zermatt, ZT: Zermatt Tourism, ZB: Zermatt Bergbahnen, GB: Gornergrat Bahn/Matterhorn Gotthard Bahn **Editorial committee:** Oliver Summermatter, Coordinator, Edith Zweifel, Roman Haller, Daniel Luggen, Barbara Truffer, Chantal Bittel-Käppeli **Editorial editing:** Perrine Anderegggen, Philipp Mooser, inside@mengismedien.ch **Layout:** Mengis Druck AG **Advertisements, subscriptions:** Mengis Medien AG, inserate@walliserbote.ch, abodienst@walliserbote.ch **Printing:** Mengis Druck AG, Visp

E-bus operation – replacement vehicle on the Winkelmatten line

THE ELECTRIC BUSES ARE CONSTANTLY BEING DEVELOPED

For the upcoming winter season 2015/2016, the second electric bus of the Winkelmatten line through a more comfortable and technically improved replacement vehicle with a larger transport capacity. Due to various modifications (including axles) this delivery has been slightly delayed.

Based on the tendering process conducted in accordance with public procurement regulations, all electric buses in the municipality of Zermatt have been continuously replaced since 2008 – including on the Winkelmatten line. Following the delivery of the first replacement bus in the 2010/2011 winter season, the second vehicle on this line is now being replaced.

From shell to completion
The shell of the new electric bus was built in Fellbach (D) by Walter Vetter Karosserie und Fahrzeugbau GmbH, which was transported to Zermatt to STIMBO Elektrofahrzeuge in mid-September 2015 .
Bruno Imboden's team is now installing all the electronics (including the electric motor, complex driving electronics, and wiring). After this work is completed, the entire interior will be fitted in the final weeks before the vehicle's final inspection , and the vehicle will receive its unmistakable "Gruyère" trim, just like the other buses.

Acceptance by BAV
On November 7, 2015, the new bus will be inspected and approved on site by a representative of the Federal Office of Transport .
After the positive



The new electric bus will be deployed in Zermatt at the beginning of the winter season.

According to the acceptance report, the bus can be used for passenger transport on the Winkelmatten line at the beginning of the coming winter season.

Continuous development
Experiences from daily bus operations as well as suggestions from passengers are always incorporated into the realization of the new electric buses. Since the realization of the first replacement bus, adjustments have been made to the seating layout, material design (handrails), and technology. This ensures that the

new bus generation can be further developed and adapted to the needs of passengers.

Future
The plan is to place the order for the final replacement purchase of an electric bus for the Winkelmatten line next year . This will replace all buses on this line and equip them to serve the Winkelmatten suburb as best as possible. We look forward to transporting you with our new electric bus soon and wish you a pleasant journey.

best of electronics....



.... ganz in Ihrer Nähe!



Elektro Imboden & Söhne AG
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T 027 966 26 26
verkauf@imboden-elektro.ch



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National Council and Council of States elections for the 2016–2019 legislative period

POLLING STATION – WALKA GYMNASIUM

 Based on the cantonal population figures, the cantons

Zurich, Aargau, and Valais will each gain one seat at the expense of the cantons of Bern, Solothurn, and Neuchâtel. The canton of Valais will now be entitled to eight seats (previously seven).

General

The Swiss Parliament, the Federal Assembly, consists of two equal chambers, the National Council and the Council of States. It exercises supreme power in the Confederation, subject to the rights of the people and the cantons. The National Council and the Council of States meet separately. For decisions of the Federal Assembly, agreement between the two Councils required.

National Council elections

The National Council consists of 200 members . These are distributed among the cantons in proportion to their population. Each canton is entitled to at least one seat.

Since 1919, elections to the National Council have been conducted using the proportional representation system . In this system, seats are distributed among the parties in proportion to the number of votes received. Only then do the candidates with the highest number of votes receive the seats their party has won.

Council of States elections

The Council of States is composed of 46 representatives from the cantons. Regardless of its population, each canton elects two representatives to the lower chamber. The six former half-cantons are an exception; they each elect one member.

The election of representatives takes place according to the mayor system (majority system), namely with an absolute majority in the first round of voting (the candidates who receive more than half of the valid votes are elected) and with a relative majority in the second round of voting (the candidates who receive the highest number of votes are elected).



You decide who sits!



Polling station Walka gymnasium

Opening hours of the ballot boxes

Saturday, October 17, 2015, 6:00–7:00 PM
Sunday 18 October 2015 11:00–12:00

Simplified postal voting

Every eligible voter can freely decide whether to vote by mail or at the ballot box.

Voting by the elderly, sick or disabled

Persons who are prevented by infirmity from performing the necessary actions to exercise their right to vote may be assisted by a person of their choice at their place of residence, place of stay, or at the polling station. This person must maintain the secrecy of the vote (Article 27 of the Code of Civil Procedure). Voting by proxy is prohibited (Article 29 of the Code of Civil Procedure).

Postal voting

- All eligible voters will receive the following information for postal voting:
- the official brochures
 - the ballot booklet for the National Council
 - the ballot papers for the Council of States
 - one voting envelope each (labeled with the respective election)
 - a return form
 - a transmission envelope

Instructions for voting by mail

- Place the official ballot paper in the relevant official voting envelope

- add the voting envelopes to the transmission envelope added
- **Sign the return form and attach**
Place it in the envelope so that the address Gemeindeverwaltung, 3920 Zermatt, appears in the window

- close the transmission envelope
- Either stamp the envelope and send it by post to the municipal administration, or place the envelope in the sealed ballot box at the Residents' Services during counter opening hours (Monday to Friday, 8:30 a.m. to 11:00 a.m. and 2:00 p.m. to 4:00 p.m.) .

The postal vote must reach the municipal administration in a timely manner (National Council/Council of States elections by Friday, October 16 at the latest, and *any second round of voting for the Council of States by Friday, October 29, 2015, at 5:00 p.m. at the latest*).


Voting at the ballot box – new “ballot paper booklet”

No ballot booklets will be deposited in the voting booths . Voters who vote at the ballot box must generally use the materials provided to them in advance (Article 17, Paragraph 2 of the Voting Procedure Act). If an eligible voter arrives at the polling station without ballot materials, they will be provided with the materials necessary to exercise their right to vote upon request.

The return form or voting card must be brought along. Voting by proxy is prohibited (Article 29 of the GPR).

Possible second round of elections for the Council of States on 1 November for the 2016-2019 legislative period

POLLING STATION: OFFICE OF RESIDENT SERVICES/CLERK'S OFFICE

 **If no two candidates achieve an absolute majority in the first round of voting, a second round of voting shall take place.**

Candidates for the runoff election

Candidates who were not elected in the first round but received at least eight percent of the votes may participate in the second round .

- In addition, parties on whose list a candidate has received more than eight percent of the votes can
- add one or more new people to the list;
 - replace one or more people on the list.

If only one seat remains to be filled in the second round of voting, only one name may appear on the ballot paper, otherwise the ballot paper is invalid (cantonal law on political rights, Art. 77 para. 1 i).

Polling station for possible second round of voting for the Council of States:
Resident Services Office/Chancellery
Opening hours of the ballot boxes
Saturday, October 31, 2015, 6:00–7:00 PM
Sunday, November 1, 2015, 11:00–12:00

Silent election

If only as many candidates are proposed for the second round of voting as there are seats to be filled, no election will take place. The candidates will be deemed elected by secret ballot.

Election instructions for the National Council and Council of States

National Council elections

For the National Council elections, a ballot booklet is available. It contains two types of official ballot papers: preprinted and blank.

Only official ballot papers are valid.

Detach the selected ballot from the booklet. You can leave the selected ballot unchanged or modify it.

How do I fill out the ballot?

Take one of the pre-printed ballot papers of a party (blank ballot paper) or the printed ballot paper without a pre-printed name. You have the following options:

Anyone who uses a pre-printed ballot paper

- can leave it unchanged
- The party receives as many votes (party votes) as there are names (candidate votes) and blank lines (additional votes).

- can change it
 - a) **Delete:** You can delete pre-printed names of candidates. These people will not receive any candidate votes from you. The empty lines count only as votes for the party.
 - b) **Cumulation:** You can repeat a pre-printed name by hand. This gives this person two votes. Each person has two votes. The same name may appear no more than twice on the ballot.
 - c) **Panachage:** You can choose candidates from other lists on your ballot paper. They will receive your candidate vote and their party's vote.

Anyone who uses a blank ballot paper

can write the name of the party and/or the number of his/her preferred party. The names and numbers can be found on the pre-printed ballot papers. The ballot paper must contain at least one name of an eligible

candidate or an eligible candidate.

On the blank ballot paper, cumulative voting and panachage voting are possible. Empty lines are counted as party votes for that party.

If the party name and number are missing, the empty lines are not assigned to any party.

Important

- Each ballot paper must contain at least one name of a eligible candidate
- The total number of names on the ballot paper may not exceed the number of seats the canton is entitled to (8)

Council of States elections

Officially pre-printed and blank ballot papers are available for the Council of States elections.

Only official ballot papers are valid.

How do I fill out the ballot?

Use one of a party's preprinted ballot papers or the unprinted ballot paper (blank ballot paper). You have the following options:

Anyone using a pre-printed ballot paper can

- leave the ballot paper unchanged
- Delete candidate names
- Enter candidate names from other lists (panaschieren)

Anyone using a blank ballot paper can

List candidates from each list

Important

- It is prohibited to place the name of the same candidate more than once on the same list
- Each ballot paper must contain at least one name of a eligible candidate
- There may not be more names on the ballot paper than the canton is entitled to seats

Invalid vote

- Postal dispatch without or with insufficient franking
- Insert the transmission envelope into the mailbox Community Center
- not using the official transmission envelope and/or the official ballot envelope
- Return form is not signed
- Transmission envelope contains the voting material of several voters (grouped dispatch)
- Voting envelope contains information that indicates its origin close

Ballot papers are invalid if

- they do not have the name of a candidate of the constituency
- they are not official
- they have been changed or completed in any way other than by hand
- they make defamatory statements or labels contain
- they are in duplicate in one ballot envelope, unless they are identical in relation to the same election; are they identical, one of the two is invalid

Most common voting errors and therefore invalid

- Postal dispatch without postage or insufficient franking

- Voting in the mailbox at the community center
- Grouped dispatch (the transmission envelope contains the voting material of several people)
- not using the official transmission envelope and the official voting envelope
- Return form is not signed

Golden rules for choosing correctly

- Use only an official ballot paper
- Write by hand – and please legibly • Only applications submitted on pre-printed forms are valid Ballot papers are
- Always write out the names, first names and numbers of the candidates
- Quotation marks, "ditto" or similar are not allowed • Your ballot paper must contain at least one valid name stand
- The ballot paper may contain a maximum of as many names as Your canton is entitled to seats
- Submit only one ballot paper for each election
- Do not write anything additional on the ballot paper
- Maintain the secrecy of the ballot: Use your writing not on the ballot paper
- When voting by mail, do not forget to Return form to be signed
- Submit your voting documents (return envelope) to of the postal vote in good time – keep the Delivery deadlines of the post office, note the opening hours your polling station



Cut or tie together bushes and branches

Counteracting the snow clearance disruption

EWG The winter months are just around the corner, and thanks to Mrs. Holle, the tourist resort of Zermatt shines again in its annual winter coat. During this time, the technical services department of the municipality of Zermatt (EWG) is heavily involved. Among other things, the streets and paths in the municipality must be cleared of fresh snow.

During this snow clearance, the technical service personnel are repeatedly confronted with bushes and branches extending onto public roads, making snow clearance more difficult.

No complete evacuation possible

Completely clearing the entire road surface of snow and ice is virtually impossible in some sections, as protruding branches and other debris prevent vehicles from driving to the shoulder. Furthermore, these branches often damage the vehicle body and side mirrors, leading to unnecessary maintenance and repair costs.

Cut back or tie together

To minimize this and to take snow removal into account

In order to bear the burden, the Technical Service has already trimmed back a few shrubs and branches in recent years after consulting with the respective landowners. In the majority of cases, the landowners have tied or trimmed their shrubs and branches themselves.

With the help of landowners

Branches extending onto roads must be trimmed annually by the owner to a height of 4.50 meters above the roadway. The authorities may require complete pruning of branches if traffic safety requires it (Article 172 of the Cantonal Road Act).

The EEC draws the attention of all landowners to the fact that all information about their land and public land and Shrubs and branches that extend above the ground should be cut or tied together in spring and autumn.

Cape law

The technical service staff reserves the right to cut off these traffic lights in the event of non-compliance, based on the Road Traffic Act and the provisions of the Civil Code. The EEC thanks the public for their cooperation and understanding.



The municipality requests that property owners trim back plants on their property along public roads and paths.

Clothing collection for Eastern Europe

COLLECTION WILL TAKE PLACE AT VARIOUS LOCATIONS IN THE AUTUMN

The association «Hand in Hand – Your Next», founded on October 5, 2010, thanks everyone on behalf of the needy and suffering people of Eastern Europe for their generous support.

Over the past five years, more than 100 tons of furniture and 20 tons of clothing have been collected. The Eastern European aid organization "Triumph of the Heart," founded by Father Rolf-Philipp Schönenberger, handled the local distribution of furniture and clothing . This Christian organization works with parishes and ensures the guaranteed distribution of clothing to those in need.

Tax exemption for donations

The association is exempt from tax liability, but donations can be deducted from taxes within the legally prescribed limits.

**Donations to the account at the Walliser Cantonal Bank, Zermatt/Sion
IBAN CH36 0076 5001 0163 4200 9**

A heartfelt thank you to the people of Zermatt for their solidarity and support.

Association «Hand in Hand – Your Neighbor»

Collection points

This autumn there will be another collection of well-preserved and clean winter clothes, coats, jackets, sweaters, trousers, shoes, etc. These can be placed in garbage bags (food shops sell black garbage bags) or in boxes as follows:

**Saturday, November 7, 2015
at the following locations**

- 9:30–11:30 a.m.
Entrance to the funicular railway depot
- 9:30–11:30 a.m.
Entrance to Winkelmaten Chapel • 9:30 a.m.–12:00 p.m. and 3:00 p.m.–4:30 p.m.
Parish Center Entrance



Key service and retail to survive.

Bridging the gap between Japan and Zermatt

PAINTING WORKSHOP WITH SHIBATA NAGATOSHI

Zermatt has been twinned with Myoko, the tourist resort in the Japanese Central Alps, for some time now. But the Matterhorn village not only maintains friendship with the idyllic Myoko, but also with the important former former imperial city of Kyoto.

Zermatt delegations and groups of students have been privileged to travel to Japan several times and experience unique hospitality in both Myoko and Kyoto. As a sign of this connection , the famous painter and Zermatt friend Shibata Nagatoshi (1949) has often generously honored the Matterhorn village: Winners of the Matterhorn Eagle Cup golf tournament, representatives of Zermatt Tourism, and the municipality have each received valuable paintings. Shibata's artworks could be admired this year in several rooms of the Grand Hotel Zermatterhof .

concentrated refinement of reproduction: This literally leads to the goal!

Shibata Nagatoshi has also studied Western art intensively , and much of it—especially Iberian—flows into his works. He thereby builds an elegant bridge between East and West. Like the beautiful crimson wooden walkways that span secluded streams in Japanese parks—like an allegory of the convergence of both cultures. Like day and night, or yin and yang, East and West only form a whole together: What slumbers here lies awake in Japan; what stirs there dreams in the West.

Shibata Nagatoshi opens a tempting window, illuminating a previously hidden part of the Empire of the Rising Sun and unveiling the exotic world hidden behind it.

Yolanda and Ernesto Perren

Last July, a small group also enjoyed a painting workshop organized by him. Shibata and tourism ambassador Akio Ohsawa spared no effort or expense, even bringing painting supplies from Japan. It was a highly valuable and enjoyable painting course for everyone, which further deepened the bond between the two.

At a time when East and West overlap, when Far Eastern tourists flock to us in droves every day, it certainly makes sense to seek out the Japanese essence that hides from our minds where it can be grasped. "Begreifen" (grasping), especially in the East, comes from "Greifen" (grasping).

Japan's civilizing achievements ultimately stem from the Zen way of life. However, Zen, unlike Western philosophy , is not a rational science, but rather, as "silent understanding," an ethical and pedagogical stance in which Japanese culture is rooted. It acts as a musical key upon which the Far Eastern melody modulates itself. While Western art emphasizes expressive, individualistic creativity, Eastern art persists in humble respect for traditional forms and in meditative



Shibata sensei



Teachers and students at work.



Yuri and Iris Kündig-Stoessel with their works.

Graffiti Project 2015 – by young people for young people

REALIZATION IN AUTUMN

Gr As in fall 2014, we are once again realizing a graffiti project in collaboration with the Zermatt School at the Jugi. The students planned everything themselves, from the initial design to the final product .

If needed , Severin Sossna, the art teacher at Zermatt School , is available to assist you.

Promoting creativity

To encourage the creativity of the students at the Zermatt Orientation School , they will be given the task of creating various appropriate lettering on paper .

The best of these designs are then applied to the wall, from which the graffiti is created using spray cans.

The graffiti project is to be completed in two half days (outside of school hours).

Thank you very much

The Mattertal Youth Office and the Zermatt Youth Center are already looking forward to the exciting afternoons and the colorful final results. We would like to take this opportunity to thank the Zermatt School for their support in making this project possible .



Skillful use of the spray can: In cooperation with the Zermatt school, students will once again have the opportunity to be artistically active this autumn as part of a graffiti project at the Jugi.

Zermatt Youth Fund – financial support

APPLICATIONS DEADLINE 31 OCTOBER 2015

Fe The Zermatt Youth Fund generally supports clubs, groups , or events that significantly promote the interests of young people. Young people are defined as young children aged

Preschool age up to young adults of maximum 20 years.

Examination of applications

The Youth Fund Commission, consisting of five members, is responsible for reviewing all applications and allocating financial resources.

The commission is currently reviewing the applications already submitted for completeness and accuracy. Decisions regarding financial support are made in April and November of each year. Applications for the current year can be submitted until October 31st .

Documents online

The application form, guidelines, and regulations of the Zermatt Youth Fund are available on the Zermatt Municipality website at

www.gemeinde.zermatt.ch/jugendfonds.

Submission of applications

All applications should be sent to the following Address to be submitted:
Bianca Ballmann
Mattertal Youth Work Center
Zermatt, Täsch, Randa
English Quarter 8
3920 Zermatt



The Zermatt Skate Park is open for more than half a year for children, teenagers, young adults and adults who are young at heart.

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Zermatt back in the day

MEIER AND WITCHES

Through the three ticket purchases on 1 December 1538 by the families Asperlin and de Werra, on 4 April 1562 by Johannes de Werra and on 23 Christmas month 1618 by

Franz de Platea bought the Zermatt besides their freedom, buildings and Properties also include the lower and higher here jurisdiction. From now on, the people of Zermatt elect their own Meier (judges) and determine the court rules.

The Meier

On 21 January 1621, the constitution of the Meiertum for the three communities of

Zermatt. The organization of the Meiertum, the rights and duties of the Meier, were regulated similarly to other Zenden in Upper Valais. Each of the three municipalities took from its

The choice of a Meier is proposed. elected a deputy to assist him

and four jurors, the latter of whom were primarily to assist him in the context of the high jurisdiction in cases of murder,

Heresy, theft, black magic etc.

The mayor should resolve disputes and annoyances to the best of his ability and ensure that justice is done to all citizens.

In addition to the judicial functions also other functions. He

For example, he participated in private legal transactions and acted as a trustee for private individuals. He was responsible for issuing certificates of inheritance or appointing a legal representative or guardian.

The farmers' guilds issued statutes for the use of alpine pastures, pastures, common lands, and forests. One of the chief's main duties was to enforce the ban and seize the property of violators.

High Jurisdiction, Heresy/Witches

With the purchases and the acquisition of the Freedom, the three communities of Zermatt also gained the high jurisdiction ity and thus also the jurisdiction about serious crimes, heresy and Witchcraft.

A dark chapter of the Middle Ages was the persecution of heretics. Perhaps the most extreme was the Inquisition in Spain, which instilled fear in citizens for centuries since the reign of Isabella of Aragon.

Heretics and witches were persecuted in the cities as well as in rural regions and even into the remotest Alpine valleys. The district administrator had repeatedly dealt with dealing with witchcraft (e.g. on 4 July 1531 in the castle of Leuk). In criminal proceedings, the principle of instruction prevailed. In investigating every detail of the case, the questioning of the accused became paramount. With torture, which was the hallmark of the Inquisition process and which had been practiced in the Middle Ages around the 15th century,

When the Upper Valais Zenden first appeared, the accused were forced to confess. In the 16th and 17th centuries

they are regularly applied, as can be seen from the subsequent Zermatt judgment.

This is obvious. The Meier of Zermatt used the prescribed torture against Katharina. The prescribed torture at that time apparently included lifting the accused, with their hands tied behind their back, and dropping them or stretching them onto the bench.

In the realm of legends and stories about Zermatt belong the legends of the witch at the Steinmatte, who supposedly carried a mighty boulder on the back of «zen Flecksteine» into the

The witch of Mamat laughed on the meadows of Steinmatte.

pyre, with the thought of their Deed: she had once all the rats and mice gathered in the «inner forests» and over the Muttbrücke to the village chen z'Mutt to cause damage to the nuts in the granaries and grain barns. On the Muttbrü-

There was such a crush of rats and mice that many fell through the high ravine into the water and drowned. This gave her a

so much fun that they still laugh about it at the stake must.

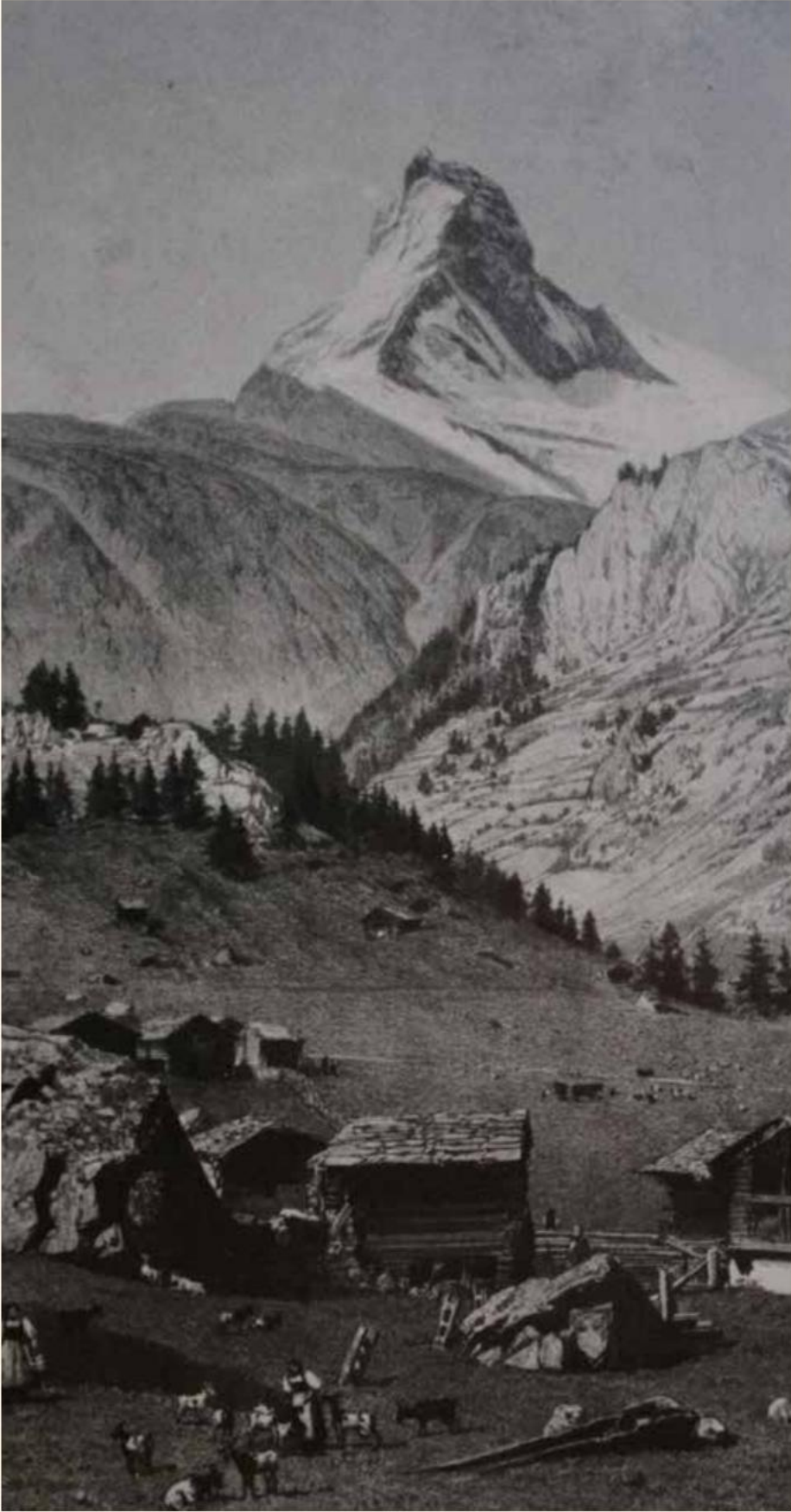
Death by fire of Catherine of Zermatt

In the State Archives in Sion there is a Judgment of Anton Schallbetter, Meier of Zermatt, dated 9 April 1621. At that time, the Meier, Anton Schallbetter, must have heavy office and the sub-Investigation into the imprisonment and torture of Katharina. On behalf of Meier, notary Jodok Venetz issued the following verdict:

Verdict for the Death by fire against Catherine of Zermatt for the crimes of witchcraft and godless heresy.

"I, ANTON SOUND BETTER, Meier from Zermatt, give all and everyone single-nen Those affected known, that I newly from the Community Zermatt asked to became, one investigate the accusations against from Katharina, daughter of Jacob, against various sides. She became due to my mine judgment and the Assessor arrested and the dungeon hand over.

I then subjected this Katharina to the prescribed torture. She has confessed with her own mouth that she has painted the almighty and that to repeated she has God denies their to supreme Gentlemenlected to have. She has still to many others Ver-break known, how this protocol announced. Since this was the case, I, the aforementioned Meier, confession, in Considering of the regulations and laws, in Considering all after Invocation the Help God's and with Participation of the cautious ter, Men John Soundproof John Blatter, Jacob Blatter, Claudi Locks, all Meier and Balthasar ter, John Blatter, Deputy, and of the signed Notary decrees: all We declare and acknowledge that the said of their godless Katharina because heresy



After the lottery, Zermatt was able to elect its own judges.

dem executionerto handed over their folded should tie hands and them to Places the They carry out the should. There he should execution above the Hanged at the stake from. and so lead the body away Life to Death Meat and Blood, but also the Bones should be Burn ashes, so that the avenged crime serves as a striking example to all people of the same disposition. Movablefor the write off and immovable property are forfeited All chen the judicial authority. the Privileges the well-born Men Burger from Customs that Verdict aggravated fen or reduce can. Given April This document was prepared Verdict on 9 Jodok 1621. on behalf of Meier, Netz, Notary Ve-Public.»

remark

The surname of Mrs. Katharina is omitted from the reproduction of this judgment.

There is no indication as to whether the sentence was carried out on Katharina, or whether she found mercy in an appeal before the Lords Burger of Sitten, the Castlan of Visp or the Zenden of Upper Valais.

It is possible that there really was an execution site in Zermatt at that time, to which the place name "Galgegga" could refer.

Every village had a gallows, but every village had one. The gallows are still visible today.

gen des Zenden Goms near Ermen.

Dr. Th. Julien

Interruption of rail traffic in the Visper and Matter valleys

CLOSURES FROM 26 OCTOBER TO 15 NOVEMBER

Due to construction work, there will be disruptions between Visp and Zermatt from 26 October to 15 November in rail traffic. The timetable remains the same and will be replaced by buses which operate according to the timetable. Customer service representatives are available at the interchange stations to assist passengers.

The construction work at various locations in the Matter Valley is part of long-term planned measures to ensure the stability of the half-hourly service between Visp and Zermatt. These include, among other things, the complete reconstruction of the section between Ackersand and Stalden, including the Stalden station, the replacement of the Birchbach Bridge before Randa, and the renewal of the track from St. Niklaus to Mattsand.

In order to minimize the impact on customers, the Matterhorn Gotthard Bahn has decided to consolidate the construction work.

This requires a temporary closure of the route between Visp, St. Niklaus and Täsch.

As a rail replacement, buses will operate according to schedule during the line closures. Since, according to the forecasts of the specialists at Swisstraffic, the closure of the Vispertal Tunnel will have little impact on road traffic, it can be assumed that the buses will adhere to the current timetable under normal traffic conditions.

Closure Visp–Täsch–Visp 26.10. to 30.10.2015 all day
From Monday, October 26th to Friday, October 30th. From October 1st to 31st, no trains will be running between Visp and Täsch due to construction work. Buses will run continuously in both directions as a rail replacement.

Visp–St.Niklaus–Visp closure 26.10. to 15.11.2015 daytime
Beyond October 30, the section between Visp and St. Niklaus will remain closed until Sunday, November 15.



There will be disruptions to rail traffic on the line between Visp and Zermatt in October and November – in addition to various construction work along the line, the station in Stalden will also be rebuilt.

Closed. Buses will operate on the route in both directions as a rail replacement. On the St. Niklaus–Täsch section, trains will run according to schedule during the day. This requires changing from bus to train and vice versa in St. Niklaus.

Zermatt is nevertheless advised to allow sufficient time or to switch to an earlier connection, as connections to the SBB in Visp cannot be guaranteed due to the unpredictable road traffic situation. At the affected stations in Visp, St. Niklaus and Täsch,

During the closures, customer service representatives will be assigned as contact persons for passengers. In addition, notices about the changes will be posted at all stations along the affected route. All relevant information is also available in the online timetable.

Closure Visp–Täsch–Visp 31.10. to 15.11.2015 evening
While the section of the line between St. Niklaus and Täsch will be available for rail service during the day starting October 31, it will continue to be closed in the evenings. Buses used as rail replacements will then run continuously in both directions between Visp and Täsch. Transfers in St. Niklaus will not be necessary.

Information and tips for travelers
All buses used for rail replacement will run according to the train timetable. This is especially important for those returning from

Summary of closures in Mattertal

- **Visp–Täsch–Visp closure** (October 26 to 30, 2015) – no rail service between Visp and Täsch and vice versa; only buses will operate between Visp and Täsch. Transfer from train to bus and vice versa is required in Visp or Täsch.
- **Closure Visp–St.Niklaus–Visp** (26.10. to 15.11.2015) during the day – no rail service between Visp and St.Niklaus and vice versa, change in St.Niklaus, only buses run on this section of the route, change from train to bus and vice versa required in St.Niklaus.
- **Visp–Täsch–Visp closure** (October 31st to November 15th, 2015) in the evening from around 8:10 p.m. – no Rail service between Visp and Täsch and vice versa; only buses operate between Visp and Täsch. Transfers from train to bus and vice versa are required in Visp or Täsch.



The interruption of rail traffic on the Matterhorn Gotthard Bahn in the Vispertal and Mattertal valleys will be compensated by the use of buses.

Closures in the Mattertal from

Saturday, October 31 to

Sunday, November 15, 2015

between

St.Niklaus, Täsch, St.Niklaus

Rail replacement service according to the timetable

Gornergrat 360

THE BEST OF BOTH WORLDS

Spectacular, magical, unforgettable. The 360-degree panoramic view from the Gornergrat demands the grandest adjectives. The hotels of Zermatt's citizens offer box seats with very different perspectives on the world of the mountain giants: the Grand Hotel Zermatterhof at the foot of the Matterhorn at 1600 m above sea level, the Riffelhaus (incidentally the highest 4-star hotel in the Alps) at around 2500 m above sea level, opposite the mountain of mountains, and the Kulmhotel Gornergrat at 3100 m above sea level.

As previously reported, the Gornergrat nature experience has been enhanced with its own identity . The individual brands of the Gornergrat destination—the Gornergrat Railway, the 3100 Kulmhotel Gornergrat, and the Riffelhaus 1853—are being further strengthened with a unifying element. The "Gornergrat 360" signature is a strong and clear symbol that sends the right and relevant signals to the market. Many people encounter Zermatt's mountain giants in winter on skis or snowshoes. Thanks to the cogwheel railway to the Gornergrat, the high mountain world of the 29 four-thousand-meter peaks is also at the feet of guests without sporting ambitions.

For all mountain enthusiasts who appreciate nature combined with comfortable accommodations , the Matterhorn Group offers a "hotel high-altitude hike" with three overnight stays.

Close, closer and even closer to the mountain of mountains

For acclimatization we recommend the Grand Hotel Zermatterhof at 1600 m above sea level. The 5-star service makes it easy to escape from everyday life. When the mountains call, you can continue on in comfort.



Enjoy the entire winter in Zermatt, from the village all the way up to the Gornergrat.

The Gornergrat Railway departs from Zermatt at 1600 m above sea level, departing every half hour for Gornergrat. The 9339 m long route climbs 1500 m in altitude and crosses many impressive bridges. After each gallery and tunnel, the mountain panorama reveals itself in ever-changing splendor. In just under 30 minutes, you reach the Riffelberg station, and after a short walk, you reach the Riffelhaus 1853. Hotel guests experience the Matterhorn at eye level. And since the complete renovation, the rooms with Matterhorn views even have their own small "observation platforms."

The highlight: the Gornergrat. The final stage of the "Hotel High-Altitude Hike," once again on the Gornergrat Railway, takes you further up into the high mountains in just under 15 minutes. You stand on the Gornergrat and in front of the Kulmhotel . Depending on your temperament, you'll either experience a moment of silent amazement or a deep, deep- seated roar. Where do you look first?

To the Matterhorn, the highest peak in Switzerland, the Dufourspitze in the Monte Rosa massif, the infamous Liskamm , or the enormous ice masses of the Gorner Glacier. No one is immune to the monumental power that the sight of the

Zermatt's world of mountain giants is revealed. There are few beautiful vantage points in the Alps that are also so easily accessible . The view from the Kulmhotel Gornergrat , at 3,100 meters above sea level, of the 4,478-meter-high Matterhorn , creates even greater familiarity with its striking flanks.

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New slope repatriation "Howette"

SECOND STAGE COMPLETED

From the «Lower National» leads to the coming winter season a new Piste back to the valley. The "Howette" piste runs above the Riedweg. A temporary solution is being sought in cooperation with the municipality and canton to repatriate guests from the Ried area until the "Untere National" – "Spiss" piste is completed .

Snowmaking in the Ried area is being carried out in cooperation with the restaurant operators ber and Zermatt Bergbahnen AG as in recent years.

This summer, Zermatt Bergbahnen AG completed the construction of the second phase of the "Howette" piste reconstruction project. The first section was largely completed in summer 2014. The new route starts at the "Untere National" piste and ends at the "Gibje" entrance. The length of this construction project is approximately 755 meters, with a piste width of 7 meters.

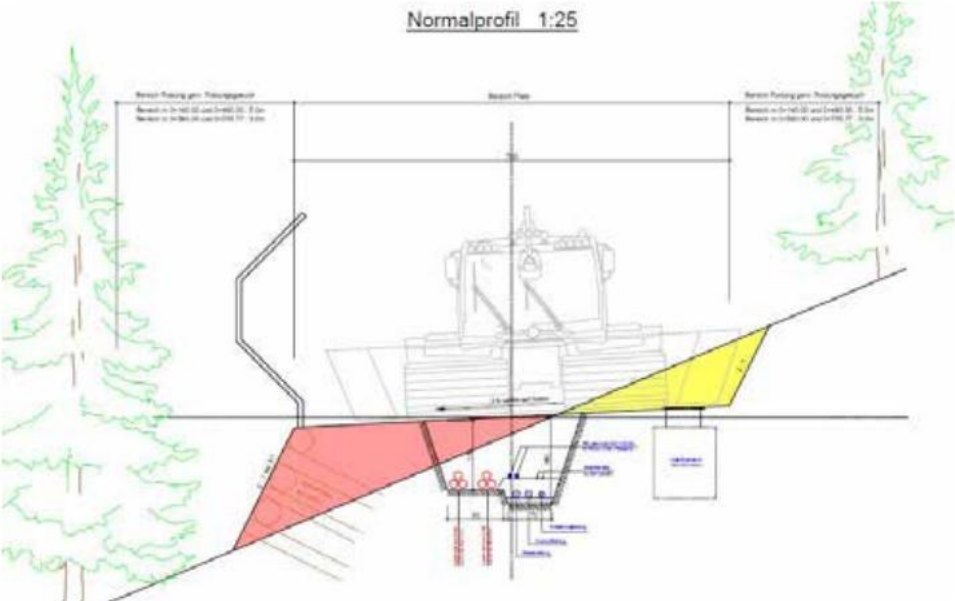
The new "Howette" piste runs mostly perpendicular to the slope. It is located throughout the perimeter of the homologated ski area , including the widened curves and slopes, and is partially visible from the village.

The longitudinal gradient of the new runway is largely adapted to the natural terrain. The exception is the connection in the "Gibje" area, where 150m3 of excavation and 650m3 of backfill were required. With a longitudinal gradient of 55 percent, this section is the steepest, yet very short, section of the entire piste. Otherwise, the entire piste runs at a gradient of 4 to 37 percent and is very varied, nestled in the magnificent landscape of Zermatt.

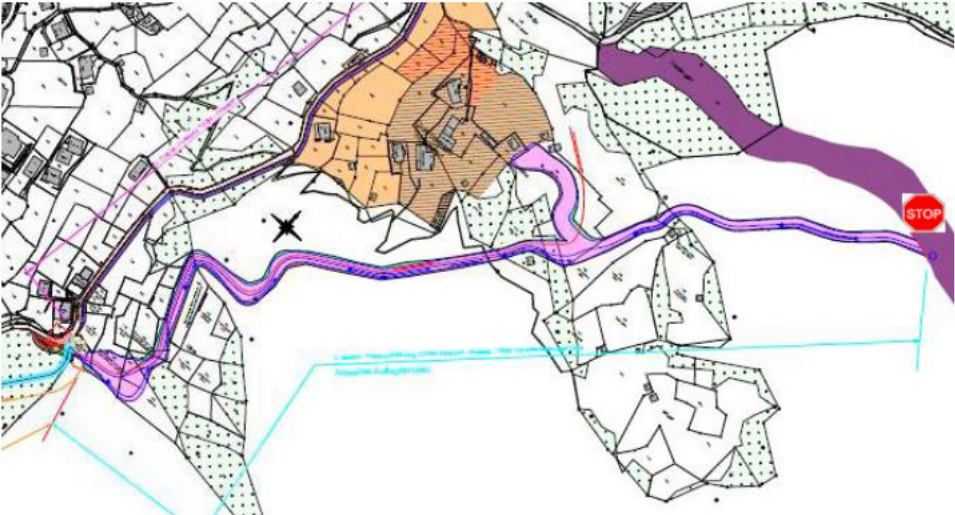
To ensure the safety of winter sports enthusiasts, the slope had to be widened locally at the entrances and exits of the curves. The piste section of the junction from the "Untere National" to the "Howette" piste to Riedweg will be temporarily closed. All work is proceeding according to plan. The pre-tracking of the new slope and the grading work were completed at the end of September . Now, the new snowmaking system is scheduled for October. If everything goes according to plan, the entire "Howette" slope, including the snowmaking system, will be open to guests for the coming winter season, and the valley run bottleneck in the Rothorn area will be a thing of the past.



View towards the pedestrian tunnel and the end of the “Howette” piste in the “Gibje” area.



The construction of the new piste on the moderately steep slope requires embankments on the valley side and cuts on the mountain side.



Route of the “Howette” and Riedweg slopes.

Free Wi-Fi in the Zermatt ski area

NEW SERVICE FOR GUESTS

From the start of the winter season, all Zermatt Bergbahnen AG stations will be equipped with free Wi-Fi.

The hardware for the 40 access points has already been delivered and will be installed as planned by October 31 be. As soon as a guest connects to the Wi-Fi, the welcome or "splash" page automatically appears. This is the page that opens as soon as a guest connects to our Wi-Fi. On this page, users have free access to various content , such as the interactive panoramic map, the online shop, the current event calendar, the weather forecast, or access to Facebook.

If guests wish to surf the internet without restrictions, they must provide their email address in return. This means that internet use is completely free for all our guests throughout the Zermatt ski area.

With this new service, Zermatt Bergbahnen is meeting a significant need among its guests. This means that Zermatt now offers one of the most comprehensive Wi-Fi networks in any ski resort in Europe.


Please inform your guests about the new service, and if you experience any errors or disruptions, we would appreciate your feedback and suggestions.

Free Wi-Fi on the mountain: Signs at the stations.



“The guest likes to be informed verbally”

DORIS AUFDENBLATTEN: QUARTER-CENTURY CELEBRATION AT ZERMATT TOURISM

 Doris Aufdenblatten is celebrating a major work anniversary: On December 11, 2015, she will have been with Zermatt Tourism for 25 years. She has witnessed technological upheavals, but also seen how the destination has evolved on a grand scale.

She was affectionately called "Deskline Speedy" or "Stäffa." Today, she's called "Tomas Speedy," because for a good year now, Doris Aufdenblatten has been entering hotel and vacation rental

information into the Tomas system and supporting and advising service providers when they need help. Thus, Doris Aufdenblatten has once again supported a technological transition. The change in her job has been a constant over the past 25 years. She had a look in at the tourist office as an intern in July 1990 and then moved to England. "Then Amadé Perrig called me and offered me a job," says Doris Aufdenblatten, adding: "Back then, everything was done by phone and handshake." In any case, the Zermatt native returned and started working at the counter on December 11, 1990, where she stayed for four years. Then she moved to the IT department.

With constant changes, which she supported with dedication and commitment. Over the years, she has seen around 250 employees come and go, four directors, and three presidents. Today, she is responsible for all accommodations in Zermatt-Matterhorn: hotels, vacation apartments, guest rooms, cabins, and long-term rental apartments.

She has made an interesting observation over the years: "Although guests today can get all the information they need from the Internet via their smartphone, they still like to receive verbal advice at the counter. It seems that it is not just about

It's not just about information, but also about personal contact." Since Doris Aufdenblatten has been with Zermatt Tourism the longest, she is the company's long-term memory. The 42-year-old always has an open ear for colleagues. And she speaks plainly when it has to be.

Did you ever think that you would work for Zermatt Tourism for 25 years?

"No. Back then, I just thought I'd gain my first professional experience in the information office."

What has impressed you most over the years?

"It's incredible how the Zermatt-Matterhorn destination, and tourism in general, has developed. Today, Zermatt is a world-class resort."

You experience a lot at work. What experience will you never forget?

"You experience a lot in 25 years. One experience that will always stay with me was the Randa rockslide in 1991. Randa, Täsch, and Zermatt were cut off, the army came to help and set up the first emergency connections. I had to advise guests at the counter and on the phone and tell them when they could leave the valley again."

What would you like your top performers to do to ensure your work runs smoothly?

"I wish that the holiday apartment owners and hoteliers would provide the requested information and pictures in a timely manner and in the correct format. It would be important



Doris Aufdenblatten helps hoteliers and vacation rental owners keep their online information up to date.


also that they participate in Zermatt Tourism's e-fitness training courses. Some believe they are being exposed. The idea is that the providers can better manage and present their vacation apartments and hotels after attending the course.

What would be important in the destination in your opinion? "We are only strong if we all work together! Zermatt has relied on tourism for generations. Let's ensure that we continue to pull together in the future – from Randa to Täsch to Zermatt."

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Zermatt: Three Milestone entries

THE DESTINATION ZERMATT-MATTERHORN IS WORKING ON MORE AWARDS

The Milestone is Switzerland's official tourism award. The Zermatt-Matterhorn destination submitted three projects. Nominations were announced on September 24. The winners will be announced on November 3.

Zermatt Tourism has been nominated several times for innovative projects at the Milestone Awards in recent years. Unfortunately, it hasn't quite made it onto the winners' podium for quite some time. "This year, however, I'm optimistic," says Resort Director Daniel Luggen. "The number of Milestones has been mixed in recent years, with different destinations receiving first place each time," says Daniel Luggen, Zermatt's Resort Director. "But this time it should be enough."

chen," he says with conviction.

The Milestone is the official tourism award. It is presented by htr hotel revue and hotelleriesuisse, and supported by SECO. The three categories are "Outstanding Project," "Young Talent Award," and "Environmental Award." In November 2014, the initiators of Zermatt Unplugged received third prize in the "Outstanding Project" category, which brings great musical renown to the Zermatt-Matterhorn destination. Zermatt was last honored in 2006.

This is part of the winners' pool of "Enjoy Switzerland", together with Switzerland Tourism, Lenzerheide, Scuol and Villars-Gryon.

Two e-Fitness projects

The Zermatt-Matterhorn destination is extremely innovative in the field of e-fitness for service providers. Two projects in this area were submitted for the "Outstanding Project" category. The first is "e-Fitness," the program that launched in Zermatt in August 2015. The second is "e-Concierge," the app that provides guests with information via touchscreen.

"The 'e-Fitness Program, Strong Muscles for the Destination' takes into account the fact that the internet is disrupting communication," says e-Manager Pascal Gebert. Zermatt-Matterhorn should also be prepared for the future. With the program, all service providers can undergo an e-fitness check, learn about the most important online tools, and improve their e-competence through training modules.



Photo: Hannes Zaugg

The "e-Concierge" service has now also been submitted to the jury. It was already implemented in 2014. The app informs guests of the destination about the most frequently asked questions. Guests can access information themselves using a touchscreen.

The touchscreens are primarily used by hoteliers and holiday apartment owners and are available to guests at many Zermatt reception desks. Service providers were able to learn more about the e-Concierge from Zermatt Tourism and purchase the necessary equipment for their operations.

The anniversary as a candidate

The third project submitted was "150 Years of the Matterhorn Ascent." The project had to demonstrate the innovative content and implementation measures, as well as the commercial success and business potential for the next three years. An assessment of future success was also required. The destination pointed out the following in its submission documents: "150 years after the first ascent of the Matterhorn, Zermatt is giving itself the gift of the future. Not with a lavish celebration, but with projects that are sustainable."



In addition to two other projects, Zermatt has also submitted the "150th Anniversary of the First Ascent of the Matterhorn" for the Milestone.

Image: Leander Wenger

influence the destination's offerings."

In addition, "the momentum will be used to form internal networks and bind external partners to Zermatt in the long term."

And last but not least, in the application

documents read: "The event is accompanied by an unprecedented media offensive."

The Milestone Awards will be presented on Tuesday, November 3, 2015, in Bern.



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Wir freuen uns auf Sie.
Florian und Manfred Julen mit dem Old Zermatt-Team



Zermatt Unplugged goes to Zurich

ZERMATT IN WINTER

 Zermatt Unplugged is visiting the city of Zurich. Stars who have performed on Zermatt's stages numerous times will perform at Club Kaufleuten. The atmosphere of the Matterhorn village will also be on display, from October 22nd to 24th, 2015.

"With the presence of the successful Zermatt Unplugged music festival, Zermatt is showcasing its snow expertise and the flair of Zermatt with its world-famous gastronomy at the start of winter in Zurich," says Marc Scheurer, Vice Director and Head of Marketing at Zermatt Tourism. This presence has been timed to ensure that the concerts and the presence of Zermatt's service providers create a desire for the real thing – Zermatt in winter.

In addition to promoting the Zermatt Unplugged brand around Zurich, the promotion also includes a media conference to mark the start of winter with invitations for journalists. There will also be an event for travel professionals. And in Zurich, regular guests will be invited to Zermatt, similar to the regular guest events held in the summer, and warmly welcomed in true Zermatt style.



At the end of October, the Kaufleuten Club will open the stage for Zermatt Unplugged stars, as well as for Zermatt's top performers.

Zermatt in the city

Zermatt Bergbahnen AG, hoteliers, and Zermatt Tourism with its ski guides will be present. They will all provide information about the destination and seek personal conversation. In the Village, in the courtyard of the

Merchants, there will be culinary delicacies and product tastings. All this with a village square atmosphere, daily from 6:00 PM. The Ronnie Scott's All Star Band will perform, which has already performed twice in Zermatt spring at 3100m at the Gandeggghüt-

te had its legendary performance. Marlon Roudette, the singers Skye and Gabrielle, as well as Boy George, Alex Clare, Richard Ashcroft, Band of Horses, Billy Lockett, Max Herre & Friends, Lisa Stansfield, and other stars also performed.

More Zermatters in Zurich?

Zermatt Unplugged Kaufleuten is also something special for Zermatt residents themselves. They can travel to the big city of Zurich for a change and immediately feel a bit at home. They'll meet residents from their own village and are sure to encounter a few regulars who, like them, are bridging their homesickness for Zermatt with the unplugged concerts.

information

Zermatt Unplugged Kaufleuten


Thursday, 22 October to Sunday, October 24, 2015.

3 days with 25 concerts on 4 stages, parties and culinary delights.

Zermatt Unplugged in Zermatt from April 5 to 9, 2016. Lineup announced in early December 2015.

Culture for the world-class spa

THE ASSOCIATION CULTURE ZERMATT PRESENTS THE 2015/2016 PROGRAM

 For the year 2015/2016, the Zermatt Culture Association offers a wide range at cultural events. Above all, readings with and without music.

The summer of 2015 was marked by events highlighting the tradition and culture surrounding the mountains as part of the 150th anniversary of the first ascent of the Matterhorn. Among them was the reading by mountain book author Natascha Knecht about the mountain guide Melchior Anderegg and his presence on the Matterhorn. The reading at Zum See about Hannes Taugwalder's youth, "The Lost Valley," attracted great interest, as did the reading in the salon of the Hotel Monte Rosa from the books of Edward Whymper and Mark Twain.

The board of the Zermatt Culture Association, chaired by Othmar Perren, has once again put together a series of events. Here is an initial overview of the cultural experiences offered in 2015/2016.

Friday, October 9
On the history of the Gorner Glacier.
Lecture by Dr. Hanspeter Holzhauser.
7:30 p.m., Matterhorn Museum Zermatlantis.

Saturday, October 10
Excursion with Dr. Hanspeter Holzhauser to the Gorner Glacier foreland. Meeting point at 9:30 a.m. at the Matterhorn Glacier Paradise valley station.

Thursday, November 12
A reading by Nat's Anton Riva from his book "The Red Finger," followed by a chat with the author. More information to follow.

Sunday, December 6
Le Quattro Stagioni – a musical journey through the four seasons with photographs by Ludwig Weh and music by the Upper Valais ensemble Inversa, featuring pan flute, transverse flute, violin, and organ. 7:30 p.m., Mauritius Church.

Thursday, February 11, 2016
"Blattrand," a program with the "Duo ohne Rolf." Cabaret in a new form. 8:30 p.m., cinema opening.

Thursday, March 4, 2016
"transatlantic," music from both sides of the Atlantic. With Désirée Pousaz, violin, and Vreny Rotzer, piano. 7:30 p.m., Hotel Zermatterhof.



The rope team

Dear insiders,
Dear Insiders

When it comes down to it, you move in the Destination Zermatt – Matterhorn on the same Knitwear. This was possible this summer thanks to Experience the 150th anniversary of the first ascent of the Matterhorn. It's not an easy summer. and especially not an easy starting position. With increasingly volatile currencies, the international economic situation, and the strong franc, it is becoming increasingly difficult to earn money in Swiss tourism. And

Nevertheless, in the background, a great deal has been done in Zermatt for some time with the aim of making this anniversary an honorable Festival for locals and guests Naturally, with the primary goal of generating sustainable added value . Everyone has contributed, and everyone will benefit. Together, we have mastered it. The summit has been reached.

But even in a year without an anniversary, This is the most important success factor.

Achieving great things requires combined forces pulling the rope in the same direction . Over 150 years ago, conquering the Matterhorn was a difficult undertaking and an enormous achievement for the seven alpinists. Today, we realize that this achievement was driven by dangerous motives, which ultimately led to the fall of four men.

According to the stories, envy, ambition, egoism, rivalry, revenge, and megalomania were at the forefront. Have we learned anything from this 150-year-old story, or do we still need to learn from it?

In the alpine region of Zermatt, everyone knows: Only those who have made it down from the mountain have truly conquered it. Today we are on our way back down from the summit, and the rope is taut. It still holds the load – let's not let the rope «tear»!

These are my thoughts as a departing Deputy Director and Head of Marketing of Zermatt Tourism. With this in mind, dear partners , I would like to thank you for the incredibly exciting six years in the destination

Zermatt – Matterhorn and at Zermatt Tourist- must thank everyone. I will miss it and will definitely come back soon – at least as a guest!



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All-encompassing Matterhorn presence

150th anniversary of the first ascent of the Matterhorn enters its final phase

The summer of 2015 was marked by the anniversary. Numerous events attracted thousands of guests to Zermatt. The final major event will take place on October 16th – on the facade of the Federal Palace in Bern.



This summer, there was probably no one in Switzerland who did not see, read and hear about the Matterhorn anniversary in the media. "The anniversary was accompanied by an unprecedented media offensive. The media coverage is enormous," says Daniel Luggen, Zermatt's tourist director. But what's even more important is that Zermatt has given itself the gift of the future for the anniversary. Therefore, several of the projects remain on offer or can be experienced. First and foremost, the new Hörnli Hut/Matterhorn Base Camp. But also the "Walk of Climb" with its nine bronze plaques embedded in the upper Bahnhofstrasse. Furthermore, the new gravestone in the mountaineers' cemetery can be seen – with the dedication on the grave of the unknown mountaineer.

The preparations in the previous years and months were running in the background, sometimes slowly, sometimes pleasingly uncomplicated. The first highlight showed that 2015 was going to be exciting: At the end of April, 1,000 tourism professionals came to Zermatt to learn about the latest tourism trends at Switzerland Tourism's Swiss Holiday Day . The concept was new, numerous locations were available in the village, and the weather cooperated. It was a complete success.

The Matterhorn illumination was also a great success . With the evening -illuminated Ladder to Heaven on the Hörnligrat , the Zermatt mountain guides pulled off a coup. Every evening, crowds of people could be seen on the bridges, terraces, and balconies, photographing the light spectacle. After consulting other committees, the steering committee decided to take down the lights on the Matterhorn : "The illumination should remain a one-off event," says Daniel Luggen.

Great appeal of the open-air plays
Weeks in advance, it became clear that the open-air performances would likely give the anniversary year a major boost. "The Matterhorn Story" was a major media focus, and there were correspondingly numerous reports on radio, TV, print, and online media. "The open-air performances also brought guests to the village who had never seen the Matterhorn before, or who were regular visitors until now, only coming in winter ," explains Daniel Luggen. Thanks to the open-air performances, the Gornergrat Railway also achieved a significant increase in passenger numbers, and thousands of overnight stays were generated. Discussions are underway to consider whether and when the Zermatt Open-Air Performances will be continued. The corresponding



This request was made to the destination several times – by theatergoers, nota bene.

STM – the professionals visit
The Switzerland Travel Mart (STM), held from September 21 to 23, was the last major event in Zermatt as part of the anniversary year . The Matterhorn village hosted Switzerland's largest catering tourism trade fair. The challenge was considerable, but as always, Zermatt's key players gave their all and once again scored internationally.

Staged village tour
At times, it was almost impossible to get through Zermatt's Bahnhofstrasse. This was especially the case on Wednesday evenings when Franz Imboden was out and about with his troupe. The staged village tour with actors from the Zaniglas theater group was a huge hit. There were days when over 80 people followed the village story, presented in three languages, celebrating 150 years since the first ascent of the Matterhorn. A total of 887 people were transported back to the world of 1865. Efforts are underway to include a similar staged village tour as part of the destination's offerings next summer.

The Matterhorn Plaza, the summer meeting place, will also continue to operate in winter – with an ice bar and pop-up store where souvenirs and tickets can still be purchased.



The Matterhorn in Bern
The Matterhorn will make its last major appearance in the anniversary year this autumn in Bern. As part of the light and sound spectacle "The Jewel of the Mountains," the Matterhorn will be projected onto the Federal Palace.

History attracts
The Matterhorn Museum Zermatlantis plays a major role in the celebrations. In the run-up to and during the anniversary week, many journalists visited the museum to marvel at relics of the Matterhorn:

- the broken rope
- Items from the crashed First climber
- Ice axe by Edward Whymper
- Film sequences from «The Mountain Calls»

Museum director Edy Schmid gave countless interviews, guided tours, and explanations of the first ascent. Over 10,000 people visited the museum in July.

August was a record month: 11,500 people visited the museum, over 3,000 more than the previous year.

Special exhibition
«The Search for Truth» of Zermatt's Matthias Taugwalder was particularly interested. Many descendants who gathered at the anniversary celebrations facilities in the village, inform were at the screens of the special exhibition about the new documents discovered by the descendant Matthias Taugwalder.

Extension: The special exhibition «The Search for Truth» will

Due to its great success, the exhibition was extended until April 3, 2016.



The "Rendez-vous Bundesplatz" will take place from October 16 to November 29 . These will be at 7:00 p.m. and 8:30 p.m. for 25 minutes. No performances on October 18 (Election Sunday) and 22/23. November (Onion Market).

Open-air plays as crowd pullers
"The Matterhorn Story" showed the events in the village of Zermatt in connection with It was linked to the first ascent of the Matterhorn in 1865. Director Livia Anne Richard succeeded in forming a close-knit community out of the amateur and professional theater team. The success was overwhelming.

- 700 seats
- 36 performances
- 23,000 visitors
- Over 90% capacity utilization
- 40 journalists at the premiere
- Worldwide reporting
- Good infrastructure with restaurants

Thousands of pictures from the theater performance with the Matterhorn as a real background image with sunset went around the world via social media channels.

