

ZERMATT INSIDE

150 YEARS OF THE FIRST ASCENT OF THE MATTERHORN

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

Well prepared for the winter season

Following the "150th Anniversary of the First Ascent of the Matterhorn" award, which was honored in November with the Milestone, the most important Swiss tourism prize, and which was celebrated with numerous events during the summer months and received widespread attention, the Zermatt-Matterhorn destination is now also well prepared for the coming winter season.

Zermatt Bergbahnen AG set the course for another successful winter in the spring of this year – that's when construction work began on the new six-seater Hirli chairlift, which also included the implementation of a new piste layout and the installation of a comprehensive snowmaking system.

On December 18, the chairlift, whose 72 chairs are each equipped with a hood, can now be officially inaugurated .

The Gornergrat Railway is also preparing for this season with the new winter offers "Dining with the Stars," "Iglu Lunch Fondue," and "Riffelalp – Hut Evening in the Alphitta ." As the winter months begin, the Matterhorn Gotthard Railway officials are also looking back on twelve months of half-hourly service on the section between Fiesch and Zermatt. Although the initial assessment is positive, further short- and long-term measures are intended to achieve even greater operational reliability.

The highest standards of reliability must also be met by the new avalanche warning system in the "Lüegelti" and "Schusslobina" avalanche paths above the road between Täsch and Zermatt . After 30 years of service, the existing avalanche detection system was replaced. A replacement system will be put into operation in December 2015. This system represents an optimal solution for monitoring the Täsch-Zermatt road .

www.inside.zermatt.ch

"Milestone" for the anniversary celebrations

ZERMATT AWARDS 150 YEARS OF THE FIRST ASCENT OF THE MATTERHORN

The Zermatt–Matterhorn destination has received Switzerland's most coveted tourism award, the "Milestone," for its anniversary celebrations surrounding the 150th anniversary of the first ascent of the Matterhorn.



"The Zermatt-Matterhorn service providers have worked hard to earn this award ," says Resort Director Daniel Luggen. "But we are keeping our feet on the ground and continuing to work on improving the range of services offered at the Matterhorn destination." He points to the 2013 strategy, which sets priorities for the future development of tourism.

For example, more events or the development of a more attractive bike offering.

Anniversary summer has scored

The village's efforts for the 150th anniversary of the Matterhorn's first ascent were enormous: a 20 million-euro budget, key players who had to be brought together, open-air performances on the Riffelberg, the reopening of the renovated Hörnli Hut, the anniversary week in summer , and a media outpouring the likes of which the Matterhorn Village had never seen before. Everyone was involved, especially the steering committee: Andreas Biner, Citizens' Community; Christoph Bürgin, Mayor; Hans-Jörg Walther, President of Zermatt Tourism; Daniel F. Lauber, Representative of the Zermatt Hoteliers Association; Hermann Biner, Mountain Guide Representative; Daniel Luggen, Project Manager.

The latter looks back: «What was initially hard-



Zermatt bathed in gold at the award ceremony for the "Milestone" tourism prize.

"The festival, which started in 1990, brought an incredible atmosphere to the village at its climax in July ," says Daniel Luggen, adding: "The people of Zermatt have proven once again that they can all pull together in the end."

Zermatt-Matterhorn received the "Milestone" award on November 3, 2015, in Bern for the overall package surrounding the anniversary. The jury praised: "Zermatt is giving itself the gift of the future 150 years after the first ascent of the Matterhorn, Zermatt is celebrating this anniversary . Not with a lavish celebration, but with projects that will have a lasting impact on the region's offerings. This momentum will be used to form internal networks and to bind external partners to Zermatt for the long term. Accompanied

The event will be accompanied by an unprecedented media offensive. »

Sustainability is important

But now it's not about resting on our laurels. "On the contrary," emphasizes Daniel Luggen. "Now we want to use the momentum and position ourselves even better as a destination and move forward with sustainable development."

This includes the points laid down in the aforementioned strategy, such as new events like a Ski World Cup downhill. And Daniel Luggen is convinced: "The use of internet options must continue to be expanded in the destination."

Continued on page 2

Snow removal

WINTER IS COMING

Heavy snowfall means hard work for the technical services department of the municipality of Zermatt. Because even when snow falls, roads and squares must remain usable. The winter service is always adapted to external conditions such as the amount of new snow or temperature differences.



Page 6

Opening of the Hirli chairlift

SKI LIFT SUCCESSFULLY REPLACED

during the summer and fall months of 2015, the Hirli ski lift, built in the 1960s, was replaced by a six-seater chairlift and simultaneously extended. The new construction increased the transport capacity and optimized the slope layout .



Page 15

New winter opening event

FASHION, MODELS, MUSIC

This year's winter season will be launched with a premiere in Zermatt: On the occasion of the Zermatt Fashion Weekend, which will be organized for the first time at the beginning of December , numerous events revolving around the themes of fashion, music and cuisine are planned in the Matterhorn village over three days .



Page 18

Always at the forefront

The "Milestones" awards recognize outstanding achievements and personalities in Swiss tourism in the categories "Outstanding Project," "Environmental Award," and "Lifetime Achievement."

Zermatt-Matterhorn has consistently secured top positions in the history of the "Milestones" since 2000. The 2015 jury: Barbara Rigassi, Managing Partner of BHP; Fiorenzo Fässler, tourism expert; Michel Ferla, President of the Montreux Casino Foundation and former Vice Director of Switzerland Tourism; Daniel F. Lauber, hotelier of Zermatt; and Jürg Stettler, tourism scientist.

- The Zermatt-Matterhorn destination was in the running with three projects , two of which were nominated for the top spots:
- 150th anniversary of the first ascent of the Matterhorn. Winners.
 - e-Fitness, building strong online muscle for the destination. Nomination.
 - e-Concierge, an app that informs guests. No nomination

Zermatt Palmarès of the Milestones

The destination was Zermatt–Matterhorn repeatedly represented in the 15-year history of the Milestone awards:

- **2015:** 150th anniversary of the first Matterhorn ascent. 1st place "Outstanding Projects."
- **2014:** Zermatt Unplugged, 3rd place "outstanding projects".
- **2010:** Cervo Hotel & Restaurant, Conception, new construction and launch. "Young Talent Award".
- **2009:** New Monte Rosa Hut. "Special Prize for Sustainability."
- **2006:** Enjoy Switzerland, pilot locations Lenzerheide, Scuol, Vilars-Gryon and Zermatt, 1st place "outstanding projects".



From left: Christoph Bürgin, mayor; Hermann Biner, mountain guide representative; Daniel Luggen, spa director; and Linda Fäh, who delivered the laudatory speech at the Milestone award ceremony.

Careful handling of cultural assets

IMPORTANCE IS PLACED ON CARE AND PRESERVATION

The Matterhorn village has a rich treasure of architectural heritage and other cultural objects.

Care and maintenance

The municipality of Zermatt (EWG) attaches great importance to the care and preservation of cultural assets. This is done partly out of respect for our ancestors and partly to preserve the witnesses to earlier life in Zermatt. But solid economic considerations also suggest the careful handling of cultural assets: In addition to the scenic beauty, it is the cultural assets that our guests photograph countless times .

Unique in Zermatt

The renowned tourism expert Jost Krippendorf once coined the seminal phrase: "First the cow goes, then the tourist ." A variation of this wisdom is that first the stable goes, and then the tourist.

Other tourist destinations also boast picturesque landscapes and well-maintained accommodation options. However, no other place can compete with the combination of "great tourism offerings,

unique landscape and rich, well-maintained cultural heritage" with Zermatt .

efforts

To ensure this remains the case, we all need to make an effort. Protecting cultural property is not an end in itself, nor, properly understood, a vehicle for stifling any changes in use. Privately owned cultural assets will only be preserved in the long term if they can be made usable. The EWG is happy to assist developers with the permitting process.

Conversion and repurposing

In this way, buildings that no longer serve their original purpose can be carefully converted and, if necessary, repurposed. Early contact between the building owners and their planners and the EWG allows for solutions compatible with the protection of cultural assets to be developed.

What applies to the cultural assets in the settlement area of Zermatt applies even more to the Wei-



A beautifully maintained cultural asset.

ler and individual objects. It is not enough to maintain religious buildings and other public buildings and facilities; rather , the maintenance of privately owned cultural assets is also a must.

information

Please do not hesitate to contact the EWG Construction Department staff in advance of such projects; Tel. 027 966 22 15 or bauabteilung@zermatt.ch.



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www.gesundheit-zermatt.ch

**BEMER specialist
lecture in the conference hall
Hotel Alex in Zermatt**

Friday, December 11, 2015
7.30 p.m.

Lecture by naturopath
Martin Zweifel

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disposal of cells
means:
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Alexander Domig
eidg. dipl. Tankrevisor

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Words at the end of 2015

Dear fellow citizens,
valued guests

As every year, I would like to take this opportunity to share with you some thoughts on the end of the year.

This year, a very significant year is coming to a close – namely, the 150th anniversary of the first ascent of the Matterhorn. It was a very intense, yet extraordinarily exciting year for everyone involved. The open-air performances, the opening of the new Matterhorn Hut, the illumination of the Matterhorn, and the conclusion of the anniversary week will be fondly remembered for a long time to come. The many awards, especially the "Milestone," testify to a truly successful event throughout the year. I would like to take this opportunity to express my sincere thanks to everyone who helped make these celebrations a magnificent occasion.

But let's not forget, in the spirit of our 150th anniversary, the anniversary of the Canton of Valais's accession to the Swiss Confederation 200 years ago. Admittedly, these celebrations were somewhat overshadowed here in Zermatt, but nonetheless, this celebration also brought a great deal of sympathy for Valais throughout Switzerland.



Unfortunately, the year cannot end without thinking of the many refugees who are currently still on the run, waiting in refugee centers, or trying to settle in here. The massive influx of refugees will pose a major challenge in the coming years, and no one can look away or close their eyes to this major problem. The war in Syria and the misery in large parts of Africa will continue to pose major challenges for us. The recent terrorist attacks in Paris are also very frightening and incomprehensible. We can only hope that such attacks will stop. I know – a pious wish.

But let's be happy that Zermatt enjoys an excellent reputation in tourism, in a Switzerland that is perceived as very safe, and let's look forward to 2016. Many problems must be overcome. But I am optimistic that we will successfully tackle this difficult time.

As the year comes to a close, I would like to thank you, on behalf of the municipal council and the administration, for your trust. I hope you will understand, even if some decisions are unpopular. What is certain is that we will continue to be there for the benefit of our fellow citizens in 2016.

I would like to take this opportunity to wish you all a peaceful Christmas and a Happy New Year. And, of course, a good winter and summer season, and above all, good health.

Your mayor
Christoph Bürgin

Residents’ Services – Information/News concerning migrants

ADJUSTMENTS AND INFORMATION BEFORE THE START OF THE 2015/2016 WINTER SEASON

Zermatt Resident Services website

<http://gemeinde.zermatt.ch/ed>

Our website provides all the necessary information for migrants (moving in, moving out, and relocating). A checklist shows which documents are required for each application.

Some of the forms are available as PDF files . Various additional information is also available.

Within Switzerland, you must still register with the residents’ services.

For employees with a
For holders of a short-term residence permit “L” who return abroad after the expiration of their contract, deregistration is **NOT** required.
Deregistration abroad occurs officially after the permit expires.

Innovations

Registration by appointment for the 2015/2016 winter season

In order to minimize waiting times at the counters , it is possible to arrange individual appointments outside of counter opening hours.

Employer involvement

We rely on good cooperation with employers. You can help speed up the work process by:

- Inform employees which documents are necessary.
- Provide employees with a copy of the valid and signed employment contract (for registration/ extension /conversion).
- Complete the application form truthfully and completely. Include the actual *start* and *end dates of employment* (not "until the end of the season"). These dates must be identical to those stated in the employment contract.
- make every effort to ensure that employees submit all documents to the residents’ services within the specified time limit.
- the employees on our website to draw attention.

Deadlines for extending permits

- All applications must be submitted within 14 days before the approval expires.
- Short-term residence permits «L» at the earliest 1 month before expiry.
- Residence/settlement permit «B/C» at the earliest 3 months before expiry.

Deregistration for short-term residence permit «L»

Both an early departure (before the expiry of the employment contract) and a move within-



Reporting procedure

For a foreign person who is employed for less than 90 days (does not apply to third countries) and for whom no valid permit has been issued in the current calendar year , registration is carried out via the registration procedure

(www.sem.admin.ch).

employment agency

Since April 2012, unemployment registrations have been submitted directly to the Regional Employment Centre (RAV), Viktoriastrasse 15, 3900 Brig,

The documents for unemployment registration can be found online at www.treffpunkt-arbeit.ch.

Integration Office Upper Valais

The Regional Integration Office (RIO) provides information on integration issues and organizes language/integration courses and integration projects (www.integration-ow.ch).

Location

Haus Täschhorn, 3929 Täsch
Phone: 027 966 49 22
Email: eva.jenni@smz-vs.ch

A look at the Grand Council

Grand Council Session from 10–13 November 2015

Tuesday morning began with various debates . The following points were discussed and decided upon:

1. the amendment of the article of the cantonal constitution (election of State Councillors);
2. the amendment of the Law on Administrative Procedure and Administrative Justice;
3. the decree on the financing of police services.
4. the decision to grant a commitment credit for the activities of the Valais Location Promotion Company (Valais/Wallis Promotion) for the period 2017–2020;
5. the decision concerning the correction and restructuring turing of the Troistorrents–Champery road;
6. the resolution on the ratification of the right granted by the State Council to Kraftwerk Heidadorf AG to use the hydropower of the Gamsa, diverted to the Heidadorf hydroelectric power plant, with return downstream of the natural confluence of the Gamsa with the Rhone.

All motions for intervention were approved, even though some were preceded by intense discussions. Furthermore, 45 postulates, motions, and interpellations were considered.

Budget 2016

On Wednesday morning, the resolution concerning the state budget for 2016 was debated.
Even if the budget proposal has been approved, a large number of amendments are to be expected in the December session, some of which will have to be discussed hard and also involve painful decisions.

is to be expected.

The most painful entries are especially at the DVBU (Department for Transport, Construction and Environment).

Savings are to be expected. This is where the funds for road construction and maintenance, water protection, and forest management are most at risk.

IT strategy

The Canton of Valais's IT strategy 2015-2024 envisages an investment program of approximately CHF 90 million over a ten-year period. CHF 31.9 million alone is needed to upgrade the vulnerable and outdated IT infrastructure.

Decree on the financing of police services

The decree on the financing of police services sparked fierce criticism and resistance, especially from Upper Valais. The decree requires all municipalities without their own municipal or regional police force to pay for all cantonal police services themselves. Of the 134 Valais municipalities, 71 do not have their own police force, most of them in Upper Valais.

The decree is valid until December 2018. The new police regulations for the Canton of Valais were to come into force after that date. The result was clear, with 91 votes in favor and 24 against. The two Upper Valais factions, CVPO and CSPO, supported the decree. rejected the decree.

Valais/Wallis Promotion

Valais/Wallis Promotion now demanded CHF 16 million.
This was clearly rejected, and the funding of this institution will continue to be supported with CHF 10 million.

prosecutors

The election of public prosecutors will no longer be carried out by
The Grand Council is not responsible for this decision, but rather for the Public Prosecutor's Office. Only the Attorney General, his deputy, and the three regional senior public prosecutors will continue to be elected by the Grand Council.

Training course for nursing staff

Unfortunately, Parliament did not want a training program for nursing staff in Upper Valais. This meant that students could be trained in Upper Valais and not in to German-speaking Switzerland. The problem of finding sufficient nursing staff for Upper Valais is becoming increasingly acute. Anyone without a high school diploma is blocked. This motion was rejected by 56 votes against to 54 in favor, with nine abstentions. However, this vote revealed that the electronic system is not functioning properly.

Five yes votes were not counted and so this matter will probably be brought up again in the December session.
The Presidium will decide how to proceed.

Civil servants – German language

A CSPO postulate that one-third of civil servants must be able to speak German was rejected by 79 votes against to 35 in favor, with two abstentions.

Apartments for asylum seekers

The canton of Valais rents apartments from private individuals throughout the canton to house asylum seekers. The rents for overpriced and outdated apartments prompted the filing of an urgent interpellation. The canton currently accepts 50 asylum seekers per week. A growing number of refugees allocated by the federal government is becoming apparent.

The search for additional accommodation solutions of all sizes is underway.
The canton currently rents 556 apartments from private individuals and property managers.
Currently, 1,708 people live in these apartments. In Upper Valais, there are 68 apartments for 246 people. Total monthly rent costs amount to CHF 556,462.50, generating costs of CHF 325.80 per asylum seeker.

Pioneering avalanche safety technology on the Täsch–Zermatt road

AVALANCHE DETECTION USING RADAR

The existing pull cable system for Avalanche detection in the avalanche tracks «Lüegelti» and «Schusslobina» in Zermatt are coming to an end after 30 years of service

It has reached the end of its service life. A replacement of this system is urgent. In December 2015, a replacement system based on permanent radar monitoring will be put into operation.

30 years of reliable technology

The previously used ripcord system dates back to 1985 and was used in the "Lüegelti" and "Schusslobina" avalanche paths. The technology was impressive due to its simple operation . During an avalanche, a live cable traversing the avalanche path was torn off.

This power outage triggered an alarm in the valley, causing the traffic lights to turn red and the barriers to close.

Maintaining this system was very complex and costly. After every natural or artificially triggered avalanche, the power cable had to be replaced by helicopter, which posed a significant risk for the person operating the winch , who could be buried by an avalanche themselves.

Looking for a replacement

At a conference of the Swiss Interest group for avalanche warning systems (SILS) were the responsible

of the Mattertal Regional Security Service drew attention to a new avalanche detection system that was installed in Ischgl (Austria). is already in service.

This system uses ground-penetrating radar, which is otherwise only used for military purposes. A visit to this detection device in Ischgl showed that it is an optimal solution for monitoring the Täsch-Zermatt road. However, this system is only used there to detect avalanches and not for the additional closure of roads.

This radar fulfills its primary purpose (detecting avalanches) far better than the previously used ripcord system in Zermatt. In collaboration with the Cantonal Department of Forestry and Landscape (DWL), such a radar was installed on a trial basis in the Ried region.

Replacement of the system and test measurements

In 2014, DWL granted the necessary loan to replace this system. In cooperation with the planning office appointed by DWL, a supplier of such a system, Geoprävent, based in Zurich, was quickly identified, which possesses the necessary expertise.

To ensure the use of the new device could be thoroughly tested in Zermatt, it was necessary to spread the final installation over two years. In the winter of 2014/15, the first avalanche radar was installed and put into operation in the Ried valley.

The measurement results showed that the radar was very effective in detecting and reporting avalanches. However, at that time, the radar system had not yet been linked to the alarm and traffic light system.

How the radar system works

A radar system continuously emits electromagnetic waves into the surveillance area, which are reflected and detected. This constant radiation of the waves detects movements, which are then evaluated by an electronic program based on various parameters . Movements identified as avalanches immediately trigger an alarm.

The Lügelbach and Schusslobina avalanche tracks are monitored using two measuring lines. As soon as an avalanche crosses one of the measuring lines, an alarm is triggered. This causes the Täsch-Zermatt road to be closed by the automatic traffic lights and barriers, and simultaneously alerts the road authorities and the monitoring service.

Based on the measurement data obtained and other indicators, a decision will then be made as to whether the road will remain closed or reopen to traffic. The final decision on whether to close or reopen rests with the cantonal road authority.

Until now, a team had to assess the situation on site after an alarm and check whether the road was

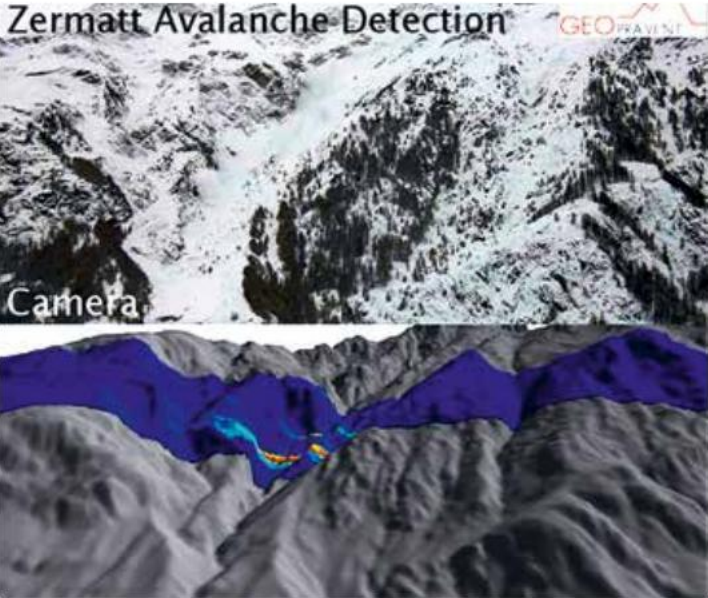


Radar system: Avalanche warning system Ried

in case someone was buried. In addition to the time-consuming nature of this check, it was also dangerous, as the deployed personnel had to partially cross the avalanche zone. The new system allows these checks to be significantly reduced.

Behavior during road closures

When the traffic light turns red and the half-barrier closes, driving on the road is prohibited! Even if an avalanche hasn't buried the road, there is an acute avalanche danger! Driving on the road is only permitted when the traffic light turns green again and the half-barrier reopens.



Detection of an avalanche in February 2015



Upper and lower measuring tape (approx. measurement course)

When the road is closed or opened, the population will be informed via various information channels.

This is primarily done via the SMS service, but also on site by the police or road workers.

SMS services in Zermatt

Täsch–Zermatt traffic information

START ZERMATT TRAFFIC INFORMATION 963

STOP ZERMATT TRAFFIC INFORMATION 963

ZBAG cable car and piste service

START ZERMATT RAIL INFO 963

STOP ZERMATT RAIL INFO 963

Hazard information

START ZERMATT DANGER 963

STOP DANGER 963

Seit 25 Jahren Familien-Unternehmen

Gattlen

GEBÄUDETECHNIK

www.gattlen-e.ch

Snow removal during the winter months

AVAILABILITY UNTIL 9:00 AM AT THE CURB SIDE

EC Every year the Matterhorn village shines in its beautiful winter dress. Depending on the mood of the

Due to nature, the technical service of the municipality of Zermatt is heavily in demand during the winter months.

Snow and ice removal from roads and paths is not always predictable and is carried out on a situational basis.

The employees of the Technical Services Department always do everything they can to provide the public with safe and winter-safe roads. To stay one step ahead of nature, they continually compare various weather forecasts, conduct nighttime inspections, and deploy road clearance crews as needed.

Snow clearing early in the morning

Depending on the amount of new snow during the night, snow removal operations will begin between 4:00 and 5:00 a.m. Priority will be given to clearing municipal main and secondary roads so that vehicle traffic can use the cleared roads around 8:00 a.m.

Afterwards, the snow, partially pushed aside by the snow clearing machines, must be loaded onto vehicles and transported away. Due to local conditions, around 90% of this new snowfall throughout the entire village area must be disposed of in this laborious manner .

Provision of snow by 9:00 a.m.

Many private individuals are also faced with the same situation. They have the option of dumping the fresh snow on the curbside of public roads until 9:00 a.m.



Depending on the amount of new snow, the technical service employees will start clearing the snow in the early morning hours.

roads so that it can then be cleared by the technical service vehicles.

Danger – safety risk

Last winter, it was increasingly observed that private individuals were dumping masses of snow on cleared roads and paths. This should not be allowed. This resulted in problematic and safety-threatening areas (including patches of ice and potholes) on certain sections of the road. Both pedestrians and electric vehicles were confronted with this dangerous situation .

Offenders will be fined

The removal of snow and ice onto public roads and paths is prohibited after 9:00 a.m. The municipality of Zermatt reminds the public that offenders will be fined.

Mission

The technical service team will utilize all human and mechanical resources to ensure the best possible conditions for safe winter use of the roads and paths.

best of electronics....

.... ganz in Ihrer Nähe!

Elektro Imboden & Söhne AG
Haus Bellevue • 3920 Zermatt
T 027 966 26 26
verkauf@imboden-elektro.ch

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6 | ZERMATT INSIDE

Childcare services – a special gift

SUPPORT YOUR EMPLOYEES

EC Balancing work and family life is always a major challenge. A year ago, we provided detailed information about the childcare options in Zermatt and the new childcare vouchers for your employees with children .

This gift offer has already been used by several employers. We would like to remind you of this offer, which you can use to support your employees with children.

Legal requirements – contribution from the canton and municipality
The Canton of Valais, together with the municipalities, has committed itself to addressing social change and the need for family-supporting care facilities and to providing daycare centers, childcare places, and facilities. Based on Article 32 of the Youth Act, individual municipalities (or several municipalities jointly) are responsible for developing and offering a solution if there is a need among the population.

Care services in the municipality of Zermatt and cost allocation
The municipality of Zermatt supports two daycare centers, a lunchtime program, and, together with the municipalities of Täsch, Randa, St. Niklaus, and Grächen, a childcare agency. The canton and the municipalities each contribute 30% of the labor costs. A portion of the material costs is also covered.

The remaining costs must be paid in full by the parents, which is reflected in the daily rates of the daycare centers.

Consequences
This places a significant financial burden on individual families, resulting in children being cared for without permission in small studios/apartments by untrained staff. Children are our most valuable asset and our future! For this reason, the quality of childcare must not be neglected. This implementation should be financially viable and achievable without cumbersome bureaucracy.

To date, the costs of supplementary childcare are still too high for many families and they wish for more affordable childcare places.

Other sources of financing
However, daycare centers cannot meet the demand for more affordable approaches on their own, as their fixed costs (including rent for premises, infrastructure, staff-to-child ratios, and legally mandated minimum wages) cannot be reduced. Furthermore, each daycare center must cover any deficits itself. Therefore, additional sources of funding are needed to offer affordable childcare places.

So what can we all do for our employees with children? How can we support them?

Care vouchers: a special gift, direct and unbureaucratic

Many employers experience daily how difficult it is for families to organize themselves when both parents work. Families ask: "Which trusted people will look after my children well, where can they eat, do their homework, play with other children, and speak (German)?" Parents are constantly torn between their professional and private lives.

Often to the detriment of the children, but also a burden for the parents—perhaps even negatively impacting the quality of work of the employees. This doesn't have to be the case! Supporting smooth childcare by the employer also has great benefits for the employer:

- Greater satisfaction, motivation and availability of employees
- Less stress, lower absenteeism, higher productivity, appreciation
- Increased attractiveness as an employer

Precisely for these economic reasons—but also with regard to the future of the children—it is valuable to create these structures. Employers can always rely on loyal employees for this.

Our two daycare centers (Marzipan and Kinderparadies) in Zermatt have been offering childcare vouchers since December 2014. These can be purchased in amounts of CHF 50, CHF 100, or CHF 200. Contributions up to CHF 500 are neither subject to AHV nor tax for employees . For employers, the vouchers are fully tax-deductible. (Section 2.3 of the salary statement)

Questions
If you have any questions about the existing offers, please contact us directly:

- Daycare center «Kinderparadies», 027 967 72 52 or kinderparadies@rhone.ch
- "Chinderchrippa marzipan" daycare center, 079 508 40 92 or info@fea-zermatt.ch

With this gift, you show your employees direct appreciation and a valuable bonus, while also preventing illegal childcare.

This allows you to take on responsibility in a very special way. This offer creates a win-win situation and helps the parents, the children, and, last but not least, you as an employer.

Thank you very much for your support

Iris Kündig Stössel
municipal councillor



Care services

Children's paradise Zermatt
Address: Spissstrasse 23, 3920 Zermatt
Phone: 027 967 72 52
Contact person: Margaret Mate
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Address: Uferweg 1, 3920 Zermatt
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Rainbow Zermatt
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Childminder Nikolai (childminder agency)
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Phone: 079 103 27 80
Contact person: Fabienne Biffiger-Zumtaugwald
Email: tageseltern@fea-zermatt.ch

Playgroup: Schatztricka Zermatt
Information and registration: Sandra Perren
Tel. 079 402 97 87 / 027 967 61 23
Email: sandra.perren@bluewin.ch

Forest playgroup: Puschel and Wutziputz
Information and registration: Daniela Schmid
Phone: 079 351 96 71



Saltwater Bath & Wellness ARCA Newly Renovated

Reopening mid-December 2015. Enjoy Zermatt's only and newest saltwater pool. The 34°C water, infused with a 3% saltwater concentration, along with the bubble loungers and massage jets, will help you lose track of time. Saltwater has a positive effect on the musculoskeletal system. You'll also find a Finnish sauna, aroma steam bath, Kneipp pool, and a spacious relaxation area.

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Zermatt back in the day

LEO ZERMATT AND THE DISTRICT ADMINISTRATOR

On 21 January 1621, the constitution of the Meiertum for the three communities of Zermatt. Meier came ben of the judicial power also other Functions. The Meier of the three communities represented Zermatt in the district council meetings.

The cantons of Valais were represented in the district council the countryside with the sovereign joint consultations. The Bishop of Sion exercised as spiritual and secular prince over the upper Valais his rule. After the founding of the seven cantons – Goms, Brig, Visp, Raron, Leuk, Siders, and Sitten – the bishop's sovereign rights were increasingly curtailed in the struggle for territorial sovereignty in favor of the seven cantons.

However, the head of the district council continued to chair the district council in the presence of the state captain and the representative of the seven Zenden.

Meier in the district council

The district administrator met several times annually, depending on the urgency of the region's ongoing business. The sit- The meetings mostly took place in the Majoria in Sitten, occasionally also in the main towns of the individual districts of Upper Valais. In the period from 1500 to 1600 AD Zermatt is represented by Meier Moritz Seematter, Christian Seematter, Arnold Blatter, Hans Wiestiner, Moritz Riedy, Hans and Stefan Riedy, Hans Furrer, Hans Blatter and Anton Perren. Except for the family

names Perren and Furrer, the other families have since died out.

Zermatt concerns in the district council

For centuries – until the construction the Simplon pass road by Napoleon – the Theodul Pass played an important role as a transport and trade route for Zermatt and the Upper Valais, especially for the five cantons of Visp, Raron, Leuk, Siders and Sitten. It is therefore not surprising that the district administrator of the seven

Zenden repeats with this pass In a message from the district administrator dated 25 January 1516, the The "Passus Protoborn", the Matterjoch, is described as an important traffic asset for the Valais, the maintenance of which is in the interest of the landscape.

Interesting district administrator farewells

At the **district council meeting on November 2/3, 1564**, in Majoria in Sitten, the Zermatters again complained that some of their number had recently been attacked and imprisoned in a completely unneighborly manner when they had recently crossed over to Schanbawa in the Augst Valley with about 20 horses to buy wine. Finally, the

Augstaler without any friendly mediation kept the best horse, «with many other indecent and unfair

pieces so shown to them. After reading the letter, which completely prohibits the crossings, and in view of the unneighbourly treatment

the Zermatt people and the rejection of any mediation, the district council unanimously decides that the Zendenrichter everywhere in the countryside against Augstaler, Mann,



For centuries, the Theodul Pass played an important role as a transport and trade route for Upper Valais.

Wife and child, should give the order to evacuate the country. They should be expelled without mercy... They should feel that the Valaisans are "good-blooded" and can avenge shame. The stakes should be equal for both. They should be written to because of the horse.

At the **district council meeting of 30 May 1565** in Majoria, Sitten, the compatriots of Zermatt appear again and complain that the Augstalers in the Cly do not give them any justice and that it is forbidden under heavy fine to allow a Valaisian to act as an interpreter.

serve. So they must remain without rights. Therefore, they ask the district administrator «for By order of the district administrator, the

The Augstaler's captain wrote that he should ensure that good courts and justice were upheld within the framework of the alliances. Otherwise, the Augstalers should expect that, in the same situation, they would be treated with the same force.

The **district council resolution of September 1575** states: Some horses laden with wine belonging to the people of Zermatt have been confiscated due to a new toll that the Duke of Savoy recently imposed on all foreigners in his territories. This contradicts the alliance concluded with the Duke, which is why the captain has been

Peter am Buell was sent to the Duke of Savoy. An agreement was reached with him regarding customs: in the future, every farmer who wishes to purchase any goods or foodstuffs such as grain, wine, etc. in the Duke's territories, in order to avoid fraud, must have the letter and seal of his superior, be it the Castelhan or other officials of his

place, to testify that he Valais and that the goods or food The food he will buy there will only be for domestic consumption and not The Duke will prohibit his subjects and customs officers from harassing their fellow countrymen in the future because of this toll.

At the **council meeting of July 3, 1589**, in Majoria, Sitten, Hans Riedyn, Meier of Zermatt, complained on behalf of the town that recently eight men from Zermatt with 20 horses had crossed the Augstalberg to buy wine according to old custom. When they arrived in Munta, the first village at the foot of the mountain, they were "struck there and held captive for two days and nights, harassed with mischievous and treacherous words, and finally sent back without any profit, unreasonable, that in a pious region of Valais, one would

Augstaler and others of the Duke of Safoy subjects handle load and uf-

"contained tuot." Hans Riedyn demands a letter of recommendation to the superiors of the Augsttal so that they can prevent such incidents in the future. This is

District administrator approved.

Before the assembled **district administrator in June In 1602** Hans Ambrosius Ravani- aschg of Turin and Hans Konrad Spiegel of Basel as agents of the Genoa-based merchants Christoph and Paul Furtenbach. They claim that Messrs. Furtenbach had recently learned that the salt capitulation between the Valais region and Messrs. Cas-

telli and Putz had run out and that no one had offered to supply the Welsh people with French or Italian sea salt in the future... The

The district administrator considered it extremely important to plan ahead and stock up on salt... It must be avoided that the region suffers a severe salt shortage and is thus forced to depend on the mercy of the merchants... In connection with the transport of salt, it was decided, "if possible, to build a wagon or sleigh route from Vispach to Matt (Zermatt), and Mr. Furtenbach will therefore be allowed to do so at his own expense without hindrance."

Dr. Th. Julien

JuBla Zermatt

 floor presentation of new squad and camp management

Annual program

JuBla Zermatt has also prepared an entertaining annual program for 2015/2016 and hopes that many will attend.

Whether it's sledding followed by a chocolate fondue or a sports day, all children are welcome.

The entire annual program is available on our website www.jubla-zermatt.ch/. A highlight of our annual program is the annual summer camp, which will take place next year from July 23 to 30, 2016.

For the 2015 camp, the JuBla Zermatt team traveled to Adelboden with the camp theme "Zermatt 150 Years Ago." The week flew by. They hunted and fought "Bolzano" and recounted old Valais legends.

To ensure that the upcoming camp next year is also a complete success, we hope for numerous registrations.

The leaders are already busy planning and organizing. Fun, motivation, and action are sure to be on offer.

Recording 2015

In November 2015, JuBla welcomed new members. In addition to new children, new JuBla leaders were also welcomed. Under the theme "Train journey com-

bound with trust» the JuBlanners/

The participants and the leaders had a lot of fun and got to know each other better.

Performance

JuBla Zermatt has a new group and camp leadership team. We'd like to briefly introduce them to you:

Squad leadership

The new group leader is David Fux. David is in his second year of apprenticeship as an electrician at Zermatt Bergbahnen AG. He always has a lot of fun with the children and has been the JuBla leader since 2013.



The new group leader David Fux

Warehouse management

Alice Biner and Corinne Schuler are now in charge of camp management.

- Alice Biner successfully completed her commercial apprenticeship (M-Profile) at Crédit Suisse in 2015 and will be completing a language course abroad until March 2016. She will then begin a job at the Valais Cantonal Bank. Always open to new opportunities, she has been the Youth League (JuBla) director since 2010.
- Corinne Schuler completes the resident Zermatt, she completed her commercial training in the M-profile. For Corinne,



Newly responsible for camp management: Corinne Schuler and Alice Biner

A child's laughter is the most beautiful gift – especially since it's free. She has been part of the JuBla management team since 2013 onwards.

Interest/Registration

If you are interested in JuBla Zermatt, please contact David Fux at 079 388 28 70. JuBla is always looking for new members.


If your child would like to participate in a summer camp, please contact Alice Biner, Tel. 079 379 16 25 or Corinne Schuler, Tel. 079 213 85 35.



Mattertal Youth Work Center



REVIEW AND OUTLOOK

 Youth worker Bianca Ballmann has been working for four years at the re-

regional youth work office Mattertal and is responsible for the communities and parishes of Zermatt, Täsch and Randa.

During this time, many projects were launched and implemented. This trend is expected to continue in the coming year. Here's a brief outlook for the coming year.

Youth Zermatt

For young people from the 1st grade upwards in Zermatt, Täsch, and Randa, the youth teams are once again organizing many exciting afternoons and evenings. From FIFA tournaments and movie afternoons to carnival discos and Halloween parties, everything is on offer.

The youth teams organize the parties and events independently and receive support from the youth work office.

JuBla Zermatt

In 2016, JuBla Zermatt will once again benefit from the coaching function of the Youth Work Center. To ensure compliance with the Youth and Sport (Y+S) guidelines and to ensure JuBla receives financial support from Y+S, the summer camp will be supervised and monitored by Bianca Ballmann.

To ensure a steady supply of young talent, the leaders of JuBla Zermatt can participate in various courses each year. These courses prepare and test them for their role as JuBla leaders according to official guidelines.

The courses cover topics such as pioneering techniques, leadership skills, planning hikes, sports blocks, activities, and much more. They can use this acquired knowledge at group events, as well as at summer camp, to offer the children exciting experiences.

Further tasks

The Mattertal Youth Office not only coaches the JuBla (Youth League). It also organizes and supports the Jugi teams and assists with projects such as the Zermatt Skatepark, the mini playback show at Zermatt Unplugged, and other events "by young people for young people."

Furthermore, the Youth Office has a seat on the Mattertal Youth Commission and the Zermatt Youth Fund.

also in close contact with other youth work centers in Upper Valais.

If young people need support with applications or advice, they can also contact the Mattertal Youth Office. Many exciting and thrilling projects, events, meetings, and more await young people and the Mattertal Youth Office in 2016. Further information can be found on our website www.jastow.ch.

contact

Bianca Ballmann
Mattertal Youth Work Center
English Quarter 8, 3920 Zermatt
Tel. 079 303 45 04 or
bianca.ballmann@smz-vs.ch

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Grand Prix Migros visits Zermatt

EUROPE'S BIGGEST SKI RACE FOR YOUNG PEOPLE

The Zermatt Ski Club, together with Zermatt Bergbahnen AG, is organizing a qualifying race for the Grand Prix Migros in Zermatt. All young people between the ages of 8 and 16 are welcome to participate. Younger age groups are also welcome, but will not be listed on an official ranking list. Fun and games are guaranteed, and the organizing committee is already looking forward to an unforgettable day.

Unique opportunity

By holding this qualifying race for Europe's largest ski race for young people, many children from Zermatt and the neighboring communities have the unique opportunity to take part in this unique event on site.

At the end of the 2015/2016 winter season, the three best finishers in each qualifying race and category will be able to participate in the grand finale from April 1 to 3, 2016, in St. Moritz .

Participant

For young people born between 2000 and 2008, this qualifying race offers an unforgettable experience on the ski slopes! Whether you're a beginner or a seasoned skier, everyone is welcome at the Grand Prix Migros – even skiers who don't belong to a ski club.

The age groups compete in separate, gender-separated categories. The younger age groups compete on a separate, smaller track. The race for children under 8 takes place on a shortened course, but this does not count towards the elimination score.

Race track/finish area

The races for all age groups will take place in the Gornergrat area on the ski slope «Giffthitli» – on the left side of the chairlift

The finish area is located at the bottom of this ski slope, just above the Riffelberg restaurant.

Everyone is a winner

A sponsor village will be set up in front of the Self Restaurant Riffelberg , where many activities, games, and great prizes await the children. A Migros voucher worth CHF 500, a Leki ski pole set, and a Blizzard and Nordica ski will be raffled off among all participants. In addition, each participant will receive a commemorative gift at the prize-giving ceremony. A meal voucher and a discounted day ticket for one accompanying adult are included with registration per child.

Registration

Parents can register their children directly on the Grand Prix Migros website. Further information can be found at <http://www.gp-migros.ch>.

helper

To make this event possible, the Zermatt Ski Club relies on around 100 volunteers . Anyone who would like to support this unique event should contact Ueli Bärufuss as soon as possible at 079 445 95 08 or uelibaerfuss@bluewin.ch.

The organizing committee of the Zermatt Ski Club would like to thank all helpers and sponsors for their support and looks forward to numerous participation from children from Zermatt and the neighboring communities.



Skiing project with Zermatt children

BRINGING SNOW SPORTS CLOSER

The Zermatt Ski Club already provides excellent support for young skiers . But a good 50 percent of Zermatt children have little to no access to winter sports. The reasons for this are varied.

Voluntary ski day on Saturday

On a voluntary basis, with the help of the Kiwanis Club Zermatt and the support of volunteers, a ski day was organized every Saturday last winter for children between the ages of 5 and 9, accompanied by adults.

Launch on December 12, 2015

This project will be further expanded this winter . The first ski day of the winter season will begin on Saturday, December 12, 2015. The goal is to offer this ski day until the end of March 2016.

This is not ski instruction! The children enjoy free skiing on

the ski slopes of Zermatt and are divided into small groups according to their abilities , which are led by an adult.

Information/Requirements

Information about the respective event, catering, and ski pass/day ski pass will be provided to the children at school (flyer). It is important that the children are able to ski at least the "snowboard" style and have full ski equipment.

Meeting point

We meet at 10:30 a.m. at the Sunnegga Express valley station and ride with the children's groups until 12:00 p.m. After a short lunch break at the Sunnegga Restaurant, we continue until 2:00 p.m. Parents can pick up the children at the Sunnegga valley station at 2:30 p.m.

Registrations

Children's registrations are accepted by the school administration (027 966 46 29) until 5 p.m. on Friday .

Support

The Kiwanis Club of Zermatt will once again be providing personnel support for this project. A heartfelt thank you at this point. If you would like to support this initiative, I look forward to hearing from you . Tel. 079 229 36 67.

With your help, you're promoting skiing and giving our children a few fun , sporty hours in the snow. Thank you very much for your support.

Iris Kündig Stössel
Your school president



Sporty hours in the snow:
Promoting young talent in Zermatt

IMPRINT

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New direction of the community library

FAREWELL AND NEW BEGINNING

On October 31, 2015, Regina Bittel, Liliane De Meester-Aufdenblatten, and Irène Inderbinen ended their work at the municipal library. Regina Bittel managed the library for many years with great passion and dedication. For this, she and her staff deserve a heartfelt thank you .

Thank you very much.

Silvia Burgener Bächler and Karin Biner-Perren have succeeded them . They will now be responsible for reception and customer service, lending media, and maintaining the entire collection.

Now also open in the morning

The library is now open three days a week, morning and afternoon:

Monday 10:00–12:00 and 16:00–20:00

Tuesday 10:00–12:00 and 16:00–20:00

Friday 10:00–12:00 and 15:00–20:00

During the off-season, the library is closed on Monday mornings.

Connection to BiblioValais as a goal

In the longer term, the municipal and school libraries will be connected to the BiblioValais network . BiblioValais offers libraries the opportunity to exchange and share interesting documents and expertise .

This will be achieved through regional library catalogs and a master catalog, as well as a standardized user card. This will also make borrowing e-books possible in the future. The use and borrowing of books and media will remain free of charge.

Do not bring old books

Due to the considerable effort involved in sorting out old books and disposing of them properly , we ask our valued library patrons not to drop off their old books at the library any longer.

New acquisitions are now handled exclusively by library staff . They welcome suggestions and requests for new acquisitions.



Silvia Burgener Bächler and Karin Biner-Perren are taking over the new responsibilities in the municipal library.

Advent concert

SONGS FOR CHRISTMAS TIME

On Tuesday, December 15th, and Thursday, December 17th, 2015, the children and teachers of the Zermatt primary schools and kindergarten will perform a concert at 7:00 PM in the parish church of St. Mauritius in Zermatt.

All school classes and grades perform together before the audience, singing Christmas carols and getting into the spirit of the festive season. Admission is free, and the proceeds from the collection afterward will go to the "sunvidamali" project, organized by the deputy head of the secondary school, Tanja Fux (www.sunvida.ch).

Please reserve both dates in your calendar now.





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One year of half-hourly service between Fiesch and Zermatt

EFFORTS HAVE PAID OFF

One year ago, the Matterhorn Gotthard Bahn introduced half-hourly service between Fiesch and Zermatt. The service increase was a response to increased demand following the opening of the Lötschberg Base Tunnel.

The review of the first twelve months is positive. Further long-term measures planned will ensure even greater operational reliability .

Since December 2014, Matterhorn Gotthard Bahn trains have been running continuously every half hour on the Fiesch–Zermatt section between 7:30 a.m. and 8:00 p.m. The expanded timetable has brought several advantages for travelers : greater flexibility in travel times, increased seating capacity, and greater comfort thanks to the new KOMET multiple units.

190 trains between Täsch and Zermatt

The additional journeys place high demands on operations. Since then , 190 trains have been operating daily on the Täsch–Zermatt section alone, and the number between Visp and Täsch is still 75. Due to the largely single-track route network, even a minor disruption to just one journey can often impact the entire service.

The higher mileage leads to additional costs for the maintenance of the trains and the infrastructure, while the time windows for maintenance are more tightly scheduled due to the additional travel times.

It is therefore necessary to further optimize operational processes in many areas . The first few months brought additional challenges. For example, the impact of the severe heat wave on rail operations during the summer months. And, of course, even brand-new trains have teething issues that need to be addressed, something the MG- Bahn is increasingly succeeding in doing.

Great effort required

Thanks to the great commitment of everyone involved, MGBahn looks back on the first year of the half-hourly service with satisfaction, despite these challenging conditions. Transport performance, measured in passenger kilometers, increased by more than six percent between Brig and Zermatt, and by almost five percent between Visp and Fiesch . The anniversary celebrations for the 150th anniversary of the first ascent of the Matterhorn, as well as the excellent summer and autumn weather, certainly contributed to this.

Punctuality across the entire route network was maintained at almost the same high level as the previous year. The reliability of operational operations



For a year now, the Matterhorn Gotthard Bahn trains have been running every half hour between Fiesch and Zermatt. The initial interim results are positive.

remains the focus, particularly on the heavily traveled Visp– Zermatt section. The construction work at various locations in the Visp and Matter valleys, most of which has already been completed, such as the complete reconstruction of the section between Ackersand and Stalden, including the station in Stalden, the replacement of the Birchbach Bridge before Randa, and the renewal of the track from St. Niklaus to Mattsand, are part of the measures to ensure long-term timetable stability.

But this means that the projects within the

The planned activities surrounding the introduction of half-hourly service are not yet complete – between 2017 and 2020, MGBahn is investing a further CHF 55 million in the infrastructure between Fiesch and Zermatt. The double-track expansion of the Herd Tunnel in front of Zermatt station, the Schwiedern crossing points near St. Niklaus and Sefinot between Visp and Ackersand, and the extension of the Lax station in Goms will provide additional flexibility and thus even greater operational reliability.






For years, the Biner bakery and confectionery has been successfully training apprentices.

This spring of 2015, our apprentice **Geraldine Mooser** was awarded the best final exam result in the canton of Valais in the field of pastry and confectionery.

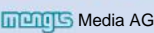
The management and the staff congratulate her.



The next issue of «Zermatt Inside» will be published on **February 5, 2016**

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New shop and website for the Gornergrat Bahn

STARTING THE NEVI PROJECT

The Gornergrat Bahn's new shop and website launched in December. As part of the "NeVI" (New Sales Platform and Website) project, this marks the start of the redesign of all four of its own internet portals. The websites for mgbahn.ch, bvzholding.ch, and glacierex-press.ch will follow in summer 2016 and winter 2016/2017, respectively.

Device independence

The new gornergrat.ch website has a fresh and innovative look. The design adapts to the device and can therefore be optimally displayed on desktop PCs, tablets, and internet-enabled mobile phones.

Customer-focused

The new shop impresses with its customer-focused approach. There's a single ticket shop offering all the services offered by the mountain destinations. "One face to the customer," as marketing terminology puts it, is what customers call it. This means they can get everything from a single source. From the ticket for the Täsch–Zermatt shuttle to a special ticket such as the one for the product "Moonlight Fascination" to a

Overnight stay at the 3100 Kulmhotel Gornergrat or at the Hotel Riffelhaus.

Innovative

Innovation is a key success factor in this project. For the shop, this is achieved by integrating the new Swiss Pass. This allows customers to load the Gornergrat Bahn's rail services directly onto the Swiss Pass and use the turnstile



Innovative and user-friendly: the new website of the Gornergrat Bahn.

Gornergrat directly. The Täsch–Zermatt shuttle turnstile can also be accessed directly with an online or mobile ticket purchased in the online shop. Simply scan the barcode on the online ticket. The principle is to get guests to the Gornergrat 360 adventure area as quickly and conveniently as possible.

Goals

The new shop and internet solution is intended to increase the self-service share of ticket sales in the long term. Another goal is for BVZ Holding, with its Gornergrat and Matterhorn Gotthard Bahn brands, to be perceived as an innovative and modern company. The customer is at the center of all efforts and

Customers should also experience this in the most positive way. With the addition of the Hotel Riffelhaus and 3100 Kulmhotel Gornergrat, the first step towards a Gornergrat 360 world of experience has been taken.

www.gornergrat.ch

New: Currency exchange in Zermatt

EXCHANGE HOLIDAY MONEY IN ZERMATT

Since 1 December 2015, at the Matterhorn Gotthard Bahn ticket counter money can be exchanged again.

With the Change, MGBahn offers daily from 07.00 to 19.00 another service

Swiss francs can be converted into common currencies or vice versa.

As an introductory gift, no expenses were charged on March 31, 2016.

Please cut out the voucher and hand it in at the counter.



NEW

Currency exchange

Zermatt train station

Daily 7:00 a.m.–7:00 p.m.

Now redeem

Coupon

No expenses

Valid until 31.03.2016

Matterhorn Gotthard Railway Station

| CH-3920 Zermatt, Tel. +41 (0)848 642 442

railcenter@mgbahn.ch, www.mgbahn.ch

Winter offers of the Gornergrat Railway

THE HIGHLIGHTS OF WINTER 2015/2016

GE During the 2015/2016 winter season, the Gornergrat Bahn, in collaboration with various service providers, is once again offering a variety of packages. These include the cable car and meals. More information about the packages can be found at gorner-grat.ch.

New! Dining with the Stars

Every Thursday from January 7–March 24, 2016. Experience the stars from one of the darkest places in Switzerland. Local star guide Peter Salzmann will provide insights into the constellations, and you can try your hand at dry-water navigation. The highlight is a visit to the dome, accompanied by an astronomer – you can look forward to a breathtaking view.

New! Igloo Lunch Fondue

Daily from January 4–March 28, 2016. Take a trip to Rotenboden, where a short walk takes you to the igloo village. A cheese fondue between 11:00 a.m. and 2:00 p.m. rounds off your visit to

the mountains. Incidentally, the ticket is valid all the way to the Gornergrat.

New! Riffelalp – Hut evening at the Alphitta

Every Monday from December 7, 2015 to April 11, 2016. After a short walk, enjoy a 3-course meal at the Alphitta on the Riffelalp.

Gourmet ticket

Daily from December 24, 2015, to April 3, 2016. Experience a culinary day at three different restaurants and, in between, get some fresh air with winter hiking, snowshoeing, or sledding.

Riffelalp trip with torch and fondue

Every Wednesday from December 23, 2015 to March 23, 2016. Hike with a torch through the highest pine forest in Europe from Riffelalp to the Chämi-Hitta restaurant (approx. 20 min.) and enjoy a traditional cheese fondue.

Igloo late night fondue

Every Thursday from January 7–March 24, 2016. An evening fondue in the igloo village is truly romantic. A welcome glass of mulled wine and a tour of the igloo village will warm you up, followed by a cheese fondue.

Moonlight fascination

December 27, 2015 / January 24, 2016 / February 22, 2016 / March 23, 2016. Experience the view from the Gornergrat in a different way; enjoy a cheese fondue under a full moon at the 3100 Kulmhotel Gornergrat, followed by a ski run to the Landtunnel.



The “Dining with the Stars” offer provides impressive views of the starry sky.

Moonlight descent Rothorn and Blauherd

EXPERIENCE SOMETHING SPECIAL AT THE FULL MOON

Fe the Rothorn and Blauherd moonlight descent, a special snow experience for night owls, has enjoyed great popularity for years. Therefore, Zermatt Bergbahnen is expanding its offering with additional dates.

Make your reservation now an appointment before

Friday	December 25, 2015
Saturday	December 26, 2015
Monday	January 25, 2016
Tuesday	January 26, 2016
Tuesday	February 23, 2016

Wednesday, February 24, 2016
Thursday, March 24, 2016
Friday, March 25, 2016

As always, a classic cheese fondue awaits you in the Rothorn Restaurant, while you can enjoy a 4-course surprise menu in the Blue Lounge Blauherd.

Bookings now available via Zermatt Bergbahnen – online www.matterhornparadise.ch/webshop and at the Sunnegga/Rothorn counter and in the Snow & Alpine Center.



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Invitation to the opening ceremony of the Hirli chairlift

NEW BUILDING SUCCESSFULLY COMPLETED

Fo the Hörnlilift was transformed into
the Hirli chairlift this summer/autumn.

Where the venerable ski lift has been in service since 1963, a state-of-the-art 6-seater chairlift will transport snow sports enthusiasts to the Hirli starting this winter season.

Be there when the 72 chairs make their first round at the official inauguration ceremony on December 18, 2015. Register now at www.72chairs.com

www.matterhornparadise.ch/sb-hirli

and celebrate the opening of the SB Hirli with us in style. Meeting point is at 2:30 pm at the Matterhorn Express valley station.

It is recommended to ski via Schwarzsee to the Hirli valley station. Pedestrians will be transported from Furi to the Hirli valley station by 4x4 vehicles. The opening ceremony will begin at 3 p.m. with a blessing by Pastor Stefan Roth and various other program items.

All guests will then be offered an aperitif by IBC – Insurance Broking and Consulting SA.

Zermatt Bergbahnen AG is pleased to introduce you to the SB Hirli and to welcome you to the opening ceremony.

Official commissioning

The following day, the new 6-seater Hirli chairlift officially opens. Along with the modern Leitner facility, a new piste layout and a comprehensive snowmaking system are being built.

"The new Hirli chairlift will significantly increase the attractiveness of the Hirli area and make the snow sports experience directly beneath the Matterhorn's north face much more comfortable than before," explains Markus Hasler, CEO of Zermatt Bergbahnen AG. The ascent on the 72 chairlifts, equipped with hoods, is a spectacular experience on the 550-meter-longer route.

A unique landscape experience. During the approximately six-minute ride, the Matterhorn rotates before the passengers' eyes from the north face over the Hörnligrat to the east face.

From the chairlift's mountain station, guests can easily reach the Schwarzsee junction. The new construction of the facility will not only increase comfort but also increase capacity. The Hirli chairlift can transport up to 2,000 guests per hour, while the ski lift could carry a maximum of 600 people.



One of the 17 pillars on the impressive
Ride with a view of the Matterhorn North Face



Joscht valley station



Hirli mountain station



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Vital for survival: strong online muscles

HELP TO IMPROVE YOUR ONLINE PRESENCE FOR SERVICE PROVIDERS

Zermatt Tourism has launched an online fitness program for the Zermatt-Matterhorn destination. The courses are proving successful. The program is designed to run for four years. Practitioners receive individually tailored support.

"This service in Zermatt is extremely important," says Patricia Palazzo of the Hotel Hemizeus in Zermatt. She has run the hotel with her husband, Ruggiero, for eleven years. "Actually, such an offer was long overdue," she adds. It's not easy for hoteliers to juggle hospitality, administrative work, family, and monitoring internet activity.

Pragmatically and self-critically, she adds: "At some point, we realized that the development of the internet had passed us by." That's why the Palazzo family brought in external help for a new website over a year ago. "But that wasn't nearly enough. We would have needed continued support for bookings through our website," she says.

That's why she was among the first to sign up for Zermatt Tourism's e-fitness program. "I was very impressed by Marco Nussbaum's presentation," she explains.



Patricia Palazzo from Hotel Hemizeus is convinced by the online fitness program.

Patricia Palazzo. Soon after, she also attended a seminar on evaluation management: "It helped me enormously. And it also showed how important it is to clearly position oneself with one's offering." She learned to view critical reviews as a positive opportunity. Other readers of the reviews are more interested in the answers given by the host than in the individual experiences and criticisms of the reviewers.

Anyone not yet participating has the opportunity to join at any time. This means that website checks and coaching can be conducted individually at any time. Every service provider benefits from a free hour of coaching, conducted directly in their own company.

Training sessions are offered on fixed dates. The next block begins on January 11, 2016 (see box).



Individual access

"The e-Fitness program is a four-year project," says project manager Pascal Gebert of Zermatt Tourism. Thanks to the financial support of Raiffeisenbank Mischabel-Matterhorn, it is secured for the long term. The four areas include: analysis of the current situation (check), independent and individual consulting (coach), implementation of what has been learned and recognized (challenge), and finally, strengthening digital know-how (training). The conclusion to date is: "There is still much to do. The beginning is promising," says Pascal Gebert.

e-Fitness program
Activities until the end of 2015
07.12. Facebook advertising
December 8th Distribution Trends
09.12. Measuring success in online marketing
December 18th Google Adwords
Activities 2016
January 11 to 29, 2016: new continuing education block.
Information and registration
ztnet.ch/e-fitness

Seen a good example?

WANTED: THE MOST BEAUTIFUL GUEST AWESOMEMENTS

Z The destination Zermatt – Matterhorn is well known for their hospitality. There are always locals and workers who spontaneously help guests. Zermatt Tourism would like to see such helpers in a competition.

Surely every man and woman has witnessed spontaneous help from Zermatt residents or employees who willingly provide information to guests. Haven't found a hotel yet? "That's the way." A restaurant nearby? "This one right around the corner serves excellent fondue." Is this the way back to Zermatt? "Yes, of course, right here, down the hiking trail." And so on.

Astonishing actions

"This positive attitude towards hospitality can be observed time and again in Zermatt," says Viktoria Cristiano, Quality Manager at Zermatt Tourism. On the streets and hiking trails, at the train station, or in front of the bakery – guests always have questions. And someone is sure to help them, just like that, courteously, cheerfully, and naturally. "We want to promote this hospitality attitude with our competition," explains Viktoria Cristiano. Here's how: You observe someone spontaneously and warmly helping a guest. Take a photo!

You chat with the friendly hosts and the guests who were helped. This way, you learn their names – all in a spontaneous and heartfelt dialogue. And you ask if you can use the photo as a good example. Then go to the website ztnet.ch/bestcase. There you'll find the relevant information about the guest surprise campaign and the competition.

fill out the form

Now it's time to fill out the form online. You can also upload your photo. This way, exemplary hosts can be recognized. According to the motto: "Imitators wanted!" The photos accompanying the article show exemplary acts of surprising guests – observed by Viktoria Cristiano.



Telmo Santos (orange work suit) from the waste disposal company Schwendimann explains the way to the hotel to guests.

Advertising that targets the person exactly

FOR THE FIRST TIME, THE DESTINATION IS RUNNING A COMPLETELY NEW WINTER CAMPAIGN

The current winter campaign of the Zermatt Hoteliers Association, Zermatt Bergbahnen AG, and Zermatt Tourism is a purely online marketing campaign. What's new about it: The advertising is tailored to a clearly defined target audience.

Zermatt Tourism's online advertising campaign runs until December 19, 2015. "We have decided to temporarily stop advertising in major print media and instead pursue a personalized online approach," says Pascal Gebert, e-marketing manager at Zermatt Tourism. This innovative advertising campaign targets Swiss people who have German or French set on their digital devices and are interested in skiing.

Searching for clues online

The magic word in this innovative advertising campaign is the digital footprint that a computer user leaves behind during their research. For example, anyone who clicks on a booking for a ski package in Zermatt on their computer is definitely on Zermatt-Matterhorn's radar thanks to cookies. "Identifying such people is a highly complex matter," says Pascal Gebert. The technology that operates in the background of the World Wide Web makes this possible. As part of the campaign, researchers are repeatedly provided with similar offers that reflect their interests during their online presence for the defined period. In the case of Zermatt, this means: offers and booking suggestions appear as banners and in text ads on the pages they visit, as well as on the Facebook, Twitter, and Instagram accounts of the targeted users.

Advertising waves and measurable values

The package tours Hike Active, Skitest, and Ski Active have been and continue to be advertised in waves. The big difference from traditional insertion or poster marketing is the measurability of success. With a poster or a newspaper ad, you never know whether the message has been seen and whether it has triggered booking interest.

"For the first time, we're focusing on people. And it's unique that a destination like Zermatt-Matterhorn is implementing its campaign so specifically and relying solely on the online channel for such a short period of time," says Pascal Gebert, commenting on the campaign measures. The online campaign will also demonstrate in black and white where the campaign's success has been achieved.



The destination's winter marketing campaign aims to whet Swiss guests' appetite for the Zermatt ski winter.

Harvesting fruits

Dear insiders,
Dear Insiders

At the moment, the shares of Destination Zermatt – Matterhorn are in high demand: praise is coming from all over and we receive prizes and awards for their contributions to the anniversary celebrations, but also for Zermatt as a winter destination. All of this is recognition for the achievements of the past: we did our job well, developed and expanded our product, organized fantastic events, and lived hospitality. With the anniversary celebrations "150 Years of the First Ascent of the Matterhorn," we have achieved a great success. We can all be proud of this success, because it is the work of a community—the community.

The top performers of Zermatt-Matterhorn and all their employees. We did a great job!

It's nice to be in the spotlight and to receive recognition for all the sweat, stress, and sacrifice. A moment we can savor and be proud of. We reap the rewards.

You agree with me: we want to experience this great feeling in the future too. Then let's get going and plant the seeds for the next harvest.

A good start to a successful winter season

Sincerely
Yours, Daniel Luggen



Cultural program in Zermatt

The Zermatt Culture Association presents the program for the coming months.

Sunday, December 6, 2015

"Le Quattro Stagioni," with the Ensemble Inversa, a musical journey through images, 8:00 PM, St. Mauritius Parish Church. Featuring classical music and photographs by mountaineer and photographer Ludwig Weh. Free admission.

Thursday, January 21, 2016

"Horn-Fröia" – The First Female Climbers of the Matterhorn. Theater im Club Opening, 8:30 p.m. With Cindy-Jane Armbruster, Fabienne Imoberdorf, and Eva Mann. About the female pioneers in the Alps – a humorous ascent of the Matterhorn and other Alpine peaks.

Thursday, February 11, 2016

"Duo ohne Rolf." Opening at the Club, 8:30 p.m. Performance by the winner of the 2015 German Cabaret Award (main prize).

Beautiful women, beautiful fashion

FOR THE FIRST TIME AT THE START OF WINTER: THE ZERMATT FASHION WEEKEND, 11 TO 13 DECEMBER 2015

In mid-December there is a lot to do in Zermatt Beautiful things to be seen and experienced: fashion, models, jewelry, and music. From December 11 to 13, top-class fashion from young designers and established brands will be on display. The fashion shows can be can be visited free of charge.

The start of the 2015/2016 winter season will have a very special touch in the village of Zermatt. For the first time, the Zermatt Fashion Weekend will be held at the Matterhorn Plaza in the center, at the Club Vernissage, and at the Hotel Cervo.

Fashion in Zermatt Attentive magazine readers have long noticed that Zermatt is an extremely popular location for photo shoots in the fashion world. The rustic houses, the impressive mountain scenery and



The beautiful weather attracts a number of fashion brands to Zermatt to present themselves in the best position in the illustrated magazines. The most recent example: the Calida photo shoot . It features not only the brand's textile products , but also the Matterhorn. For some, however, the protagonists aren't the models, the fashion, or nature , but the cuddly black-nose sheep, which can be seen in the best poses .

The Zermatt Fashion Weekend events are organized by the Zermatt-based company Ztyle. The driving force is Marc Ruh. He is looking forward to the events: "Fashion and Zermatt are a perfect match," he says. "We 've been pursuing the idea of a Fashion Weekend for Zermatt for years. Now the time has finally come."

A program for everyone Things kick off Friday evening with the opening party at the Club Vernissage, starting at 10:30 p.m. Young designers will showcase their collections. Admission is free. Afterwards, there's a party with DJ ZsuZsu from Zurich. Admission to the party is CHF 15, for ages 18 and up. Dress code: casual. smart.

On Saturday: If you'd like to see models on the catwalk up close, Matterhorn Plaza is the place to be. From 4:00 PM to 7:00 PM, things are going to be lively, with ten models, major brands, DJ Sebas Ramis from Mallorca, and Florencio Cruz, a saxophonist from Zurich.

The catwalk will be hosted by Zermatt supermodel Laura Zurbriggen. Also present will be



The fashion world visits the Matterhorn village for the big fashion weekend from December 11 to 13.

Designers Calida, Canada Goose, Ogier from France, Gössl from Munich, Napapijri, Hannes B, Blondino, Freitag bags and Kenner, all from Zurich, as well as Timberland shoes. Drinks and food will be available. In the evening, there will be a party at the Club Vernissage with DJ Antoine . Doors open from 11:00 PM, CHF 55 at the door, and the DJ show begins at 1:00 AM.

Sunday: Farewell Brunch at the Hotel Cervo, Restaurant Ferdinand. Registration required from 10:30 a.m. to 2:00 p.m. A Hublot showcase will feature watches and jewelry. Jewelry designer Davide Quartero from Heidelberg will be present.

Throughout the weekend, the Grand Hotel Zermatterhof will also be hosting an art exhibition by photographer Horst Hamann about the fashion capital of New York, featuring photographs from the 1990s. The theme of the exhibition is "New York Vertical." The proceeds from the art sales will be used entirely to support the future of Zermatt Fashion Weekend. This means that Zermatt will continue to experience a fashionable winter kickoff in the coming years .

Information at www.zermatt.fashion

“Family Destination” on the road to success

ZERMATT – MATTERHORN CARRIES THE FAMILY SEAL OF QUALITY FOR ANOTHER THREE YEARS

The Family Seal of Quality has been awarded to the destination for the next three years.

Criteria are strict and providing the required service is demanding. **And it continues: we are looking for further offers that are attractive to families.**

For the period 2016 to 2018, the Destination Zermatt – Matterhorn will continue to bear the family seal of approval: «After great coordination and efforts to create further

For family offers we have the quality seal



gel in turn," says Janine Imesch, Head of Marketing at Zermatt Tourism. The seal of quality was valid from 2013 to 2015. For the period 2016 to 2018, interested parties in Zermatt, Täsch, and Randa had to work hard again. Criteria for receiving the label include: accessibility of the destination by public transport, entertainment programs, childcare, playgrounds, picnic areas with fire pits, hiking trails, water, adventure and sports, alternative activities, ski area, ski school, and other winter sports and adventure activities.

An exclusive circle of destinations As part of the label day, the Swiss Tourism Federation (STV) awarded the "Family Destination 2016–2018" label to 26 destinations in November. This seal of approval recognizes holiday resorts that specifically target their offerings to the family segment, thus impressing young and old alike. It promotes cooperation within the destinations and enables the specialization that is even more necessary today . The awarding of the label is subject to strict criteria and requirements.

These are drawn up by an independent commission and checked on-site by an inspector.



The representatives of Zermatt Tourism were honored to accept the label: Viktoria Cristiano (left) from the Family Working Group and Doris Aufdenblatten, Accommodation.

The following destinations are certified: Arosa, Ascona, Locarno, Bellwald, Bettmeralp , Blatten-Belalp (new), Braunwald, Crans- Montana (new), Davos, Engelberg, Fiesch, Flims Laax, Grächen, Hasliberg, Klosters, Lenk, Lenzerheide, Malbun, Nendaz, Pontresina (new), Riederalp, Saas-Fee, Savognin , Sörenberg, Wildhaus-Alt St. Johann, Zermatt, and Zuoz (new). Zermatt is thus one of nine other family destinations in Valais.

Looking for more offers The Zermatt-Matterhorn destination is looking forward to welcoming as many families as possible as guests in the future. This also means, however, that "there's still plenty of room for more family-oriented offerings," says Janine Imesch. Therefore, the Wolli Table welcomes more interested guests. Anyone interested in learning more about the seal, the criteria, and the offerings can contact Zermatt Tourism directly.

Zermatt deepens friendship with Japan

VISIT OF ZERMATT DELEGATION TO FUJIKAWAUCHIKO IN JAPAN

The municipalities of Zermatt and Fujikawaguchiko have signed a friendship agreement in a ceremony lasting several hours at the foot of Mount Fuji in Japan. The purpose of the agreement is to deepen their friendship and promote cooperation.

"The two towns have similar tourism and cultural functions to fulfill," says Zermatt's mayor, Christoph Bärger, who was in Japan with a Zermatt delegation. Fujikawaguchiko, along with Mount Fuji, is a UNESCO World Heritage Site. It's obvious that the two communities, both located at the foot of their respective national mountains, have similar interests and therefore signed a friendship agreement, says Bärger. In addition to Christoph Bärger, the delegation included Fernando Lehner, CEO of BVZ Holding (Matterhorn Gotthard Railway and Gornergrat Railway), and Daniel Luggen, Resort Director of the Zermatt-Matterhorn destination. The ceremony was carried out with Japanese solemnity, with numerous tributes and a seven-hour celebration in the presence of 500 residents.

The friendship agreement underscores the commonalities: both communities are committed to nurturing and preserving the beauty and values of nature and providing local residents with a humane livelihood. Each year, both communities offer thousands of tourists the opportunity to photograph the iconic mountains, Mount Fuji in the one case, and the Matterhorn here. A joint marketing campaign for the two communities, featuring their iconic mountains, could therefore soon become a reality.



The delegation from both countries opens a traditional Japanese sake barrel with hammers during the friendship ceremony.

Contact with the Fujikawaguchiko municipality is not new. The Matterhorn Gotthard Bahn has maintained a twinning relationship with the local railway company at the foot of Mount Fuji for 24 years. "We look forward to intensified cooperation with the Fujiyko Railway," says Fernando Lehner of BVZ Holding. The exchange of knowledge for infrastructure is being promoted so that

The train can travel up to the Fifth Station on Mount Fuji. Currently, only one road leads to the mountain. "We will work together on a sustainable solution," emphasizes Fernando Lehner.

Zermatt number one for Japan

Zermatt has a long tradition of institutionalized friendships in Japan.

Myoko has been a sister city for 22 years. Zermatt welcomes around 80,000 Japanese guests annually, making it the number one destination in Switzerland for travelers from Japan. Around four percent of Zermatt's guests are Japanese. Zermatt is considered a model example of a sustainable destination in Japan.



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Information event about winter news

For the winter season 2015/2016 Zermatt Tourism again for information event. Service providers of the destination Zermatt, Täsch and Randa can offer their employees the opportunity to find out about the latest news:

- What are the highlights of the season?
- Which attractions are new?

You can find out details such as:

- Events and general new offers
- What are the new offers from the cable cars on the mountain?
- New Howette runway repatriation
- The new app from ZBAG, Wi-Fi in the ski area
- The new Hirli chairlift and much more

There is the opportunity to ask questions and to get general information about the Destination Zermatt-Matterhorn to Information also on the ztnet.ch.

When, where?

Thursday, December 17, 2015
Hotel Alex.
Times: 09.00–10.00 and 2:00–3:00 p.m.
Registration via ztnet.ch



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Stargazing on the Gornergrat

AMAZED HOTEL GUESTS AND INQUISTIVE GAMES OF SCIENTISTS

The Gornergrat is one of the best places in the Alps for stargazing. The night sky up here at 3100m above sea level is indescribably beautiful. Thanks to the dry air and remoteness, even the Milky Way and the planets are visible to the naked eye. An exhilarating experience for guests at the 3100 Kulmhotel Gornergrat and a place with a magical attraction for astronomers. The Stellarium Gornergrat now brings together experts with a thirst for knowledge and curious, passionate stargazers.

The Stellarium Gornergrat project was launched five years ago . The establishment of the new observatory in the south tower of the Kulmhotel is an invitation from science to the public to explore the sky together.

The universities of Bern and Geneva are leading the scientific effort . In the future, it will be possible to "reach for the stars" both in person and online.

Educational opportunities for schools, online stargazing for the public

Astro fans have the opportunity to visit the observatory – in the traditional way – by prior arrangement.

An interesting offer for guests at the 3100 Kulmhotel Gornergrat. For those who can't be there in person, an online platform opens up the vastness of space. Online stargazing can be booked at stellarium-gornergrat.ch starting in summer 2016 at the latest. The first test run was successfully completed at the end of October as part of an educational program for teachers . In the future, private individuals will also be able to book a time slot on the observatory's website and observe and photograph the constellation of their choice.

When the moon overshadows the stars

The brilliant silver glow of the full moon regularly steals the show from the stars. For overnight guests at the Kulmhotel, this is a fascinating and unforgettable natural spectacle. The moonlight makes the snowy peaks of the 4,000-meter peaks and the glaciers shine brighter than anything they 've ever seen. Since this tip isn't quite so secret anymore, it's advisable to make reservations early after checking the lunar calendar . Those who don't have time to stay overnight can experience the "moonlight fascination" in winter with an evening package at the 3100 Kulmhotel Gornergrat .



Contact information

Kulmhotel Gornergrat, Gornergrat
CH-3920 Zermatt, Tel. +41 27 966 64 00

www.gornergrat-kulm.ch

Preview of the new offering from the astronomers:
www.stellarium-gornergrat.ch

