

# ZERMATT INSIDE

**New projects are on the horizon.** Coinciding with the current issue of "Zermatt Inside," the new section "A Club Introduces Itself" is also being launched.

Kicking off this regular series, in which clubs from Zermatt, Täsch, and Randa can present themselves, is the Zermatt Traditional Costume Club and the Matterhorn Waterski Club. Both clubs will report on their founding years, club life, and their offerings.

Zermatt Bergbahnen AG is aiming to expand its services for the 2018/19 winter season. The world's highest tricable gondola lift is scheduled to be completed in the Matterhorn Glacier Paradise by then. The modern tricable gondola lift will complement the existing aerial tramway and increase transport capacity to Europe's highest mountain station by 2,000 guests per hour. In addition to technical data and facts about the facility, readers can also find out the investment in the new facility in the article on page 12. It also provides detailed information on the functionality of the tricable gondola lift and the work being carried out in summer 2016.

Construction work is planned for the spring and summer months not only in the Zermatt ski area, but also in the Matterhorn village. Several construction sites for the expansion or renovation of public infrastructure will be opened at the beginning of April 2016. The municipality of Zermatt provides information on page 2 about the projects planned in the village, which may occasionally cause disruption or emissions.

And this summer, after the major anniversary of the "150th anniversary of the first ascent of the Matterhorn" last year, Zermatt will once again host anniversary celebrations.

The "125th Anniversary of the Visp–Zermatt Railway" is being celebrated. The 36-kilometer-long line was opened on July 18, 1891. The anniversary will be duly celebrated with a nostalgic newspaper, two train christenings in Visp and Zermatt, as well as a colorful supporting program and other festivities in Zermatt.

[www.inside.zermatt.ch](http://www.inside.zermatt.ch)

## «In Zermatt, people are always open and solution-oriented discussions»

IN CONVERSATION WITH COLONEL MAX CONTESSE, COMMANDER OF THE PDG

**Preparations for the Patrouille des Glaciers are in full swing. The race will kick off in Zermatt on April 19 and 22, 2016. "Zermatt Inside" spoke with the PDG commander, Colonel Max Contesse, about the new developments, the condition of the route, and his personal interest in the climate.**

**Good day, Monsieur Contesse.**  
**How may I even address you as a civilian?**

"As they want."

**What would be the right thing to do from a military perspective? Colonel Countess?**  
"Yes. Military-wise, however, the correct title would be Colonel Max Countess Commandant Patrouille des Glaciers." (laughs)

**Colonel Contesse, as of today, there are 42 days left until the start of the PDG. What is the current state of**

**Is the route?**  
"The route has improved significantly in recent days . In mid-February , we still had some concerns about crevasses . Now we've had a massive cold snap, which is helping us a lot. We have a lot of snow, and the snow cover is good, but not evenly distributed across the entire route. There are many microclimates: Zermatt is very good, less so in the middle, and up to Verbier it's perfect again."

**In 2014, the launch had to be postponed twice. In 2012, races from**  
**Cancelled for safety reasons. This winter is giving us cause for concern again.**  
**Are you following the discussions about the global climate?**  
"Of course. Firstly, as commander of the PDG, I am very interested in what is happening to the mountains, and secondly, I enjoy deep-sea sailing as a hobby. There, too,



Colonel Max Contesse, Commander of the PDG, knows: "Ski mountaineering is also becoming popular among amateurs increasingly popular."

I notice major climatic changes."

However, we are noticing a temporal shift in the cold at higher elevations. Previously, the crevasses closed earlier . With the shift in cold toward spring, we need to monitor the route much more closely and more frequently."

Isn't the implementation of the PDG becoming increasingly unpredictable?

"No, because the PDG takes place relatively late in the spring. So far, we've been able to rely on the cold snap. We have good conditions at the end of February, March, and April.

Continued on page 2

### «Mobility Carsharing»

Driving in an environmentally friendly and economical way

**Gi** Around four years ago, "Mobility Carsharing" opened a new location at the Urania Welcome Terminal in Spiss. Since then, the service has been available to Zermatt residents and guests. Initial experiences show that this service is appreciated by the population and is being used more and more frequently .



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### Staged village tour

GUIDED TOURS WILL STILL BE OFFERED

**Gi** The village tour through Zermatt with a knowledgeable guide has a long tradition in the Matterhorn village. A new addition, however, is a staged village tour, which was offered for the first time last summer. This offering was very well received by visitors and will therefore be continued.



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### Highest 3S track in the world

CONSTRUCTION STARTS IN MAY 2016

**Er** Zermatt Bergbahnen is building the world's highest tricable gondola lift by the 2018/19 winter season . This modern facility, which will complement the existing aerial tramway, will make the journey to the Matterhorn glacier paradise faster and more comfortable than before. The construction project costs approximately CHF 42 million .



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You can get to Zermatt by train. Arolla and Ver-Beer isn't as privileged in this regard. However, the PDG is concerned about its carbon footprint, and civil mobility plays a significant role. What are you doing for the environment? And what are you doing to ensure the mobility of viewers?

"We're trying to encourage people to use public transport. We'll organize a voucher system for patrol escorts. We're doing everything we can to prevent people from coming by car, especially to Arolla. The road conditions in this valley are very precarious."

There are again many patrols coming from the European European countries. What makes the PDG so attractive?

"Ski mountaineering is becoming increasingly popular, even among amateurs. This is the fascination of freedom for each individual. Added to that is the fact that on-piste skiing is relatively expensive and you have to wait everywhere."

How strong is the collective spirit of the PDG in contrast to the individual performance spirit?

"People want to do something together in their free time, without being tied to a club. People don't enjoy being alone in the mountains."

It's the effort, the experience of nature, and the freedom, all in a group of three. The three-person rope team was established for safety reasons back in 1943. People really enjoy training together and breaking away from the world of individualism."

Now four people must be involved in a patrol register.

«In every team sport there is someone in reserve. During the 2014 analysis, we discovered that we had too many patrols that withdrew at the last moment because one of them was injured. The idea of four team members was already around in the 1990s. This way, we can better guarantee that the patrols actually start.

Have you ever undergone doping tests?

"Because we are an international military sports event, we are also subject to doping controls. It can always happen that such controls are carried out. You have to be aware that part of the world's elite is present, and this elite is automatically subject to the controls."

You said you were a sailor.

You're also an alpinist. Do we sometimes see you in the mountains in the summer?


"Offshore and inland sailing is a family hobby. My wife and two daughters come along. In the mountains, I sail alone with colleagues. We've made certain concessions there. If the weather isn't yet optimal in the mountains, we go sailing. There 's no conflict of interest. We also have good weather and long-term reports for both. We can plan well."

Would you like to personally say something to the people of Zermatt?

"I am very grateful to the people of Zermatt and their authorities for their outstanding support before, during, and after the event. We know that we will bring a certain amount of unrest to the village during the week, which will also affect tourism, but there are never any complaints , and problems are always discussed openly and in a solution-oriented manner . This strengthens my resolve for the collaboration ."

# Construction work in spring 2016

## TRAFFIC DISRUPTIONS ARE TO BE EXPECTED DURING THE WORKS

 We would like to take this opportunity to inform you about the upcoming construction work in this issue.

Starting April 11, 2016, several construction sites for the expansion or renovation of public infrastructure will begin. Despite early and best-possible preparation, unavoidable delays may occur. Possible causes for this could include bad weather or delays in contracting , etc.

The projects listed and briefly described below are scheduled to be completed by the end of June 2016 and may result in disruptions or emissions.

**Riedweg (Howete area)**

The construction of the Bännustrasse secured access to the Müri-ni and Mittagstadel areas. Two years ago, the utility lines were extended or upgraded to Riedweg.

Following the conclusion of the winter season in the Sunnegga-Rothorn area, the Riedweg road will be expanded between April 18 and May 25, 2016, in the section from Haus Akropolis to the Flora teahouse. Utility lines will be renewed over a length of approximately 100 meters, and the required expansion of the sewage network will be implemented. These measures serve to develop the construction zone. They also form the basis for the repeal of the planning zone approved by the general assembly. Unfortunately, a closure to vehicle traffic in this section cannot be avoided. There is also no detour option. Pedestrians will be guided along the construction site . Supply and disposal transport from the Ried, Tuftern, and Findeln areas can only be carried out after the work has been completed, by June 10, 2016. For necessary journeys outside of the approved construction periods , the necessary permits must be applied for in writing from the Safety Department well in advance .

At the same time, we would like to point out that further

Construction work is planned to develop the area. This will not affect traffic on Riedweg until the fall, or will only affect it for a very short time. The next section of Riedweg will be renovated between September 26 and October 28, 2016. This includes the section north of the Flora Teahouse, which will again require a closure to vehicle traffic . The period for supply and disposal trips is between October 15 and 23.

September 2016. Special permits for these trips must also be applied for in writing in advance from the Security Department.

**Triftbach Bridge at the community center**

Last year, flood protection work was completed. Now, the necessary adjustments to the adjacent traffic areas must be implemented. Since the existing utility lines were relocated several decades ago , there is an inevitable need for action. For this reason, the area extends to the church square, the municipal police station, and toward the junction of Schälpmattgasse and Oberdorfstrasse.

In preparation for this year 's Patrouille des Glaciers, work along Bachstrasse will begin on April 11, 2016. This access road will be closed to vehicle traffic for several weeks . Work will then continue in the area of the Triftbach Bridge and toward Oberdorfstrasse . Completion of this section is scheduled for June 10, 2016.

By then the paving will also be installed.

As with Riedweg, work will be interrupted during the summer. The second phase covers the area from the Triftbach Bridge to the church square. This work will take place between September 19 and October 28, 2016.

Due to the limited space, longer waiting times for vehicle traffic are to be expected. For this reason, the

For the entire duration of the construction work, the construction site area should be avoided via Bachstrasse and Oberdorfstrasse if possible.

**Viktoriastrasse**

New utility lines must be laid between Seilerwiesenstrasse and Bahnhofplatz . This work will begin on April 18, 2016, and is scheduled for completion by May 25, 2016. During this time, the entire section of street will be closed to both pedestrians and vehicles . Access to the Viktoria Center is via the three remaining entrances. To connect the new utility lines on Seilerwiesenstrasse, the street will have to be closed to vehicle traffic for approximately one week.

This will be made public early on through information posters and on the Internet.

**Vispastrasse**

The section between the Wiesti and Spiss bridges will be affected by the switch to the new street lighting this spring. Starting May 2, 2016, the passage will be partially illuminated by light

The work will be restricted to a limited extent due to disruption to vehicle traffic. Completion of this work is scheduled for June 10, 2016.

**Wiestistrasse**

Additional utility lines must be laid between the access tunnel to the Hotel Schönegg and the Metro building . This work will result in temporary disruptions to vehicle traffic. The exact completion date has not yet been determined.

**Paving work**

Between June 8 and approximately June 15, 2016, various large-scale paving projects will be carried out. These include, in particular, the following areas:

- Installation of the surface covering in Staldenstrasse (Winkelmatten Chapel up to the junction with Schluhmattstrasse).
- Installation of the surface covering in Spissstrasse (from the Hotel Bahnhof area to the junction with lower Mattenstrasse).

We thank you in advance for your understanding heartfelt.



Road closures during the paving work will be kept as short as possible.



# Mobility car sharing in Zermatt

OFFERED FOR MORE THAN FOUR YEARS – POSITIVE EXPERIENCES

**In 2012, "Mobility Carsharing" opened a Mobility car sharing location in Spiss near the Urania Welcome Terminal . Since then, this service has been available to the residents of Zermatt. Experience shows that this service is very active and, the more users use it, the longer it lasts.**

The idea of and interest in car sharing has now inspired many people in Zermatt. Environmental awareness, the desire to save money, or simply a preference for sharing rather than owning. Many people today no longer want to have one or more cars in their garage at any price , which are rarely used but always cost money.

### Usage per year

More and more people are discovering the advantages of combined mobility through the intelligent use of public and private transport, benefiting both economically and ecologically. The number of trips with Mobility vehicles in Zermatt has increased by 65% since the service was introduced in 2012. A total of more than 22,000 km were traveled with Mobility vehicles in 2015.

### How can I use Mobility Carsharing?

Reserving a Mobility vehicle is possible 24 hours a day, whether online or by phone – it's easy and convenient. The vehicle can be reserved in advance or spontaneously for both longer and short-term trips.

At the agreed time, the customer picks up the vehicle at the Urania Welcome Terminal. The vehicle is unlocked using the Mobility Card, the electronic key. After use, the vehicle is simply returned to its original location.

### What are the costs?

The user pays only for the actual use of the vehicle. Rates start at CHF 2.80 per hour and CHF 0.50 per kilometer (including fuel, service, repairs, insurance, administrative costs, and the toll sticker).

### Is Mobility Carsharing suitable for me?

Many companies and private individuals are looking for alternatives for their mobility. Mobility Carsharing is suitable for those who no longer use their own car, as an external company car, and also for hotels and their employees.



In the canton of Valais, especially for journeys to the rest of Switzerland, it's best to combine your journey with a train and switch to a Mobility vehicle for the final leg.

### Mobility Cooperative

The cooperative is headquartered in Lucerne and was formed in 1997 through the merger of the ATG AutoTeilet Genossenschaft and ShareCom cooperatives, founded in 1987. Mobility provides its more than 127,300 customers with over 2,900 vehicles in ten different vehicle categories at 1,460 locations across Switzerland , available around the clock .

### Information and registration

For further information, please visit [www.mobility.ch](http://www.mobility.ch) or call us. Our service center is available 24 hours a day at +49 848 824 812. The Mobility team wishes you a pleasant journey!

# An era is coming to an end for electric buses

MARCEL BINER SAYS GOODBYE AND RETIRES

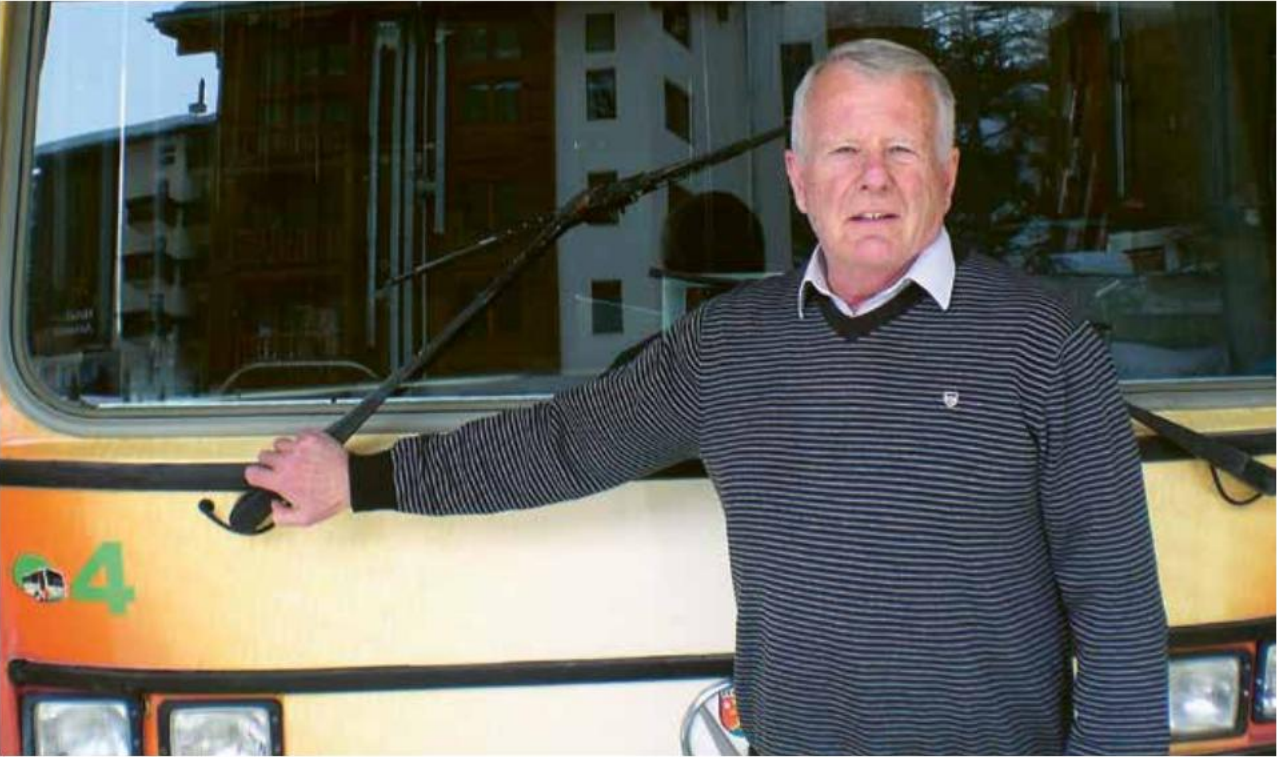
**After 21 winter seasons, Marcel says goodbye Biner from the electric bus company of the municipality of Zermatt (EWG) and will be entering well- deserved retirement at the end of April 2016.**

On December 15, 1995, Marcel Biner began his first winter season as a driver for the electric bus company. Since then, he has remained loyal to EWG during the winter months.

In addition to the safe transport of passengers, Marcel Biner's top priority was always the care of the electric bus. Accordingly, he drove "his" electric bus No. 4 on the streets of the green line with sensitivity and passion.

With his calm and cheerful manner, Marcel Biner has transported countless passengers over the years, helping them get on and off at stops. He's experienced many exciting things and has many funny anecdotes to tell.

«A heartfelt thank you, Marcel, for your many years of tireless service to the public possibility.»  
The municipal council and all EWG employees wish the retiree much happiness, health, and fulfillment in his new phase of life.



Marcel Biner will retire on April 30, 2016.

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I look forward to your visit or your inquiry.



Traditional Costume Association Zermatt



**Story**  
The traditional costume association Zermatt was founded in 1969 and had 69 members (42 adults and 27 children). Until 2000, the traditional costume association organized the

Folklore parade on August 15. Afterward, the traditional costume association experienced a difficult phase with declining membership. Pressure from the cantonal association to organize a cantonal traditional costume festival in Zermatt grew ever greater, so the traditional costume association formed a new committee for its 40th anniversary.  
2009, the traditional costume association flourished again. In May last year, we became  
We traveled to Rome as a group and were privileged to witness the swearing-in ceremony of the Guards. It was an unforgettable moment. Today, we proudly count 73 members.  
**Club year**  
Our first performance of the year is Easter. This is followed by Pentecost, Corpus Christi, the Assumption of Mary, and one or two regular Sundays, when we are present in the church. Once a year, a cantonal traditional costume festival is held, each time hosted by a different traditional costume leader.

association. A highlight of every year is the folklore parade in mid-August. Every three years, a Walser meeting takes place, which this year is being organized in Arosa. For the past three years, we have had a Christmas stand at the beginning of December, where we offer mulled wine and cake. We also sell  
we handicrafts.  
It fills us with pride when we are allowed to wear and show off our traditional costumes. It is both a tradition and a custom. It is very important to us that our association continues to develop in the coming years.  
Guests and locals alike will enjoy  
Contact us. We are also happy to help out at various events upon request (e.g., serving an aperitif).

**call**  
Unfortunately, it often happens that traditional costumes that are no longer needed are simply thrown away. Therefore, we ask everyone who no longer has any connection to their traditional costumes (both men and women) to donate them to us. We would also be happy to accept other items of clothing from bygone eras.  
You can also rent traditional costumes and antique clothing from us. Our warehouse is managed by Isabelle Aufden-blatten. For rentals or returns, you can reach her at the following numbers: +49 27 967 51 46/ 079 905 37 45.

New members are welcome, young and old. We're especially short on men. You can also visit our website: [www.trach-tenvereinzerematt.ch](http://www.trach-tenvereinzerematt.ch)  
**New logo**  
We are proud to present our new logo. We would like to take this opportunity to sincerely thank our member Franziska Kronig, who designed it.



Matterhorn Waterski Club



Since its founding in November 2014 is the population  
tion during the Summer months a new tourist  
tic offer available.  
Already in the first Summer has the Visitor numbers  
Expectations of the Board of Directors met.

The club is a member of the Swiss Waterski Federation and is currently the only such club in Upper Valais. Only in Lower Valais (Crans Montana) has a waterski club existed for 16 years, and this club has been operating a waterski lift for several years.

**Financial support**  
According to the statutes, the purpose of the «Waterski Club Matterhorn» is dedicated to promoting and expanding water skiing. In addition to water skiing, water wakeboarding is also offered.

**Offer**  
During the months of May to October, Interested people from 6 years with water skis or with  
Ride a wakeboard (with or without a wetsuit) across the Schälisee in Täsch – and all this without noise-  
emissions. The water temperature is very pleasant and was an incredible 21 degrees Celsius last August.  
In addition, various water animations  
games are offered so that everyone, young and old, gets their money's worth.  
**Discounts**  
All members of the Matterhorn Waterski Club receive a 10% discount on entrance fees and season tickets.

**contact**  
Further information can be found at [www.waterskiclubmatterhorn.ch](http://www.waterskiclubmatterhorn.ch).  
If you have any questions, please contact Thomas Julien, club president, at 027 967 75 75 or [president@waterskiclubmatterhorn.ch](mailto:president@waterskiclubmatterhorn.ch), Poupy de Courten at 079 210 30 00, or Beni Perren at 079 501 74 50, 027 967 22 74, or [www.schalisee-waterski.com](http://www.schalisee-waterski.com).



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# Clubs can present themselves

## ANNIVERSARY OR SPECIAL OCCASION IS IN THE FOREGROUND

**EG** In the editions of «Zermatt Inside» you will find individual and current Articles also recurring sections published. The new "Club Presentation" section offers clubs the opportunity to present themselves.

Since club life accounts for a very large portion of leisure activities for many residents , the new section was created to give local clubs (including Täsch and Randa ) a platform to introduce themselves.

**Maximum three clubs per issue**  
We will provisionally reserve one page per issue so that a maximum of three clubs can present themselves. The size of each page will be set at 1/3 of a page. For an anniversary or special event, up to 1/2 a page can be made available. Consideration will be given primarily on a first-come, first-served basis.

**Content of the article**  
What activities does the club offer? How many exercises or training sessions are held each year? Which age groups are targeted? Contact details? Special event, etc. Inform the audience about the key points of your club in a short article .

**contact**  
Please contact Oliver Summermatter, coordinator of "Zermatt Inside ," early at [oliver.summermatter@zermatt.net](mailto:oliver.summermatter@zermatt.net) or call 027 966 22 66 so that your options can be discussed in detail.

Number of characters	
1/3 page	1900–2500 characters
1/2 page	3000–4000 characters
Photo/Image	at least 300dp resolution



# ZERMATT INSIDE

## TOPIC SELECTION

**What topics interest you?**

**What should we report on?**

**Should a previously published topic be revisited?**

Participate actively in the topic selection process now!

**We welcome your feedback**

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# Clothing and furniture collection for Eastern Europe

TO SUPPORT THE NEEDY AND NEEDY POPULATION

**In April, the association “Hand in Hand – Your Neighbor ” will conduct another clothing and furniture collection. The people of Ukraine, in particular, can really use our help.**

The civil war in Ukraine has turned more than a million people into refugees within their own country. The chaos of war has led to rising prices for food, clothing, and everyday items.

The economy has collapsed and unemployment has risen. The hardship in an already poor Eastern European country has become even greater. The needy population depends on our support.

**Collection points**

The association collects well-preserved and clean winter clothes, coats, jackets, pants, sweaters, gloves, and shoes. These can be dropped off in boxes or garbage bags (grocery stores sell black garbage bags) as follows:

**Saturday, 23.04.2016, at the following locations** 09.30–11.30 am Entrance to the funicular workshop  
9:30–11:30 a.m. Entrance to Winkelmatten Chapel 9:30 a.m.–12:00 p.m. and 3:00–4:30 p.m. Parish Center Entrance

**Furniture and inventory**

For organizational and transport reasons, the return of furniture, bed linen, and towels from hotels or apartment buildings, as well as from private individuals, must be registered by Saturday, April 16, 2016, at the latest. Tel.: +49 79 797 69 83. The date and location of the furniture transport will be announced upon registration. We will collect used but still well-maintained furniture, as well as well-maintained and clean bed linens, terry cloths, etc.

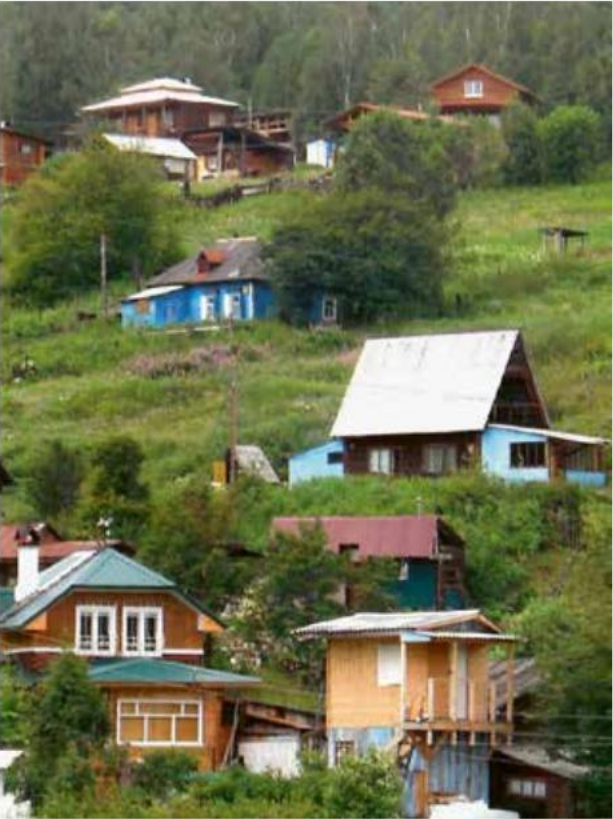
**Tax exemption for donations**

Donations to the association "Hand in Hand – Your Neighbor" are exempt from tax according to a decree of the cantonal tax administration dated March 25, 2013. Donations can be deducted from taxes within the legally prescribed limits .

Donations to the account at Raiffeisenbank Mischabel-Matterhorn, Zermatt/St.Niklaus IBAN CH76 8049 6000 0099 5014 3

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

Association «Hand in Hand – Your Neighbor»



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# Holiday pass 2016 for young people

ACTIVITIES IN THE VISP DISTRICT

**From 11 to 24 July 2016, all Children and young people from the Visp district have the opportunity to take part in the 16th edition of the Feriu(s)pass.**

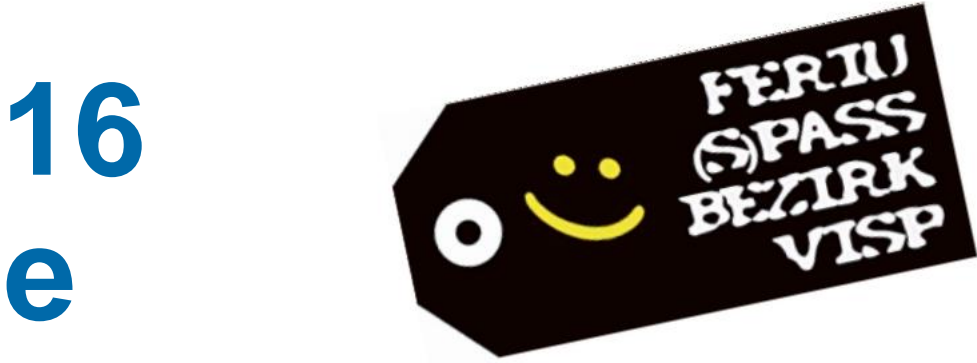
This year, the members of the Feriupass Committee once again succeeded in putting together an exciting, varied, and interesting program that will appeal to both younger and older teenagers. Children and young people can discover many new things, become artists, try out working with animals, or spend time with their peers and explore the Visp district.

**program**  
Starting May 18, 2016, all children and young people in the Visp district who attend compulsory school (kindergarten, primary school, and orientation school) will receive a detailed program. Parents can visit the program with their children until registration.

The deadline (May 28, 2016) is the deadline to study the program and register.

**Collect your holiday pass**  
Important: Starting June 8, all parents who have registered their children for the Feriu(s)pass can pick up their child's personal Feriu(s)pass from the municipal administration office in their municipality of residence. From this point on, all children will know which activities they are allowed to attend during the Feriu(s)pass period.

**information**  
Further information on the Feriu(s)pass can be obtained online: [www.feriupass.ch](http://www.feriupass.ch)



There is a lot of exciting things to experience again this year.

# Mattertal Youth Work Center

GOALS AND OCCASIONS

**The Mattertal Youth Work Centre was founded as an association in 1996 and affiliated to the Nikolaital Social Medical Centre in 2004. In 2011, all Social Medical Centres in Oberwallis and some services that were affiliated with the Nikolaital Social Medical Center had to be reorganized.**



**JUGENDARBEITSSTELLE  
MATTERTAL**

On February 23, 2016, the Mattertal Youth Work Center was separated from the Upper Valais Social-Medical Center and now operates as an independent association, the "Regional Youth Work Center Mattertal." The association is supported by the president and the board of directors from the municipalities and parishes of Zermatt, Täsch, and Randa.

**Completed works**  
In recent years, various projects, events, and occasions have been held in Zermatt. The founding of the floorball and biking clubs, the reorganization of the Jugi (youth club) with various renovations and redesign projects, the coaching of the JuBla Zermatt and the youth clubs, and events such as ice discos, mini playback shows, gala evenings, and much more were planned and implemented.

Due to the restructuring into an association, the operational responsibilities for youth worker Bianca Ballmann remain the same. She has set the following goals for herself and the youth work center for 2016:

**Jugi teams Mattertal**  
The Mattertal Youth Club teams are made up of young people from Zermatt, Täsch, and Randa, starting in first grade. Their tasks include running the youth clubs in the three municipalities; they do the shopping, work at the bar, and clean the club afterward. Various youth team training courses will take place here in 2016, during which the young people will learn the exact procedures and many useful things about safety, responsibility, and role modeling.

**Gender-specific occasions**  
All girls and young women from Zermatt, Täsch, and Randa in first grade and above can participate in the Girls' Club. The idea behind this club is to offer events exclusively for female youth, as many existing programs appeal more to male youth. In the Girls' Club, the girls themselves can contribute their own ideas; some ideas include a beauty day, pajama party, dance workshop, shopping trip, bowling, and spa day. The creation of a Boys' Club is also in the pipeline.

As soon as this is available, we will inform you immediately.

**Jumbo JuBla 2018**  
The Jumbo is a major event organized by JuBla Valais, which takes place every five years at a different location. The idea is for the 2018 Jumbo to take place in Zermatt. To this end, the organizing committee will be founded in 2016 and the first steps will be initiated. Further information will follow in due course.

**Social networking work**  
Networking is a key aspect in youth work. This includes, on the one hand, the networking of youth work with communities, parishes, the restaurant and hotel industry, businesses, and private individuals. But networking with clubs, young people, and schools is also important.

**Participation, co-determination/Codecision**  
Children and young people should be able to participate actively in social life according to their needs.

Through dialogue, co-decision-making, participation, co-creation, or even self-management, youth work offers many learning opportunities and supports individual young people and youth organizations in these processes.

Some examples of this are the Girls Club, the design of the youth groups or the organization of an event.

**integration**  
Individual young people from different cultures and nations are to be integrated into the various clubs and programs offered by the youth work center. The goal is to facilitate access for young people. The task of the youth work center is to inform young people about the various programs, demonstrate the benefits, and motivate them to participate.



# JuBla Zermatt

THIS YEAR'S CAMP WILL TAKE PLACE FROM JULY 23 TO JULY 30, 2016

**IE** This year the JuBla is travelling Zermatt for a week at summer camp. The destination and the theme will be like always don't betray. Let yourself be over-hurry!

**Fun and action**  
To mark the anniversary of the first ascent, the JuBla Zermatt group traveled to Adelboden last year with the camp theme "Zermatt 150 Years Ago." The very interesting and exciting week flew by.  
  
For example, Bozen was hunted and fought and legends were told to each other. To ensure this year's camp is once again a complete success, the performance team is looking forward to numerous registrations. Planning and organization are already in full swing. Fun, motivation, and action are sure to be on the cards.

**Registration**  
Do you also have the desire and time to spend a great week at the JuBla camp this year? Do you also want to make new contacts or simply enjoy an exciting time with your friends?  
  
Then sign up for the 2016 SoLa at JuBla Zermatt. An unforgettable week is guaranteed. The management team looks forward to welcoming everyone and is excited to see the many new faces. Register at: jubla-zermatt@gmx.ch

We're already looking forward to the next camp. We're looking forward to seeing you.  
  
**Your JuBla Zermatt management team**



The SoLa 2016 guarantees lots of fun again this year.

# 125 years of the Visp–Zermatt railway line

ANNIVERSARY CELEBRATIONS ON 22 JULY 2016 IN ZERMATT

**MC** After the first ascent by the British Edward Whymper in 1865 enjoyed the 4478 m high Matterhorn increasing popularity. Zermatt was only accessible on foot and the The need for a rail connection was accordingly great.

Construction of the meter-gauge Visp-Zermatt railway began in 1888. Three years later, on July 18, 1891,



The 36 km long route was opened .  
  
125 years later, on the anniversary itself, July 18, 2016, a nostalgic newspaper will provide an insight into the eventful history of the railway line, before the anniversary is duly celebrated the following Friday, July 22, 2016. The program begins in the morning with a welcome to the invited guests in Visp by official representatives of the municipalities and the management of BVZ Holding AG. In addition to two train christenings in Visp and Zermatt, guests can expect a colorful, culinary and nostalgic entertainment program .

A festival for the public will take place from the afternoon until early evening on the Matterhorn Plaza in front of the Grand Hotel Zermatterhof. Food and entertainment will be provided.

Further information can always be found currently at [www.mgbahn.ch/de/125](http://www.mgbahn.ch/de/125)



On July 22, the 125th anniversary of the Visp–Zermatt railway line will be celebrated in Zermatt.



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# Continuation of the staged tour

## JOURNEY BACK IN TIME TO HISTORIC ZERMATT

**The village tour through Zermatt with a knowledgeable guide has a long tradition in Zermatt. A new addition, however, is the staged village tour, which took place for the first time last summer to mark the 150th anniversary of the first ascent of the Matterhorn.**

The tour was very well received by Zermatt visitors: Over 1,000 people participated in the tour, which also featured theatrical performances. This was reason enough for the organizer, Zermatt Tourism, to continue offering the tour.

However, the story has been adapted for the anniversary year: the focus is no longer on the first ascent of the Matterhorn, but rather on a journey back in time to historic Zermatt in 1866. The tour explores the lives and activities of the residents of that time. While the guide informs guests about life in the 19th century, the women at the wash fountain suddenly begin to chatter about the latest village rumors. The tour is equally exciting. The unique backdrop – the Hinterdorf of Zermatt – through which the tour leads,

guarantees full immersion in the birth of Zermatt tourism. Experienced guide Franz Imboden will once again serve as the guide and narrator. As a long-time concierge at the Grand Hotel Zermatterhof, he knows the Matterhorn village like the back of his hand. He already staged the village tour last year with the Zaniglas theater group and can now draw on his experience.

In addition to the guide, the customs of 1866 are lived out by three to four participants in traditional costumes. The tour is offered during the summer season from mid-June to mid-August. The meeting point is at 4:30 p.m. in front of the tourist office at Bahnhofplatz. The tour lasts approximately one to one and a half hours and is conducted in all weather conditions. The performances are always bilingual (German/English). Each dialogue is translated into German and English by the guide. The cost is CHF 15 for adults and CHF 7 for children ages 9–16.

Further information including purchase  
Tickets at: [www.zermatt.ch](http://www.zermatt.ch)



In the summer of 2016 he will be leading a tour through Zermatt in 1866 – guide Franz Imboden.

## Time out and free thoughts

Dear insiders  
Dear Insiders

My team and I would like to thank you for the many positive feedback and compliments for the fantastic anniversary year of 2015. We did this with pleasure and with great dedication. The 150th anniversary of the first ascent of the Matterhorn was a team effort by the entire village, all key players, authorities, institutions, and employees. It showed us that together we are strong and can achieve a lot. I hope this insight will continue to guide us in future projects.

I am also grateful to the board of Zermatt Tourism for allowing me to take some time off. I'm looking forward to this time without obligations, without meetings, and without pressure.\* Airing out, relaxing, and recharging my batteries – together with my family over the next few weeks. —, These are the «goals» of the

Of course, I am already looking forward to returning and, refreshed and with a newly sharpened perspective, to using my skills for Zermatt-Matterhorn, which has become my home.

Thank you for your trust.

Sincerely  
Yours, Daniel Luggen

\* Daniel Luggen has worked at Zermatt Tourism for 16 years, nine of which as Resort Director. He will be taking a break from April 1 to the end of July to use his vacation time.



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# Website zermatt.ch: rapid online development

## E-MARKETING MEASURES SUSTAINABLY INCREASE THE DESTINATION'S SALES

**When guests visit the Zermatt website**  
While this is good for tourism, it's still not enough. To keep visitors on the website and make bookings, Zermatt Tourism has come up with a number of ideas.

For a destination to be successful, it needs more than beautiful scenery, professional service providers, and friendly hosts. The website is also becoming increasingly important, as it should awaken the desire to travel in online visitors. However, the business of the future also demands that bookings be made as directly as possible. If you compare the tourism business with the past, it was often about advertising campaigns whose benefits were difficult to measure. Today, thanks to new online tools, providers can turn the travel dream into a booking.

### Online measures are taking effect

Pascal Gebert designs and implements Zermatt Tourism's online strategy: "Increasing sales by 84% within a year is the dream of every e-commerce and e-marketing manager," he says. Likewise, the ratio between the number of website visitors and actual bookings "has increased by 120 percent. This is thanks to the holistic website concept," adds the e-marketing manager at Zermatt Tourism.

Since the launch of Zermatt Tourism's new website in 2014, the online tools have been continuously expanded and refined. Sales increased by 56 percent in the first year, and, as mentioned, by another 84 percent in the second year.

This is thanks to the newly integrated OpenBooking meta-search platform. This room search technology aggregates information from various booking portals. For over two years, the zermatt.ch website has offered the largest selection of hotels and vacation apartments in Switzerland, with the best availability and prices. This was achieved through the merger of booking providers TOMAS, Reconline, STC, Interhome, and others.

### Value creation remains in the destination

Previously, vacation apartments and activities were only marginally bookable online. Thanks to training and information, the new technologies have now become firmly established among service providers. As a result, around 70 percent of vacation apartments can now be booked directly online. OpenBooking's interfaces to STC, TOMAS, Interhome, and Reconline also make it easier for accommodation providers to always offer up-to-date prices – which in turn leads to more bookings.

Thus, the added value remains in the destination, sales are generated, and lower or no commissions are paid to the numerous domestic and foreign portals such as booking.com.

Guests, in turn, benefit from bookable rooms, apartments, adventure offers, packages, vouchers, and souvenirs. Thanks to new technological possibilities, providers, guests, and potential guests stay in regular contact through activity on the website. Some real bestsellers have emerged in terms of bookings. The Swiss Transfer Ticket is extremely popular. Among the packages, the Ski Test is the best seller.

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Anyone who visits the zermatt.ch website can check availability in seconds and book a room, apartment, or activity online.

To further this development, Zermatt Tourism has been offering e-fitness training programs for some time and will continue to do so in the future. "Those who enroll in these programs not only achieve optimal online presence with minimal time investment, but also additional bookings and sustainable guest management," emphasizes Pascal Gebert.

### information

Information at [zt.net.ch/e-fitness](http://zt.net.ch/e-fitness). Wei-

Further training blocks will bring you closer to the online world: June 13 to July 8; August 16 to October 14, 2016.

### Courses for top performers

**e-Fitness:** April 11, 9:00 a.m. to 5:00 p.m.  
**Dynamic Pricing/Yield Management:** April 12, 9:00 a.m. to 5:00 p.m.  
**Help for ratings:** April 12, 7:00 PM to 8:30 PM

**Online Marketing Success Measurement:** April 20, 9:00 AM to 5:00 PM **TOMAS**  
**Basic User Training:** April 21, 7:00 PM to 9:00 PM **Facebook Advertising:** April 28, 9:00 AM to 12:00 PM

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# Commission-free bookings

## ZERMATT TOURISM OFFER FOR HOLIDAY APARTMENT OWNERS: DIRECT BOOKING ON OUR WEBSITE

**More success for hotel rooms and holiday apartments**  
**Provider: with the TBooking booking system, the guest can book his stay on the website of hotels**  
**and book holiday apartments directly online. Zermatt Tourism thus donates the commission to its members.**

This tool is now available to all users of the TOMAS booking system free of charge and commission-free. With TBooking, individual success on their own website is sustainably increased. What's exciting about it: hotels and vacation rental owners don't have to spend any more time maintaining the system than before – but they certainly have more sales opportunities.

**More and more online bookings**  
The trend is no longer just a trend, but a fact: today's guest wants to book their accommodation directly

online bookings. Some service providers in the Zermatt-Matterhorn destination still have room to improve in this area: "Unfortunately, over 80 percent of vacation rental owners don't yet offer this option on their websites," notes Pascal Gebert, head of e-marketing at Zermatt Tourism, with a sobering note. The advantages outweigh the disadvantages for both sides – for the provider and for the guest.

**Commission-free and convenient**  
It's easy to handle: There's no maintenance effort required, because the prices and quotas are directly taken over by the TOMAS system (TManager).  
As part of the e-Fitness program (see also page 10), Zermatt Tourism has been offering this 3% commission provisionally for one year since April 1, 2016. This means that anyone booking through their own website will no longer pay any commission on it.

**Argument personal contact**  
Vacation apartment owners in particular, but also hotel operators who have been maintaining loyal guests for decades, fear that online bookings will increasingly anonymize guests. This doesn't have to be the case, because, as always, the rule is: do one thing and not leave the other. Guest newsletters, personal greetings, a presence on the phone, courtesies in the hotel room and vacation apartment, and much more ensure warm and direct contact with guests, even in the age of online bookings – whether before their stay in Zermatt or after their departure.

Tip: Those who participate in Zermatt Tourism's e-fitness programs receive tips, analyses, and customized training for interacting with guests via the Internet (see also the article on page 10).

Information: [ztnet.ch/tbooking](http://ztnet.ch/tbooking) and [ztnet.ch/e-fitness](http://ztnet.ch/e-fitness).

# Fondue on a rope – winter edition

## ENJOY CULINARY DELIGHTS IN AN UNPARALLELED WAY

**In cooperation with the Swiss Food Festival or-**  
**For the first time this winter, the Zermatt Bergbahnen are organizing the popular "Fondue on a Rope" event.**

Following the event's huge success in summer 2016, the "Fondue am Seil" is now taking place in winter for the first time. Guests and locals alike can enjoy a cozy cheese fondue and a refreshing glass of Valais wine.

The traditional main course is accompanied by a variety of starters, various desserts, and a local digestif.

The «Fondue am Seil» will take place in spring on the two Friday evenings of 8 and 15 April 2016 at 6.30 p.m.  
instead of.  
Make a note: This summer, the "Fondue am Seil" will take place on August 19 and 26, 2016.

**Book "Fondue on the Rope" via the Zermatt Bergbahnen AG webshop at [matterhornparadise.ch/webshop](http://matterhornparadise.ch/webshop).**



Tip: The fondue on the rope on April 8th has been scheduled so that you can be back in Zermatt in time for the main unplugged concert.

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# Official start of construction of the world's highest 3S cable car

## MAMMUT PROJECT OF THE ZERMATT BERGBAHEN

by winter 2018/19, Zermatt Bergbahnen AG will be building the world's highest tricable gondola lift. The modern facility , featuring cabins designed by Pininfarina, will make the ride to the Matterhorn glacier paradise significantly faster and more comfortable than before. The tricable gondola lift, built by LEITNER ropeways, will complement the existing aerial tramway and increase the transport capacity to Europe's highest mountain railway station by 2,000 passengers per hour.

A high-performance cable car of a special kind – that's what you could call the mammoth project of the Zermatt Bergbahnen . The tricable gondola will be built on the Trockener Steg–Matterhorn glacier paradise route, taking 100 construction days each over the next three summer seasons. Twenty-five modern cabins in the Pininfarina design – familiar from brands such as Ferrari and Maserati – with automotive-inspired seats and large panoramic windows will transport guests to the Matterhorn glacier paradise in nine minutes . The new cable car will enter operation as scheduled in winter 2018/19, significantly improving the ski area connection between Switzerland and Italy. The tricable gondola will complement the existing aerial tramway and increase transport capacity by 2,000 guests per hour. The dual access to the Matterhorn glacier paradise station will also ensure year-round cable car operation. The construction costs amount to approximately 42 million Swiss francs.

### What is a 3S cable car?

3S stands for tricable gondola lift. Unlike conventional aerial tramways, so-called monocable gondola lifts, a 3S lift separates the carrying and pulling functions of the cables. This means that two carrying cables per side of the track are permanently anchored in the valley and mountain stations . The pulling cable is designed as a closed loop. The track system equipped with detachable clamps offers the following advantages:

- increased wind stability
- Large ground clearances and spans of over 2500 meters possible
- high flow rate
- higher driving speed in relation to monocable gondolas

### Official start of construction at the end of May 2015

The official start of construction of the tricable gondola will take place at the end of May 2016. A large amount of preparatory work has already begun. With the rock stabilization on the Matterhorn glacier paradise, one of the highlights of the first summer of construction was completed.



Rock stabilization work on Matterhorn glacier paradise.



Visualization of the 3S track.

be completed between January and March.

Furthermore, rock excavation for the mountain station has been underway since the end of February. Further milestones of the 2016 construction work include:

- the cable pull of the material cable car between March and April
- excavation work for the concrete foundations in June and July
- the installation of the masts from July

### Transport of construction materials for the mountain station via Cervinia

For logistical and cost reasons, the construction materials for the mountain station and the final support before the entrance are being transported from Cervinia (Italy) via a specially constructed cable car. The cable car was completed before the start of the 2015/16 winter season and will transport all construction materials starting in summer 2016.



Material cable car

from an intermediate depot above Cervinia to the mountain construction site on Matterhorn Glacier Paradise. Construction of the valley station on Trockener Steg and pylons 1 and 2 is being organized from Zermatt.



Visualization of the mountain station of the 3S cable car.

Technical data and facts about the 3S track	
Commissioning	Winter 2018/19
valley station	Trockener Steg, 2939 m above sea level
mountain station	Matterhorn glacier paradise, 3883m above sea level
Cable car manufacturer	LEITNER ropeways
Pull rope length	7930 m
Difference in altitude	900 m
speed	7.5 m/sec
capacity	2000 people/h
Travel time	9 minutes
Number of cabins	25
Seats per cabin	28
drive	LEITNER DirectDrive
Design cabins	Pininfarina

From the start of construction, the construction diary on [blog.matterhornparadise.ch](http://blog.matterhornparadise.ch) will follow the construction of the high-performance cable car in an exciting and interactive way. During the summer season, an interactive information pavilion at Trockener Steg will also invite visitors to learn more about the construction of the tricable gondola.