

ZERMATT INSIDE

August 2016, 14th Year, No. 4



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

Mountain bike tourism in Zermatt

Alpine mountain bike tourism is predicted to have a great future. Experts expect that biking will become a central element of summer tourism. In a manual published in 2016, the Switzerland Mobility Foundation also states that mountain biking has evolved from a trend to a popular sport over the past 25 years. The sport is incredibly important for both leisure activities and summer tourism.

Zermatt has also been tackling this summer outdoor trend for some time now. In recent years, a mountain biking strategy has been developed in the Matterhorn village, which is currently being implemented in stages. Several infrastructures specifically designed for mountain biking, which are gaining increasing importance, as well as modern tourism offerings tailored to this user group, were implemented, particularly last year and this year.

To date, bikers have access to around 100 kilometers of marked mountain bike trails in the Zermatt mountains. On page 10 of this issue of "Zermatt Inside," a photo gallery provides readers with an impression of the moderately difficult tour from the Gornergrat down to Zermatt. The continuation of the new bike trail from Zermatt to Visp, which opened in mid-July, also offers fascinating views.

The fact that the Zermatt-Matterhorn destination is serious about expanding its biking offerings and thus aims to sustainably revitalize summer tourism is also demonstrated by the inauguration of the so-called Moos Trail on August 27, 2016. Furthermore, a major event for bikers will take place in the Matterhorn village in mid-September 2016. The Perskindol Swiss Epic Bike Race starts in Zermatt, which promises to position the destination as an attractive mountain bike destination both nationally and internationally.

www.inside.zermatt.ch

A school year with many highlights

MANY SMALL AND LARGE HIGHLIGHTS ACCOMPANIED THE 2015/2016 SCHOOL YEAR

Focus areas in orientation and primary school

The Zermatt schools have started the new school year with an expanded school administration and a wide range of tasks and challenges.

For the pupils of the primary and orientation schools as well as their teachers, the lessons were the main focus of everyday life, which challenged everyone, be it the first steps in the German language or daily learning, dealing with the subject matter and perseverance as well as the necessary "bite" when things got difficult at times.

This year, the orientation school placed a lot of emphasis on vocational training

On November 20, 2015 the OS loaded School administration invited the 2nd and 3rd grades to the career fair. We were visited by the

- The principals of the college, the OMS and the vocational school introduced themselves and their institutions to the OS Zermatt.
- On February 4th and 5th, 2016, the students of the 2nd OS visited the Career Information Center (BIZ) in Brig.
 - On 11 March 2016, the students and students from the 1st and 2nd grades took part in the career fair "Your Challenge" in Martinach.
 - In addition to these events, the 1st OS again held an exchange with the French-speaking part of the canton. From March 12
- The Échange Week took place with our partner OS Vouvry from March 20, 2016.
- On March 21-22, 2016, a class from the OS Zermatt took part in the Upper Valais OS music project: "Sing it" at La Poste. This event was a huge success.
 - On June 23, 2016, 58 students received The students of the 3rd OS received their diplomas in a very beautiful and dignified ceremony.

In the primary school, in addition to the usual extracurricular activities in the areas of sports (ski and cross-country skiing week, etc.), culture (reading night, Zermatt Festival, garden project, etc.), and parish life (path of reconciliation, first communion, confirmation), various class camps and cross-class projects (for example, the 3H baked Grittibänze together with the 10th OS) were realized, an atmospheric Christmas concert was performed, and the children and parents were sensitized and trained by the school social workers in the use of digital media.

Furthermore, the teachers of the 1H/2H classes performed the musical "Räuber KnatterRatter" with their schoolchildren, and the teachers of the 4H played their way into the hearts of the numerous audience with their students with the musical "Eisbär, Dr. Ping und die Freunde der Erde".

Continued on page 2



Trip to Portugal: Group photo with Fernando Carneiro, Mayor of Castro Daire.

Waste concept

CONCLUSIONS ON DISPOSAL BEHAVIOUR

For almost four years now, the revised waste regulations based on the polluter pays principle have been implemented in Zermatt. Since its introduction, the population's waste disposal behavior has changed, which has also had an impact on the recycling rate. This has increased from just under 20% to a pleasing 60%.



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Biking in Zermatt

FROM COZY TO SPORTY

For some time now, there has been a strong trend toward mountain biking in the recreational sports sector. Several bike projects have been realized in Zermatt, especially last year and this year.

A mountain biking report shows both the single trails on the Gornergrat and the newly created bike paths in the region.



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Ice Dragon

GLACIER PALACE GOT AN NEW ATTRACTION

the two ice artists Toni Steininger and Reto Odermatt were able to indulge in their creativity for several summer days in the Glacier Palace at Matterhorn Glacier Paradise. Among other things, the palace's adventure world was enhanced with an impressive ice dragon.

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Regional education strategy for the communities of Zermatt – Täsch – Randa

Another highlight is the development of a joint education strategy for the Zermatt – Täsch – Randa school region.

With a regional education strategy, the municipalities of Zermatt, Täsch, and Randa are defining the priorities of their education policy for the next ten years. The goal is to offer the children and young people of the three municipalities good educational opportunities and optimally prepare them for work and life. To achieve this, it is necessary for the key stakeholders (schools, parents, politicians, employers, and associations) to network and jointly assume responsibility for the implementation of the education strategy.

On November 19, 2015, around 30 representatives from schools, parents, politics, and businesses in the municipalities of Zermatt, Täsch, and Randa worked together to develop the topics relevant to them for the education strategy. The results were subsequently compiled in collaboration with the school president and the school management team into the following four key areas.

condensed into fields of action (see box below).
Danica Zurbriggen Lehner (Deputy Head of Primary School), as project manager, worked with the respective stakeholder groups to fine-tune the strategic directions. The committee supplemented these with action areas that clearly indicate which group of people each strategic direction applies to.

Following a consultation with stakeholder groups, the regional education strategy was submitted to the authorities for approval. All three municipalities approved the education strategy, meaning that planning for its implementation can now begin. The respective stakeholder groups will formulate, schedule, and implement concrete measures for the implementation of the education strategy, beginning with the 2016/17 school year. The entire process is being supported by a team from the Management and Systems Development department of the Institute for Media Education and Continuing Education at the University of Teacher Education Bern.

Trip to Castro Daire
Another highlight was the trip to Portugal
From May 12 to 15, 24 students from Grade 6 and Grades 1 to 3 spent exciting days in Castro Daire, Portugal. A rich program



Excursion into the snow with the Échange students from the partner OS Vouvry.

accompanied us. From an interesting tour of Porto to a school day in Castro Daire to the panoramic train that took us along the Douro. We discovered that the hilly landscape with its many vineyards and olive trees is very similar to the Valais.

We also had many exciting encounters with the people of Castro Daire. We were able to experience their hospitality, their open arms, and their warmth . The children had a lot of fun with each other and with each other. We took lovely and well-behaved children with us on this trip. We brought home more mature, more open-minded children, ones who see that not everything is the same everywhere as it is in Switzerland – and that that's okay . It's not that that ultimately counts, only a good heart (final thoughts from Tanja Fux, written down in our diary).

I would like to thank the wonderful children and especially my travel crew, Leo Schuler, Pino Mazzone, Tanja Fux, Danica Zurbriggen, Fatima Paiva, Carla Ziegler, Joao and Christina Almeida, from the bottom of my heart for making the trip a success .
Your support and commitment made this trip unforgettable.

I would also like to thank the municipality of Zermatt for their financial support, and a huge thank you goes to Castro Daire, who invited us and covered the costs in Portugal.

"We live so close to our Portuguese immigrants in Zermatt – and yet we are miles away from them . A trip like this can simply resolve seemingly unbridgeable differences. Traveling allows you to understand and empathize with the people there much better! We carry with us in our thoughts the open arms with which we were welcomed . We brought our beloved children with us on this trip.

We brought home more mature, more open-minded kids, kids who see that not everything is the same everywhere as it is in Switzerland – and that that's okay. It's not that that ultimately counts, only the good heart." (Quote from the diary of Portugal by Tanja Fux, deputy head of secondary school)

With these thoughts, I wish everyone a great start to the new school year.

Your school president
Iris Kündig Stoessel, municipal councilor
Department of Education and Social Affairs

Directions and fields of action

Direction of impact I
Individual support for all students
Our school region creates optimal learning opportunities for all students.

Pupils
In our school region, all students
Students are supported according to their individual learning needs and talents. A high
Willingness to learn is expected. In our school region
Knowledge as well as professional, personal,
social and methodological skills.

teachers
The teachers in the school region are qualified
Professionals who can work under optimal, contemporary conditions.
The teaching is oriented
of professional and didactic standards. Teaching and
Specialists work together professionally, goal-oriented,
and resource-oriented. The continuing education offerings
meet the needs of teachers. These
are willing to continue their education. Work and commitment
of the teachers are recognized and
valued.

Parents
Parents and guardians are strengthened and involved as partners of the schools.
have responsibility for raising their children
and are interested in their school education.
Parent education and strengthening parenting skills to support
children and young people
are supported.

Direction of attack II
Integration through language and leisure
In our school region, integration is achieved through
Language and leisure activities are promoted, thus
promoting equal opportunities.

Pupils
Learning the German language as a basis for
Integration is encouraged and demanded. At the same time
The mother tongue is considered an important basis for
Second language acquisition recognized.

Parents
The parents understand the language of instruction. They show
their children through their interest in German
Language and its relevance for school and social integration. Parents
understand our
Learning culture and know how important school education
for working and participating in social life in Switzerland.

School
The school encourages foreign-language parents to
to learn the German language. It offers useful
Measures for communication.

Employers
Employers promote the German language in their
Company. They support the compatibility of work
and family.

Clubs
The cooperation between schools and clubs
(Sports, music, leisure, foreign language clubs, etc.)
is maintained. Through their openness, the clubs promote
towards children and adults with a migration background, their
integration into school and society.

Direction of attack III
(Family-supplementing) daily structures
In our school region, students have access to
Students of all levels and all communities if needed
family-complementary daily structures are available.

policy
The family-complementary offers correspond to the
needs of families. The services are in the
Region coordinated and as low-threshold as possible.
The population is aware of the existing offers and
informed about possible opportunities to participate.
The offerings meet professional and pedagogical standards.

Direction IV
Building and strengthening partnerships
The systemically relevant partners of the school region are
networked and work together.

School management, teachers, professionals, parents, communities, employers and associations
The systemically important partners are conducting a dialogue and
stand up for the school. They build a common
network and maintain it.

School year 2016/2017

school start

Classes begin on Tuesday, August 16, 2016, at 9:00 a.m.

Class distribution

Kindergarten

Class	teacher	Schoolhouse Room	
1/2H 1	Stephanie Imboden	Walka 2	231
1/2H 2	Karin Truffer / Daniela Schmid	Walka 2	233
1/2H 3	Pierrette Wyer	Walka 2	242
1/2H 4	Linda Zengaffinen	Walka 2	243
1/2H 5	Rebecca Truffer	Walka 2	232

primary school

Class	teacher	Schoolhouse Room	
3H A	Stefanie Lauber / Manuela Amstutz	Walka 1	123
3H B	Vanessa Lomatter	Walka 1	122
3H C	Corinne Perren / Ines Zatta	Walka 1	121
4H A	Jelena Zimmermann	Walka 1	131
4H B	Karin Aeschlimann	Walka 1	132
5H A	Felicitas Lauber	Walka 3	333
5H B	Sandrine Zumofen / Martina Greiner	Walka 3	334
5H C	Daniela Brigger / Yvette Zumtaugwald	Walka 3	331
6H A	Paul Perren	Walka 1	141
6H B	Alois Summermatter	Walka 1	142
6H C	Imelda Troger / Florbela Ferreira	Walka 1	143
7H A	Roman Imboden	Walka 3	344
7H B	Julia Graven	Walka 3	342
7H C	Silvana Willisch	Walka 3	343
8H A	Thomas Camenzind	Walka 3	352
8H B	Iris Lengen / Marina Grgic	Walka 3	353

Orientation school

Class	teacher	Schoolhouse Room	
9OS1	Nicolas Eyer	drift	532
9OS2	Heike Seihn	drift	534
9OS3	Carla Ziegler	drift	524
10OS1	Sabine Martig	In the yard	441
10OS2	Thomas Kronig	In the yard	442
10OS3	Martin Zumoberhaus	In the yard	443
10OS4	Patrick Zumtaugwald	In the yard	421
11OS1	Ralf Meichtry	In the yard	451
11OS2	Markus Julen	In the yard	452
11OS3	Sonja Perren	In the yard	453

School and holiday schedule of the municipality Zermatt for the school year 2016/2017

Start of school	Tuesday, August 16, 2016, morning	
End of school	Wednesday, June 28, 2017, noon	
Autumn holidays	Fri. 14.10.2016 evening to Mon. 31.10.2016 morning	
Christmas holidays	Fri. 23.12.2016 evening to Mon. 09.01.2017 morning	
Sports holidays	Fri. 03.03.2017 evening to Mon. 13.03.2017 morning	
Easter holidays	Thursday, April 13, 2017, evening to Tuesday, April 18, 2017, morning	
May holidays	Fri. 12.05.2017 evening to Mon. 29.05.2017 morning	
Holidays	Tue. 01.11.2016 All Saints' Day Thu. 08.12.2016 Immaculate Conception Mon. 05.06.2017 Whit Monday Thursday, June 15, 2017, Corpus Christi	
Compensation days	Wednesday, December 7, 2016 Wednesday, April 19, 2017	full day lessons full day lessons

Changes in the teaching staff

primary school

Resignations	Admissions
Klaus Julen (school library)	Sandrine Zumofen (PS)
Nadine Hugenmatter (1H/2H)	Oggier Marlies (SHP DezSo)
Pamela Brantschen (TG)	Ingrid Brigger (SA DecSo)
Sonja Aufdenblatten (SA DecSo)	Susanne Schnyder (SA DecSo)
Elisabeth Dupertuis (SA DecSun)	

Orientation school

Resignations	Admissions
Irene Olenick	Martin Zumoberhaus
Sigi Ritz	Ralf Meichtry
Severin Sossna	Oliver Anderegggen
Susi Baur	Franziska Imboden
Salome Wüthrich	Maxie Wirkotsch
Dominik Bühler	Florbela Ferreira Mendonça (DfF)
Florian Hinsberger	



Musical “Robber KnatterRatter”

Basic script replaces the «Schnüerlischrift»

SIMPLE AND CLEAR

At the beginning of the 2016/2017 school year, basic script will be gradually introduced in primary schools (3H-8H) in Upper Valais. Teachers in grades 3H and 4H are currently being trained and will begin writing in basic script with their students starting in August. The introduction to the primary school level is scheduled to be completed in the 2018/2019 school year.

Contemporary writing instruction

The topic of school handwriting has occupied cantonal education officials, teachers, and parents in recent years. In the German-speaking cantons, the current school handwriting is being replaced by a modern, semi-connected script, known as basic handwriting. The acquisition of legible, neat, and fluent personal handwriting remains an essential task of schools. Furthermore, emphasis is placed on ensuring that children develop a healthy, relaxed posture and pen-holding position when writing.

From basic writing to personal handwriting

Previously, children first learned stone script (print script), then fully connected script (Schnürlischrift) with some new letters, and then developed a personal, usually only partially connected handwriting. This detour will be eliminated in the future. The letter forms of the basic script are learned unconnected and gradually partially connected. Connections are placed individually by the students where they support fluency. The so-called Swiss-German basic script helps children learn a personal handwriting more easily through natural movement sequences.

3H/4H

Simple, clear writing. The letter shapes remain the same throughout all school years. In 3H, the following letter shapes are introduced:

Aa	Bb	Cc	Dd	Ee	1	2	3	4	5
Ff	Gg	Hh	Ii	Jj	6	7	8	9	0
Kk	Ll	Mm	Nn	Oo	?	!			
Pp	Qq	Rr	Ss	Tt					
Uu	Vv	Ww	Xx	Yy					
Zz	Ää	Öö	Üü						

In 4H, the round turns come out of the swing with the following lowercase letters:

a	h	d	k	l
t	n	e	i	c
m	u	ä	ü	

5H

The basic script from grade 5H onwards contains connections that arise. To facilitate the movement sequence, the letters are then partially connected. This prevents unnatural movement sequences (loops and backward overlaps) and backward directional sequences.

avoided. The letter shapes remain the same in the connected version as in the unconnected version.

Die Einführung der Rundwenden bei den Buchstabenausgängen dient dem Erwerb einer rhythmischen, lockeren Schrift. Damit wird auch das Verbinden der Buchstaben optimal vorbereitet.

6H-8H

With the help of advice and support from the teacher, the children develop their personal handwriting.

Die Einführung der Rundwenden bei den Buchstabenausgängen dient dem Erwerb einer rhythmischen, lockeren Schrift. Damit wird auch das Verbinden der Buchstaben optimal vorbereitet.

Information about the basic font

Further information about Basisschrift can be found on the website www.basisschrift.ch.

CLEAN-UP DAY 2016

JOINT COMMITMENT TO A CLEAN ZERMATT

This the national Clean-up Day will be held on September 9-10, 2016. In addition to private individuals, clubs, schools, and businesses will also be involved in this day to combat littering and promote a clean urban landscape.

Implementation in Zermatt

Under the leadership of McDonald's Zermatt, this national campaign has also been carried out in Zermatt since 2012. It is supported in the village and surrounding area by employees of Schwendimann AG, Air Zermatt AG, Zermatt Bergbahnen AG, the municipality of Zermatt and by students from Zermatt schools.

The effort is worth it!

On Friday morning, September 9, 2016, volunteers will collect and properly dispose of waste in and around Zermatt.

In recent years, each cleanup effort has resulted in several hundred kilos of waste being collected and taken to the disposal site. This effort is definitely worthwhile.

contact

Please join us in taking a stand against littering in Zermatt on September 9, 2016. You can support this cleanup campaign as an organization, a business, or as a private individual, thus making a direct contribution to a cleaner environment.

Contact Mica Prvulovic directly
McDonald's Zermatt, Tel. 078 948 0215
or MCD020@ch.mcd.com.

Thank you very much for your support!



Clean up and dispose of waste properly – we are setting an example for a clean Zermatt.

IMPRINT

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Revision of waste regulations

DECISION WILL BE MADE AT THE BALLOT ON 25 SEPTEMBER 2016

Since 1 December 2012, the revised waste regulations based on the polluter pays principle have been in use. To date, the total quantities of the individual waste fractions have changed massively, which is also reflected in the recycling rate, which has increased from just under 20% to 60% (as of December 31, 2015).

Based on experience gained from the behavior of the polluters, the gross and net costs of each individual waste fraction have now been precisely determined. These show which waste fractions do not cover costs and to what extent.

In order to allocate these net costs to the individual fee categories in a fair and fair manner, adjustments to the waste regulations are essential. The following significant changes are being proposed:

Abolition of the discount system on the basic fee

It has become apparent that since the implementation of the waste regulations, several hundred private and business containers have been in use, resulting in additional costs for the collection service. Anyone who has their own business container on private property will no longer receive a discount on the basic fee.

Elimination of private containers

From now on, all private households and residential buildings must properly dispose of their waste at public waste disposal sites. The containers previously provided free of charge and placed on private property (for all types of waste) will be confiscated.

Emptying of company containers only with fee seals

Until now, commercial and catering establishments could dispose of their business waste in their containers using fee-based waste bags or seals.

They are only allowed to dispose of their business waste in their containers using fee seals. In the future, applications for a company container will be made through the municipality of Zermatt (EWG) at oliver.summermatter@zermatt.net. Delivery will then be handled by our waste disposal partner, Schwendimann AG.

Introduction of a collection label

The collection and emptying of company containers incurs additional annual costs for EWG amounting to CHF 310,000. To cover these costs on a polluter-pays basis, a new collection label is being introduced. This must be affixed to each container when it is emptied, regardless of size or type (business waste, glass, tin cans, organic waste). These collection labels can be obtained from EWG's Finance Department (other drop-off locations are currently being investigated).

Tariffs with bandwidths

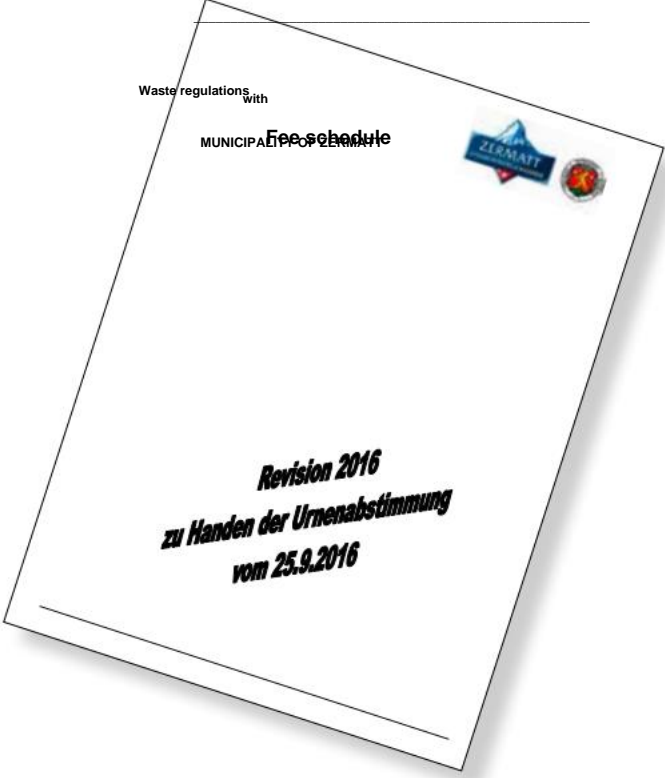
Until now, any change to the fees had to be approved by the general assembly. With the introduction of tariff ranges, the municipal council will now be granted the authority to adjust the basic and recyclables fees annually within these ranges, depending on the special funding needs.

Formal adjustments

Some formal adjustments/additions were also made to the regulations, including definitions of the financial provisions for special financing and fees.

Information events

Between 26 July 2016 and 4 August 2016, several information events were held to inform the public about the changes to the new waste regulations. Mentions was informed.



Advisory meeting

Citizens will discuss the revision of the waste regulations at the extraordinary general meeting on August 16, 2016.

Voting on September 25, 2016

The final decision on the revision of the waste regulations will be made at the ballot box together with the federal referendum on September 25, 2016.

Homologation

The introduction of the new municipal regulations will come into force after homologation by the Council of State, presumably retroactively from 1 January 2016.

VAK Innovation Award 2016

The VAK Innovation Award was presented at the IFAT 2016 in Munich (Germany). The system Alpenluft from Schwendimann AG has been proven against nine competitors and won first prize in the vehicle/equipment category.

In addition to the award from the Federal Office of Energy, the Watt d'Or 2012, this is already the second prestigious award for the system implemented in Zermatt

Alpine air from Schwendimann AG.

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- room apartment / Spiss
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- 6.5-room apartment / Riffelalp

Bag

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Intergenerational project

YOUTH WORK CENTER AND ST. MAURITIUS, HOME FOR CARE AND NURSING

The Mattertal Youth Work Center and the St. Mauritius Care and Nursing Home will be working together from Tuesday, November 15, to Thursday, November 17, 2016, to create various Advent wreaths, table arrangements, and other decorations.

Children, young people from the Jugi, the JuBla and, of course, residents of St. Mauritius, a care and nursing home, will participate in this intergenerational project.

Collect materials

To ensure that there is enough material, the children and young people collect various natural materials such as moss, bark, cones, etc. on the previous weekends . This material is then arranged to create beautiful Advent wreaths and table arrangements.

Candles will also be cast, which will be used on the wreaths and also as lights.

proceeds

From Friday, November 18, 2016, until the first Advent on Sunday, November 27, 2016, a sales stand will be set up at St. Mauritius, a care and nursing home, where the wreaths and arrangements created will be sold.

The proceeds from this sale will go entirely to St. Mauritius, a home for care and nursing.

Building bridges

The idea behind this joint project is to break down barriers, establish new contacts, create a platform for exchange, and build bridges between different generations.



Report of the June session of the Grand Council

In addition to many annual reports, the following four transactions shaped the June session

The adoption of the 2015 state budget

The state accounts of the canton of Valais were able to present a balanced account. Canton of a double profit distribution from the SNB of CHF 53.5 million, a transfer from the intercantonal Financial equalization of CHF 46.3 million and additional revenue of taxes amounting to CHF 47.7 million. It has a A profit of CHF 95.7 million and a financial surplus of CHF 97.2 million. After write-off of the deficits, the accounts close with a

The surpluses are fully for the depreciation of the accounting and financial shortfalls of 2013 and 2014. The vast majority of Parliament was satisfied. the double debt brake is maintained.

**The revision of the cantonal law on the usability
ization of hydropower and the cantonal law on the Valais
Electricity Company**

In first reading, the Water Power Act was te discussed. Here, the parliamentary groups presented several Amendments and proposals have been submitted. All were rejected. The most significant change is the Profit distribution. The formula is 30:30:40: 30% Valais community; 30% concession municipality and 40% external partners. 60% of the profit distribution remains in the Canton of Valais. The entire law can be found at www.vs.ch. readable.

The revision of the Building Act and the Intercantonal Agreement on the Harmonization of Construction Terms
Furthermore, the building law was discussed in first reading. No fewer than 70 amendments had to be dealt with. The most important negative change is that the decree on the occupancy rate for hotels and hotel-like establishments, which was only adopted in autumn 2015 by Grand Council, in the new version was no longer taken into account. Now all buildings be placed under the AZ again. Alternatively, the The 2nd Commission is now tasked with drafting the law in August 2016. to process again and consider all applications.



The Cantonal Police Law

The Cantonal Police Law (1953) brings an improvement in the cooperation between KAPO and GEPO. Duties and rights for the agents have been improved and, above all, optimized for their protection. For municipalities without a municipal police force, There is no longer any obligation to join a regional police force. These municipalities have the right to of the cantonal police for CHF 250.-/hour and agent. The basic principles of the police law were The law was passed with 105 votes in favour, 1 against and 7 abstentions for the attention of adopted by the 2nd Commission.

Annual Report

The following annual reports were submitted to the Grand Council for approval during the session.

- Report of the Cantonal Financial Inspectorate
- Report of the Audit Committee on the Department for Hunting, Fishing and Wildlife
- Report from the Valais Hospital
- Health Policy Report 2015
- Report of the Interparliamentary Supervisory Commission for the Riviera-Chablais Hospital
- Report of the Interparliamentary Commission for the Control of the Western Swiss school agreements
- Report of the Supervisory Commission of the HES-SO
- Report of the Audit Committee on the Office for Child Protection
- Report on the administration of justice for the year 2015
- Public Prosecutor's Office Report 2015
- Report of the Cantonal Data Protection Commission 2015
- Report of the Audit Committee on the Environmental Protection Department
- Report of the State Council on the financial year of the WKB

Kiwanis Club Zermatt

Story

The name Kiwanis «Nunc Kee-Wanis» goes back to a Expression of the Otchipew Indians. It means something like “We trade, we have a good time.” Kiwanians want to achieve their goals through selfless services, contribute to to form a better community, nationally and internationally according to the common motto: «Serving the children of the world”. The Kiwanis Club Zermatt was founded in 2004 and has 48 members with different backgrounds. In addition to a diverse Exchange within the association also includes lectures by interesting guest speakers to the interesting The main focus, however, is on the charitable projects.

Projects

This year, for example, the sponsorship of a special bicycle for Tandem 91 worth over 10,000 Franken (www.tandem91.ch) in focus. This vehicle is particularly suitable for disabled people and seniors who cannot actively participate in sports. Just as exciting is the management of the parish garden in cooperation with the Zermatt schools (<http://facebook.com/ZermatterGarten>). In addition, a delegation is actively participating in the project «Bärgüf», which aims to actively fight cancer and cancer patients to give new hope in solidarity. Anyone who wants to can We would be happy to support our cyclists on August 27, 2016. Learn more at www.baerguef.ch

contact

Further information can be easily found on the Club website www.kiwanis-zermatt.ch



The hedgehog

A SMALL ANIMAL IN THE MIDDLE OF A LARGE TOURIST COMMUNITY

IE In our region, hedgehogs can be found up to 1800 meters above sea level, which is a European altitude record. A widespread hedgehog population can be found throughout the Matter Valley .

Adult hedgehogs are approximately 24 cm to 28 cm long and weigh 800 g to 1500 g. The back is covered with gray-brown spines with light-colored tips. The belly, head, and legs, however, are covered with hair. Hedgehogs are found throughout Europe and even in Iceland, where they were deliberately released by immigrants.

Nutrition

Hedgehogs are crepuscular insectivores . They feed on beetles and their larvae, as well as earthworms, snails, spiders, millipedes, and, rarely, carrion. Plant food or fruit is only consumed by chance, for example, if there is a worm in an apple , or in times of need.

Hedgehogs, on the other hand, will happily eat cat food they find. Milk, on the other hand, causes stomach aches and diarrhea and should not be given to hedgehogs. In general, wild animals should not be fed milk. If the food source suddenly dries up, they can no longer survive. The hedgehog is a cultural follower, meaning it thrives in the company of humans . It takes little to make the hedgehog comfortable with us.

A little disorder in our gardens and hedges and he finds much of what he needs to survive.

senses

The hedgehog's senses are very well developed . It has an excellent

the sense of smell. His hearing is also well developed. However, his eyesight is only moderate.

Protection

The hedgehog has developed an effective strategy for defense against enemies. It quickly rolls itself into a ball. It uses its spines as a defensive shield, and it also has an impenetrable spiny shell. It can remain in this defensive position for several hours.

Dogs, badgers, and foxes quickly abandon a hedgehog if it is tightly curled up. Eagle owls and other owls can pierce the spiny coat with their sharp talons , making them more or less easy prey.

However, the hedgehog's greatest enemy is humans. Cars run over many animals, so even curling up in a ball doesn't help . Human intervention in nature, such as removing leaves, mowing, and generally keeping green spaces clean, also causes problems for hedgehogs when searching for food and hiding places.

With relatively simple measures such as leaving piles of leaves in autumn and winter or planting native plants, hedgehogs can live well even near people.

Reproduction

The hedgehogs' mating season is between April and August. The young, an average of four to seven, are born blind and deaf. They are lovingly nursed and cared for exclusively by their mother for about two and a half months. After this time, the young hedgehogs are independent and



are cared for by their mother only once or twice a day. Then the youngsters look for a home of their own. Anyone who finds hedgehogs on the side of the road or near insurmountable obstacles should rush to their aid. Carry the hedgehog across the road and take it to safety in the forest, meadow, or elsewhere. Young hedgehogs may be embarking on their first explorations . They should be kept away from roads or dangerous obstacles, but otherwise left to their own devices. The mother is usually not far away, and the young ones adapt very well to their surroundings.

Hibernation

Since hedgehogs cannot store food because they live primarily on animal food, they hibernate . It is important that they have built up sufficient fat reserves in summer and autumn to survive the winter.

They look for a dry and sheltered place.

The hedgehog stuffs its nest so full that it's impossible to put everything back in once it's been emptied. It primarily eats leaves, hay, or any other dry material it can find. During hibernation, the hedgehog lowers its body temperature to 5 to 6 degrees Celsius, and its heart rate drops to only eight to nine times per minute.

It is possible that hedgehogs will wake up from their hibernation when the weather thaws in winter. If you find one, you can feed it cat food and release it under a wooden table or a large pile of brushwood that offers sufficient dryness and protection . The prickly friend will build itself a new nest and lull itself into hibernation.

Bruno Tscherrig, gamekeeper

25 years of twinning with Fuji Kyuko

VALUABLE COOPERATION

MGB: Not only did the Visp–Zermatt line celebrate its anniversary, but also the twinning of the two railways, the Matterhorn Gotthard Bahn (then BVZ) and the Fuji Kyuko Railway in Japan. On July 22, the twinning anniversary was celebrated as part of the 125th anniversary celebrations in Zermatt. In September 2016, a delegation – consisting of the municipality and citizens' community of Zermatt, Zermatt Tourism, and MGBahn – will pay a visit to the Fuji Kyuko Railway in Japan .

The 100th anniversary of the Visp–Zermatt railway line also marked the beginning of the twinning of the BVZ with the Japanese company Fuji Kyuko Co. Ltd. Fuji Kyuko operates the tourist railway line that leads to the foot of Mount Fuji. In addition to the railway line, the company offers numerous other tourist services: two theme parks, hotels, golf courses , passenger transport with around 500 buses, mountain railways, boats, etc. This collaboration is extremely valuable for MGBahn. In addition to the sporadic exchange of personnel, marketing cooperation and project support are currently being expanded. On July 22, a delegation from Japan participated in the celebrations for the 125th anniversary of the Visp–Zermatt line, thus honoring the 25-year twinning of the two companies. The anniversary celebration in Japan will take place on September 16, 2016, at the foot of Mount Fuji in the presence of representatives from the Mattertal.

Planning a major project in

Japan The Fuji Kyuko is planning a new railway from its terminus Kawaguchiko (approx. 700 meters above sea level) to the so-called "5th station" of Mount Fuji (at 2305 meters above sea level). The length of the railway line is approximately 30 kilometers. Compared to the MGBahn, the distance and elevation gain are roughly equivalent to the journey from Visp to Riffelalp. Today , the 5th station is only accessible by road, has around three million visitors annually, and is the most important

The starting point for climbing Mount Fuji. Mount Fuji has been a World Heritage Site since 2013, which is why the idea of replacing the road with a railway was born. Various delegations from the Mount Fuji World Heritage Committee have already visited the Gornergrat, including engineers from the partner railway. MGBahn is supporting the project with technical expertise. The goal is to open the line by 2025.



125 years of twinning: Fernando Lehner, CEO of MGBahn with Koichori Horiuchi, President Fuji Kyuko.

Further twinning

Since 2014, there has been a close cooperation with the Korean state railway Korail, and in May 2016, the MGBahn entered into a cooperation with the Taiwan Railways Administration. (TRA) adopted a partnership agreement. The partnership focuses on knowledge transfer , mutual marketing of tourist trains, and promoting the exchange of personnel and experience.

125 years of Visp–Zermatt

On 22 July 2016, the anniversary celebration of the railway Visp–Zermatt route. In this context, In Visp two trains of the Matterhorn Gotthard Bahn names «Visp» and «Zermatt», in the presence of the Mayor and godfather Niklaus Furger and Christoph Bürgin. With the christened special train "Zermatt" was the destination for the approximately 200 invited Guests from business and politics towards the Matterhorn village, where the journey ends with a nostalgic culinary The village tour continued. With good weather, the guests marveled at various performances in the studio by Heinz Julen (old station of the MGBahn), at the English church and the old village. The tour ended in the late afternoon and went seamlessly into a Festival for the entire public with various Live concerts at the Matterhorn Plaza. The last The highlight was the performance of Trauffer at 7.30 pm – the Alpentainer, who performed his hits with a perfect view of the Matterhorn. With a worthy Festival and hundreds of satisfied guests found the Celebrations surrounding the 125th anniversary of their Diploma.



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Welcome Lounge Zermatt Train Station

MC Since mid-July 2016, Zermatt train station has had a Welcome Lounge, inviting guests to linger. The Matterhorn Gotthard Bahn lounge is located right next to the Brezelkönig (pretzel king) and is freely accessible to all visitors.

A cozy ambience and a modern wooden bench from the Nikolaital forestry district invite guests to linger. Via free Wi-Fi, you can check the latest news immediately upon arrival in Zermatt or share your first impressions of the journey to Zermatt, the Matterhorn Village, and the Horu with the world. The Welcome Lounge is being further enhanced in consultation with the municipality and Zermatt Tourism.



Matterhorn PhotoShop

ORIGINAL MATTERHORN PHOTOS IN ANY WEATHER


MC Admittedly, the sun doesn't shine 365 days a year on the Gornergrat. But since mid-July, taking a picture with the Matterhorn has been possible year-round.

The Matterhorn PhotoShop in the shopping mall of the 3100 Kulmhotel Gornergrat offers the craziest photo ideas with a green screen . Filipe Almeida, one of the photographers , confirms with a wink that they 've already received a wide variety of photo requests . For example, one guest had his picture taken flying over the Matterhorn.

Guests can choose their own subject and background, creating their own souvenir photo. Asian guests, in particular, are delighted to take home unique panoramic photos, even if the Matterhorn isn't visible.



How about a handstand in front of the Matterhorn?



The next issue of «Zermatt Inside» will be published on

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Biker paradise Zermatt

FROM GORNERGRAT TO VISP BY MOUNTAIN BIKE

BC Mountain biking has been a big topic in Zermatt for some time now. The area around the Gornergrat, in particular, has become a real insider tip in biker circles. Because, just like hikers, bikers love nature and the panorama. In this and

Last year, several bike projects were implemented in Zermatt. Reason enough to explore the various new bike options all at once. The idea is to ride a mountain bike from Gornergrat to Visp, taking in not only the incredible single trails on the Gornergrat, but also the Moostrail, newly created for this summer, and the new bike path from Visp to Zermatt in a more leisurely version.

The starting point for this bike tour is the Riffelhaus 1853, located in the heart of the Gornergrat Bike Paradise. It has been an official bike hotel of Switzerland Tourism since this year and also features on the cover of the official Bike Hotel Guide. After a restful night in the newly renovated 4* bike hotel and a hearty breakfast, the tour begins in the morning.



The official Bike Hotel Riffelhaus 1853 in the middle of the Bike Paradise on the Gornergrat is the starting point for this tour.



Riding the Gornergrat Railway up the Gornergrat or to the Riffelhaus 1853 with your bike is hassle-free. There's plenty of space for bikes in the train carriages.



Start of one of the longest bike descents, at almost 3100 m above sea level in front of the Kulmhotel Gornergrat.



Shortly after starting on the Gornergrat, you can't help but make your first stop. This view of the Monte Rosa massif is simply too unique.



After the most technically demanding part of this tour, the next stop inevitably follows. Lake Riffelsee, with its reflection of the Matterhorn, is always worth a stop.



A short stop on the Riffelberg to enjoy the view and decide which of the many trails to take next.



The newly created moss trail between Furi and Winkelmatten are harmoniously integrated into the landscape inserted and a pleasure for biking.



The hiking trail between Zermatt and Täsch is now excellently developed and offers plenty of space for hikers and bikers.



Between Kalpetran and Stalden, the trail leads along an old and partly exposed mule track with beautiful views.



Destination: Visp train station, and the Matterhorn and the endless bike trails on the Gornergrat beckon again. The return journey to Zermatt is comfortable with the Matterhorn Gotthard Railway, or if you prefer, you can also cycle back.

Trail data	
difficulty	medium
length	50.8km
Ascent	384m
descent	2844m
Length of time	3.01h
Lowest point	647m
Highest point	3080m

Food specials at the Matterhorn Plaza

WINEGROWER DIEGO MATHIER INVITES YOU TO A TASTING IN AUGUST

The culinary special program will take place in summer 2016 directly in front of the Grand Hotel Zermatterhof. In the most beautiful square in Zermatt, you'll find surprising regional delicacies, served with a big wink.

The Zermatterhof is at the heart of the action. Directly in front of the Grand Hotel is the Matterhorn Plaza, Zermatt's event location in the heart of the village. At the Matterhorn Plaza, you can enjoy the mountain summer and life. The Matterhorn Plaza is located right in front of the Grand Hotel Zermatterhof, and what could be more natural than using this direct access to the restaurant kitchens for special outdoor dining?



and feast under the canopy of the summer sky. Every Wednesday through Sunday, we offer "saycheese! Raclette and fondue specialties" to enhance the summer evening atmosphere. On Friday, August 5, Diego Mathier will be hosting a very special event at the Plaza. The winemaker will present a fine wine and invite you to a tasting. The food specials at the Matterhorn Plaza are the evening program. When the sun is shining, you can also have breakfast on the Plaza from 10:00 a.m., enjoy lunch with

Meet colleagues or end a summer day in the mountains with an aperitif with friends. As with any event location, the Matterhorn Plaza is always a bit about seeing and being seen. Sitting at the Plaza, you're at the heart of the action, right in the village, with a view of the Matterhorn and directly in front of the Grand Hotel. It's the little pleasures that enrich life. And the Matterhorn Plaza is a great place for all guests in Zermatt to relax and smile in the summer sun.

3S InfoCube

EXPERIENCE THE MAMMUT PROJECT UP CLOSE

the 3S InfoCube at Trockener Steg interactively presents the project for the world's highest 3S cable car, offering an experience for the whole family. The pavilion opens on September 23, 2016, and will be accessible year-round.

Architecturally, the 3S InfoCube is inspired by the new valley station of the 3S cable car, with large glass elements and a prominent wooden structure. The center of the approximately 100m2 space is a wooden frame of the new 3S cable car. Various interactive and three-dimensional information elements are arranged around this frame. These include a walkable floor plan of the cable car line, illustrating the dimensions of this facility. Various screens also provide visitors with further information about the new mountain and valley stations and the ongoing construction progress. In addition, the most important building materials can be inspected in detail.

Interactive knowledge transfer is the focus Visitors will learn about the 3S construction project and the advantages of the new facility, as well as gain an insight into the engineering challenges faced in high alpine mountains. A brief historical review of the development of the Matterhorn Glacier Paradise precedes the exhibition.

Milestone of the first construction summer reached The material cable car from Laghi Cime Bianche via Testa Grigia to the Matterhorn Glacier Paradise has been in operation since July. The system, with a load capacity of approximately 8 tons, is now transporting all construction materials for the new mountain station and pylon 3 from a 650 m2 intermediate depot at Laghi Cime Bianche. While the final blasting work is still underway at the mountain station, concrete work and support construction at the new valley station at Trockener Steg are already in full swing.



Visualization of the 3S InfoCube on Trockener Steg.



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Glacier Palace shines in new splendor

ICE ARTISTS TONI STEININGER AND RETO ODERMATT GUESTS

During some days in June and Toni Steininger, European champion in ice carving, and his partner Reto Odermatt are both trained sculptors. While Reto works primarily as a wood carver , Toni has devoted himself almost exclusively to ice carving for more than 15 years. After completing his sculpting apprenticeship in America , he learned the craft of working with the cold material from Reto's uncle. And so it came about that Toni and Reto often work together on various ice art projects to this day . The four-day exhibition in June

In July, the two ice artists Toni Steininger and Reto Odermatt in the highest Glacier Palace of the World on Matterhorn glacier paradise. In addition to carving and optimizing existing sculptures, they have created an impressive extension of the palace's world of experience.

printing dragons carved into the ice. In August, the two then create an impressive and typical Valais subject with the Herens cow fights.



Beautified photo wall in the Glacier Palace.



The two creative ice artists Toni Steininger (right) and Reto Odermatt at their temporary workplace.

The impressive dragon sculpture created by Toni and Reto symbolizes the 13-year-old twinning of the Matterhorn with the Jade Dragon Snow Mountain in southern China.

The actual sculpture size is then raised, after which the actual ice carving begins. Preparation is always a crucial step for such sculptures . "The infrastructure in the Glacier Palace is top-notch, and the employees are already well trained," explains Reto. The Zermatt Bergbahnen employees responsible for the palace help the two artists wherever they are needed, thus receiving valuable tips from the professionals along the way. So, there's plenty to look forward to with the Heringer sculpture, which can be viewed at 3,883 meters above sea level from around the end of August.

For their next sculpture for the Zermatt Bergbahnen Glacier Palace, the two have chosen a typical Valais subject: the Herens cow fights. Reto sketched the planned sculpture on paper and then created a model in clay based on the drawing . The artists then calculated the model dimensions to the



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The Schindler family and their bench

BENCH NO. 5 AT FURI NEWLY HAS THE INSCRIPTION OF AN INTERNATIONALLY BRANCHED FAMILY

There are 250 benches around Zermatt . Guests can have a personalized message inscribed on a brass plaque, which will remain for five years or longer . Eduardo Schindler's family has thus put down visible emotional roots in Zermatt.

What are emotional roots? Eduardo Schindler's family members have held Swiss citizenship since 1987. His great-grandparents emigrated from Switzerland to Chile.

Eduardo Schindler, born in Chile and now the head of his family in Switzerland for decades, came to Geneva to study in 1982. There he met Daniela, a student from Italy.

Eduardo and Daniela fell in love, married , and came to Zermatt to ski for the first time in January 1986. The stay was organized by the University of Geneva .

Decades of loyalty between guest and host
The young couple stayed with Ruedi and Marianne Julien at the Hotel Europe from the university . "That's when we absolutely fell in love with Zermatt," Eduardo Schindler raves about their first stay in Zermatt.

This was on the occasion of the installation of bench no. 5 a few weeks ago. But let's start at the beginning. Even back then, the young couple appreciated the view of the incomparable Matterhorn, the car-free village, the atmosphere, the friendly people, and their hosts . This first stay became a long story for the family, who have lived in Zurich since 1987 : 30 years of regular annual stays, always with Ruedi Julien in Zermatt. When the three children were still small, they usually came over New Year's Eve . For about ten years now, all family members, including the now grown-up children Kilian, Shona, and Janick, have been meeting in Zermatt during the third week of February. Sometimes, they also



The Schindler family on their bench in Furi above Zermatt.

Family members from Chile, Brazil, and Italy. The event has escalated into a large Zermatt clan gathering. For decades, the gondola ride to Furi, followed by a return hike through the sparse larch forest via Moos to the village, has been part of the family's ritual. The spot where bench no. 5 now stands was always a favorite of the family: Here, you can see the mighty Matterhorn and enjoy a clear view of the village. Here, people shared many stories and looked together into the past and the future.

And of course we took photos. During his usual February visit this year, Eduardo Schindler discovered that there was no plaque on bench No. 5. He immediately knew: "This bench should become a symbol of our most beautiful moments, which have occurred over all these years in Zermatt," he enthuses.

This is evidenced by countless group photos from various years. On July 1, 2016, mother Daniela, son Kilian , and father Eduardo gathered in Zermatt again to witness Zermatt municipal employees installing the bench and the shiny family sign.

The inscription of the Schindler family reads

We wish that this marvelous spot in beautiful Zermatt may be as magic and meaningful to you as it is to our family. With deep gratitude and joy of sharing.

*Family Schindler Maggi Giagnoni
Kilchberg/ Switzerland • Santiago/ Chile • Recife/ Brazil.*

Translation: We hope this wonderful place in beautiful Zermatt is as magical and meaningful for you as it is for our family. With deep gratitude and joy to share this.

The family sign will be visible for at least the next ten years and very likely for generations to come . Thus, the family, networked across continents, has found in Zermatt a symbolic place where its emotional roots manifest.



At the beginning of July, Eduardo, Daniela, and Kilian Schindler were there when employees of the municipality of Zermatt installed the bench and the shiny family sign.



Eduardo Schindler enthuses: "We fell in love with Zermatt the first time we stayed there."

Benches with plaques

Anyone who also has a bench with the personally written brass If you want to have a badge, you can Bank. The cost for five years amount to CHF 2222. The benches are located at heights between 1600 (near the village) and up to 3000 meters, mostly with a breathtaking breathtaking view into the depths of the Valley or to the highest mountains of the Valais, including the Matterhorn. The labels can be are created, in addition to the Names of the people who use the bench rent. Rental period: 5 years, extension for a further 5 years: CHF 1111. Such Labels on benches can also as a gift to relatives or friends are made. Registration/Interest: info@zermatt.ch

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Event planning: If you want to lay golden eggs...

ZERMATT TOURISM'S EVENTS CALENDAR OFFERS AN INTERNATIONAL PLATFORM

 The event calendar is a good platform. Members of Zermatt Tourism can now make entries directly and independently on ztnet.ch.

Events organized by service providers depend on good communication. Guests need to know what they can do during their stay in the destination. Village tours, special dinners, children's entertainment, or other activities aimed at a broader audience can be found in the Zermatt Tourism events calendar. Organizers must remember to list their event on ztnet.ch.

Using the web form, events can be entered in German, English, and French. Important: the earlier the entry, the better the communication. The entry contains information about the 5 Ws: what, when, where, which source, and further information.

The event calendar shows which events are already listed, some of them long-term. Those making entries should follow the guidelines available on ztnet.ch. The following information must be provided: the title of the event; a description of up to 700 characters, the venue, dates, times, organizer, website, advance ticket sales (if applicable), and more. Images can also be uploaded. They should always be in landscape format.

Unfortunately, flyers are not possible because the text on them is confusing as an image element.

First the communication
In the foreseeable future, Zermatt Tourism will no longer send emails to subscribers in the destination informing them of events. Therefore, it is important that service providers keep their entries up to date. "If you want to lay golden eggs, you have to communicate well," says Edith Zweifel, Media and PR Manager at Zermatt Tourism. Success requires that you first consider the time constraints.

Fondue on the rope in August 2016
Launched only last summer and almost not
Zermatt's summer events are no longer imaginable without:
The internationally and nationally popular «Fondue am
Seil» will take place again on August 19 and 26, 2016.
The local population also enjoys taking the opportunity to enjoy moments
of pleasure in the gondolas.
During a return trip with the Matter-
horn-Express, guests in the gondola are transported with a
Appetizer platter, a cheese fondue with special
Breads as well as a dessert variation and Valais
Digestif with Valais wine and water
served.
Registration deadline is 12:00 noon the day before.
Arrival: 6.15 pm, the gondolas depart
at 6.30 p.m. up into the mountains.

The communication process is considered carefully. Only then comes the organization of the event. Anyone who waits until the last minute to handle communication will find themselves in a difficult situation, as the organization leaves barely any time left for office hours.
Information: ztnet.ch

New event management team at Zermatt Tourism
In spring, the Zermatt Tourism team was
a strategically important area. New
Christian Zörjen has taken over the position of Event and Partnership
Manager. Selina Merz works
as support in the same area. Your workload
includes two times 50 percent for events and two times
50 percent for the partnerships.
The two post holders coordinate the event
tions in the destination.
They are also concerned that the agreements
for events between the contracting parties Zermatt
Tourism and service providers must comply with these requirements.
«We communicate, are a platform and help to find new
events," says director Christian Zörjen. What
the position does not do: organizing events.
In the near future, the two will ensure that new
Major events in the Zermatt-Matterhorn destination
This is primarily to ensure that
To extend seasons in late spring and late summer/early winter.



The "Fondue am Seil" is very popular with locals and guests from all over the world. This summer on August 19th and 26th.

© SFF



Christian Zörjen



Selina Merz

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Nepal 2x6000m in the Khumbu Valley
approx. April 10-30, 2017

The trip takes place.

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A look into the soul of bikers

Three events at the destination demonstrate that the destination's strategic direction is taking shape. The offerings for bikers are becoming increasingly attractive: the Zermatt-Visp bike trail has been reopened, The inauguration of the Moos trail is imminent, and the Perskindol Swiss Epic bike race starts in Zermatt in September. Bikers are connoisseurs and are willing to pay a bit for their experiences. They invigorate summer tourism and put a strain on the infrastructure. So, a very exciting group of guests for Zermatt.

Summer is here – but maybe you still have time to get on your mountain bike and ride the new mountain bike trails. This almost gives a glimpse into the soul of the Biker. The effect: You can have a say as a service provider or employee, adapt the offer and give the guests tips.

Yours, Janine Imesch



«Clear positioning – that is the future»

E-FITNESS IMPULSE 2016: OPPORTUNITIES AND CHALLENGES FOR TOP PERFORMERS

service providers, speakers, and organizers agree: To keep up with the changes in the digital world , everyone needs to continue their education. The "e-Fitness Impulse 2016" symposium set the course for the future e-fitness program of the Zermatt-Matterhorn destination.

Pascal Gebert, head of the e-Fitness program at Zermatt Tourism, emphasizes: "With the insights gathered from the Zermatt Symposium on e-Fitness and future measures, further e-Fitness offerings for the Zermatt-Matterhorn destination will be compiled." This means that the 40 symposium attendees have set the course for the entire destination in the continuing education area of Zermatt Tourism's e-Fitness program .

In sight: the positioning

"It was the most important day of the e-Fitness program's year," emphasized Pascal Gebert. The approximately 40 people hung on the every word of Florian Bauhuber, Managing Director of "Tourismszukunft ," during his presentation. His company is an international network of experts that advises numerous tourism companies. His statements left no room for doubt: "The communication culture of the digital world is changing all of our corporate cultures."

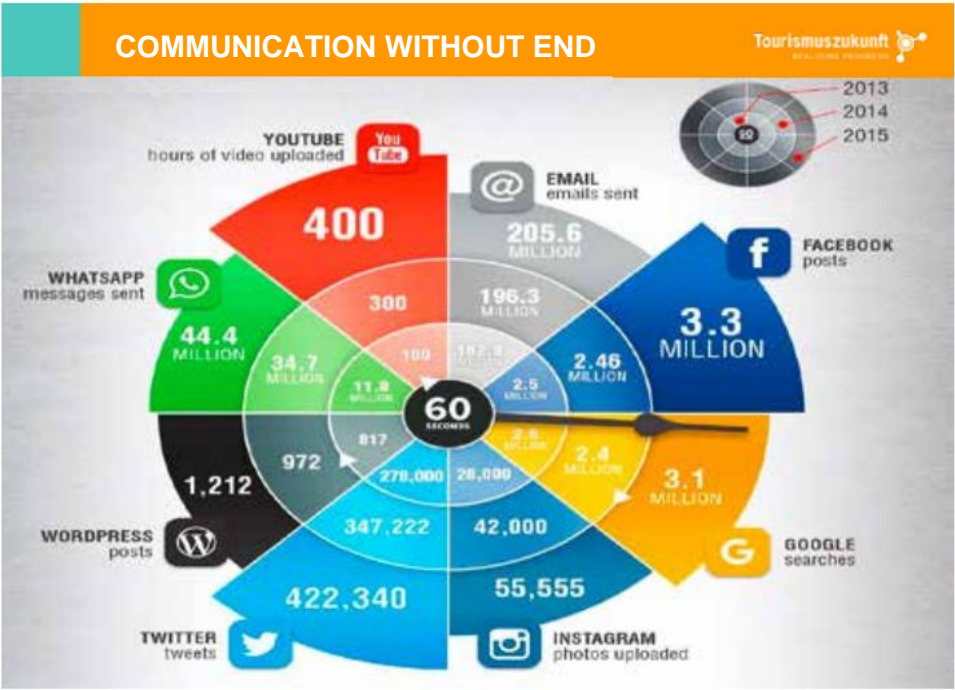
He records this several times. He shows a picture of Benedict's papal election in 2005. Many in attendance watched, spellbound. And then came the papal election of Francis in 2013—the moment was followed spellbound by those present, but also captured on their cell phones...

This means for tourism professionals: "Those who position their product clearly can secure their place in the future of the internet," says Bauhuber. Or, to put it the other way around: Those who don't position their product clearly ultimately have to pay dearly for their presence. However, those who are well positioned are automatically included, "even if they are very small," according to Bauhuber's insight. For the service providers in the Zermatt-Matterhorn destination, this means presenting themselves individually with distinctive images and texts. This is the only way to be noticed in the internet world.

taken.

Solutions for your internet presence

It's not the structure, the navigation , or the individual design of a website that are important. "The website will soon be dead anyway," predicts Florian Bauhuber. It's the content that counts. Based on these insights, the 40 people who participated in the symposium split into groups to discuss the future of digital communication in the Zermatt-Matterhorn destination and in their own



Changes in communication have steadily accelerated in recent years.

Companies have to think about this. Four questions were asked:

- How does digitalization optimize processes in your own company?
- How does digitalization change guest service?
- How does content become relevant?
- How can the technology be optimally adapted?

Based on the insights from Bauhuber's presentation, the Zermatt working groups compiled and discussed their thoughts, concerns, and possible solutions. "This will lead to the next offerings for the e-fitness program," says Pascal Gebert.

The next courses will be posted on ztnet.ch on an ongoing basis.

On the move 24 hours a day for you and your guests in Zermatt.



www.3553.ch / info@3535.ch

Mountain biking in the fast lane

BIG BIKE EVENT IN ZERMATT

From strategy to practice: The Zermatt –Matterhorn destination strengthens summer tourism under among other things with new mountain bike trails and a major bike event: The Perskindol Swiss Epic mountain bike stage race starts in Zermatt in mid-September .

The new Zermatt-Visp bike trail opened in July . The Moos Trail will be inaugurated on August 27. And the next major event for bikers starts on September 12 in Zermatt. These new offerings and the major event are in line with the destination's strategy to boost summer tourism. This also includes the offerings for mountain bikers. They generate overnight stays and utilize the existing infrastructure to its full potential. Furthermore, the major event in September will raise the profile of Zermatt-Matterhorn as a national and international mountain bike destination .

Perskindol Swiss Epic with Nino Schurter

The six-day Perskindol Swiss Epic stage race runs from September 12th to 17th, 2016. It features mountain biking on the finest single trails, surrounded by a magnificent Alpine backdrop, past historic irrigation channels, through golden larch and pine forests, and through traditional mountain villages. Alongside many ambitious recreational mountain bikers, various top-class professionals, including multiple world champion and overall World Cup winner Nino Schurter, will be at the starting line.

This year, the race is about to be held for the third time. While the destination Zermatt-Matterhorn was the finish in 2014 and 2015, the order is reversed this year. Participants will be in the Matterhorn Village from September 11th to 13th. They will arrive on Sunday afternoon and, after checking in at the rider briefing at 5:30 p.m., will be welcomed by the Swiss Epic organizers and the Zermatt-Matterhorn destination, including municipal councilor Romy Biner-Hauser.

Construction work on the finish area of the Obere Matten, however, will begin on Saturday.

Prologue from the Unterrothorn

On Monday, 12 September, from 10:45 am, the 200 participants will start the prologue (time trial) in teams of two.



Perskindol Swiss Epic offers six days of pure mountain biking, surrounded by a magnificent Alpine backdrop.



Perskindol Swiss Epic: the great single-trail adventure in Valais and Zermatt.

on the Unterrothorn, which, at 3014 meters, is also the highest point of the entire multi-stage race . On a breathtaking descent with a few climbs, the two-person teams wind their way via Tuferechumme and Patrullarve along the upper high trail to Schweigmatte in the valley, where they then turn onto the newly constructed Moos Trail and then continue via Blatten to the village. The two-person teams are expected at the finish area of the Obere Matten between 11:30 a.m. and 5:00 p.m.

Supporting program on Monday evening

The Mattertal Bike Club is organizing a "Like-a-Bike" race for the little ones (up to 5 years old, starting at 5:15 p.m.) as part of the program. Those a little older (6-12 years old) can take on a challenging obstacle course (from 5 p.m. to 6 p.m.), which they must complete as quickly as possible. Participation is free; registration takes place on-site (from 4 p.m.). Various non-cash prizes are up for grabs.

The prologue rankings will be announced at 5:30 p.m. To satisfy hunger and thirst, a festival restaurant with local delicacies will be set up on site. The local organizing committee and the Mattertal Bike Club are looking forward to a large turnout from the local community.

First stage to Leukerbad

The first stage towards Leukerbad starts at 8 a.m. on Tuesday morning from Obere Matten. After Romy Biner-Hauser gives the starting signal, the participants head back towards Furi. Via Zmutt and the Yoyo Trail (Herbrigg), the mountain bikers reach the newly developed railway trail and from there, across the wild Nikolaital Valley to Leukerbad.

Opening of the Moos Trail: August 27, 2016

The Moos Trail, whose construction started last fall, was completed in mid-July. On a length of 1.5km and an average gradient of 7.3% get their money's worth.

On Saturday, August 27th, the new mountain bike trail will be opened at 1:30 p.m. by Pastor Stephan Roth and officially opened by Vice President Romy Biner-Hauser. The Alm Restaurant, located at the start of the Moos Trail, operates a festival restaurant and invites you to linger. The Mattertal Bike Club offers, especially for younger students, guided Group rides are available. The bike club starts at 3:50 p.m. a chainless race on the new trail.

Chainless means, as the name suggests, that the participants do not have to pedal and therefore especially the momentum must make the best possible use of it.