

# ZERMATT INSIDE

October 2016, 14th Year, No. 5



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

New and proven

On October 16, the people of Valais will elect the municipal authorities for the 2017-2020 legislative period. In Zermatt, a total of seven lists with 25 candidates are available for the municipal and city council elections .

With the exception of Mayor Christoph Bürgin, all incumbent council members are running for re-election.

In contrast, the SVP is creating a first in the Matterhorn village. For the first time, the party wants to go it alone with its own list. In this issue of "Zermatt Inside," the 2,865 eligible voters learn on pages 1 and 2 which candidates are running for a seat on the Zermatt municipal council. Furthermore, the municipality of Zermatt has prepared comprehensive voting instructions and some important rules for voting correctly .

However, there are innovations and tried-and-true elements to report not only from the upcoming municipal elections. Zermatt Tourism is also focusing on continuing tried-and-tested projects with the Riffelberg Open-Air Theatre, which begins a new season in summer 2017 , following the great success of the theatre's anniversary year of 2015. Next summer, the play "Romeo and Juliet," staged by amateur actors from Valais, is set to captivate audiences. Livia Anne Richard will once again be responsible for directing.



The "Animals in Our Surroundings" section, launched in August 2016, will also be continued in future issues. Bruno Tscherrig, the regional gamekeeper, describes some wild animals and their behavior as part of the series . He also explains why the relationship between humans and wild animals is not always unproblematic and offers tips for avoiding problems with martens, hedgehogs, foxes, and the like – all in the spirit of a more enriching coexistence.

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



## Election of the authorities of the municipality and of the Citizens' Community for the legislative period 2017–2020

SEVEN LISTS ARE READY FOR ELECTION



Municipal council elections 2016  
Zermatt

Free Voters

List No. 1

1.01 Imboden Marco, entrepreneur

Municipal council elections 2016  
Zermatt

Christian Democratic People's Party  
CVP

List No. 2

2.01 Biner-Hauser Romy, Vice President of the Municipality, Grand Councilor  
2.02 Biner Gerold, Municipal Councilor  
2.03 Ballmann Bianca, youth worker  
2.04 Aufdenblatten Mark, lawyer and notary  
2.05 Bellwald Marcel, Home Director, Grand Council Substitute

Municipal council elections 2016  
Zermatt

Christian Social People's Party  
CSP

List No. 3

3.01 Anthamatten Stefan, Municipal Councilor  
3.02 Lauber Anton, Municipal Councilor and Grand Councilor  
3.03 Götzberger Fabienne, hotelier, ski instructor  
3.04 Hächler Lerjen Katja, Managing Director  
3.05 Julien Markus, Dipl. Inf. Ing. ETH

Municipal council elections 2016  
Zermatt

Alliance for Zermatt

List No. 4


4.01 Kündig Stössel Iris, municipal councilor, medical secretary  
4.02 Schaller Hermann, Municipal Councilor, Independent Entrepreneur  
4.03 Droz Daniel, Hotel Manager, Business Economist FH  
4.04 Fuchs Philipp, Baker-Confectioner-Pastry Chef EFZ, Snow Sports Instructor

Municipal council elections 2016  
Zermatt

Swiss People's Party  
SVP

List No. 5

5.01 Biner Natalie, Secretary  
5.02 Aufdenblatten Anton, sports goods seller/ skis instructor



Burger Council elections 2016  
Zermatt

List for a strong civic community

List No. 1

01.01 Biner Andreas, Burger President  
01.02 Perren Silvio, Vice President of the Burger  
01.03 Perren Andreas, Burgerrat  
01.04 Kronig Paul, hotelier  
01.05 Perren Sämi, hotelier  
01.06 Schuler Leo, Headmaster OS

Burger Council elections 2016  
Zermatt

Burger list

List No. 2

02.01 Aufdenblatten Andreas, Burger Council  
02.02 Furrer Thomas, Burger Council


Data
October 15-16, 2016
• Election of the local council
• Election of the Burger Council
November 12th/13th, 2016
• Election of mayor, vice-president
• Election of Burger President, Burger Vice President
November 26-27, 2016
• Possibly 2nd ballot for mayor, Municipal Vice President
• Possibly 2nd ballot for Burger President, Burger Vice President

### Renovation work

RESTAURANT ROTHORN IS BEING REDESIGNED

**BC** Starting in the coming winter season, the operators of the Rothorn Restaurant are focusing on more Italian cuisine with a new dining concept . Furthermore, the premises of the mountain restaurant at the summit of the Rothorn are undergoing a gentle renovation.


With the design of the popular terrace at 3100 m above sea level, the outdoor area of the business is also being redesigned.



### Route closures

BUSES RUN ACCORDING TO SCHEDULES


**MG** The Matterhorn Gotthard Railway is scheduled to undertake work on the track and complete the station in Stalden this fall . Therefore, various sections of the MGBahn line in the Vispental and Mattertal valleys will be temporarily closed to rail service at the end of October and beginning of November. Buses are planned.



### Twinning

DELEGATION FROM LIJIANG VISITS

**A**t the end of August 2016 , a delegation from the Chinese tourist town of Lijiang, located at the foot of the Jade Dragon Snow Mountain, visited Matterhorn Village. Among other things, the Chinese guests were given a tour of the Gornergrat Railway during their stay.



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# Elections for residents and citizens' communities 2016

### Legal provisions

- Cantonal Law on Political Rights of 13 May 2004 (GPR) 160.1
- Ordinance on postal voting of 12.03.2008 (VbStA) 160.102
- State Council Resolution of 17 February 2016 and Supplementary Resolution of 8 July 2016 concerning the election of municipal authorities for the 2017-2020 legislative period (StrB)

### Applicable electoral systems

**Election of the municipal council/Citizens' Council**  
The members of the Municipal and Citizens' Council are elected according to the proportional system (Art. 87, paragraph 2 KV).

**Election of President/Vice President, Municipal Judge/Vice Judge**  
The presidents and vice-presidents of the residents' and citizens' municipalities, as well as the municipal judge/deputy judge, are elected by a majority system. The first round of voting is based on an absolute majority, and the second round is based on a relative majority (Article 199, Paragraph 1 of the Civil Procedure Code).

**Silent election**  
If only one list has been submitted, all candidates on this list are elected without a ballot (Art. 205, paragraph 1 GPR). Only one list of candidates was submitted for both the election of the judge and the election of the deputy judge .

Peter Steffen was thus elected as judge and Roger Zuber as vice-judge in a secret ballot.

### Data

- October 15-16, 2016**
- Election of the local council
  - Election of the Burger Council

- November 12th/13th, 2016**
- Election of mayor, vice-president
  - Election of Burger President, Burger Vice President

- November 26-27, 2016**
- Possibly 2nd ballot for mayor, vice-president

- Possibly 2nd ballot for Burger President, Burger Vice President

- Polling station and opening hours**  
**Walka gymnasium**
- Saturday, October 15, 2016, 6:00–7:00 PM
  - Sunday 16.10.2016 11:00–12:00
  - Saturday, November 12, 2016, 6:00–7:00 PM
  - Sunday 13.11.2016 11:00–12:00

- Resident Services/Chancellery**  
**Burger Chancellery**
- Saturday, November 26, 2016, 6:00–7:00 PM
  - Sunday, November 27, 2016, 11:00 a.m.–12:00 p.m.

**Shipping election material**  
All eligible voters will receive the documents for the municipal council and citizen council elections for postal voting by separate mail.

- They contain:
- the ballot papers
  - one voting envelope each (labeled with the respective election)
  - one return form each (residential community, citizen community)
  - one transmission envelope each (residential community, citizen community)

For the elections on November 27, 2016 (possibly the second round of voting for the President and Vice President of the Municipal and Citizens' Council), which will be held simultaneously with a federal vote , voters will receive the voting materials in three separate envelopes.

**Postal voting**  
**Delivery by post**  
The voter who exercises his voting rights by postal way, must use the transmission envelope

Postage must be paid according to the applicable postal rate and handed over to a post office; otherwise, the vote is invalid (Art. 14 para. 1 VbStA). The mailing must arrive at the municipal administration/citizen administration no later than the Friday before the election (Art. 14 para. 2 VbStA), October 14, 2016, November 11, 2016, and November 25, 2016.

**Deposit with the municipality**  
The voter can hand in the transmission envelope after receiving the voting material during the counter opening hours of the municipality (Monday–Friday 8:30–11:00 a.m. and 2:00 p.m.–4:00 p.m.) and the Citizens' Community (Monday–Friday 8:30 a.m.–12:00 p.m. and 2:00 p.m.–5:00 p.m.) in the sealed ballot box provided for this purpose; at the latest by 5:00 p.m. on the Friday before the ballot (Art. 15 Para. 1 VbStA), October 14, 2016, November 11, 2016, November 25, 2016.

**Please return the postal ballot papers for the municipal council and the citizen council using the appropriate return form and the corresponding envelope.**

**Voting at the polling station**  
Voters use the voting materials provided to them. If these materials are missing, a new ballot envelope is handed to the voter at the entrance to the voting booths , into which they insert a ballot paper (Article 39 (2) of the Voting Code).

It is strictly forbidden for multiple people to enter the voting booth at the same time. The only exception is for persons who, due to infirmity, are prevented from performing the actions necessary to exercise their right to vote . They may be assisted by a person of their choice. This person must maintain the secrecy of the vote (Article 27 of the Code of Conduct).

Any conversation between voters, any consultations other than those held in the office, any distribution of ballot papers, any actions aimed at catching votes or obstructing the free exercise of the right to vote are prohibited in the polling station (Article 43(2) GPR).

### VOTING INSTRUCTIONS

#### Municipal Council/Citizens' Council – proportional system

You will receive the pre-printed ballot papers and a blank official ballot paper for each election. ballot paper.

**How can one vote?**

**A pre-printed ballot paper can**

- be used unchanged
- be changed

The party receives as many votes (party votes) as names (candidate votes) and empty lines (additional votes) are listed.

a) **Cross out:** You can cross out pre-printed names of candidates. This means that these people will not receive a candidate vote. The now empty line counts only as a vote for the party (party vote).

b) **Panaschieren:** You can add candidates from other lists to your Write ballot papers. These will receive your candidate's vote and their party's Your party vote.

**Cumulative candidate entries (listing an existing candidate twice) are not valid. The subsequently added candidate will be deleted.**

**A blank official ballot paper can**

- be supplemented with

a) the name of a party and as many official candidates as you wish. Each added candidate receives one vote. Empty lines are allocated to the listed party are counted as party votes.

b) Candidates without party designation. The added candidates receive one candidate vote and the empty lines are not assigned to any party.

**Important: Each ballot must contain at least one name of an eligible candidate.**

**There may not be more names on the ballot paper than there are seats available.**

#### Interesting facts

**Candidate votes**

Votes cast for a candidate. Each candidate is also Bearer of a vote for his party.

**Additional votes**

Missing votes are considered additional votes:

- if a ballot paper has a list designation

- if a ballot paper does not have a list designation but has a valid serial number
- if a ballot paper bears a valid list designation and a serial number which do not match, the list designation

**Party votes**

Candidate votes + additional votes = party votes

**quorum**

The lists that did not receive 8% of the party votes are rejected by the various Seat allocation excluded.

**President/Vice President – Majorz system**

You will receive the pre-printed ballot papers and one official blank ballot paper for each election. ballot paper.

**How can one vote?**

- Use a ballot paper with a candidate's name preprinted
- Use an official blank ballot paper

**Frequent errors in postal voting make the vote invalid!**

- Postal dispatch without postage or insufficient postage
- late delivery by post
- Voting in the community mailbox
- grouped dispatch (the transmission envelope contains the voting material from several Persons)
- not using the official transmission envelope and/or the official Voting envelopes
- **Return form is not signed**

**Golden rules for voting correctly**

- Use only an official ballot paper and the corresponding ballot envelope.
- Please make any additions handwritten and legible.
- Only candidacies that appear on pre-printed ballot papers are valid.
- Always write out the candidates' first names, surnames and numbers.
- Quotation marks, “ditto” or similar are not permitted.
- Your ballot must contain at least one valid name.
- The ballot paper may contain a maximum of as many names as there are seats to be allocated.
- Submit only one ballot for each election.
- Do not write anything additional on the ballot paper.
- Maintain the secrecy of the ballot: Do not sign the ballot paper.
- **Don't forget to sign the return form when voting by mail.**

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# Cut or tie together bushes and branches

Counteracting the snow clearance disruption

**EEC** The winter months are just around the corner and thanks to Mother Holle, the tourist Zermatt will soon be back in its its annual winter dress. During this time, the Technical Service of the The municipality of Zermatt (EWG) is facing a major challenge. Among other things, the streets and paths in the municipal area must be cleared of fresh snow.

During this snow clearing, those responsible for the technical service are repeatedly confronted with the fact that bushes and branches extend onto the public roads, thus making snow clearing more difficult.

**No complete evacuation possible**  
A complete snow and ice clearance of the entire road body is required at certain Passages are hardly possible because the vehicles are stuck in protruding branches and the like. cannot drive to the side of the road.  
At the same time, the bodywork of the vehicles and the side mirrors are often damaged by these branches, which leads to unnecessary maintenance and repair costs for the vehicles.

**Cut back or tie together**  
To minimize this and accommodate snow clearing, the Technical Services Department has already trimmed back a few shrubs and branches in recent years, in consultation with the respective landowners . In most cases, the landowners have tied or trimmed their shrubs and branches themselves.

**With the help of landowners**  
Branches extending onto roads must be trimmed annually by the owner to a height of 4.50 meters above the roadway . The authorities may require complete pruning of branches if traffic safety requires it (Article 172 of the Cantonal Road Act).  
  
The EEC draws the attention of all landowners to the fact that all information about their properties and on public land to cut or tie together protruding bushes and branches in spring and autumn.

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



Cutting back or tying together hedges and shrubs along public roads and sidewalks greatly facilitates the snow removal work of the technical service.

**Am Bach 9**  
**3920 Zermatt**  
**www.biner-itc.ch**

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**We would be happy to  
advise you personally!**

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





# Emergency operations of the Zermatt base fire brigade

WHEN EVERY MINUTE COUNTS...

**The Zermatt fire department is called out on average 120 times a year to various types of operations. Out of consideration for our guests and the local population, emergency response is carried out using the alternating**

**klaghorns waived.**

**Responsibility and legislation**  
Under the motto "Arrive safely," all firefighter drivers are trained to avoid taking unnecessary risks during deployments . However, reaching the scene promptly is crucial for rapid intervention. A few minutes can determine whether a fire or natural disaster gets out of control, causes injury, or even death due to delayed emergency care.

The use of blue lights and alternating tone horns during emergency calls is clearly defined in the Road Traffic Act. As soon as an emergency call is classified as urgent, both the blue lights and alternating tone horn must be used. This is the only way to deal with isolated traffic violations, always taking road safety into account . If only the blue lights are used, the special privileges expire, and the driver is liable for

a violation is punishable.  
Emergency calls will continue to be the exception. However, if the situation warrants, the fire department will continue to use alternating-tone horns for operations .

**Keeping roads and traffic areas clear**

Unfortunately, there have been an increasing number of situations recently where illegally parked vehicles have completely prevented firefighters from getting through. The vehicles are simply parked directly on the street, on the sidewalk, or in open spaces, thus blocking the passage of larger emergency vehicles.

The Road Traffic Act stipulates that sufficient space must always be maintained on roads for passing vehicles – no risk of accidents may be created.  
Obstructions to emergency vehicles not only lead to delays on the emergency route, but in some cases make timely intervention impossible altogether. Any personal injury or property damage resulting from preventing a prompt response is the responsibility of the person responsible for the delay.

The traffic situation is already very critical due to narrow roads and roadwork restrictions . Emergency operations require the driver's utmost concentration.

If the available space is additionally blocked by incorrectly parked vehicles , getting through is impossible.  
We expect all vehicle users in Zermatt to acknowledge this injustice and only use parking spaces that do not impede or prevent passage.  
The mandatory 3.5-meter emergency corridor must be kept clear at all times on all roads.



If an operation is classified as urgent, the fire department uses both blue lights and alternating tone sirens.

**Damage site cordon**  
As soon as the incident occurs, one of the first actions is to cordon off the scene. This serves to ensure the safety of firefighters, prevent third parties from entering, and shield injured and affected persons. The cordons are selected by the incident commander based on the type and size of the incident. The resulting road closures often offer no alternative routes.

The closure will be kept as short as possible , but may last for several hours or even days.

Fire department instructions must always be followed. Such extraordinary closures are to be expected on both the municipal roads in and around Zermatt and the cantonal road.

**We thank you in advance for your understanding.**

## Zermatt Youth Fire Brigade

Children and young people from grade 7H onwards can join

**The youth fire brigade uses fire engine, motorized pumps, hoses, pumps, vehicles, fans, and much more . The Zermatt youth fire brigade's drills take place approximately every three weeks, always on Mondays from 6:30 p.m. to 8:00 p.m. The children and young people receive personal equipment including trousers, jackets, work gloves, and helmets to ensure their safety.**

The training courses are planned and supervised by senior staff from the Zermatt Fire Department; the majority of the management team were themselves members of the Zermatt Youth Fire Department.

**Join from class 7H**

The goal of the youth fire brigade is to foster team spirit, practice firefighting equipment, have fun, and encourage young talent. This year, children and young people from grade 7 and up from the municipalities of Zermatt, Täsch, and Randa can once again join the Zermatt Youth Fire Brigade.

**Information evening**

On Wednesday, 7 December 2016, at 7 p.m., interested children and young people together with their parents are invited to our information evening



Active members of the Zermatt Fire Department train the young firefighters in the Matterhorn Village every three weeks.

at the Zermatt fire station.  
In addition to a review and an outlook, we will be happy to answer any questions new members may have.

**Contact/Registration**

If you have any questions or require information, please contact Bianca Ballmann, Tel. 079 336 09 48, or David Krieger, Tel. 079 658 41 29.

The registration form for the youth fire brigade and further information are available on the website [www.jfwz.ch](http://www.jfwz.ch).



With great enthusiasm for the task.

**Annual program 2017**

- **January 16, 2017**  
Respiratory protection course, thermal imaging camera
- **February 13, 2017**  
First aid, patient care
- **March 13, 2017**  
Communication/Radio
- **April 10, 2017**  
sightseeing
- **May 1, 2017**  
Triple fire attack
- **May 19–21, 2017**  
Swiss Championship in Olten
- **May 29, 2017**  
Mechanical ladders, ladder service
- **August 13, 2017**  
Folklore parade «Alti Fiirwehr»
- **August 15, 2017**  
Family Day
- **August 21, 2017**  
Fall protection set
- **September 11, 2017**  
TLF/HLF
- **October 2, 2017**  
Cutting devices, cable pulling device and anchors
- **October 30, 2016**  
Fan, smoke curtain and Small fire extinguishers
- **November 13, 2017**  
sightseeing
- **December 4, 2017**  
Annual review



# Children's yoga in kindergarten (1/2 hours)

## UNIQUE IN UPPER WALLIS

In addition to physical education classes, yoga lessons are held in the 1H/2H classes (kindergarten). These serve to strengthen self-confidence and body awareness, as well as to train concentration and coordination.

In April 2015, Deborah In-Albon was able to offer children's yoga for each kindergarten class over three days. During these "taster sessions," school principal Pino Mazzone also attended a lesson and was soon convinced that this could be a valuable addition to physical education classes . Once the detailed planning was agreed upon, children's yoga began in Zermatt for grades 1H and 2H during the 2015/2016 school year , a unique experience in Upper Valais.

As part of their physical education classes, each class now has a 30-minute yoga lesson each week . This means that the children are now regularly enchanted by Kuschel the cat, Barry the dog, or Bolli the sheep.

### Social skills and body awareness

Body awareness is trained automatically and in a very playful way. Social skills are also promoted with couples exercises such as "baking pizza" (a playful back massage).

The "just being allowed to be loud for once" experience is actively explored with the "Gorilla" or the "Lion." The "Lone Wolf," who howls calmly at the moon, also has a special place. Concentration , coordination, and, above all, inner and outer balance are also trained. Finally, during the relaxation phase, the children are transported to another world through dream and fantasy journeys.

### Strengthen self-confidence

The goal of children's yoga is to simply be children, to meet children in the world they are in, without the pressure to perform or compare themselves. The improved body awareness also helps children become more self-confident and find their place in the class.

### Also this school year

Parents were allowed to attend the yoga classes and get a firsthand impression. This was met with great interest, and parents provided a great deal of positive feedback.

Everyone involved is delighted that the school administration and school board, under the leadership of school president Iris Kündig Stössel, have agreed to offer children's yoga for the children in grades 1H and 2H again this school year, 2016/2017 . The joy they enjoy is evident, and not only in the yoga classes.



Children's yoga in Zermatt is something special.



Deborah In-Albon is once again teaching children's yoga in Zermatt's kindergarten classes 1H and 2H this school year.



## CLUB PRESENTATION

EC

# Zermatt Ski Club



### History/Tradition

The Zermatt Ski Club was founded in 1908 and is now one of its 486 members to the largest clubs in Upper Valais. Since its foundation, the Zermatt Ski Club several Olympic champion, world champion and World Cup winners celebrate.

### Funding/Offer

Our goal is to help children and young people in our beautiful mountain world the fun and joy We offer enthusiastic and talented skiers an individual

Training program in a variety of and categories tailored to their abilities. The "Youngsters" (born 2009/2010) mainly with learning the basic technique and free riding, the groups «Easy-Race» (2006/2007/2008) and «Juniors» (from 2005) mainly with the deepening of the basic technique, with freeride, Freestyle, moguls, etc. In addition

The "Juniors" complete interesting training sessions in Collaboration with the Zermatt Mountain Guide Association. The group «Race» (2006/2007/2008) focuses mainly with slalom and giant slalom techniques and serves as a precursor to the "U12 plus" group. Group «U12 plus» (from 2005) serves competitive sports and offers professional, intensive and high-quality training.

We are currently launching a new training program for freestyle (ski and snowboard) to offer to further expand the ski club.

### Training/Activities

Already during the summer months an individual duel polysportive training offered per category (Strength, conditioning, skill, balance training). During the winter months then races and ski training are on the program.

### contact

The people in charge of the Zermatt Ski Club are at your disposal If you have any further questions, please feel free to contact us at [info@skiclubzermatt.ch](mailto:info@skiclubzermatt.ch).

### Logo/Website

In addition to the new ski dresses last year, we have This year the club logo was also redesigned. In addition, our website [www.skiclubzermatt.ch](http://www.skiclubzermatt.ch) will soon have a new look, which will enable us to Create conditions to make our club uniform and present yourself professionally to the outside world. The board of the Zermatt Ski Club is pleased to welcome your to be able to welcome children to the ski club soon and wishes everyone a safe journey.





# Clothing and furniture collection for Eastern Europe

## TO SUPPORT THE NEEDY AND NEEDY POPULATION

The chaos of war in the situation in Turkey, and the refugee problems in southern Europe have pushed the chaos of war in eastern Ukraine somewhat into the background. There, too, there are more than a million refugees in their own country.

Winter with its Siberian cold is soon upon us. People are in desperate need of warm clothing. This applies not only to Ukraine, but also to Moldova, Romania, and the Baltic states. The needy populations of Eastern Europe are grateful for any help.

### Collection points

The association "Hand in Hand – Your Neighbor" 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, November 5, 2016 at the following locations

- 9.30–11.30 a.m.: Entrance to the funicular railway workshop
- 9.30–11.30 a.m.: Entrance to Winkelmatten Chapel

9:30 a.m.–12:00 p.m. and 3:00 p.m.–4:00 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, October 15, 2016, at the latest . Tel. 079 797 69 83. The date and location of the furniture transport will be communicated upon registration . Used but still well-maintained furniture, clean bed linens, terry cloths, etc. will be collected.

### Tax exemption for donations

Donations to the association "Hand in Hand – Your Neighbor" are exempt from tax according to the cantonal tax administration's decree of 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»



Supporting the needy population in Eastern Europe with donations of clothing and furniture.

## ANIMALS IN OUR ENVIRONMENT

# The marten

## A SMALL ANIMAL IN THE MIDDLE OF A LARGE TOURISM COMMUNITY

The marten is a wild animal – despite it has been found in towns and villages for over 25 years. As a nocturnal animal, it is usually hardly noticed by humans .

Martens are omnivores. Besides fallen fruit, they primarily eat rodents and play an important role in regulating these populations, such as mice. As cave dwellers, martens prefer tree hollows and natural hiding places. Today, villages and cities provide them with everything they need to survive.

There are sufficient shelters and enough food, but conflicts with humans can arise due to disturbances of the peace, damage to materials, or vocalizations.

### Look

Stone martens reach a length of up to 80 cm, including their tail, and weigh about 1 to 2.5 kg. Males are slightly heavier than females. Martens are brown and have a white, deeply forked throat patch that extends from the throat to the front legs, and a flesh-colored nose. Stone martens are related to the weasel, mink, polecat, and badger .

and the otter. They all belong to the family of mustelid predators. Martens claim a specific area as their habitat and defend their territory against other martens. However, martens of the opposite sex are tolerated in their own territory. They mark their territory with scent, feces, and urine.

### Development

Stone martens live solitary lives for most of the year . However , mating season is from June to August . Then the animals travel in pairs. The female signals to the male through scent when she is ready to mate. The young are not born until the following March . They are around 15 cm long, blind , and barely hairy. The long gestation period of about 260 days is due to a dormancy period of approximately 210 days in winter. After five weeks, the young open their eyes, and after seven weeks they begin to eat solid food.

After ten weeks, they leave the nest for the first time. The young martens are very playful and make screeching noises. Until autumn, they roam the territory with their mother, learning everything they need to survive.



### How do I keep the marten away from away from my house?

Closing entry points is paramount. An opening of just 3–5 cm is enough for a marten to penetrate a house. It must be impossible for the marten to establish a nest. Acoustic, visual, or odor-based deterrents can also serve their purpose. If a marten has established itself in a house, it is important to know where it is entering.

Structural defects are usually what allow the animal to enter. Therefore, roof vents, air vents, and any other openings must be closed. Climbing plants and climbing structures should also be avoided.

To get rid of the animals, a radio or motion detector that produces an ultrasonic sound is often enough. Martens also like to attack vehicles. They like to chew through cables, hoses, and windshield wipers . Even a piece of wire mesh hanging underneath the vehicle or a piece of corrugated iron is enough to drive them away. It's important to keep the garage door locked at all times to prevent intrusion. Cat food, compost heaps, or even birdseed are a "table setting" for martens. Most conflicts are caused by humans themselves. But with a little goodwill and understanding, even these conflicts can be resolved.

Bruno Tscherrig, gamekeeper



# «steps4youth – youth training»

CREATE, CHANGE, MOVE

**IEC** "steps4youth – Youth Training" is a project of the Upper Valais Youth Employment Office and is aimed at young people aged 13 to 25 who want to make a difference, create, change, and have a say.

The young people are trained for volunteer work through various, age-appropriate modules . Course materials, a shared meal, and a diploma round out the course. Participants can also attend individual course days/modules. Registration is available at the regional youth work office up to two weeks before the course or directly on the website , which also provides more detailed information:

[www.jastow.ch/projekte-oberwallis/steps4youth/](http://www.jastow.ch/projekte-oberwallis/steps4youth/)

The training courses for young people of upper secondary age consist of the "Basic" training, in which they are taught the know-how for Jugi work directly at Jugi Zermatt .

During the "Xperience" training, they learn everything they need to organize events independently, together with other young people from Upper Valais. In the "Junior Experts" training program, young adults aged 17 to 25 learn how to plan, implement, and manage projects. Upon completion of all three courses, those over 18 are permitted to assume responsibility for youth projects. The "Basics of Youth Centers" course teaches everything it takes to establish and (co-)manage a youth center. Upon successful completion, young people over 18 can establish and manage autonomous youth centers as "Jugi Experts" and, in some youth centers, provide paid supervision.

These training courses are suitable for young adults who already have experience in voluntary work and would like to expand on this and take on more responsibility in a club or youth group.

They are also suitable for young people who would like to initiate their own project (e.g. sports tournaments, festivals, clubs, parties) , or for students who are looking for a part-time job with people or who want to complete an apprenticeship in the social sector .

**Interest in participating or any questions?**  
Mattertal Regional Youth Office  
Bianca Ballmann  
[mattertal@jastow.ch](mailto:mattertal@jastow.ch), 079 303 45 04



In the “Junior Experts” training, young adults learn, among other things, how to plan and manage projects.



Volunteering at the youth training program “steps4youth.”

## The following dates have already been set for the new school year

- Saturday, November 5**  
Project Management – Basic Course Junior Experts and 1x1 in the youth center
- Wednesday, November 16**  
Xperience – Event Management
- Saturday, January 28**  
Finance and Public Relations – Juniorexper
- Saturday, April 8**  
Project management – Juniorexper
- Wednesday, February 15**  
Xperience – Event Management
- Saturday, March 25**  
Tasks and communication – 1x1 in the youth center
- Saturday, April 29**  
Youth club (accompaniment) management – 1x1 in the youth club

# Closure of the municipal library in autumn 2016

**IEC** The municipal library will be closed during the following periods:

- October 17–28, 2016**  
Autumn holidays
- November 14–25, 2016**  
Media recording for digital lending

In November, all media in the municipal library will be digitally recorded. After the reopening on November 28, 2016, you will receive a BiblioWallis card and will also be able to reserve and renew your books online. We will inform you about this in the next "Zermatt Inside. "

So that you can discover the library and its new features, we invite you to our open house on December 2, 2016, starting at 1:00 PM . We will inform you of the exact program in due course. We look forward to your visit.



An open day will be held on November 2nd.



# Restaurant Rothorn – The mountain restaurant reinvents itself

NEW GASTRO CONCEPT FOR THE COMING WINTER SEASON

**BC** The Rothorn Restaurant is offering a new dining concept for its upcoming winter season opening on December 3, 2016. The interior will also be gently remodeled and refreshed.

The restaurant on the Rothorn was built in 1986 by the Zermatt Civic Community and has operated under the same infrastructure conditions ever since. Over the years, the restaurant concepts have been adapted and optimized. However, a comprehensive and successful repositioning was not possible due to the structural and infrastructure conditions.

To improve this situation , the Rothorn Restaurant is undergoing interior renovations for the 2016/17 winter season. The dining concept will be adapted to meet changing guest needs for attractive and more varied dining in a cozy atmosphere. This will be achieved by converting the existing restaurant into a table-service Italian restaurant with a modern and proven concept that will increase its appeal and significantly improve operations.

The majority of the adjustments will be made to the infrastructure for service and guest areas.



The cozy rooms and the warm atmosphere of the establishment will be even more emphasized and invite you to linger. The popular and sunny terrace will, of course , remain, but will be made more attractive.

ted and reduced in size. Added to this is an inviting sun deck with a lounge and deck chairs, making the Rothorn Restaurant an ideal destination for non-skiers as well.

The 2016/17 winter season opening of the new Restaurant Rothorn is on 03.12.16. Reservations are recommended at +41 27 967 26 75.

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- Pillar 3a is a restricted, tax-advantaged retirement savings plan. You can pay a maximum amount into this pillar each year and deduct it from your taxes; however, this money is only available before retirement under certain conditions, such as for the purchase of a home.
- Pillar 3b is a form of free savings. It offers a great deal of flexibility – because you can freely access your savings at any time.

**Play it safe**  
Private pension provision is too important to ignore. It should be addressed at all stages of life – the sooner, the better. Schedule a free consultation with an AXA Winterthur pension advisor today. Identify any gaps in your pension provision early – and close them now!



Contact us for your personal pension advice!



**Daniel Andres**  
Insurance specialist with federal FA  
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### IMPRINT

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







# B2B – The ticket platform for all Zermatt accommodation providers

## EASY AND CONVENIENT SELLING TICKETS AND MOUNTAIN EXPERIENCES

**Fe** Zermatt Bergbahnen AG is launching a B2B platform for the 2016/17 winter season ; a free tool that offers real added value to hosts, staff, and guests.

With the B2B platform you can easily and A ticket can be issued quickly, saving the guest the trip to the point of sale.

### No investment costs

All you need for sales is an internet-enabled device (PC, tablet, smartphone), as the B2B platform is completely web-based. The KeyCards, which can be purchased at all Zermatt Bergbahnen sales outlets , now feature a short number. This four- to six-digit code must be entered after selecting the desired ticket and activates the KeyCard after the booking is complete . Top-up is also possible using the long KeyCard number . However, the short number on the new KeyCard series saves time. Thanks to the user-friendly interface, extensive training regarding the system and product range is unnecessary.

All Zermatt Bergbahnen products in just a few clicks

The entire range of tickets is available on the B2B platform and the



Customers also benefit from discounted promotional tickets. Thanks to the B2B platform, attractive and unique packages can be put together independently.

All important data, such as the guest's contact details or their key card number, can be stored under the login so that bookings can be made quickly and easily.

In the personal profile, users can manage their contact information and enter their preferred payment method. This allows them to keep track of all payment details.

### Cancel easily and free of charge and keep track

Whether careless errors or requests for changes upon arrival of the guest – The B2B-Ba-

ckend allows the user to act flexibly . This allows the mountain railway ticket to be canceled quickly and easily up to and including the start of its validity period . The amount is automatically credited back to the payment method used or the customer account. The statistics tool provides a holistic overview of the cable car tickets sold. tickets and can also create individual sales statistics, which can be analyzed accordingly.

### Earn money – without minimum turnover and without minimum contract period

The B2B partner contributes significantly to the sales of Zermatt Bergbahnen AG. This should also be rewarded with the following Commission approaches:

Up to CHF 250,000.–  
2.5% commission

From CHF 250,001.–  
3.5% commission

Even smaller businesses benefit from the B2B platform. It's free to use, there's no minimum sales requirement, and no credit card terminal is required. The contract, which is concluded for an indefinite period, can be terminated annually.

Anyone who already has an OPOS device but prefers the B2B platform can terminate the existing OPOS contract early after consultation.



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# Valais Specialty Weeks on the Glacier Express

## GRAND HOTEL ZERMATTERHOF AS A MENUPATE

**MGE** Until October 23, 2016, journeys on the "slowest express train in the world" will be a culinary journey of a special kind: The top chefs of the Grand Hotel Zermatterhof (Restaurant Prato Borni: 14 Gault&Millau points) have put together the menu for the Valais Weeks.

The finale, "Valais plum compote with Syrah yogurt foam and hazelnut crumble," is sure to make any gourmet's heart race before the ride has even begun. The opening course, featuring a cream of pumpkin soup, followed by veal shoulder in a mountain herb sauce accompanied by Gommer polenta with raclette cheese and green beans, demonstrates the creativity of the Grand Hotel Zermatterhof's top chefs and their understanding of the benefits of local products. Now they have lent their signature to the Glacier Express: Especially for the 2016 Valais Weeks, which delight a large Glacier Express audience every autumn, these Maitres Culiniers have composed a local menu that, on the palate, is reminiscent of a piece of Valais.

### Freshly prepared on board

This exclusive Valais culinary delight has been freshly prepared on board daily from September 19th through October 23rd, 2016. These dishes are accompanied by local wines; this autumn, the following wineries are on board: Fernand Cina Salgesch, St. Jodernkellerei Visperterminen , Kellerei Leukersonne Susten, Les Fils Maye Riddes, and C. Varonier & Söhne Weine Varen. All dishes are prepared on board by the experienced Glacier Express kitchen team, using the culinary arts of the Grand Hotel Zermatterhof. The popular Valais Weeks on the Glacier Express are among the most sensual journeys to experience the rich culinary heritage of Valais.



This year, during the Valais Weeks, guests of the Glacier Express will be treated to a delicious meal prepared by the top chefs of the Grand Hotel Zermatterhof created a menu.

### Last chance to experience the Valais Weeks

Daily until Sunday, October 23, 2016  
Zermatt from 08.52 – St. Moritz at 17.03  
or St. Moritz from 08.57 am – Zermatt at 17.10 pm

**Information and bookings: [www.glacierexpress.ch](http://www.glacierexpress.ch)**

GA and (municipal) day tickets are valid!

A trip on the Glacier Express requires a reservation;  
in summer CHF 33.– per person and trip,  
in winter CHF 13.–



Valais Weeks: The "slowest express train in the world" offers culinary delights every autumn.

# Rail traffic interruptions in Vispertal and Mattertal

## REPLACEMENT TRANSPORT BY BUS

**MGB** The renovation of Stalden station will be completed this year. For completion, as well as work on the roadway between Kalpetran and Zermatt, certain sections of the Matterhorn Gotthard Railway in the Visper and Matter valleys will have to be temporarily closed to rail service this fall. Buses are planned to replace the trains and will operate according to the timetable.

The reconstruction of Stalden station and the work at various crossing points are measures to ensure long-term timetable stability following the introduction of half-hourly service between Visp and Zermatt . Work on the complete reconstruction of Stalden station is in the final implementation phase as planned.

To implement this, the Visp–St. Niklaus section of the line will be closed for one week in both directions , from Monday, October 24 (start of operations) until Monday, October 31, 2016 (end of operations).

### Information and tips for travelers

All buses used for rail replacement operate according to the train timetable. In particular, Those returning from Zermatt are nevertheless advised to to allow sufficient time buffer or to switch to an earlier connection, because connections to the SBB in Visp cannot be guaranteed due to the unpredictable road traffic situation Current information is available at the online SBB timetable is available. Notices at the affected stops will inform you about the disruptions and the Replacement transport by bus.



Due, among other things, to the final renovation work at Stalden station, there will be interruptions in MGBahn rail traffic at the end of October and the beginning of November.

On October 26 and 27, the section from St. Niklaus to Täsch will also be closed from 8:00 PM each evening. From Sunday, November 6 , through Thursday, November 10, the Visp–St. Niklaus section will be closed again from 8:00 PM each evening.


From 17 to 20 October, the route St.Niklaus–

Due to road maintenance work, Zermatt will also be served by buses every evening from 8:00 PM. The same applies on November 2nd and 3rd. The closures were deliberately scheduled during the quieter traffic times, when, among other things, the Glacier Express is on pause. During the line interruptions, a replacement train service will operate with buses according to the timetable.



# Amateur actors wanted

ZERMATT OPEN-AIR THEATRE 2017: «ROMEO AND JULIET AT THE GORNERGRAT» ON THE RIFFELBERG

 The Zermatt Open Air Theatre will enter its second season in summer 2017. Director Livia Anne Richard is seeking amateur actors from Valais for her production of "Romeo and Juliet on the Gornergrat."

The Zermatt Open-Air Theatre, which began in the anniversary year of 2015 and enjoyed great success, is returning . At the same location, on the open-air stage on Riffelberg (2560 m above sea level), but with a completely different story. An initial orientation event will take place at the beginning of November (see box). This is the introduction for those interested in participating as amateur actors .

What such a casting can trigger and which doors can be opened are shown by the stories of the two Zermatt residents Romaine Müller and David Taugwalder, who gained their first acting experience in "The Matterhorn Story" last summer .

Two years after "The Matterhorn Story," Romaine Müller and David Taugwalder will once again appear on the open-air stage at Gornergrat in the summer of 2017 – this time in the title roles.

It all began at the audition for "The Matterhorn Story." Romaine Müller learned from her uncle that there would be a production of the first ascent of Riffelberg. She spontaneously decided to participate in the audition and was successful.

«Getting a role was probably one of the best things that ever happened to me



The open-air play "Romeo and Juliet on the Gornergrat" will be performed on the Riffelberg in summer 2017. Director Livia Anne Richard is looking for amateur actors from Valais.

"It's the best thing that ever happened," says Romaine. It was her first time on stage as an actress and she was thrilled. Despite intensive rehearsals and many performances, she was determined to continue. She now lives in Bern and is performing at the Theater Matte this winter. Rehearsals for "Romeo and Juliet on the Gornergrat" will begin afterward , which she is incredibly excited about. "I've met many lovely and interesting people. "

We were like a family. I had good

I made contacts and, above all, discovered my passion for acting," says Romaine, looking back.

**Lots of time and lots of fun**  
For David Taugwalder, everything went very similarly. He and his father attended the information sessions at the Zermatt Open Air Theatre and approached the audition with great interest. Not only because he is a direct descendant of the mountain guide and first climber Taugwalder, but also because

because he had never been in contact with the theater world before. " Being part of such a theater production requires a lot of effort and time investment. But you are constantly rewarded with unforgettable moments and lots of fun. " He fondly remembers the summer of 2015 and is determined to be on stage at the second edition of the Zermatt Open Air Festival: "It will definitely be another unforgettable summer!"



The open-air plays in the anniversary year 2015 were extremely successful.

**Information event on 5 November 2016**

Are you interested in immersing yourself in the world of theater? Director Livia Anne Richard is looking forward to hearing from all interested parties.

On the one hand, she likes to lead people who have never been on stage, in the theatre world. And on the other hand, They prefer those who already have experience. Simply put, all Friends of the theatre are very welcome welcome.

**Information event**

Saturday, November 5, 2016, 2:00 PM  
Location: Grand Hotel Zermatterhof  
Duration: about 2 hours  
[www.freilichtspiele-zermatt.ch](http://www.freilichtspiele-zermatt.ch)



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# “The Jade Dragon Mountain will bring guests to Zermatt”

MAINTAINING RELATIONSHIPS AND KNOWLEDGE EXCHANGE WITH THE TOURIST CITY OF LIJIANG IN SOUTHERN CHINA

**ZT/ZB/MG** What has been cultivated for years at the highest official level is entering a new phase: The twinning contacts with Lijiang have been further deepened with the new mayor of the southern Chinese city . Delegations are visiting each other and exchanging ideas.

During the Chinese delegation's visit to Zermatt at the end of August 2016, the tourism experts from the foot of the Himalayas visited the Gornergrat Railway and Matterhorn Glacier Paradise . The ten-member Chinese delegation included the mayor of Lijiang, Zheng Yi, as well as numerous high-ranking tourism and government officials. They wanted to see how their mountain range, the Jade Dragon Snow Mountain, could be developed for tourism . The MGB/ Gornergrat Railway will share its expertise with Lijiang. Currently, a cable car leads up to the central section of the mountain range, which reaches a height of 5,596 meters . The Matterhorn Glacier Paradise also impressed the Chinese delegation. A new dragon guards the Dragon Stone from Lijiang in the Glacier Palace. The ancient city is considered one of the best-preserved in China. It has been awarded the AAAAA label by the Chinese tourism authorities , the highest rating for a "National Tourist Attraction."

### Inspection at the Gornergrat

"The Chinese delegation was impressed by the logistics and Functioning of the Gornergrat Railway and Matterhorn

glacier paradise," emphasizes Daniel Luggen, Zermatt's tourist director. The return visit by Zermatt authorities to Lijiang took place at the end of September. "We have intensified our contacts with the new mayor, Zheng Yi," explains Daniel Luggen.

Representatives of the Matterhorn Gotthard Bahn/Gornergrat Bahn and Zermatt Bergbahnen AG were able to convince Chinese tourism professionals in Zermatt that a high-quality product comes at a price. During their visit to China, the Zermatt representatives, for their part, saw what is possible for tourism in populous China.

### Matterhorn in Lijiang

The mutual efforts began years ago . In 2001, the Jade Dragon Snow Mountain was "twinning" with the Matterhorn. And since 2005, the "Switzerland Matterhorn Museum" has existed in Lijiang, which has welcomed over 15 million visitors.

Daniel Luggen calls on Zermatt tourism professionals to undertake study and discovery trips to Lijiang: "We can learn there and see what Chinese guests most enjoy seeing and experiencing on their trips. This is a form of continuing education, because the potential for overnight stays by guests from China is huge," Luggen emphasizes (see box with market growth figures).

Zermatt Tourism has examined the tourism brochures for Lijiang and has seen that the twinning is progressing well. The booklet about the UNESCO city of Lijiang, for example, describes the twinning of the two

The Jade Dragon Snow Mountain and the Matterhorn from 2001 are depicted in color on the second page. This means that Chinese visitors will continue to be made aware of the Matterhorn, thus awakening their desire to travel to the Matterhorn Village. "In the future, we will also point out the twinning of the mountains and the villages in our brochures," explains Daniel Luggen.

### UNESCO World Heritage Lijiang

Lijiang is located in the southern province of Yunnan, at the southeastern foothills of the Himalayas, on a high plateau at 2,600 m. The highest mountain, the Jade Dragon Snow Mountain massif is 5,596 m high. The mountains are Foothills of the Himalayan massif.

In 1996, a third of the city of Lijiang was replaced by a earthquake destroyed. Fortunately, only a few the traditional wooden houses of the ancient city center collapsed. In 1997, Lijiang was declared a UNESCO World Heritage Site. The Jade Dragon Snow Mountain is located just 25km from the city. A cable car takes you to the Snow line high. Tourists who want to can still always use the services of mules. They carry guests up to 3,800 m.

### Guest development in China

The Chinese market has been served by Zermatt Tourism since the Systematically processed in the 1960s. According to today's marketing processing system, The guests from China mainly belong to the group the «Matterhorn Watcher». But also the segment Ski is now being intensively worked on (see also article on Page 15).

### Overnight stays development in hotels and supplementary hotels

2005/2006	1,925 Rank 36
2007/2008	2,126 Rank 39
2009/2010	4,999 Rank 27
2011/2012	9,809 Rank 17
2013/2014	15,465 Rank 14
2014/2015	22,521 Rank 9
2015/2016	still outstanding*

\* The tourism year runs from 1 November until October 31st.



Delegation members from China and Zermatt at the mountain station (4,506 m) in the Glacier Park of the Jade Dragon Snow Mountain massif.

## Variety is the recipe for success

THE CULTURE ZERMATT ASSOCIATION PRESENTS THE 2016/2017 ANNUAL PROGRAMME

**ZT** The Zermatt Culture Association has once again put together a wide range of diverse events for the 2016/2017 club year. A look back and a look ahead.

"Over the past few months and years, we've found a way to present an appealing mix of events ," explains Othmar Perren, President of the Zermatt Culture Association. This means: "We deliberately vary our offerings, offering familiar and unfamiliar elements, local, mountain-related, and surprising." These diverse events appeal not only to locals but also to a growing number of guests. Legend evenings like the one at Zum See in summer are very popular, as are readings, cabaret, music of various kinds, and book presentations. There's always a program for children, too.

### Large audience

A look back at past events shows that the wide range of different events is in demand. The ensemble

Inversa performed at the Christmas concert on December 6, 2015, in the parish church, with over 200 visitors. The cabaret theater "Horu Fröiä" from January 2016 attracted 59 visitors to the opening. The duo Ohne Rolf with their cabaret performance

"Blatrand" appealed to 72 visitors, including not only locals but also many guests. The "Tatort" dinner at the Romantik Hotel Julien (65) and the "Songs of a Pirate" by Sabina Kaeser were also successful, with 60 admissions. The Zermatt legends at Zum See in late August 2016 with Hanspeter Perren were very popular with locals . They motivated 52 people to walk to Zum See and back. The story of the Gorner Glacier with Professor Hanspeter Holzhauser attracted mainly locals (49), including many mountain guides, to the Matterhorn Museum.



### Prospect of variety

The next events that the association Kultur nach Zermatt promises a lot of variety:

**12.10.2016** «Glacier Requiem» with the Ensemble Tétralûtes, Theosaal.

**November 11, 2016** "Cellolite" with the Duo Calva. The venue will be communicated.

**08.12.2016** Lucerne Brass Ensemble, church and Advent concert in the parish church St. Mauritius.

**13.01.2017** «Humor is when you laugh anyway» , Scenic-musical reading with Cornelia Bernoulli and Bruno Hetzendorfer.

**16.02.2017** «Di schöni Fanny» , reading with Pedro Lenz, accompanied by Christian Brantschen (Patent Ochsnern) on the piano.

**16.03.2017** «Old Love» , Stefanie Ammann and Heinz Noti, based on a book by Elke Heidenreich and Bernd Schroeder.

**10.06.2017** As part of the children's festival Bruno Hächler a concert.

**24.06.2017** «Joli-Yo» , concert with Hitziger Appenzell Choir.



# Winter start

Dear insiders  
Dear Insiders

The municipalities of Randa, Täsch, and Zermatt have approved the adjustment of the tourist tax. A clear commitment to the destination concept and the forward-looking strategy. Zermatt - Matterhorn rests  
We're neither resting on our laurels nor complaining: we're doing it. Thanks to the residents of the three communities for their foresight.

For us, this is additional motivation to tackle the tasks for the coming winter.  
With «SRF bi de Lüt» – the biggest live entertainment show – we start with a big appearance in the Winter. Here too, the population is called upon to participate actively and to bring our hospitality spirit into the to bring the rooms of Switzerland.

I wish everyone a successful autumn and a brilliant start to the winter of 2016/2017.


WAGAGUZ = We Work Together to Promote Our Zermatt- Matterhorn

Sincerely  
Yours, Daniel Luggen, Spa Director



# A picture says more than a thousand words

Thoughts on online images as part of Zermatt Tourism's e-fitness program

 A good image evokes more emotions than long descriptions. Tourism thrives on images. A well-chosen image is central to a well-placed message, to a good story. Websites and social media therefore need current, emotional, and well-chosen images.

- “A picture is worth a thousand words” – tourism professionals around the world have been using this for years.
- Images provide multiple pieces of information simultaneously and condense them
- Images have a strong emotional impact
- Images reach people of all cultures and languages
- Pictures evoke beautiful memories of experiences
- Pictures awaken (travel) desires

All service providers in the Zermatt-Matterhorn destination have been working with images since their inception. What used to be laborious, time-consuming, and expensive is now something anyone can do. Is that true? "To achieve the desired emotional effect, planning is essential," says Edith Zweifel, media manager at Zermatt Tourism. And it's often worthwhile to involve experts. Because "the imagery presented on the website and in social media is central to the company's success," Zweifel summarizes.

### Aesthetics or liveliness?

If you don't have the budget for a specialist, it's helpful to consider: What is my USP, what are my messages, what do I want to show, what do I want to communicate? Beautiful architectural photos are often shown of restaurants or hotel lobbies. But they hardly appeal because there is no one in the picture. Who wants to go to an empty restaurant? So, people have to be visible in the picture, even



Anyone who works with images needs motifs that convey emotions wake up.



It's not easy to take photos that convey a mood.

if this shortens the expiration date of a photo. Because clothes reveal the year of the photo quite accurately. Models are needed for the photos, because guests and strangers are protected by privacy laws. They cannot simply be photographed.

### Season, time of day

Zermatt - Matterhorn is a year-round destination. This is almost a unique selling point, as many other destinations in the Alpine region offer summer and winter tourism, but no shoulder season. This makes it all the more important that the seasons are visible in the images posted on the websites of Zermatt service providers.

In addition, the timing of the seasonal changes to the images must be strategically determined. Zermatt Tourism switches to winter at the beginning of November and to summer at the beginning of May.

The more intense the colors, the more emotional the impression. Unfortunately, far too often photos are taken when the sun is at its highest. This is when the colors are at their flattest and hardly appealing. Therefore, it's worth looking through the lens early, late, or at night to capture good photos. Many international tourism destinations predominantly show evening, night, and morning images because the colors blue, dark blue, and pink are more appealing than dusty light blue or watered-down green. The trend is clear at the moment – see Dubai, New York, Paris, Iceland, Whistler, and many others.

### USPs and storytelling

If something in the company is unique (Unique Selling Pro-position), this should be well presented in the pictures. People are the hosts. So they must be featured, too. In portraits, during sports, or during a casual get-together. There are certainly wonderful stories to tell about the hosts, the long-time employees.

Guests want to be informed – also on an emotional level. People and animals evoke a lot of emotion. It doesn't always have to be cuddly sheep. Even the house cat is worth a story. Or the ibex that appears in the same place every evening. Or the pair of eagles that circle the same spot every autumn when the breeze blows. Of course, the chef, the sommelier, but also the housekeeper, the in-house mountain guide, and others are always worth a story on the website or on social media.

### e-Fitness course «Visual Language»

How do I take good photos for my business? What should I pay attention to? I that a good visual language emerges? Where are the Stumbling blocks? How do I plan the year? These are questions, which will be discussed in the course. Course instructor: Edith Doubt, Media & Content, Zermatt Tourism.	
Course date	November 23, 2016
Time	2 p.m. to approximately 4 p.m.
Location	Zermatt Tourism
Registration	www.Ztnet.ch/e-Fitness



# “We are getting a great platform”

CHINA: ZERMATT PARTICIPATES WITH TWO PEOPLE IN THE WORLD'S LARGEST WINTER SPORTS TRADE FAIR

**Z** Zermatt Tourism is taking part in the Winter trade fair in Beijing, China. Expectations are high. The goal is to intensively cultivate the "skier" segment in China, so that Chinese skiers come to the Zermatt-Matterhorn destination.

In 2022, China will host the Winter Olympics in Beijing. Therefore, China has launched the World Winter Sports Expo (WWSE) for the first time .

It will take place from October 19 to 22, 2016, and will then be held annually until 2022 .

**Great winter sports potential in China**  
Chinese Premier Xi Jinping personally supports the growth of winter sports in China. His goal is to motivate 300 million people to participate in active winter sports. One of the instruments for achieving this goal is the hosting of the 2022 Winter Olympics. By then, up to 600,000 new jobs are expected to be created in the winter sports industry.

Beijing has its own winter sports resort – the Zhangjiakou Zone. The area attracts 1.5 million visitors annually, including a steadily growing number of active skiers . Skiing is becoming increasingly popular among 25- to 35-year-olds in China. 80 percent of all skiers are under 40 years old.

The numbers demonstrate how rapidly snow sports are growing: In 2004, there were almost four million skiers in China. By 2010, there were already six million. And by 2013, there were already over twelve million.

**World Winter Sports Expo in China**  
The World Winter Sports Expo will feature exhibitions, industry speeches, summit forums, and other activities. Over 400 exhibitors, 9,000 travel trade organizations, 600 media partners and 100,000 visitors from all over the world are expected. B2B (Business to Business) and B2C (Business to Customer) , meaning that travel professionals negotiate contracts and exchange information with each other. The same applies between travel professionals and end consumers.



The Stoked and Matterhorn Diamonds ski schools are offering ski lessons in Chinese this winter.

The WWSE will be the largest winter sports exhibition ever held in the world . Under the aegis of Switzerland Tourism, Numerous destinations take part. Among the Alpine destinations, these are Zermatt - Matterhorn and Valais Promotion, as well as Laax, Arosa-Lenzerheide, Klosters-Davos , St. Moritz, Engelberg-Titlis, Jungfrau-

cable cars, Schilthorn, and other organizations. Zermatt - Matterhorn will be represented by Janine Imesch, Marketing Director of Zermatt Tourism, and Hansjürg Michel, Zermatt Bergbahnen AG. The latter will give a keynote speech on skiing.

Zermatt Tourism Marketing Director Janine Imesch on participating in the WWSE: "We are convinced that we will not only show our best side in terms of skiing expertise and snow reliability in Beijing . We will also establish contacts with important personalities who will help us

to sustainably develop the segment of skiers from China .» (see also article on page 13).  
  
Chinese ski instructor Li Yuan Liang worked in Zermatt during the winters of 2013 and 2014. He will support the Zermatt crew as a translator. Zermatt itself is continuing to prepare well for its Chinese guests: The Matterhorn Diamonds Ski School will have a Chinese-speaking ski instructor. Stoked Ski & Snowboard School will also have two Chinese-speaking ski instructors on staff.



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# At the start of winter: the largest Swiss Live TV broadcast from Zermatt

3 DECEMBER 2016: «SRF BI DE LÜT – WINTERFEST» PUTS THE VILLAGE INTO THE CENTER

**Ze** will be in the spotlight across Switzerland on Saturday, December 3, 2016. SRF TV will be broadcasting from the Matterhorn village to mark the start of winter. With an average audience of around 500,000 viewers, the advertising impact for the destination is enormous.

For the first time, Swiss television SRF is producing a program on its main channel with renowned presenter Nik Hartmann, "Winterfest," which depicts a village preparing for winter. The program features many Zermatt personalities, the local community, an ad hoc choir, and wintry Zermatt.

Live television formats are labor-intensive. 80 TV staff are on-site to prepare and execute the "box ." A large control van will be located in Zermatt, and seven trucks will be parked in Täsch alone. Planning and preparation have been going on behind the scenes for months.

### Long-term contacts are effective

For years, Zermatt Tourism has been striving to bring live Swiss television broadcasts to Zermatt. In December 2014, the program "The 30 Most Popular Christmas Carols in Switzerland" was produced in Zermatt. The program was hosted by Nik Hartmann. On July 9, 2010, Zermatt mountain guide Simon Anthamatten led Nik Hartmann on a twelve- hour climb from Saas-Fee via the Monte Rosa Hut to the Dufourspitze. Zermatt locals also fondly remember the program "SF bi de Lüt – Über Stock und Stein" from July 4, 2008, featuring Nik Hartmann's ascent of the Breithorn , led by Zermatt mountain guide Hermann Biner . "All of these programs are extremely popular and have top ratings. They show the most beautiful sides of the Zermatt mountains to a broad audience. In addition, Zermatt's mountain and snow expertise will be brought into focus," says resort director Daniel Luggen.

Now, Nik Hartmann and his crew are returning to Zermatt on December 3, 2016. This will be the first winter broadcast as part of the "SRF bi de Lüt" format. It's appropriately called "Winterfest."



The popular presenter Nik Hartmann has been to Zermatt many times. The last time was in December 2014 on the occasion of the show “Gipfelstürmer”.

### Event location as a hub

Christian Ziörjen has been working as the new Event Manager at Zermatt Tourism since May 1, 2016. The goal: to bring more major events to Zermatt, which will help boost the village's tourism potential. Live TV broadcasts are also intended to promote Zermatt's image to the world. That's why Christian Ziörjen has been working hard for weeks on the planned TV show. He also chairs the Zermatt Organizing Committee, ensuring the best locations and most exciting personalities can appear for the show . And everything should run smoothly.

«We are proud that we were able to bring what is probably the most popular broadcast format on Swiss television to Zermatt.

Now it's time to keep rolling up our sleeves," says Ziörjen . He emphasizes: "It's important that we can present Zermatt in the best possible light, just in time for the start of winter."

The broadcast is an excellent way to convey the winter message: "Zermatt is guaranteed to have snow. If not in the village, then on the slopes. And the hospitality is legendary," summarizes Christian Ziörjen. His commitment, along with the presence of as many locals as possible in the live broadcast, allows Zermatt's positive image to flicker into Swiss homes. "In this way , we show that we, as hosts, are more than ready for the winter," says Christian Ziörjen.



As a presenter of live broadcasts, Nik Hartmann is at his best.



Christian Ziörjen of Zermatt Tourism is the organizing committee president for the program “SRF bi de Lüt – Winterfest.”

**TV broadcast from Saturday evening, December 3, 2016**

**Friday, December 2, 2016**  
From 9.30 a.m. to 8 p.m. on the Matterhorn Plaza, in the center of Zermatt. Spectators are welcome at any time. Food and beverage stands are ready for consumption.

**Saturday, December 3, 2016**  
Rehearsals at the Matterhorn Plaza **from 1:15 p.m.**  
Spectators welcome.

Dress rehearsal **from 3:15 p.m.** The whole  
Played through the evening's show.  
Spectators welcome.

**From 7.15 pm**, animation for the audience. «This is the  
so-called heating," explains Christian Ziörjen from Zermatt Tourism.

Live broadcast of the show **from 8:05 p.m.** It lasts two hours. Seating and  
Food options available.

Also taking part: Zermatt personalities, an ad hoc choir from Zermatt and the surrounding area, among others  
with singers from the Zermatt church choir. The presence of as many  
locals as possible  
and guests at the Matterhorn Plaza in the village center  
between the Hotel Monte Rosa and the Grand Hotel Zermatterhof is desired.