

# ZERMATT INSIDE

December 2016, 14th Year, No. 6



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

### The Wheel of Time

The wheel of time continues to turn at the foot of the Matterhorn.

The municipal and town council elections are already a thing of the past.

Romy Biner-Häuser is the first female president of Zermatt. Together with her fellow council members, she shares her goals for the upcoming legislative period in this current issue . With the departure of Christoph Bürgin, a small era comes to an end. After twelve years as mayor and 14 years on the municipal council, he is stepping down at the end of the year. In this issue, he addresses the residents of Zermatt for the last time.

But the Bürgin era is not the only one that came to an end this year.

The Hotel Continental has also found a new owner after 36 years . The Kronig couple, who have many happy and romantic memories of their hotel, are placing the future of their business in the hands of the Matterhorn Group.

However, this isn't the only change in the Matter Valley. Another new beginning is also imminent: a new suspension bridge is intended to attract more hikers and tourists to Zermatt via the Europaweg trail. Sponsors are still being sought for this project.

There is enough time, because winter comes first.

However, this year's early snowfall has only slightly relieved the snow cannons. Around 80 percent of the slopes are covered in snow despite the falling snow.

The reason for this is the guaranteed safety and the excellent conditions on the slopes. A total of 1,100 lances are in use to distribute the artificial snow.

But where it snows, it also has to be cleared. Subject to the whims of Mother Nature, the technical service has to approach snow clearing on a case-by-case basis. Depending on the snowfall, the day for the clearing crews may begin as early as 4:00 a.m. so that vehicle traffic can move along cleared roads by 8:00 a.m.

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

## Snowmaking – Zermatt receives white winter coat

### EVERYTHING ABOUT SNOWMAKING



A lance uses artificial snow to ensure safe slopes.

**FC** **the Zermatt cable cars make snow around 80% of all slopes. Between November and December, around 1,100 ski slopes and low-pressure machines in use, to ensure excellent piste conditions to reach.**

**Highly complex and weather-dependent**

Sustainable snowmaking and slope preparation work requires good judgment and favorable weather conditions. The snow masters at Zermatt Bergbahnen AG continuously monitor several weather stations to determine the perfect time for snowmaking.

As soon as the wet-bulb temperature – a calculated value from humidity and air temperature – is correct, the lances and snow cannons are activated.

Depending on the humidity , temperatures of -2°C or -4°C are required to create a ground-protecting base on the slopes with the artificially produced snow . The snowmakers work 24 hours a day to ensure the slopes are in perfect condition for the start of the season. The entire water supply for the snowmaking operations is supplied by natural glacial lakes and the facilities of the hydroelectric power plant and the Grand Dixence.

The water resources are therefore available regardless of the weather development over the summer.

When and which slope is snowed is decided based on the water supply options, the temperature, and the priority according to the internal snowmaking concept (for the main slopes).

### A look behind the scenes

The entire installation consists of ten central units with pumps and compressors, with each unit having an electrical output ranging from 100 to 1,650 kW. While the total electrical output of the snowmaking system is high, its effective operating time is extremely short (three to four weeks). This, in turn, keeps energy requirements low. Water is supplied from reservoirs or from the water intakes of the power plants. Drinking water is used only to a modest extent for snowmaking on the Furi-Zermatt and Ried valley runs.

With the exception of one, all water catchments are located at 2,500 to 3,000 m above sea level. This has the advantage that little pumping energy is required for the water. Gravity pressure is sufficient to operate the snowmaking systems below 2,300 meters above sea level.



### New municipal council

#### BINER-HAUSER NEW MUNICIPAL PRESIDENT

**It** new Zermatt municipal council consists of four representatives from the Christian Democratic People's Party (CVP), two from the Christian Social Party (CSP) , and one from the Alliance for Zermatt . Romy Biner-Häuser (CVP) won the friendly election campaign for the presidency . Together with her council colleagues, she outlined her goals for the upcoming legislative period.



### New Burger Council

#### LEGISLATIVE PERIOD 2016–2020

**FC** The Zermatt Civic Community has elected its representatives for the next four years , with four existing and three new council members . Andreas Biner leads the new, all-male council as president, with the current Silvo Perren serving as vice president.



### 3S railway construction is proceeding according to plan

#### TWO MORE SUMMERS UNTIL COMPLETION

**FC** despite a challenging work environment at impressive heights and amidst a diverse terrain, work on the new 3S cable car is proceeding according to plan. Conscientious planning and precise, meticulous work are crucial to this.





Average water consumption per year

Stellisee 85,000m3 = 170,000m3 of snow  
Broad floor 270,000m3 = 540,000m3 snow  
Kellensee 80,000m3 = 160,000m3 snow  
Lake Theodul 260,000m3 = 520,000m3 of snow  
EW Mutt 50,000m3 = 100,000m3 of snow

Total 745,000m3 = 1,490,000m3 of snow

Around 400,000 m3 of water are still available as a reserve.

Importance of snowmaking

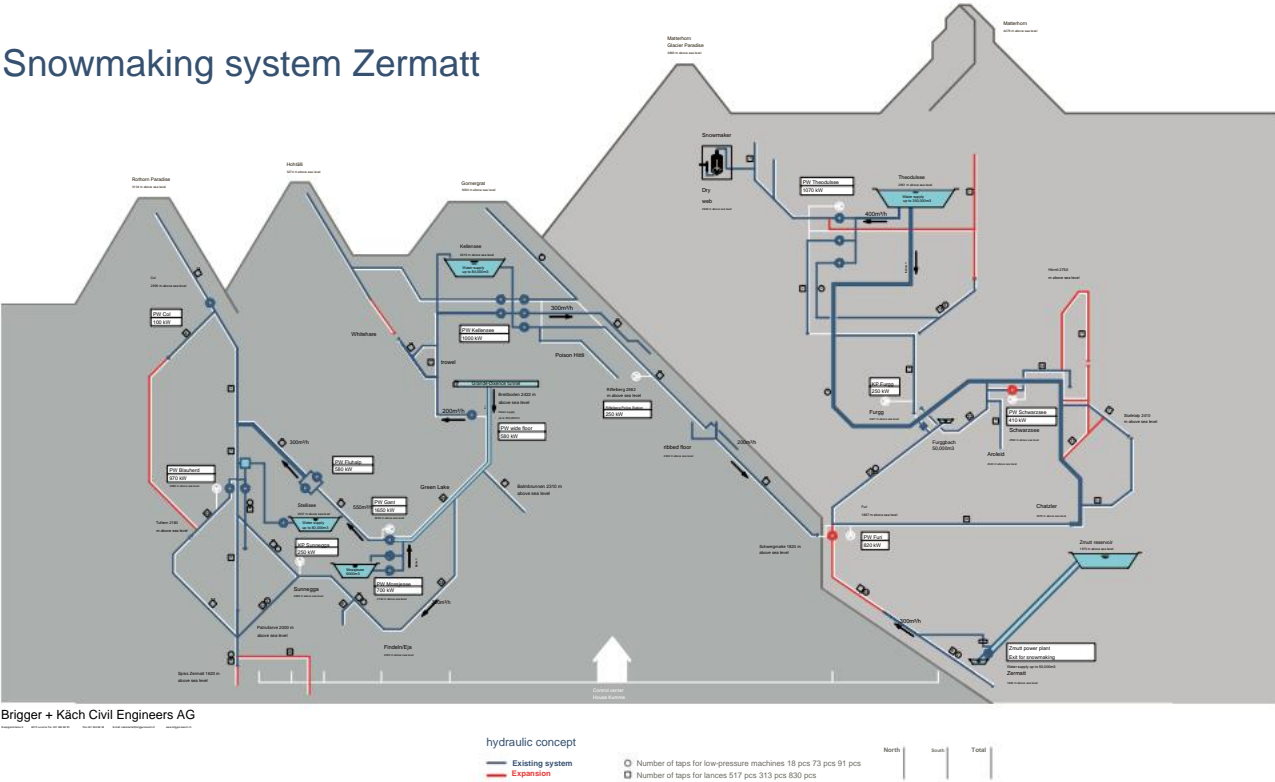
Snowmaking systems are necessary to guarantee reliable snow. Zermatt has little precipitation, meaning it has many sunny days, making snowmaking all the more important.

Snowmaking on the slopes protects the soil. The water used for this purpose is returned to the runoff a few months later as the snow melts. The amount of water used is a fraction of a percent of the total amount produced in the Matter Valley, meaning it is barely measurable.

Energy costs, water costs ( compensation for the power plant for power loss), personnel and material costs for snowmaking and maintenance of the systems amount to CHF 1.6 million per year. This does not include depreciation of the snowmaking systems, which adds approximately CHF 2.5 million per year. Thus, total costs for snowmaking in Zermatt can be expected to exceed CHF 4.0 million per year.

<http://blog.matterhornparadise.ch/de/schnee-tagebuch>

Snowmaking system Zermatt



Snow clearing on the Streets and paths

AVAILABILITY UNTIL 9:00 AM AT THE CURB SIDE

**EC** In the tourist resort of Zermatt, during the winter Term months with different amounts of new snow Depending on the mood of the woman Holle, these snow clearing operations of the Technical services are very different and must therefore be situational.

Constantly keeping an eye on the various weather forecasts, monitoring the snow during the night, and deploying snow clearing crews as needed. With this motto, the Technical Service strives to always be one step ahead of nature when it comes to snow clearing .

Early start to work

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

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

Provide snow by 9:00 a.m.

Many private individuals are also faced with this situation . In these cases, they can transport the fresh snow **to the side of** the public road until 9:00 a.m. so that it can then be removed by the roadside maintenance department.



Snow will be cleared. Fresh snow can be placed at the roadside until 9:00 a.m.

Security risk

Last winter, we increasingly observed that roads and paths were being covered again by private snow removal after they had been cleared by the technical service . This cannot be allowed to happen.

This resulted in problematic and safety-threatening areas (including icy patches and potholes) on certain sections of the road . Both pedestrians and electric vehicles were confronted with this dangerous situation .

buses

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

Use of resources

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

# Last “Inside” speech by Mayor Christoph Bürgin

Dear fellow citizens,  
Dear Zermatt enthusiasts

2016 will soon be history, and another very eventful year is coming to a close. The economy and tourism are struggling to get back on track. Complaining is pointless. On the contrary, as a holiday destination, we must spread joy and good cheer. Only looking forward and healthy optimism will take us further.

A legislative period is also coming to an end for the current municipal council. The new officials have been elected, and the old ones will soon be retired. For the first time in Zermatt's history, a female president leads the municipality. I am pleased that my successor is Romy Biner-Hauser and that I can hand over my office and my work to reliable hands. As an open-minded and modern municipality, it is fitting for Zermatt to have a woman at its helm. Many municipalities, even large nations, have not yet achieved this.

I'm not really someone who likes to talk about the past. I like to look forward. I'd like to continue doing so today and am looking forward to 2017, with the forecast for a good and snowy winter, and, notably, a new track at Gant, an "unplugged" event in the spring, a summer with a new open-air theater, and a wonderful autumn with all its facets.



At the end of the year, my thoughts are always with our older citizens and those who are experiencing great worries and fears. If we take a little time for these people, we can certainly contribute significantly to their well-being.

Finally, we always have to say thank you. Thank you for your commitment to your family, your career, and the well-being of our entire village. With your dedication and commitment, you contribute greatly to the success of our cultural, sporting, and social life. Thanks also to all the municipal employees and everyone in the village who actively contribute to Zermatt's progress. Of course, a heartfelt thank you also goes out to our guests who have remained loyal to us for years and to those who are visiting us in Zermatt for the first time.

On behalf of the municipal council, I wish everyone a peaceful Christmas and a happy New Year. I wish the new municipal council all the best, a good hand in decision-making, and much joy and enjoyment in their work for the benefit of Zermatt.

Your mayor  
Christoph Bürgin



# The new municipal council – what are we doing

## What do the individual council members do?

TERM OF OFFICE: 2017–2020

 The municipal council is composed as follows:

### Romy Biner-Hauser, Mayor, CVP

1. These are the main objectives/topics that must be addressed in the next legislative period:

- Leisure activities: Zen sticks or upper mats
- Urban traffic
- New workshop
- Open communication

2.What is particularly important to me:

Not to lose sight of long-term projects and to maintain healthy municipal finances.

3. I achieve my goals because I...

...I am goal-oriented and can also be persistent.

4.I expect my council members to...

...they are loyal.

5.The people will be happy with me because...

...I am open and honest.



### Mark Aufdenblatten, Vice President of the Municipality, CVP

1. These are the main objectives/topics that addressed in the next legislative period must be:

- Promote and implement upcoming investments (especially school building, workshop).
- Revise some municipal regulations.  
I am thinking especially of the building and zoning regulations and the regulations on primary residential construction.
- The resistance to the implementation of a new  
Overcome the problem of urban transport and find a solution.
- Avoid rezoning of building land whenever possible and find alternatives develop.

2.What is particularly important to me:

We must be vigilant in all areas to ensure that the autonomy of the municipality is not undermined. To do this, we must be prepared to perform and implement municipal tasks consistently and competently.

3. I achieve my goals because I...

...I will do my best. I see myself as a cog in a clock-

The population, service providers, the municipal council, and the administration must work together if Zermatt's goals are to be achieved.

4.I expect my council members to...

...they discuss openly and constructively, are decisive and loyal and  
Respect the will of the people.

5.The people will be happy with me because...

...I will work motivatedly on the local council and give my best.



### Gerold Biner, CVP

1. These are the main objectives/topics that must be addressed in the next legislative period:

- Construction of an inner-city transport system: We must persist and work with the Canton of Bern to find a solution. The canton must recognize the importance and support us in our efforts.
- The protection of private property should be  
The implementation of the guidelines in spatial planning should be seen as a top priority.
- Continue consistently on the path you have chosen.

2.What is particularly important to me:

The security department still needs some adjustments, and we want to optimize this together with the operations department. The municipal management team needs to be adapted to the new requirements.

3. I achieve my goals because I...

...thanks to my experience, I know the problem very well and with the team  
I will find solutions.

4.I expect my council members to...

...loyalty is maintained and the decisions taken are accepted by all council members.  
members.

5.The people will be happy with me because...

...I always try to do my best.



### Marcel Bellwald, CVP

1. These are the main objectives/topics that must be addressed in the next legislative period:

- Spatial planning
- Solid financial budget
- A new means of inner-city transport
- Realization of leisure facilities
- Promotion of sports and culture
- Renewal of school properties
- New workshop

2.What is particularly important to me:

Proximity to citizens and transparent communication

3. I achieve my goals because I...

...persistently carry out my duties and always act in the public interest  
in the center.

4.I expect my council members to...

...political decisions are made that advance our destination.

5.The people will be happy with me because...

I hope to be able to answer this question in four years, because first and foremost we have to deliver, not just talk.



Stefan Anthamatten, CSP

1. These are the main objectives/topics that must be addressed in the next legislative period:

- Implementation of revision of building and zoning regulations
- Expansion of flood protection
- Implementation of a security early warning system
- Implementation of avalanche barriers Schweifinen

2.What is particularly important to me:

The safety of the local population and holiday guests.

3. I achieve my goals because I...

...I am assertive and determined and value good cooperation.

4.I expect my council members to...

...they treat each other collegially and respect each other.

5.The people will be happy with me because...

...she will look back and say that I have successfully achieved my goals have reached.



Anton Lauber, CSP

1. These are the main objectives / topics that must be addressed in the next legislative period:

- Construction of the Tuftraasse: Zen Stecken–Winkel-mats
- Create spatial planning foundations for the Zen Stecken local recreation area
- Winter-safe Täsch–Zermatt road
- Implementation of QP Spiss with the construction of the new Bridges and introduction of the one-way system
- Development of the municipal development plan for the Spatial planning according to the guidelines of the kRPG
- Creation of affordable housing for locals
- Start of construction of the Walka school building

2.What is particularly important to me:

The general well-being of all Zermatt residents is very important to me. The public should be more involved, and their concerns should be addressed within the limits of the law. A new sense must be created that the municipal council stands before and behind the people.

3. I achieve my goals because I...

...am consistent, straightforward and goal-oriented and always in the spirit of the matter work and decide and because good teams all around help to achieve the set goals.

4.I expect my council members to...

...they adhere to the principle of collegiality and are loyal. I also expect constructive discussions and joint decisions, which are communicated and implemented externally by the municipal council.

5.The people will be happy with me because...

...I will always work for our village because I want to achieve the goals I have set for myself, because I always have an open ear and because I take the necessary time for this.



Iris Kündig Stössel, Alliance for Zermatt

1. These are the main objectives/topics that must be addressed in the next legislative period:

- There are some big projects in the pipeline. Just think of all the leisure activities. These need to be addressed.
- In my department of Education and Social Affairs, I will continue working on the development of the school. The thrust of the education strategy has been defined and now it is time to implement it.
- The new school building with the Added value for the population is on the agenda.
- For tourism, everything is never done. We must constantly adapt to the changing adapt to the needs of our guests.

2.What is particularly important to me:

We are all in the same boat and only if everyone pulls together can we move forward.

3. I achieve my goals because I...

...can inspire and motivate people.

4.I expect my council members to...

... they work together across departments in a solution-oriented manner and that they act responsibly when allocating departments.

5.The people will be happy with me because...

...I will continue to work on my projects with enthusiasm.



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**Facts and figures**

446 inhabitants, 1,406 m above sea level, area: 54.53 km<sup>2</sup>

restaurants, holiday apartments, camping, tourist office, grocery store, post office, 2 hotels, 1 course hotel, 1 office, various craft businesses

municipal administration, tax rate: 1.17, 1701 cheaply or an apartment or a H Kindergarten, primary school

Various clubs, multi-purpose hall, natural ice rink, cross-country ski trail, toboggan run, golf, mountain huts, etc.

... You – whether with or without family – away from the Rumm children

20 minutes to Zermatt, 50 minutes to Visp (2 times/hour)

4 km to Täsch, 26 km to Visp, public parking garage

... for you «less» sometimes also means «more»

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... you are looking for affordable housing with rural charm

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... you – whether with or without family – want to live away from the hustle and bustle

... how ... you like to greet people in the village and also be greeted

... you are looking for affordable housing, whether to rent, buy or build

"less" sometimes also means "more"

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... you would like to drive comfortably to your doorstep

... you find the mixture of old village and hustle and bustle exciting

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... you want to get to Zermatt quickly, whether for work, shopping or food & drink

... you like wide open spaces and flat terrain, for example for walking, cycling, cross-country skiing or jogging

... inspiration for ... You

... you would like to drive comfortably to your front door

... you find the mix of old village and hustle and bustle exciting

... you want to enjoy everything Zermatt has to offer for less money

... you want to get to Zermatt quickly, whether for work, shopping or food & drink

... you like wide open spaces and flat terrain, for example for walking, cycling, cross-country skiing or jogging

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**ZERMATT**

**Facts and figures**

1,222 inhabitants, 1,446 m above sea level, area: 54.53 km<sup>2</sup>

6 hotels, 5 restaurants, 1 course hotel, 1 office, various craft businesses

municipal administration, tax rate: 1.17, 1701 cheaply or an apartment or a H Kindergarten, primary school

Various clubs, multi-purpose hall, natural ice rink, cross-country ski trail, toboggan run, golf, mountain huts, etc.

... You – whether with or without family – away from the Rumm children

20 minutes to Zermatt, 50 minutes to Visp (2 times/hour)

4 km to Täsch, 26 km to Visp, public parking garage

... for you «less» sometimes also means «more»

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... You may have some time to find a suitable

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«In addition to the wide range of sports on offer, I appreciate the culinary diversity both in the village and in the numerous

Shopping centers, restaurants, the fact that banks, various service providers, small mountain

Zermatt is car-free, and what increases quality of life

... You have work hours in Zermatt that require you to

various clubs, multi-purp  
natural ice rink, swimm  
12 min. to Zermatt (T  
... You may have some time to find a suitable

... You like village

... You have work hours in Zermatt that require you to

only a quarter of an



ANIMALS IN OUR ENVIRONMENT

# The badger

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

**The badger lives mainly in Forest or near forest. Where the settlement reaches the forest, it penetrates at night sometimes even into the gardens. As shy wild animal will be but rarely seen.**

**The badger belongs to the marten family of predators and is the largest marten in Central Europe.**

**Look**

An adult badger is about 75 cm long and weighs 15 to 20 kg. It also has a 15 cm long tail. Male badgers are slightly larger than females. Their fur is black on the underside and silver-gray on the top.

Its face bears striking vertical white and black stripes. It can bite extremely hard and hardly lets go of its opponent. It has one of the strongest jaws of any predator.

**Badger's den**

The badger digs a burrow in the forest floor that can be approximately 30 cm in diameter and 30 m long. A badger burrow consists of several chambers and connecting tunnels. The living chamber lies about 5 m deep and is connected to the surface via numerous tunnels.

These tunnels serve as air supply and entrances and exits. Unlike the fox, the badger lines the bowl of its burrow with dry leaves, moss, or bracken. A badger's burrow can be used for several decades.

**Distinction between badger and fox dens**

So-called badger latrines are often found near badger sets .

Badgers dig small holes in the ground and defecate in them. Often, however, foxes and badgers also share these burrows.

Another distinguishing feature is the shape of the entrances. Badgers usually have a central groove. The badger shovels the material out in a straight line, while a fox scratches it out in a less directed manner.



Small consolation: The badger loosens the soil for free.

Irrigation pipes that are no longer needed are also increasingly being used as safe shelter.

**Reproduction**

Badgers mate mainly in July and August. The gestation period is seven to eight months, so the pups are not born until February or March (egg dormancy).

A litter contains one to six cubs, usually two newborns. Badgers are completely white and blind—the black fur develops later. Badgers reach sexual maturity at about one year of age.

Badgers live in family groups in a den. The female offspring of a badger pair usually stay in the parent's den and establish neighboring dens. There is a dominant pair in the den that stays together for life. Even lower-ranking females mate with the dominant male. Older males, however, are not tolerated in the den next to the dominant male and are expelled.

**food**

Badgers are omnivores. However, unlike martens, the proportion of plants (fruit, roots, seeds, and mushrooms) in their diet is much higher (about three-quarters of the total diet). Badgers also prey on worms, insects, snails, small birds, and mice, and they also devour the clutches of ground-nesting birds, young birds perched in nests, fawns, and young hares.

**Holes in the lawn**

There are various animals that dig holes in lawns: insects, voles, wild boars, foxes, dogs, cats, and badgers. Voles often (but not always) place mounds of earth at the exit of their holes or create superficial tunnel systems. Foxes, dogs, and cats dig fewer holes and scratch away more soil. Badgers are often seen searching for earthworms in lawns, under shrubs, or in the woods.

Holes are then approximately 5–10 cm in diameter and distributed throughout the lawn . It can also happen that entire sections of the lawn are turned over . Earthworms are a kind of "fast food" for badgers – easy to find, easy to catch, easy to eat, and yet delicious. To detect them, the badger repeatedly poke its nose into the lawn and grabs the earthworm or insect maggot with its snout.

**How to get rid of badgers?**

If a badger has pierced a lawn for earthworms, there's often not much left. However, as consolation, there's free soil loosening, where new grass can be sown. There aren't really any reliable methods for repelling or keeping badgers away.

Only a hermetically sealed garden can keep a badger away. The following defense measures can be tried. These often also work against foxes, martens, or unwanted dogs and cats in the neighborhood.

**Defensive measures**

Badgers have an excellent sense of smell. Therefore, in some cases, it is possible to drive them away with odorous substances that are unpleasant to badgers: scattering dog hair liberally, pepper , denaturants. A dog that regularly marks in the garden can also help. Also, do not throw bones or meat scraps into the compost, and cover your compost heap well so that badgers cannot access it.

Don't feed badgers. They can find enough food on their own. Place garbage bags in the container and not on the ground. Badgers, foxes, martens, and cats often tear garbage bags to pieces.

If you happen to catch a badger in the act at night , make as much noise as possible, blind it with a light, or spray it with water – the badger will make a run for it as quickly as possible.

Bruno Tscherrig, gamekeeper

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anerkannte, seriöse  
Therapieform."

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ist keine Zauberei. Fast  
jeder, der will, kann diesen  
Zustand der totalen Ent-  
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tion erreichen."

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Eva Kronig  
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# Definitive introduction of school social work in Randa, Täsch and Zermatt

## POSITIVE EXPERIENCES AFTER COMPLETION OF THE PROJECT PHASE

**In the school year 2014/2015 the Municipalities of Randa, Täsch and Zermatt to three-year project phase «School Social Work» (SSA), which will be completed at the end of the school year. The evaluation report has now shown that school social work is a need in schools and Provides relief and support in everyday school life.**

A majority of teachers support the introduction of the service and make suggestions for future improvements. The municipal councils of Randa, Täsch, and Zermatt have decided to definitively introduce school social work starting with the next school year.

### Social changes

Social changes are transforming schools into places where more than just knowledge is imparted. Social problems, the diverse backgrounds of students, the specific composition of school classes, integration, and changing family structures present teachers, children, young people, parents, and school administrators with new challenges every day. In this environment, schools are reaching their limits. Today's teachers must possess skills that go far beyond the traditional understanding of the teacher's role.

### Service agreements

Therefore, the SSA Randa-Täsch-Zermatt project was launched by the sponsoring municipalities . After several years of preparatory work, the municipalities signed a performance agreement with the SMZ Oberwallis in March 2014. A project group, in which the schools and municipalities are represented, set up and supervised the project and is a member of the steering group of the municipalities of Visp, Brig-Glis, and Naters, which has already supported the SSA.

for six years. Furthermore, an agreement was reached with the Department of Education and the Department of Youth Affairs , which puts cooperation with the SSA in Upper Valais on a solid foundation.

### School social work in everyday life

Since August 2014, the SSA has been available as a low-threshold service for students, parents, and teachers. In the two school years 2014–2016, 83 children and young people received counseling from the school's social work department. It is very encouraging that 34 schoolchildren and young people registered for the SSA themselves . Further registrations were made by teachers.

The average consultation duration is four to six sessions. In other situations, the focus is on supporting parents and teachers . The various consultations range from individual meetings with schoolchildren and adolescents to family meetings and support conferences.

In addition to working with children and young people, the two school social workers, Dolores Rovina and Eva Franke, conducted 31 group and class interventions, covering topics such as fair handling in conflict situations, bullying on the way to school and in the classroom , and promoting group cohesion. Various projects such as "Responsible Use of Digital Media," "School Route," "Recess Area," and others were organized in collaboration with parents, teachers, the police, and the Matterhorn Gotthard Bahn.

The students contact the SSA primarily when they have personal questions and crises, when they do not feel comfortable at home or at school, when they have arguments with each other, or when they are unable to cope with the daily demands of school.



School social workers Eva Franke and Dolores Rovina are making their contribution.

Parents seek contact especially in cases of bullying, when they have difficulty communicating with their child, or when other uncertainties arise in raising their child .

Teachers contact the SSA in the event of conflict situations at school, when they are concerned about a young person's development, or in potentially dangerous situations. In the interest of early detection of social difficulties, one goal is to increasingly use the SSA starting in kindergarten (1H). If challenging situations can be identified and addressed at preschool age , the chances of achieving positive changes are good .

### Results

To evaluate the project , students, teachers and

Parents were asked about their experiences and impressions:

- 3H–5H: Conducting interviews with school children in Randa and Täsch
- 6H–11H: Conduct an anonymous Online survey among students from Randa, Täsch and Zermatt
- Parents: Qualitative interviews • Teachers: Conducting an anonymous online survey with all teachers at the schools in Randa, Täsch and Zermatt
- Qualitative interviews with selected Teachers at all levels (KG, primary school, OS)

The results speak for themselves , as the SSA has been successfully made known to students and teachers. Those who use the SSA give it a positive review.

The majority of teachers would like to see a definitive introduction. The introduction of school social work has been very well received by students . Many children and young people have already worked with school social work.

However, cooperation with teachers and parents needs to be partially adjusted and further expanded. Flexibility and an even more active role for the school social work service are required . Some teachers have never used the school social work service, and parents have not been sufficiently reached to date.

The school year will serve to make the desired improvements.

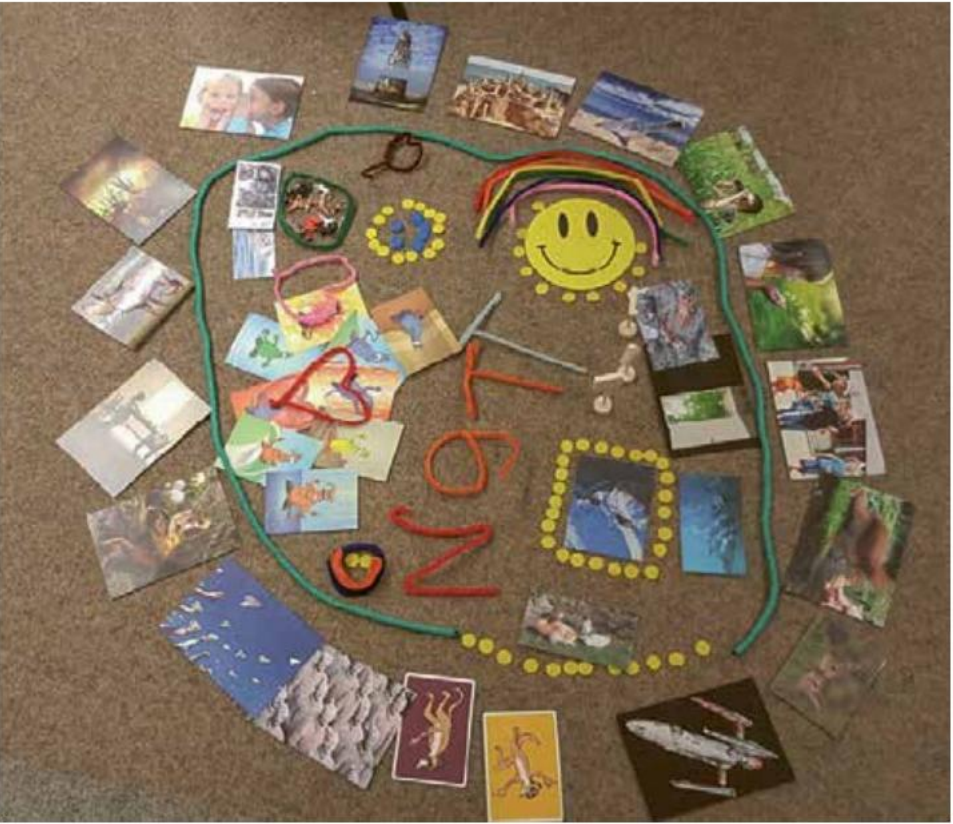
### Prevention

It is important that the SSA establishes contact with students as early as possible, for example, through projects, events, or classroom interventions , so that even the smallest unresolved problems do not later escalate into major crises. The preventative approach pursued by the SSA contributes significantly to a better school culture, to easing the burden on the school, and—most importantly—to a better development and learning environment for students .

By launching school social work, the municipalities of Randa, Täsch, and Zermatt have jointly demonstrated their openness to exploring new avenues in child and youth welfare . It is a clear commitment to the importance they attach to sustained development of self- and social skills in children, young people , and families.

### information

Further information about the school social work services can be found at: <http://www.schulsozialarbeit-nbv.ch/>



The classes create a collage in which they represent themselves as a group.





# Tourism – After approval now the implementation

NEW TOURIST TAX REGULATIONS AS OF 1 NOVEMBER 2016

**The municipalities of Randa, Täsch and Zermatt have over the course of year the new tourist tax regulations approved by their original assemblies.**  
Regulation was adopted by the State Council at the beginning November. This means that per Overnight stay for adults new CHF 3.00 For children aged 6 and over, CHF 1.50. The annual fee is CHF 120.00 per bed. The homologations of the regulations of the municipalities of Randa and Täsch are expected to follow soon. The regulations came into force in all municipalities 1 November 2016 in force.

**Tourist tax and tourism promotion tax for permanent tenants**  
Permanent tenants who do not live in the municipality of Zermatt itself are liable to pay the tourist tax. Owners who rent their apartment permanently to tenants who are liable to the tourist tax

Tenants rent out their properties, pay the tourist tax in the form of the annual flat rate mentioned above , and are also required to pay a tourism promotion tax (TFT).  
**Offers on sharing economy platforms (e.g. Airbnb) are TFT and subject to tourist tax**  
Anyone who accommodates guests subject to tourist tax in Zermatt is obliged to collect the tourist tax from them and remit it to the collection agency; otherwise , they are personally liable for payment.  
In addition, hosts who accommodate guests for a fee are required to pay tourism promotion tax. These principles also apply to hosts whose guests are arranged through sharing economy platforms such as Airbnb. The tourism promotion tax obligation applies regardless of how often guests are accommodated.



**Kurtaxenreglement**

Erwachsene:	CHF	3.00
Kinder:	CHF	1.50
Pauschale:	CHF	120.00
gültig ab:		01.11.2016

Airbnb's sind kurtaxenpflichtig

The regulations regarding the tourist tax and the tourism promotion tax of the municipality of Zermatt can be found at: <http://gemeinde.zermatt.ch/regulations/>.  
If you have any questions about the tourist tax or tourism promotion tax, please contact  
Please contact Zermatt Tourism by phone or email .  
Zermatt Tourism  
Phone: +41 27 966 81 00  
[info@zermatt.ch](mailto:info@zermatt.ch)

CLUB PRESENTATION

EC

## Youngsters! Forward! March!

The musical world of drummers and fife players in Upper Valais is unique and reflects society. It is open, diverse, and vibrant. and drum beats originally belong to the tradition of military music, which is why this music is also associated with a lot of is associated with discipline and diligence.

The TPV Zermatt is celebrating its 30th anniversary this year! To mark this joyful occasion, we encourage young people, children, and adults to join our club as young musicians and immerse themselves in the exciting world of rhythm, percussion, and melody.

Interested beginners learn the basics of traditional drumming and natural whistling with us. Lessons are held in small groups, allowing for optimal development for each individual.

Depending on their level of training, the young musicians can flexibly change groups. Musical instruments such as the "Trommelbockji" and later the drum, as well as the rosewood natural flute, are provided free of charge by the association. Lessons are also free. Prerequisites are a love of rhythm and music and the desire to learn an exciting musical instrument. Entry into this impressive world of music is open to girls and boys from the age of 8.


Adults are also welcome.

After one to three years, students move on to the junior pipers and drummers. Training continues with a diverse repertoire. Students learn modern and traditional pieces, rock sounds, and marching in formations. In addition to these

In addition to performances such as Corpus Christi, Christmas and annual concerts, folklore parades, etc., the young musicians can also participate in competitions and demonstrate their skills at the annual Upper Valais Drum and Fife Festival. At social events such as practice weekends, barbecues, and tobogganing evenings, the young people and club members get to know each other better and develop mutual respect and appreciation.

long-term friendships developed.

**In step. The TPV Zermatt in unison.**



**Harmonious group. Music and joy reign in the TPV Zermatt.**

The various groups are led by experienced active drummers and active fifers.

They maintain close contact with the parents, and rehearsals are arranged individually with the young musicians.

Interested parties are always welcome! Please contact the new president of the TPV Zermatt, Myrielle Steffen (079 790 20 31), for further questions.

We look forward to introducing you to the wonderful and proud world of drummers and fife players!

TPV Zermatt

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# News from the Zermatt Library

## THE LIBRARY PASS IS INTRODUCED

**After a few hours of rearranging, [Bookroom](#) Cleaning up and typing has become Library in Zermatt has changed a lot. What exactly, you can read here and on best when visiting us in the Discover the library for yourself.**

**Bibliopass**  
First, our users receive a library pass. This card allows them to register and use the services free of charge at all participating libraries.

There is a virtual union catalogue in which all media of the participating libraries can be viewed.

With the Bibliopass, you can log in from home on your computer and comfortably browse the catalog, reserve media , renew borrowed items, and plan your visit to the library.

**Offer**  
Of course, we strive to adapt our offerings to the wishes of our customers. Therefore, you can let the library staff know your preferences, and we will order the suggested media, as far as possible.

The Zermatt library also offers a book room with atmosphere, character, and a good selection. It's a space for reading, learning, relaxing, meeting friends, and much more. We provide a neutral space where people can come and go and feel comfortable . Families are also welcome to find a place to read stories and feel at home.

**Coffee corner**  
We also have a cozy coffee corner where you can relax with a cup of coffee or tea, a book, a magazine, or just a chat with us or other guests.

**Various readings**  
We're also well-equipped for our tourists . In addition to many German books, we also carry reading material in English, French, and Italian.

As befits a village with so many mountains , we also have a section with books about the four-thousanders of the region,



Now also valid in Zermatt. The Bibliopass. Photo Media Library Valais

the mountain guides, the hiking trails, the village of Zermatt and its history and house the library of the SAC Zermatt. Now we just need you. Come

Come by and see for yourself the wide range of offerings in our library.  
**We look forward to your visit.**

# Grand Council – Clear decisions

## REPORT OF THE SEPTEMBER AND NOVEMBER SESSION OF THE GRAND COUNCIL

**EC This review includes reports on the two the sessions of September and November 2016.**

In September, the Spatial Planning Act was debated intensely and emotionally . During the debate on the cantonal implementing law for the Federal Spatial Planning Act (kRPG), parliament voted 111 yes to 14 no.

Many proposals and votes were submitted to Parliament for vote, all of which were rejected. By the end of 2019, the cantons must submit the developed instruments to ensure that building zones comply with federal law. According to the new Spatial Planning Act, oversized building zones must be rezoned. Furthermore, the cantons must implement measures to mobilize building land.

In the canton of Valais, approximately 2,200 hectares of building land must be rezoned. During the reading of the spatial planning law, 69 amendments had to be dealt with, which were rejected by a large majority. The canton of Valais proposes that half of the building land to be rezoned be in a planning zone.

blocked for 15 years, leaving time for the effective return zoning still leaves approximately 1,000 hectares of building land. No added value will be charged for plots that are assigned to the zone with subsequent use approval or dezoned and then rezoned to the building zone within 30 years of the zoning plan approval.

The levy for rezoning is 20% of the added value. The money flows into a separate fund, which is intended to compensate for rezoned building land. Half of the money goes to the canton and the affected municipalities . One of the goals of the spatial planning revision is to promote the availability of building land. The hoarding of building land was a key driver for the oversized

Building zones.  
The law was passed in second reading with 93 votes in favour to 14 against, with a mandatory referendum.



The Upper Valais delegates in the Grand Council.

Referendum is expected to take place in May 2017. Despite all the (justified) emotions surrounding this RPG, a yes vote for the law is recommended.

The law on rescue services was passed with 105 votes in favour and 12 abstentions. The cantonal Valais rescue station (KWRO) will be transformed from a private association into an autonomous public institution with

The law was transformed into a separate legal entity. Its headquarters are the Siders Emergency Call Center. Various regulations and adjustments to the current situation were incorporated into this law . The canton and the municipalities contribute 70 percent of the rescue services' funding, while the remaining 30 percent is provided by the municipalities. taken over.

Parliament has approved CHF 35 million in loans for flood protection projects in Upper Valais. However, the affected municipalities must prefinance the cantonal share.  
The loan disbursement will not be completed before 2024.

The November session started with the discussion on the continuation of the measures of the decree on the first phase of the audit of State expenditure and structures (PAS1) and the decree on the applications

the provisions of the expenditure and debt brake in the context of the 2015 budget. This was adopted as and passed.

The law on the second phase of the review of the functions and structures of the state (PAS2) has only been halfway processed. Twelve measures require legislative revisions with impacts of more than CHF 35 million. Controversial are the limitation of the travel expense deduction from CHF 12,000 to CHF 9,000, and the increase from two to five percent of the deductible of net income.

for the deduction of medical, dental, and medication costs, or the increase in the contribution of municipal costs to the financing of individual health insurance premiums. The proposal to reduce the child deduction from CHF 300 to CHF 150 was also rejected.

Parliament therefore rejected PAS2 by 62 votes to 59. No, back to the State Council.

The partial revision of the law on the management and financial budget of the canton and their controls was adopted unanimously. The law on the utilization of hydropower and the new reversionary regulation as well as on the Valais Electricity Company was adopted unanimously with 125 yes votes.

- In 30 years, the following will be returned to the household:
- 30% to the canton
  - 30% to the granting community
  - 40% can optionally be transferred to external partners of the electricity sector.

The 1953 Police Act was passed in second reading for implementation. Municipalities without municipal police that use the services of the cantonal police must now pay CHF 250 per hour per agent.

The division of responsibilities between cantonal and municipal police is now clearly regulated.

Finally, Parliament approved the revision of the Cultural  
In the future, the  
Canton 40 percent of the costs for music lessons.



# E-Bus – New information system

## TARGETED INFORMATION AT THE STOPS

**EC** The electric bus service of the municipality of Zermatt will start at the beginning of this winter season 2016/2017 its new information system into operation. passengers will be served as best as possible at the stops informed.

In 2013, all buses were equipped with new digital radios. This marked the start of the implementation of the new information system.

### Arrival time at the stops

Bus drivers report to the respective information display via radio. This displays the time remaining until the bus arrives at the bus stop. If no bus is registered on the information display, the current time of day is automatically shown.

A similar test phase was implemented at the Matterhorn Glacier Paradise stop last winter . Waiting passengers were thus constantly informed of the current waiting time.

### Expansion

The experiences and feedback from this test phase were very positive. The expansion of the other stops has been completed in recent months. From December 2016, the Bahnhof, Untere Matten, Spiss, Wiestibrücke, Sunnegga/Rothorn, Kirchbrücke and Matterhorn glacier paradise stops will be equipped with this new information system.



The exact arrival time of the next bus is displayed at the stops.

### information

In addition to the current time of day and the arrival time of the next bus, individual information can also be published at the stops. If, for example, a bus is cancelled or a ski resort is closed due to bad weather, this information can be posted directly at the stops. In the near future

With this system it will also be possible to display the next stop on monitors in the electric buses.

The e-bus team strives to keep waiting times at stops as short as possible and wishes you a pleasant journey.



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# «The guests walked with Flashlights through the hotel»

HOTEL INDUSTRY / ZERMATT MUNICIPALITY JOINS THE "CONTINENTAL"

**BC After 36 years as a management couple Mirja and Paul Kronig-Aufden- blatten hand over the “Continental” to new hands.**  
**In the conversation, they look back on their time together in the hotel industry.**

"A major change is coming," Mirja Kronig-Aufdenblatten (59) is aware. As soon as the decision was made, they had to come to terms with the transition process , adds her husband Paul (59). For 36 years, the couple welcomed and bid farewell to countless guests as management of Zermatt's three-star Hotel Continental with its 36 rooms . Starting next winter season, the business will be leased to the Matterhorn Group, a company of the Zermatt Civic Community . Astrid Weber, a native of Schwyz, will take over the role of hostess. However, the Kronig couple will not completely withdraw from the hotel, which is located near Zermatt's train station . With their folk music group "Nid zem lose," they plan to continue to create a lively atmosphere at the hotel's Sunday aperitif .

**Up to 16 working hours**

Paul Kronig is convinced that this handover is the optimal solution for them . "We've been considering succession planning for some time and had various ideas in mind."

A spontaneous conversation with the village's president, Andreas Biner, at the beginning of the summer led to a takeover by the Matterhorn Group. "It all happened relatively quickly and professionally," he emphasizes. The fact that the village's community has broad support and extensive experience in the hotel industry made the decision easier.

"It also gives you security that the hotel will continue to run in a good way," says Kronig, who will celebrate his sixtieth birthday in December .

Mirja and Paul Kronig took over the Continental in 1980 at the tender age of not even 24. Together, they took the necessary courses to run it. "Of course, we were young, and there were people who didn't believe we could do it. But we managed it anyway. However, it was a completely different industry, and we had to get used to it first," says Kronig, who previously worked as a banker in Lausanne and Zermatt, among other places.

Since then, the management couple has continued to run the hotel, built in the 1950s in chalet style, as a traditional three-star establishment with ten employees, including half board and evening restaurant



Handover settled. Mirja and Paul Kronig are retiring from the hotel industry. Photo WB

Offer. A job requiring a lot of on-site time: a normal working day included no fewer than 14 to 16 hours.

**Horror due to power outages**

"Over the past nine years, we've made various investments in the building , including completely renovating all the rooms on the south side," the two owners emphasize. This was necessary to meet the ever-increasing demands of our guests . " We've always had a good mix of hotel guests, across all age groups and social classes.

A large proportion of the customers came from Switzerland, and the remaining visitors were primarily from Europe." With around 90 percent of their guests being regulars, the Kronigs were also able to count on a loyal clientele. "However, due to the exchange rate of the Swiss franc, the number of guests from the EU has recently declined noticeably. We've definitely noticed it among the Danes and Germans ," Paul Kronig explains. Even if many things are forgotten over time , one or two situations remain in their memory . "Years ago, for example, we had a storm in the middle of the peak season

"Vivian" had no electricity in Zermatt for several days . The heating stopped working. Thank goodness we were cooking with gas, so at least the food could be prepared," explains Mirja Kronig. However, the ventilation in the kitchen was no longer working, which is why people in the restaurant could hardly see the plates on the tables. "Guests were walking through the hotel with flashlights. For us, it was a horror, but for many of the guests, it was an amusing experience." The management team also fondly looks back on many entertaining evenings "with lots of laughter" at the bar.

**In love with the hotel**

Personal contact with guests and good service, where they "always tried to offer something more than a conventional three-star hotel," were important to them as hosts. "We were able to greet some guests by name on the phone just from their voice," Paul Kronig cites as an example. "Putting people first" was their motto.

This has proven very successful over the years . On the other hand, they have also had many trusted

They received valuable information from guests and learned life lessons in the process. "We even had visitors who fell in love and later married during their stay with us , " says Mirja Kronig with a laugh. The two still see personal interaction with guests as an opportunity for the hotel industry, especially for smaller businesses.

"In our digitalized society, the personal touch is often neglected," they emphasize in this context. " Around ten years ago, we noticed that guests' holiday experience had changed dramatically. They suddenly had much more difficulty switching off and needed at least two to three days to truly unwind. That used to be different."

Accessibility has become increasingly important in recent years. "Many have started working even on vacation, sometimes spending half the night at reception with their laptops so as not to disturb their companions in their rooms." At the same time, the length of stay has also shortened. "Most guests now stay three to four days. Longer stays have become rare."

Philipp Mooser

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ZERMATT INSIDE | 13



# New Citizen Councils elected

## BURGER COUNCIL ELECTIONS 2016 – A MIX OF PREVIOUS AND NEW

**BC** The Zermatt Civic Council elections took place last October. With four existing and three new council members, the Civic Community elected its representatives for the next four years.

The Burger Council is composed as follows:



president

**Andreas Biner**

(until now)  
born October 27, 1966  
Lawyer and notary  
married to Aurelia Wyder  
2 children



Vice President

**Silvo Perren**

(until now)  
born July 21, 1963  
hotelier  
married to Doris Zimmermann  
2 children



Member

**Andreas Aufdenblatten**

(until now)  
born September 22, 1960  
Hotelier/Restaurateur  
married to Nelli Kalbermatter  
4 children

Andreas Biner was elected as President and Silvo Perren as Vice President in a secret ballot . The Citizens' Council of the Zermatt Citizens' Community thanks Klaus Julen, Jules Zumtaugwald , and Thomas Furrer for their many years of constructive cooperation on the committee and their contributions to the Zermatt Citizens' Community.



Member

**Andreas Perren**

(until now)  
born March 19, 1969  
Mountain guide/ski instructor, electrical engineer (HTL)  
married to Anita Stadelmann  
3 children



Member

**Paul Kronig**

(new)  
born 15.12.1956  
Hotelier  
married to Mirja Aufdenblatten



Member

**Sämi Perren**

(new)  
born 23.09.1980  
Hotelier  
married to Melanie Kronig  
3 children



Member


**Leo Schuler**

(new)  
born 02.03.1958  
School Director OS  
married to Roswitha Schmid  
3 children



# At the pulse of documentary film

FILM FESTIVAL OF IMPULSE – 4478EVENTS BRINGS THE INSPIRATION SOURCE OF FILM TO THE DESTINATION

 The Zermatt event agency 4478events uses new offer. It's called "Zermatt Impulse" – That's over 15 exciting films over four days, plus Interviews, panel discussions and fireside chats with interesting guests on topics that the destination moved.

On the second weekend in December, from December 8th to 11th, 2016, festival fever will once again take hold in Zermatt. This time, the film genre, with a focus on documentaries, is on the agenda, but not only that: These films provide impetus and inspiration. The festival offers dialogic formats to encourage the exchange of ideas: panel discussions and fireside chats. The screenings will take place in the tennis hall of the Hotel Alex, which has been converted into a cinema. Destination Zermatt – Matterhorn is the main sponsor.

The selection, made by the Zermatt event agency 4478events, is perfectly tailored to the destination : the mountains in general, the Matterhorn, Zermatt , and Valais in particular, form the starting point and framework for a wide range of topics. Nine of the more than 15 mountain sports reports and documentaries will be followed by a panel discussion with directors, actors, or other key players following the film screening. Prominent Zermatt residents will be represented, including rescue specialist Bruno Jelk and municipal councilor Gerold Biner. Other guests include Aline Bock, the Freeride World Tour world champion, and author Caroline Fink, whose documentary "Aletsch" won first prize at the 2016 Cannes Short Film Festival.

The opening event on Thursday evening will be two mountain sports reports, "La Liste" with ski descents of the most spectacular 4000m peaks and "Kunyang Chhish East" about the first



Under the Spell of the Rope. Bartas is one of the documentaries screened at the festival.

climb of this giant, unconquered until 2013. Simon and Samuel Anthamatten, who were involved in the projects, as well as skier Jérémie Heitz, will be present and available to answer questions. Zermatt Impulse will screen a documentary about adventurous school trips, "Death on the Matterhorn" in an exclusive English version, and "Andermatt – Global Village," a documentary about the Andermatt case, in which many locals have their say. In the follow-up discussion featuring key players from Zermatt and Andermatt, interesting conclusions can be drawn from comparing the two destinations. "Z-Bärg" is a film about the romance and reality of the Alpine summer. At a time convenient for seasonal visitors, Zermatt Impulse will screen the snowboard blockbuster "The Fourth Phase."

"Switzerland – Nepal, the survival of the family," in French with English subtitles, explores Air Zermatt's involvement in the Himalayas with a correspondingly interesting panel. The range of

The interest in alpine topics is enormous and is deliberately intended to stimulate reflection and discussion. The panel discussions will be moderated by Valais media professionals: Patrick Rohr, a former SRF employee; Bruno Kalbermatten, editor-in-chief of RRO until 2015; and, a media young talent, Maria Zurbriggen. 4478events Managing Director Marco Godat on the Zermatt Impulse idea: "We want to bring ideas to the village, present them on this platform, and open them up for discussion. Watching films on a large 8x4m screen is always fascinating."


### Tickets

Advance tickets are available on the festival's homepage and at the Yosemite Shop, Bahnhofstrasse 20, 3920 Zermatt (cash payment only). Locals receive a discount on the festival pass.

[zermatt-impulse.ch](http://zermatt-impulse.ch)

# Longest alpine pedestrian bridge in the world

APPEAL FOR DONATIONS FOR THE EUROPAWEG SUSPENSION BRIDGE AT GRABENS GUFER IN RANDA

 The Europaweg Bridge, the core of the European Trail from Grächen to Zermatt, has been past for six years. Now a new suspension bridge is to be built co-financed by sponsors. The Search for sponsors is underway.

"This bridge is of great importance for the entire valley," says Leo Jörger, mayor of Randa. In 1997, the Europaweg (European Trail) from Grächen to Zermatt was opened. In spring 2010,

The actual centerpiece was added, the Europa Bridge, which led over the wild valley at Grabengufer above Randa. But in the autumn of that same year, rockfalls destroyed parts of the bridge. Since then, it has been closed and will not be repaired. This is because the terrain at Grabengufer remains unstable at that point. Therefore, hikers must leave the trail at Randa, walk 500 meters down into the valley, and then back up again to reach Zermatt from Grächen.

Accordingly, the number of hikers has declined in recent years – a detriment to the entire valley. The two-day high-altitude hike would be a highlight in the Alps, as you walk more or less always south, with the Weisshorn and the Matterhorn almost always in view.

Plans and approval are now in place for a new bridge, which will span the valley approximately 200 meters below the old, no longer accessible bridge. The opening of the currently unnamed bridge is scheduled for August 2017. "The affected municipalities of Grächen, St. Niklaus, Randa, Täsch, and Zermatt have already provided CHF 250,000 for the project. Sponsorships are expected to raise CHF 500,000 ," says Paul Summermatter, tourism delegate for the municipality of Randa.

### Interested parties for main sponsorship amount

The strategy for the funding model provides for multiple funding levels from sponsors and donors. Anyone can donate, no matter how small the amount. For CHF 1,000, individuals receive their own nameplate on one meter of the bridge. The same applies to companies that sponsor CHF 5,000. "Support sponsors" sponsor CHF 25,000 and receive correspondingly more and larger mentions on the bridge and in the

Internet. "Rope sponsors" who contribute 50,000 francs receive even more recognition when mentioned . The gold sponsor is the main sponsor and pays 100,000 francs. "We have already found the main sponsor. His name will be announced at the appropriate time," says Paul Summermatter. He and all the initiators of the new bridge are already looking forward to the inauguration, when they will say: "And the name of the bridge is...!" All sponsors, both small and large, will then be invited to the grand inauguration ceremony.



Bridge photomontage: The longest alpine pedestrian suspension bridge in the world is still looking for sponsors.

### An alpine wonder

The suspension bridge above Randa will allow the hiking trail between Grächen and Zermatt to be experienced as a pure high-altitude trail again from August 2017 (see text).

the longest alpine pedestrian suspension bridge in the world.	
length	365m
Width	0.65m
Difference in altitude	10m
Highest point	75m
Suspension cables	2
Diameter of supporting cables	53mm
Weight of suspension cables	4 tons each
Height of the supports	6m



# “Just awesome, this job, this life”

## ZERMATT TOURISM'S MARKETING AND SOCIAL MEDIA MEASURES FOR THE WINTER

**At Zermatt Tourism, winter has been a key topic for marketing the destination for months.**

**Since September, 26-year-old Corinne from Aargau has been working Ulrich is new to Zermatt Tourism and is really shaking up the social media channels. An inside look and a look ahead.**

Zermatt Tourism has been implementing a wide range of measures for months (see below). One of the goals is to increase the number of social media users. This is in preparation for the winter season, so that the reach is even greater during the winter months . Since January 1, Zermatt Tourism has been working on this goal.

In September, the new social media manager Corinne Ulrich joined. She posts live experiences on Facebook and manages the Instagram and Twitter accounts. Because images on social media convey emotions, the goal is to draw guests' attention to Zermatt – Matterhorn and awaken their wanderlust. On Corinne Ulrich's agenda: testing new social media channels, monitoring, controlling reach, and building traffic. Those of Zermatt's top performers who attended Corinne Ulrich's e-Fitness social media training on November 28th know the tricks and options for gaining attention online.

The social media community is fast, spontaneous , and multilingual. This is why the spontaneous change of

She speaks English, German, and French. One of the posts on her Facebook account reads: "Just awesome, this job, this life." With this, Corinne Ulrich expresses her enthusiasm for Zermatt. The response from the community is always overwhelming. One of her next coups is the involvement of a dozen professional bloggers and social media activists from German-speaking countries.

They are dedicated to the topics of Zermatt winter with its igloo village, slopes, hiking trails, culinary delights, and mountain railways, with a focus on the premium segment.

Likes	As of mid-November	As of end of November
Facebook	81,000	95,000
Instagram	21,500	29,000
Twitter	11,500	12,300

### Wide-ranging winter promotion

Zermatt Tourism has launched a wide-ranging winter promotion for the launch of the winter season.

- Here are some more examples:
- Supplement to "Schweizer Illustrierte" on November 4. Circulation 173,000, reach 693,000 readers, special issues also in English and French. These are available to service providers for guests.
  - Branding campaign “Zermatt guarantees snow”



The social media manager: Corinne Ulrich.

- Switzerland's largest live TV broadcast from Zermatt: SRF bi de Lüt Winter Festival, December 3, 2016
- Online advertising for ski tests and ski-activ packages peel

# “The holiday apartment owners are stepping on the gas”

## EVALUATION OF THE E-FITNESS PROGRAM SHOWS: ONLINE PRESENCE IS CONTINUOUSLY INCREASING

**For over a year, Zermatt has been offering Tourism e-Fitness courses for interested An evaluation proven: There are entrepreneurs who, with their Online portals have gained a lot of ground Others still have development potential.**

The online presence of accommodation providers determines their survival or displacement from the market. So far, 218 representatives of Zermatt service providers have participated in 37 e-fitness courses dedicated to the possibilities and measures for improved digital communication and thus increased online presence . "Still

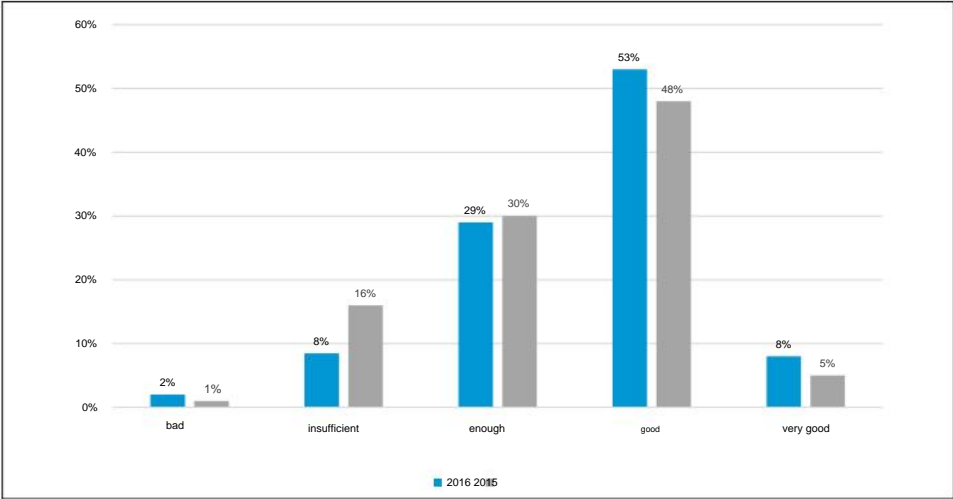
A year ago, we saw that the online presence of hotels was generally much higher than that of vacation apartment owners," analyzes Pascal Gebert, e-marketing manager at Zermatt Tourism. Now, many have caught up: "Vacation apartment owners are really stepping up their game," Gebert says happily. Expert Marco Nussbaum, CEO of Prizeotel and instructor in one of the past e-fitness courses, said: "I am convinced that with the e-fitness program, the Zermatt-Matterhorn destination will reach the pinnacle of digital communication by 2019." He is a profound expert in digital communication in tourism. But where do Zermatt businesses stand now, one year after the introduction of the e-fitness courses and three years from the finish line for a strong online presence as part of the e-fitness programs? "The online presence has increased enormously," summarizes Pascal Gebert.

"But we all have to keep at it; developments are moving rapidly. What was popular yesterday can be off the table in two or three years," he explains. That's why we need to continually educate ourselves.

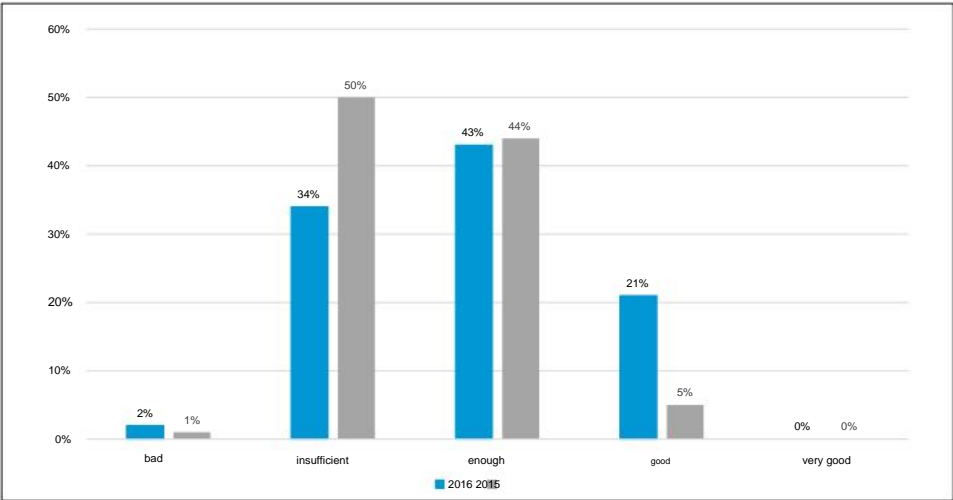
### Hotel performance

The 2016 e-Fitness Check of hotels shows that they generally perform well in these areas: online bookability, information about amenities , correct website display on mobile devices, and the number of reviews on TripAdvisor or Holidaycheck.

And here they still have potential: active communication with fans on social media, regular posting of new content, discounts for direct online bookings on the in-house portal, or with videos. The average fulfillment rate of criteria was 58% in 2015 and 62% in 2016 (see chart for comparison).



How fit are the hotels? The 2016 e-Fitness Check shows the improvement.



How fit are the holiday apartments? The 2016 e-Fitness Check shows the improvement.

### Performance of the holiday apartments

For holiday apartment websites, the e-Fitness Check in 2016 looks like this. The structure and user-friendliness have been improved, as have the content and videos. There is potential for improvement in the legal aspects (general

Terms and Conditions (T&Cs), on booking and review portals, and on social media. The average fulfillment rate of criteria was 42% in 2015 and 48% in 2016 (see charts for comparison).



# There really are heroes

Willingness of residents to help guests strengthens the positive image of the destination

**You can find them again and again, the “heroes in tourism.” Zermatt Tourism continues to reward locals who spontaneously help guests and thus Bring joy. This time, Anja Grand was honored and Niklaus Ming.**

The campaign continues on an ongoing basis – because friendly locals influence the image of Zermatt – Matterhorn with their spontaneity: "Positive experiences remain long in the memory. Especially when a guest least expects them," says Viktoria Cristiano of Zermatt Tourism.

The quality manager is concerned that more heroes are discovered in tourism.



Niklaus Ming, new hero in tourism.

For the second time, locals who spontaneously took some time off were honored: Anja Grand and Niklaus Ming. Anja Grand generously donated her competition prize to a tourist family. The prize was tickets to the Matterhorn Glacier Paradise. The second winner: Niklaus Ming. He always goes above and beyond to help tourists whenever he sees they need help. As a recent example, he saw a group of Asian guests looking for directions to the Sunnegga valley station. With a friendly smile, he offered to accompany the group to the station, which they gladly accepted. Niklaus Ming lives in Zermatt and was a successful hotelier in Vevey before his retirement.

Good service is in his blood. He always proudly wears the "Zermatt Insider" pin on his chest. This shows that he enjoys sharing information about Zermatt and being approached. "Niklaus Ming thus fully embraces the core principles of the Heroes in Tourism campaign," says Viktoria Cristiano.

Both winners received tickets for the Zermatt Festival awarded.

### And so it goes on

Anyone who sees guests in need of assistance in some way on the streets of Zermatt and helps them could also be awarded a prize. The Zermatt-Matterhorn destination is widely known for its comprehensive and warm hospitality. This is not only contributed to by the professionals, but also by the "Heroes of Tourism."



They have stood up for guests: Anja Grand (from left), Fama Grand and the Fux family.

And this is how it works: Anyone who sees guests on the streets of Zermatt who need assistance in any way and helps them will be awarded a prize, along with the person who observes the situation and reports it to Zermatt Tourism.

# Candle making with Wolli

**the first time, Zermatt is offering candle-making activities for guests and locals alike . This meditative way to get into the Christmas spirit is offered in a cozy and relaxed setting.**

Children and adults can individually pull out their own candles. Perhaps it will make a lovely Christmas present? Wolli also stops by and enjoys watching the children pull their own candles.

There are two supervisors present at each session. Families are asked to assist children under ten years of age in candle making.

**Where:** Pavilion to the Matte

**When:** Every Wednesday, December 7, 14, and 21, 2016.

From 2 p.m. to 6 p.m.

**Cost:** CHF 3.00 per 100 gram candle.



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# innovation

Dear insiders  
Dear Insiders

We live in an era driven by innovation: New ideas and products emerge every day, radically changing our behavior and even our lives. They create new winners: companies that revolutionize entire markets with a single idea by redefining the rules of the game. Examples include Alibaba, Airbnb, and Uber. They have managed to rise from zero to market leader in a short period of time.

Where there are new winners, there are also losers. The losers often include established companies that fail to adapt to new circumstances because they are too slow or arrogant. The well-known quote from former BMW CEO Prof. Joachim Milberg, "It's not the big ones that eat the small ones, but the fast ones that eat the slow ones," could be refined as follows: "It's not the big ones that eat the small ones, but the innovative ones that eat the non-innovative ones."

What does this mean for Zermatt – Matterhorn, what does this mean for each and every one of us? We should be aware that, as an established holiday resort, we cannot maintain this position forever unless we constantly develop and reinvent ourselves. We must ask ourselves today what our customers of tomorrow will need. We can achieve this by going through the world with open ears and eyes, by talking and listening to our guests and friends. By exercising critical thinking and trying to embrace other solutions. And collaboration will also be needed in the future – the collaboration that already defines the great "Zermatt – Matterhorn" brand.

**WAGAGUZ** = We Work Together to Promote Our Zermatt- Matterhorn

Here's to a new, creative year  
Sincerely  
Yours, Daniel Luggen, Spa Director



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# Culture – Zermatt cable cars as art objects

ACRYLIC MOUNTAIN RAILWAYS

**Zermatt Bergbahnen AG transports over 1.8 million passengers annually, who operates the facilities and stations of Switzerland's largest cable car company used, usually pays little attention to her attractive appearance. This is exactly what the Artist Birgit Polkläsener change and sets these large format on acrylic in Scene. From November 25, 2016, exhibited her works at the Backstage Hotel Vernissage in Zermatt.**

Birgit Polkläsener paints mountain railways because , as she herself says, they are beautiful. "It's not about a meaningful statement, but simply about the beauty of these objects. The special attraction for me lies in the fact that with my large paintings I can show a beauty that is hardly noticed, that lies 'open in the hidden,' so to speak. Everyone just wants to get to the top as quickly as possible by train .



Birgit Polkläsener finds even in cold Steel structures beauty.

mountains and out onto the slopes. Hardly anyone looks around." The reflections in the gondola windows , the functional mechanics of the system , the light reflections from outside or from the ceiling lighting, the high, light- flooded halls with their strict ceiling constructions, the glass facades, the molded

The striking concrete, the tall, slender pillars and massive struts, all in the most beautiful colors – this fascinates the German artist incredibly. "And painting isn't boring at all. The eye uncovers the smallest perspective errors or inaccurate parallels, and such constructions have to be logical, especially with regard to the incidence of light . You have to work very carefully, and it takes several months until everything is just right in a painting and it is then finished."

Over this relatively long period of time, a very close relationship develops with each individual work . " She's particularly pleased that she can now show her paintings at the Zermatt artist and architect Heinz Julien's, because nowhere else can you get to know the places she paints and their special atmosphere as well as here. "There, you don't just look at a picture, you can perhaps even feel it."

The "Mountain Railways" exhibition runs from November 25, 2016, to the end of January 2017 and is open daily from 5:00 PM to 11:00 PM. Admission is free.

### About the artist

Birgit Polkläsener, a freelance artist and lawyer, lives in southwest Germany , near the French and Luxembourg borders. She began her career as a lawyer, but later gave in to her passion for art and is now a full-time freelance artist.

She also volunteers for an arts-supporting institution. She doesn't admire individual works of art, but rather the techniques of great painters such as Jan Vermeer and Elisabeth Louise Vigée Le Brun, and today Bettina van Haaren and Karin Kneffel. Further information can be found on the artist's website [www.birgit-poll-klaesener.de](http://www.birgit-poll-klaesener.de)



Unique works of art. The acrylic paintings appear fascinatingly realistic.



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# The construction project of the world's highest 3S cable car is on track

**The most spectacular cable car project in the Swiss Alps is proceeding according to plan. By winter 2018/2019 The Zermatt Bergbahnen are building on the Klein Matterhorn the highest 3S cable car (tricable gondola) in the world. The first of three construction summers went very well despite the challenges posed by the extreme altitude.**

Indeed, the altitude and terrain profile of this high-alpine construction project require meticulous planning, extensive preparation, and extremely precise and careful work from everyone involved . Working in this environment presents a particular challenge for the fitters. The atmospheric conditions at altitude place significantly greater strain on the body than in the valley, and the danger of crevasses requires special caution. The weather conditions also make things worse. In September, there was already a meter of snow and temperatures as low as minus 12 degrees Celsius. "Despite the most difficult environmental conditions, the excellent cooperation of all companies involved in the construction enabled remarkable progress . The realization of the largest construction project in our history is on track," emphasizes Markus Hasler, CEO of Zermatt Bergbahnen AG.

### A cable car of superlatives

The new cable car is superlative in several respects. In the high alpine environment, it is particularly exposed to wind and weather. Furthermore, it must cover great distances. These are ideal conditions for a tricable gondola lift, which is characterized, among other things, by its high wind stability. The world's highest 3S cable car, at almost 4,000 meters above sea level, will be completed by winter 2018/2019. Then, the state-of-the-art system, approximately four kilometers long, will complement the existing aerial tramway. It will create additional capacity.

of 2,000 passengers per hour and the conditions for uninterrupted cable car operation. This will significantly improve the ski area connection between Switzerland and Italy . The 25 comfortable cabins , each with 28 seats, were designed by the renowned Italian design studio Pininfarina, which works for brands such as Ferrari and Maserati.

### Assembly work at the valley station, first installations at the mountain station

The first construction phase in summer 2016 was completed on schedule and important basic work was completed. Assembly work for the valley station began in mid-October. Extensive work was required to erect the supports. Due to the steep and rocky terrain, work had to be carried out very deeply, in some places up to 30 meters, to create stable concrete foundations. For example, approximately 440 cubic meters of concrete were used for the four foundations and bases for support 1. The first support was already installed at the end of August. For support 2, the foundation of the fourth support base and the connecting beams, which will later serve to structurally connect the individual support heads, are currently being concreted.

Three foundations are currently under construction for Column 3, and work on the fourth will begin in spring 2017. A 52-meter-high construction crane with a 50-meter outreach was installed for the assembly of Column 3. Excavation work at the mountain station was completed in August , and concreting work subsequently began. Winter has since greeted us, but work continues nonetheless. The floor slab and the first stage of the walls in the basement have already been concreted.

<http://blog.matterhornparadise.ch/de/bauprojekt-3s>



Crane assembly: Air Zermatt pitched in. To assemble the crane erect, the parts had to be transported by helicopter become.



Mountain station: Impressive construction site. The mountain station of the 3S cable car is being built here.