

ZERMATT INSIDE

April 2017, 15th Year, No. 2



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

Digital transformation in tourism

Self-check-in at reception, online bookings in hotels, real-time information for guests, artificial intelligence as an advisor, complete predictability of guest behavior, the evaluation of travel experiences on online portals... Digital transformation has long since taken hold in tourism.

This is also confirmed by Michael Fux, a professor at the University of Applied Sciences for Business and Tourism (HES-So Valais), in the current issue of "Zermatt Inside." Digitalization is increasingly impacting the tourism industry . In an interview, the expert notes that digitalization is not limited to the areas of marketing and communication, but that traditional structures, such as billboard advertising, are also subject to digital developments. A tourism destination must also be able to respond appropriately to these changes .

Because "many guests always have their cell phones with them. They would feel restricted if they had to put down their personal assistant." According to Fux, in order to keep pace with the increasing influence of digitalization, which is currently accompanied by profound changes in society , tourism professionals must, among other things, focus on continuous training . "Since new formats are constantly emerging, providers must always stay on top of things," Fux says of future challenges, which will place particular emphasis on on-demand training. "You access the content when you individually need it for your personal development."

In a conversation with Zermatt Tourism, the tourism expert also discusses the potential direction of digitalization in tourism , outlines exciting future scenarios and megatrends, and highlights the opportunities opening up for tourism in an increasingly digital world . Because one thing is certain: digitalization will not bypass tourism either.

www.inside.zermatt.ch

“The Gornergrat becomes a cultural mountain”

ZERMATT OPEN-AIR THEATRE: 20 PERCENT DISCOUNT FOR LOCALS

«Romeo and Juliet on the Gornergrat» is the title of the piece that will be performed this summer on the Riffelberg as an open-air theatre above the stage. Once again Livia Anne Richard the director. Locals benefit from advantageous discounts. Helpers are wanted.

Every two years, in July and August, the Zermatt Open-Air Theatre takes place on the Gornergrat at an altitude of 2,600 meters. In the summer of 2017, Livia Anne Richards' "Romeo and Juliet on the Gornergrat" will premiere. In 2015, the director launched the Zermatt Open-Air Theater for the first time – with "The Matterhorn Story." This was to mark the 150th anniversary of the first ascent of the Matterhorn. The production attracted over 23,000 guests. The performances were almost completely sold out and are considered an absolute success in the open-air theater industry . Now, different theater productions are planned every two years on the Gornergrat . This includes a revival of "The Matterhorn Story."

Romeo and Juliet on the Gornergrat
The premiere of "Romeo and Juliet on the Gornergrat" offers a completely new experience. The play contains many surprising twists and turns that will not be revealed here. Livia Anne Richard: "The performances of 'The Matterhorn Story' were extremely successful. Now we want to build on that . If we are successful, the Riffelberg will become a cultural mountain."

Four great young Zermatt talents play the main roles: David Taugwalder (24) is the older Jakob, Theo Romo Lauber (14) the same character in his younger years. Romaine Müller (22) plays the adult Maria, her sister Tina (14) the young one. The author has adapted the love story by Gottfried Keller (Romeo and Juliet in the Village) into a Zermatt mountain farmer's story set around the year 1850. It takes place in the time before the first ascent of the Matterhorn. The language spoken is entirely in the Valais dialect. The performance language authentically corresponds to the language of that time, with subtle adaptations to today's language.



Tina Müller and Theo Romo Lauber, both 14 years old, will play the child lead roles in "Romeo and Juliet on the Gornergrat" in summer 2017. Locals receive a 20 percent discount. on the Classic tickets.

Listening comprehension. The dialect version was written by the two Zermatt experts Klaus Julen and Hanspeter Perren. The musical compositions were composed by musician Hank Shizzoe, who recently spent three years touring with Stephan Eicher. Numerous other amateur actors from Zermatt are also participating. Theater enthusiasts from the Nikolai and Rhône Valleys, as well as Bern and the surrounding area, are also participating. The team is complemented by a professional fire artist. A total of 27 actors are performing. "We've been rehearsing since February. Then, at the beginning of June, we'll be off to Riffelberg. An intense period lies ahead. The ensemble is showing commitment and enthusiasm," says Livia Anne Richard.

Helpers wanted
Who would like to immerse themselves in the world of Alpine theater this summer? We are looking for volunteers to distribute tickets, look after guests, or perform general tasks. Those who want to participate must commit to being present for twelve days between the beginning of July and the end of August. Requirements include available accommodation in Zermatt and being at least 16 years old. Volunteers will be compensated. Information: fiona.isler@4478events.ch, phone 027 967 69 37.

Discounted tickets for locals
«The local population of Randa, Täsch and Zermatt are supposed to host the theater

attractions on the Gornergrat at preferential prices," says Matthias Blum, Managing Director of the Zermatt Open Air Theater. Therefore, interested parties can purchase tickets in the "Classic" category with a 20 percent discount . Tickets cost only CHF 79, down from CHF 99. Tickets can be purchased from Zermatt Tourism in Zermatt. Visitors must present a blue local card, which entitles them to purchase local tickets and is stamped with the year 2017.

Facts

- Performances from July 6 to August 27, 2017
- Performances every Wednesday to Saturday, 7:30 p.m., Sunday, 3:00 p.m.
- Prices: Classic CHF 99.–, Premium CHF 129.– (front row seats, including program booklet)
- Performances on the Riffelberg, at 2,600 m
- Number of seats: 700
- Food and drinks on site

The prices include
Train ride to Gornergrat and back.
So nothing stands in the way of an excursion with a nature and theater experience.

information
Freilichtspiele-zermatt.ch and [Freilichtspiele Zermatt on Facebook](#)

Zermatt Youth Fire Brigade

Once a year, numerous youth firefighter teams compare and measure their skills and knowledge at the Swiss Youth Firefighter Championships. These national competitions, which will be held in Zermatt in 2018, pursue other goals besides a fair test of strength .



Digital Future Zermatt – Matterhorn

Professor Michael Fux explains that the digital world is increasingly shaping the reality of tourism.



Matterhorn glacier paradise

Christian Loretan has been the head chef in the kitchen of the Matterhorn Glacier Paradise restaurant since December. In this interview, Loretan discusses, among other things, his cooking philosophy and the challenges of cooking at an altitude of almost 4,000 meters.



Small fire extinguishers

CONTROL EVERY THREE YEARS

During recent fire service operations Zermatt has suffered major damage several times due to the owners themselves can be avoided. By entering Using the in-house small fire extinguishers, the fire was brought under control.

If a fire is extinguished in a timely manner, more extensive damage and loss of life can be effectively prevented. A follow-up fire check by the fire department is always mandatory, however! However, a small fire extinguisher must be kept in good working order .

During our periodic inspections and through feedback from the Zermatt Fire Department, we are increasingly finding that this is not always the case. In some cases, successfully deployed small fire extinguishers were almost a miracle that they were still functional at all, even though some hadn't been serviced by a professional for several years.

Is the regular maintenance of small fire extinguishers Mandatory? How often should it be performed?
The regulations regarding the maintenance of small fire extinguishers have been relaxed. Until now, maintenance was

A three-yearly inspection is mandatory. The currently valid 2017 Fire Protection Regulations (BSV2017) limit maintenance obligations to the manufacturer's specifications (see Fire Protection Guideline "18-15 Extinguishing Equipment," Section 6, Paragraph 3). The current BSV can be downloaded and viewed free of charge at any time at www.praever.ch .

The manufacturer's specifications are decisive for the maintenance interval of small fire extinguishers
Based on many years of experience and proven practice, the Swiss Fire Extinguishers Association (LGVS) recommends that small fire extinguishers be serviced by a specialist company at least every three years .

Regular service of your small fire extinguisher is not expensive – in contrast to the costs that occur when a fire is not fought can be
In an emergency, the functionality of a small fire extinguisher can mean the difference between life and death. Property damage, production downtime, total destruction of property , or even business closure can be avoided thanks to regular servicing and the correct handling of small fire extinguishers.



Fire in a tumble dryer

Proper, timely, and professional maintenance ensures the long-term reliability of your small fire extinguisher. If you are unsure when your fire extinguisher needs to be serviced or replaced, we recommend contacting the manufacturer of your fire extinguisher.

New regional contact point for energy issues in Upper Valais

INDEPENDENT ENERGY ADVISORY CENTER

Since 1 March 2017, private individuals, companies and institutions in Upper Valais energy municipalities can contact an independent energy advisory centre It helps to implement measures for sustainable energy use. The pilot operation under The management of RW Oberwallis AG (RWO AG) is the Upper Valais energy cities, the canton of Valais and the Federal Office of Energy.

In Upper Valais, several Energy Cities are already committed to an active energy policy, including the municipality of Zermatt. The Upper Valais Energy Advisory Service, a regional contact point for private individuals, companies, and institutions, was created on behalf of these Energy Cities and the canton. "With our contact point, we want to offer interested parties product- and company-independent advice and support them in implementing measures ," explains Ivo Nanzer, Deputy Managing Director of RWO AG, which developed the project together with Energy Cities consultant Patrizia Imhof.

Get advice

The Oberwallis Energy Consulting Service has been active since March 1, 2017. Its range of services includes consulting on building renovations, heating replacements , and the installation of photovoltaic systems, information on funding programs, and expert support for municipal authorities. "Energy-efficient work processes and energy-optimized buildings are economical

"Success factors," says Energy City consultant Patrizia Imhof . "With the Upper Valais Energy Consulting Service, we support companies in identifying savings potential and implementing meaningful improvements." Private individuals can also save energy and often money with simple steps, without sacrificing everyday comfort. The consulting topics are listed in detail on the website www.energieberatung-oberwallis.ch .

Saving energy pays off
"The energy advisory center helps interested parties consider all the necessary steps in planning and implementing measures while complying with the legal requirements, and shows them which subsidies they can benefit from," says Natalie Theler from the Cantonal Office for Energy and Hydropower (DEWK). The cantonal subsidy programs are generous. Since this year, CHF 14 million in subsidies have been available for energy-saving investments in buildings. For example, you can receive an amount of >CHF 7,000 for replacing your oil heating system or >CHF 2,500 for installing a solar hot water system. To benefit from subsidies, it is important to wait until you have received approval for financial assistance before implementing the project.

to start.

Professional consulting team
General consultations are covered by initial contact with Energy City consultant Patrizia Imhof. "In the case of complex



"For more complex questions, we can draw on a pool of experts," says Imhof, explaining the pilot model. The experts are Willy Schuler, Philipp Truffer, Franz-Josef Zenhäusern, Carlo Mathieu, and Marco Lauber. "The experience of these proven experts in the fields of building services, renewable energies, building physics , and building envelopes guarantees professional advice ." Depending on the issue, consultations are provided free of charge by phone, email, or at the RWO AG office in Naters. On-site consultations are subject to a fee (starting at CHF 150).



The construction or renovation of a building offers a great opportunity to reduce future energy consumption to reduce.

Cube Reaction Hybrid One 400

Das unschlagbare Komplettpaket mit Bosch CX Antrieb!

- hochwertige Shimano Ausstattung mit hydraulischen Scheibenbremsen
- leichter und steifer Aluminiumrahmen
- vortriebsstarker Bosch CX Antrieb mit 400 Wh Akku
- 9-Fach Shimano Schaltung

Für unschlagbare CHF 1'999.– (netto)

Cube Reaction Hybrid One 400
CHF 1'999.– (Netto)

SLALOM SPORT Kirchstrasse 17 • 3920 Zermatt • T +41 27 966 23 66 • www.slalom-sport.ch

SLALOM SPORT
ZERMATT

Second new battery-powered ski bus (Green Line)

MADE IN ZERMATT

After the electric bus operation on the green line was able to put the first ski bus of the new generation into operation for the 2013/14 winter season, the **A second bus of this type has been available to the population since the beginning of April 2017.**

The new bus model can carry 70 people per trip , which is an increase of 20 passengers compared to the old model.

Manufactured in Zermatt

The new generation of buses is being built under the leadership of the local company STIMBO Elektrofahrzeuge. The new electric bus is identical in size and technology to the replacement vehicle that has been in service since the 2013/2014 winter season. Upon completion, the vehicle was inspected by the Federal Office of Transport and approved for commissioning.

Outer shell

For the first few days, the new bus will still be seen in its white livery. But in just a few weeks

This bus will also be covered with the unmistakable Gruyère cheese wrappers, making it almost indistinguishable from the other vehicles. Only the serial number 8 indicates that it is a new vehicle.

Less waiting times

With this additional bus, which was commissioned strictly according to the concept of replacing the existing electric bus fleet , waiting times will be further reduced, especially during peak times . Guests can increasingly count on being transported to the valley stations of the various cable cars in just a few minutes.

Third replacement bus under construction

Short-term capacity bottlenecks at various stops can also be counteracted more effectively. This is also due to the fact that the electric bus service will be equipped with a third replacement bus for the 2017/18 winter season. This was already commissioned last year and is currently under construction.



With the commissioning of the second ski bus of the new Generation, waiting times for guests should be reduced even more be reduced.

Clothing and furniture collection for Eastern Europe

TO SUPPORT THE NEEDY AND NEEDY POPULATION

In April, the association "Hand in Hand – Your Neighbor " will conduct another clothing and furniture collection for Eastern Europe. The focus will be on the people of Ukraine can really use our help.

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

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

Collection points

The association collects well-preserved and clean winter clothes, coats, jackets, trousers, sweaters, gloves and shoes, furniture, as well as well-preserved and clean bed linen , terry cloths, etc. These can be handed in in boxes or garbage bags (grocery stores sell black garbage bags) as follows:

Saturday, April 29, 2017, at the following locations:

- 9.30–11.30 am Entrance to the funicular railway workshop
- 9.30–11.30 a.m. Entrance to Winkelmatten Chapel
- 9.30–12:00 and 15:00–16:30 Parish Center Entrance

Furniture and inventory

For organizational and transport reasons, furniture collection from hotels, apartment buildings, and private individuals must be registered by Thursday, April 20, 2017, at the latest. Tel. 079 797 69 83.

The date and location of the furniture transport will be communicated upon registration . We are collecting used but still well-preserved furniture.

Tax exemption for donations

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

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

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

Association «Hand in Hand – Your Neighbor»



Cellar in Novaya Odessa – Ukraine

Court hearing on the fraud cases at the (former) Zermatt waterworks

THE MAIN HEARING WILL TAKE PLACE IN MAY 2017

In spring 2011, financial irregularities were discovered within the administration uncovered, whereupon the municipal council filed a complaint with the Upper Valais public prosecutor's office. The two people filed criminal charges on suspicion of various criminal submitted actions.

indictment

The criminal investigations and further clarifications subsequently initiated led to the public prosecutor's office of the Canton of Valais filing charges against four individuals at the Upper Valais District Court for the Visp district last autumn .

Two people are charged with commercial fraud and multiple counts of forgery, and two people are charged with fraud, complicity or aiding and abetting commercial fraud and multiple counts of forgery. The municipality of Zermatt is acting as a private plaintiff for damages totaling approximately CHF 3.5 million.

Main hearing

The President of the District Court for the district of Visp has now summoned the following to the main hearing in the town hall of the municipality of Visp, St. Martiniplatz 1:

- **Tuesday, May 2, 2017**, from 8:30 a.m. (witness interviews, party testimony)
- **Wednesday, May 3, 2017**, from 8:30 a.m. (party statements, closing arguments)
- **Thursday, May 4, 2017**, from 8:30 a.m. (reserve day)

The District Court is composed of the President Dr. Thierry Schnyder, Judge and Dean at the District Court of Visp, Marie-Luise Williner, Judge and Dean at the District Court of Leuk, and Michael Steiner, Judge at the District Court of Brig.

Verdict

The oral verdict will be announced on Wednesday, **10 May 2017, at 2 p.m.,** Also in the Visp Town Hall, St. Martiniplatz 1. The main hearing and verdict are open to the public. Anyone over the age of 16 may attend the hearing in the courtroom.

Rediscover the Zermatt Library

LET YOURSELF BE SURPRISED

Time passes and the new library program proceeds in an orderly Tracks. But we don't want to stand still.
We are always looking for new offers for our customers. Read
You yourself, what's new with us.

Homepage of the municipal library

On our website, you can find information about our library offerings . In addition to our book recommendation of the month, you can search for new releases in our online catalog. You'll also be kept up to date on organizational processes at the library. There are also interesting links and photos of our library. www.gemeindebibliothek-zermatt.ch

Audiobooks and magazines

Often, people are too tired to read. Or they have visual impairments and the book's font is simply too small.
To avoid this, we now also offer audiobooks. Wherever you are or whatever you are doing, you can always listen to an audiobook at

So why not distract yourself with an exciting story while vacuuming or ironing? Perhaps the story will accompany you while you go hiking.

Just give it a try.

And if you have some spare time, you can now browse through magazines in our library with a cup of coffee or tea . You can also take them home and read them comfortably on the couch . You'll find magazines like "Gala," "K-Tipp," "Wir Eltern," "Geolino," and much more. It's worth a visit.

Culture Zermatt

A library is, of course, also closely connected to culture . For this reason, you can now use our library as an advance ticket sales point for various events organized by the Zermatt Culture Association.
to use.

Easter in the library

In keeping with the season, we offer a wide range of Easter-themed books. There are craft ideas, picture books, the Easter story, and much more.



Among other things, magazines are also part of the community library's new offering.

On April 12, 2017 , an Easter egg hunt for children ages 6 and up will take place in the library . The event will run from 2:00 PM to 4:00 PM. You can register your child by

Mail gemeindebibliothek@zermatt.ch or by phone during opening hours of the Library. You can find more information on our homepage.



Hygienic cleanliness even at low temperatures.


ActiveOxygen
The new washing machine from Bosch removes with the help of ActiveOxygen™ 99.99%* of existing bacteria and Germs. www.bosch-home.ch



*Up to 99.99% reduction of E. coli, C. albicans, S. enterica, A. Brasiiliensis, S. aureus, bacteriophage MS2 in the "Quick/Mix cold" wash program with liquid heavy-duty detergent at the recommended dosage and a load of 4 kg - study MB 7623/15 dated July 29, 2015 by the wlk-Institute for Applied Research GmbH.



Elektro Imboden F. & Sons AG
Bahnhofstrasse 18
3920 Zermatt
Phone: 027 966 26 26
www.imboden-elektro.ch



Our current Offers:

Zermatt

- Building land / at Stalden
- Studio / Riffelalp **reserved**
- 2.5-room apartment / Spiss 3.5-room apartment / Spiss 3.5-room apartment / Zer Bännu **sold**
- 4 1/2-room/corner mats **newly renovated**
- 6.5-room apartment / Riffelalp **Duplex attic apartment**
- 3.5-room apartment / Steinmatte **new annual rent**

Bag


- Building land / various locations
- Studio / near train station
- 5 furnished studios/House St.Martin B **new**
- 2x 3.5-room apartment / Eya **new**
- 2.5-room apartment / Monte Rosa 3.5-room apartment /House Pollux 3.5-room apartment /House Löucha **reserved**
- 6.5-room apartment / üssers Sand **new**
- Traditional Valais settlement /Chumma **new**

Randa

- 5 1/2-room apartment and studio, Haus Wildwald **new**
- Restaurant with 3 apartments including PP and large inventory **new**

For further, non-binding information, please call us or visit us at the Remax shop in the Viktoria Center.

Your real estate professional in the inner Nikolaital:
Mario Fuchs 079 338 94 79

www.remax.ch 



Balfrinstrasse 15 A, 3930 Visp, Tel. 027 945 13 44

We offer the following brands at absolutely top prices:
Bosch, Electrolux, Liebherr, Miele, V-Zug, Schulthess, Siemens, Jura, Solis, Tefal, Braun

Full factory warranty
Great offers and exhibition equipment!

Own express service
Delivery and assembly
• on time
• professional
• reliable

All devices
available at short notice



MassageYinYang

Massages & Therapies in Zermatt

Billing via health insurance possible.

www.massage-zermatt.ch
0041(0)764975616

Ihr Ansprechpartner für Skiverleih, Skidepots und Schuhtrocknungssysteme im Oberwallis.



www.wintersteiger.com/skidepot www.wintersteiger.com/trockner

Patrick Nydegger
Verkaufsberater, Tel.: 079 650 69 90
patrick.nydegger@wintersteiger.ch



First Class
WINTERSTEIGER
Rental & Depot Solutions

The school goes offline

IMPLEMENTATION OF VARIOUS MEASURES

Within the framework of the regional education strategy of the Municipalities of Randa, Täsch and Zermatt are implementing the clubs, try out new things and perhaps discover their hidden talents. School social workers Dolores Rovina and Eva Fran-

ke together with Bianca Ballmann from the Mattertal Youth Work Centre, various measures to

Topic: "Leisure activities for children and young people."

Promote cohesion and discover new things

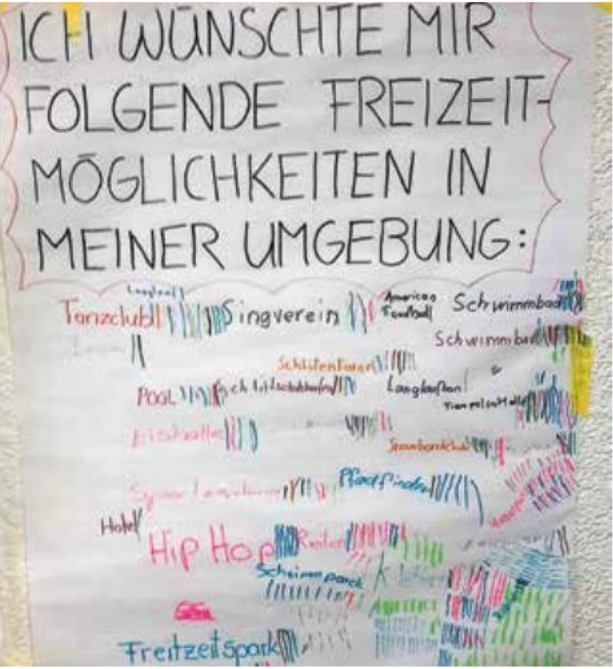
The measures are intended to provide individual support for students and facilitate integration through language and leisure activities. At the same time, the sub-project builds on last year's school social work project on "Dealing with Digital Media."

The children and young people are introduced to various leisure activities away from TV, mobile phones, and tablets. On "Offline Day," which takes place in August 2017, the children and young people will be given

Children and young people can have a say in which specific activities will be implemented with them on this day. Their interests and wishes will be discussed through surveys .

Club evening in autumn 2017

Plans are already in place for the new school year. A club evening will be organized on November 3, 2017, providing a platform for the various regional clubs and institutions to introduce themselves and recruit new members. The target audience for the evening is primarily parents of younger children. However, everyone who is interested is welcome.



These leisure activities are a selection of the wishes the children of Randa, Täsch and Zermatt.

Children's Festival 2017

IT IS BEING CARRIED OUT FOR THE SIXTH TIME

When children with make-up and shining eyes run through the village, when cooked, knotted, jumped, climbed, played, sang, danced, marveled or laughter – then the Zermatter Chinderfäscht takes place.

Saturday, June 10, 2017, belongs entirely to the children of Zermatt. For the sixth time, this event is being organized and hosted by the "fea zermatt" association, along with many other clubs and volunteers .

This year, the organizing committee is working with the Zermatt Cultural Association and the event will be enhanced with a live concert. The day begins with an opening concert in the Triftbachhalle. After the first part of the concert, the children can take advantage of various studios, workshops, and activities. Delicious grilled food, cakes, and drinks will also be available in the parish garden to ensure your physical well-being.

In addition to face painting, crafts, singing, children's yoga, Zumba and Punch and Judy shows, this year's absolute highlights include police, fire service, cooking, CrossFit, experiments and biking. We look forward to seeing many happy children's eyes!



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

Phone: 027 967 88 78
Fax 027 967 88 79
info@biner-itc.ch

We would be happy to
advise you personally!

Biner

IT-Consulting GmbH

...since 2002 your computer/IT partner in

Daria Mürset
KomplementärTherapeutin
von Krankenkassen anerkannt
ASCA- und EMR-Qualitätslabel
daria.muerset@me.com
Tel. 079 679 79 35

**Kinesiologie
Rückentherapien
Lymphdrainagen
Beckenbodentraining
Ernährung
Massagen
Shiatsu**

www.gesundheit-zermatt.ch

LET IT MOVE YOU™

Various group fitness
classes for all ages
www.fitness-zermatt.ch

Swiss Quality Coffee Equipment

The fourth generation
compact, modular,
shapely.

Test the BW4c
non-binding
in your company

CHF 9500.00
incl. 4 L refrigerator

www.thermoplan

COFFEE SHOP
Caffè Cervino
Coffee roastery
Furkastrasse 25
3904 Naters
027 924 49 29
www.caffecervino.ch
info@caffecervino.ch

The little stars of tomorrow

MINI PLAYBACK SHOW

On Saturday, April 8, 2017, our young artists will be in the spotlight on the show stage. Like every year, JuBla Zermatt and the Mattertal Youth Office, with generous support from the Zermatt Unplugged organized a great show.

Singing and dancing

On the large tent stage, where the big stars also perform in front of an audience during Zermatt Unplugged , the young stars of tomorrow can showcase their talents . A total of seven groups will perform live and in playback.

Show Act

The various performances will be accompanied by the newcomer band "The Untitled End" with band member Sascha Perren from Zermatt and the "Zermattergoofe" with over 25 children.

Welcome

The doors to this unique show are open to everyone from 11:00 a.m. – you are cordially invited. The individual groups would be delighted to perform in front of a large audience.



Zermatt youth fire brigade faces major challenge

SWISS CHAMPIONSHIP AND WORLD CUP QUALIFICATION OF YOUTH FIRE BRIGADES

From 8 to 10 June 2018, the Swiss Youth Fire Brigade Championship (JFW) will take place in Zermatt . Part of the Competitions also count towards the qualification for the 2019 World Championships in the canton of Valais. For this major event, Accommodation and helpers wanted.



400 young firefighters are participating in the major event . Teams of seven to eleven people will be there, each with one or two accompanying persons . Family members will also be there to see what their offspring can

already achieve in firefighting training. Organizing committee head and Zermatt municipal councilor Anton Lauber is looking forward to the many young people: "We'll see how the aspiring firefighters compete as a team," he says, emphasizing: "Teamwork is the most important component for successful firefighting and rescues of all kinds."

Meaningful leisure activities

In the youth fire brigade training sessions, a variety of techniques are practiced once a month: First aid for colleagues and patients, as well as rope knots for securing people on steep terrain or for securing objects are important and demanding. The construction of pressure lines using hoses from a hydrant or motor pump is professionally trained. The tank fire engine and all its equipment are explored down to the last corner. Both the operation and use of motor pumps, which are used to increase pressure or to suck water from open water, are taught and practiced. The lessons, which include the topic of ladder service, take the students to new heights. Here, in addition to safety-relevant points, the various possible deployments are taught. In addition, the youth firefighters learn the tasks of respiratory protection service in playful sequences . This is one of the cornerstones of the fire service today .

and is now indispensable in many operations. The young people practice tirelessly for the annual competitions . Elements from the specialized training courses are interspersed with obstacles and challenges. Under the watchful eye of referees, participants must complete courses with various tasks under time pressure. The focus is on both the time required and the flawless execution of individual actions .

In addition to education, training and competitions, promoting team spirit and camaraderie is a key focus of the youth fire brigades.

History of the Youth Fire Brigade Zermatt

The Zermatt Youth Fire Brigade was founded in 1998 under the leadership of Anton Lauber and with the support of Hans Walter and Urs Willisich. The idea behind it is to offer children and young people from Zermatt, Täsch, and Randa, starting in fifth grade, a new and meaningful way of free time.

to offer temporary employment. Over the years, the JFW Zermatt has become increasingly established. Teams have been able to participate in competitions. In 2005, the JFW was even allowed to compete in the World Championships in Varaždin, Croatia.

After a few years, Anton Lauber passed the leadership on to Mark Schneider. Under Mark Schneider, training continued with the diverse equipment used by the fire service. Furthermore, the JFW Zermatt was able to participate in the Swiss Championships annually with one or two coaches . In 2005, they even achieved the runner-up title in Aesch BL.

As part of this success, the team met the responsible Federal Councilor, Samuel Schmid. The "Tagesschau" report on this championship, featuring interviews with the team, was one of the highlights of the experience. The team also achieved third place in Mont-sur-Lausanne in 2012 .

Bianca Ballmann has been the director of the JFW Zermatt since 2013. It currently consists of 18 young people from Zermatt, Täsch, and Randa. Regular exercises and training promote agility, knowledge, and skills.



In the youth fire brigade training sessions, various techniques are practiced once a month.

of the youth. Coinciding with the 2018 Swiss Championships, the JFW Zermatt is celebrating its 20th anniversary. 20 years of fun, challenges, and a great deal of teamwork have the JFW looking forward to the years to come.

Offspring for the "big ones"

Since the founding of the JFW Zermatt, a few members have been able to join the fire service each year after their 18th birthday . This is thanks to the commitment of the management and the motivation of the JFW members. Thus, the next generation of the "grown-ups" is

Annual transfers are partially ensured . Almost a quarter of the current Zermatt Fire Department's membership is actually former youth firefighters.

Thanks to the financial and material support of the Zermatt Fire Department, we are able to complete the exercises and competitions.

The JFW needs in June 2018 comprehensive help

In June 2018, Zermatt will host the Swiss Youth Fire Brigade Championships. As up to 700 people are expected to attend this event and also stay overnight in Zermatt , support is needed at various levels:

- We are looking for overnight accommodation (Hotels, holiday apartments)
- volunteers
- Sponsors

Anyone who would like to support the event can register here

JFW Swiss Championships
Tatjana Schwery
Riedstrasse 69, 3920 Zermatt
info@jfw-sm2018.ch

information

www.jfwz.ch

Zermatt Youth Fire Brigade in numbers

Founded in 1998

Director

1998–2008	Anton Lauber with the help by Hans Walter and Urs Willisich
2008–2013	Mark Schneider
2013–current	Bianca Ballmann

Existing members

18 children and young people from Randa, Täsch and Zermatt
2 girls and 16 boys

Training days

Monthly exercises every Monday, possibly other days additional training before competitions

Partner shop

MGBAHN AND GORNERGRAT BAHN HAVE LAUNCHED THE PARTNER SHOP FOR THE B2B SECTOR

MGE After the newly designed websites and the modern online shop is already looking forward to the next innovation.

The partner shop is an online platform that offers a wide range of services such as train or parking tickets, outdoor activities and much more simply via a shopping cart .

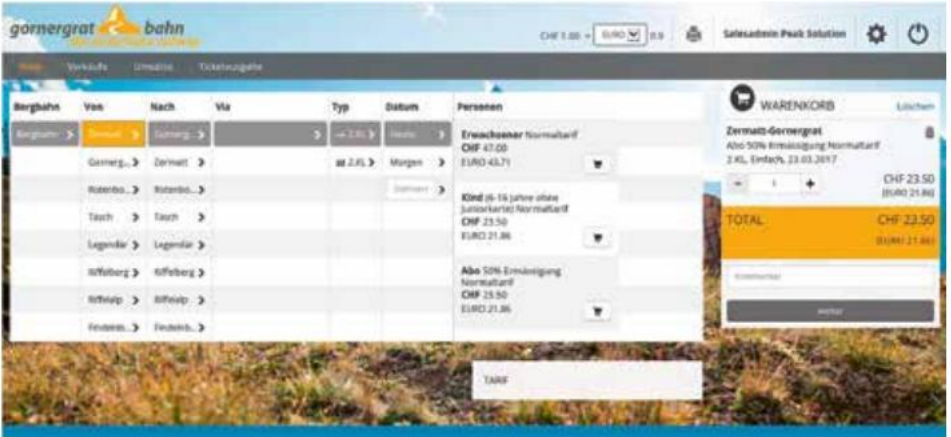
The partner shop is a B2B platform, meaning it's not for end consumers, but for partners such as hotels, vacation home owners, tourism offices, or tour operators. Partners have the opportunity to purchase (and resell) various services for their guests and customers online , offering the following added value:

- The partner can offer the services, for example the train tickets, to the guest via

Send PDF with barcode by email (ideal for the Täsch-Zermatt shuttle for arrival)

- Load directly onto the guest's existing carrier (Swisspass or keycard)
- load onto a ticket without a deposit. Tickets without a deposit are issued to partners free of charge.
- The guest no longer has to queue at the cash register and can go directly through the turnstile
- The partner can use the partner shop free of charge, there is no setup fee and no minimum turnover is required

- The services can be canceled free of charge at the partner shop until the day before
- The partner receives a commission for the sales Commission for monthly invoicing:



- Up to 50,000: 4%
 - Up to 100,000: 5%
 - From 100,000: 6%
- This includes a 1.5% handling fee.
More information or specific questions
- can be requested directly from Matterhorn Gotthard Bahn, Irma Reiners. irma.reiners@mgbahn.ch
Phone: 0848 642 442

Matterhorn Terminal Täsch

BOOKABLE ONLINE

MGE New can the parking ticket for the MTT can be conveniently booked online in advance.

Parking tickets for the MTT can be booked online in advance when planning your vacation . This can be done via the Matterhorn Gotthard Bahn webshop at www.mgbahn.ch. A code allows guests to enter and exit the terminal within the prepaid period. The code can be entered directly at the entrance barrier.

Wi-Fi
The Matterhorn Terminal Täsch has had free Wi-Fi for everyone since December 2016. Shuttle tickets can be conveniently purchased quickly and easily via Wi-Fi at www.mgbahn.ch, and the online ticket can be used to pass directly through the turnstile on your mobile phone.



Book parking tickets at the Matterhorn Terminal Täsch conveniently online via mgbahn.ch.



EXPERT

Many years of **GEAK® PLUS** experience guarantee a **consulting report** with well-founded analyses as well as sensible concepts in terms of building physics and building technology

Your competent contact for all matters relating to the building programme of the Canton of Valais

Engineering Studio Energy and Buildings

Dipl.-Ing. FH SIA SWKI
Anton Schreiner

3930 Visp
Phone: 076 761 03 03
info@inateg.ch
www.inateg.ch





HOUSETECHNIK AG

Your competent partner in Zermatt for

Bathroom renovations


Sanitary

Heating

Oil burner service

Sunneggastrasse 5 | CH-3920 Zermatt
Tel. 027 967 20 24 | www.perren-haustechnik.ch

Would you like to sell your property?
Us too.



KENZELMANN
PROPERTY

kenzelmann.ch +41 27 923 33 33



Alexander Domig
eidg. dipl. Tankrevisor

- Tankrevisionen
- Tanksanierungen
- Lecksicherungsanlagen
- Neutankanlagen
- Demontagen

Pomonastrasse 22
3930 Visp
Tel. 027 946 17 67
Fax 027 946 74 67
www.tankwall.ch
info@tankwall.ch

NEW: Blizzard CX1

The first bagless vacuum cleaner from Miele





COMPETENCE
CENTER



3924 St. Niklaus
Phone 027 956 13 60
Mobile 079 213 66 68
walchmaschinen.ch

Car rental from CHF 59.-



www.zubi-rent.ch

027 967 10 37



8 | ZERMATT INSIDE

“The guest hardly ever lets his mobile phone out of his hand these days”

PROFESSOR MICHAEL FUX PROVIDES INSIGHT INTO THE POSSIBLE DEVELOPMENT OF THE DIGITAL WORLD

What could the digital future of Zermatt – Matterhorn look like?
Professor Michael Fux of the HES-SO Valais answers these questions .
His answers
show: The digital world is increasingly shaping reality in tourism.

Michael Fux is a frequent and happy guest in Zermatt. He holds a professorship at the University of Applied Sciences for Business and Tourism (HES-SO Valais) in Sierre (see box). Many tourism professionals have already had the opportunity to learn from him through Zermatt Tourism's e-fitness courses .

How has continuing education for adults developed on the level of companies in recent years?
"Online continuing education with its electronic formats is becoming increasingly important. 'On-demand' continuing education, in particular, is increasingly in demand. Today, you can purchase virtually any educational content with just a click. 'On demand' means that you can access the content when you need it for your personal continuing education ."

What topics do tourism professionals need to continue your training in the coming years?
"Classic skills such as foreign languages, guest interaction, and on-site service remain relevant. This requires employees to deliver top quality. This requires constant training. Furthermore, online marketing and sales will continue to change and evolve thanks to innovations. With new formats constantly emerging, providers must always stay on top of the game. Promising megatrends include topics such as virtual reality and real-time information.

Thanks to their mobile phone or smartwatch, guests are always reachable online and receive, for example , real-time notifications about a table opening at their favorite restaurant . The customer is the driver; they dictate what information they want. Real-time information improves guest service.

In the hotel industry, automated self-service checkout would be an option for the future. However, not in five-star hotels, but rather in budget accommodations like youth hostels.



Professor Dr. Michael Fux from the University of Tourism mus and economy in Sierre is often a guest in Zermatt and knows the Zermatt – Matterhorn destination very well.
© Zermatt Tourism

If you had one wish, what would you wish for Zermatt – what does Zermatt need to tackle, to continue to be successful in tourism?
"I would improve inner-city transport. I'm often in Zermatt. Taking the bus while skiing is rather unpleasant with children. There are prospects for the future with autonomous vehicles. In Zug, the SBB will soon be testing a driverless minibus for inner-city transport."

To what extent does traditional marketing still exist?
"Traditional marketing is becoming increasingly digital. Classic television advertising, for example, is being tailored to the needs of the individual because, thanks to internet data , it is known what interests them. Traditional television is being replaced by streaming options and Netflix . Billboard advertising is also becoming digital. Interaction may occur between the software of a billboard and the smartphone of the person approaching. This is because it is known that the smartphone owner is a snowboarder and the snowboard advertisement might interest them.

As traditional newspaper advertisements disappear, print media must reinvent themselves.

Would it be exciting for a tourism destination To offer “offline” alternatives?
"Many guests always have their cell phones with them. They would feel restricted if they were to put down their personal assistant. The group of guests who want to take a digital detox during their vacation is marginal."

What do you think of the marketing coup “A fantastic offer for 222 francs” in Saas-Fee?
"In the short term, the plan seems to be working. The added value on site is particularly positive. From a marketing perspective, valuable customer data has been obtained . It is to be hoped that the expectations of the new guests have been met and that they will become regulars. Saas-Fee has demonstrated that highly innovative ideas can also be implemented collaboratively. However, no predictions can be made about the long-term effect at this time ."

Economy and Tourism

Professor Dr. Michael Fux (39) has a degree in business economics. studied at the University of Bern. He has been teaching since 2009 at the University of Business and Tourism HES-SO Wallis in Sierre online marketing, project management and business information systems. The doctoral thesis He has written on the topic of CRM systems in tourism destinations. His great hobby: skiing, preferably in Zermatt.

E-fitness courses in Zermatt

Zermatt Tourism's E-Fitness program has been training interested employees of service providers since two years using courses and online tools in the in a wide variety of areas. Michael Fux has In this context, in 2015 and 2016, Google AdWords training sessions and e-fitness checks and consultations were conducted. More are to follow. The e-fitness initiative includes analyses, training sessions, checklists, courses, and much more.

E-fitness courses and free Tools on ztnet.ch

Partl AG

SCHREINEREI

www.partlag.ch • 3920 Zermatt

Ihr Spezialist für:

ALTHOLZ

RENOVATIONEN & UMBAUTEN

FENSTER & TÜREN

MÖBEL AUF MASS

PARKETTBÖDEN

Beratung und Auskunft: ☎ +41 79 611 17 47 ✉ info@partlag.ch

cold-star

Refrigeration and air conditioning, energy technology, heat pumps

Kälte-Stern AG

Kantonsstrasse 75c, 3930 Visp
Telephone 027 946 16 49, www.kaelte-stern.ch

3920 Zermatt | www.jumbo-garage.ch
Elektrofahrzeuge | 027 967 11 28

Practice for naturopathy
Zermatt & Visp

Address your complaints
naturopathically to the bottom.

www.naturheilkunde-zermatt.ch
0041(0)764975616

SIMPLONDRUCKAG

Gestaltung | Werbung | Medien

Closer to the customer.

Gliserallee 6 Tel. 027 530 10 50
3902 Brig-Glis www.simplondruck.ch

SMARTER INTO THE ENERGY FUTURE – WITH SUN AND GEOTHERMAL HEAT

Lauber WISA

WAGENBRENNER OLIVER

METALWORK - IRON MERCHANT - CONSTRUCTIONS

Doors & windows in steel or aluminum Fire-resistant doors Folding and sliding doors
Tel. 027 967 22 25 Fax 027 927 27 41 wagenbrenner@zermatt.net

Metal construction
Lower mats
Spissstrasse 23
3920 Zermatt

Wrought iron railings
Repairs of all kinds

Local bikers get a great chance

BIKE COMMUNITY: PARTICIPATE IN THE PERSKINDOL SWISS EPIC AS A TEAM OF TWO AT A PREFERENTIAL PRICE

With the big mountain bike stars
hit the trails. This is possible with the Zermatt Tourism campaign «2 DAY Packages for Zermatt-friends». Teams of two get cheap and preferential rates a starting place.



In 2017, the "Perskindol Swiss Epic" mountain bike race will be held for the fourth time , and for the third consecutive year, stages will head to Zermatt. The races will take place between the 11th and 16th of September.

The race will take place on September 15-16, 2017. The race routes lead from Grächen via Leukerbad to Zermatt. A new category is "EPIC 2 DAY FLOW." The "2 DAY EPIC" and "2 DAY FLOW" categories are more affordable for locals and will take place on September 15 and 16. These stages feature a moderate 80 kilometers, around 2,200 meters of elevation gain, and almost 5,000 meters of descent . This makes the Swiss Epic also open to less ambitious and more downhill-oriented mountain bikers.

Participation is everything
Zermatt Tourism supports local mountain bike teams with the campaign
"2 DAY packages for Zermatt friends": bike Teams with team members based in Randa, Täsch or Zermatt can
Register at preferential rates in two categories :

- 2 DAY EPIC or 2 DAY FLOW
- Selectable categories: «HEAVEN» or «COMFORT»

The "EPIC 2 DAY" package offers the opportunity to ride the final two stages of the six-day Perskindol Swiss Epic 2017 – a truly superlative experience. Those who sign up can find out if they 're ready for the ultimate mountain bike stage race.

Opportunity for local teams
If you would like to register your team, please choose a team name that includes "ZM" or "Zermatt-Matterhorn" in the title.
For example, "Zermatt – Matterhorn Trail Shredders." There are no limits to your imagination.
set.
Bikers from the Zermatt-Matterhorn destination who register as a team receive a preferential rate. The discount is up to CHF 350 per team compared to the standard rates.



Hit the trails with the big mountain bike stars – every biker's dream. Now possible: take part in just two days of racing, as a team of two from the destination Zermatt – Matterhorn.

Two people can participate per team.
In addition, there is a Zermatt-Matterhorn race dress, a Matterhorn Swiss Trail Bell, an invitation to a get-together with all Zermatt-Matterhorn teams, and other benefits.

Anyone interested should contact Christian Zörjen, Event and Partnership Manager at Zermatt Tourism. He will be in charge of the registration process.

initiate the de-departmental process and provide the necessary information. Details on the next steps will also be provided.

Registrations
christian.zoerjen@zermatt.ch

information
<https://zt.net.ch/PSEfriends>

Invitation to the destination ski day

Destination Day will take place on Wednesday, April 12. Those who decide to attend at short notice can still register.
The topics: Ski area development and Maintaining relationships with neighbors in Cervinia/Valtournenche.

"The world's largest ski resort is to be built on the Matterhorn ," was the recent headline in the newspaper "Blick." What exactly lies behind this headline will be discussed at the Destination Ski Day on Wednesday, April 12. The visit to Cervinia/Valtournenche will also foster relations with the Italian neighbors and promote exchange among

The program is sponsored by the Zermatt-Matterhorn service providers. The program will take you through the Matterhorn Ski Paradise ski area. Also planned is a visit to the Info Cube on Trockener Steg, which will provide information on the status of construction work for the 3S cable car and the "Alpine Crossing" plans, a ski run to Cervinia/Valtournenche, and a meeting with neighboring Italian authorities. Anyone interested is welcome to participate.

Registration required
peter.kronig@zermatt.ch
Phone 027 966 81 11.
Information on zt.net.ch



This year's Destination Ski Day will address, among other things, the topic of ski area development.

The FeelHomeZermatt association represents the interests of all second home owners in all matters vis-à-vis the Zermatt authorities and tourism representatives.

By becoming a member, you promote dialogue between the municipality and the Zermatt Second Home Owners Association and thus actively help to ensure that legitimate concerns are heard.

Become a member of the largest association of second home owners in Switzerland.

For further information, please visit www.feelhomezermatt.ch

TAG UND NACHT
TAXI BOLERO
ZERMATT
027 967 60 60

GRAFIKDESIGN
PRINTMEDIEN
WEBSEITEN


tucaya DESIGN GmbH
www.tucaya-design.ch
info@tucaya.ch
Angela Noth
T +41 79 625 37 27
3920 Zermatt

WEBSEITEN > Ich erstelle Ihre Webseite mit einem Home-page Baukasten eines Onlineanbieters und kann Ihnen somit eine kostengünstige Variante anbieten.

PRINTMEDIEN > Visuelle Identität, der erste Eindruck zählt! Sie erhalten einen kompletten Service – von der Idee bis zum fertigen Produkt!

Taxi drivers are the calling card of the destination

NEW ROUND IN THE AWARENESS CAMPAIGN "UNIQUE DRIVER"

 **The campaign «Unique Driver» is to the next round. Good taxi drivers There are many in the destination. So that their Number still grows, can continue the brochures «Unique Driver» In addition, outstanding Drivers awarded prizes.**

"After the train staff, the taxi driver is usually the first person to meet and welcome guests ," says Viktoria Cristiano, Quality Manager at Zermatt Tourism. Taxi drivers shape the initial impression and thus the start of guests' vacation. "Their courtesy is of great importance to the destination ," adds Viktoria Cristiano. That's why the campaign is entering the next round.

Two taxi drivers awarded
The "art of taxi driving," as described in the "Unique Driver" brochure, is promoted and occasionally awarded by Zermatt Tourism. A jury decides who will receive a prize.

This time, the winner is taxi driver Filipe Monteiro of Taxi Bolero. He was observed helping a passenger in need out of the taxi with naturalness and great attention. Filipe Monteiro also impressed with his constant friendliness and his efficiency in loading and unloading luggage. He received the

ization in March 2017 two tickets to a concert in the main tent at Zermatt Unplugged.

Minir Ameti is the second award-winning taxi driver. He drives for the Schaller taxi company. According to the jury, he takes exceptional care of his passengers – with great warmth and consideration. He also handed out Schaller 's business card—in keeping with the taxi company's philosophy . Minir Ameti was honored as a "Hero of Tourism" by Zermatt Tourism a year ago.

Bad press
The service chain must be seamless. The brochure describes the seven golden rules in a humorous and entertaining way. Point 4 deserves special emphasis. "The customer should feel comfortable in the vehicle and not have to worry about their safety," it states. The driving style must be appropriate and the maximum speed should not exceed 20 km/h .

Recently, the Gulf States news portal “The National” reported: “Zermatt proudly calls itself car-free. But it's certainly not traffic-free. Electric taxis and hotel shuttles are everywhere, and they can be quite annoying." Of course, an entire industry is being collectively condemned. Nevertheless, there's still room for improvement in speed everywhere...



Filipe Monteiro received the “Unique Driver” award for his performance as a taxi driver and a bonus – two tickets for Zermatt Unplugged.

Hats and brochures to pick up
Zermatt Tourism continues to distribute the "Unique Driver" brochures. Badges and hats can also be picked up at the Zermatt Tourism counter at Bahnhofplatz.

All this is part of the "Zermatt Insider" campaign. Information is available at ztnet.ch, under the "News" section. Reports of outstanding chauffeurs can be sent to: viktoria.cristiano@zermatt.ch



Guests as advertising media our destination

Dear fellow service providers, dear readers

WAGAGUZ – this motto is more central today than ever: We work together to ensure the success of our Zermatt! With digitalization and increasingly transparent and personalized feedback from our guests, the quality of service provided by each and every one of us has become even more important. Whether expectations are met when planning, booking, or experiencing their vacation plays a key role – only holistically positive experiences make our guests dream and make them the best advertising for our destination.

Externally, the sum of our services boils down to one common denominator: our Zermatt-Matterhorn brand. This is shaped by all of us, together.

Sincerely: Paul-Marc Julien

Paul-Marc Julien (35) was elected as the new President of Zermatt Tourism at the General Assembly on February 8, 2017. He sees the future direction of Zermatt Tourism in strengthening the Zermatt-Matterhorn brand. He also sees himself as a mediator between the various stakeholders within the destination, and he is committed to for new forms of communication and sales.

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 Anderegg, inside@mengismedien.ch **Layout:** Mengis Druck AG **Advertisements, subscriptions:** Mengis Medien AG, inserate@walliserbote.ch, abodienst@walliserbote.ch **Printing:** Mengis Druck AG, Visp

Cooking at almost 4,000 meters altitude

INTERVIEW WITH CHRISTIAN LORETAN, HEAD CHEF AT THE MATTERHORN GLACIER PARADISE RESTAURANT

Christian, you have been cooking in the restaurant since December 2016 Matterhorn glacier paradise. How did your journey led there?

"I completed my apprenticeship at the Hotel Schweizerhof in Zermatt . After my apprenticeship, I cooked at the Dala in Leukerbad, at the Züttel Restaurant in Gerolfingen, and at the Löwen in Zurich . After that, I was first sous-chef and then head chef at the Römerhof in Leukerbad. In Zermatt, I cooked at the Hotel Jägerhof and the Hotel Europe, and most recently , I was a chef at the Findlerhof."

What are the biggest differences between cooking in the village, cooking at 2,000 meters altitude and cooking on Klein Matterhorn?

"There are many differences, both organizational and technical in terms of cooking. In the hotels in the village, they cook primarily for half-board guests and know exactly how many people will be coming to eat, and there are only one or two set menus. The Findlerhof is an à la carte restaurant; at lunchtime, they can quickly cook 250 to 300 plates in a very short time. At the Matterhorn Glacier Paradise restaurant, we don't offer plate service, and the preparations aren't easy. We never know how many guests will come; it's very weather-dependent. Cooking techniques are also very different up here compared to cooking in the village. Water boils at 78°C, so I pre-cook fresh vegetables in the steamer, for example."

What is your cooking philosophy?

"Freshness – Quality – Taste. Cooking with fresh, high-quality products. Inspired by old French cuisine, all dishes and sauces in my kitchen are prepared fresh from scratch."

How do orders and delivery work of food on Klein Matterhorn? That is Must be a logistical challenge, right?

"That's what I thought at first, too, before I started up here . But I can order every day and, just like in the village, I get deliveries every day. Thanks to the good rail connections, transportation is even easier than in Findeln, for example, where we had to load everything onto a Skidoo."

Since the food takes much longer to cook, How do you prepare so that the guest does not have to wait too long have to wait for your food and everything is still fresh?

"The mise-en-place naturally takes much longer, which means good preparation is essential."

In many self-service restaurants there are mainly Schnitzel with fries or bratwurst with rösti. What turns the Matterhorn glacier paradise restaurant into a slightly different self-service restaurant?

"The biggest difference is certainly that, unlike many other self-service restaurants, we don't use ready-made products. Everything is freshly prepared on site.

We also offer a daily changing menu, from Provençal veal liver to braised beef to Romana saltimbocca. This makes our offerings attractive even for regular guests. Also worth mentioning is our relatively large selection of meatless dishes.

Contact: Tel. +41 27 966 01 01
matterhornparadise.ch

What cooks for how long at 3,883 m above sea level.

Hard-boiled eggs	20 minutes
spaghetti	twice as long as in the village
boiled meat	7 hours
Ragout	a whole day
Goulash soup	4 hours



In his element at the stove. Christian Loretan, head chef at the Matterhorn Glacier Paradise restaurant.

