

ZERMATT INSIDE

October 2017, 15th Year, No. 5



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

Anyone who disposes of waste incorrectly will be fined
In recent months, it's not uncommon for both household waste and recyclable materials in Zermatt to have been disposed of in violation of waste regulations. As a result, the municipality notes on page 3 of the current issue that the municipal council had to issue more than 50 fines and ten citations during this period . To improve discipline in waste separation, the population is once again being informed about the correct disposal of waste, paper, and cardboard. Among other things, it is also being reminded that plasticized packaging , wood chips, and plastic film do not belong in the cardboard collection , and that municipal waste may only be disposed of in garbage bags subject to a fee .

Readers will also find important information regarding traffic diversions due to the construction of the "wing" to replace the old Getwing Bridge in this issue of "Zermatt Inside."

For two days in early November, traffic disruptions are expected in the village due to construction work on the Getwing Bridge . Diversions for pedestrians and vehicles can be found on page 2.

Zermatt Tourism, among others, has some news to announce – with its new winter campaign. This campaign highlights, with a wink, the high level of snow reliability in Zermatt – Matterhorn. "We have blue, red, and black slopes. But no green ones" and "You're seeing the first snow. Here, it's long gone by," are two of the slogans of the new campaign, which was launched in October and will run until April of next year. This year's campaign consists of contributions from Zermatt Bergbahnen AG, the Hoteliers Association, and Zermatt Tourism, and is divided into three phases. You can read about the objectives and which guests the winter campaign is particularly aimed at on the last page (16).

www.inside.zermatt.ch

The «wing» is raised

Disruptions to rail and road transport



At the beginning of November, the old Getwing Bridge will make way for the “wing”.

EG / MC On 7 and 8 November, the
The old Getwing Bridge was replaced by
a new structure, the "Wing".
Days the Gornergrat will be operating
Railway completely shut down and the 25-
meter -long and around 55-ton
During the work, the Zermatt area will
also be
Traffic disruptions are expected

For almost 120 years, the Getwing Bridge has dominated the Zermatt townscape and, with the Matterhorn in the background, has always been a popular photo motif. The structure, built between 1897 and 1899, is now showing its age. The new structure, the result of a Europe-wide design competition, now meets future requirements for smooth operation and sufficient clearance for road traffic. In addition,



The Getwing Bridge in 1957.

The "wing" also fits perfectly into the surroundings and provides an open view of the Matterhorn. In order for the bridge to be lifted into place,

The suspension of operations of the Gornergrat Railway is expected to result in further traffic disruptions in Zermatt.

(See also page 2)

Early warning system at Triftbach

Stream bed is permanently monitored

Usually, only a small amount of water flows in the Triftbach streambed. Nevertheless, the damage potential of this apparent trickle could be enormous during floods . Therefore, flood protection along the stream has been significantly improved and expanded. As part of these measures, a water level measuring system is now also being put into operation. [Page 4](#) taken.

Easy SkiCard is launched

GUESTS PAY WITH POINTS CARD

starting this winter season, Zermatt Bergbahnen is offering winter sports enthusiasts who don't want to spend the whole day on the slopes a pay-per-use product, where guests only pay for the services they actually use: the Easy SkiCard is billed per lift used.

Page 9

Grand Hotel Zermatterhof

ROOMS ARE BEING RENOVATED

The Grand Hotel Zermatterhof is regularly renovated and modernized during the off-season.

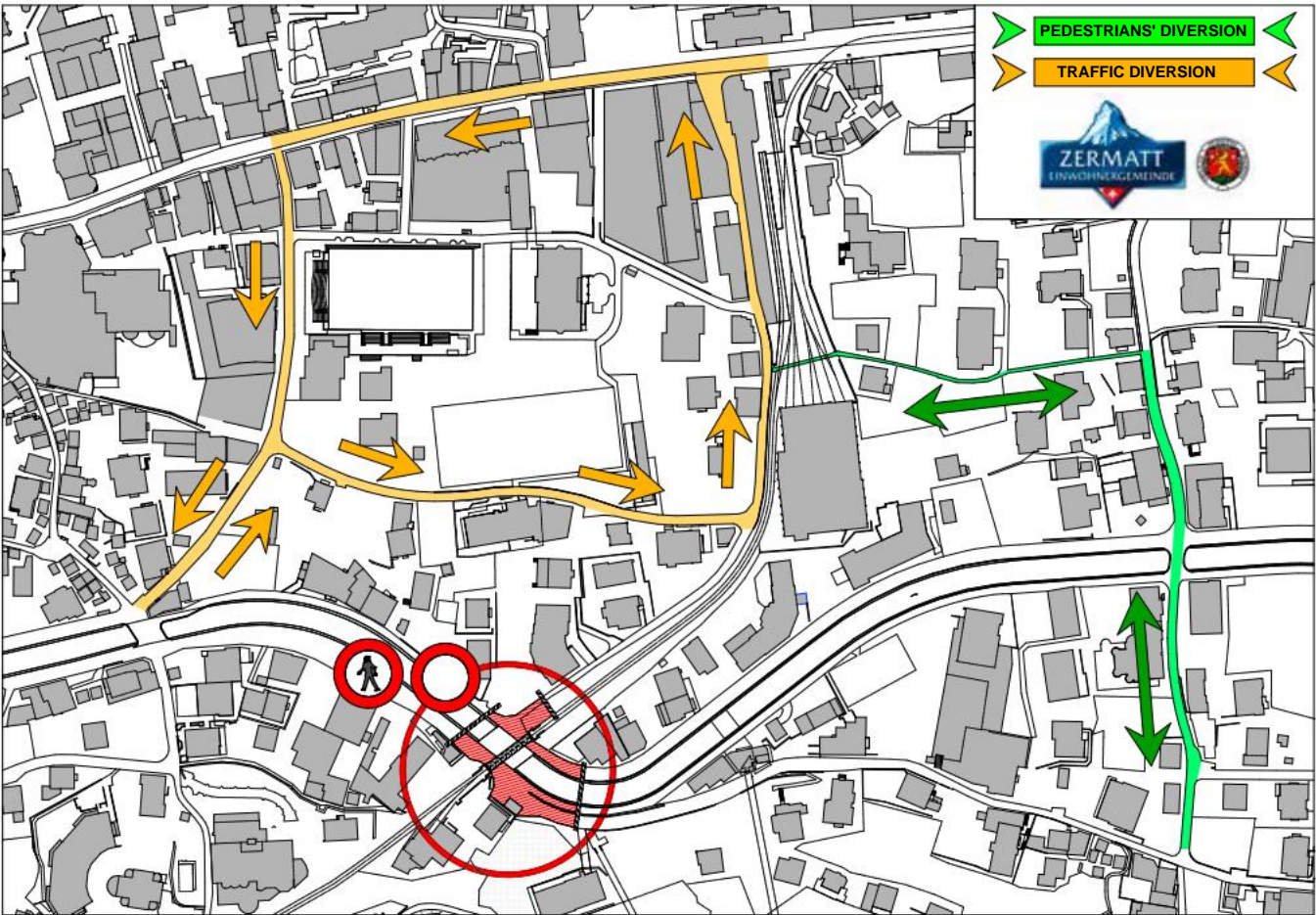
Last spring, the roof was replaced, and the hotel's garden and terrace were redesigned . Now, the renovation of the rooms is underway, with further renovations to follow.

Page 11

Total closure of traffic junction



DIVERSION DURING REPLACEMENT BRIDGE WORK ON 7 AND 8 NOVEMBER



- **Diversion for vehicles towards the village**
Spissstrasse–Bahnhofstrasse (to Hotel Pollux)
–Hofmattstrasse–Bridge to the footbridge
- **Diversion for vehicles towards Bahnhof/Spiss/Wiesti**
Bridge to Steg–Hofmattstrasse–Obere Mattenstrasse–
Getwingstrasse–Bahnhofplatz
- **Detours for pedestrians in both directions**
Unterer Mattenweg (crossing tracks GGB and
Chalet Robi)
- **Special transports**
Due to the special traffic situation during this period (6–
9 November 2017)
No special transports or journeys are permitted.
Excluded are transports related to the replacement of
the bridge.
- **E-bus operation**
According to the notice at the respective bus stations

All diversions will be signaled.

Corpus Christi and Honor Guard

REPLACEMENT WANTED

The Feast of the Most Holy Body and Blood of Christ is an integral part in Zermatt's summer calendar. For the Guests who line up along Bahnhofstrasse, it is a highlight, and for the people of Zermatt a worthy celebration with a long tradition.

The open-air service, the first communion, the women in traditional costume, the musical groups, the procession, and the aperitif with cigars and biscuits are all part of it, as is the honor guard. And that's exactly what it's all about.



Long tradition

Corpus Christi is the only day of the year on which the army enters the church with rifles and the guard of honor accompanies the procession with its appearance. Some of the members of the current honor guard have announced their resignation after many years of voluntary commitment .

We are looking for you

To continue this long-standing tradition, we are urgently looking for replacements for this honor guard. Are you interested in taking on a task on this day under the direction of the commander? The necessary uniform will be provided, and you are cordially invited to join us for lunch that day.

contact

Have we piqued your interest, or do you have any questions? Please contact Romy Biner-Hauser, Mayor (gemeinde@zermatt.ch, +49 27 966 22 67), or Dietmar Schmid, Commander (ehrengardezermatt@icloud). com, 079 628 79 14), we look forward to hearing from you.



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Proper waste disposal – discipline is declining

INCREASED FINE ISSUES

The people of Zermatt are responsible for the Disposal of various waste fractions 46 collection points, the mobile-brings and the brings collection point in Spiss.

In recent months, it has increasingly been discovered that household waste and/or recyclable materials have not been properly disposed of, thus violating the provisions of the waste regulations. For example, municipal waste was not disposed of in waste bags subject to a charge , or the separately collected waste fractions contained many foreign fractions – this must not be allowed.

be.

Fee-based garbage bags

Municipal waste may not be disposed of in black garbage bags at public collection points . Disposal may only be made using orange garbage bags, which are subject to a fee. The exception is waste disposal by restaurants and service businesses, which dispose of their municipal waste using company containers and fee-based seals.

Cardboard collection

Many cardboard boxes are disposed of unfolded at collection points, resulting in a significant loss of storage space. At the same time , these boxes frequently contain improperly disposed items such as packaging materials, Styrofoam, plastic , or paper. These must then be laboriously and time-consumingly sorted out, which ultimately reduces the refund price for the end user.

Checks / fines

To prevent the high number of cases of improper disposal, inspections by sworn personnel at various public collection points have been significantly intensified. Based on these reports, the municipal council has issued more than 50 fines and ten citations in recent months.

Proper waste disposal

Each of you can contribute to increasing the recycling rate and ensuring that individual waste fractions are properly disposed of. On the Zermatt municipality website, you will find the most important information on waste disposal in German, French, Italian, Portuguese, and English (<http://gemeinde.zermatt.ch/>).

companies/waste disposal/).

Thank you very much for your ecological contribution for a clean and sustainable Zermatt.

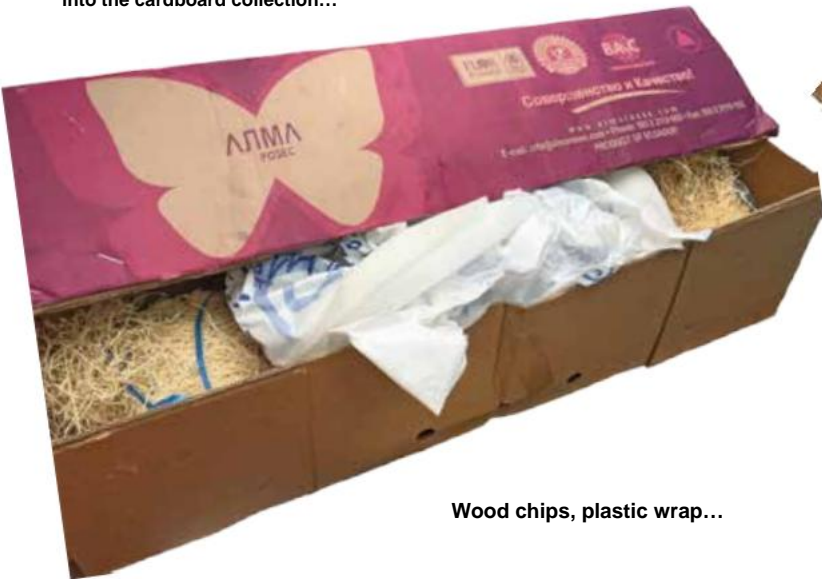


Inventive, but this is also considered improper disposal.



...nor plastic material.

This packaging material does not belong into the cardboard collection...



Wood chips, plastic wrap...



... or plastic bands, newspapers and paper must be disposed of separately.

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Flood danger at the Triftbach

COMMISSIONING OF AN EARLY WARNING SYSTEM IN EARLY AUTUMN 2017

Gr The Triftbach stream flows through the village center of Zermatt. Along the stream and in Nearby there are five schools, several restaurants

as well as many residential buildings. or numerous people stay on the bridges and squares near the Triftbach. A sudden flood could have fatal have consequences.

Right in the heart of Zermatt

No other stream in Zermatt poses the same risk as the Triftbach . Even though its streambed usually carries only a small amount of water, the potential for damage during floods is enormous. For this reason, massive investments have been made in this flood protection system in recent years, significantly improving and expanding it. Permanent flood protection walls, inlet aprons, and other similar structures have been built.

Some protective measures, such as barriers and protective walls, must be erected by the fire department when flooding threatens. These walls provide significant protection , but require a longer lead time. This time is not available in the case of spontaneous flooding. Advance warning times are short in such cases.

The only sensible and practical protective measure in such a case is to immediately warn people living near the stream bed.

Radar technology in use

In order to warn of floods as quickly as possible , they must be detected in a timely manner. A suitable means for this is permanent monitoring.

in the upper reaches of the streambed. One proven method is the use of radar gauges. Such a system continuously measures the water level.

In order to identify a flood as potentially dangerous , various thresholds are necessary for alerting. On the one hand, there is the water level – if this exceeds a defined height, an alarm is triggered – and on the other hand, the sudden rising of the water also poses a major threat.

Thresholds have also been determined for this. As soon as one of these two thresholds is reached, an alarm is sent directly to the chief observer and the deputy of the regional security service. They decide whether an alarm is sent only to the local emergency services or also to the residents.

Alerting the population and the passers-by

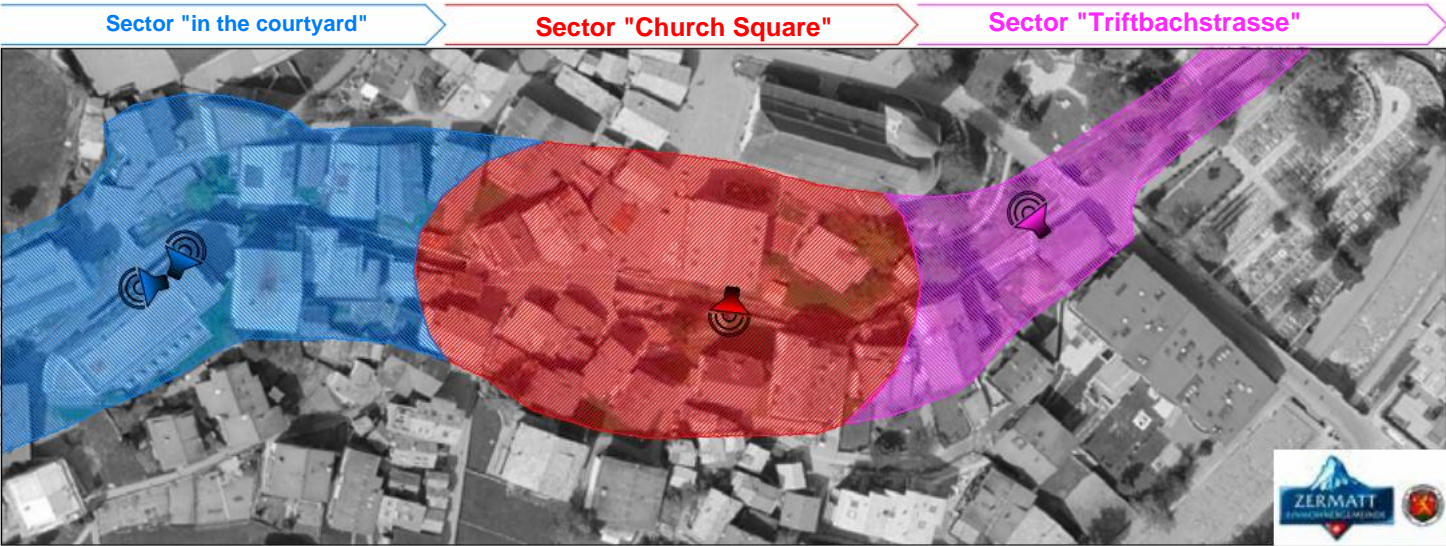
There are signal horns at three locations along the Triftbach, which can give an acoustic and visual alarm.



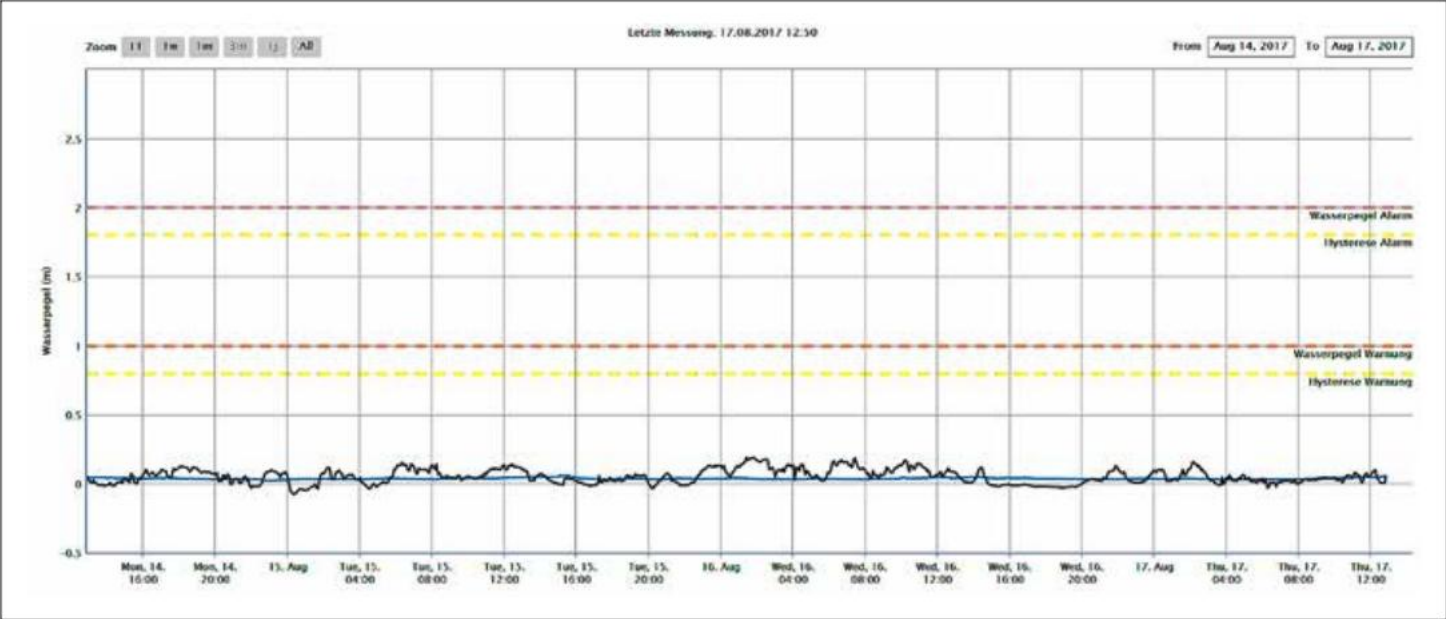
Version of the Grande Dixence, Triftbach with radar system



radar system



Alarm zones village with alarm points



Flowchart with warning and alarm thresholds

Ideally, it takes eight minutes from the time the observers are alerted until the water arrives in Zermatt.

This time is not sufficient to conduct an orderly evacuation. Leaflets with instructions on what to do in the event of an alarm will be produced for schools, hotels, and residents in the coming weeks.

and, if necessary, training sessions are also conducted . Signs with the necessary information for pedestrians and visitors are placed on the bridges. If you have any questions, please contact the Municipal Security Department at 027 966 22 05 or sicherheit@zermatt.ch

SMS emergency services in Zermatt

Traffic information Täsch-Zermatt

START ZERMATT TRAFFIC INFORMATION 963 //
STOP ZERMATT TRAFFIC INFORMATION 963

Hazard information

START ZERMATT DANGER 963 //
STOP DANGER 963

SMARTER INTO THE ENERGY FUTURE – WITH SUN AND GEOTHERMAL HEAT



JULEN



JULEN HEIZÖLE ZERMATT 027 967 47 47



Cut or tie together bushes and branches

Counteracting the snow clearance disruption

EEC The winter months are just around the corner and thanks to Mrs. Holle, the tourist resort of Zermatt shines again in its **an annual winter dress. During this time the Technical Service of the municipality of Zermatt (EEC). Among other things, the streets and paths in the municipal area must be cleared of fresh snow be freed.**

During this snow clearance, the technical service personnel are repeatedly confronted with bushes and branches extending onto public roads, making snow clearance more difficult.

No complete evacuation possible

Completely clearing the entire road surface of snow and ice is almost impossible in some sections, as protruding branches and other obstacles prevent vehicles from driving to the shoulder. Furthermore, these branches often damage vehicle bodies and side mirrors , leading to unnecessary maintenance and repair costs for the vehicles.

Cut back or tie together

To minimize this and accommodate snow removal, the Technical Service has already trimmed back a few shrubs and branches in recent years, in consultation with the respective landowners . In the majority of cases, the landowners have tied or trimmed their shrubs and branches themselves.

With the help of landowners

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

Cape law

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



Cutting back or tying up green hedges and bushes along public roads and Sidewalks facilitate snow removal work by the Technical services enormous.

Focus on students' health

WHAT DO SCHOOL HEALTH NURSES DO?

The school health nurses have from the Canton of Valais the mandate to protect children during compulsory schooling in questions and concerns about to advise and care for their health.

The task of school health is to promote and protect the health of students.

Goals of school health

- Prevention and protection against epidemics (vaccinations)
- Identification of health problems and organizational of appropriate measures
- Integration of children with special needs (e.g. chronic illnesses, asthma, diabetes, disabilities)

- Promoting a health-friendly school environment

The school medical team includes a school doctor and a school nurse. They work closely with the teachers. The following measures are implemented as standard:

Parent-teacher meeting 1. HarmoS

At the beginning of compulsory schooling, parents are invited to a school check-up and a voluntary, personal interview. During this interview, they are informed about the procedures and responsibilities of the school health service during compulsory schooling. This usually takes place on the school premises.

If a problem is identified during the early detection check , the parents will be informed in writing or by telephone.

vaccination campaigns

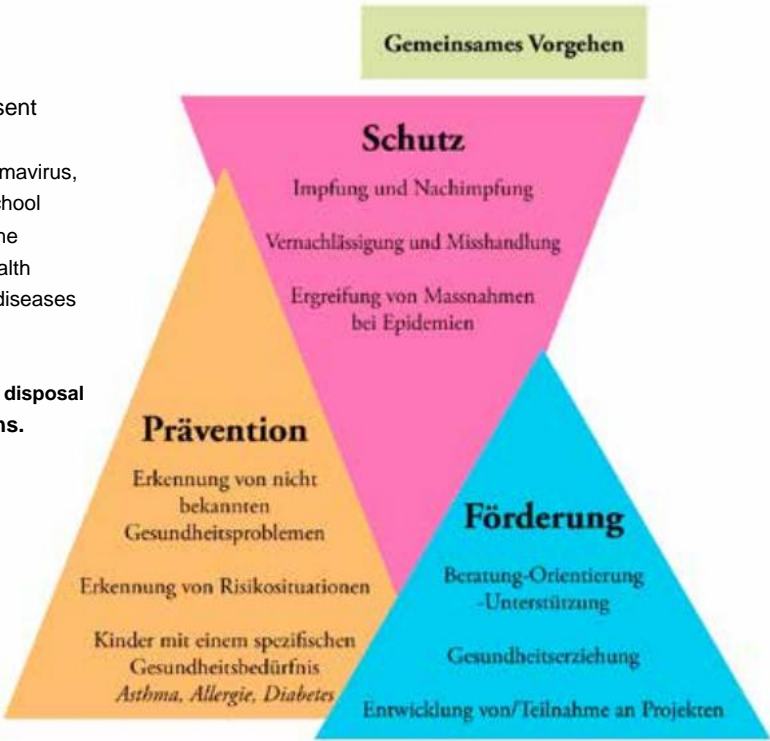
- Vaccinations are offered in the
- 3H DTPa (diphtheria, tetanus, Whooping cough, polio)
 - MMR (measles, mumps, and rubella)
 - 9H Hepatitis B
 - Papillomaviruses (now also for boys)
 - 10H Chickenpox (Varicella)
 - DTPa (Diphtheria, Tetanus, Whooping cough, polio)
 - MMR (measles, mumps, and rubella)

For all vaccination campaigns, written parental consent and the original vaccination booklet are required. If a vaccination requires a second dose (hepatitis, papillomavirus, and varicella), the vaccination record remains with the School Health Department. All vaccinations within the scope of the School Health Department are free of charge. School Health Department also takes action in the event of contagious diseases and plagues: lice, hepatitis, measles, meningitis, etc.

The nursing professionals of the Visp region are at your disposal We are happy to help with any concerns or questions.



Further information
www.schulgesundheits-ws.ch
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School health – Upper Valais region
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renate.baumgartner@psvalais.ch, Tel. 027 948 46 48



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integration

ALL ON THE SAME STRING

The municipalities of Zermatt, Täsch and Randa commit themselves to the continuation of the integration office in the Inner Matter Valley.

The federal government's policy document defines integration support as follows: "Integration support takes place locally , meaning it is primarily provided through existing integration -relevant regulatory structures (e.g., schools, vocational training, labor market) and is financed from the regular budgets of the responsible authorities. Labor migration is currently the most important reason for immigration to Switzerland. Employers therefore have a special responsibility in the integration process , as the Swiss economy depends on the influx of foreign workers (...)."

Integration into everyday working life comprises the following three pillars

The pillar "Information and Advice"

Examples include initial information sessions for newcomers, individual information sessions, consultations with municipalities, course organizers, and all residents on questions related to integration. Collaboration with specialist agencies (e.g., regional employment agencies, youth employment offices, school social work, Pro Senectute, the Upper Valais Psychiatric Center, and Upper Valais AIDS Support), and protection against discrimination (organization of activities during the annual Week Against Racism in March).

The pillar "Education and Work"

This area involves, on the one hand, the analysis and development of various offerings. Great emphasis is placed on the provision of language and integration courses. The regional provision of these courses requires close cooperation with the various course providers. Current pilot projects, such as "Wunderfritz and Redebnitz" – German language courses for preschool children – have shown that the cantonal integration program (KIP2) now places a new emphasis on early childhood.

On the other hand, good cooperation with the various employers is sought in this area in order to be able to offer optimal integration-promoting measures that serve and correspond to the regional labor market. The integration delegates are involved in various projects , such as the Zermatt- Täsch-Randa education strategy, including the Plur Alps project in cooperation with the PH Luzern.

The pillar "Communication and social integration"

The need for interpreters in Upper Valais is met by the association Forum Migration Oberwallis (FMO). This person provides intercultural translation services . The Integration Office acts as an intermediary. The integration delegate maintains contact with local migrant associations. Together, they try to implement projects within the framework of intercultural relations,

which are intended to promote coexistence . The Integration Office also supports projects implemented in schools, such as "Strangers Among Us."

Support for integration policy

The regional integration delegates are responsible for the implementation of the KIP. The first KIP phase, 2014–2017, is soon drawing to a close. The federal government and the cantons, currently developing the second phase of the KIP (2018–2021), wish to maintain continuity with the current integration policy.

Due to the impending phase change, the individual RIO municipalities have decided whether and how they would like to continue supporting the current integration policy . All six existing municipalities have recognized the importance and expressed their support for continuing the integration office in their regions. This means that RIO will enter the second phase of the KIP starting January 1, 2018. However, there will be a change in the structure.

The three integration delegates will report directly to the municipalities starting in January 2018. Their affiliation with the SMZO will be terminated at the end of 2017. Furthermore, the position of the integration promotion employee in the Inner Matter Valley will be terminated, and Eva Jenni will assume the 20% of her previous duties.

Responsibilities

The integration delegates' area of responsibility primarily includes migrants from the EU/EFTA area and persons from third countries who wish to stay in our region for the longer term. Individuals with a Permis L (short-term residence permit based on a seasonal contract) who have already lived and worked in our region for several years are also included in their area of responsibility. The integration delegates are not responsible for asylum seekers and refugees. These are looked after by the Social Services Department through the Office for Asylum. Recognized refugees who are no longer accompanied by the Red Cross are excluded. Migrants who wish to stay in Switzerland for the longer term are therefore the priority target group.

Specific integration support complements integration support within existing mainstream structures. It essentially pursues two objectives: First, it is intended to supplement the services offered within mainstream structures and close existing gaps. Second, the specific integration support services are aimed at mainstream structures and support them in fulfilling their integration mandate. It is important to note here that the Integration Office is not, in principle, a project sponsor, but merely acts as a project partner.

Integration is omnipresent

Another component of the work as an integration delegate is public relations work. This is intended to draw attention to the general



Eva Jenni supported as regional integration delegate

We will be happy to assist you with your concerns.

to draw attention to the current issue of integration and to promote and demand the sensitivity and responsibility of each and every person. The Inner Matter Valley's status as a tourist region, with its seasonal fluctuations, presents a major challenge for the population in terms of integration. Every individual is called upon to participate in this process and contribute their part.

The Inner Matter Valley Integration Office was first established in 2010. Since 2014, the six municipalities of Brig-Glis, Naters, Randa, Täsch, Visp , and Zermatt have merged to form the Regional Integration Office of Upper Valais, or RIO for short. RIO is embedded in the services of the SMZ Upper Valais (SMZO). The RIO team currently consists of four people. Eva Jenni has been responsible for the Inner Matter Valley region since 2015, serving as the integration delegate (40%) , and Fatima Paiva has been responsible for integration promotion (20%) since 2016.

Opening hours

The office of the Mattertal Integration Office is open every Wednesday and Thursday. Appointments outside of these hours can be arranged by phone or email with Eva Jenni.

contact

(valid until December 31, 2017, the new information will be communicated as soon as possible)
Integration Office Inner Mattertal
Haus Täschhorn, 3929 Täsch
Tel. 027 966 49 22, eva.jenni@smz-vs.ch

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

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Many training positions remain unfilled

A DEVELOPMENT THAT IS ALSO PERCEIVED IN ZERMATT

The youth is our future – all the more importantly, we give them our knowledge and experience. Many employers are striving to implement this objective. But despite early job advertisements, many apprenticeships in Zermatt cannot be filled and remain vacant. **Kant. A national tendency, which also is noticeable in the tourist resort of Zermatt.**

Early decision-making

Our young people have to decide between the first and third orientation schools which career or educational path they want to take. For many of them, this is not an easy decision.

This underlines the trend that more and more young people are taking a gap year after compulsory schooling. Each year, a varying number of young people with good to excellent grades decide to pursue higher education. Accordingly, only about one-third of the students, who are classified at Level 1 across all levels, are available for apprenticeships.

Requirements profile for training positions

For many apprenticeships, level 1 of the secondary school subjects is required. Many young people can meet this requirement

However, the requirements profile is not always fully met. Accordingly, finding an apprenticeship can sometimes be difficult.

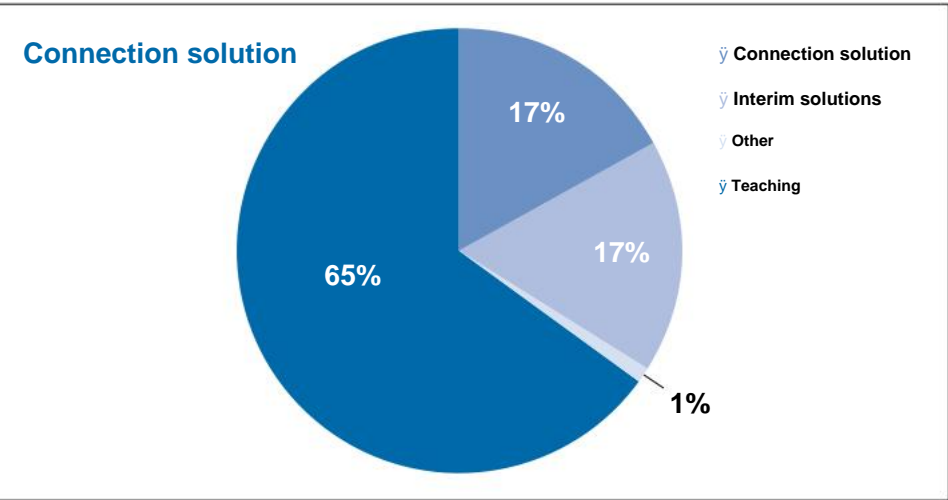
Apprenticeship advertisement

While apprenticeships were only advertised publicly in spring or late year a few years ago, they are now advertised as early as late summer (August/ September). Many employers aim to attract the best students.

What training companies can do

Even in today's situation, you as employers can counteract this negative trend with a number of measures. The following suggested solutions might help you:

- Also checks the chances of getting a training place for young people with very good grades at Level 2, even if Level 1 (main subjects) is required.
- Offer trial days for young people in your company at set times throughout the year (without large applications).
- Continue to advertise your apprenticeships, even if they weren't filled last year.
- Every September, all training companies in Upper Valais are informed by



Career choices of young people after completing orientation school 2016/2017

a survey by the vocational, study and career guidance service asking about available training positions – vacancies must be indicated there.

You can also report apprenticeship vacancies to the vocational, study, and career counseling service (Berufsberatung-brig@admin.vs.ch). They are also published on <http://www.berufsberatung.ch>. A total of 885 apprenticeships were reported for this summer.

- Direct your advertisement of the vacant apprenticeship to the schools in Zermatt (schulen@zermatt.ch).

Positive trend

National statistics show that, due to the birth rate, student numbers in compulsory schools will tend to rise in the coming years, while the number of school leavers will initially decline slightly before rising again. At the very least, we can assume that this will alleviate the situation regarding vacant apprenticeships somewhat.

We thank everyone who accompanies and supports the young people on their way to their first professional or educational milestone for their commitment.



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- 3¼-room apartment / zer Bännu **sold**
- Studio in Spiss **Annual rent**

Bag

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- 6.5-room apartment / üssers Sand
- Traditional Valais settlement, Chumma
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Randa


- 5.5-room apartment and studio
- Restaurant with 3 apartments

Herbruggen

- Residential building, Herbruggen

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Zermatt Youth Fund – financial support

APPLICATIONS DEADLINE 4 DECEMBER 2017

EC The Zermatt Youth Fund aims to support clubs, groups or events that significantly promote the interests of young people. Young people are defined as children from preschool age up to

to young adults of maximum 20 years.

Income from the Youth Fund

The Youth Fund was established in 2011 by the Zermatt Business Association, which annually credits it with the proceeds from the Zermatt Festival. Other sources of income include residual amounts from association dissolutions or other donations. The Youth Fund Commission would like to sincerely thank all donors. Only through these donations is it possible to support the many wonderful offerings in Zermatt .

Active assistance

The Youth Fund's funds are generated through the proceeds of the Folklore Festival. To ensure the smooth running of the Folklore Festival, the organizing committee needs many hard-working helpers each year. In recent years, JuBla Zermatt has always been the sole youth club involved, which we have changed somewhat this year. Now, clubs and groups that have received a contribution from the Youth Fund are also being asked to help with the Folklore Festival. This year, several girls from the gymnastics team were there and actively helped.

with.

Application review

The Youth Fund Commission, consisting of five members, is responsible for reviewing all submitted applications and subsequently allocating funding . The applications already submitted are currently being reviewed by the commission for completeness and accuracy.



The Zermatt Youth Fund supports the interests of young people.

Decisions regarding financial support are made in April and November/December of each year. Applications for the current year can be submitted until Monday, December 4, 2017.

Available online

The application form, guidelines and regulations of the Zermatt Youth Fund are available on the website of the municipality of Zermatt, www.gemeinde.zermatt.ch/youth-fund, switched on.

Submission of applications

All applications should be sent to the following address to submit:

Bianca Ballmann

Mattertal Youth Work Center
Zermatt, Täsch, Randa
English Quarter 8, 3920 Zermatt
mattertal@jastow.ch

Clothing and furniture collection for Eastern Europe

TO SUPPORT THE NEEDY AND NEEDY POPULATION

EC The chaos of war in Syria and natural disasters have exacerbated the civil war in eastern Ukraine into the background Here, too, there is more than one Million refugees in their own country. Winter with Siberian cold is coming soon the door. People are urgently need warm clothes.

Collection points

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

Saturday, November 4, 2017, at the following locations

9.30–11.30 am Entrance to the funicular workshop
9.30–11.30 a.m. Entrance to Winkelmaten Chapel
9:30 a.m.–12:00 p.m. and 3:00–4:00 p.m. Parish Center Entrance
Important: Do not deposit before Saturday!

Furniture and inventory

For reasons of organization and Transport is the delivery of furniture,

Bed linen and towels from hotels, apartment buildings, and private individuals must be registered by Saturday, October 14, 2017, at the latest . Tel. 079 797 69 83.

The date and location of the furniture transport will be communicated upon registration .

We collect used but still well-preserved furniture as well as well-preserved and clean bed linen, terry cloths, etc.

Tax exemption for donations

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

Donations to the account at Raiffeisenbank Mischabel-Matterhorn, Zermatt/St. Niklaus

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

Association «Hand in Hand – Your Neighbor»



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

New ski pass product for more flexibility

From next winter season a new ski pass product should better tailored to individual needs of winter sports enthusiasts. The Board of Directors of Zermatt Bergbahnen AG has decided to introduce a «Pay per use» card pronounced.

For winter sports enthusiasts who didn't want to spend the whole day on the slopes, there was previously only a half-day ticket available from 12:15 p.m. Starting this winter season, there will also be a so-called "pay per use" ticket. Give a product where you only pay for what you actually use. The Easy SkiCard is first issued with the

The desired number of points is loaded onto the Easy-SkiCard account (100, 300, or 500 points). For each lift used, a point deduction is made from the Easy-SkiCard points account, but no more than 90 points are deducted per ski day. The points account can be reloaded at any time and is valid for the entire season. The more points you load onto the Easy-SkiCard account, the higher the discount. With this new ski pass product, Zermatt Bergbahnen is responding to a direct guest need for more flexibility and price control. The introduction of an hourly pass is also being evaluated.



Introduction of seasonal Prices in the excursion segment

NEW PRICE STRUCTURES

ZB/MGB: Together with the Gornergrat Bahn, the Zermatt Bergbahnen have a new pricing structure for single journeys, the Peak Pass and joint products such as the Peak2Peak Ticket and the new Bike Pass (from summer 2018).

There will now be three seasons: lower prices in winter, unchanged prices in spring and fall, and slightly higher prices during the peak excursion season of July and August. The new pricing structure is intended to make Zermatt attractive to excursion guests even outside of the busy summer months , thus serving to stimulate the seasonally weaker excursion segment.

New ticket machines

IMPROVED SERVICE QUALITY

ZB/M From December, a total of twelve new ticket machines will be installed in The Zermatt – Matterhorn destination will be set up. Four machines will be located in the Matterhorn Terminal in Täsch, two at Zermatt station, four in the ticket hall of the Gornergrat Bahn, and one each will be set up at the Sunnegga and Schluhmatte valley stations.

The vending machines offer all single rides in the respective area, as well as ski and peak passes. Guests can also exchange their online pre-ordered tickets for programmed Skidata data carriers at the vending machines (pick-up), eliminating the need to visit the sales outlets. This step allows Zermatt Bergbahnen and Gornergrat Bahn to reduce the workload at their ticket counters and thus improve the quality of service for guests.



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ZERMATT INSIDE | 9

MGBahn implements first STEP2025 project in Switzerland

FULL SPEED TOWARDS THE FUTURE



MC At the beginning of 2014, the Swiss electorate approved the plans for the financing and expansion of the railway infrastructure (FABI) with a clear majority. The crossing point «Sefinot» in the Vispental on the route of the Matterhorn Gotthard Bahn (MGBahn) was 24 August 2017 the first of around 65 Switzerland-wide Projects of the first expansion phase in 2025 within of the Strategic Development Programme for Railway Infrastructure (STEP) was officially put into operation.

The route between Visp and Zermatt is the busiest section of the MGBahn's largely single-track network. Since the opening of the NEAT section through the Lötschberg ten years ago, demand has increased significantly across the entire MGBahn network.

For this reason, since the end of 2014 there has been a half-hourly service between Fiesch and Zermatt with optimal connections at the Visp hub to Bern and Geneva.

Completed within the planned time and budget (CHF 8.1 million), the Sefinot crossing is one of four STEP2025 projects of the MGBahn (Munich Railway) to sustainably stabilize operations on the busy line. The official opening took place in the presence of representatives of the Federal Office of Transport (FOT), as well as politicians, partners, and the companies involved in the construction and MGBahn employees. Christophe Beuret, Head of Major Projects at the FOT and responsible for implementing the expansion, acknowledged the role of private railways and regional transport as an important element.

of public transport in Switzerland: "Private railways open up rural areas and tourist destinations, know the needs of their regions and offer mobility services close to the people," Beuret explained in his speech. MGBahn CEO Fernando Lehner added: "The new crossing points provide a significant increase in operational stability and offer opportunities to further expand the existing service in a customer-friendly manner." In addition to Sefinot, two more crossing points will be operational this fall at St. Niklaus in the Matter Valley and Lax in the Goms Valley . The fourth STEP2025 project at the MGBahn is the double-track expansion of the Herd Tunnel just outside Zermatt, scheduled for completion in 2021. The four MGBahn projects are estimated at approximately CHF 55 million.

Schwedische Skibekleidung auf höchstem Niveau

2012
Der «Swedish Sport Business» krönt Elevenate mit dem Preis der Entdeckung des Jahres.

2015
Elevenate wird fünfter der hundert besten schwedischen Lieferanten des Jahres.

2016
Elevenate gehört zu den 3 Finalisten (Kategorie Sport) bei den Swedish fashion awards.

Seit 2016 kann Elevenate in Zermatt bei Slalom Sport gekauft werden.

Dank der hohen Qualität, seinem Fitting, seinen leuchtenden Farben und den durchdachten Details begeistert Elevenate die Skifahrer.

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Proven things are preserved and new things are created

SUCCESSFUL RENOVATIONS AROUND THE GRAND HOTEL ZERMATTERHOF

BC The Grand Hotel Zermatterhof still enchants its guests today. remains, is being diligently renovated and modernized during the off-season. The first Stage of the reconstruction work with the new Roof and redesign of the garden and the new terrace in front of the hotel were successfully implemented for this summer season. Now the rooms renovated.

The most visible changes were implemented in front of the hotel this summer . The very popular "Matterhorn Plaza," created to commemorate the 150th anniversary of the first ascent of the Matterhorn, was reopened as originally planned.

and replaced by a new, permanent extension of the existing Brasserie Lusi terrace, combined with a redesigned garden and access to the Zermatterhof. The brasserie lounge and its dining options invite you to linger and have been extremely well received by guests. The redesign makes the historic square in the heart of Zermatt, with its unique view of the Matterhorn, even more attractive.

Along with the redesign of the surrounding area, traffic will be reduced around the Zermatterhof. Access directly in front of the Zermatterhof will be reserved exclusively for carriages and hotel vehicles. The arrival and departure of taxis and

Suppliers to Zermatterhof are provided via the rear access via the English Quarter.

The next reconstruction phase is in full swing

After the building's roof underwent extensive renovations in the spring , the interior work on the fifth floor can now be completed this fall. The fifth floor will be more spacious, but will lose some guest beds due to the more generous room layout. However, this will provide guests with more comfort and space.

The ambience of the converted rooms on the fifth floor is, as in the other rooms, very high-quality with lots of wood and stone.

high-quality and comfortable. Starting in the 2017/18 winter season, a breath of fresh air will also be blowing from some of the other historic rooms . The spacious bathrooms will be decorated in stone and glass, understated in their simplicity. The bathroom lighting will be innovative and playful. Elements from the style-defining era of the Grand Hotel Zermatterhof, the Belle Epoque elements, such as playful patterns and gold- decorated furnishings, are incorporated and given a contemporary interpretation. The newly designed rooms seamlessly connect with the tradition of the Grand Hotel Zermatterhof.



“Children are our VIPs”

FAMILY OFFENSIVE WITH THE WOLLI CARD

Who doesn't dream of having unlimited to ride the cable cars, to stay free in the hotel stay overnight and benefit from other offers to benefit? For children up to nine years this will soon be a reality.

The Zermatt-Matterhorn destination has been awarded the "Family Destination" seal of approval since 2013. "This shows that we are on the right track," says Daniel Luggen, Zermatt-Matterhorn Tourist Director. The destination aims to continue its family-friendly strategy and is therefore launching a family initiative. The focus is on children and young people.

Wolli Card

Children up to nine years of age now receive a Wolli Card, which is valid for the entire financial year (until the end of October). With the Wolli Card, children enjoy unlimited rides on the mountain railways, stay free in their parents' room, pay no tourist tax, and are invited guests to all Wolli events. "And perhaps they'll soon benefit from additional offers," adds Daniel Luggen. "Because children are our VIPs."

Funventure Zermatt
The Wolli Card is one aspect of the family initiative. Another aspect is the activities for children and young people. These are to be expanded and more closely coordinated with the new family initiative. Therefore, the "Funventure Zermatt" logo is now used as a distinguishing mark for all offers for children and young people. Activities such as water skiing, kickbiking, and high ropes course climbing now bear this logo.

Background of the offensive
"True to the motto 'Children are our guests of the future,' we want to attract children to Zermatt at an early age," says Daniel Luggen. With the personalized card and offers for every age group, Zermatt-Matterhorn can promote customer loyalty and ensure that Zermatt-Matterhorn remains a successful tourism destination in the future.



The destination wants the family-friendly Continue strategy.



Under the logo «Funventure Zermatt» all offers for children are now running and young people in the destination.



The Wolli Card allows children up to nine years free use of all Mountain railways and other benefits.

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Filling out registration forms will soon be a thing of the past

A NEW SYSTEM ENABLES TRANSMISSION AT THE PUSH OF A BUTTON

Until now, guests fill out registration forms, which also collect the data in advance, which hoteliers and holiday apartment owners submit to Zermatt Tourism.

This can now be done electronically.

The guest arrives at the hotel or vacation apartment and first enters their contact information on a form. The host takes this form, the registration form, to Zermatt Tourism. The tourist tax is calculated there. At least, that's how it was until now. Paper forms or Excel spreadsheets are no longer required, as the information the host enters in their system can be transmitted directly to Zermatt Tourism at the touch of a button. This has the advantage of eliminating the need to enter the data twice.

New AVS system

This simplification is possible because Zermatt Tourism has introduced the new AVS system. Hoteliers and vacation rental owners barely notice the system, as it usually operates in the background—that is, behind the system in which the landlord stores their master data. Anyone who wants to simplify check-in can send guests a link before their stay where they can enter their data—similar to airlines.

Changeover by April

The transition to the new system will take some time, as Zermatt Tourism must enter all basic data of the hotels and holiday apartments into the new system. "Our goal is for all hotels to be working with AVS starting this winter, and for the holiday apartments to have the system installed during the winter season," says Kurdistator Daniel Luggen. All hotels are expected to be equipped with the new system by the end of April 2018. Zermatt Tourism will inform accommodation providers in a timely manner.

Basis for guest cards

The new system also brings benefits to Zermatt Tourism. The accounting department no longer has to enter the data manually, as it is stored directly in the system used to calculate tourist taxes. This saves time and effort.

"In the long term, the AVS also offers the possibility of issuing guest cards," says Daniel Luggen. Guest cards offer people staying overnight here discounts on cable cars and activities. "We are currently considering how this would make sense for Zermatt," says Daniel Luggen.



Hosts fill out the registration form new electronically.

Follow destination news from anywhere in the world

TELE INFO ZERMATT IS NEW ON YOUTUBE

Tele Info Zermatt has been showing News from the destination. New is the channel is no longer only on television but also via YouTube.

Webcam footage, piste reports, and event information: This and more can be seen on the TV channel Tele Info Zermatt. Until now, the audience was limited to Upper Valais. This is changing, as the channel is now also available on YouTube.

Greater reach

With this change, the circle of recipients is expanded many times over. The YouTube

The channel will be tested until the end of November 2017 before a continuation is discussed. You can access the channel by searching "Livestream von Tele Info Zermatt" on YouTube.

Existing program

The program content remains the same. You'll still be able to see webcam footage, cable car and slope reports, weather reports, event information, leisure suggestions, gourmet information, and feature films. It is still possible to place your advertisement on Tele Info Zermatt. Interested parties can find more information at ztnet.ch.



Tele Info Zermatt now has a live stream on YouTube.

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Tell stories about the destination

ZERMATT TOURISM HAS A NEW PR MANAGER

In August 2017, the long-standing content and media manager of Zermatt Tourism, Edith Zweifel, retired. Retirement. Simona Altwegg will succeed her.

"It was a dream job for me because I was able to sell a dream product through PR," says Edith Zweifel about her former position as Content and Media Manager at Zermatt Tourism. For seven years, she answered questions from journalists, conveyed news from the destination to the media, and wrote texts for publications. She took early retirement in August.

Large network

With her departure, the destination loses a competent personality with a large network that extends far beyond the cantonal and national borders. What remains are her stories in and about Zermatt, which she told herself or conveyed to journalists. "I enjoyed the work immensely. The anniversary year of 2015 remains a particular highlight for me," says Edith Zweifel, adding: "I am very grateful for the exchange with all the service providers." Her only regret is that, due to health reasons, she was unable to say goodbye in an appropriate manner. Zermatt Tourism thanks Edith for her great commitment and wishes her all the best for the future.

successor

Simona Altwegg succeeds Edith Zweifel. A native of Thurgau, she has worked at Zermatt Tourism since August 1, 2017. Prior to that, she held positions in the communications department of Migros Zurich, SRF, the "Thurgauer Zeitung," and Schaffhausen Television. She holds a bachelor's degree in journalism and corporate communications. "I'm really looking forward to this new challenge," says Simona Altwegg. "I'll be taking over many of Edith's processes, but of course, I'll also bring my own touch to media relations and copywriting."

Winter news

As her first major project, Simona Altwegg compiled the latest news from the destination for the 2017/2018 winter season and sent it to journalists. "In the coming months, I want to get to know the destination in all its facets and with its personalities, so that I can convey the best aspects of Zermatt – Matterhorn to the outside world," says Simona Altwegg. Zermatt Tourism wishes Simona a good start, lots of fun, and always good stories worth telling.



Simona Altwegg has been the new PR manager at Zermatt Tourism.



Edith Zweifel was during seven years PR manager at Zermatt Tourism.

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Honesty is the best policy

Dear insiders
Dear Insiders

Admittedly, paying taxes is a tedious task; nobody really enjoys it. But we are aware that without taxes, there would be no roads, no security, no schools.

The tourist tax is also a tax: it is paid by our guests and serve the tourism industry and the further development of the destination. For example, tourist taxes cover the maintenance of sports facilities, cross-country ski trails , and hiking trails. Tourist taxes also finance infrastructure such as new bike trails and suspension bridges. Thanks to tourist taxes, we can host fantastic events like Zermatt Unplugged or the open-air theater. And the fact that our guests have access to an informative website and brochures is also thanks to the revenue from tourist taxes.

Collecting tourist taxes is one of the accommodation providers' responsibilities. Along with this collection, important data is also collected: This allows us to compile statistics and, for example, know which nationalities are vacationing in Zermatt-Matterhorn and when.

I would like to thank all the many accommodation providers who always pay the tourist tax on time and dutifully. I urge those who forget to do so to do so. The revenue lost to the public as a result is lost to the development of our destination and ultimately harms everyone.

From December, we will introduce an electronic reporting system that will simplify the collection of guest data and improve the control of tourist tax collection

We would like to thank you for your support, your honesty, and your fairness towards the entire Zermatt – Matterhorn destination.

Yours, Daniel Luggen, Spa Director



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Bring as many skiers as possible to Zermatt

ZERMATT TOURISM'S NEW WINTER CAMPAIGN HAS BEEN RUNNING SINCE 1 OCTOBER 2017

Zermatt is guaranteed to have snow. This underlines the new winter campaign, the from October to April in Switzerland and can be seen abroad. Zermatt Tourism relies on humorous slogans.

«We have black, blue and red slopes. But no green ones." This is one of the slogans that have been visible since the beginning of October. The advertisement appears online and is part of this year's winter campaign. "With this campaign, we want to ensure that Zermatt – Matterhorn is perceived as a snow-sure destination in the long term," says Janine Imesch, Head of Marketing at Zermatt Tourism. "And, of course, it's meant to be tongue-in-cheek."

Advertising channels

In addition to advertising on social media and other websites , the campaign also includes a TV spot . It will air on SRF and RTS starting at the end of October, during prime time. The message is always the same: While other ski resorts struggle with "green" slopes, Zermatt-Matterhorn impresses with its highly reliable snow cover.

October to April

This year's winter campaign is divided into three phases. Each phase has its specific goals: The first is to appeal to as many competitive skiers as possible, the second to attract those who decide to join last minute , and the third to achieve an optimal season extension. The focus is on the first phase, which accounts for approximately two-thirds of the budget. The total budget is CHF 600,000 and is made up of contributions from Zermatt Bergbahnen AG, the Zermatt Hoteliers Association , and Zermatt Tourism.

Something for everyone

«With the campaign we are promoting the image of the destination and making



"They, in turn, draw attention to our offers and experiences," says Janine Imesch. The offers are specifically tailored to the three campaign phases. During the first phase, the focus is on the Kick-off and Ski Test packages, the second phase on the Skiing Unlimited package , and the third phase on the Season End package (see box). Guests who book a longer stay in the destination are rewarded .

Offers within the campaign

At the kick-off and season-end

The guest benefits from ski pass advantages when booking four or more nights in the hotel.

With the ski test package

Skiers can enjoy the latest Ski models from the test center on dry Steg. More information at www.zermatt.ch/schnee



The winter campaign highlights with a wink the high snow reliability in Zermatt – Matterhorn.

