

ZERMATT INSIDE

December 2017, Volume 15, No. 6



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

Time for something new – «Zermatt Inside» is undergoing a relaunch

The makers of "Zermatt Inside" are moving with the times and exploring new avenues: That's why the print product will be changing starting next year and will be published in a more modern layout.
For a long time, we worked in the background on the new appearance, discussed an adapted website concept, and always focused on ensuring that the content surrounding the Zermatt - Matterhorn destination continued to be brought into focus as best as possible.

Now the refresh is complete, the layout has been revised – the refreshed packaging of "Zermatt Inside" is ready.
The new design will be introduced with the first issue next year and is intended to make readers even more interested in regional news from Zermatt and the surrounding area.

The visual innovations include the introduction of new fonts and unusual yet appealing text formats. Fresh and airy, yet clear and uncluttered, the new presentation is intended to give the publication a somewhat magazine-like feel. A lighter look has been developed.

The new look of "Zermatt Inside" also includes more emphasis on visual language. To emphasize articles creatively, large-format images will be prominently displayed and staged. True to the motto: "Let the pictures speak."

Finally, the "Zermatt Inside" cover page has also undergone a change. Instead of the previous three article teasers, six teasers will now highlight the key topics in each issue.
From now on, the entire width of the page will be used for this purpose, eliminating the separate left column.

We hope that you, dear readers, will enjoy the visual changes to "Zermatt Inside" and that the new layout will make the content even more valuable and interesting.

www.inside.zermatt.ch

Zermatt Tourism expands its services

EXTENDED OPENING HOURS AT THE ZERMATT TOURIST OFFICE

From December 2017, the Zermatt Tourist Office will be open daily from 8:00 to 8:00. Zermatt Tourism is responding to the increasing number of visitors and to the guests' need for personal To obtain information on site.

Headlines like "Tourist desk switches to mobile" or "Tourist offices in Switzerland are disappearing" are common in the media. Not so with Zermatt Tourism.

Quite the opposite: Since December 1, 2017, the Zermatt Tourist Office has extended its opening hours. Guests can now receive advice at the counter daily from 8:00 a.m. to 8:00 p.m. – 365 days a year.

Guests' needs

"With this change, we are adapting to the needs of our guests," says Christian Ziörjen, Head of Destination Services at Zermatt Tourism. In July 2017 alone, 25,000 people entered the ticket hall – this equates to over 800 guests per day. A significant increase in visitors can also be observed in the other months. "Information via digital channels is increasing, but so is the analogue part. Personal contact with local specialists is still in high demand," notes Christian Ziörjen.

Open later in the evening

With the additional opening hours between Zermatt Tourism is particularly accommodating international guests by offering opening hours between 6:00 p.m. and 8:00 p.m. Tests have shown that they feel the need to receive information from the tourist office in the evenings as well. "We want the best for our guests so that they continue to enjoy coming to the destination. Of course, we would also welcome shops in Zermatt following suit with their opening hours," says Christian Ziörjen.



The Zermatt Tourist Office is now open daily from 8 a.m. to 8 p.m.

Additional staff

Two new full-time positions were created for the transition. Some might think that the shoulder season doesn't require the same long opening hours as the high season. However, when the counter is quiet, this leaves room for administrative work and other projects that are currently taking a back seat due to day-to-day business. Zermatt Tourism strives to offer guests and local service providers optimal service both online and offline.

Keeping up with digitalization

Zermatt Tourism is also making progress in digitalization. For example, a new person is dedicated exclusively to the live chat on zermatt.ch. Zermatt Tourism is also exploring the introduction of virtual reality in the ticket hall. The current digital visitor guidance system consists of iPads, interactive screens, and a video wall behind the ticket counters. For Christian Ziörjen, one thing is clear: "The tourism desk isn't relegated to mobile phones. The tourism desk and mobile phones exist side by side."

Findelnbach power plant is being renovated

WORK WILL LASTS UNTIL SPRING 2018

GI The Findelnbach power plant is currently undergoing renovations. The renovation work affects, among other things, the turbine and generator, as well as the control system and the water-carrying components. This, in turn, requires adaptation work to the existing building. If the renovation goes according to plan, it can be completed next spring.



Return of Chef Heinz Rufibach

"THE IMPORTANT THING IS THAT THE GUEST IS HAPPY"

RE Last summer, Heinz Rufibach, who served as Chef de Cuisine at the Zermatterhof from 1996 to 2002, returned as Head Chef to the Alpine Gourmet Prato Borni at the Zermatterhof. In this interview, Rufibach explains what his guests can expect from his culinary skills and his kitchen team this coming winter.



Matterhorn PhotoShop

OPEN ALL YEAR

ME At the Matterhorn Photoshop, guests can truly showcase themselves against an original background. Thanks to hyper-reality technology, they can find themselves on the first ascent of the Matterhorn or at breathtaking heights. Snapshots are now available year-round. The Matterhorn Photoshop is now open daily.



Snow removal during the winter months

AVAILABILITY UNTIL 9:00 AM AT THE CURB SIDE

Every year the Matterhorn in its beautiful Winter dress. Depending on the mood of nature, The technical service of the municipality of Zermatt was heavily in demand during the winter months. The snow and Ice removal on roads and paths is not always predictable and are situational.

The employees of the Technical Services Department always do everything they can to provide the public with safe and winter-safe roads and paths. To stay one step ahead of nature, they continually compare various weather forecasts, conduct nighttime checks , and deploy snow clearing crews as needed .

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

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

Provision of snow until 9.00 a.m.
Many private citizens are also facing the same situation. They have the option of transporting their freshly fallen snow to the side of public roads by 9:00 a.m., so that it can then be cleared by the roadside service vehicles .

Danger – safety risk
In recent winters it has been repeatedly observed that private individuals

Masses of snow were deposited on the cleared roads. This cannot be allowed! This resulted in problematic and safety-threatening areas (including patches of ice and potholes) on certain sections of the road .
Both pedestrians and electric vehicles were confronted with this dangerous situation.

Offenders will be fined
The removal of snow and ice onto public roads and paths is prohibited after 9:00 a.m.

is no longer permitted. The municipality of Zermatt reminds the public that offenders will be fined.

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



After 9:00 a.m., dumping snow and ice on public roads and paths is prohibited. Violators may be fined. entail.

Track the e-bus on your mobile phone

TEST PHASE DURING THE COMING WINTER

Since last winter, the Digital information boards have been installed at most stops on the Bergbahn line. This provides passengers with Place the necessary information when the next bus arrives at the stop.

Next winter, a test phase with a mobile phone app will be implemented in cooperation with the company Suntutis .
The app called "e-bus" must be downloaded from the app store onto your phone .

Location of the e-bus
With the app, passengers can track the location of the e-bus at any time and see how long it will take until the Ski buses at the respective stops

arrive. For example, they can plan their e-bus journey from their hotel room or holiday apartment .

Replacement bus
Next winter, the e-bus will put the third new-generation ski bus into operation. This is currently being completed by Stimbo Elektrofahrzeuge , Zermatt. Once commissioned, passenger transport capacity will further increase significantly.

The E-Bus team wishes everyone happy holidays and safe travels.

Follow the journey of the E-bus on your mobile phone and plan your next trip.



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:** EG: Oliver Summermatter (Coordinator), ZT: Simona Altweg, BG: Roman Haller, MGB/GGB: Barbara Truffer, ZBAG: Valerie Perren **Editorial editing:** Perrine Anderegg, inside@mengismedien.ch **Layout:** Mengis Printing and Publishing AG **Advertisements, subscriptions:** Mengis Medien AG, insertate@walliserbote.ch, abodienst@walliserbote.ch **Printing:** Mengis Printing and Publishing AG, Visp

Words at the end of 2017

Dear fellow citizens

One more glance over the shoulder and then eyes forward.
We're moving into a new year with big steps.

Last winter is history, and despite less precipitation, we can look back on a successful winter season. The summer season was characterized by sunshine, rain, and a mix of guests from all over the world.

A special summer highlight was the open-air play "Romeo and Juliet on the Gornergrat." Emotional moments that will be remembered and at the same time inspire hope for a new production.

Christoph Bürgin resigned from his position as mayor on December 31, 2016, after twelve years in office, and I would like to take this opportunity to sincerely thank him for his many years of service.

Following in his footsteps is a big task.

A variety of tasks and experiences have shaped my daily life in this new position. Whether it was a town tour in the deep snow in the middle of August, welcoming international delegations, exchanging ideas with municipal councilors from various Swiss municipalities, holding meetings with the canton, congratulating two people celebrating their 100th birthdays, or the many encounters and conversations with people from near and far.

The new municipal council has settled in well in its various offices and is motivated to tackle the diverse range of tasks.

The new appointments to the municipal council and the office of president are also a challenge for the municipality's employees, in addition to their daily balancing act between service and supervision.

We can only guess what awaits us in the coming year. But the economic barometer is pointing upwards, and we are excited to take on the challenges and ready to put our plans into action.

I would like to take this opportunity to thank all the residents, guests and employees of Zermatt.
This mix makes the village what it is, and everyone is an important piece of the puzzle in the bigger picture.

We often only see the people on the front lines, but behind the scenes there are many good spirits working for our benefit every day who don't get the recognition they deserve. A big thank you to them too.

On behalf of the municipal council and the administration, I wish you a peaceful Christmas and much success and health in the New Year.

Warm regards
Romy Biner-Hauser
Mayor



Revision of waste regulations – homologation pending

NEW ORDINARY ASSEMBLY RESOLUTION NECESSARY

On 25 September 2016, the population voted in favour of the revision of the Waste regulations with fee schedule. Since then, the homologation pending before the State Council.

After months of waiting and repeated inquiries, the municipality of Zermatt was informed that our regulations cannot be homologated in their current form .

Model regulations

During our homologation process, the Canton of Valais has drawn up a model waste regulation for Lower Valais. Based on this draft, our revised regulations must be compared and adapted.

Adjustments to the regulations and fee schedule

In addition to various formal adjustments, several articles in the revised draft regulations must be replaced in accordance with the model regulations of the Canton of Valais.

or supplemented. In addition, some articles will be removed entirely. The main changes include:

Basic fee for apartments, studios, Room

Based on the principle of equivalence, the apartment size must now be considered and listed in the "Apartments" subcategory (2.5-room apartment, 3.5-room apartment, 4.5-room apartment, etc.). Accordingly, a different rate is set for each apartment size.

Fee ranges

For the annual basic fee as well as for the bulky waste and recyclables tariffs , a new tariff range must be introduced within which the fees are to be set (coverage principle).

No changes for hotels and restaurants / commercial establishments

For hotels and restaurants as well as for commercial enterprises, there are differences in both the fee rates and the

There are no changes to the calculation basis compared to the version adopted last year.

Fee invoices 2016/2017

Due to the pending homologation process, the fee invoices for 2016 and 2017 must be billed according to the applicable fee bases . These invoices are expected to be issued in the first quarter of 2018.

Extraordinary General Meeting

Due to the numerous adjustments made to the model regulations of the Canton of Valais, a new general meeting decision is required for the approval of our revised waste regulations and fee schedule . As soon as the necessary feedback from the price regulator is received, we will invite the public to an information event and subsequently to an extraordinary general meeting.



Change of the community ensign

A BIG FLAG HANDOVER ON A SMALL SCALE

Since 1994, Armin Bregy has been the community flag bearer and has raised the community flag with pride and dignity to the high Feasts such as Corpus Christi and Assumption of Mary melfahrt carried.

Succession

Armin Bregy resigned from his service after August 15, 2017, stating : "It's time for a young ensign."

A worthy successor to Armin Bregy has been found in Viktor (Vicky) Perren Jr. The municipal council confirmed his election as the new municipal ensign at its meeting on September 21, 2017.

Thanks to

We thank Armin Bregy for his many years of loyalty and for taking on this position. We also warmly welcome Vicky Perren.



Long-serving ensign Armin Bregy has resigned this year. His duties will be the new ensign Vicky Perren will take over.

Invitation to Community Aperitif 2018

Dear residents

The municipal council cordially invites you to the 2018 municipal aperitif and young citizens' celebration.

Date

Friday, January 26, 2018

Location

Triftbach Hall Zermatt

Time

from 7 p.m.

program

- Aperitif
- Welcome by the mayor, Romy Biner-

Houses

- Young Citizens Celebration of the year 2000
- Honors
- Grätsch and Gizell about the last year

Food and drinks as well as musical entertainment will be provided.

We look forward to seeing you!

The municipal council

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Conversion of the Findelnbach power plant

RENOVATION OF THE CENTRAL WIESTI COMPLETED IN SPRING 2018

EC Since 1949, the Findelnbach power station has been operated by the Zermatt electricity company (EWZ). After the first replacement of the machine group in 1976 and the replacement of the pressure line in 1990, the power plant is now experiencing its third major renewal.

Each of us has probably walked past the headquarters of the power plant in Wiesti and wondered: "What's inside this building?" As part of the renovation of this power plant (KW), we're taking a look behind the walls.

How does the KW work?

The water required for electricity generation comes from the Findelnbach stream and is collected below the Gant area and stored in a daytime equalization reservoir near Lake Mosje. As needed, the water from this reservoir is fed via a slope pipeline below the Sunnegga and through the pressure pipeline on the eastern flank of the village to the Wiesti power plant for electricity generation. From there, the water is then returned to the Vispa River.

Electricity generation

The Wiesti power plant at the Findelnbach power plant produces approximately 15 million kWh of electrical energy annually . This corresponds to approximately 15% of Zermatt's total electricity demand.

Conversion necessary

During regular inspections of the generator, damage to the shaft was discovered , necessitating the replacement of the entire machine group . Temporary repairs were carried out in 2014 to maintain proper operation . Planning for the replacement was underway in parallel . The power plant was shut down on schedule this spring , and reconstruction work subsequently began.

What is being renewed?

The total cost of the conversion of the Findelnbach power plant is CHF 3.4 million. The turbine and generator, including the control system and the water-carrying components, will be replaced, which will also require modifications to the existing building. By involving a noise emissions specialist during the planning phase, special new soundproofing measures can now be implemented simultaneously during the conversion. These will lead to a massive reduction in noise emissions for the surrounding residents.

With the new equipment, the power plant's annual electricity output remains roughly the same. The amount of water processed in the power plant, and thus also the electricity production, is limited by the current EWZ concession.



The Wiesti headquarters is currently undergoing extensive renovations, with completion scheduled for spring 2018. be completed.

Safety is a top priority

The Wiesti power plant is located in the heart of a residential area. Accordingly, the necessary technical and safety standards were fully taken into account to ensure the highest possible safety for the facility.

Commissioning of new plant

It is planned that the building will be roofed by the end of December 2017 and the interior work will be completed in spring 2018. The new system will then

Start operations. The new Findelnbach power plant will be presented to the public at an open day.

Heartfelt thanks

During the construction phase, residents were repeatedly disturbed by construction noise. The EWZ management would like to thank you for your understanding . A big thank you also goes to the surrounding landowners who provided land for the renovation .

Our current Offers:

Zermatt

Various building land plots

3½-room apartment/spa

4½-room/corner mats

6.5-room apartment / Riffelalp

5½-room apartment / Spiss

newly renovated

Duplex attic apartment

attic apartment

Bag

Various building land plots

Various studios

2.5-room apartment / Monte Rosa

3.5-room attic apartment / Monte Rosa

Traditional Valais settlement, Chumma

1 studio

near train station

Annual rent

Randa

5.5-room apartment and studio

Restaurant with 3 apartments

Herbruggen

Residential building, Herbruggen

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

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ZERMATT INSIDE | 5

Zermatt Curling Club

The Zermatt Curling Club was founded in 1933. Guests from the traditional curling nations, who spent their holidays in our destination, the sport soon became popular with guests and locals

The ice rink in the village center was Meeting place for sporting activities and socializing at the same time.

Curling in Zermatt is concentrated exclusively on the open air. The outstanding event is the "Horu Trophy", which takes place every year in mid-January.

ar takes place. 76 teams compete on 19 rinks from all over Switzerland and abroad compete in this sporting event. This tournament is one of the largest in Europe.

We are looking for you We are looking for volunteers to help with the «Horu-Trophy» and are also very happy to welcome new members to the Curling Club. Interested parties should contact us at info@cczermatt.ch.

Training opportunities In November and December, curling can be practiced every Monday from 7:00 PM to 9:00 PM. Equipment is provided by the Curling Club.

Village tournament 2017/18 The village tournament will take place again from mid-December 2017 to The tournament will take place in mid-January 2018. We have four dates and, depending on the temperature, we will play on the natural ice rink or the Obere Matten artificial ice rink. Please reserve your spot. following data: • December 11, 2017 • December 18, 2017 • January 8, 2018

These are Mondays, starting at 7 p.m. The finals will take place on Saturday, January 13. 2018 starting at 10:00 a.m. Do you have a team together? Then register directly at: www.cczermatt.ch. We wish you a successful winter season and "good stone".



Popular with locals and visitors: open-air curling.

ZERMATTERS – the essence of Zermatt combined

The Mountain Guide Association/Alpine Center Zermatt and the Swiss Ski & Snow boardschule will go their separate ways in the future.

Since the beginning of Zermatt hospitality, much has happened in our village. It is time to return to the To reflect on the roots of our work and our guests with combined forces to offer a stay that they will still fondly remember years later. The original members, the Zermatt mountain guides (since 1888) and ski instructors (since 1929), have now joined forces

and will become the ZERMATTERS. ZERMATTERS is much more than just a collaboration between the Mountain Guide Association/Alpin Center and the Swiss Ski & Snowboard School Zermatt.

As Zermatt residents we know our village and our nature like no other. Whether Whether it's a local tip or insider knowledge, guests have come to the right place. Our mission is to show our homeland, as we know and love it, to our guests – with tradition, commitment, and passion.

ZERMATTERS means the right, thentic Zermatt and our Guests are welcome as friends in our world men to be called. ZERMATTERS stands for local color; for emotions and experiences that can only be found here. ZERMATTERS means to me as Visitors to the smell of the cutting Mountain air on a cold January morning on the Rothorn, the waxed skis leaving their mark on the freshly groomed slopes or in the swirling powder.

ZERMATTERS means landing as a guest in my favorite restaurant because my ski instructor or mountain guide knows where to find the best Rösti. Or that my skis are prepared exactly as I expect from my trusted service technician.

te – which of course «my» ZERMATTER recommended. At ZERMATTERS, we want to offer our guests the opportunity to be accompanied and supervised throughout the entire outdoor area, with any sports equipment. All services from a single source, by trustworthy and dedicated people who are competent and passionate about our village – all year round.



ZERMATTERS is not just us as mountain guides, snow sports instructors, and bike guides – ZERMATTERS is us, the ones who represent these values. We, Zermatters, are looking forward to a new era, to a united Zermatt.

matt with our partners and service providers tern.

Become a part of ZERMATTERS and help us to give our guests an even to offer a more authentic holiday experience can – all year round.

ZERMATTERS, Snow & Alpine Center Bahnhofstrasse 58, 3920 Zermatt info@zermatters.ch, www.zermatters.ch

Ski/Board/Bike Ralph Schmidhalter Ski school director

Ski/Climb Nathalie Steindl Head of Mountain Guide Agency

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Advent concert

Zermatt Primary School

CHILDREN INVITE TO THE PARISH CHURCH

On Tuesday, December 19th, and on Thursday, December 21, 2017, The children and teachers of the Primary schools and kindergarten Zermatt at 7 p.m. their traditional Advent concert in the parish church St. Mauritius, Zermatt.

The school classes and grades perform together with songs and get the audience in the mood for the contemplative Christmas season. Singing is about angels, the

Little drummers and the Christmas mouse will be there, Christmas poems will be recited, the brass band will perform for the first time, and the children will wish all listeners "A Merry Christmas!" Admission is free, and the proceeds from the collection afterward will go this year to the "swissvision" project, which, in collaboration with Zermatt residents, collects school bags for children in need.

Please reserve both dates in your calendar now.



Kindergarten and primary school children show what they can do during two Advent concert performances.

Candle making

in the pavilion to the mat

CREATE YOUR OWN CHRISTMAS CANDLE

In December 2017, a candle making ceremony in the pavilion to the mat The Mattertal Youth Office and the Zermatt Women's and Mothers' Association are jointly organizing from 10 to 16 December 2017 Candle making.

For members of the Zermatt Women's and Mothers' Community, candle-making will take place on Wednesday, December 13, 2017, and Friday, December 15, 2017, from 2:00 PM to 6:00 PM . For further information, please contact Chantal Bittel at +49 79 666 40 67 .

Candle making for young and old For all those interested, candle making will take place on the following days from 2 p.m. to 6 p.m.:

- Sunday, December 10, 2017
- Monday, December 11, 2017
- Tuesday, December 12, 2017
- Saturday, December 16, 2017
- Sunday, December 17, 2017

If you have any questions or require further information, please contact: Bianca

Ballmann Youth Office Mattertal Tel. 079 303 45 04

Cost The base price for one candle is CHF 3. An additional CHF 0.30 will be charged per 10 g.

The representatives of the Mattertal Youth Work Centre and the Zermatt Women's and Mothers' Association look forward to a large turnout.



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aldo.brantschen@raiffeisen.ch



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Customer Service Team
Merchant EFZ
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What begins in Zermatt ends in the Matterhorn village

APPLE PROMOTION – THE CIRCLE CLOSES IN ZERMATT

As every year, the Zermatt Schools have carried out the traditional break apple campaign – so the children can during the break into a healthy Bite into the apple. This year, this Action but in a special focus.

In Zermatt, around 1,500 tons of bio-organic waste are collected annually and processed in the local biogas plant Matterhorn Biogas Power AG (MBPAG).

fertilizers
The resulting fertilizer is then spread on meadows and plantations – even as far as Lower Valais. Farmers Michel and Samuel Granges from Charrat (VS) fertilize their fruit trees with the final product from MBPAG. This year, the fruit for the apple campaign will be sourced from their farm.

Collection of apple remains
In schools, students are and students distributing the apples

about this special campaign. At the same time, when the apples are handed out, they are reminded to dispose of any apple scraps in the organic waste containers provided for this purpose.

Return to MBPAG
These residues are then returned to MBPAG for processing. This closes the ecological cycle initiated at the Zermatt biogas plant, and new fertilizer can be produced from the collected bio- organic waste.

Learning effect
This example clearly demonstrates how the ecological cycle of bio-organic waste works and can be closed again. Each of us can make a contribution: Please help separate bio-organic waste and dispose of it at designated collection points.



Apples are not only healthy, they also taste good, satisfying the small hunger between meals and quench your thirst.

The Zermatt library appears in a new look after the renovation

INVITATION TO THE CHRISTMAS APERITIF ON 22 DECEMBER 2017

After one year of planning, clearing out, rearrange, rebuild and re-arrange men has been in the library of Zermatt some things have changed.

Our selection of books, comics, DVDs, audiobooks, and much more is constantly expanding. To serve our customers with the latest media, we've created more space.

Together with a library architect, we were able to gently redesign the heritage-listed building . The result is certainly impressive. Come by and see for yourself.

Read the WB and magazines browse
Our coffee corner has also been redesigned . It now offers much more space to relax. Here, you can enjoy a coffee or tea in comfort and browse our selection of magazines .

Starting in the new year, we'll also be offering our customers the "Walliser Boten" as a reading material. A visit to the library is worthwhile.

We welcome customer requests
The library staff do everything they can to offer the most up-to-date, interesting, and varied media possible. We are also always ready to respond to your requests.

and suggestions. If you can't find what you're looking for in our online catalog on the library website (www.gemeindebibliothek-zermatt.ch) or during your visit, please contact us. Your suggestions are always welcome.

Christmas in the library
During the Advent and Christmas season, you'll find thematically relevant reading material in the library . On December 22, 2017, we invite our patrons to enjoy a glass of warm wine in the library. Let's get into the Christmas spirit together. You can find more information about this event on the library's website.



The Zermatt Library presents a selected Range of media for children available.



I am here for you in Zermatt.

Adrian Gemmet, insurance and pension advisor
M 079 565 65 38, adrian.gemmet@mobiliar.ch

General Agency Upper Valais
Roland Lüthi

Zermatt office
Bahnhofstrasse 15
3920 Zermatt
T 027 922 94 78
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Cases of fraud in the (former) waterworks

JUDGMENT AND CLAIMS FOR COMPENSATION

EC The court hearings before the district court Upper Valais for the district of Visp and the verdict on 10 May 2017 were repeatedly reported in the media discussed and commented on.

All four defendants were convicted. The main perpetrator was sentenced to 36 months' imprisonment, including 12 months' unconditional imprisonment for commercial fraud and multiple counts of forgery. The three co-defendants were sentenced to 20 months' suspended imprisonment and suspended fines of CHF 18,000 and CHF 23,100 for aiding and abetting commercial fraud and multiple counts of forgery. The defendants must also pay procedural costs of CHF 20,000 and pay the municipality of Zermatt, as the private plaintiff, compensation of CHF 22,966.65.

The decisive factor for the municipality of Zermatt was that the district court awarded it damages of CHF 2,577,329.60 as a result of the criminal acts. While the main perpetrator owed the municipality the entire amount,

det, two other convicted persons are liable for CHF 1,746,102 and CHF 63,227.75 in solidarity. The district court thus reduced the requests of the public prosecutor's office of the Canton of Valais and the municipality of Zermatt by approximately CHF 730,000.

Immediately after the verdict was announced on May 10, 2017, all parties, with the exception of the public prosecutor, announced an appeal (challenge of the verdict). The parties received the written, reasoned verdict in early August 2017. Today, only one convicted defendant remains pending before the cantonal court, but he owes the municipality of Zermatt nothing as a result of the verdict .

The municipality of Zermatt has immediately initiated the necessary and possible measures to secure its legally recognized claims (civil claims) against the three defendants who have now been legally convicted . All convicted persons – including those jointly and severally liable – received invoices for the sums imposed on them in the verdict. At the same time, arrest warrants were filed with the Visp District Court.

Applications for asset freezes were filed. The following assets were seized :

- 15 plots (including five apartments and four parking spaces in Zermatt) are in the sole or joint ownership of the convicted
- 11 bank accounts with a total amount of around CHF 300,000

Since the invoices were (as expected) not paid on time, the municipality of Zermatt will now seek the realization of the blocked assets.

The debt collection office is currently having the properties valued and will then conduct the auctions.

The municipality hopes that this will enable it to receive the amount of CHF 2,577,329.60 awarded to it by the court.

Class music with wind instruments

CHILDREN LEARN ABOUT DIFFERENT MUSICAL INSTRUMENTS

EC Music connects! In various communities of the Switzerland, projects are being run in collaboration with the music school as part of class music making. Since School start is a similar pilot project in cooperation with the General Music School of Upper Valais in the 4th grades in Zermatt.

What is a “wind instrument class”?

Class Music Class (or "The Wind Instrument Class") is a three- year pilot project and was presented to parents of third-grade students at the end of the school year. Two-thirds of the children were willing to follow the curriculum of the wind instrument class, while the rest of the children continue to attend traditional music lessons. The goal is for every child to have access to a musical instrument in addition to the recorder as part of their music lessons and to have the opportunity to become familiar with various musical instruments. The wind instrument class is taught for two lessons per week as part of the primary school music timetable .

The pupils of the 4th grade learn

to play a harmony instrument from the ground up and under expert guidance. These skills are further developed in grades 5 and 6. The boys and girls play together from the very first note, learning to play the instruments and understand the music with and from each other.

How does the wind instrument class work?

At the beginning of the school year, the children got to know and try out all the instruments. They were supported and guided by music teachers from the General Music School of Upper Valais. After a few weeks, the final instrument assignments were made. To ensure a balanced sound, a balanced instrumentation was provided, including trumpets, trombones, clarinets, tubas, euphoniums, flutes, etc. They work according to a systematic learning program that includes playing music, singing, movement, breathing, blowing, and rhythm, and covers the goals of the music curriculum .



The children play music together in the class orchestra and get to know the whole spectrum of music.

A major challenge awaited the children: In addition to getting to know their instrument, they worked on tone production, notation, different rhythms, breathing technique, and ensemble playing. The students practiced in group lessons or in register under the guidance of music teachers Robert Zimmermann and Sandrine Zumofen. Teachers Daniela Brigger and Felicitas Lauber provided support.

Practice makes perfect!

You can see it in the children's faces. Making music together as a class is fun! Of course, no one is born a master after three months. Learning and understanding music in a practical way requires a great deal of perseverance, motivation, and parental support . The instruments are taken home for practice, and there, the musical homework—in other words, practicing—must be done. The goal is to perform the first Christmas carol together at the primary school Advent concerts in December.

The "Wind Instrument Class" offers children the opportunity to actively experience music – regardless of their family and social background. This project should not be confused with individual instruction or learning a musical instrument through the General Music School of Upper Valais. This valuable offering continues to exist. Additional information on individual lessons can be found on the website of the Allgemeine Musikschule Oberwallis: amovisp.ch.



In the “wind instrument class,” each student learns a musical instrument from scratch.

Heinz Rufibach, head chef at the Zermatterhof, wants more: making guests happy

GUESTS AND GAULT MILLAU LIKE IT

BC The return of Heinz Rufibach as head chef has In the summer season 2017 many new guests to the Alpine Gourmet Prato Borni at the Zermatterhof. Restaurant experts from Gault Millau were there. They praised the courts of Rufibach and awarded 15 points, which the comeback of the Zermatt resident in the kitchen of the Grand Hotels got a turbo start.

Heinz Rufibach was already Chef de Cuisine at the Zermatterhof from 1996 to 2002. Starting with the 2017/2018 winter season, he will assume overall responsibility for the culinary offerings at the Grand Hotel Zermatterhof. What motivates Rufibach, and what can guests expect at the Alpine Gourmet Prato Borni starting in December? The head chef will be available to answer questions.

What motivates Heinz Rufibach?

"The most important thing is that the guest is happy. And for that, I also need happy staff. I'm starting the winter with a truly new, strong team. The cooking will certainly be different than under my predecessor, Ralph Busch. I have my ideas. But ultimately, we're here for the guest, and we want it to be exciting for them."

This makes you curious. What is on the menu at Alpine Gourmet Prato Borni?

"On my next menu, for example, there will be a duck liver terrine and typical dishes from Valais, rye bread, and mulled wine. When guests read this, they probably can't yet imagine that it's a duck liver terrine in a rye bread crust and the mulled wine is served as jelly. Our menu is understated, with only three or four items per course, which is also interesting for the service: Stories can be told. It's meant to be entertaining and fun."

Valais is always part of it?

"The idea is to have at least one product from Valais in every course. The "Heimat" menu should be 100% Valais, but even with the "Wanderweh" menu, which draws from all over the world, I always want an ingredient or a side dish to come from Valais. My philosophy: I want to bring people—whether they come from Zermatt, Switzerland, or anywhere else in the world—a piece of Zermatt, a piece of home, onto their plates."

Does the map change over time? of the season?

"Of course! If the guest comes in December and then again in April, he shouldn't find the same menu. Foods like gingerbread are available at the beginning of the winter season, then they disappear again. I want to adapt the menu seasonally. I'm already looking forward to getting the first wild garlic in spring – probably not from Zermatt, but from a place where the snow has already fallen."



Chef Heinz Rufibach wants to conjure up a piece of Zermatt, a piece of home, onto his guests' plates.

is gone. I'm also looking forward to the asparagus in spring, I'm extremely excited about the morels, and the first rhubarb, which is very intense. By the end of the season, the menu will definitely include these products. And I want to consider the input from my chefs. The menu should be a playground for them as well, and not just bear the chef's signature.

What is typical for a menu by Heinz Rufibach?

"You can recognize my menu by its simplicity. I'm not the one with 20 different flavors on my plate, but rather the one truly great product that gives the dish its name, plus a few ingredients that enhance it."

What atmosphere awaits the guest in Prato Borni?

"The Prato Borni is my creative center at the Zermatterhof. It's important to me that I greet the guests. I also try to say goodbye to each guest personally. Sometimes I go to the table to explain the courses and tell a story about them. As I said, we want to convey the Valais theme. And then sometimes I hear my chefs knocking on the window, calling me back because I'm talking too much at the table (laughs)."

Heinz Rufibach and Zermatt –

is this a special relationship?

"When I, a Bernese native, stood in front of the Matterhorn for the first time in snow-covered Zermatt in 1988, it was an inspiration. I absolutely wanted to go there. I only stayed for a year in 1988. Then I came back in 1996 and have now lived in Zermatt with my family for 21 years. It's a place that gives you so much. The nature is very important to me, the people – you're truly in a 'hot spot' in Zermatt. The multicultural aspect is extremely exciting. Guests come from all over the world. You meet new people every day. It's a constant coming and going. I love that. Being able to live here is one of the most wonderful things."

To discover from 16 December 2017

For all gourmets who want to try for themselves, what Heinz Rufibach at the Zermatterhof in the winter

Seasonal creations: The Alpine Gourmet Prato Borni is open every evening from December 16, 2017, to April 15, 2018 – except Wednesdays. A taste of the culinary offerings is also available online: www.zermatterhof.ch

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BEACHBODYWERD ENIMWINTERMADE

The new Getwing Bridge is inaugurated

THE «WING» FITS PERFECTLY INTO THE TOWNSCAPE

MC Thanks to precision work, the Getwing Bridge was able to be smoothly opened to the be handed over to operation.

Over the course of two days and three nights, the old bridge was removed and the new one lifted in. The steel structure is 4.47 meters wide, 25.50 meters long, and weighs approximately 55 tons.

Thanks to its sleek design and the larger clearance below the bridge, the "Wing" blends perfectly into the townscape with its view of the Matterhorn.

The new building will also reduce noise emissions. The total project cost is approximately two million Swiss francs.

The new Getwing Bridge is part of a small opening ceremony with the project managers and involved employees of the Gornergrat Bahn officially been put into operation. (From left) Bernhard Stucky, Mooser Lauber Stucky Architects, Zermatt, Egon Gsponer, Head of Infrastructure and Deputy Managing Director of the Gornergrat Railway, Fernando Lehner, Company Director the Gornergrat Railway, Markus Aeschbach, Managing Director SRP Ingenieur AG, Brig, Wolfgang Linder, Project Engineer SRP Ingenieure AG, Brig, and Klaus Alpiger, SRP Ingenieur AG, Brig.



A souvenir photo in the Matterhorn PhotoShop

THE MATTERHORN PHOTOSHOP IS NEWLY OPEN ALL YEAR

MC After the successful introduction phase last summer, the Matterhorn PhotoShop on the Gornergrat open all year round.

The photographers place the guests in front of a green screen and photograph them using hyper-reality technology. Guests can

You can choose from various background motifs and take the souvenir photo home with you.

The Matterhorn PhotoShop is located in the shopping mall of the Kulmhotel Gornergrat and is open every day from 9:00 a.m. to 4:00 p.m.



The Matterhorn PhotoShop at the Kulmhotel Gornergrat.



With the hyper-reality technique used by the photographers, the guest is presented in extraordinary situations.

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Order vouchers online

GIVE A PIECE OF ZERMATT

Zermatt Bergbahnen AG has a new voucher system introduced. So Vouchers can now also be personalized
duel designed and printed at home
The gift cards in the Sales outlets appear in a mo- elegant, noble design.

The new voucher system offers customers many new options and, above all, more flexibility: Vouchers can be easily ordered online for any amount. Depending on your needs, they can then either be printed at home or delivered by mail. Furthermore, the vouchers can be customized with personal greetings and matching

Photos can be designed. The gift cards at the sales outlets also have a new design. These are available in denominations of 25, 50, or 100 francs. The vouchers can be redeemed in both winter and summer at Zermatt Bergbahnen sales outlets , online in the webshop, and at the Matterhorn Glacier Paradise restaurant . This way, the recipient not only has great pleasure but also the opportunity to choose what they would like to redeem their gift voucher for .

Zermatt as a gift:
with the newly introduced
voucher system
Zermatt Bergbahnen AG.



Digital ski depot

NO MORE LUGGING

It couldn't be more convenient: From this winter onwards, winter sports enthusiasts will have Stations of the Sunnegga funicular new, digital ski depots for safe Storage of winter sports equipment is available. There are not only ski racks for rent, but also heated Cabinets.

To meet the high quality standards of Zermatt guests, the aging ski depots at the mountain and valley stations were refurbished to state-of-the-art standards. More than 500 new storage spaces for skis and snowboards were created. In addition to the ski racks at the valley station of the Sunnegga funicular and the Santa Fe lift, guests have access to 50 heated ski lockers at the Sunnegga mountain station. Seating between the lockers ensures comfortable putting on and taking off of skis .

Unlike the old ski racks, which worked with a coin lock, the digital racks and lockers can be locked and unlocked using the ski pass.

The rental is either at the cash desk

together with the ski pass and at the self-service kiosk. Accepted payment methods at the self-service kiosk are cash (coins and banknotes), debit cards, and credit cards.

With the renovation of the ski depots in the southern area for the 2018/19 winter season, an online platform for booking ski racks and ski lockers will also be launched.



More than 500 state-of-the-art ski and snowboard storage spaces have been installed at the top and bottom stations of the Sunnegga funicular (topic photos).



Innovations in medical practice
Dr. Erwin Julen,
Zermatt

Since November 2017, we have expanded our medical team and our range of services.

Dr. Katrin Riechert,
General practitioner and
Specialist in Orthopaedic Surgery

with extensive experience in sports medicine also works in our practice.

He studied medicine at the Charité in Berlin and completed his specialist training in Berlin, Bern, Burgdorf and Thun.

Consultation hours: by appointment. Registration is now possible by calling 027 967 67 17. Emergencies are available anytime.



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MOLINO
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we are celebrating our 10th birthday

Benvenuti in the Molino Seilerhaus, Zermatt

Celebrate our 10th birthday with us and benefit from the following anniversary offers:

December 14, 2017 - Pizza classica
2 for 1 Invite someone to a pizza classica for lunch. We offer the cheaper Pizza Classica (excluding the "Selezione Molino" pizza).

14.12.2017 - an aperitivo offered For dinner we offer you a glass of our Aperitivo della casa (with or without alcohol)

December 11th - 17th, 2017 - Kids eat free. For purchases of CHF 20 or more (1 adult / 1 children's menu free).

December 11th - 17th, 2017 - Free mini-coupe . After dinner, we'll offer you our birthday dessert. A sweet treat!

We look forward to your visit. A presto!

Pizzeria Ristorante Molino Seilerhaus, Bahnhofstrasse 52, Zermatt
t: 027 966 81 81 | Zermatt@molino.ch

The destination has new logos

REGISTRATION IN THE TRADEMARK DIRECTORY OFFERS BETTER TRADEMARK PROTECTION



The destination logos are now with a ®
Thanks to the change, Zermatt – Matterhorn can better enforce its trademark rights.

At first glance, it looks the same as always. But the blue logo with the Matterhorn, white lettering, and red Swiss cross has changed: a new ® has been added. This symbol stands for Registered Trademark. The destination may use the ®

because the trademark is officially registered in the trademark register.

“Matterhorn” as a word mark
The ® is next to the element «Matterhorn». «This does not mean that others generally no longer use the word

"They may use it," explains attorney Pascal Spycher, "but they may not use it to label products." Thanks to the ®, it is immediately clear to everyone that it is a registered trademark. This helps Zermatt-Matterhorn better enforce its trademark rights.

Omnipresent logo
The blue logo is very visible: in addition to Zermatt Tourism, many of the destination's service providers also use it. Therefore, the logo change is a matter of great This involved a lot of effort. Zermatt Tourism thanks all service providers who are currently updating or have already updated their logos. The templates are available for download at [ztnet.ch](#).

News for the 2017/18 winter season

WINTER INFORMATION DAY

What's new in our destination? Zermatt Tourism will provide information on this at the Winter Information Day on Thursday, December 14, 2017, at Mont Cervin Palace.

Zermatt Tourism will present information about the destination and news for the 2017/18 winter season for one hour at 9:00 a.m. and 2:00 p.m. Everyone is invited to attend. The event should be of particular interest to those who come into direct contact with guests. Registration is available at [ztnet.ch](#).



Zermatt Tourism will provide information on the new developments at the destination on December 14, 2017.

In the footsteps of Wolli

WHEN CHILDREN WALK THROUGH THE VILLAGE WITH A TREASURE MAP

Zermatt Tourism has a Treasure hunt created for families can be carried out independently all year round. The tour takes you to eleven It passes through several stops and requires creative thinking. A nice side effect: young and old learn exciting things about Zermatt.

"Raclette, fondue, or lamb specialties: Here you can smell and taste the Valais." This is one of the clues on Wolli's Treasure Hunt, designed by Zermatt Tourism. The route includes a total of eleven stops before children and families find a treasure chest at the final destination.

Year-round offer
The newly introduced offer is available in three languages and throughout the year. Interested children and families can purchase a

Treasure map for CHF 10. Clues then guide them to plaques at eleven different locations. The task is to count the symbols on each plaque. Only when a family has visited all the intermediate stations and counted all the symbols does it know the correct code for the combination lock on the treasure chest. For each purchased treasure map, a wonderful treasure from Wolli's collection awaits the children.

For the whole family
Wolli's Treasure Hunt lasts one to one and a half hours and is suitable for families with children ages 5 and up. Teenagers and accompanying adults are also sure to enjoy the tinkering and the route through Zermatt. Families discover the village in a special way – children's eyes light up.



The whole family joins in on Wolli's treasure hunt.

Thank the regulars

ZERMATT TOURISM HONORS ANNIVERSARY GUESTS EVERY THURSDAY

Since 1984, Zermatt Tourism has already welcomed over 16,000 Regulars are honored for their loyalty. So that no guests forgotten, all accommodation providers are asked to register anniversaries.

73 years – that’s how long a woman from western Switzerland has been coming to Zermatt for her vacation. She holds the record. But there are many regular guests. In the destination, the proportion is 60 percent in summer and as high as 80 percent in winter. Zermatt Tourism is very grateful to all of them and honors them for their loyalty.

Registration by accommodation provider

Hoteliers and vacation rental owners are responsible for registering for the award . They fill out a form stating how long a guest has been spending their vacation at the foot of the Matterhorn. The registration form is available at tourist offices or online at ztnet.

Available here. Guests celebrating their 20th, 40th, or 50th anniversary will be honored.



For the 20th, 40th or 50th anniversary, guests receive a medal of honor.



The spa director pins a medal on a regular guest.

Honor at the Zermatterhof

The awards ceremony, which has been held since 1984, takes place every Thursday at 5:30 p.m. in a festive yet relaxed atmosphere at the Grand Hotel Zermatterhof, depending on the number of participants. The spa director or his deputy and a lady in traditional costume welcome the guests and share anecdotes about the guests being honored and the destination before calling them up individually, pinning on a medal of honor, and presenting them with a gift. Following the ceremony, which lasts 30 to 60 minutes, an aperitif is available for everyone. Of course, all hosts are cordially invited to accompany their guests.

Long tradition

To date, Zermatt Tourism has honored over 16,000 guests. 22 people have been spending their holidays at the destination for more than 60 years. "These are impressive figures and we are proud of them," says Resort Director Daniel Luggen. "To ensure that no guest feels disadvantaged, we encourage all accommodation providers in Randa, Täsch, and Zermatt to actually register their guests. The awards ceremony allows us to thank our guests and show them our appreciation. Because we know that hospitality is a key factor in the success of our destination."

public conference on plastic surgery and hand surgery

“When aesthetic surgery is not unnecessary”

doctor
Christian Zuber

FMH Plastic Surgery, Cosmetic Medicine and Hand Surgery, former Chief Physician at Sitten Hospital, further training in Rio de Janeiro, Brazil

on Friday, 5 January 2018, at 7.30 p.m.
at the Hotel Pollux, Bahnhofstrasse 28, 3920 Zermatt

Dr. Christian Zuber and his family cordially invite you to a subsequent aperitif, where he will be happy to answer your questions about plastic surgery or hand surgery.

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The proud companions of the concierges

ON THE HONOR AND TASK OF THE CONCIERGES IN ZERMATT

Zermatt has ten active members at the concierge association Clefs d'Or Suisse. They are recognized for their attentive guest service.

Two golden keys – on the left and right collar of a suit. What appears to be a pretty decoration is actually the distinction of an experienced concierge. Only members of the concierge association Clefs d'Or Suisse are permitted to wear the key pins. In Zermatt, this honor is bestowed upon ten active and five passive members . They work at the Riffelalp Resort (2,222 m), the Grand Hotel Zermatterhof, the Hotel Monte Rosa, and the Hotel Schweizerhof.

For the well-being of guests

"The concierge is the contact person for guests and thus contributes greatly to their well-being," says Roland Margelisch, head concierge at the Riffelalp Resort 2222m and president of Clefs d'Or Zermatt/Oberwal-is. The local association welcomes experienced Zermatt concierges and front office staff. For admission to Clefs d'Or Suisse, a concierge must complete further

They must fulfill certain conditions. They must have worked at the lodge for at least five years, including two years as a concierge. They also need two sponsors as references.

Globally recognized keys

If all requirements are met, a concierge acquires the globally protected keys, which he can attach to his suit. The keys are the same worldwide. "This way, even when I'm abroad, I know who to contact if I have questions," adds Roland Margelisch. The pins are all made in Switzerland by Bucherer.

offspring consists

Clefs d'Or Zermatt/Upper Valais has grown in recent years. "We're delighted to have young concierges joining us," says Roland Margelisch. However, he also points out that the tradition still needs to be nurtured. The association recently held its annual general meeting with three committee members from St. Moritz as guests of honor . Always present: the golden pins as proud companions.



The Clefs d'Or Zermatt/Upper Valais association recently held its annual general meeting.

Zermatt Open Air Theatre draws a positive conclusion

PLANNING FOR THE NEXT EVENTS IN 2019 IS UNDERWAY

Around 16,000 visitors were impressed this summer by the unique setting and the emotional piece "Romeo and Juliet on the Gornergrat ." The organizers and the tourism destination were also

the Zermatt Open Air Theater was a success.

For the second time last summer, the Riffelberg was transformed into a magnificent open-air stage. For two months, the Zermatt Open Air Theatre performed "Romeo and Juliet on the Gornergrat." 16,000 visitors were captivated by the unique setting at the foot of the Matterhorn and the emotional play by director and author Livia Anne Richard.

Value creation strengthened

The venue at 2,600 m above sea level made the theater visit a magnificent experience. Thanks to the return trip to the Gornergrat included in the ticket price, numerous visitors took the opportunity to turn their theater visit into a day trip or a multi-day excursion. This had a positive impact on the added value for Zermatt as a destination. Zermatt Tourism estimates the added value at around six million Swiss francs.

"A great success"

Not only tourism, but also the event organizers can draw a positive conclusion. "We are very pleased with the number of visitors and the positive feedback. The number of visitors we achieved is a great success for us," says Matthias Blum, Managing Director of Freilichtspiele Zermatt GmbH. " Our destination partners Zermatt and Gornergrat 360, as well as the numerous helpers, partners, and sponsors, also contributed to this success . Without them, such an event would not be possible."

Third edition planned

The consistently positive outcome has prompted the organizers to begin planning the next Zermatt Open Air Festival in summer 2019. "I already have ideas for a new piece, which – similar to the "Matterhorn Story" – will again have a very close connection to Zermatt and the Matterhorn," reveals Livia Anne Richard.

But before the open-air theater on the Riffelberg continues in 2019, Richard will premiere the play "Abefahre! – Stress-free in 5 days" on Bern's local mountain, the Gurten, in the summer of 2018 .

Further information:
www.freilichtspiele-zermatt.ch



16,000 spectators attended "Romeo and Juliet on the Gornergrat".

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Zermatt accommodation providers increase online presence

Tourism Institute of the University of Valais (HES-SO) has evaluated online fitness

Every year Zermatt Tourism commissioned a study to examine the online presence of hotels and holiday apartments in of the destination. The current Evaluation shows: There is a high level of user-friendliness, but there is still room for improvement on social media.

Is the website available in at least two languages ? Are all room categories individually described? Is there a video to visualize the property? These are three of the 32 criteria used by the Tourism Research Institute of the HES-SO Valais to evaluate the online presence of 117 hotels and 55 vacation apartments in the Zermatt – Matterhorn destination. The result: The online presence of Zermatt accommodation providers is constantly improving.

Increase compared to last year

If you look at all accommodation providers together, they met 68 percent of the criteria. This represents an increase compared to the previous year (62 percent) and the year before (58 percent). The leader is Hotel Bellerive, which fulfills 31 of the 32 criteria. Followed by the Alpen Residence & SPA, the Hotel Bella Vista, the Hotel Matterhorn Focus, and the Parkhotel Beau Site, each with 30 points. Among the holiday apartments, the Residence Patricia is considered a best-practice example, fulfilling 28 criteria.

Online presence improved

"Two years ago, things were different for us ," smiles Katja Noti of the Hotel Bellerive. She and her husband have invested time in recent years to improve their online presence. To this end, they have, among other things, booked a consultation with an e-fitness coach. Every member of Zermatt Tourism receives one free coaching session per year. It's an offer that pays off, as Katja Noti explains in an interview.

Good marks for construction

The report from the HES-SO Valais shows in which areas Zermatt accommodation providers generally perform well, in which areas they have improved compared to the previous year, and where there is still room for improvement. The highest marks go to the design of their websites.



The Hotel Bellerive performs best in the evaluation of its online presence.

The businesses examined generally designed their websites in a clear and user-friendly manner. In this area, Zermatt hotels and holiday apartments met 92 percent of the criteria.

Catching up on social media

The situation is different in the area of social media: Only 40 percent of the criteria are met . "Less than half create regular posts, engage in online dialogue with guests, or publish news," says e-fitness coach Pascal Gebert. However, there has been a significant increase in legal aspects and booking processes . "Many accommodation providers have set up direct booking on their websites in the last year , posted their prices, offered special deals, or provided a best-price guarantee. This is encouraging and makes us optimistic for the future," says Pascal Gebert.

«Reach your destination in just a few clicks» Hotel Bellerive ranks at the top of the online presence rankings . Managing Director Katja Noti attended a personal coaching session with Zermatt Tourism two years ago. In this interview, she talks about her learnings, experiences, and recipes for success.

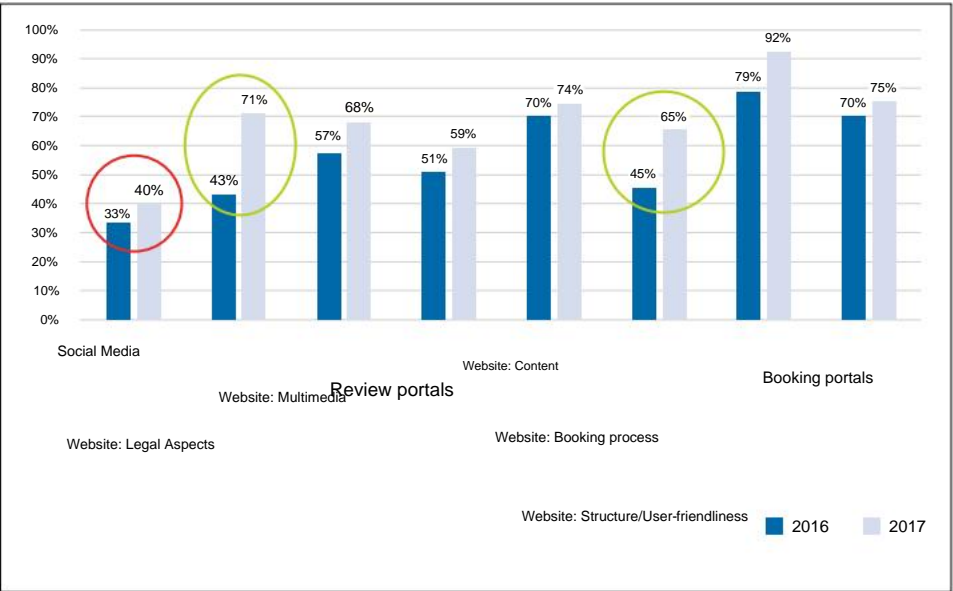


Katja Noti, what experiences do you have with personal coaching? "Very positive. I recommend the coaching especially for hotels of our size – without online specialists in-house. The coach showed us where we stand in terms of our online presence and where there is potential for improvement. It was then up to us to implement the suggestions."

Hotel Bellerive has launched its online Performance in recent years strong improved. What are you doing about this today right? "In recent years, we have learned how important it is for guests to reach their destination with just a few clicks. We are trying to

We're also now active on social media, which has helped us a great deal."

What is your recipe for success in the future? "We want to continue to focus on our social media presence and adapting to mobile devices. We're also maintaining our transparency. For example, we display all of our rooms on our website and have many different room categories. This is well received by guests."



The examination areas in comparison: The E-Fitness Check shows the improvements compared to the previous year.

E-Fitness Project

The study described has Zermatt Tourism within the framework of the E-Fitness

The project includes additional services to support accommodation providers in their online presence

to support:

- Personal consultations
- Workshops
- Tips and news
- www.ztnet.ch/e-fitness

The future is digital – but not only

Dear Insiders

To improve the know-how of all key personnel and employees and to prepare ourselves for the next in-

improved, and sensitivity has increased. In the near future, we can expect further global trends such as augmented and virtual reality or robotics with speech and image recognition. The pressure from online sales platforms will certainly also increase – now not only for accommodation providers, but also for the hospitality industry and for suppliers.

deal with new means of payment such as cryptocurrencies and blockchain and give us the

The developments are rapid. In most cases , however, they make our lives easier and provide

We have time. Time that we can really use, because our guests need care. Zermatt Tourism has also experienced this; never before have the number of visitors to our Guest Information Center been



The need to speak with competent guest advisors is as great as it was last year. This has prompted us to expand our services for guests (and locals) and now offer open counters every day of the year from 8:00 a.m. to 8:00 p.m. This service is no longer limited to providing information . The guest advisors also sell mountain railway tickets and other experiences , assist with travel planning, and provide advice via live chat at www.zermatt.ch. In Täsch

Committed to providing service, we also operate a post office. And then there's free Wi-Fi at the tourist office, tablets with the e-concierge, and an interactive social media wall. Digital and analog merge.

I wish you a good start to the 2017/18 winter season.

Heartfelt

Yours, Daniel Luggen, Spa Director



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A résumé of the second construction summer

3S-RAILWAY CONSTRUCTION FULLY ON TRACK

Since the work after the short winter break have been resumed, is on the 3S construction site A lot has happened. All supports have been installed and the Wooden structure of the valley station. The concrete work at the mountain station was completed and the cables of the new track have been transported and already pulled over the masts.

Shortly after the winter season, the new access area with walls, stairs and floor slabs in the entrance perimeter of the valley station was completed. At the same time, Leitner installed and completed the electromechanical system. The concrete for the garage was poured in the spring, and the wooden structure of the entire building was erected during the summer . At the end of October, assembly work on the garage began, parallel to the membrane façade on the north and west facades and the steel installation on the south/east facades . Finally, the photovoltaic system was installed at the beginning of November.

Work on the supports

Work on Column 2 resumed at the beginning of March, and the four column posts were finally concreted. Mechanical earthmoving and backfilling were necessary to restore the terrain to its original condition . The column assembly began at the beginning of June, and the 24-ton cable saddles were installed at the end of July. Finally, all components were aligned and inspected, and various fine and surrounding design work was completed under the supervision of the environmental construction team.

The column heads of the third column were completed in the spring. Approximately 900m³ of concrete were required for this. For the assembly of the 40-meter-high steel column, an additional 52-meter-high top-slewing crane with a 50-meter boom was erected at 3,775 m above sea level. All the column materials were transported first to the intermediate site at Laghi Cime Bianche, then by cable car to Testa Grigia, and from there by helicopter to Klein Matterhorn.

Great progress at the mountain station

During the winter, 70 micropiles, each five meters long, and a total of 170 rock nails, each up to eight meters long, were drilled and then injected. At the end of March, the mountain station was anchored using 15 strand anchors, each 17 meters long. These anchors, along with the dead weight of the concrete, steel, and wood structure, must retain the entire load exerted by the cable car on the mountain. During the construction process, installing the anchors, along with the subsequent injections in permafrost at temperatures as low as -20° Celsius, was a challenging step. The anchors were internally injected and preheated in Zermatt, where they were warm, and then suspended from a helicopter onto the construction crane for precise insertion into the borehole. Thanks to the tireless efforts of the workers on Klein Matterhorn, construction work could resume in mid-May.

The first stage of the front post was concreted by mid-June, requiring 71m³ of concrete. Then the intermediate walls were constructed, and formwork for the platform ceiling began in parallel. Thanks to the good weather, significant construction progress was made at the mountain station during the summer . The post structures, walls, pillars, and cantilevered foundation slabs were concreted by the end of August . The entrance support, the cable bollards, and the railway equipment in the entrance area were installed so that the cable hoist could proceed as planned in the fall.

Challenging rope transport

After the ropes for the new 3S gondola had traveled from the FATZER factory in Romanshorn across Switzerland to Cervinia, the really exciting part of the rope transport began. In order for the new ropes to be transported further, each rope had to be unwound onto two smaller reels and then wound onto two

The ropes were then rewound onto the original bobbins at Laghi Cime Bianche . From there, the ropes were attached to a lead rope using a specially installed rope bridge and pulled via Furggsattel (3,365 m above sea level) to Trockener Steg (2,939 m above sea level). At the beginning of November, the lead rope pull from Trockener Steg to the mountain station took place, before

In a final step, the correct ropes were then pulled over the supports.

With the completion of this second construction summer, all work is now on track and on schedule. Detailed articles on the individual construction phases can be found on the Zermatt Bergbahnen blog at "blog.matterhornparadise.ch."



Construction work at the mountain station has progressed well, and assembly of the electronic system is about to begin. Nothing stands in the way next February.



At the beginning of June 2017, the assembly of the second Support started.



The wood assembly work in the valley station is successful been completed.



The first layer of roof waterproofing of the valley station has been relocated.



An additional 52-meter-high crane had to be used to assemble the third 40-meter-high steel column.