






ZERMATT INSIDE

February 2018, 16th Year, No. 1



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

<p>Municipality of Zermatt</p> <p>Partner community Portrait of Sexten</p> <p>The village of Sexten in the eastern part of South Tyrol, with around 1,900 inhabitants, is a twin town of Zermatt. A portrait.</p> <p>Page 8+9</p> 	<p>MGBahn</p> <p>Newsletter</p> <p>Traffic situation</p> <p>The MGBahn newsletter informs travelers promptly and by email about any service disruptions.</p> <p>Page 10</p> 	<p>Zermatt Mountain Railways AG</p> <p>Dynamic Pricing</p> <p>Zermatt Bergbahnen AG will be using a dynamic pricing model starting November 2018. Prices for ski passes, peak passes, and bike passes will vary depending on the season and occupancy.</p> <p>Page 13</p> 	<p>Zermatt Citizens' Community</p> <p>5 questions for...</p> <p>In this portrait, Thomas Marbach, host at the 3100 Kulmhotel Gornergrat, tells, among other things, how he came to Zermatt and what it's like to be snowed in for several days.</p> <p>Page 15</p> 	<p>Zermatt Tourism</p> <p>Tips from the social Media Manager</p> <p>Zermatt accommodation providers have some catching up to do in the social media sector. A professionally managed Facebook page requires considerable effort. Pages 16 and 17</p> 
---	--	--	--	--

Municipality of Zermatt

Time for something new: «Zermatt Inside» gets a new look



Three generations together – the June 2002, February 2003 and August 2009 issues.

Since 2002, the Population with a local information medium informs. Primarily, this serves This publication promotes the exchange of views between the five key players and the people of Zermatt.

After just over eight years, the makers of the «Zermatt Inside» decided to adapt its layout and give it a more modern look. Following the relaunch in February 2003 and August 2009, this is already the third "redesign."

New layout

In addition to the introduction of new fonts, the unusual but appealing text forms are among the visual innovations.
Fresh and airy, clear and tidy, the new presentation is intended to give the publication a partly magazine-like appearance.

In addition to the new text display, more space is also given to images so that posts can be highlighted in terms of design.

front page

The front page is also getting a facelift. Instead of the previous three article teasers, up to six teasers will now draw attention to the relevant topics in each issue. This provides readers with the best possible pre-information on the front page.

Basics

The content of «Zermatt Inside» is provided by the individual partners (Zermatt Residents' Community, Citizens' Community, Zermatt Tourism,

Zermatt Bergbahnen AG, Gornergrat Bahn/Matterhorn Gotthard Bahn) , who are also responsible for their selection and the cover topic . The corresponding name of the service provider is now printed above each title .

Advertisements/advertorials

Private advertising in "Zermatt Inside" is limited to classified ads, which represent a maximum of 20% of the total content.
As part of the advertising share, advertisements from Zermatt and the Region is preferred. Particularly creative entrepreneurs are granted a unique platform in the form of an advertorial (including anniversaries).

All advertising is coordinated directly by Mengis Druck und Verlag AG. If you are interested, please contact the responsible person directly:

Urs Gsponer, T 027 948 30 41 or u.gsponer@mengisgruppe.ch.

We hope that you, dear readers, will enjoy the new look of "Zermatt Inside" and that it will make its content even more valuable and interesting.

The editorial committee

Municipality of Zermatt

Power supply in Zermatt

Due to extreme weather conditions, power outages in Zermatt occurred several times last month. This is a good reason to take a look behind the scenes of the power supply system operated by Elektrizitätswerk Zermatt AG (EWZ).

The tourist resort of Zermatt, with up to 40,000 population equivalents at peak capacity, requires a maximum output of almost 30 megawatts. This includes all electricity needs (including railways, hotels, restaurants, businesses , and households) in and around Zermatt.

power lines

The Matterhorn village is generally supplied via a 65-kV high-voltage line operated by Valgrid AG (operating company of the 65-kV distribution network in Upper Valais). In the event of a power outage, the 130 kV line of the Zmutt pumping station operated by Grande Dixence SA can be used to ensure power supply. This emergency connection can be used without restrictions during the winter months. During the remaining months of the year, however, it is only available to a limited extent, depending on pumping operations and weather conditions.

How does electricity get to households?

From the 65 kV main supply line, the electricity is fed into the EWZ 20 kV distribution grid via the Spiss substation. From there, the precious commodity is transported via various transformer and distribution stations to the individual end users. chem.

Disturbances possible

An electrical distribution network is highly complex and includes a multitude of technical components. The operation of a supply network requires the interaction of all these components. If one or more components are disrupted, they are immediately disconnected from the supply network to prevent the disruption from spreading.

The type and location of the disruption also determine the extent of the outage. This can lead to a power outage in a building due to a blown fuse, outages in entire neighborhoods, or, as happened in January, a total power outage in Zermatt or the Vispertal valley. Large-scale disruptions to the power supply at the Swiss level or even beyond the country's borders are also possible, but fortunately , they are very rare.

Due to their exposed location, parts of the electrical distribution grid are highly exposed to natural forces. However, outages, even in adverse weather conditions, are the exception. Strong winds, thunderstorms , or, as at the beginning of the year, heavy snowfall, can still disrupt the power supply .

Provided the lines are not damaged, they can usually be put back into operation within a few minutes.

Unfortunately, there are also cases where a quick restart is not possible and further investigations or even repairs are required. In these cases, the power outages can last several hours or even several days.

What happens in the event of a power outage?

The primary goal, of course, is to restore the power supply as quickly as possible and to repair the damage . Depending on the need, this may require inspections of the facilities or line inspections.

Due to the size of the supply network, this may take several hours.

It's also important to distinguish which power grids are affected. Power outages or disruptions that occur within the village area are handled by Zermatt's EW staff.

In the event of faults on the 65 kV main supply line, Valgrid assumes switching authority, and fault rectification is coordinated among the participating companies: Valgrid, Grande Dixence, and EW Zermatt. A power outage due to a failure of the 65 kV line can usually be resolved within a short time, depending on the availability of the 130 kV emergency connection .

Alternative island grid

Should, in an extreme case, both power lines to Zermatt be interrupted and a prolonged power outage (>12 hours) is foreseeable, EW Zermatt would implement an emergency plan. Using its own power plants in Zermatt, an attempt would then be made to set up an isolated grid to operate an emergency supply for approximately three days. Mind you, this is an emergency supply!

The existing production facilities can only cover part of the electricity demand, meaning that the individual village districts could only be supplied with electricity for a few hours at a time .

Information about the areas served will be provided by EW Zermatt AG on a case-by-case basis.

It's important to note that setting up the emergency power supply takes several hours . Restoring the regular power supply takes just as long and requires another shutdown of the entire power supply. Therefore, this alternative is only used in the event of extended power outages.

In this case, it's also important to keep power consumption to a minimum. Unnecessary appliances should be turned off and disconnected from the power grid. Since further outages can be expected at any time, elevators should also be avoided.

Electricity – a precious commodity

Light in the room, transportation by elevator, use of a computer, warm heating and much more. Behind this matter of course lies a lot of technology and effort.

Power outages repeatedly demonstrate how dependent we are on this precious resource. EW Zermatt AG strives to ensure a continuous power supply in and around Zermatt at all times.

The current is supplied via two high-voltage lines to Zermatt.

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: Valérie Perren **Editorial editing:** Mengis Druck und Verlag AG, Perrine Anderegggen, p.anderegggen@mengisgruppe.ch **Layout:** Mengis Printing and Publishing AG **Advertisements, subscriptions:** Mengis Printing and Publishing AG, Urs Gsponer, T 027 948 30 41 or u.gsponer@mengisgruppe.ch **Printing:** Mengis Printing and Publishing AG, Visp



Heavy snowfall can cause power outages, as happened last January.



Zermatt is supplied with energy via a 65 kV high-voltage line.

Municipality of Zermatt

They came and they stayed

One of them only wanted to come for one season and has now lived in Zermatt for almost 30 years.

The other was forced to come to the Matterhorn village because there was no work in her hometown.

In Zermatt, there are many people of foreign origin who have found their way to this world-famous tourist destination for personal reasons. They live among us, do their work every day, and contribute significantly to Zermatt's added value.

Eva Jenni, integration officer for Zermatt-Täsch-Randa, meets people from diverse migration backgrounds and wants to know why they came to Zermatt and what keeps them in this vibrant resort. Each issue of "Zermatt Inside" throughout 2018 will feature a closer look at one person.

Where are you from?

"From Lisbon, Portugal."

Where do you currently work?

«At the Riffelalp Resort as Maître d'hôtel (head waiter).»

In what context did you first hear about Zermatt? When was that?

"I was 23 years old. A friend of mine had already worked in Zermatt. He told me about this beautiful place."

What was your personal motivation for coming to Zermatt?

"Curiosity for something new, something different. I was interested in the standard of living in this touristy mountain village. I hoped to meet an exciting clientele. But of course, the impressive natural surroundings also attracted me."

What was your first encounter in Zermatt?

"With my first employer, the director of the Zermatterhof, Jean-Pierre Lanz."

How do you spend a day off?

"Especially with sports. In winter, I enjoy skiing and ski touring. In summer, I devote myself to mountain biking or trail

running. Last summer I participated in the Ultraks.

Which Valais specialty do you like best?

«I love to eat a delicious fondue or raclette, and I enjoy a fine Fendant. All the Valais white wines have

When it comes to red wines, however, I remain true to my Portuguese roots."

What makes Zermatt so special for you?

"The peace and the proximity to nature."

What keeps you in Zermatt?

"I've spent more than half my life in this beautiful place. It's become my home. My children go to school here, and we're well integrated."

Speaking of integration, what does that mean to you?

"If society accepts me, then I feel well integrated. For me, integration also means respecting the habits and customs of the host society and embedding them in my life. But above all, it means learning the local language.

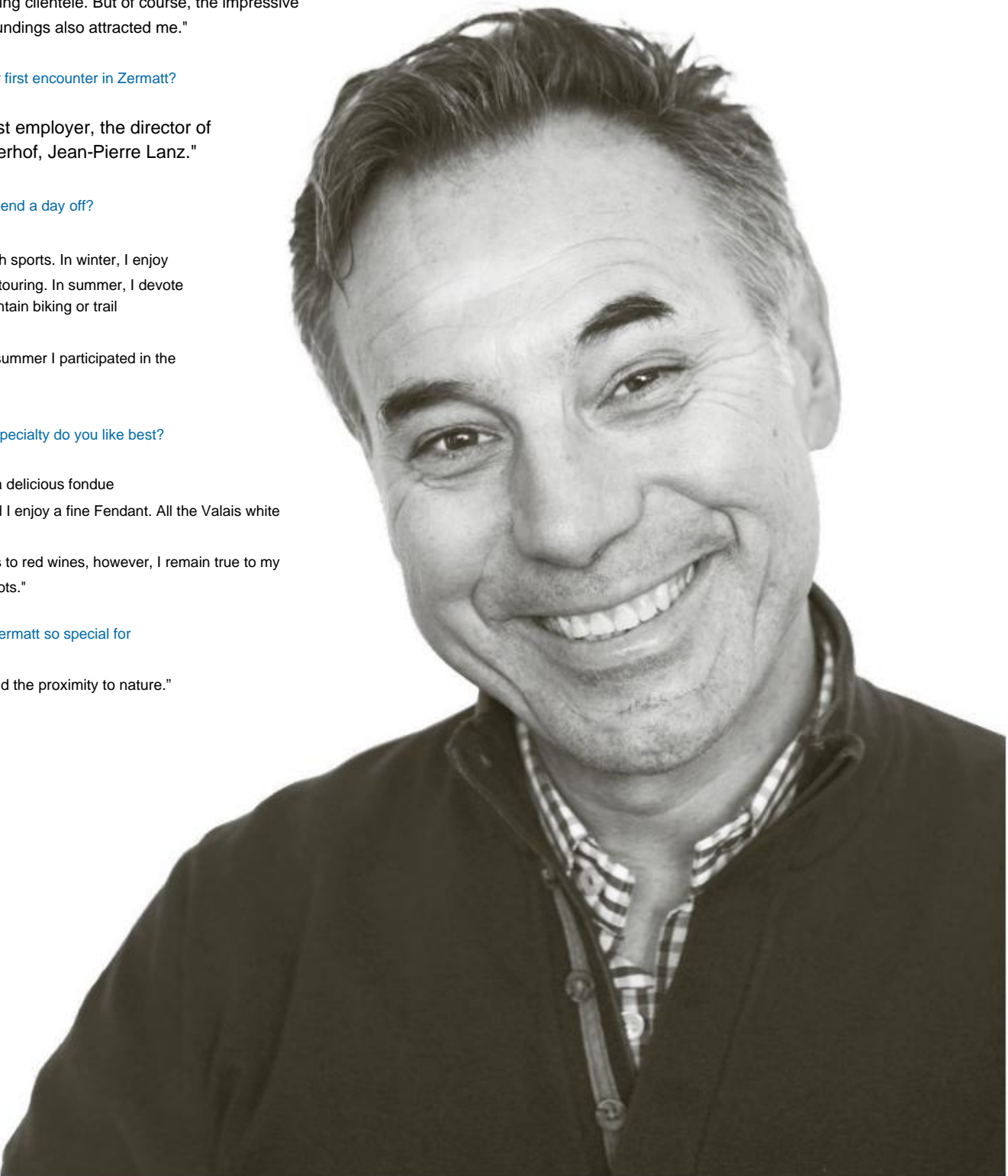
Communication forms the basis for good coexistence.

I was lucky; my colleagues came from different countries, and we did a lot of sports together in our free time. Since I'm an open and communicative person, I quickly learned German."

If Zermatt were a kingdom and you were the king, what would you want to change?

"I would build a sports center with various indoor facilities and a public swimming pool."

Thank you very much for the brief insight into your life in Zermatt.



Alcindo Freitas da Costa, 53 years old

Photo: Sarah Vez

Municipality of Zermatt

Corpus Christi and Honor Guard



Substitutes wanted: Zermatt is looking for volunteers who would like to join the honor guard.

The Feast of the Most Holy Body and Blood of Christ is an integral part of Zermatt's summer calendar. It's a highlight for the visitors who line up along Bahnhofstrasse, and a dignified holiday with a long tradition for the people of Zermatt.

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 honor guard accompanies the procession with its presence. Some members of the current honor guard have announced their resignation after many years of volunteer service.

We are looking for you

In order to continue this long-standing tradition, we are urgently looking for a replacement for this honor guard. Are you interested in taking on a task under the command of the commander on this day? 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? Romy Biner-Hauser, Mayor (gemeinde@zermatt.ch / 027 966 22 67), or Dietmar Schmid, Commander (ehrengardezermatt@icloud.com / 079 628 79 14), look forward to hearing from you.

Municipality of Zermatt

Fire hydrants in and around Zermatt

The hydrant is an important component of the water supply and fire service. Accessibility must always be ensured so that it can be used in an emergency.

It's often the case that fire hydrants are covered with snow or even ice in winter. This makes it impossible to use firefighting water immediately in an emergency, and valuable time is lost.

Dependent on support

We ask the public for your assistance. If a fire hydrant is located in your immediate vicinity or on your property, please keep it clear of snow and ice at all times. We thank you for Your help.

Your water supply and fire department Zermatt



The municipal council and fire brigade command attach great importance to ensuring that the firefighting water supply functions properly even in winter. In this context, it is important that all hydrants are accessible and are free of snow and ice.

Show



Coldstar

Refrigeration and air conditioning technology, heat pumps
Refrigeration and air conditioning technology, heat pumps



Kältering K

Kälte-Siem AG, Kappelstrasse 75c, 3920 Visp
Kälte-Siem AG, Kappelstrasse 75c, 3920 Visp
Telephone 027 644 44 49, www.kalte-siem.ch
Telephone 027 644 44 49, www.kalte-siem.ch

Partl AG

SCHREINEREI

3920 Zermatt | T +41 79 611 17 47 | www.partlag.ch



Municipality of Zermatt

Tax return 2017 and tax advances 2018

There are no changes for the 2017 tax period, except for the introduction of the "Tell Tax" app. The application is available for smartphones and tablets.

The Cantonal Tax Administration of Valais is launching an app to simplify the recording of tax documents. With "Tell Tax," documents can be photographed, saved , and prepared for further use when completing the tax return.



Information at www.vs.ch/telltax

The flat-rate and social deductions have remained unchanged since the 2015 tax period.

Note for the 2017 tax period

- Capital payments must be declared. Under item 7 of the tax return, the relevant information must be entered and marked with a cross. Otherwise, a fine may be imposed. be pronounced!
- Voluntary disclosure without penalty (Art. 203 StG): If a taxpayer reports tax evasion before it is known to the tax authorities, no fine will be imposed. All information regarding the processing of reports and the tax implications can be found in the online assessment guide (<http://www.vs.ch/steuern>) under section 1210 "Income from private securities and deposits."
- AIA (Automatic Exchange of Information) was introduced on 1 January 2016 and will exchange information for the first time in 2018. At the AEOI It is a standard that defines how the tax authorities of the participating countries exchange information on taxpayers' foreign bank accounts and deposits. The AEOI standard was developed by the Organisation for Economic Cooperation and Development Development (OECD).

Approximately 100 countries have already committed to implementation. The deadline for voluntary disclosure without penalty has been extended to September 30, 2018. The Federal Tax Administration (SFTA) believes that the tax elements recorded by the AEOI will be known to the administration by September 30, 2018 at the latest , so that voluntary disclosure from that point on can no longer be considered spontaneous. The Canton of Valais has therefore decided to extend the deadline for voluntary disclosure without penalty (of tax elements recorded by the AEOI) to September 30, 2018.

As a reminder

To simplify the processing of tax returns , please refrain from:



Adhesive strips



rubber bands



Staples

The Tax Department and the Cantonal Tax Administration would like to thank all taxpayers and tax offices for their implementation!



VSTax 2017

We recommend that everyone use the free VSTax 2017 software at www.vs.ch/vstax to complete their 2017 tax return. This software has been updated and improved for the 2017 tax period. It will be available for download starting in early February 2018. If you have any questions about using the program, please contact the relevant contact person at www.vs.ch/vstax-kontakte .

The 2017 tax returns will be mailed starting in early February 2018. **The deadline for submitting the 2017 tax return is March 31, 2018.**

Tax advances 2018

The 2018 tax advance payments will be sent in February 2018 and will be used for the advance payment of the

Taxes. They are levied in accordance with Article 193 of the Tax Act. These advance payments are to be paid within 30 days of the due dates below:
1st installment February 10, 2018
2nd installment April 10, 2018
3rd installment June 10, 2018
4th installment August 10, 2018
5th installment October 10, 2018

In the final tax settlement for 2018, the amounts paid will be credited to the corresponding tax year. Interest will be calculated as follows:

- Any amounts requested and paid in excess will be subject to interest at a rate of 3.5% in the final settlement.
- The default interest for unpaid or late payments is also 3.5%.
 - The negative compensatory interest for outstanding amounts will be demanded in accordance with Article 164 paragraph a of the Tax Act with the final settlement from the general due date of taxes, March 31, 2019, and charged at 3.5% if the interest amount exceeds CHF 500.
 - No interest credit will be granted in 2018 for advance payments made independently of the on-account payments.

Taxpayers who have paid too little are advised to make a supplementary payment to avoid the compensatory interest.

Do you have questions?

Don't hesitate, we are here for you!

The Cantonal Tax Administration (T 027 606 24 51) and the Tax Department of the Municipality of Zermatt (T 027 966 22 40 or by email at steuern@zermatt.ch) are available to provide you with additional information.

The website www.vs.ch/steuern contains the "assessment aid online" with all instructions and content on assessment practices, the tax calculator for calculating all types of taxes , and much other information on taxation.

Municipality of Zermatt

Misunderstood love of animals



Petra Bork/pixelio

Dear residents and guests, as I have noticed several times recently In Zermatt, deer are fed in the immediate vicinity of houses and hamlets. These feedings have fatal consequences for wild animals.

The game thus becomes easy prey for free-roaming dogs and becomes very accustomed to humans. Inappropriate and seasonally appropriate food leads to severe colic and flatulence, which usually results in the death of the wild animal.

Stress for the animals

Feeding causes stress for the game and the organism of the wild animal does not adjust to the winter requirements.

Energy saving mode is activated. This does not reduce energy consumption and remains consistently high throughout the winter.

The animals get used to the feeding places and, as experience shows, return to them throughout the year, so damage to shrubs and plants is inevitable.

Do not feed

I therefore ask you, in the interest of wildlife, to stop these feedings. This will help the animals survive the winter naturally and as best as possible. Thank you for your cooperation.

The Gamekeeper, Bruno Tscherrig

Well-intentioned feeding

often brings death

of wild animals – please

Do not feed wild animals!

Show



With Mercedes-Benz you can drive wherever your heart takes you.

Take advantage of attractive special offers on many 4MATIC models. Come by – we'll be happy to advise you. With Mercedes-Benz you can drive wherever your heart takes you.

Take advantage of attractive special offers on many 4MATIC models. Come by – we'll be happy to advise you. With Mercedes-Benz you can drive wherever your heart takes you.

Take advantage of attractive special offers on many 4MATIC models. Come by – we'll be happy to advise you. Walpen Visp, your Mercedes-Benz partner for Upper Valais.



Garage Moderne AG Walpen Visp

Garage Moderne AG Walpen Visp www.mercedes-oberwallis.ch

Garage Moderne AG Walpen Visp www.mercedes-oberwallis.ch

www.mercedes-oberwallis.ch

Show

Ihr Ansprechpartner für Skiverleih, Skidepots und Schuhtrocknungssysteme im Oberwallis.

www.wintersteiger.com/skidepot

www.wintersteiger.com/trockner

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

First Class
WINTERSTEIGER
Rental & Depot Solutions



The number one towers in the Matterhorn pointing to the sky and joins the three visible from the village Ridge lines as “Trinity in Unity” The Three Peaks, however, broaden the term as «unity in the Trinity» to the Trinity.

Municipality of Zermatt

The Zermatt partners municipality of Sexten

Be it similarities or differences, there are various reasons that lead to partnerships between municipalities: Sexten and Zermatt have much in common: Both are considered meccas for mountaineers – both in the Western and Eastern Alps. And both are located on ancient trade routes on the German-Italian language border. Their similar cultural identity is also rooted in mountain farming and many customs influenced by the Baroque and Counter-Reformation periods.

The topography, however, is different! The Sexten Dolomites, which form almost entirely a nature reserve, were formed from limestone and dolomite during the Triassic period (220 million years ago) by the bulging and folding of a seabed. They are older and therefore more weathered than the Western Alps. The highest peak in Sexten is not the Zinnen group, but the imposing 3,145-meter-high Dreischusterspitze.

Sexten comprises seven villages

The charming village, spread out in a southeastern side valley of the Pustertal Valley, measures 80.88 km² and has a population of almost 2,000. Sexten comprises seven scattered village districts (referred to here as hamlets), such as Moos and St. Veit. Approximately 10% of the population earns their living from agriculture, but trades (woodworking and handicrafts) also play a role, alongside the significant tourism industry. The carved Sexten nativity scenes, which combine heartfelt piety with artistry, are famous.

Matterhorn and Grosse Zinne

As bizarre as it may seem, the Matterhorn and the equally famous peaks, invisible from Sexten, also contribute to the connection between the two villages. The village name Sexten, based on a number – there are various interpretations of its origin – and the rugged limestone peaks of the "Sexten Sundial": nines, tens, elevens, twelves and ones literally tempt you to play with numbers: In the Matterhorn, the one, the undivided divine primal will, towers up, pointing to the heavens, and yet with the three ridge lines visible from the village, "the trinity in unity" emerges: According to Luis Trenker, the highest heaven in the Dolomites - The blazing "flame pinnacles," on the other hand, expand the concept of "peak" to the Trinity and symbolize the "unity in the Trinity." Be that as it may, both mountains exert an un - They exude an inexplicable fascination and cast a powerful spell over people. While the Matterhorn is considered the dream destination of classic summiters, the world's best rock acrobats choose the peaks as the stage for their skills. The first ascents of the Matterhorn and the Grosse Zinne in 1865 and 1868 followed a similar pattern. The decisive impetus came from outside, but local guides were involved.

Fighting in the mountains around Sexten

It is an irony of history that in South Tyrol, where German has been spoken for more than 1,000 years, the true heart of Tyrol beats, for here the ancestral castle of the Counts of Tyrol stands as a monument to freedom. Who would want to question the unity of North, East, and South Tyrol? Unfortunately, politics —and this was no coincidence—took a completely different path. For far too long, the Emperor in Vienna respected the desire for freedom among his diverse peoples. The Italian provinces, incorporated at the Congress of Vienna in 1815, rebelled, leading to numerous wars in which Italy gradually fought for its unification. In the First World War, the pendulum finally swung back. Once again, ordinary people had to pay the price for this misguided policy. The fiercest fighting raged in the mountains around Sexten, as Luis Trenker's film "Mountains in Flames" vividly documents. But the valley floor was not spared from fighting either. The hamlet of St. Veit was completely destroyed.

At the Treaty of Versailles, energy-poor Italy claimed the mountainous country, primarily because of its hydropower. The Danube Monarchy became history.

Twinning in 2002 The twinning, which was sealed in October 2002 with 50 invited Zermatters in the stylishly rustic congress centre of Sexten, goes back to the friendship of the then mayors Wil - helm Rainer and Robert Guntern returned. The following year, a delegation from Sexten visited Zermatt and presented a rich folkloristic program in the Triftbachhalle.

Zermatt can be characterized by a strong sense of community, the careful care of house, farm and land - The people of Sexten seem to have managed to maintain a healthy balance between progress and tradition, refusing to be blinded by the glamour of rapid development.

Gornergrat Railway/Matterhorn Gotthard Railway

Quickly informed about MGBahn service disruptions

Since the end of 2015, the Matterhorn Gotthard Bahn's traffic newsletter has been providing near-real-time information on disruptions, disruptions to rail operations, and alternative travel options. Reports are recorded in the MGBahn operations control center immediately after they occur, providing interested customers, tourism partners, and other tourism service providers with first-hand information. This ensures that you stay up-to-date, especially during periods of major disruptions like those in January.

The Traffic Situation newsletter provides current rail traffic information and is sent by email . You can choose whether you want all traffic reports or whether you want them restricted to one or more of the four route sections.

Matter Valley
· Goms
· Furka car transport
· Urseren-Surselva

should be restricted. The newsletter is also optimized for mobile devices (mobile phones, tablets) and provides information exclusively on traffic reports. Promotional product information is provided via this Newsletter not sent.
Registration for the free newsletter is recommended for all service providers and private individuals who want to be informed firsthand.

www.mgbahn.ch/verkehrslage



Show

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


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

We are happy to advise
You personally!

Biner

IT-Consulting GmbH

...since 2002 your computer/IT partner in



Produce printed materials
at Mengis and benefit
from additional
advertising services.

Phone: 027 948 30 30

www.mengisgruppe.ch

.... right



Kaffee Shop Caffè Cervino
Offizieller
Service&Vertriebspartner von



Swiss Quality Coffee Equipment



die Regionale
Kaffeerösterei mit
garantierter Qualität

027 924 49 29
www.caffecervino.ch
info@caffecervino.ch

Die vierte Generation
kompakt, modular,
formschön.
Testen sie die BW4c
unverbindlich
in ihrem Betrieb
Fr. 9500.00
inkl. 4 L Kühlschrank



www.thermoplan.ch



Unser Trumpf? Kompetenz vor Ort!

Elektro Imboden & Sons AG
Haus Bellevue • 3920 Zermatt
T 027 966 26 26
verkauf@imboden-elektro.ch
www.imboden-elektro.ch



Söhne AG

Bellevue • 3920 Zermatt

all the T 027 966 26 26

verkauf@imboden-elektro.ch



Gornergrat Railway/Matterhorn Gotthard Railway

Present for the customer

The staff at the Matterhorn Terminal in Täsch and at the Gornergrat cable car station in Zermatt now warmly welcome customers directly in the ticket hall. They assist with operating the ticket machines, provide information, and offer guests useful excursion tips.

Individual customer needs are addressed in detail . If comprehensive advice is desired, guests are accompanied to the counter staff.

The counter staff take turns working at the customer reception desk for approximately six hours a day . For the employees, customer reception enriches their role . They received professional training to prepare them. The right tools are also available to generate added value through direct guest contact.

[Book tickets online quickly and easily](#)

In the webshop at mgbahn.ch and gornergrat.ch you can buy tickets for the MGBahn and Gornergrat Bahn tickets can be purchased online – no need to queue at the ticket counter on site. The shuttle can Tickets purchased online for the Gornergrat Railway can be exchanged at the vending machines. Tickets for the Matterhorn Terminal Täsch and the Furka car transport system, as well as special offers, vouchers , and souvenirs, can also be booked online.

[Surprise for guests](#)

Amaze customers

During the festive season, the MGBahn and the Gornergrat Bahn gave guests a small but lovely surprise gift: a Lindt chocolate ball, wrapped in a pretty package with Christmas and New Year greetings.



“Joy reigns” in Zermatt



As part of the Winter Activity Weekend, more than 20 children from the municipality of Giffers visited the Air Zermatt base last December.

An unforgettable weekend for children – on the weekend of December 9th and 10th, the third Winter Activity Weekend was held in Zermatt under the direction of Oliver Summermatter, project manager of the "Freude Herrschaft" foundation.

22 schoolchildren from the municipality of Giffers were invited by the Adolf Ogi Foundation to experience two unforgettable days in the Zermatt mountains.



The foundation «Joy reigns» aims to promote joy in life, performance, perseverance, To pass on helpfulness and camaraderie to future generations.

The "Freude Herrschaften" foundation, founded by Adolf Ogi, aims to inspire children and young people to participate in sports and exercise. As a non-profit foundation, it supports projects and organizations in children's and youth sports, as well as programs to promote the health of children and young people (www.freude-herrscht.ch). This year, the foundation invited 22 schoolchildren from the municipality of Giffers to an active weekend in Zermatt, where they enjoyed two exciting days in the snow.

Versatile program

After a drumming workshop with Marco Mazotti on the first morning at the Zermatt school, Saturday afternoon featured a snow hike with fun and games in the Riffelberg area . The highlight of the day was certainly the evening torchlit hike from Furi to Zermatt.

On Sunday, the children's eyes were especially sparkling. After a tour of the Air Zermatt base, it was time for a train ride up to Sunnegga . In the afternoon, they went on a snow hike from Sunnegga via Findeln to Zermatt – fun and games around the clock.

After a total of 32 kilometers of hiking over two days, unforgettable moments in the snow, and a backpack full of unforgettable impressions from Zermatt, the 22 overjoyed children began their journey home around 4 p.m. They will surely have fond memories of the Matterhorn village for a long time to come.

Thank you very much

Zermatt Bergbahnen AG supports the Winter Activity Weekend every year with free tickets for all children. The "Freude Herrschaft" foundation also thanks the outstanding management team led by Oliver Summermatter, the Hotel Alpina, Air Zermatt, the MGB/
GGB, the Zermatt schools, the St. Christoph taxi, and the Furri and Sunnegga restaurants for their kind support.

Dynamic prices: Those who book early benefit

Zermatt Bergbahnen AG is introducing a dynamic pricing model effective November 1, 2018.

Since the current winter season, Zermatt Bergbahnen AG has been offering variable prices for individual rides depending on the season and capacity. Now, the prices of ski passes (from winter 2018/19), peak passes, and bike passes (both from summer 2018) will also be dynamically adjusted.

The end of uniform prices

Dynamic pricing, also known as dynamic price management, is a pricing strategy in which the prices for products or services are calculated based on current market demand using automatic algorithms.

Factors such as supply and demand, as well as other factors such as the time of purchase, are taken into account. This price management is common in industries such as hotels, travel agencies, and airlines, as well as theaters, football stadiums, and, more recently, some ski resorts.

Better utilization of the ski area This does not mean, however, that ski pass prices will generally increase. The aim of the new pricing model for ski passes is to optimize utilization during the winter in order to

To offer every visitor the best possible experience and to attract visitors during periods of low demand by introducing seasonal periods with lower prices. Three new seasonal

seasons (pre-season, low season, and peak season) have been introduced. Ski passes will be cheaper in the pre-season, the low season will remain at the current price level, and the peak season will be slightly more expensive.

What will fundamentally change is the price gradation for multi-day passes of four days or more. This gradation is no longer as degressive as it is now. Nevertheless, a 6-day ski pass in the preseason will now be cheaper than the current base rate. Prices will then vary throughout the season.

Depending on capacity, discounts may be increased or decreased. Existing discounts for children, teenagers, and young people remain in place.

Rewarding early and online bookers The new pricing system also rewards early and online bookers (B2C and B2B) with lower prices. Therefore, those who book early via a B2B partner or online at the B2C webshop are guaranteed the best price. The guest,

who only purchases his ticket at the ticket office on the day of arrival, pays the current daily price.

Communication of the new ski pass prices

Dynamic pricing is about defining a market-based price. Transparent communication supports guest acceptance and is crucial to the success of this pricing policy. Clear, direct communication, especially with regular guests, is therefore essential. In the future, ski pass price lists will communicate starting prices, similar to those used by tour operators and airlines, and will highlight the dynamic pricing. The daily updated prices for the desired stay period will be available from winter 2018/19 on the Zermatt Bergbahnen website at www.matterhornparadise.ch.

Markus Hasler, CEO of Zermatt Bergbahnen AG, is looking forward to dynamic pricing because, in his view, it means: "Book at the right time, for the desired date, at the optimal price."



Metal construction
Lower mats
3925strasse 23
3920 Zermatt

WAGON BURNER OLIVER

METALWORK - IRON MERCHANT - CONSTRUCTIONS

Doors & windows in steel or aluminum Fire-resistant doors Folding and sliding doors

Wrought iron railings
Repairs of all kinds

Tel. 027 967 22 25 Fax 027 927 27 41 wagenbrenner@zermatt.net

Show

A Iseli + Albrecht AG
Visp

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

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

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

We offer the following brands

top prices

We offer the following brands

Bosch, Electrolux, Liebherr, Miele,
Zanussi, Siemens, Balfrinstrasse 15 A, 3930 Visp.

Tel. 027 945 13 44

Zanussi, Bosch, Electrolux, Liebherr, Miele,
Jura, Solis, Tefal, Braun,
V-zug, Schulmeister, Siemens,

We offer the following brands at
reduced prices for cash payment

Bosch, Electrolux, Liebherr, Miele,
Gorenje, Zanussi, Siemens, Schulmeister, Siemens, and
Jura are available on credit

Full factory warranty
equipment!

Own express service

Delivery of all orders by our
Exhibition equipment!
on delivery and assembly

Our express service

Delivery and assembly
of reliable
professional
reliable

available
native
available
short notice

Jauden B... G-m...
J... Ag-m...
Jauden B... Ag-m...
Jauden B... Ag-m...
Jauden B... Ag-m...

Our current real estate offers:

Zermatt

- Various building land plots

Our current real estate offers:

- 3½-room apartment / Spiss Renovated Zermatt
- ~~Various building plots~~ • Spiss attic apartment • 6½-room apartment / Riflesalp **at absolutely**
- Täsch** • apartment / Spiss Renovated
- ~~Various building plots~~ **at absolutely**
- 3½-room apartment • Spiss attic apartment V.

Täsch

- Various studios near the train station
- ~~Traditional village apartment~~, Chumma

Valais

- ~~From 2 to 6 persons~~ • Monte Rosa • Various studios
- ~~From 2 to 6 persons~~ • Monte Rosa • Traditional Valais
- ~~From 2 to 6 persons~~ • La Fère • 6½-room apartment / Monte Rosa • ~~Various building plots~~ • 3.5-room

(Studio to 4½-room apartment New • Various new/build apartments • Studio annual

(Studio to 4½-room apartment) New

• Studio annual rent

Remax

- ~~Restaurant~~ with 3 apartments
- Restaurant with 3 apartments
- **Harbrigen** •
- Half-timbered building with 3 units
- Residential building with 3 units

For further, non-binding information
Contact please send an e-mail or please call us or
at the Remax shop in the Viktoria-Center, at the
Remax shop in the Viktoria-Center.

Markus Eberle

Zermatt • Bahnhofstrasse 4
Tel. 7990 22 Zermatt, Tel. 47 25 65 80

remax.ch
remax.ch





Wo gibt es das beste
Schnitzel der Schweiz?

Das vielleicht beste Schnitzel der Schweiz. Wer kann das schon beurteilen? Unsere Gäste, natürlich. Denn nur für Sie halten wir unsere Hausspezialität bereit – Tagtäglich.

» Durchgehende Küche von 11.00 bis 22.00 Uhr. «



OLD ZERMATT
RESTAURANT

Kirchstrasse 15, 3920 Zermatt, T +41 27 966 23 88, www.oldzermatt.ch

© 2010 OLD ZERMATT

Zermatt Tourism

WAGAGUZ

Dear insiders

Do you remember? In 2015, Zermatt was awarded the Milestone for the Anniversary celebrations around the Matterhorn. The jury particularly recognized our efforts to make the anniversary sustainable. With a little distance, one can see that some of the projects are actually continuing and influencing our destination.

The projects are primarily in the areas of infrastructure and events. We are also pleased to share an example of this on a more interpersonal level: Shortly before the start of the current winter season, our ski instructors and mountain guides decided to operate together in the future and position themselves as outdoor specialists under the name DIE ZERMATTERS. This merger was triggered by the positive collaboration within the destination during the 2015 anniversary.

There is also good cooperation to report regarding future direction and strategy: The Zermatt-Matterhorn strategy group will be working intensively on the future of our destination this year.

tion and wants to set the course for the future

The overriding motto is: "We'll tackle this together." The committee will provide ongoing progress reports.

The most recent example of exemplary cooperation was the recent severe weather conditions that cut Zermatt off from the outside world, at least on the ground, for a while. We worked hand in hand to "liberate" our village and also to manage guest service and local communication; uncomplicated, with great enthusiasm, and in some cases with rewarding creativity.

This is collaboration in action, this is team spirit, this is WAGA- GUZ*. Keep it up!

Heartfelt,
Yours, Daniel Luggen, Spa Director

***WAGAGUZ (We Work Together to Ensure the Prosperity of Our Zermatt) was launched as a slogan in 2011 as part of the internal quality initiative "Zermatt Insider".**



Zermatt Tourism

General Meeting of Zermatt Tourism

The 83rd General Assembly of Zermatt Tourism will be dedicated to digitalization. Zermatt Tourism is committed to digital without neglecting the analogue. On the contrary: digitalization offers the opportunity to serve guests even better. On the one hand, by better addressing individual needs, and on the other, by freeing up additional time for personal guest consultations.

Some of the opportunities offered by digitalization will be presented to interested parties at the General Assembly. Interactivity rather than monologue is the order of the day.

All members of Zermatt Tourism are cordially invited to attend the meeting on Wednesday, February 7, 2018. It begins at 5:00 PM at the Grand Hotel Zermatterhof and concludes with a communal aperitif.



Resort Director Daniel Luggen invites you to the 83rd General Assembly.

Show

HOUSETECHNIK AG

Your competent partner
in Zermatt for

Bathroom renovations
Sanitary / Heating
Oil burner service
LPG installations

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

Daria Mürset

KomplementärTherapeutin
ASCA- und EMR-Qualitätslabel
von Krankenkassen anerkannt
Tel. 079 679 79 35

Kinesiologie
Rückentherapien
Ernährungsberatung
Beckenbodentraining
Lymphdrainagen
Massagen
www.gesundheit-zermatt.ch

Zermatt Citizens' Community

Five questions for...?

Today we ask five questions:
Thomas Marbach
3100 Kulmhotel
Gornergrat



1 How did you end up in Zermatt?

«Zermatt was my second home during my childhood.

Home. First as a holiday and weekend guest, and now as a home and place to live. When the position of host for the 3100 Kulmhotel Gornergrat was advertised in 2010, my wife Nicole and I immediately applied for this exciting opportunity. We were lucky and were offered the opportunity.

2 What do you particularly like about the Gornergrat?

"The unique location with the many beauties of the mountains, the internationality of the guests, the smaller fluctuations between high and low seasons. Furthermore, it is a privilege to be able to leave one's mark on one of the most beautiful places in Switzerland."

3 Can health issues occur due to the height of the Gornergrat?

"Actually, it's rare. The Gornergrat Railway transports 700,000 guests to the Gornergrat every year. Given this number, the number of incidents is in the thousands.

Occasionally, dizziness, nausea, or shortness of breath may occur. In these cases, it is important to remain calm and reassure the affected person. This will stabilize the situation.

on usually very quickly. Our 'remedy' of the century is gly- Coramin."

4 What do you particularly love about your job?

"The intensity of daily business, making our guests happy every day and exceeding their expectations. The challenge of leading and developing our employees every day. We want to be better every day than we were yesterday."

5 How does it feel when you are snowed in in your hotel for several days, as has happened recently?

"Exciting. The primary goal is to maintain peace and give guests a good and safe feeling. Organizing accommodations for those arriving who cannot drive to the Gornergrat (via the Matterhorn Group reservation center) as well as organizing departures using various means of transport such as snowcats, Skidoo vehicles, helicopters, etc.

Personnel management is particularly difficult in such moments. Which employees do we take up the mountain at what time and with which means of transport? Here, we rely particularly heavily on the good cooperation with the Gornergrat Railway and Zermatt Bergbahnen AG. They each offer us the best possible support."

Show

Car rental from CHF 59.-

www.zubi-rent.ch 027 967 10 37

Ivan Domig
eidg. dipl. Tankrevisor

- Tankrevisionen
- Tanksanierungen
- Lecksicherungsanlagen
- Neutankanlagen
- Demontagen

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

simplonmedien.ch

Order now conveniently and affordably from our online printing shop and benefit from an attractive **10% new customer discount** on your first order with the voucher code

An offer from
SIMPLONDRUCKAG
Gesellschaft Dr. Werner J. Schmid

Minimum order value CHF 60.- • Valid for first orders until August 31, 2018

Zermatt Tourism

Facebook: Curse or blessing?

In the fall, Zermatt Tourism published a study evaluating the online presence of hotels and vacation rentals in the destination. The study highlights many strengths of Zermatt accommodation providers. However, it also reveals areas where there is room to improve social media.

"Managing social media takes a lot of effort. However, a professionally managed Facebook page can give a company a huge boost," says Corinne Ulrich, social media manager at Zermatt Tourism. A good Facebook presence is a key success factor, especially in the tourism sector.

What does a professionally managed Facebook page look like?

"One important point is certainly that posts appear regularly – several times a week. Because nobody follows the activities of a 'dead' page," says Corinne Ulrich. Facebook has aged in recent years. Currently, the social media channel Facebook is particularly popular with people over the age of 30. This is an information

Information that should be taken into account when creating posts.

In contrast to the homepage, everyday and emotional language is encouraged on Facebook. The address is informal. "It's okay to post something humorous or provocative now and then." The idea is to address guests in a straightforward manner.

Two Facebook posts daily

Some people might wonder what content to publish. "It could be a pretty picture, a surprising video, or even a funny saying. The sky's the limit."

All soft facts are suitable on Facebook. Hard news and advertising are rather out of place.

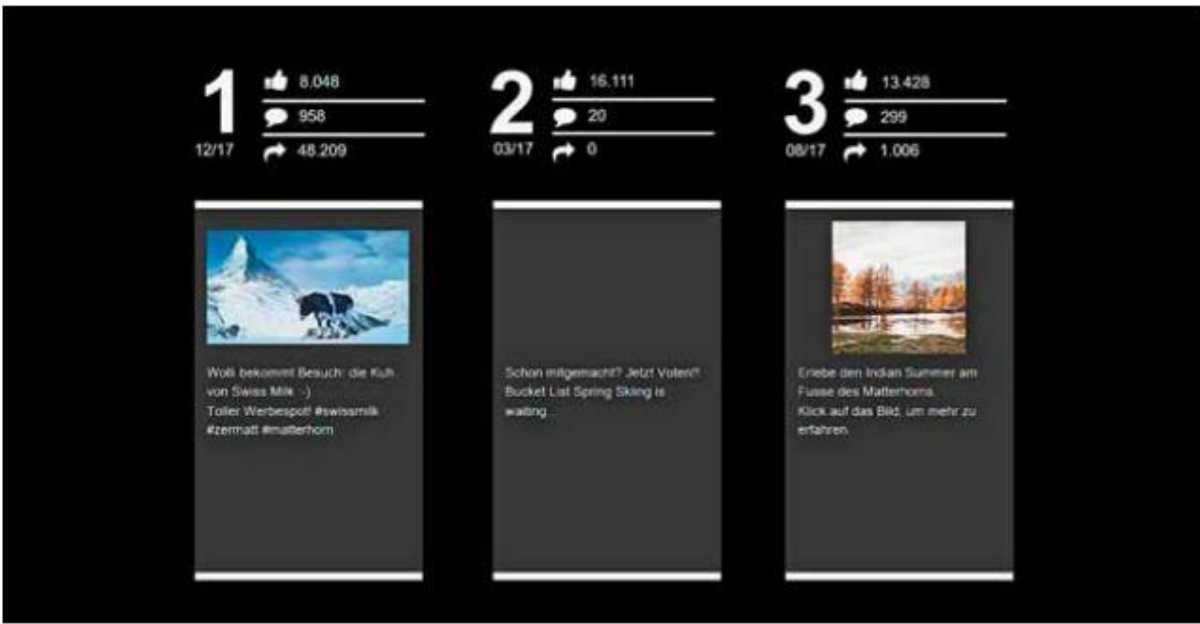
Zermatt Tourism published an average of two Facebook posts per day in 2017. These posts were viewed 33 million times. 11,800 fans interacted with Zermatt-Matterhorn daily.

For comparison: The destination has the same number of hotel and holiday apartment beds.

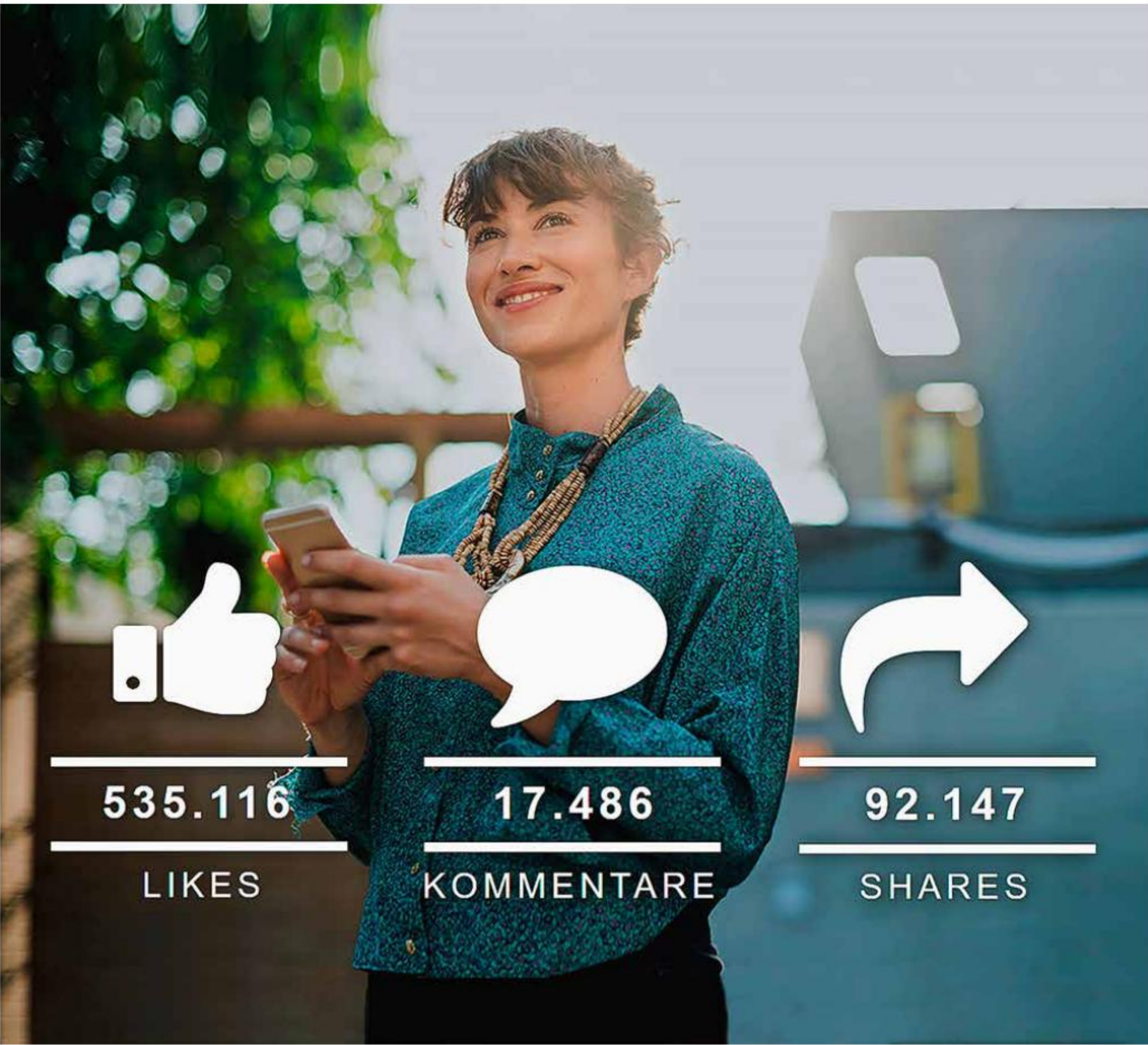
Five tips from Social Media Manager Corinne Ulrich



1. Better no channel than a bad one guided.
2. Publish posts regularly.
3. On the guests' comments engage, strive for interaction.
4. Publish a variety of posts and also videos.
5. Do not post when you have time, but when something is current.



The three top posts from Zermatt – Matterhorn in 2017.



Zermatt – Matterhorn posts were liked, commented on, and shared numerous times in 2017.

Show

JULEN *Wärmefachbetrieb*

JULEN HEIZÖLE ZERMATT

027 967 47 47

TAG UND NACHT

TAXI BOLERO ZERMATT

027 967 60 60

Miele COMPETENCE CENTER

Walch

Eye 76, 3924 St. Niklaus
Phone 027 956 13 60
Mobile 079 213 66 68
www.walchmaschinen.ch

WALCH, the number 1 for Miele household and hotel appliances for over 55 years

- Largest Miele exhibition on over 400m².
- All Miele appliances direct from the factory.
- Own repair service for all Miele household appliances.
- Exclusive 3-year warranty.
- All devices available from stock.
- Best prices on all Miele appliances.

Show

EVERYTHING FROM ONE SOURCE

Heating | Plumbing | Bathroom & Kitchen

Swimming pool | Roofing

Lauber IWISA

3920 Zermatt | T. 027 967 20 73

www.lauber-iwisa.ch

We move mountains for your Real estate wishes!

Bahnhofstrasse 68, 3920 Zermatt · Phone +41-(0)27-966 06 76 · zermatt@engelvoelkers.com
www.engelvoelkers.com/zermatt

ENGEL & VÖLKERS



The Taste Village was introduced in 2017 and proved to be a popular meeting place and festival hub.

Zermatt Tourism

Unplugged Pass strengthens the newcomer stages

In 2018, the popular Taste Village will be the festival centre and Meeting place for musical and culinary Delights at Zermatt Unplugged. With the new Unplugged Pass for the festival grounds, the side stages and the Taste Village gain even more prominence.

Norah Jones, Emeli Sandé, Kodakone, Jessie J, Sarah Connor, Jack Savoretti, and many other great artists: the main program for the 11th Zermatt Unplugged, which takes place from April 10 to 14, 2018, has been confirmed. For five days, Zermatt will once again be transformed into a musical hotspot, bringing international stars to the stage. But the acoustic festival has long since evolved into much more than just a music festival. With the introduction of the Taste Village in the anniversary year of 2017, a new festival core and meeting point for visitors was created. Here, music plays not only on stage, but also in the culinary area. In the numerous lovingly furnished chalets, the festival partners offer delicacies; outside, you can grill cervelats in the traditional Swiss style over an open fire, and in the evenings, the Village transforms into another after-show location. The concept was so successful in its first year that there was never any doubt about its continuation.

A single pass for the festival grounds, the side stages and the parties

To give more prominence to the Taste Village and the numerous side stages and after-show parties, the Unplugged Pass was created. This replaces the previous festival pin and is available as a day or week pass. With the Unplugged Pass, visitors have access to the Taste Village, the foyer tent, and all newcomer stages. Also new is the opportunity to attend the concerts in the vernissage.

Included in the Unplugged Pass. International and national breaking acts, i.e. artists who are already on their way to success, will perform here. One such breaking act even comes from Zermatt. The young band Wintershome recorded their first album in America last autumn and will perform it at Zermatt Unplugged in

The Unplugged Pass also includes all concerts of the Ronnie Scott's All Stars Extreme Jazz Session at the Gandeggghütte, as well as the artist-in-residence concerts at the Hotel Schöneegg and in the Foyer Tent. Finally, the pass grants access to all after-parties at The Alex, the Vernissage, the Heinz Julen Shop, and the Ferdinand.

Lots of festival for little money

The Unplugged Pass for all five festival days costs CHF 50. Those who only want to attend Zermatt Unplugged for one day pay CHF 30. With this newly created pass, festivalgoers gain access to approximately 15 to 20 concerts (including the opening) and events daily. Anyone who already has a ticket for one of the main concerts does not need an additional Unplugged Pass for that day. By the way, locals with the Blue Card can get the Unplugged weekly pass on-site at the Infochalet for a special price of CHF 30.

- The Unplugged Pass is intended to give the Taste Village and the numerous Side stages and the aftershow Give parties more weight. The newly launched pass replaces the previous festival pin.



The new Unplugged Pass grants access to all side stages, the festival grounds, and the after parties.



The concerts at the vernissage are now included in the Unplugged Pass.

Zermatt Tourism

Visiting a Japanese friendship community



Tourist advisor Seline Bietenhard at a meeting with the mayor of Kawaguchiko.

In October and November, a month-long exchange took place with Zermatt's Japanese friendship community, Fujikawaguchiko, with employees of the FujiQ Group, the partner company of the Matterhorn Gotthard Bahn.

Zermatt has been friends with the municipality of Fujikawaguchiko for several years , the official friendship status was granted in November 2015. Among other things, the cooperation between the two Railway companies MGB and FujiQ is an important part of this friendship. Now, as part of the relationship, An exchange took place in October and November last year. Guest advisor Seline Bietenhard, who has been working for Zermatt Tourism since December 2015, was able to complete an internship at the FujiQ Group .

Matterhorn and Mount Fuji

During this month of internship, she worked as a train attendant on the panoramic trains on the ytsuki-Kawaguchiko route, as an information officer at the two train stations in ytsuki and Kawaguchiko, and as an employee at the tourist office in Kawaguchiko. The two towns of Zermatt and Kawaguchiko are fundamentally different, yet also very similar; both rely on tourism and are located at the foot of two imposing mountain peaks, the Matterhorn and Mount Fuji.

Difficult communication: Seline

Bietenhard describes the cultural differences as a particular challenge during her internship. In Japan, both the hierarchical structures and specific phrases and rituals are important. Furthermore, communication in Japan was not easy. Although the Zermatt Tourism guest advisor had already studied Japanese for some time, this ultimately proved to be ineffective. The Japanese language is too complex and nuanced. In the end, however, it was also done with hands and feet as well as in Communicates in English.

Seline Bietenhard will especially remember the warmth of the Japanese people, the interesting and varied work, the vast cultural differences, and the impressive landscape, including Mount Fuji. This mountain is surrounded by just as many legends and myths as the Matterhorn.



At work at Otsuki Station.