# ZERMATT INSIDE

October 2018, Year 16, No. 5



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

#### **Municipality of Zermatt**



#### **Founding** of the Parents' Forum

In November in Zermatt A parents' forum was founded. At the founding meeting, interested parties were informed about the goals and concerns. Page 5

#### **MGBahn**



#### Closures on Route network

Due to construction work, there will be disruptions on the MGBahn in October to Totalclosures. Replacement buses are in operation.

#### **Zermatt Tourism**



#### Winter marketing

The destination Zermatt - Matterhorn lures city dwellers with a wink from the grey winter routine to the slopes of page 12 Zermatt.

#### **Zermatt Citizens' Community**



#### research project

In Zermatt, a

multi-year research project on controlled burning

launched from bushy alpine meadows

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#### **Zermatt Mountain Railways AG**



#### **Matterhorn**

#### glacier ride

With the opening of the Matterhorn glacier ride, the Merchandise range of the Zer-

Matt Bergbahnen has added a few new products. Page 18

#### **Zermatt Tourism**

## "Taste of Zermatt" combines culinary events



#### Zermatt is known for its excellent

cuisine. Several culinary events are now united under the umbrella brand "Taste of Zermatt" - with the goal of promoting

Zermatt's high-quality gastronomy.

In Zermatt, 18 restaurants together have 255 Gault-Millau

Points and three Michelin stars. Nowhere else in The three hundred attendees at the Kitchen Party in mid-August were able

to experience this passionate cuisine . The culinary event also marked the birth of the new umbrella brand "Taste of Zermatt."

#### Swiss Food Festival is now Taste of Zermatt

"The new umbrella brand aims to live and cultivate the best of Zermatt ."

With these words, hotelier and co-initiator Daniel F. Lauber launched "Taste of Zermatt." Culinary events are brought together under the umbrella brand - currently, these are the following events:

Kitchen parties, fondue on the rope, gondola breakfast, and Horu- güet. "We're already working behind the scenes on further projects to delight gourmets and those who want to become gourmets throughout the year ," says Lauber.

#### An umbrella brand for the whole of Zermatt

For the initiators, it is crucial that "Taste of Zermatt"

Switzerland can you find such a high concentration of top chefsDestination character. «The label of the umbrella brand must

"The event can only be supported if it is organized by more than three Zermatt businesses," says Lauber. The decision on inclusion in the umbrella brand rests with the board. This measure aims to maintain the high quality of the events . Currently, the Zermatt Bergbahnen and one member each from the existing "Taste of Zermatt" events sit on the board.

#### The new taste of Zermatt

"Taste of Zermatt" aims to raise awareness not only of the culinary events, but also of the high quality of Zermatt cuisine in general. "We will feature Zermatt's gastronomy in magazines, trade journals, on social media, and at selected events," reveals Lauber. For example, on October 24th, "Taste of Zermatt" will treat media representatives to Zermatt delicacies at the

## Constitutional Council elections of 25 November 2018

On March 4, 2018, the people of Valais approved the popular initiative "For a total revision of the cantonal constitution of March 8, 1907." At the same time, they decided to entrust the task of drafting the new Basic Law to a Constitutional Council, whose members must be elected by the people.

The election of the members of the Constitutional Council will take place on **Sunday**, 25. The vote will take place on **November 14-16**, **2018**. On this day, the voters of Valais must nominate the people who will be tasked with presenting a draft of the new constitution.

#### Legal provisions Constitutional Council

- · Law on Political Rights of 13 May 2004 (kGPR)
- · Ordinance on postal voting 12.03.2008 (VbStA)
- · Council of State Resolution of 8 August 2018 on the election of members of the Constitutional Council

#### Electoral system – double proportional allocation

The Constitutional Council has 130 members. These 130 seats are distributed among the cantons in proportion to their Swiss population.

The canton is divided into six constituencies to ensure the distribution of seats among the political parties. Our constituency of Visp is divided into three subconstituencies: the Visp district, the Leuk district, and the Westlich Raron half-

The Constitutional Councils are elected directly by the people according to the double proportional system.

#### List name, list group

Each list must have a name that distinguishes it from the other lists.

Lists with the same name and serial number form a list group at the constituency level (Visp). With this electoral system, seats are first distributed among the various list groups within the constituency.

#### Furthermore, the deposited lists may not be linked.

The system of double proportional representation does not allow a party to submit multiple lists in the same district.

#### Silent voting (Art. 129 kGPR)

If the number of candidates for the runoff election is equal to or less than the number of seats to be allocated, all candidates shall be declared elected by runoff election shall be maintained only for these seats, and voters may vote

November 25, 2018

#### Polling station and opening hours

#### **Resident Services/Chancellery**

Saturday, November 24, 2018, from 6:00 PM to 7:00 PM Sunday, November 25, 2018, from 9:00-10:00 a.m.

#### Shipping of election material/voting material

All persons entitled to vote will receive a ballot for postal voting for the election of members of the Constitutional Council and for the federal elections. Voting on the following documents:

- · the ballot papers (including one blank official ballot paper)
- · the ballot paper
- · the voting envelopes
- · a return form
- · a transmission envelope
- · Explanations by the State Council

Explanation by the Federal Council

#### Postal voting

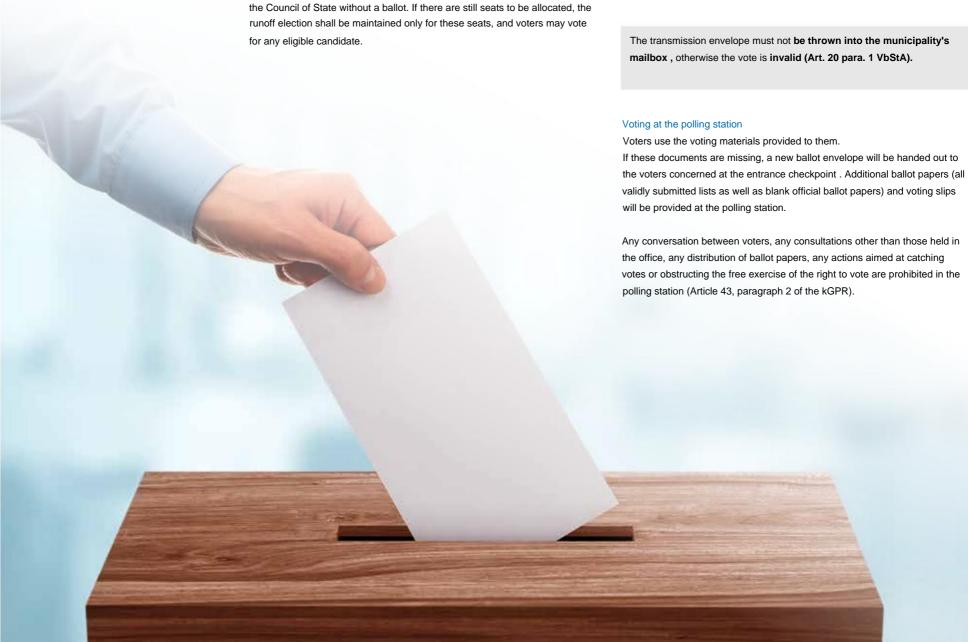
#### Delivery by post

Voters exercising their right to vote by mail must frank the envelope according to the applicable postal rate and hand it over to a post office; otherwise, the vote is invalid (Art. 14 para. 1 VbStA). The mailing must

must reach the municipal administration no later than Friday, 23 November 2018 (Art. 14 para. 2 VbStA).

#### Deposit with the municipality

Voters can place the transmission envelope in the designated, sealed ballot box upon receipt of the voting materials during the municipality's counter opening hours (Monday-Friday, 8:30-11:00 a.m. and 2:00-4:00 p.m.), and no later than Friday, November 23, 2018 (Article 15, paragraph 1 of the VbStA).



#### **Voting instructions**

#### **Constitutional Council – double-proportional allocation**

You will receive the pre-printed ballot papers and a blank official ballot paper.

#### How can one vote?

#### A pre-printed ballot paper can:

- · be used unchanged
- · be changed
- a) Cross out: You can cross out pre-printed names of candidates. This will give you

These people do not have a candidate vote. The now empty lines count only as a vote for the party (party vote).

b) Panaschieren: You can write candidates from other lists on your ballot paper. These candidates will receive your vote and their party will receive your vote.

Your party vote.

Cumulation of candidates (listing existing candidates twice) is invalid.

The candidates added later will be deleted.

#### A blank official ballot paper can:

- · be supplemented with
- a) the name of a party and as many official candidates as you wish. b) Candidates without the name of a

You can only vote for candidates who are on a valid list in the subconstituency (district).

#### **Important**

Each ballot paper must contain at least one name of an eligible

There may not be more names on the ballot than there are seats to be filled.

#### Frequent errors in postal voting make the vote invalid!!

- · Postal dispatch without postage or insufficient postage
- · late delivery by post
- Voting in the community mailbox
- · Grouped dispatch (the transmission envelope contains the voting material of several people)

- · Failure to use the official transmission envelope and/or the official ballot envelope
- · Return form is not signed

#### Golden rules for voting correctly

Use only an official ballot paper

and the respective voting envelope.

- · Please write any additions in handwriting and legibly.
- · Only candidacies submitted on pre-printed ballot papers.
- · Always write out the candidates' first names, surnames and numbers

Quotation marks, "ditto" or similar are not permitted.

· Your ballot paper must contain at least one valid name

The ballot paper may contain a maximum of as many names as there are seats to be allocated.

- · Submit only one ballot paper for each election.
- $\cdot$  Do not write anything additional on the ballot paper.
- · Maintain the secrecy of the ballot: Use your Signature not on the ballot paper.
- · Don't forget to sign the return form when voting by mail.

#### Show



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- Demontagen

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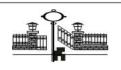
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# Trimming bushes and branches

We repeatedly observe that shrubs and branches from private property overhang the roadway or obscure the view of road users on public roads and paths. This can cause obstructions for pedestrians and drivers and also negatively impact snow clearing operations by the technical service.

Last winter showed that the heavy snow caused countless branches and bushes to protrude into public spaces. This made snow clearing in some areas extremely difficult, as vehicles could not drive to the side of the road due to the protruding branches and other debris.

At the same time, the bodywork of the vehicles and the side mirrors are often damaged by these branches, which leads to unnecessary maintenance and repair costs for the vehicles.

#### Cut back or tie together

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



The space up to 4.50 m above the roadway must be cleared.

#### Duty of the landowner

According to Article 172 of the cantonal road law, tree branches extending onto roads must be trimmed annually by the owner to a height of 4.50 meters above the roadway. The authorities may require complete pruning of branches if traffic safety requires it.

The municipality of Zermatt (EWG) draws the attention of all landowners to the need to cut down or tie together all bushes and branches that extend beyond their properties and onto public land .

#### Cape law

The technical service staff reserves the right to trim overhanging branches and bushes in the event of failure to comply, based on the Road Traffic Act and the provisions of the Civil Code . The EWG thanks the public for their cooperation and understanding.

Municipality of Zermatt

# Learning and work space library



A new customer computer is now available to visitors and customers of the municipal library in Zermatt.

First primary school, then orientation school and then an apprenticeship or secondary schools.

Even after learning the profession, training and further education continue.

But where can additional information material material for lectures, discussions, PowerPoint presentations, or similar events? In the library, of course.

In the Zermatt municipal library you will find many books on various

Subject areas such as psychology, education, plants, animals, technology and much more.

We also have literature on regional topics such as mountaineering, mountains, alpine flora, and the like.

#### Purchase of a customer computer

In the media age, of course,

Internet is essential as a source of information. That's why the community library now has a customer computer that every customer can use free of charge.

If you prefer to work on your own laptop, you can also connect to the library's Wi-Fi and use the internet. We offer plenty of workstations for quiet, focused work. So if you need peace and quiet to write an article, a thesis, or anything else, please stop by and take advantage of this opportunity.

Of course, you also have the opportunity to copy useful articles from our books . You can also view and print your personal emails or simply surf the Internet.

You can even drink a cup of coffee or tea.

«Learning is a

Treasure that his

Owners everywhere

follows.»

Chinese proverb

# Founding event of the Parents' Forum



The future board of the parents' forum, including Nadia Aufdenblatten, Evelyne Julen, Catalina Fahlmann Franzen, Lucy Wilson, Sonja Sarbach-Schalbetter, Andreia Da Silva, Salomé Azedevo, Nicole Schwizer, Leandra Fux, Josefin Perren, Karoline Hänni and Tanja Fux, looks forward to many people attending.

The founding event of the Parents' Forum will take place on November 19, 2018. Parents, teachers, community representatives and all interested parties are cordially invited to attend.

An entertaining and informative program awaits.

We will explore why the region needs a parents' forum and what its goals will be. All partners will learn how they can get involved in the parents' forum and who to address concerns and project ideas to.

#### Presentation and election of the board

A central part of the evening is the

The presentation and election of the board of directors will be presented. Dedicated, motivated, and well-connected women have been recruited for the board's work, and we are delighted to present them to the audience. Following this, we can look forward to another highlight: a performance by Marco Rima, who will present his perspective on cooperation between schools and parents in a fascinating presentation .

Let yourself be surprised!

Following the founding event, everyone is invited to an aperitif, which will provide time for discussions, exchange, questions and plans. The board consists of

committed, motivated and well

connect women who are interested in

use the parents' forum.



Marco Rima is a guest at the founding event of the parents' forum.

# "Home Alone"? - Family support pays off

Who hasn't seen it? The 1990 comedy about eight-year-old Kevin, who lives with his parents and four siblings in a Chicago suburb. He's forgotten at home for Christmas and has to defend

his parents' house against two burglars.

As funny as the subject matter is, it's actually pretty obvious that eight-year-olds shouldn't be left home alone.

In school, different areas of life of the

Children and young people are visible. In regular contact with the students and parents

Teachers and school administration discuss the well-being of schoolchildren. Care should not be overlooked, as it has a direct impact on the students' academic performance, health, and behavior.

The compatibility of family and career is for many parents It's not entirely easy, if not a balancing act. Irregular working hours, on-call work, a high workload and professional commitment, and often a lack of family support pose serious challenges for parents when it comes to childcare. However, schoolchildren and adolescents need a well-structured environment, a familiar environment, and strong caregivers; this also has a positive impact on school and classroom life.

#### Duty of supervision

But when is it appropriate to leave children alone? The law only stipulates that parents have a duty of supervision over their underage children. The degree of care in child supervision depends on the circumstances of the individual case. A general guideline states: From the age of nine, up to one hour during the day. From the age of twelve, a child can also be left alone in the evening, but no later than midnight. It is not ideal for children to get up alone in the morning, eat their lunch alone, and be home alone at the end of the day, or even to take care of their

younger siblings. In these cases, the child's well-being is at risk.

Therefore, other solutions are always preferable – be it neighbors, daycare, lunch, before- and after-school care, or childminders.

#### Care services

The following childcare services are available in the region Zermatt, Täsch and Randa available:

#### Children's paradise Zermatt

Spissstrasse 23, 3920 Zermatt kinderparadies@rhone.ch +41(0)27 967 72 52 www.kinderparadies-zermatt.ch

#### Chinderchrippa marzipan

Uferweg 1, 3920 Zermatt info@fea-zermatt.ch +41(0)79 835 90 99 www.fea-zermatt.ch

#### daycare powdered sugar

Uferweg 1, 3920 Zermatt info@fea-zermatt.ch +41(0)79 209 82 85 www.fea-zermatt.ch

#### Lunch «Rainbow»

Walka School, 3920 Zermatt kinderparadies@rhone.ch +41(0)77 488 83 19, +41(0)27 967 72 52 www.schulenzermatt.ch

#### Childminder Nikolai

Zermatt, Täsch, Randa, St.Niklaus, Grächen tageseltern@fea-zermatt.ch +41 (0)79 103 27 80 Fabienne Biffiger

The listed institutions have operating licenses from the canton and are supported by the municipalities. All services, rates, and placement times can be found on the respective websites. Family-based childcare provides relief and pays off!



Zermatt Municipality - Club Presentation

## 110 years of Zermatt Ski Club – happy birthday!

The Zermatt Ski Club was founded in 1908 and is celebrating its 110th anniversary this year.

The club has a long tradition and, with its 520 members, is one of the largest and most successful clubs in Upper Valais. Olympic champions, world champions, and World Cup winners – the club can look back with pride on its achievements.



#### Promote snow sports

The club's goal is to convey the fun and joy of snow sports to children and young people in the beautiful natural surroundings . With professionalism and clear structures, this goal is achieved through a wide variety of activities, including skiing, freestyle skiing, freeriding, snowboarding, snow touring, ice climbing , and a comprehensive multi-sport program.

#### Diversity/different groups

In cooperation with Zermatters, Stoked Snowsports, and other local ski schools, we offer snow sports enthusiasts and talented individuals an individual training program in a wide variety of categories tailored to their abilities (currently around 150 young people in various groups). The "Youngsters"

While the "Easy-Race" (2008/2009/2010) and "Juniors" (from 2002–2007) groups primarily focus on learning basic technique and freeriding, the "Easy-Race" (2008/2009/2010) and "Juniors" (from 2002–2007) groups primarily focus on deepening basic technique, freeride, freestyle, moguls, etc. The "Juniors" also complete interesting training sessions. The "Mini Race" (2008/2009/2010) group focuses primarily on slalom and giant slalom technique and serves as a preparatory stage for the Race Academy . The "Race Academy" (from 2007) group is for competitive athletes and offers professional, intensive, and high-quality training for actively practicing ski racing. We have also been running the "Freestyle Ski and Snowboard" group for two

(2003–2009). This training group is mainly found in the freestyle park. We are currently investigating a  $\,$ 

A new cross-country skiing training program was launched to further expand the ski club's offerings. In addition, starting this season, the young racers selected by Ski Valais can once again train on-site at the Mattertal Ski Center, which was established in collaboration with the Grächen Ski Club.

#### Training/Activities

The multi-sport training sessions are offered individually for each group in the summer (fitness, strength training, dexterity and balance exercises). During the winter months, the focus is on the training slopes, the mountain slopes and the racing slopes, which are available thanks to the generous support of the Zermatt Bergbahnen.

#### New clothing

For this year's anniversary, all training groups will be re-dressed and receive uniform and distinctive ski outfits.

Get your children excited about snow sports and, if you wish, even experience the racing atmosphere – our diverse offerings are open to all children and young people. The board, group leaders, and coaches of the Zermatt Ski Club look forward to welcoming your children to the ski club soon.

You can reach us at www.skiclubzermatt.ch or info@skiclubzermatt.ch. We wish you a wonderful winter and many wonderful experiences on and next to the piste.

#### Municipality of Zermatt

# «PlurAlps» – Integration in the company

Starting in October, a campaign will be launched in Zermatt to promote the integration of employees with a migration background into companies.

What does that mean specifically?

In pilot companies, so-called "company godparents" look after other employees who have recently arrived in Switzerland and are trying to gain a foothold in the company and in community life. Company godparents are not integration experts, but rather employees who often have a migration background themselves. They are well integrated and can support newcomers with advice and information about everyday life or put them in touch with specialists if they have questions or difficulties.

The idea is that this support is integrated into work as much as possible and involves minimal additional effort for both employees and employers. The godparents are supported by Eva Jenni, the integration officer for Zermatt, Täsch, and Randa. The goal is for newcomers to have direct contact persons within the company, allowing them to easily access the information relevant to them. Employees who settle in more quickly and feel comfortable in the company and the community are more motivated, learn the language faster, and are therefore more versatile within the company.

#### Project «PlurAlps»

The campaign was developed as part of the "PlurAlps" project .
"PlurAlps" is committed to promoting a welcoming culture, integration, and pluralism in the Alpine region and is active in six Alpine countries as part of the Alpine Space Program. In Switzerland.

Lucerne University of Applied Sciences and Arts – Social Work as a Swiss Project partners with integration agencies and schools in the Bernese Oberland, Obwalden, Graubünden and Upper Valais are working on the question of how the integration of Portuguese people in tourism regions can be promoted.

The idea of introducing "company godparents" and "company godmothers" was developed in Zermatt by a working group consisting of employers, Portuguese employees, the integration officer, and representatives of the school.

#### Other companies and

Godparents are welcome to participate. If you are interested, please contact Integration Officer Eva Jenni (eva.jenni@integration-ow.ch or +49 79 960 35 24).

#### One helps the other –

Company gods and deities are

with advice and information on

Everyday life aside.

# They came and they stayed



In addition to hundreds of thousands of tourists,

Zermatt is home to many people with foreign roots

who work here. These people have left their country of origin behind, either briefly or permanently.



Dragan Dabetic, 64 years old

#### Football is certainly the most popular sport in the world.

Even the smallest inhabitants of the earth enthusiastically chase after the round ball. Dragan Dabetic, a resident of Täsch, is no exception. His passion for football brought him to Switzerland over 30 years ago.

Later, he was drawn to the Matterhorn village for a different reason. It's clear that sporting commitment brings people together and promotes integration . This enabled Dragan to make many different contacts and build friendships that continue to this day.

#### Where are you from and where were you born?

"I come from Serbia and was born in Kraljevo in 1953."

#### Where do you currently work?

"As a doorman and chauffeur for the Riffelalp Resort in the village of Zermatt."

In what context did you first hear about Zermatt? When was that? "I first came to Switzerland in 1984. FC Ayent hired me

as a football player. I visited Zermatt from there, the first time as a tourist in 1993."

#### What was your personal motivation for coming to Zermatt?

"Actually, it was my marriage to my wife, Spasa. She had been working for Seiler Hotels in Zermatt since 1991. In 1997, I moved to the beautiful Matterhorn village."

#### Do you still remember the first meeting in Zermatt?

#### If so, which ones are they?

«In addition to my current patron Hans-Jörg Walther, for whom I have been working for over 20 years, it was Martin Julen from Julen Sport.

Through his brother Max Julen's victory in the giant slalom at the 1984 Winter Olympics in Sarajevo, I had a special connection to him and immediately came into contact with him."

#### How do you like to spend a day off?

"I am a qualified gymnastics and sports teacher and love all kinds of sports. I especially enjoy being outdoors and anything that involves a ball. I often play tennis and soccer, but I also enjoy mountain biking. I earned my soccer coaching diploma in Switzerland in 1992.

Another passion is drawing portraits. I taught myself this and it helps me to relax during stressful days. tension.»

#### What is your favorite place in Zermatt and the surrounding area?

"My favorite place is the entire ski and hiking area around the Matterhorn. However, if I have to limit myself, I'm fascinated by the Gorner Gorge, which is accessible for hikers. My wife and I love walking through it in the summer."

#### Which Valais specialty do you like best?

"Definitely raclette and fondue. And a tasty Valais Fendant.

And then enjoy it with family and friends – what more could you want?

#### What makes Zermatt so special for you and what keeps

#### you here?

"I'm a man with a lot of energy, and Zermatt is just as energetic. Zermatt is vibrant and offers plenty of action. I like the many opportunities for sports.

#### What would you recommend to a newcomer?

"First, find a job you like. Zermatt offers many opportunities for that. Second, learn the local language. Communication with other people is so important. Third, take advantage of the extensive nature and sports offerings in your free time."

#### What does integration mean to you?

"Because I consider myself a cosmopolitan, for me integration means being open to the values, views, and rules of the host society without closing oneself off to one's origins and roots. Contributing oneself as a person and presenting and communicating one's traditions to the host society."

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

 $\mbox{\tt `Basically, I'}$  wouldn't want to change much. In my opinion,

According to reports, the authorities and Zermatt Tourism are already committed to continuous and progressive change.

I would work to preserve and protect our beautiful mountain village, in harmony with constantly evolving technologies."

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

# Zermatt Youth Fund – financial support

The Zermatt Youth Fund aims to support clubs, groups, and events that significantly promote the interests of young people.

Young people are defined as children of preschool age up to young adults of a maximum of 20 years.



The Youth Fund was established in 2011 by the Zermatt Business Association, which annually credits the proceeds from the Folklore Festival to the Youth Fund. Other sources of income include residual amounts from club dissolutions or other donations.

The Youth Fund Committee would like to sincerely thank all donors. Only through these donations is it possible to support the many wonderful offerings in Zermatt.

#### Active assistance

The youth fund's money is generated through the proceeds of the Folklore Festival. To ensure the smooth running of the Folklore Festival, the organizing committee needs many hard-working helpers each year. In recent years, JuBla Zermatt has always been involved as the sole youth club, but this changed last summer. Now,

Clubs and groups that have received a contribution from the Youth Fund were asked to help with the Folklore Festival. This year,

Members of the Zermatt Ski Club, who supported the JuBla and actively helped.

#### Application review

The Youth Fund Commission, consisting of five members, is responsible for reviewing all submitted applications and subsequently allocating the funds. The applications already submitted are currently being processed by the Commission.

sion checked for completeness and accuracy .

Decisions regarding financial support are made in April and November of each year. Applications for the current year can be submitted until

October 27, 2018.

#### Available online

The application form, guidelines, and regulations of the Zermatt Youth Fund are available on the Zermatt Municipality website at http://gemeinde.zermatt.ch/pdf-dokumente.

#### Submission of applications

All applications should be sent to the following Address to be submitted:
Bianca Ballmann

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

dvertisement



#### imprint

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# Clothing collection for Eastern Europe

In November, the
Association «Hand in Hand –
Your Neighbor» a further

A clothing collection for Eastern
Europe is being conducted
to support the suffering and
needy population.

The association «Hand in Hand – Your Neighbor-The aim of "ter" is to provide financial and material support to the needy population of Eastern Europe, especially children and the elderly, the frail, and those living alone . In many post- communist countries, wages are very low, many people live on the subsistence level, winter is approaching, and there is a lack of money for warm winter clothing and shoes.

#### Collection points

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

Saturday, November 10, 2018 at the following locations:

9:30-11:30 a.m.

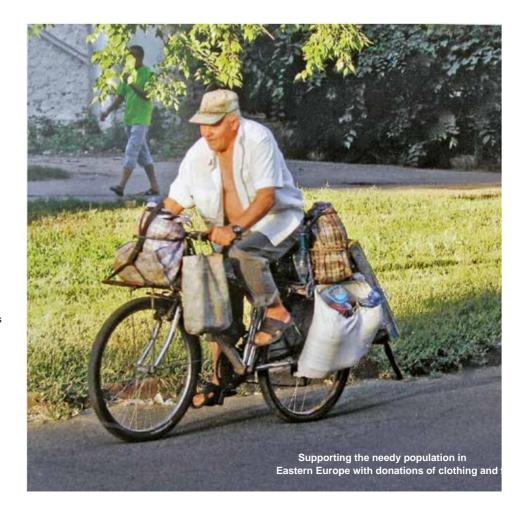
Entrance to the funicular railway depot 9:30–11:30 a.m.

Entrance to Winkelmatten Chapel 9:30–12:00 and 14:00–15:30

Parish Center Entrance

#### Furniture and inventory

For organizational reasons, there will be no furniture collection in November this year. A furniture collection will take place – as far as possible – again in April 2019



#### Tax exemption for donations

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

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

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

Association «Hand in Hand – Your Neighbor»











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Gornergrat Railway/Matterhorn Gotthard Railway

# Total closures on the Matterhorn Gotthard Bahn network in autumn 2018

Due to extensive construction work, the Visp—Täsch section will be closed to rail traffic from October 15 to 28. Replacement buses will operate according to the timetable.

Travelers should allow for additional time buffers.

The closures were deliberately scheduled for the quieter autumn season, when, among other things, the Glacier Express is on hiatus. The total closures allow the necessary work to be carried out efficiently . Thanks to the continuous work, the construction machinery, among other things, can be used continuously.

They don't have to be repeatedly transported to the site and prepared for use. This also limits noise emissions for a limited time

Track construction work is being carried out on the Herbriggen–Randa, Täsch–Randa, and Steischiir sections near Kalpetran. A switch is being replaced in Herbriggen. As a result, the

The Visp–Täsch route will be closed from Monday, October 15, the start of service, until Sunday, October 28, the end of service. Replacement buses will operate according to the timetable.

Due to construction work and line closures, there will be slight deviations in some departure times for the Täsch–Zermatt shuttle. However, the usual frequency of three trips per hour in each direction will be maintained.

#### Information and tips for residents and travelers

MGBahn apologizes to passengers for the inconvenience and any delays, as well as to residents of the affected communities for the resulting noise emissions.

Noise-intensive activities are carried out during the day as far as possible.

The buses scheduled for rail replacement are scheduled according to the train timetable. Notices at the affected stops provide information about the disruptions, the replacement service, and the bus departure points.

Due to the unpredictable traffic situation, adherence to the timetable and connections cannot always be guaranteed. All travelers – especially those returning from Zermatt – are therefore advised to allow sufficient time or to switch to an earlier connection. To accommodate the high passenger volume on the section between Visp and Zermatt, up to five replacement buses will be deployed for individual trains.

The online driving service also provides current information. SBB timetable (www.sbb.ch/de/fahrplan) is available.





# Zermatt – Matterhorn prepares for winter

The destination's

winter marketing focuses on the Swiss market, the start of the season, and humorous videos.

In addition, there is no lack of diversity in cooperations.

Do you still remember the snowfalls of

Remember last winter? What a question – of course you can. And that's exactly where the winter marketing for the Zermatt-Matterhorn destination comes in. The local snowfall of January 2018 is still fresh in the minds of people outside of Switzerland. "The Ski segment promotion, which has been running since the beginning of October, features videos of snowy Zermatt and, with a wink, lures city dwellers away from the gray everyday winter routine and into the real winter of Zermatt," says Suzi Steiger-

Preradovic, Ski Product Manager at Zermatt Tourism.

#### Advertising channels

The videos can be seen on display boards at the train stations in Zurich, Bern, Geneva, and Lausanne. For the first time, the Destination

The focus is also on mobile retargeting. If a person passes by a billboard, they are tagged via location data on their smartphone and later targeted with advertising via their smartphone at a different location. "This enables repeated contact with minimal wastage," explains Suzi Steiger-Preradovic.

In addition to the display boards, the promotion relies on social media advertising and online banner advertising.

#### Priorities clearly set

The focus is on the Swiss market, as it accounts for 45 percent of overnight stays at the destination. The timing is also clear. Although the promotion runs until April, the focus is on creating value at the beginning of the season. According to Suzi Steiger-Preradovic, the main goal is to communicate anticipation of winter – without

This doesn't include the main season and the end of the season . Packages are available throughout the entire winter: from the Ski Test Package, the Early Skiing Weeks, and the Season Kickoff Package at the beginning of the season to the Mid-Winter Special and the Season-End Package. All packages can be booked at zermatt.ch.

#### Further measures

In addition to the promotion, which is financed by the Zermatt Bergbahnen, the Zermatt Hoteliers Association and Zermatt Tourism, the winter marketing is characterized by further measures. In particular, these include a collaboration with

the band Wintershome, a cooperation with the Globus department store in Bern, the Zermatt version of an Advent calendar called «Snowember Calendar» as well as the Festival to kick off the season, the Winter Opening Weeks.

The Ski segment promotion shows in videos the snow-

rich Zermatt and attracts city dwellers with an eye-

wink from the grey winter routine into the right

Winter to Zermatt.











#### Music video by the band Wintershome

It's been out since October 4: the video clip for the song "White Lines" by the Zermatt band Wintershome. Funded by Zermatt Tourism and distributed by Switzerland Tourism.

mus, it shows the band in the snow and skiing, conveying pure emotions from Zermatt. The video will not only be integrated into Zermatt Tourism's communications, but will also be part of the Switzerland Tourism campaign. This is a coup for the destination, as the national marketing organization has immense reach.

#### **Cooperation with the Globus department store**

From October 25 to January 12, Zermatt brings winter to the city of Bern. This will include a chalet-style tent on the Globus terrace, where guests can enjoy a Valais platter, a fondue, or wine from the destination partner, the wine village of Salgesch . A competition to boost the ski season is part of the collaboration, as are various events. While the Zermatt agency 4478-events is hosting a "Kitchen Around" event in Bern, Zermatt Unplugged will provide the appropriate sounds in a closed setting in the Swiss capital. A media event - with culinary accompaniment from "Taste of Zermatt" - and events for regular guests are also part of the project.

#### «Snowember Calendar» - the slightly different Advent calendar

Zermatt is always one step ahead; be it strategically, technologically, or simply in terms of snowfall. That's why the destination's own Advent calendar begins a month earlier with a

The 24th Gate opens the Winter Opening Weeks in the destination (more on that below).

The "Snowember Calendar" can be found online and offers instant prizes every day, as well as a grand prize at the end. Guests collect points daily by answering questions linked to stories about Zermatt. The stories are presented to guests in the form of videos, quizzes, or other games.

#### **WOW – Winter Opening Weeks**

From November 24th to December 7th, 2018, the WOW "Winter Opening Weeks" will take place at the destination. Sporty skiers who can hardly wait for the start of the ski season will get their money's worth as early as November. This applies not only on the slopes, but also in terms of the supporting program. From the morning warm-up on the slopes to the evening cool-down at après-ski, visitors can expect an impressive program. And anyone looking to refresh their winter sports gear can shop until late at night at the evening sale. The program also includes a challenge where guests can qualify for a raffle and win an exclusive prize.









### Information instead of information overload

A shared information desk isn't easy in a destination as large as Zermatt – Matterhorn, but it's essential. To achieve this, Zermatt Tourism sends out daily information emails.

Information is the cradle of knowledge, as German entrepreneur Martin Wegemund once said .

However, in the information age, there seems to be a danger that information will develop into information overload.

#### To counteract this,

Zermatt Tourism on an information

mail per day.

#### Daily emails

The information emails contain information about the opening and closing of trails, the current business situation at the destination, and upcoming events. All important messages for hoteliers,

restaurateurs, trade representatives, and other people who are in contact with guests. The emails also serve as a means of engaging in dialogue.

calls on Zermatt Tourism to open and to communicate closing times, submit news or register for certain

to report any work. All with the goal of offering guests the best possible service .

#### Proven remedy

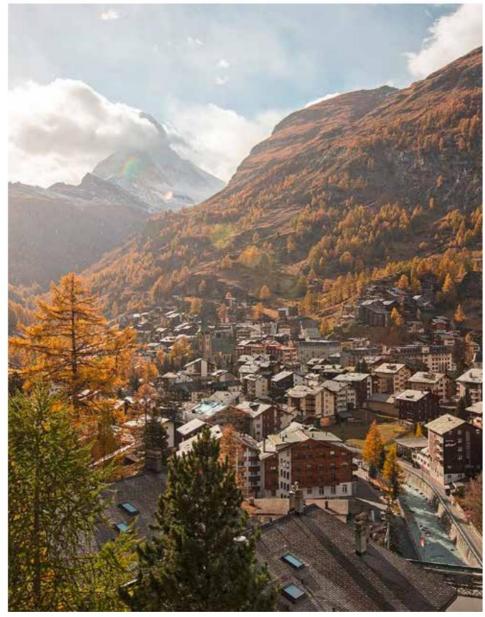
The information emails have been in the proven successful in recent years. Anyone who does not yet receive the news can sign up for the email service at www.ztnet.ch/informationsmeldungen. This way. Zer-

Matt Tourism ensure that everyone is on the same level of information and

that no misunderstandings arise.

Ultimately, information is the goal.

What we should avoid is that knowledge is nipped in the bud.



Zermatt Tourism offers an email service that interested parties can subscribe to. ©Pascal Gertschen

#### Show



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# Competent young talent



The commercial trainees at Zermatt Tourism, Tim Brantschen (1st year) and Charline Biner (2nd year), with the apprenticeship manager Peter Kronig and the resort director Daniel Luggen.

#### Dear insider

The SwissSkills Championships for non-academic professions recently took place. Numerous apprentices competed in the most diverse professions our country offers. The event was widely covered by the media , and outgoing Federal Councilor Johann Schneider-Ammann, who is a strong advocate for the Swiss vocational training system , also attended .

A delegation from the US Embassy in Bern recently visited us. In addition to topics such as For safety reasons, she also wanted to find out about tourism on site . Her focus soon shifted to Switzerland's successful dual training system, which the Americans admire and would like to establish in their country .

Recently, the municipality of Zermatt organized an apprenticeship event for all of our community's apprentices. It was a joy to see around 80 young people and their mentors come together.

and exchanged ideas on the topic of "leisure activities" in our destination.

The above-mentioned events clearly demonstrate that we have a well-functioning system in Switzerland for training competent young people in all professions. In a tourist destination such as Zermatt

It is essential that we can provide sufficient training positions. Because in competition with the agglomerations in the Central Plateau, we risk losing good workers. It is important that we do not view apprentices as cheap labor, but rather that we comprehensively teach them the trade, support them, and show them the overarching aspects; and that we inspire them to love our location so that they remain with us as competent workers even after their apprenticeship.

#### Sincerely

Daniel Luggen, Spa Director

PS: I, too, benefited from the dual training system; I completed my commercial apprenticeship in Bern from 1988 to 1991.

Show





- Dacharbeiten
- ❖ 24 h Pikett
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Ab November: Auf Ihren Wunsch 3D-Animation

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# System automatically calculates tourist taxes

Zermatt Tourism is introducing a digital registration form, which will reduce the workload for accommodation providers. Pilot establishments are currently testing the new system before it is rolled out to all hotels and holiday apartments in the new year.

The front office employee of a hotel sits and picks up the tourist tax reimbursement form . It's the end of the month – she has to check the number of nights she's stayed for each night and enter it on the form. She then takes or sends the form to Zermatt Tourism.

This practice will soon be a thing of the past.

As part of the Bonfire digitalization project, Zermatt Tourism is introducing the digital registration form.

#### New program

At the heart of the digital registration form is a new program. The front office employee logs in and sees information on the interface

such as the current arrivals or the current

Guests in the hotel. She doesn't have to enter anything.

Because the interface to the existing booking system with which the hotel works and in which the hotel still records all data – Reconline, Tomas or Protel – works. Reconline, Tomas Protel –, or Protel transmits the data directly and with a continuous

Update to the new program. This, in turn, automatically bills on the last day of the month and sends the tourist tax data electronically to Zermatt Tourism. This saves the front office team time on administrative tasks – time they can devote to quests

#### Current status

Currently, the first Zermatt hotels and holiday apartments are testing the new tourist tax billing system. This involves approximately three customers per booking system. Any errors will be corrected, and only when everything is working perfectly, probably in early 2019, will the new program be introduced hotel by hotel and holiday apartment by holiday apartment. Zermatt Tourism will then also host an information event.

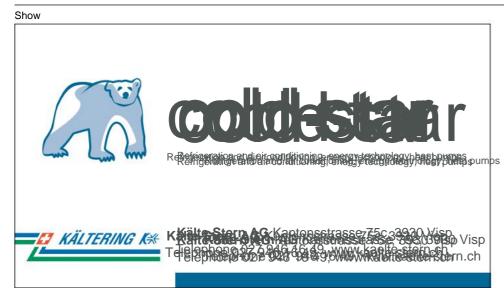
carry out the operation.



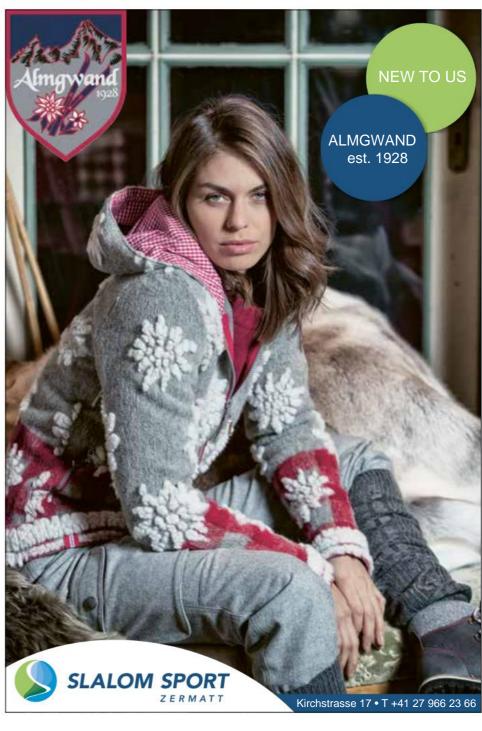
The interface of the new program provides information such as current arrivals or the current Guests can be seen in the house.

#### Customers without Reconline, Tomas or Protel

The interfaces to Reconline, Tomas, and Protel cover 70 percent of accommodation providers. All accommodation providers who do not use any of these three booking systems will receive access to the new registration form system. This system allows them to quickly and easily register guests, and by the end of the month, the system will transmit the visitor's tax data electronically to Zermatt Tourism. After a transitional period, accommodation providers will only be billed electronically in this way .







Zermatt Citizens' Community

# Research project: Fire against the Bush encroachment of alpine pastures

In order to preserve the characteristic cultural landscape image of the species-rich

To preserve alpine pastures, in Zermatt in

Autumn a perennial
Research project on controlled

Burning of bushy alpine pastures launched.

The increasing bush encroachment of alpine pastures is a problem throughout Switzerland. The pastures of the municipality of Zermatt are also affected. In addition to the loss of alpine pastures for summer grazing animals, bush encroachment also affects the characteristic cultural landscape of

Leisure, recreation, and tourism, as well as plant and animal biodiversity, have been lost. While the controlled burning of individual bushes used to be part of alpine pasture maintenance, this is currently not permitted due to various laws and regulations, such as the Environmental Protection and Hunting Act or the Air Pollution Control Ordinance.



The research project "Controlled burning of scrub-covered alpine pastures – Influence of site factors and effects on vegetation, scrub cover, breeding birds, and air quality" is led by Büro Alpe and supported by the Zermatt Civic Community, the Zermatt Residential Community, the Sur-la-Croix Foundation, the Swiss Ornithological Institute, Agroscope, the Federal Office for Agriculture, the Office for Structural Improvement of the Canton of Valais, and Matterhorn Bergbahnen AG. The cantonal departments for agriculture (DLW), hunting, fishing and wildlife (DJFW), forestry, river engineering and landscape (DWFL), environmental protection (DUW), and the cantonal fire service (KAF) are also involved in the research project.

The research project aims to demonstrate, on the one hand, at which different locations (which differ in slope exposure, degree of shrub cover, and existing bush encroachment) controlled burning is possible and with what burning success. On the other hand, it aims to investigate the effects of controlled burning on vegetation, shrub cover, breeding birds, and air quality. The results



Prepared for firing: the firing area in the Chalbermatten region, which is cut out or bordered by rocks.

The research project is intended to serve as a basis for discussion and decision-making, among other things for policymakers, regarding a possible future use of controlled burning as a bush control

#### Process of the research project

A total of ten areas in the alpine pasture areas of Hubel, Chalbermatten, Obere Stafel, Alp Hermetje, and Tufternalp in the municipality of Zermatt were selected for the research project. These are expected to be inspected in autumn 2018.

be burned. For controlled burning, however, appropriate weather conditions and a suitable forest fire risk assessment must be awaited. Therefore, the exact time of the burning cannot yet be determined. The individual burning areas have been cut out on a strip approximately 3 meters wide and are now prepared for burning (see photo). The Zermatt Fire Department is responsible for ensuring safety during the burning.

Norbert Kerschbaumer, who has already gained experience with this unique alpine pasture management measure in Austria, is monitoring the controlled burning process in Zermatt. The research project will last six years. Most of the studies will be completed within the year following the burning . However, the studies on the medium-term development of breeding birds and vegetation after the burning will not be completed until three to five years after the burning.

#### «Keep in mind»

So if this autumn smoke is found in the areas of Hubel, Chalbermatten, Obere Stafel, Alp Hermetje and Tufternalp towards the sky, the research project has probably begun and

Zermatt is eager to see the controlled

burned areas instead of the species-poor dwarf shrub communities, the characteristic cultural scape Project Germon Project State Studies Studi

resear

part of the relative of site the free are to less to the characteristic to the character

of scrub-covered alpine pastures and the silveliance of many different valuable alpine habitats, shrub encroachment, breeding birds in the inveliance of many different valuable alpine habitats, shrub Alpine pastures are a problem throughour switzelfand in addition is the loss of a project «Controlled burning ways in which bush encroachment also are to a problem throughour switzelfand in addition is the loss of a project «Controlled burning is one way to a militably provides the steep of bush cover, and the bush cover occurring.



Zermatt Mountain Railways AG

# Matterhorn glacier ride - more than a mountain railway

Just in time for the start of
the winter season, the first lucky
passengers will be able to enjoy
the ride on the brand-new
Matterhorn Glacier Ride. To
mark this historic event, there
are new, unusual souvenirs
and merchandise items to
discover in the Zermatt
Bergbahnen AG kiosks and
shops.

The long wait will soon be over.

Just in time for the start of the winter season, the first passengers can enjoy the unique view from the new designer cabins of the Matterhorn Glacier Ride. Those who want something even more spectacular can book a ride in one of the "Crystal Ride" cabins for an additional charge of CHF 10 (one way) or CHF 15 (return).

#### A blend of luxury and thrill. These

cabins, adorned with thousands of Swarovski crystals, are impressive not only on the outside. The interior is also unique. You take a seat on the luxurious leather seats and the ride begins. After three minutes, the cabin crosses the second pillar, and as if by magic, the frosted glass floor clears, revealing a view of the glacial landscape 170 meters below. A true first in the cable car industry, combining luxury and thrill.

#### New merchandise products

To coincide with the opening of the Matterhorn glacier ride, the merchandise selection in the Zermatt Bergbahnen kiosks and shops is also being expanded. Fans of the new cable car can, for example, purchase model cabins in 1:32 scale. Anyone who wants to learn more about the creation

hung and the background of the mammoth Matterhorn Glacier Ride project, the anniversary book produced especially for the opening is certainly a good opportunity to browse through facts, figures and reports from contemporary witnesses and to learn about the extent of the largest construction project in the history of the Zermatt Bergbahnen.

The book is available in German and English and will be available from the start of the winter season.

#### Clothing in the mountain railway look

Women also get their money's worth. A jewelry collection has been created in collaboration with Swarovski. Delicately crafted necklaces with Matterhorn pendants and earrings, all adorned with the famous Swarovski crystals, are striking in their design and are sure to delight.

A new clothing line will also be introduced to coincide with the Matterhorn Glacier Ride. From functional T-shirts to outdoor jackets and hats, all in a modern design to match the new cable car, everything will be available in the Peak Shop in the Matterhorn Glacier Paradise restaurant, as well as in some kinsks on Furi and Blauherd

Other souvenirs such as a USB stick in the shape of a 3S cabin or Swarovski key chains and pencils will also be found in the new product range.

Whether you want to make yourself happy or your loved ones

Whether you're looking for a gift, there's something for everyone among the
new merchandise. Just like the Matterhorn Glacier Ride, the quality, design,
and uniqueness of the new products are guaranteed.





Miniature cabins of the Matterhorn glacier ride.



The glamour experience is anything but lacking with the "Crystal Ride" cabins.
These were given the finishing touch by the world-famous Swarovski company: Thousands of Swarovski crystals adorn the exterior of the world's unique "Crystal Ride" cabins and adorn the lettering on the comfortable seats.



For the opening of the Matterhorn glacier ride, an elegant fashion jewelry collection was created in collaboration with Swarovski.

During the ride to Europe's highest mountain railway station, the "Crystal Ride" cabins reveal a spectacular view: After three minutes, at a height of 170 meters above ground, their previously cloudy glass floor clears, revealing a magnificent view of the glacial landscape in a matter of seconds.





Zermatt Mountain Railways AG

# Dynamic prices at Zermatt Bergbahnen

As is common practice with airlines, theaters, football stadiums, and recently also some ski resorts, Zermatt Bergbahnen AG is introducing a dynamic pricing model for ski passes as of November 1, 2018.

And this is how the dynamic pricing model works:

Instead of offering static ski pass prices throughout the entire winter season, starting in the 2018/19 winter season, the price for day and multi-day passes will change depending on the season, demand, and capacity utilization in the ski area. The goal of the new pricing model is to smooth capacity utilization throughout the winter to offer every guest the best possible experience on Zermatt's slopes at the fairest price

To be able to. With cheaper ski pass prices, the off-season is intended to make visiting Zermatt more attractive.

The aim is to make the ski resorts more attractive, and by increasing prices during peak season, the company aims to steer booking behavior so that demand is better distributed throughout the season. Furthermore, annoying waiting times and traffic jams at the valley stations are to be avoided by increasing online bookings.

#### Early birds are rewarded

The time of booking also influences the price calculation of the dynamic pricing system. Early bookers are rewarded and receive lower prices. Therefore, the earlier the holiday or ski pass is booked, the cheaper the price. Early bookers who purchase their tickets online via the web shop receive the "best price" guarantee on the entire range of online tickets. In addition, there is an online discount of at least 5%. Reductions of up to 25% are also possible as part of special promotions. To help guests keep track of prices, the price lists published on the website now only communicate "from prices." The current daily prices for the desired stay and ticket validity period can be retrieved using the online price calculator, which will be available from the beginning of October 2018.

With the introduction of the new pricing system, prices will generally remain at the previous year's level.

During the Christmas/New Year and sports holidays, i.e. the high season, prices rise slightly, but ski passes are significantly cheaper from November to the beginning of December and in April.

The price reductions for children and young people remain as before, and on Saturdays, children and young people under 16 years of age can use the facilities and slopes free of charge this season.

#### Coupon book as a thank you

The prices of season tickets also change dynamically depending on the time of booking. Here, too, the earlier the season pass is purchased, the cheaper the price. Season or annual passes can now also be purchased online at matterhornparadise.ch . This function will be available from the beginning of October . Regardless of the purchase date, when you purchase a season or annual pass, you will receive

As a thank you, tetarif offers the ZERMATT SUPER-BONS – a coupon book with many free services, such as several "Friends Tickets" worth CHF 92 each or attractive discounts in the shops and restaurants of the Zermatt Bergbahnen.

With these coupons, Zermatt Bergbahnen wants to repay guests for their loyalty to the Zermatt ski area, despite the dumping prices of other ski resorts . The coupon books, which are included with the season pass, contain a total of CHF 500 in vouchers. The coupons for the annual pass are worth CHF 650.

Season and annual pass prices for locals, mountain guides, and ski instructors remain unchanged at the previous year's