

ZERMATT INSIDE

February 2019, 17th Year, No. 1



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

Municipality of Zermatt

Transport development
Guests and locals are
The accessibility of the mountain
railways and the ends of the slopes in
Zermatt are largely satisfied.
Page 7

Zermatt Citizens' Community

restructuring
In the past fiscal year, the Citizens' Assembly
laid the foundations for a modern and future-
oriented restructuring.
Page 13

Gornergrat Railway

New transport service
In order to inform registered users in real time
about traffic reports affecting the Gornergrat
Bahn GGB, any disruptions will now also be
sent by email.
Page 14

Zermatt Tourism

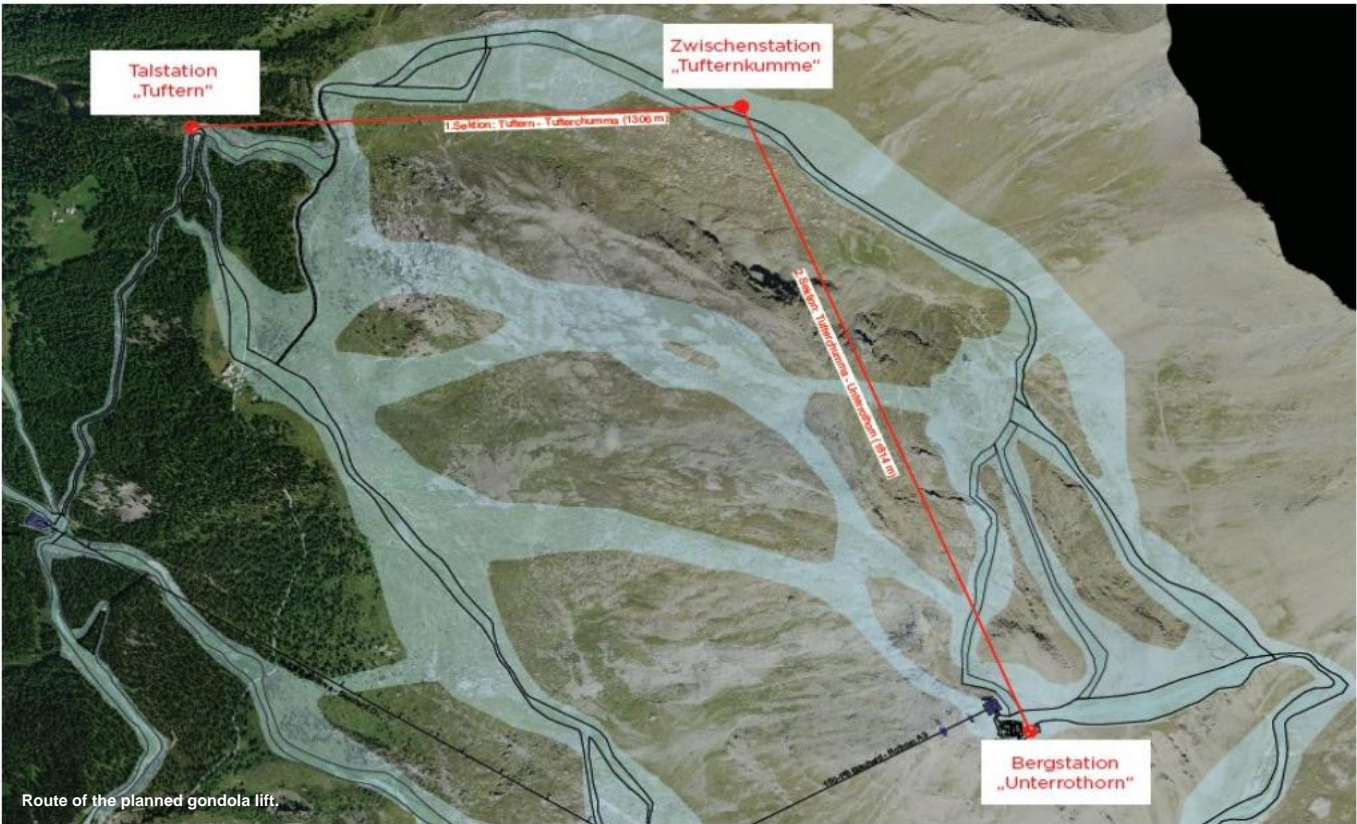
Highly frequented
The Zermatt Tourism counter team
is in constant contact with the guests.
Last year, around 117,000 people gathered
information from Zermatt **Page 17**
Guest service.

Zermatt Mountain Railways AG

Early retirement for Zermatt's oldest chairlift



The Kumme lift was destroyed by an avalanche a year ago.



Route of the planned gondola lift.

A little over a year ago
Year has an avalanche
Zermatt's oldest chairlift
razed to the ground. The
ever-popular Kumme lift was thus
history. Although the
sadness over the loss was great,
the focus immediately shifted to the
future. Planning for the replacement
project in the Unterrothorn area
is now well advanced.

On January 9, 2018, massive amounts of snow not only swept the valley station and masts of the Kumme lift down into the valley, but also left a hole in the hearts of many snow sports enthusiasts, as the triple chairlift, which had been in operation for an incredible 35 years, had a certain nostalgia about it. But it wasn't long before the management of Zermatt Bergbahnen AG sat down at the round table and forged new plans for how to replace the popular facility.

10-seater gondola to Tufternkehr

While 30 soldiers were busy clearing the debris of the chairlift last summer , management analyzed the situation and energetically developed a new cable car project. The goal of the new project was not only to restore the infrastructure in the Unterrothorn area, but also to expand and enhance the entire area. Based on a thorough analysis of the advantages and disadvantages (operation, construction, guest benefits, ecological and legal framework, avalanche and rockfall risk, etc.) of the available cable car systems, it was decided that instead of a new chairlift, a gondola lift with space for ten people per cabin would be built.

Another innovation compared to the Kummelift will be the extension of the facility to Tufternkehr. This will allow the new 10-seater gondola lift to reach Tufternkehr via an intermediate

The "im Wyss Gufer" station will lead to the Rothorn. With a capacity of 1,500 passengers per hour, waiting times at the stations in the Unterrothorn area will also be reduced to a minimum. Following the planning approval process in 2019, the project is scheduled to begin in spring 2020. The start of operations depends on the duration of the approval process and the progress of construction.

Upgrading the northern area

The basis for the realization of the railway project is the approval for a comprehensive, continuous snowmaking system, so that the slopes up to Tufternkehr can be perfectly groomed. The Board of Directors of Zermatt Bergbahnen AG expects these two measures to significantly enhance the northern area. The capacity expansion will also better distribute the influx of visitors, further reduce waiting times, and, overall, further enhance the quality of the snow sports offering.



The first day of school – a turning point in the lives of children and parents.

Municipality of Zermatt

Kindergarten (1H/2H) is coming soon

Our children grow quickly and we know from our own experience: Suddenly, school enrollment is just around the corner. This is not only new and exciting for the little ones, the first day of school is also a turning point for the parents.

In the next few days, parents whose children were born between August 1, 2014, and July 31, 2015, will receive an application for class 1H (formerly kindergarten) and an invitation to the parent information session. Attendance is mandatory according to the provisions of the Primary School Act. Classes will be held half-day.

Is my child mature enough?

Some parents wonder whether their child is mature enough for school, whether their motor, language, cognitive, and social development is sufficiently advanced to enable entry into 1H . It's understandable that doubts and perhaps even fears trigger a certain amount of uncertainty. However, today's school sees itself as a "school for all" and is prepared to support four-year-olds individually. The teachers are experienced and strive to meet the youngsters where they are, integrate them, and support them in their learning and socialization processes in a child-friendly manner. The lessons are competency-oriented, holistic, and highly individualized.

It is astonishing how much progress our youngest children have made and will continue to make in such a short time.

Support from parents

Parental support is important during every transition. It makes the start easier. It's helpful to ease children's worries and concerns about school. Parents make starting school easier for their children by making preparations and ensuring that the start is as stress-free as possible. Parents should talk to their children about school in a positive way. They should emphasize that they can learn many exciting things there and make new friends.

Exciting or funny stories from your own school days are helpful . Reading books with school stories aloud can also awaken children's curiosity about school. Through this approach, the child slowly develops an idea of what to expect at school. They can understand that starting school is completely normal and that there's no need to be afraid of it.

Sentences such as "The serious side of life begins at school " or "What will it be like for you at school?" should be avoided, as otherwise the child will associate school with fear rather than with the joy of learning and curiosity.

serenity

Stay calm! Not all parents find it easy to let go of their children. Starting school is a big change for parents, too. They are aware of the increased demands placed on their children and aren't always sure whether their children are up to the task. Trust yourself, your child, and the teacher.

Talk to the teacher if you don't understand something or are worried about something. Work together, and pull together . Communication between school and parents is very important and helps find solutions. Create a harmonious and, as far as possible, stress-free atmosphere at home . If you stay relaxed and calm, this will also affect your child's mood.

Source: With kind support from Mrs. Therese Zenhäusern, Head of the Center for Child Development and Therapy and Youth ZET

Information event

On **Thursday, April 4, 2019**, at 7:00 p.m., an information session for all parents regarding school entry and the organization of 1H will take place in Room 322 of Walka 3. Parents will receive an invitation by mail. In June 2019, on "Wave Day," the children will get to know their new teacher, the classroom, and their new "friends." This is a good opportunity: There are certainly children at the school whom your child already knows. This gives them additional security and familiarity.

Municipality of Zermatt

New signage for winter hiking trails

In the summer of 2007, all hiking trail signs on the Zermatt hiking trail network were replaced by the official yellow hiking trail signs according to Swiss standards.

This winter season, for the first time, the complete signage of the winter hiking trails was adapted to the Swiss standard.

The Zermatt Municipality's Technical Services department prepares approximately 40 kilometers of hiking trails for the residents of Zermatt during the winter . These trails are highly valued and frequently used. This makes correct signage all the more important.

need
In recent years, there has been repeated confusion during the winter months with the previous yellow hiking trail signs. The reason for this was, firstly, that these signs indicated individual trails that could not be used in winter. Secondly, the stated hiking times were incorrect, as hiking in snow takes longer than hiking in summer.

Signaling
The winter hiking trails are marked exclusively during the winter months. They do not pose any special challenges for users, but there is a risk of slipping on snow.

In collaboration with Valrando, the new pink winter hiking signposts were created according to Swiss standards.

Implementation
Winter hiking trail signs are posted throughout Zermatt's hiking area each October and November. Depending on the weather, they are then removed in April and May and replaced with summer hiking trail signs.

The Technical Services staff wish you a wonderful hike in the breathtaking natural surroundings of Zermatt.



Show



Coldstar

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



Kälte Stern AG Kantonstrasse 75c 3920 Visp
Kantonstrasse 75c 3920 Visp
Telephone +41 27 966 66 49 www.kalte-stern.ch
Telefax +41 27 966 66 49 www.kalte-stern.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®

Mammut x Slalom Sport

On 22 April 2015, Dani Arnold climbed the Matterhorn North Face (Schmid Route) in the new record time of 1 hour and 46 minutes.

Slalom Sport offers you as a partner of Mammut functional fashion for skiing, leisure and on the mountain. So that you too are ready for the Matterhorn!

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



MAMMUT
SWISS 1862



SLALOM SPORT
ZERMATT



024287ddbfd73b2a9524b36556590a001.1

11-Jan-19 2:02:17 PM

Municipality of Zermatt

Mattertal Youth Work Center on Jastow.ch

The youth employment centers throughout Upper Valais present themselves on the new platform jastow.ch with new offers for young people, their parents, and anyone else interested.

On the platform you can find information about the Ju-youth employment agencies, an agenda with events from the individual regions, a list of individual projects from the youth employment agencies and also an advisory function. All of this is also available in the "Youth App" on smartphones .

Needs assessment

Based on a needs assessment conducted by individual youth employment agencies, the need for a low-threshold contact point for young people was addressed. The Upper Valais Youth Employment Agencies do not only want to be a contact point in crisis situations – especially since There are already support services like "147" for this – they want to offer young people support on various topics , such as coaching in a youth project, conflict situations, addiction problems, violence and bullying, care and nutrition issues, support and accommodation options, questions about sexuality, legal issues, etc.

On the platform, young people, parents and Interested parties can create information and specialist departments themselves There are also consultation options via email or chat.

«Youth app»

The platform is also available on smartphones and can be downloaded for free from the App Store or Play Store. This app has the same features as the website.

The chat function is easily accessible on the youth app , allowing young people to address their questions directly to youth workers from Upper Valais via smartphone. The youth workers either offer support in finding solutions or offer triage and refer young people to other specialist agencies.

Mattertal Youth Work Center

The Mattertal Youth Office is responsible for the municipalities and parishes of Zermatt, Täsch and Randa. The office manager, Bianca Ballmann, is responsible for supporting and coaching youth centers, youth clubs, the Youth Youth League (JuBla), and various project teams. The Mattertal Youth Office does not have regular opening hours; appointments can be made via email, WhatsApp, text message, or phone.

Mattertal Youth Work Center
Bianca Ballmann
English Quarter 8 · 3920 Zermatt
mattertal@jastow.ch · 079 303 45 04

«The advice is not
only in problem situations
valuable, even in everyday life
can she support
offer."



imprint

Publisher: Municipality of Zermatt (EG), Citizens' Community of Zermatt (BG), Zermatt Tourism (ZT), Zermatt Mountain Railways (ZB), Matterhorn Gotthard Railway / Gornergrat Railway (MGB/GGB) **Editorial committee:** EG: Oliver Summermatter (Coordinator), ZT: Simona Altweg, BG: Roman Haller, MGB/GGB: Barbara Truffer, ZB: Mathias Imoberdorf **Editorial editing:** mengis media, Perrine Andereggen, p.andereggen@mengisgruppe.ch **Layout:** mengis media, Visp **Advertisements, subscriptions:** mengis media, Urs Gsponer, T 027 948 30 41, or u.gsponer@mengisgruppe.ch **Printing:** Valmedia, Visp **Your opinion is important to us:** inside@zermatt.ch

Municipality of Zermatt

Reservation of public spaces – new tool

The municipality of Zermatt has various rooms available for rent for meetings, continuing education courses, concerts, training sessions, sports events, and other events. Room coordinator Markus Julen accepts reservations and coordinates the further process.

The public spaces will be located next to the school. It is widely used by clubs and organizations. Users now have access to a new tool that makes room reservations easier.

The necessary information is available on the Zermatt municipality website (www.gemeinde.zermatt.ch/raeume). Users will find a description of the available rooms, their equipment, and additional photos. The occupancy plan shows when, for example, a gymnasium is available. Users can then use the

Enter your requirements (type of event, contact details and room options) in the reservation request link and send the request.

The costs for using public spaces are based on municipal regulations and provisions.

The request will be processed and answered by the room coordinator within a reasonable time.

It is important to plan and organize events in good time, as it is hardly possible to reserve a gymnasium within a very short time due to the high demand.

School and teaching operations take priority, and the room coordinator reserves the right to refuse events. Reservations are to be made exclusively via the tool described.

The reservation system will be continuously expanded over the coming months. Inquiries should be made exclusively via the tool described above. We will keep you updated on any new developments in "Zermatt Inside."



The following rooms are available

- Disposal:
- Triftbach Hall
 - Gym «Wolka»
 - Gym «Im Hof»
 - Spirit House (ground floor)
- If you have any further questions, please contact your room coordinator.

Public Spaces Coordinator

Community Center
Church Square 3
3920 Zermatt
Phone +41 79 214 00 24
raumreservation@zermatt.ch

Show

Partl AG
S C H R E I N E R E I
3920 Zermatt | T +41 79 611 17 47 | www.partlag.ch

Currency exchange • Travel agency

- Exchange of foreign currencies
- Daily best rates
- Very good conditions for locals, employees, shops, hotels...
- Beach holidays
- Cruises
- Luxury travel

Change 4u AG
Bahnhofplatz 3 3920 Zermatt T 027 967 77 70
info@change4u.ch www.change4u.ch

EVERYTHING FROM ONE SOURCE

**Heating | Plumbing | Bathroom & Kitchen
Swimming pool | Roofing**

Lauber
IWISA
3920 Zermatt | T. 027 967 20 73
www.lauber-iwisa.ch

Miele
COMPETENCE CENTER
Walch

- 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.

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

Municipality of Zermatt

Tax return 2018 and tax advances 2019

There are no significant changes for the 2018 tax period. Tax returns are increasingly being completed electronically, simplifying the process for taxpayers and tax representatives.

VSTax 2018

We recommend that everyone use the free "VSTax 2018" software at www.vs.ch/vstax to complete their 2018 tax return. This software has been updated and improved for the 2018 tax period. It will be available for download starting in early February 2019. If you have any questions about using the program, please contact the relevant contact person at www.vs.ch/vstax-kontakte.

Use the free software «VSTax» and the Smart-phone app "Tell Tax" to manage your receipts.



Information at www.vs.ch/telltax

Submit your tax return and supporting documents online.
Visit the assessment aid at <http://www.vs.ch/steuern>.

News for the 2018 tax period

In "Tell Tax" you can scan the receipts of several taxpayers on the same account.
· Direct insertion of a "VSTax" receipt via a direct link with the "Tell Tax" app while completing the tax return.

In VSTax you have the option to adapt the documents as desired.

After completing your tax return with «VSTax», you have three options for submitting the documents:

1. **Submit your tax return online with 100% digitalized documents.**
With this method, it's no longer necessary to print the receipt. Shipping is done without a signature.



2. Submit the tax return online with only some of the documents in digital form and the rest in paper form.

The receipt must be printed, signed and sent or handed in to the municipal administration.

3. Print the tax return.

The complete dossier with the list of securities must be printed out and signed and sent to the municipal administration.

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

Note for the 2018 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!
- **Net rental value of properties abroad**
The value is estimated at 3% of the taxable value. This applies to countries where a taxable value or cadastral value is available for the property (confirmation of the cadastral register of that country). Otherwise, the purchase price of the property (confirmation of purchase agreement) is used.

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 Office
The administration would like to thank all taxpayers and trust offices for their implementation!

The 2018 tax returns will be mailed starting in early February 2019. **The deadline for submitting the 2018 tax return is March 31, 2019.**

Do you have questions?

If you have any questions, please contact the tax department of the municipality of Zermatt (Tel. 027 966 22 40 or by email at steuern@zermatt.ch) and the cantonal tax administration (Tel. 027 606 24 51).

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 the tax system.

Tax advances 2019

The 2019 tax advance payments will be sent in February 2019 and serve as an advance payment in installments, levied in accordance with Article 193 of the Tax Act. These advance payments must be made within 30 days of the due dates listed below:
1st installment February 10, 2019
2nd installment April 10, 2019
3rd installment June 10, 2019
4th installment August 10, 2019
5th installment October 10, 2019

In the final tax settlement for 2019, the amounts paid will be credited to the corresponding tax year. The interest will be calculated as follows:
made:
Any amounts overcharged and paid will be subject to interest at 3.5% on the final settlement.
· The default interest for unpaid or late payments is also 3.5%.
· The negative compensatory interest for outstanding amounts will be subsequently demanded in accordance with Article 164 paragraph a of the Tax Act with the final settlement from the general due date of the taxes, March 31, 2020, and charged at 3.5% if the interest amount exceeds CHF 500.
· No interest credit will be granted in 2019 for advance payments made independently of the advance accounts.

Taxpayers who have paid too little are advised to make a supplementary payment to avoid the compensatory interest. Those who have not received any advance payments in 2019 can contact the Tax Office.

Outlook for 2019

In most cases, lottery players no longer have to pay taxes on their winnings.
However, the obligation to declare profits in the tax return remains. Only profits of one million francs or more are taxable. With that in mind, we wish everyone good luck and a great 2019.

Show



NEW IN THE MATTERTAL

State-of-the-art window production facility from Weinig.
Faster, more flexible, cheaper

Bittel Carpentry AG
info@bittel-ag.ch
Phone 027 967 35 29
Interior fittings windows



Zermatt cable cars are easily accessible

Guests

Municipality of Zermatt

Causes of dust and mud pollution in the streets of Zermatt

The streets of Zermatt look unsightly after a snowfall. The Zermatt Municipality (EWG) wanted to know exactly where all this dirt was coming from. Therefore, the EWG commissioned the Office for Environmental Consulting, Studies, and Information Technology in Visp to investigate.

The following investigations aim to identify possible solutions to minimize road pollution and to identify the sources and causes of

To explain road pollution by:

- the situation was examined more closely and documented is conditioned;
- the material composition of the contamination is examined and analyzed more closely.

On March 30, 2018, and April 6, 2018, an inspection was conducted in the central area of Zermatt, and the situation regarding road pollution was recorded. The distribution, composition, and possible sources of the road pollution were documented.

1. Carryover of construction dust from the spit

During the situation assessment, it was found that the amount of street dirt generated near the Spiss region is slightly higher than in the village area itself.

Furthermore, the grain size of the road debris increases with proximity to the spit. This suggests that construction dust from the spit is being carried over.

Coarser-grained material is carried less far by its weight than finer-grained material, which leads to a decreasing grain size of the material the further one moves away from the source (spiss).

The spread of construction dust from the Spiss plays a minor role as a source in winter, since construction sites in the village are closed during the winter and therefore no material handling takes place in the Spiss . When construction sites resume in summer



Studded tires cause significant wear on the road surface.

It can be assumed that the carryover from the Spiss is the main source of road pollution .

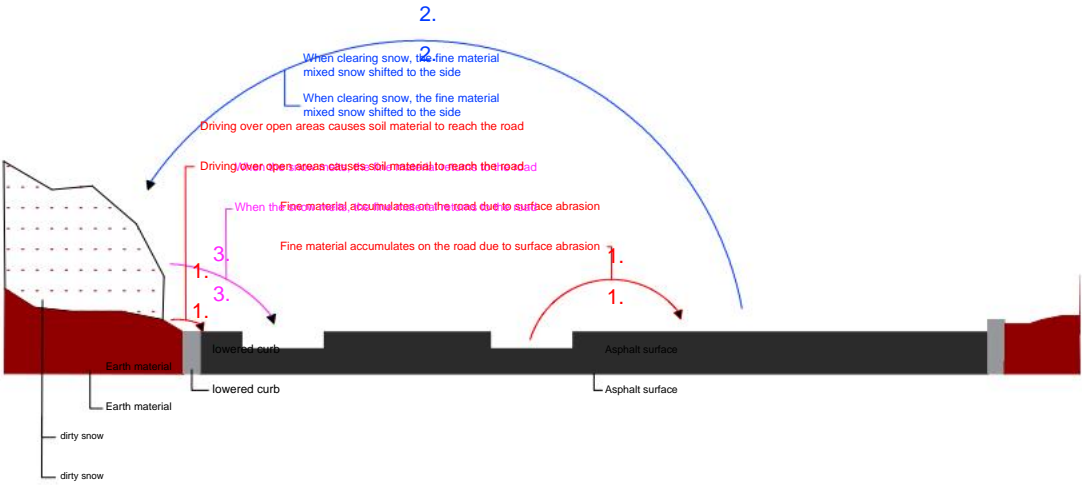
2. Abrasion of asphalt surfaces due to studded tire traffic

During the assessment, severe wear from studded tires was observed in several places. These are visible in the form of ruts . On Triftbachstrasse, next to Fried-

At the Hofskapelle (Court Chapel), abrasion of approximately 4 centimeters was measured. The surface of the said stretch was installed about four years ago.

3. Secondary source due to snow removal

The fine material which is produced by the abrasion of spike traffic, by the carry-over from the spike and by driving over unsealed surfaces on the road (1),



Show



Heizung



Lüftung



Solar



Klima



Planung



Sanierung



GATTLEN
GEBÄUDETECHNIK


Ewald Gattlen AG

Wehreyering 45, 3930 Visp

Telefon: 027 946 41 00

info@gattlen.ch, www.gattlen.ch

Energieeffizient und sicher unterwegs mit Gattlen



Summermatter Renato

Maler/Gipser AG

3928 Randa/Zermatt

T +41 27 967 56 73

F +41 27 967 24 33

M +41 79 221 10 71

summermatter.renato@bluewin.ch



is collected during snow removal and stored along the sides of the roads (2). When the snow melts, the collected road debris is mobilized and returns to the road or into the road drainage system (3).

4. Summary assessment

The study revealed that there are three main possible sources of road pollution in Zermatt:

- 1. Carryover of construction dust from the spit (or directly from the construction sites)
- 2. Abrasion of asphalt surfaces due to studded tire traffic
- 3. Abrasion of asphalt surfaces due to horse-drawn carriage traffic

In winter, the first source plays a minor role, as there are no construction sites in operation and therefore no material transfer takes place in the Spiss. The distribution of soil by driving over unsealed surfaces is of lesser importance (except in summer when material is spread directly from the construction sites or the surrounding areas).

excavations).

The main source of road pollution in winter is the abrasion of asphalt pavements caused by traffic with studded tires. The analysis results support this assumption with the detection of bitumen in the analyzed samples.

Abrasion measurements in Sweden recorded a wear of 10 to 12 mm after one winter due to studded tire traffic (W. Peffekoven, 1969). In Munich, a wear of 7 to 10 mm was measured under extreme conditions.

(Schmuck, 1968). A comparable abrasion can be recorded in Zermatt on the Triftbachstrasse (approx. 10 mm/Year). The weight of a passenger car and an electric vehicle is comparable. Peter Schmid confirmed that extreme wear and tear is evident on Triftbachstrasse and pointed out that the wear and tear increases with increasing temperatures.

Snow removal creates a secondary source of road pollution. Snow mixed with road debris is sometimes deposited along the sides of the roads during snow removal. When the snow melts, the road debris mobilizes and returns to the road or enters the road drainage system.

5. Measures to minimize road pollution

Technical, organizational, and additional measures can be taken to minimize road pollution (preventing the production and spread of dust/sludge) . Below is a list of some possible measures.

5.1 Technical measures:

In summer, the spread of construction dust from the Spiss is likely to play a major role. Paving the material transfer area would greatly simplify wet cleaning with appropriately equipped vehicles and increase efficiency (reducing the spread of dust by electric vehicles). In addition, a wheel washing system after the material transfer area could further minimize the spread .

Asphalt abrasion caused by studded tire traffic could be minimized with the correct choice of pavement. Research by W. Peffekoven (1969) demonstrated that the composition of the road surface has a significant influence on road abrasion under studded tire traffic. Limestone should be avoided when selecting chippings . The chippings should be as high as possible. The particle size of the chippings should be as large as possible (9.57 or 12.7 mm). Harder bitumen mixtures offer greater resistance to abrasion. The binder content should be as low as possible.

The choice of the appropriate surface should be considered in detail with an expert, as a surface designed for studded tire traffic can have a negative impact in other areas. For example, an open-pored PA-S surface, which consists essentially only of gravel, may be advantageous against abrasion , but water collects in the pores, leading to icy roads in winter.

In recent years, the Civil Engineering Department has already used a different road surface, which has minimized surface wear.

5.2 Organizational measures:

According to the experience of the Technical Services, some electric vehicles operate with studded tires year-round , even though this is prohibited under Swiss law. Those found guilty of this practice are fined, as in recent years.

5.3 Further measures:

In addition to the measures implemented so far, the excavated material should not fall from the loading area of the electric vehicles during transport. This must be ensured by the transporters with appropriate measures (possibly covering excavated material with high fines to prevent it from being blown away by wind/

Wind; possibly big bags).

For several years now, street cleaning has been supplemented by the use of special trucks (sweepers) . This further counteracts dust pollution. However, the use of these vehicles depends on the outside temperature.

For years, the EWG has been doing everything it can to implement the necessary measures . It is constantly reinventing itself, aware that it cannot meet all the wishes of its residents.

can speak.

Show

PERREN

HOUSETECHNIK AG

Your competent partner
in Zermatt for

Bathroom renovations
Sanitary / Heating
Oil burner service
LPG installations

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

Car rental from CHF 59.-



www.zubi-rent.ch 027 967 10 37



Your online printing company.

Surprisingly cheap.

10% new customer discount.

Discount code: ZERMATTX19

SIMPLONDRUCKAG

Gestaltung | Werbung | Medien

Minimum order value CHF 60.- - Valid for first orders until 31 December 2019



Municipality of Zermatt

Construction periods spring and autumn 2019

The municipal council sets the construction schedule for the current year. Out of consideration for Zermatt's roads and bridges, special transports may not exceed the maximum permissible total weight of 26 tons (vehicle and load).

In accordance with municipal regulations, the use of motor vehicles (trucks, two-axle tractors, and motorized carts), construction machinery, and drilling, blasting, and trenching operations are permitted only during specific periods (construction periods). Helicopter flights are subject to the provisions of federal law and the agreement of April 13, 2004, between the municipality (EWG) and Air Zermatt.

[Permitted construction periods spring 2019](#)

Approved period:
Wednesday, May 1st to Tuesday, May 28th evening
(Early construction site installation on Monday, April 29 and Tuesday, April 30 – special transports in this context require approval)

[Permitted construction periods autumn 2019](#)

Approved period:
Tuesday, October 1 to Thursday, October 31 in the evening (early construction site installation on Monday, September 30 – special transports in this context require approval)

[Uniform operating times](#)

The following standard operating hours apply to motor vehicles, construction machinery, and drilling, blasting, and excavation work: **7:30 a.m. – 12:00 p.m. and 1:00 p.m. – 6:30 p.m.** (Monday – Saturday)

[Closing days 2019](#)

Bridge Ascension Day: Friday, 31 May and Saturday, 1 June
Whit Monday: Monday, 10 June

[Premature and/or extended geothermal drilling](#)

For early and/or extended geothermal drilling, an application must be submitted in advance to the Safety Department.

Data for **approved** early and/or extended geothermal drilling

Approved period spring:
Tuesday, April 23 to Tuesday, April 30 evening
Wednesday, May 29th to Friday, June 14th in the evening
Approved period autumn:
Monday, 16 September to Monday, 30 September evening
Monday, November 4th to Friday, November 15th in the evening

[Time window for special transports 2019](#)

7:30 a.m. – 12:00 p.m. and 1:00 p.m. – 6:30 p.m.
Tuesday, 23 April to Friday, 14 June
Monday, 16 September to Friday, 15 November

6:00 – 7:15 a.m. / 8:45 – 10:45 a.m. and 1:30 – 3:45 p.m.
Monday, 17 June to Friday, 28 June
Monday, 2 September to Friday, 13 September Monday, 18 November to Friday, 29 November

[Restricted periods for journeys with combustion engines](#)

From **January 1 to April 22**, and from **December 1 onward**, **no special permits will** be issued for special transports using vehicles with combustion engines. Exceptions to this are journeys in the public interest or for destinations.

From **1 July to 31 August**, only journeys through Zermatt are permitted for mountain construction sites for public or tourist infrastructure (**6:00 – 7:15 a.m. and 8:45 – 9:15 a.m.**).

[restrictions](#)

1. Motor vehicle traffic / construction machinery
On Saturdays, Sundays, and public holidays, no transport is permitted using vehicles with combustion engines. Excavated material may not be removed on Saturdays—not even by electric vehicles.



In Zermatt, special regulations apply during construction periods.

2. Crane removal in November

The removal of cranes by helicopter in November is permitted on Mondays , Tuesdays, and Wednesdays of the 3rd and 4th weeks of November upon written request .

General provisions

1. Application

Applications for special driving permits (for vehicles with combustion engines or for journeys with trailers) must be submitted in writing (using an online application form) to the Safety Department at least one working day (Monday to Friday) and at least 24 hours before the start of the journey . Applications submitted later will not be processed until the following day.

2. Weight limit

All trucks used require a permit . Excavation material transports and special transports must not exceed the maximum permissible total weight of 26 tons . Three-axle vehicles are permitted up to this weight limit (total weight).

3. Premature site installation

Special transports carried out with trucks and other vehicles with combustion engines as part of the early construction site installation require a permit .

4. Site installation plan

A site installation plan must be submitted to the EEC Construction Department.

5. Blocked days

On these days and on public Sundays and holidays, motor vehicle traffic for construction purposes, the use of construction machinery and the carrying out of drilling, blasting and excavation work are generally prohibited.

6. Speed

The maximum permitted speed in urban areas is 20 km/h for all vehicles.

7. Truck transport goods

Trucks may only transport excavated and demolition material. Where space permits (except on public land), trucks should deliver construction materials , building elements, and components to the construction site from which the excavated material is being transported during the excavation period . A written request must be submitted in advance to the Safety Department for transporting other materials, even during the construction period .

8. Transport tracked vehicles

Crawler vehicles, except those with rubber tracks, may only be transported on low-loading wagons . A written request must be submitted in advance to the EEC Safety Department. Crawler vehicles must always be thoroughly cleaned upon leaving the construction site.

9. Street cleanliness

To prevent contamination of municipal roads and paths, the construction site access road must be paved or concreted. This measure must be carried out to a width appropriate for the vehicles and along the entire length from the road to the construction site (max. 50 meters).

Appropriate measures must be taken to ensure that no dirt gets onto the road when leaving the construction site.

Companies whose construction site exits cause excessive pollution of public roads will be billed to the client for the resulting special expenses based on external rates . The violation of regulations will also be subject to a fine.

In order not to disturb public streets and squares, Vehicles may only be used if they are well maintained and clean.

In special cases, the municipal council may take additional measures require measures.

10. Penal provisions

Violations of the above provisions shall be punished with a fine of between CHF 50 and CHF 5,000, unless the penal provisions of federal or cantonal laws apply.

Information sheet for construction sites

At the EEC, a construction site inspection must be carried out at least 10 working days before the start of construction. Installation plan, which usually contains the following components (if necessary for each implementation stage):

Construction requirement:

- Site plan showing the locations of material and personnel barracks and material depots;
- Location of any crane systems, including details of the swivel ranges; Location of construction site toilets.

Drainage and ditch requests:

- Construction site drainage according to SIA 431;
- Connection and location, time, to the public sewerage or drinking water water supply;
 - Application for excavation in public areas (supply and disposal lines of any kind according to the form "Application for permission to excavate in public road areas". Note: the infiltration areas must be kept free of soil compaction);

In the case of street lighting interruptions and work on them: proof of adequate lighting in the public area.

Construction site traffic requirement:

- Traffic management on public roads, paths and the construction site itself (construction road);
- Location for goods handling and parking area for construction vehicles.

Requirement for use of public land:

Submit the application form, including a scaled site plan, to the Security Department. This also applies to the attachment of installations to public lampposts, traffic signs, or the removal of fences.

For further information, please contact the Construction Department and the Civil Engineering and Safety Departments at 027 966 22 15 or email: bauabteilung@zermatt.ch.

Municipality of Zermatt

«steps4youth» youth training courses

Project management and youth center

In 2019, the Upper Valais Youth Employment Offices will once again be offering various youth training courses called "steps4youth" on the topics of project management and youth meetings. The courses are designed for different age groups and can be attended free of charge throughout Upper Valais.

The two subject areas and the courses in these areas are completely independent of each other and do not build on each other, so that the courses can be attended according to one's own interests and knowledge needs.

Project management

Anyone can realize a project idea, but the "steps4youth" courses provide young people with basic knowledge in project management. Courses in this area are offered for various age groups.

Young people 13 and older can attend the "Xperience," where they gather project ideas and begin planning. Over a half-day, they consider everything from finances, to-do lists, and materials lists to advertising, and plan their project.

The "Project Management" course can be attended from the age of 16. This course also covers collecting ideas, developing a concept , creating a schedule, and how to evaluate an event afterward . This full-day course delves into the ins and outs of project management.

Youth employment centers offer two courses for those 18 and older. The "Finance and Public Relations" course covers finance in detail: what fundraising means, how to create a budget, and how to prepare financial statements. The public relations section provides participants with information on advertising and communications, providing concrete insights into media work.

In the "Project Management" course, participants learn about leadership styles and the distribution of roles within a team, how to make decisions as project managers, and how to maintain high levels of commitment and motivation within the project team.

youth center

In Upper Valais, almost every village has a youth club, youth center , or youth group. Teenagers and young adults of different ages get involved in these centers. To help them work more professionally in a youth center or even lead one, there are also courses for different age groups.

Starting at the age of 13, various youth centers offer the "Basic" course, in which participants learn the basics of designing a youth center, how to visualize their ideas or themes and thus decorate the center accordingly, and how to procure supplies.

The "Project Management" course can be attended from the age of 16. Here, participants plan an event at their meeting place. From brainstorming, to developing a concept, to creating a schedule, to how to evaluate an event afterward , this full-day course delves into the ins and outs of project management.

Participants aged 18 and over are offered a weekend in which they will study the two courses "Tasks and Communication" and "Youth Club (and Support) Management" in depth.

During these two days, participants will learn about the tasks of a volunteer meeting leader, how rules and operating concepts are developed and implemented, how communication with the target group can be conducted and promoted, and how the youth meeting can gain greater acceptance among the population.

Course dates:

The following courses are planned for the first half of 2019. Further course dates will be announced in the fall.

9. 3. 2019	from 16 Project Management 16.–17.3.2019	Zermatt
	from 18 Tasks and Communication	
	Youth club (accompaniment) management	Lötschental
April 6, 2019	from 18 project management	Visp

information

For further information, please contact the youth employment office in your region.

Mattertal Youth Work Center

Head of Department Bianca Ballmann
English Quarter 8
3920 Zermatt

mattertal@jastow.ch
079 303 45 04

All courses and information can also be found on our homepage
www.jastow.ch.



In 2019, youth training courses "steps4youth" can once again be completed at the Upper Valais Youth Employment Offices.

Zermatt Citizens' Community

Modern corporate structure for the Matterhorn Group

As a regionally leading and economically successful hotel and restaurant company, the Matterhorn Group consistently creates added value and aims to make a significant contribution to its customers' Zermatt experience. In the past fiscal year, the Citizens' Assembly set the course for a future-oriented restructuring of the Matterhorn Group.

The Zermatt Civic Community, as a public corporation, pursues an almost exclusively private commercial purpose by operating hotels and restaurants. Since 1996, the hotels, restaurants, and mountain inns of the Zermatt Civic Community have operated externally under the name Matterhorn Group. In addition to the Matterhorn Group, Matterhorn Group Management AG was founded, which is entrusted with the supervision and operational management of the Matterhorn Group. As a result, a complex and at times cumbersome organizational structure has grown over the past decades.

Modern legal structure

In the past financial year, the Citizens' Assembly laid the foundations for a modern and future-oriented restructuring.

On the one hand, it has supported the merger of the Matterhorn Group with Matterhorn Group Management AG and, on the other hand, approved the leasing of the hotels and restaurants to the new Matterhorn Group AG. Accordingly, the property ownership remains with the Burgergemeinde Zermatt, while the operation of the hotels and restaurants is transferred to the

Matterhorn Group, a wholly-owned subsidiary of the Burgergemeinde Zermatt, is outsourced.

By separating real estate ownership from operations, the legal organization was simplified and a clear structure of responsibility and authority was defined. The new organization is also designed to be flexible, allowing for a quick and effective response to future challenges.

Organizational structure adapted

The new Matterhorn Group AG operates primarily in four strategic business areas. In addition to gastronomy and accommodation, the group's core activities also include retail and real estate management.

At the same time as the legal form was changed, the organizational structure within the new stock corporation was also made fit for the future. With this comprehensive restructuring, focused on the strategic business areas, the management is creating the framework for efficient and professional management. The new organizational structure will be implemented step by step over the course of the year.



The new logo for the Matterhorn Group AG is constructed in a constructive and balanced manner, and is dynamic and open.

Commitment to sustainability

The modern legal form and the new structure Construction organization forms the basis for the continuous optimization of the company's competitiveness. In addition, the Matterhorn Group AG is explicitly committed to sustainable development. By defining goals across the entire value chain and implementing them through appropriate measures, the company aims to achieve an improved level of sustainability in economic, ecological, and social areas.

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



Your Walpen family, your Mercedes-Benz partner in Upper Valais

Garage Moderne AG Walpen Visp

www.mercedes-oberwallis.ch

100% handmade in Switzerland - handmade in Ried-Brig



Marcus  Marienfeld AG
fine SWISS eyewear
since 1992

for example
unidirectional full carbon

Visit us at **Oberdorfstrasse 14** in Zermatt

Gornergrat Railway / Matterhorn Gotthard Railway

Traffic reports now also for the GGB

After traffic reports for the MGBahn have been sent automatically by email to registered users since the end of 2015 , this service is now also available for the Gornergrat Bahn (GGB).

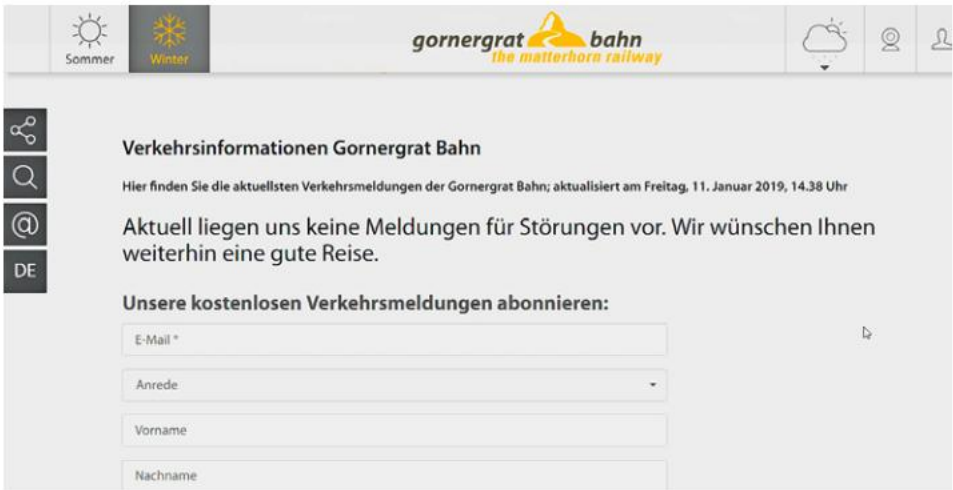
The new traffic reports inform about current route interruptions or Restrictions on the Gornergrat Railway. The information is provided directly in the operating The control center at the GGB station in Zermatt records and informs about any disruptions via email in almost real time.

Anyone interested can register for traffic reports . All that's required is a one-time registration at www.gornergratbahn.ch/verkehrslage.

A confirmation email will then be sent to the specified email address, in which you can complete the registration by clicking on the link contained therein.

The information on current traffic The current situation can also be found on the aforementioned website www.gornergratbahn.ch/verkehrslage. Traffic reports are also posted on the Gornergrat Bahn Twitter channel (<https://twitter.com/Gornergratbahn>).

For reports on the MGBahn, the registration link www.mgbahn.ch/verkehrslage remains unchanged.



The traffic reports provide information in almost real time about any disruptions at the Gornergrat Railway.

Jan Bärwalde, Head of Corporate Communications MGBahn

Show



❖ Sanitärinstallationen

❖ Heizungsinstallationen

❖ Spenglerei

❖ Dacharbeiten


❖ Flachdach

❖ Lüftungen

❖ Reparaturen

❖ 24 h Pikett

Beispiel: 3D-Animation



Neu: Auf Ihren Wunsch 3D-Animation

Ab Sommer 2019
Ausbildungsplätze
Sanitär & Spengler

Fux Josi Haustechnik

Eye 82

3924 St.Niklaus

24h Tel. 0041 27 956 23 22

info@fuxjosi-haustechnik.ch

www.fuxjosi-haustechnik.ch



Now with new TV box!

My world with 1 click.

The new Quickline TV brings television and the world of apps together.

QUICKLINE

valaiscom

Gornergrat Railway / Matterhorn Gotthard Railway

Five questions for...?

1 **What does your job as station manager involve?**
"I'm responsible for safe and punctual train service at the Gornergrat and Riffelberg stations. I'm also the first point of contact for customers, and I check train tickets and ski passes. Since last summer, I've also been working as a dispatcher for the operations control center in Zermatt, monitoring operational traffic."

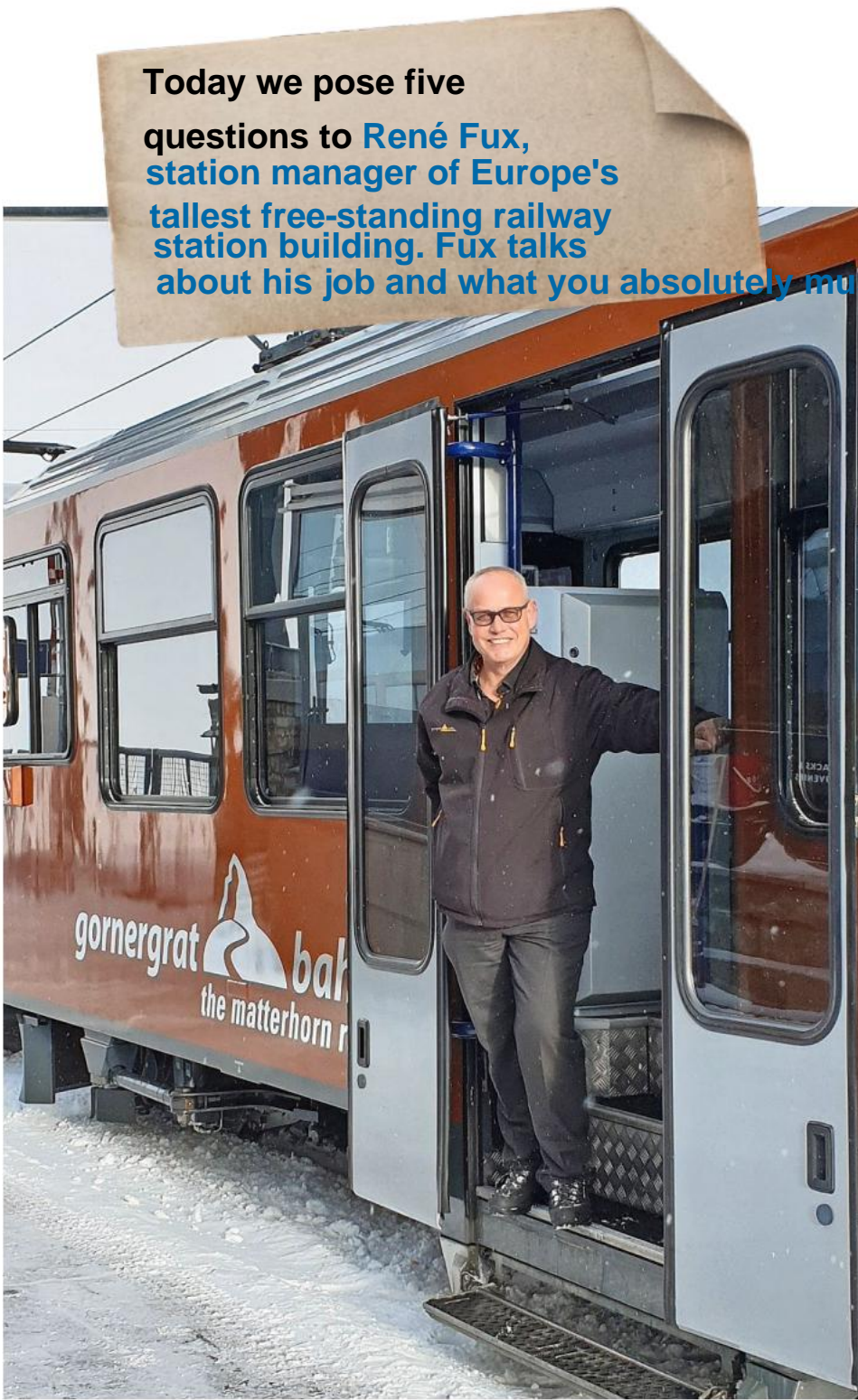
2 **What is special about your job?**
«Having an international clientele is very nice and also very interesting.
I once welcomed a guest whom I knew had been vacationing in Zermatt for many years. I said to him, "It's great to be back with us." The guest smiled broadly and said, "Zermatt is like a virus; once it catches you, it never lets go. The only effective cure is to return to Zermatt." Feedback like this makes me very happy.

The driving duties also vary at each station. Especially in winter, with snowfall, wind, and icy temperatures down to minus 20 degrees Celsius, the work can sometimes be challenging."

3 **What are the next major projects for the Gornergrat Railway?**
"We have two very exciting projects coming up. Firstly, we are purchasing new rolling stock, and secondly, we are introducing a 20-minute frequency on the Gornergrat Railway.
The trains need to run faster, which isn't possible with the 57-year-old vehicles. There are many interest groups with different needs involved in the procurement process.
That doesn't always make it easy, but it's definitely exciting."

4 **Why exactly Zermatt?**
«In my opinion, Zermatt stands out from other tourist destinations.
In winter, there are numerous ski slopes of varying difficulty, while in summer, there are almost unlimited hiking opportunities through a stunning mountain landscape – with views of many four-thousand-meter peaks. And the culinary delights are also worth mentioning: whether high up in the mountains in the various mountain hut restaurants or in the many Michelin-starred restaurants in the village, some of which are world-renowned.

5 **What must everyone visit, see or experience in Zermatt?**
"A trip to the Gornergrat under a full moon followed by an overnight stay at the 3100 Kulmhotel Gornergrat. And if you're an early riser, it's definitely worth watching the sunrise. The Gornergrat Gorge, the first ski run on the freshly groomed slopes, or an aperitif with fondue in an igloo are ideal family outings. Other highlights include a ride on the new tricable gondola and the Five Lakes Hike in the summer and fall months."



Today we pose five questions to René Fux, station manager of Europe's tallest free-standing railway station building. Fux talks about his job and what you absolutely must do in Zermatt.

Show

JULEN

wermi fer chelti

JULEN HEIZÖLE

ZERMATT

027 967 47 47

>Lorem ipsum dolor sit ame. This is ones. Consetetur adipisicing elit, sed diam non diam voluptua. At vero eos et accusam et
Please contact us or visit justo duo dolores et ea rebum. Stet us in the Remax shop in the clita kasd clita et
Viktoria Center in Zermatt

Mario Fuchs
Mario Fuchs T
+41 27 967 08 30
Zermatt, Bahnhofplatz, 4
mario.fuchs@remax.ch
CH-3920 Zermatt, T +41 27 967 08 30

News Top offer

Free text
with text editor
up to three lines

3.5-room attic apartment with fantastic views of the Matterhorn.

STRASSMANN

GEBÄUDEHÜLLE AG

New from spring 2019

Roofing & Waterproofing

Plumbing

Roof windows & skylights

Inspection & Repair

Energy consulting

strassmann-ag.ch

info@strassmann-ag.ch

+41 27 967 04 05

Bruno Strassmann

Zermatt Tourism

Be proud



Dear insiders

We Swiss aren't exactly known as an extroverted people who are publicly proud of our achievements. On the contrary: We always find something that seems better elsewhere. This self-criticism probably has a positive effect in most cases, as it drives us to continually improve. I notice this mentality in our destination as well, often even more so than in the rest of Switzerland. Especially when it comes to tourism topics, we're practically world champions at hiding things. Yet we have every reason to be very proud of our achievements, as hardly any other tourist destination is as successful as we are. This shouldn't lead to arrogance and conceit, and certainly not to passivity. However, it would be nice if more service partners, when speaking about their offerings and our destination, had a sparkle of passion in their eyes and proudly presented the positive aspects.

Sincerely
Daniel Luggen, Spa Director

Advertisement



Determine the comfort of
your second home
from a distance.

MakeHeatSimple.ch





Zermatt Tourism

Guest information: A look at the statistics

They tell guests about the latest offers in the destination, listen to them and help them book tickets.

The Zermatt Tourism counter team experiences a lot in direct contact with guests. A small

Statistics for the past year.

"I'm in Zermatt for a day – what do you recommend I do here?" a guest looks expectantly at the staff at the counter of the Zermatt Tourist Office.

His question is one of the most frequently asked in the ticket hall, says Sylvie Margelist, team leader for guest services. She then clarifies the guest's interests – whether they want to do sports, stay in the village or on the mountain, see the Matterhorn, glaciers, or snow – and then offers them a few suggestions. Usually in English. German speakers often come to Zermatt Tourism with a clear idea of what they want to do. "Then it's more about explaining something specific or issuing a ticket."

27 guests per hour

Are there any funny moments at the counter?

Sylvie Margelist laughs. Her expression suggests that she could write a book about it. Around 117,000 guests a year

2018, she and her team joined the counter. That's an average of 27 guests per hour. Of course, there are the occasional

Another story to make you smile is below.

For example, when a guest at the counter in Zermatt asked how to get to Zermatt. "Sometimes guests have funny ideas about the Matterhorn," says Sylvie Margelist. This is reflected in questions such as: "Is there parking at the Matterhorn?" or "Can I drive up the Matterhorn by car?"

70 written inquiries per day

The international character of the guests is evident not only at the counter, but also in the written inquiries the team handles. The question "How cold does 0 degrees feel?" had even the experienced team pondering. In 2018, they handled

25,000 written inquiries – 70 per day.

The majority of these were by email, but every fifth inquiry came in via the live chat on zermatt.ch. One guest didn't trust the Sa-

che probably wasn't quite sure and asked: "Are you even based in Zermatt, or am I speaking to a call center in India?" Everything in Zermatt is real. 365 days a year, every day from 8 a.m. to 8 p.m. The switch to these extended counter opening hours took place on December 1.

This approach began in 2017 and has proven successful so far. Sales at the counter increased by 65 percent compared to the previous year, and guests responded positively. Despite increasing digitalization, Zermatt Tourism recognizes that personal contact with local specialists is still in demand.

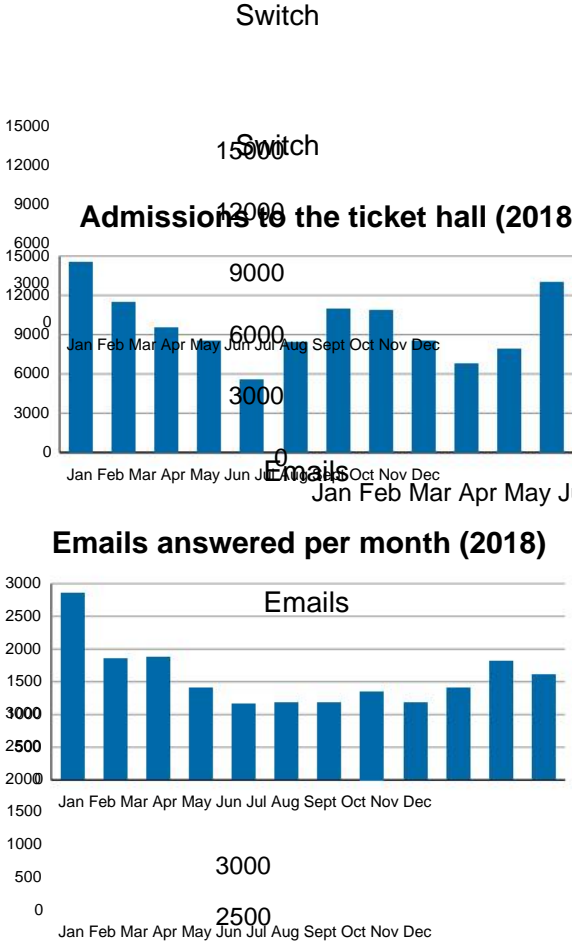
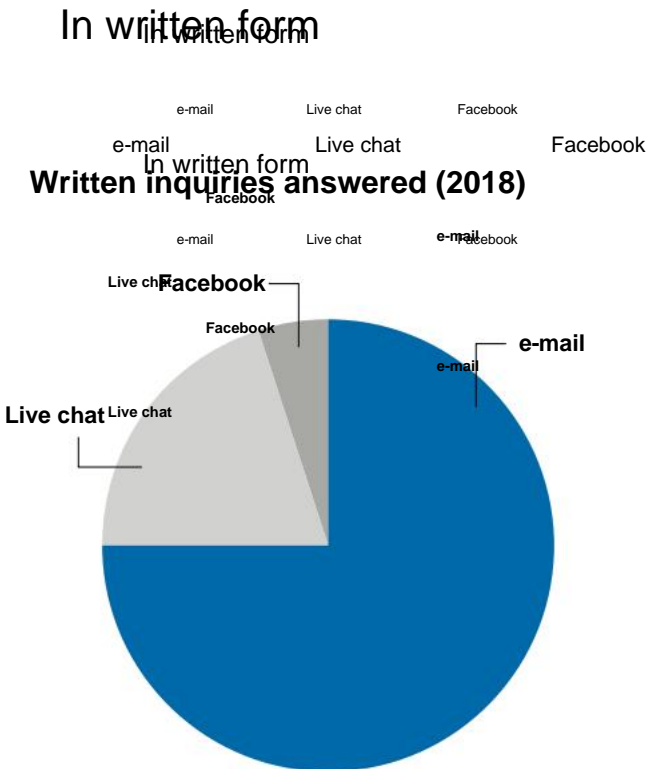
55 days continuously on the phone

If a person were to make all the phone calls from 2018 in one go, they would spend 55 days and nights on the phone nonstop. Zermatt Tourism receives 66 calls per day, with each call lasting an average of 3 minutes 18 seconds. The months of December, January, February, July, and August are the most intense. What you see in the statistics from all channels is what everyone on site felt very clearly: January 2018, with its snowfall, was an exceptional month.

The counter team, like many others in the destination, put in a lot of extra effort. Entry to the counter was 18 percent higher than the previous month, written responses increased by 84 percent, and the number of telephone calls even increased by 127 percent.

A few numbers

	<ul style="list-style-type: none">116,800 entries to the ticket hall in 2018320 guests per day27 guests per hourA guest spends an average of 20 francs for Zermatt offers from
	<ul style="list-style-type: none">25,582 inquiries answered in writing 201870 written answers per day6 written answers per hour
	<ul style="list-style-type: none">23,993 calls in 201866 calls per day5.5 calls per hourA call lasts on average 3 min 18 sIn 2018, the counter staff spent 55 days and nights on the phone (1,320 hours)



Scarf

Email

Electronic billing of tourist taxes

The Zermatt – Matterhorn destination introduced electronic settlement of tourist taxes at the beginning of February 2019. The new system helps accommodation providers save time and serves as a gateway to a wide range of services for guests.

For Bonfire AG project manager Stefan Linder, it was clear from the outset that the electronic registration form could not be a standalone solution; it had to be integrated into the overall system consisting of the CRM (Customer Relationship Management) and the PMS (Property Management System) of Zermatt hotel and vacation rental owners, so that the effort would not increase, but rather decrease. Programming and testing the PMS interfaces took time. Since February 1, 2019, hotels have been successively equipped with the

PMS Reconline or Tomas have been converted to the new reporting system. Users of the PMS Protel will follow in the course of spring. The introduction will take place through an onboarding process, during which the accommodation provider will receive individual and comprehensive training. During programming, special attention was paid to ensuring that the system is very simple and intuitive to use. Zermatt Tourism is responsible for implementation and will contact the affected hotels and holiday apartments.

The introduction will take place towards the end of the winter season, or at the latest by the start of summer. Here, too, landlords will be trained in advance.

to save time

Zermatt's new registration system reduces the administrative burden for hosts and front office staff. They save time – time that



A further step towards digitalization: electronic registration for our guests.

they can instead devote to the guests. The user interface displays information such as the Current arrivals or the current number of guests in the hotel are displayed. The actual overnight stays are automatically transferred electronically to Zermatt Tourism at the end of the month and billed. This simplifies the tourist tax settlement for both parties, and the destination also receives more up-to-date statistics on overnight stays than before. The police also benefit: a special dashboard has been programmed for them so that they can access and check individual registration forms at any time .

The guest in the center

There are also significant improvements for guests. Approximately five days before arrival, the system sends an email with important information about getting to Zermatt, upcoming events, and offers for holidays in the Zermatt – Matterhorn destination. Guests can then complete check-in with just one click. This eliminates the need to fill out a registration form upon arrival, and guests can receive their room key without waiting . Very important: The system was designed to comply with European data protection regulations .

Show

Kaffee Shop Caffe Cervino
Official Service & Sales Partner

thermoplan
Swiss Quality Coffee Equipment



Freshly roasted coffee
Casting coffee machines
Non-binding testing
Fast service
Barista courses
Training





FAIRTRADE
& regional coffee
The Valais Coffee Roaster

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



WAGENBRENNER OLVER
METALWORK - IRON MERCHANT - CONSTRUCTIONS

Metal construction
Lower mats
Spissstrasse 23
3920 Zermatt

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



TAXI BOLERO
ZERMATT
027 967 60 60





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





Electric taxi passenger transport &
New wheelchair transport

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



027 967 60 60
SNOW-CAB

MADE IN ZERMATT
TAXI . SNOW . CAB
027 967 60 66

«Well-integrated employees
are extremely important
for our destination»

A portrait of a middle-aged man with short, grey hair. He is wearing a red, white, and blue checkered button-down shirt. He is looking upwards and to his right with a thoughtful expression. The background is a plain, light-colored wall.

Destination Zermatt – Matterhorn

The most sought-after destination worldwide

The Zermatt – Matterhorn strategy has been revised and relaunched.

Its aim is to provide guidance to service partners and to successfully shape the future of Zermatt – Matterhorn – both the future of the population and the future of tourism development.

The Zermatt – Matterhorn destination is currently very successful. The region is enjoying success; a new record for overnight stays has just been achieved, the tourism offering has won numerous awards at home and abroad, and the destination has received praise from the industry. However, those responsible for the various institutions and service partners are aware that the course for a continued successful future is already being set today. Therefore, the strategy group, consisting of municipalities, railways, commercial and tourism companies, has further developed the existing strategy.

Invest in the offer

The group acts according to the same principles that the Zermatt – Matterhorn destination has already applied in the past to today's strength: Instead of looking for a quick return by selling off property, the hotel has continually invested in its offerings and, together with its staff, has further developed its products, adapted them to international demand, and thus gained the favor of its guests. generations have secured a livelihood and prevented migration to the valley.

New challenges

The service partners share a common vision: to establish Zermatt – Matterhorn as the most sought-after high-alpine tourist destination in the world. They are aware that markets and societies are changing rapidly these days, and that new challenges must be faced due to the complete transparency and flood of information. The loose and organically grown

Structures that make our offerings appear so genuine and authentic are put to the test precisely because the guest does not perceive us as lone warriors: they see and consume the sum of all services that ultimately shape their holiday experience.

Commitment to implementation

The strategy group aims to develop this experience product, which is facing fierce competition, into the most sought-after experience product in the high alpine region, to maintain the current small-scale structures, and to make the places livable for the local population. To achieve this, the members of the strategy group make a commitment to implementing the strategy. This is based on a shared system of values that defines how we interact with one another, but also how we interact with nature, our residents, and our guests.

High quality standards

The stated objective prescribes important virtues such as leadership, innovation, and collaboration. In addition to this groundbreaking foundation, the strategy group considers it important to sharpen the positioning; the quality concept is upheld by positioning the destination succinctly: "We stand for top quality. Our offerings and our hospitality are authentic and unique – like the Matterhorn." Furthermore, the strategy group has set priorities and determined which topics should be put on hold so that the destination can focus on its strengths.

This strategy house shows different floors with the specifically designed rooms. In addition to the strategic foundations such as the vision, mission, and objectives, as well as the value system, the strategy group considered it important to highlight concrete projects divided into three areas of action. These projects ensure that the strategy has a sustainable impact. The entire strategy can be read at www.ztnet.ch/strategie. "Zermatt Inside" also provides regular updates on the status of the projects, and the projects are kept up-to-date online on ZTnet.

