






ZERMATT INSIDE

April 2019, 17th Year, No. 2



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

Municipality of Zermatt  Current hazard zone plans In recent years, the hazard maps for the municipality of Zermatt have been revised and updated. They will now be published on April 5, 2019. Page 6	Zermatt Citizens' Community  Honest cuisine In February 2019, the Michelin Guide Switzerland 2019 The "Alpine Gourmet Prato Borni" at the Zermatterhof around Chef Heinz Rufibach has a Michelin Received a star. Page 14	Zermatt Bergbahnen AG  Green energy The photovoltaic systems at the stations of the Matterhorn glacier ride survived the first winter unscathed. When it was put into operation in autumn 2018, around 40,000 kWh Electricity produced. Page 15	MGBahn  Pay with SwissPass Since the end of February, Cashless payments can be made with the Swiss Pass in the MGBahn and Gornergrat Bahn online shops. Page 17	Zermatt Tourism  Event News Summer Zermatt's event calendar – Matterhorn for the coming Summer offers locals and guests a wide range of sporting and traditional events. Pages 20/21
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Zermatt Bergbahnen AG

Alpine Crossing – A Generational Dream



The future valley station is to be integrated into the natural landscape of Testa Grigia.

The starting signal for the construction of the 3S cable car between Testa Grigia and the Matterhorn glacier paradise has been given.
Construction work began at the beginning of April and if everything goes according to plan, the first

Guests can tackle the highest Alpine crossing by cable car.

After the objection to the Alpine Crossing project by the Swiss Landscape Protection Foundation was resolved and an agreement was signed, the construction project, which is estimated to cost around CHF 30 million to implement, can begin.

Rock stabilization work started
Workers at Gasser Felstechnik AG are already hard at work excavating the platform for the future mountain station and securing it with protective nets against rockfall and snowslides . Following this, the two stations at the Matterhorn Glacier Paradise and Testa Grigia will be built.

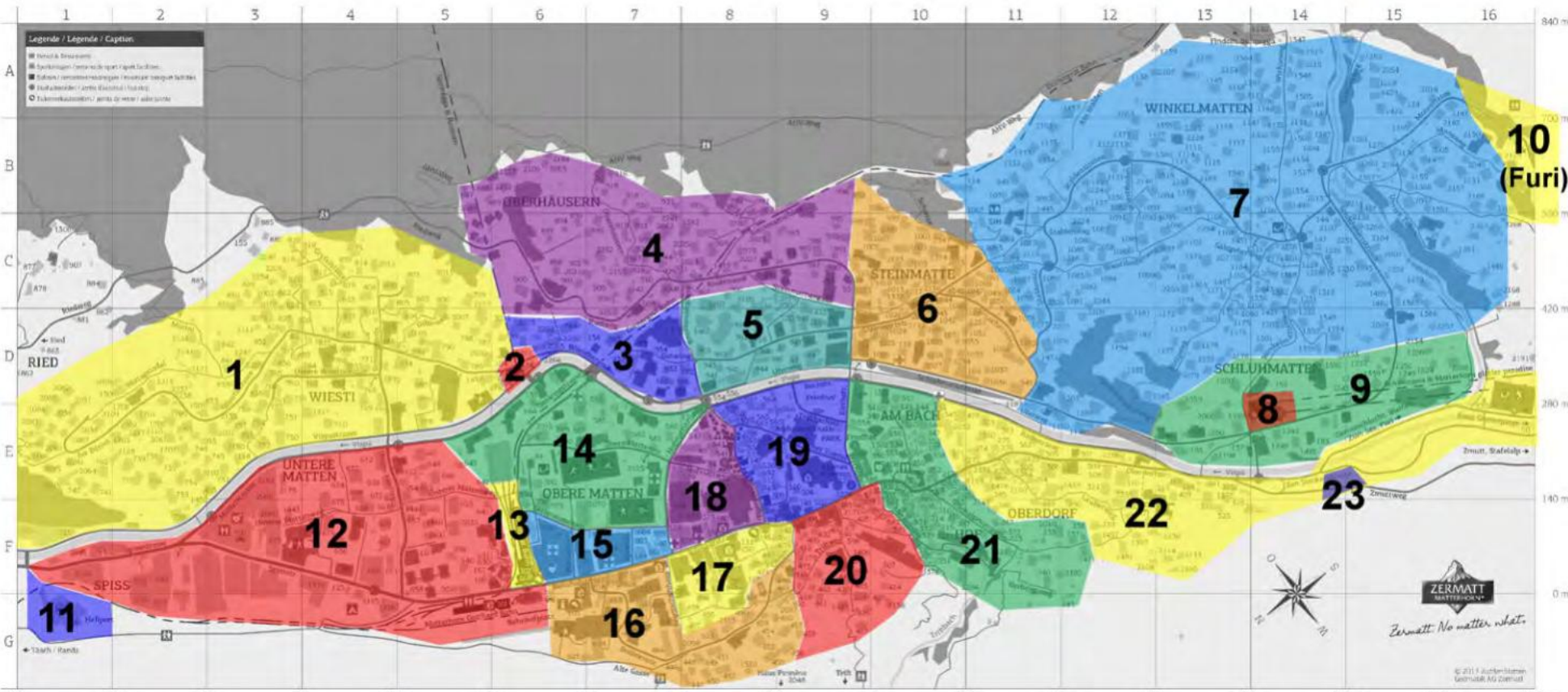
The mountain station will be built directly onto the existing one. The two stations will merge into a single building, continuing the crystalline form and wooden construction concept , and additional photovoltaic systems will be mounted on the facade.

Redesign of the valley station on Testa Grigia The valley station on Testa Grigia is being built directly on the Italian border. Like the other cable car stations, this station will also Station, given its wooden construction, is a warm and modern

At the same time, an architectural competition is being held to redesign the Testa Grigia summit and the existing buildings and better integrate them into the landscape.

Between the two stations, the 3S cable car overcomes a A route of approximately 1.6 km. Since this route is relatively short, no supports are necessary. As with the Matterhorn Glacier Ride, spacious designer cabins from Sigma will transport passengers comfortably to the Matterhorn Glacier Paradise. Crystal Ride cabins will also be in operation on this section, guaranteeing a unique experience thanks to the view through the glass floor.

A Special European Tour:
With the opening of the Alpine Crossing, not only will a generational dream come true, it will also make it possible to comfortably reach the Matterhorn Glacier Paradise from the Italian side on foot. The new cable car connection also offers entirely new possibilities for European travelers . From Milan via Cervinia, the Matterhorn Glacier Paradise, and Zermatt to Paris – a very special European tour.



The collection of private company containers takes place according to different sectors.

Municipality of Zermatt

Waste Regulation – Introduction Coding system and collection label

At its meeting on 12 December 2018, the State Council of the Canton of Valais adopted the revised waste regulations homologated. Since then, the fee tariffs have been adjusted according to the new approaches implemented in the waste regulations.

The introduction of the coding system and the collection label, as well as the removal of private company containers, are still pending . At its meeting on March 7, 2019, the municipal council decided to implement these outstanding issues starting June 1, 2019.

Moving in private containers
There are approximately 100 private containers in use in the village of Zermatt, which must be removed before the coding system is implemented . The removal of these containers will be implemented based on a sector plan and between May 20 and 31, 2019. The individual owners of the private containers will be informed in writing about the exact date.

Anyone wishing to return their company container earlier can coordinate this directly with Schwendimann AG by contacting abfall@zermatt.ch or calling 027 955 20 80.

Introduction of coding system and collection label
From 1 June 2019, all operating containers will be Emptying is recorded using a coding system. This records the container volume, container affiliation, type of waste , and any incorrect disposal. At the same time, the required collection tag for each container and, for municipal waste, the fee seal are registered.

Based on this data, the municipality of Zermatt will then invoice the businesses for the **collection tags and fee seals** used . Specifically, this means:
As of June 1, 2019, it will no longer be necessary to attach a fee seal to the municipal waste container.

Return fee seals
Anyone who still has purchased fee seals after June 1, 2019, can submit them, along with their bank details, to the Finance Department, 2nd floor of the Municipal Hall, between June 17, 2019, and June 28, 2019. The Upper Valais Fee Association will transfer the corresponding refund in the fall.

Overfilled operating containers will be fined
Article 28, paragraph 2 of the Waste Regulations stipulates that overfilled containers may not be left out for emptying (the lid must be closed). Failure to do so will result in a fine and a penalty.

Individual solution with Schwendimann AG
Often, third parties carry out illegal disposal in the company containers provided for emptying. To prevent this, you can order a locking device from Schwendimann AG , which can be attached to the container. This is then carried out by the employees of Schwendimann AG The bin is only opened when it is emptied. This makes it easy to counteract this problem.

Overfilled containers

will be fined –

Lid must be closed.

imprint

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Municipality of Zermatt

The Foreigners Act came into force on 1 January 2019 on the Foreigners and Integration Act

The integration-related amendments to the Foreigners Act came into force on January 1, 2019. The Foreigners Act of December 16, 2005, is now called the Foreigners and Integration Act (AIG).

The associated changes aim, on the one hand, to promote the integration of foreign nationals by removing barriers to integration and, on the other hand, to demand more binding personal responsibility for integration .

The most important changes at a glance
Integration criteria (Art. 58a AIG)

The integration criteria form a central element of the revision and serve to assess the degree of integration. The following criteria, which were previously found in the Ordinance on the Integration of Foreign Nationals (VIntA), are taken into account:

- 1. Respect for public safety and order
- 2. Respect for the values of the Federal Constitution
- 3. Language skills
- 4. Participation in economic life or in the acquisition of education

Family reunification settlement permit C and residence permit B (Art. 43 AIG, Art. 44 AIG)

The AIG tightens the requirements for family reunification for persons with a settlement or residence permit. In addition to the existing requirements (observance of the deadline for family reunification, cohabitation of the family, no grounds for revocation), further requirements have been added.

They must not be dependent on social assistance, meaning they must be financially independent and have sufficient financial resources. The person joining them must not receive supplementary benefits to the old-age, survivors', and disability insurance (ELG) or be required to receive them as a result of their move.

In addition, the spouse who is to join them must be able to communicate in the national language spoken at the place of residence (spoken German language skills at level A1 of the Common European Framework of Reference for Languages).

If this proof cannot be provided, registration for a language training program is sufficient for the issuance of a residence permit . Upon the first renewal, the spouses who have joined the residence permit must then demonstrate that their oral language skills in the national language spoken at their place of residence are at least at level A1 of the Common European Framework of Reference for Languages (Ordinance on Admission, Residence and Employment (VZAE), Art. 73a, Paragraph 2).

Granting of a settlement permit – stricter requirements (Art. 60 VZAE)

From now on, a settlement permit can only be granted if the applicant meets the integration criteria under Article 58a of the AIG. Among other things, applicants must demonstrate German language skills at levels A2 (oral) and A1 (written).

Downgrading (Art. 63 AIG)

The settlement permit C can be revoked and replaced by a residence permit B if the person concerned does not meet the integration criteria, among other things.


After a downgrade, the settlement permit C can be reissued at the earliest after five years if there are no grounds for revocation and the integration criteria are met.

Employment for recognized refugees and temporarily admitted persons

Recognized refugees and temporarily admitted persons can now work throughout Switzerland if the wage and working conditions customary for the location, profession, and industry (Art. 22 AIG) are observed (Art. 85a para. 1 AIG).

The permit requirement and the review of national priority are no longer required. Once the employer has notified them that they are starting a job, they may begin employment.

Show



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Municipality of Zermatt

Empty holiday homes and second homes do not need to be heated



The MakeHeatSimple.ch campaign by EnergieSchweiz aims to promote the remote control of heating systems in non-permanently occupied premises.

Anyone returning to their holiday home or second home after a long absence would like to find the comfortable temperature they are used to if possible.

If the empty apartment is heated throughout, that's certainly the case, but that means wasting energy and money. If the heating was turned down while you were away, it will take several unpleasantly cool hours until the desired room temperature is reached. There's also the risk of frost damage if the heating fails.

There are around 700,000 second homes in Switzerland; in Zermatt alone, there are more than 3,000 homes that are unoccupied for more than 300 days a year – many of which are heated throughout the cold season.

MakeHeatSimple.ch is a campaign by SwissEnergy to promote remote heating controls in non-permanently occupied apartments and second homes. This measure could save up to 220 GWh of energy annually.

The pilot campaign was conducted throughout the canton of Valais by the end of March 2019, with Zermatt actively participating in the program as an Energy City. The campaign will then be expanded to cover the whole of Switzerland over a period of four years .

Energy consumption

Many of the sporadically occupied second homes and vacation homes are heated to more than 18 degrees Celsius throughout the winter season. The federal government wants to put an end to this energy waste.

Modern technology is a great help here. Remote controls can be installed to lower temperatures in unoccupied apartments .



The resident can therefore check the heating before his arrival. Users can set and switch on the desired comfort temperature in their holiday apartment or vacation home . Depending on the manufacturer, the devices can be controlled via SMS, phone, or app. According to the Federal Office of Energy, this could reduce energy consumption by 30 to 60 percent and would be a step in the right direction "to protect the environment without sacrificing comfort."

installation

The installation of a remote control device is recommended not only because of heating energy consumption, but also because of annual savings of 200 to 800 francs for an apartment, and even 500 to 1,300 francs for a single-family home.

The installation costs for a remote control are usually between 500 and 2,500 francs.

MakeHeatSimple.ch guides you step by step through the installation of a remote control for the heating of your second home. With the tools you will quickly receive a proposal for a solution tailored to your situation as well as all the necessary information and contact details of local companies for the Installation.



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Municipality of Zermatt

Playback show – Anniversary show

On Saturday, April 13, 2019, our young artists will be in the spotlight on the tent stage at

Zermatt Unplugged. As every year, JuBla Zermatt and the Mattertal Youth Workplace have once

again organized a fantastic show

with generous support of Zermatt Unplugged.

For the 10th anniversary, the young artists will also present their talent on the large tent stage, where the big stars will also perform in front of an audience during Zermatt Unplugged.

Groups from grades 3H to 11 OS will be there, performing live or with playback. Additionally, several special events have been planned to round out the 2019 playback show. Opening acts will be the band Freitagsauto from Grächen.

Free admission

The doors to this unique show are open to everyone from 11:00 a.m. – you are cordially invited, admission is free. The various groups look forward to welcoming you among the audience.



Show

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Municipality of Zermatt

Information on the public display of danger zones

After the last
Years all hazard maps
on the
Municipal area and
existing
Now that the maps have
been updated, the danger
zones can finally be made
available to the public on
April 5, 2019.

In July 2010, the Valais municipalities were informed by the Council of State that, in application of the Water Management Act of March 15, 2007, a public consultation on the hazard zones must be conducted. This will give the population the opportunity to obtain information on the hazard zones through a regular procedure.
mize and possibly express themselves.

Nature of Hazard Zone Plans – What are hazard zones?

Protection against natural hazards is based on integrated risk management, in which active protective measures (protective structures) are combined with passive ones (spatial planning measures, organizational measures). Legislation privileges passive protective measures (building bans and other restrictions on land ownership), as only these can eliminate the danger to people and property. Hazard zone plans form a crucial basis in this regard, as they represent the legally binding form of hazard maps.

The majority of existing natural hazard maps (avalanches, Floods, rock and block falls) in the municipal area of Zermatt has been in recent years in cooperation with the Cantonal departments and specialized engineering firms have revised and partially rewritten the documents. These now comply with the current federal and cantonal guidelines and recommendations.

A total of four risk levels

These maps and their impacts have been taken into account for years in spatially significant activities (especially construction). Three categories are distinguished: hydrological, geological, and glacial hazards. According to federal recommendations, the individual hazards are divided into four hazard levels: significant, moderate, low, and residual. The hazard levels are defined based on the parameters of intensity and probability of an event.

Building within a danger zone

Every building permit application for a project (building, facility, or modification thereof) located in a naturally endangered area requires a preliminary opinion from the relevant cantonal authorities. Their preliminary opinions, along with any structural restrictions or requirements for the protection of the building, must be considered in the municipal building permit process . The applicant is obligated to plan and implement appropriate protective measures that are accepted by the cantonal authorities . It is then the responsibility of the municipality , as the permit-granting authority, to monitor whether the protective measures have been implemented correctly and completely.



Rockfall nets Turuwang

Overview of the impact of hazard zones on private property

Danger level Impact on construction projects	
Red	In principle, any construction is prohibited unless a positive preliminary opinion for conditional development is given based on an expert opinion of the entire zone.
Blue	Construction is only possible on the basis of a technical expertise that describes the structural measures to reduce the risk and must be submitted by the applicant together with the building application.
Yellow	Construction is possible subject to compliance with the preliminary opinion of the responsible cantonal authority and the individual protective requirements contained therein.
Yellow/White	Construction is possible depending on the building classes according to SIA standards and the settlement density. The protective requirements are specified in the preliminary opinion of the cantonal authorities. In the event of a hydrological hazard, the construction of structures that could impede flow in the residual risk management corridor (e.g., transverse dams) is prohibited.

Exceptions can only be made for buildings and installations that are tied to a specific location and are constructed for the purpose of reducing an existing hazard.

Current status of the procedure

After all the fundamentals of the danger zones were developed and reviewed in recent years , these could now be compiled and the dossier for the danger zones prepared .

The dossier was approved by the municipal council at its meeting on September 20, 2018, and subsequently submitted to the Department of Mobility, Spatial Development and the Environment (DMRU) for review. At the end of February 2019, the DMRU released the documents for public inspection.

Information about the public issue

The Danger Zones dossier will be on public display for 30 days starting April 5, 2019. During the 30-day public display period, the plans and regulations can be viewed at the Department of Public Works.

In addition, the responsible planners will be available to answer questions from the public **on April 24, 2019, in the community center, building department meeting room, 1st basement floor, from 2:00 p.m. to 5:00 p.m.**

Procedure after the public publication

In contrast to spatial planning procedures, the hazard zone plans do not have to be adopted by the primary assembly.

In the event of any objections, the municipality will conduct discussions with the parties together with the engineering firms. The results of the discussions will then be sent directly to the DMRU together with the publication dossiers.

Outlook: Integration of hazard zones into land use planning

Only after their entry into force will the danger zones be incorporated into the municipality's land use plans for indicative purposes and any necessary coordination with the building zones will take place. In addition, the building and zoning regulations will have to be adjusted.



Avalanche barriers Schweifinen

Municipality of Zermatt

Clothing collection for Eastern Europe

Every April and November, the association “Hand in Hand – Your Neighbor” organizes a clothing

collection for Eastern Europe.

This will also be the case in 2019. The clothing collection will take place on April 27 this year.

In many Eastern European countries, many people live at the absolute minimum level of subsistence without being able to rely on any significant government support. We want to support these people with our campaign.

Collection points

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

Saturday, April 27, 2019, at the following locations:

- 8.30 –11.30 a.m.: Entrance to the funicular railway workshop
- 8.30 –11.30 a.m.: Entrance to Winkelmaten Chapel
- 8:30 a.m. – 12:00 p.m. and 1:00 p.m. – 4:30 p.m.: Parish Center Entrance

Furniture and inventory

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

Tax exemption for donations

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

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



In order to support destitute people in Eastern European countries, a clothing collection will be held again this year in April.

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Municipality of Zermatt

Revision of Zermatt’s town planning begins

A revision of the municipal land use plan is intended to further develop Zermatt as a living and economic area.

The local council wants revise the existing principles and adapt them to the latest developments in the community and the new legal requirements.

One focus of the revision is the qualitative development of Zermatt as a living space for the population and as an international tourist destination. In the village of Zermatt, the aim is to preserve and improve the urban qualities : The focus is on good transport connections between neighborhoods, sufficient pedestrian and bicycle paths, attractive open spaces, and a diverse settlement structure. In rural areas, the focus is on high-quality preservation and development: the existing architectural culture is to be preserved; new buildings must be embedded in the diverse natural and cultural landscape.

New legal requirements: The revision is necessary because the municipal land use plan for the municipality of Zermatt must be adapted to the revised Swiss Spatial Planning Act. The Valais cantonal structure plan also contains new requirements for the municipalities. The Grand Council adopted these changes on March 8, 2018, and the federal government is expected to approve them by May 1, 2019. According to these overarching requirements, the municipality of Zermatt must define the settlement area by May 1, 2021. The revised land use plan must be approved by May 1, 2024, at the latest, and the building and zoning regulations must be revised based on the new cantonal building law by January 1, 2025 .

The detailed planning and scheduling procedures are outlined. The substantive development of the local planning revision is being overseen by a municipal spatial planning working group. It includes representatives from politics and administration, as well as a specialist appointed by the municipality. The Zermatt Municipal Council adopts the most important milestones of the revision on an ongoing basis.

Regular public information: The municipality regularly informs the Zermatt community about the current planning status via "Zermatt Inside" and the municipality's website. Detailed information will be presented at two information events, scheduled to begin in 2020. In addition, various municipal contact groups will be involved in the planning process as needed.

Contact person at the municipality

Stefanie Lauber

Head of Construction Department

027 966 22 53

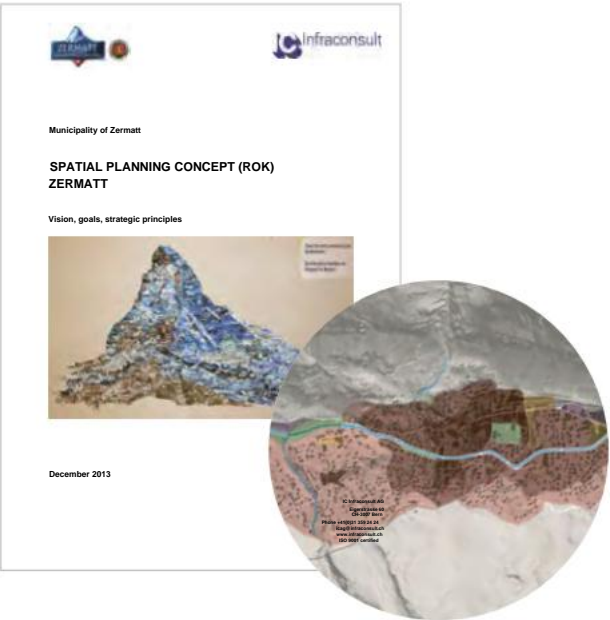
stefanie.lauber@zermatt.net

Draft available by the end of 2020.
The ROK spatial concept from 2013, which contains the long-term objectives of the municipality of Zermatt , will be updated and supplemented with maps. Based on this officially binding document, the land use plan, which is binding on landowners, will then be revised, and the building and zoning regulations will be adjusted where necessary. The public approval process for the local planning revision is scheduled to begin no later than the beginning of 2021. This schedule will enable the municipality to meet the legally prescribed deadlines for the revision.

Spatial Planning Working Group Formed The municipal council awarded the service mandate for the local planning revision to Planax AG in Visp through a tender process . The sub-planner is EBP Schweiz AG in Zurich. At the extraordinary general meeting on February 5, 2019, the two planning offices presented themselves and discussed the content of the

« The focus of the local planning revision
the qualitative development
the municipality of Zermatt.»

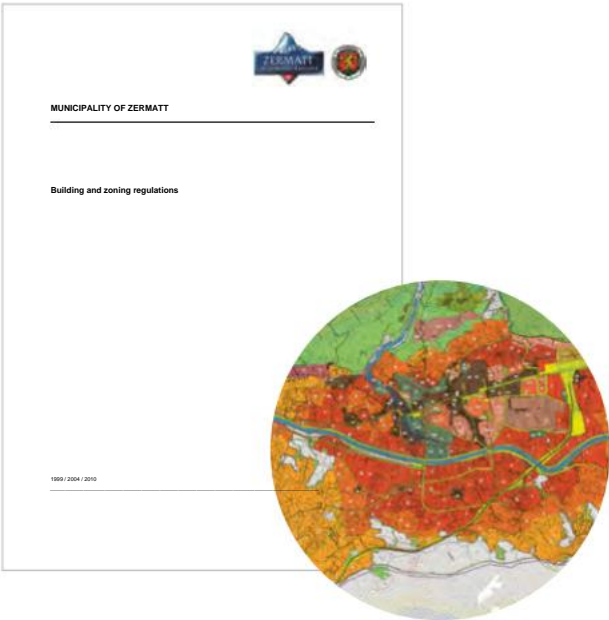
Spatial Planning Concept (ROK)



binding on authorities
Target horizon 15 – 20 years

Revision / draft by the end of 2019 →

Usage plan and Building and zoning regulations



binding on landowners
Planning horizon 10 – 15 years

Draft by the end of 2020 →



Municipality of Zermatt

New offers from the community library

The municipal library in Zermatt has developed positively in recent years. Through renovation and restructuring, the requirements placed on a public library today are now met very well.

Return box

In December 2018, we purchased a return box, which was installed at the back entrance of the community library . This return box offers customers the opportunity to return their borrowed media even outside of opening hours.

Facebook

In addition to our website, we're now also on Facebook. There we inform the public about news and events . Please visit and like our page. You can find us at:

<https://www.facebook.com/gemeindebibliothekzermatt>

Event

We would like to draw your attention to an offer that will soon be available in our library
The Young Mothers' Circle is organizing the following event:

What: Fairytale afternoon
Date: Wednesday, May 1, 2019
Time: 2:00 PM – 4:00 PM
Location. Community Library

With Susanne Stampfli, children can immerse themselves in the world of fairy tales for an afternoon. Participation is free. Register by April 26, 2019, by calling +49 76 400 81 04.

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Municipality of Zermatt

Zermatt Youth Fund – financial support



The Zermatt Youth Fund aims to support clubs, groups, or events that significantly promote the interests of young people. Youths range from preschool children to young adults up to the age of 20.

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

Active assistance

The Youth Fund’s funds are generated through the proceeds of the Folklore Festival. To ensure the smooth running of the Folklore Festival, the organizing committee needs many hard-working volunteers each year. In recent years, JuBla Zermatt has always been the sole youth organization involved, but we have changed this. Now, clubs and groups that have received a contribution from the Youth Fund are also being asked to actively help with the Folklore Festival.

Application review

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

Applications must be submitted by April 23, 2019

Decisions regarding financial support are made in April and November of each year. Applications for the current year can be submitted until April 23, 2019.

Available online

The application form, guidelines and regulations of the Zermatt Youth Fund are available on the website of the municipality of Zermatt <http://gemeinde.zermatt.ch/pdf-dokumente>. If you have any questions, you can also contact the Youth Services Office.

Submission of applications and any questions

All applications must be submitted to the following address:

Bianca Ballmann
Mattertal Youth Work Center
Zermatt, Täsch, Randa
English Quarter 8
3920 Zermatt
mattertal@jastow.ch
Phone: 079 303 45 04

Show

Topic selection – What topics interest you?

Zermatt Inside

What should we report on?

Should a previously published topic be revisited?
Participate actively in the topic selection process now!

We would be happy to receive your feedback
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Municipality of Zermatt

Valais Week Against Racism at Zermatt Primary School

The Integration Office organizes the Valais Week Against Racism every March. This year it is already the 10th edition. The pupils of the primary schule Zermatt have addressed this year's theme "Our values, our roots – what defines your identity?"

On the occasion of the 10th anniversary of the Valais Week Against Racism, the Canton of Valais and its partners want to use the opportunity to reflect on these important issues and exchange ideas.

The search for common values

Valais is characterized by contrasts. A bilingual canton, situated between valleys and mountains, between cities and villages. Strongly connected to its identity and local traditions, Valais is also dynamic, urban, and multicultural. Are there common values that carry Valais beyond this diversity today? If so, which values? To what extent do these values shape our thought and behavior patterns? How can we combat prejudices or advocate for shared values? Who is working on social cohesion? What do I identify with?

Week against racism at Zermatt primary school

The students at Zermatt's primary schools explored precisely these questions under the guidance of the school's social workers. In class, they discussed how exclusion arises, what it feels like, and what can be done about it. They examined their own values and searched for commonalities. In doing so, they made astonishing discoveries. They shared with each other what it was like for them when they first arrived at school and met many children who spoke a different language. They managed to make friends without words. They also discovered that one can feel at home in different places.

One of the tasks for grades 5H through 8H was to find an object they identified with. Many lucky charms, heirlooms, and gifts from special people found their way to school. The students posed for photos with the objects.

The 3H and 4H classes worked together to create a "class house." They brought pictures of what home and being at home meant to them. This resulted in colorful apartments. One value that held a very high priority for all classes and all children was family. No matter where you come from, where you live, or where you go, family is always present.

Exhibition in the Walka schoolhouse

A small photo exhibition was created from the aforementioned work done by the schoolchildren, which can be seen in the entrance area of the Walka school building from April 8 to 12, 2019, during school hours. Everyone is cordially invited.

Perhaps visitors will be encouraged to consider the same questions as the students. What values are important to me? What has special value for me? What parts of me are Valaisan, a musician, Zermatt native, or citizen of the world? Can you tell where a person comes from based on the objects? What differences are there, what similarities? What is important to me in life?

We hope you enjoy!

Municipality of Zermatt / Gornergrat Railway / Matterhorn Gotthard Railway

Transport concept in case of service interruption of the Matterhorn Gotthard Railway

In the winter of 2018/2019, there were two train interruptions during the peak season, which lasted longer than 30 minutes.

Reason enough to implement an extraordinary transport concept during extended service interruptions of the Matterhorn Gotthard Railway (MGBahn) on the Täsch – Zermatt route. The goal is to maintain passenger traffic and transport travelers to and from Zermatt in the best possible way.

For an efficient rail replacement, Large buses on the route Täsch – Zermatt. Disruptions to private traffic as well as to the inner-city

Traffic jams are unavoidable. The assembly points for rail passengers are Täsch station and Zermatt station square.

Here you will find information about the transport tion and connections are output.

Adapted traffic routing

The focus is on the safety of all road users, both pedestrians and drivers. To ensure accident-free traffic, pedestrian and road traffic will be separated wherever possible. For this reason, road closures and diversion measures are unavoidable.

To relieve the Spiss district, the Local traffic via the Untere Matten-

The road is diverted. Vehicles from the Wiesti Bridge heading towards Spiss will be diverted to a roundabout via Matterstrasse and Vispastrasse.

Private traffic traveling from Täsch to Zermatt will be diverted to Vispastrasse at the Spiss Bridge (Imboden Canteen) .

Information and behavior

Instructions from the police, fire brigade and other emergency services must be followed.

The implementation of the traffic plan is in any case an exceptional situation. Waiting times, disruptions, and deviations from regular service may occur.

Firefighters, regional and cantonal police, as well as MGBahn employees on site are

We are striving to make the situation as pleasant as possible for everyone . We also depend on your support.

To ensure that the emergency regime remains in people's minds, we will provide further information as soon as possible and post the process and an overview plan on the Zermatt municipality website .

communication

The Matterhorn Gott- traffic newsletter hard Bahn provides near-real-time information about disruptions, disruptions to rail operations, and alternative travel options. Reports are recorded in the MGBahn operations control center immediately after the event occurs, providing interested customers, tourism partners, and other tourism service providers with first-hand information.

The newsletter «Traffic Situation» contains current rail traffic information and

will be sent by email. If you do not wish to receive all traffic reports, you have the option of restricting one or more sections of the MGBahn route.

ken. News concerning the route to Zermatt will also be disseminated via Zermatt Tourism's channels.

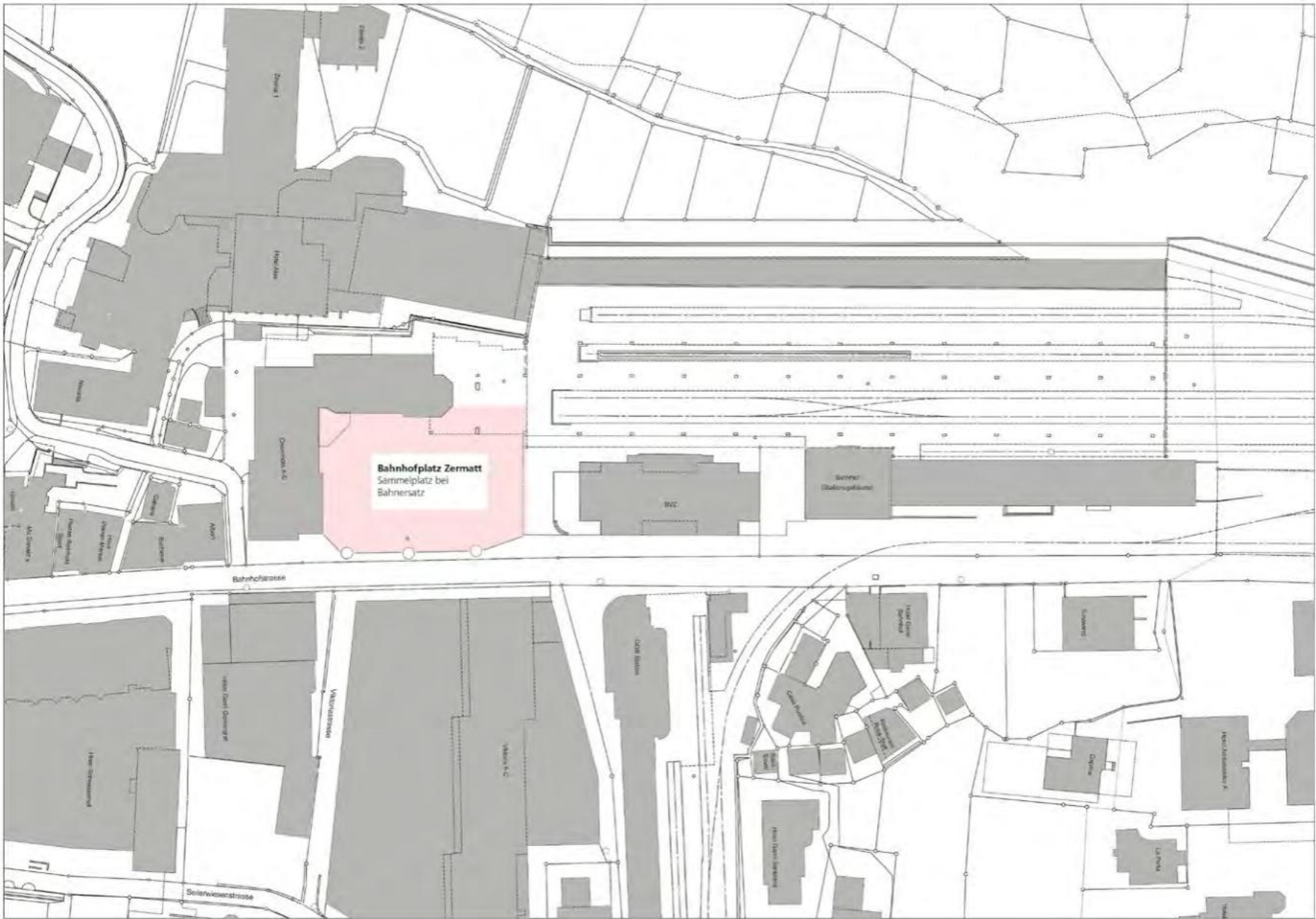
Since the beginning of this year, the Gornergrat Bahn's traffic newsletter has also been available for subscription. Current traffic information can always be found on the MGBahn and Gornergrat Bahn websites under "Traffic Situation". The route information

Breaks will be communicated simultaneously on the websites and in the traffic newsletters.

adorned: www.mgbahn.ch/verkehrslage and www.gornergrat.ch/verkehrslage.

The newsletter is optimized for mobile devices (mobile phones, tablets) and provides information exclusively about traffic reports. Advertising product information will not be sent via this newsletter.

Registration for the free newsletter is recommended for all service providers and private individuals who want to be informed firsthand .



Zermatt Citizens' Community

Heinz Rufibach, head chef at the Zermatterhof, awarded a Michelin star

Five Michelin stars shine in Zermatt in 2019 in the restaurant country-schaft – and Heinz Rufibach, chef at the Grand Hotel Zermatterhof, is now one of the chefs awarded by the Michelin Guide.

Rufibach and the brigade at «Prato Borni» have been putting Valais products into the spotlight for two years with the «Alpine Gourmet» concept. Scene. The 5-star gastronomy in Zermatterhof has now also been awarded 16 points by GaultMillau – and connoisseurs can look forward to fantastic taste experiences with every visit. This culinary

The Michelin Guide testers were also impressed by the restaurant's performance.

Culinary highlights On February 5, Heinz Rufibach received one of the coveted stars at the launch of the new Michelin Guide Switzerland 2019.

At the Alpine Gourmet Prato Borni, the fine dining restaurant in the Zermatterhof, he and his team take guests on culinary

The new Michelin star is also a tribute to the service team led by Peter Zimmermann and Rafael Biner, General Manager of the Grand Hotel Zermatterhof, a great pleasure and further incentive.

If you'd like to experience the excellent cuisine for yourself , you should reserve a table. The Alpine Gourmet Prato Borni is open Thursday through Monday from 7:00 PM to 10:00 PM. You can also discover Prato Borni online in advance: <https://pratoborni>.

zermatterhof.ch.



The 5-star gastronomy at the Zermatterhof around Heinz Rufibach is now also awarded with 16 points awarded by GaultMillau.

«I get from Zermatterhof a playroom, where I can do what I want."

Chef Heinz Rufibach in the «Walliser Boten» of 9 February 2019

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Zermatt Mountain Railways AG

Clean energy thanks to photovoltaic systems

The high-alpine photovoltaic systems at the Matterhorn Glacier Ride stations have survived their first winter of snow, ice, and wind. The vagaries of the weather had no effect on the solar modules, and energy production is running at full speed.

The Matterhorn Glacier Ride cable car project was a challenge in every respect. Not only did the construction of the mountain station pose significant challenges for both manpower and materials, but the entire project was unique, and every stage of the work and every component of the cable car had to be considered in light of the harsh climatic conditions at almost 4,000 meters above sea level.

Additional protection for the systems :

Due to the mountain station's high altitude, measures were taken to provide the best possible protection for the photovoltaic system from the vagaries of the climate. To withstand the strong winds, the mountain station's modules are equipped with more stable and thicker glazing and are secured to the steel substructure with twice the number of screw connections .

More than 200,000 kWh of electricity

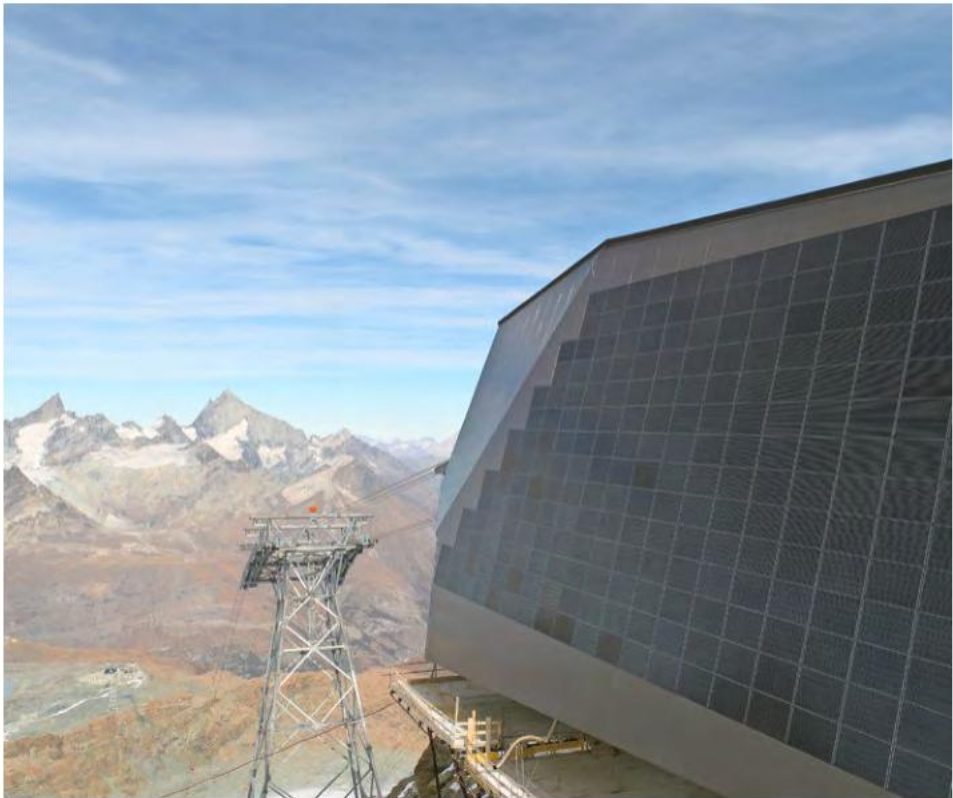
The photovoltaic system at the valley station on Trockener Steg went into operation more than a year ago, on January 30, 2018. Since then, the 485 solar modules covering a total area of 781.4 square meters have captured every ray of sunlight and converted it into renewable energy. Since its commissioning, the system on Trockener Steg alone has produced more than 160,000 kWh of electricity.

The solar modules at the mountain station have been generating green electricity since the inauguration of the Matterhorn Glacier Ride at the end of September 2018. Currently, 280 modules are in operation at the mountain station, covering an area of 451.1 square meters. The solar system is being expanded along with the expansion of the mountain station for the Alpine Crossing. The system has produced around 40,000 kWh of electricity in the six months since it went into operation .

CO2 savings of over 105 tons. The

approximately 200,000 kWh of electricity produced so far by the solar systems are enough to power around 50 households for an entire year. This is in addition to CO2 savings of over 105 tons. In comparison, to emit this amount of CO2, an average car would have to travel 656,000 kilometers.

This corresponds to about 16 laps around the globe. The energy produced by the photovoltaic systems flows directly into the public distribution grid, thus directly supplying the village of Zermatt. Together with the other solar systems in the area and electricity from hydroelectric power plants, around 70% of Zermatt's energy consumption can be covered by renewable sources.



The high-alpine photovoltaic system on the facade of the mountain station.



The photovoltaic system on Trockener Steg has been in operation for more than a year.

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During Zermatt Unplugged for CHF 25.– on the Gornergrat

Enjoy music and the view? There's no better place to do that than at Zermatt Unplugged. Zermatt Unplugged 2019 will take place for the 12th time from April 9 to 13, 2019. During the festival, guests have the opportunity to explore the Gornergrat for CHF 25.

Internationally and nationally known acts and the Singer-songwriters of the future perform. In addition to the wide variety of musical artists, the festival also offers its visitors a picturesque backdrop, views of majestic, snow-capped mountains, a stylish festival grounds, and the Taste Village with its culinary diversity.

To enjoy this unique view of the Matterhorn and the other 28 four-thousanders
Guests of Zermatt Unplugged have the unique opportunity to travel from Zermatt to the Gornergrat and back for CHF 25.–.

This special offer is available exclusively online at www.gornergrat.ch/unplugged19 . Benefit from the Gornergrat discount.
grat Bahn as transport partner of the Zermatt Unplugged Festival.

Special trains during Zermatt Unplugged
With stops at all stations between Zermatt and Brig
Tuesday to Thursday; 11:15 p.m.
Friday and Saturday nights: 12:45 a.m.



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Gornergrat Railway/Matterhorn Gotthard Railway

Pay with SwissPass

The SwissPass can now be used as a means of payment in the online shops of the Matterhorn Gotthard Bahn and the Gornergrat Bahn.

For more than three years now, the SwissPass is used as a data storage device. Tickets can be conveniently referenced to the SwissPass from home. On the Gornergrat Railway, passengers can use their SwissPass directly through the turnstile without queuing or exchanging tickets.

Since the end of February, it has also been possible to pay with the SwissPass in online shops. Simply enter your SwissPass number during the payment process, and the invoice will be sent to you by email. In addition to existing debit and credit cards,

Thanks to the SwissPass, services can be paid by invoice.

Premiere in Switzerland

As the first company in Switzerland, BVZ Holding offers the option of paying with the SwissPass in its online shops. This payment method has been well received by customers, and several transactions have already been made using the new payment method since the end of February.

Together with the public transport companies, MG-Bahn is pursuing the goal of making the SwissPass a central element with further customer added value to equip.

Alipay and WeChat – the mobile payment systems from China – will be introduced as additional payment methods in online shops this spring, specifically for guests from Asia. Thanks to these new payment methods, additional guest segments can be addressed.



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Zermatt Tourism

Back to school



«We are all
face the same challenges.»

Clearly: learning and recognizing new know-how, strategies, trends, and methods . But not only that; thanks to the new network that opens up here, I have the opportunity to look into other industries. This exchange of experiences opens up new perspectives. I realize that we all face the same challenges.

During my training, I'm learning about various tools that can simplify and improve our work. One example: Using the implemented destination CRM (customer loyalty management) and the data it collects, marketing becomes more targeted, guest-focused, and cost-effective. The data we gather not only supports us in marketing , but also in product design, thus making the destination more competitive. Ultimately, we all have one common goal: to establish Zermatt – Matterhorn as the most sought-after high-alpine tourism destination in the world!

Dear insiders

I've been involved in marketing the destination for almost nine years . A lot has happened—keyword: digitalization. Drivers such as the desire for convenience, individualization and personalization, and rising expectations are influencing the behavior of today's consumers. This also applies to our guests.

Digital transformation is changing the world – and with it, destination marketing. It's more important than ever to stay on top of the times.

Since October 2018, I have been completing the Executive Master of Business Administration in Smart Marketing. The focus is

The tools alone don't create added value. Another key factor is each individual employee. It's crucial that their digital skills are strengthened and promoted . Speed and agility are a must these days . At the same time, brand image continues to play a central role. Thanks to digital transformation, processes are automated . This frees up time for us to devote ourselves to what matters most: our guests! Because in the digital world, emotions and personal interaction are more in demand than ever. And who has this better under control than us, the destination's service partners?

See you soon online or offline
Janine Imesch,
Head of Marketing at Zermatt Tourism

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Zermatt Tourism

Perfect by nature: Promotion is underway



The segment promotion for summer and fall 2019 started at the beginning of April. Since more than a third of the guests in the destination are Swiss, the focus is on the Swiss market.

Once again, Zermatt Tourism, the HVZ, the GGB and the ZBAG are joining forces to maximize the Zermatt brand and market the summer season.

The segment promotion focuses primarily on the Swiss market. Germany, the UK, France, the US, and the Nordic countries are also targeted as secondary markets.

Branding Film

To reach the target markets, a branding film was shot, appealing to hikers/ alpinists, Matterhorn visitors, families, and mountain bikers. The footage was shot using a drone, giving the mountain world around the Matterhorn an epic and majestic feel. At the end of the film, the Matterhorn is shown with the fitting slogan "Naturally Perfect."



- Among other things,
following offers:
Traillove Festival in combination with the Enduro World Series
(September 18 to 24)
5 -Lakes Trail
· Sunset Dinner Matterhorn glacier paradise
· Hike Weeks (September 9th to October 13th)
· Bike Weeks (June 15th to 28th)
Findeln Gourmet Pass
Gornergrat Gourmet Ticket
· Ascent of the Breithorn

Advertising for these and many other offers will be distributed on Facebook, Instagram, and YouTube. Some offers will last the entire promotion, while others are time-limited.

“Emotions are a must”

Jasmin Marti, the person responsible for the promotion, says: "We are striving for the most emotional, authentic, and diverse segment promotion possible for summer and fall. We need to convey the messages concisely and succinctly so that the target groups become 'hungry' and want to vacation in Zermatt." The focus is on pre-sales and the less busy periods (June, September, and October).



The segment promotion focuses on the following four target groups: pleasure-oriented hikers/alpinists, nature-oriented mountain bikers, active families, and well-traveled Matterhorn visitors.

"We are striving for the most emotional,
authentic, and diverse segment promotion
possible for summer and fall."

Zermatt Tourism

News from the Event Kitchen

Zermatt – Matterhorn is known for its wide range of events. This year’s summer event season once again boasts new highlights.

Whether sporting, traditional, or world-famous: This summer’s new events are something special. Below are all the major changes affecting events during the 2019 summer season in Zermatt – Matterhorn.



Photo source: Täschalp Music Society

District music festival in Täsch, May 25, 2019

This year, the Täschalp Music Society is responsible for organizing and staging the 71st District Music Festival. Around 700 musicians will participate in the annual gathering of the 16 brass bands from Weissen Zenden (Visp District Music Association) , with an equal number of guests and visitors expected. The festival program begins at 11:00 a.m. and includes a parade featuring all participating bands and concerts in the festival tent. Following the official festival program, entertainment will be provided by the Stermentaler (Alpine dance music) and the GinHouse Band (blues and rock 'n' roll).



Matterhorn: Ladies please! July 19, 2019

The "Matterhorn: Ladies Please!" project demonstrates how effective collaboration with multiple partners can lead to fruitful results. Zermatt Tourism, Zermatters, Mammut, and the Zermatt Open Air Theater are guiding four women, including SRF presenter Judith Wernli, to the Matterhorn and are accompanying them through media and social media channels. Three of the women were selected through a competition – the response to the competition was overwhelming, with 150 creative application videos. To meet the evidently high demand, the Matterhorn climb has been bookable as a package tour on zermatt.ch since March, making it easier to market. Information about the project: www.zermatt.ch/ladiesplease

European Mountain Running Championships, July 7, 2019

For the first time, Zermatt will host the European Mountain Running Championships. They will take place on Sunday, July 7, 2019, following the Gornergrat Zermatt Marathon, with approximately 330 participants from 25 countries expected. The course runs from the bridge to the footbridge on Bahnhofstrasse to Zen Stecken and high over the Riffelalp to Riffelberg. The event will impact the Gornergrat Zermatt Marathon, which takes place on the same weekend but on Saturday: A larger marquee is needed, so it will be relocated from Bahnhofplatz to Obere Matten. In addition to additional overnight accommodation, both events will also generate increased media interest.



Photo source: European Mountain Running Championships 2019

How do accommodation providers benefit from the many events in Zermatt – Matterhorn?

The goal of events is to attract additional guests to Zermatt – Matterhorn. As an accommodation provider, you, of course, benefit most when guests stay overnight at your hotel. To ensure this success, Zermatt Tourism provides you with ready-made packages in three languages. All you need to do is generate your personal package link at www.ztnet.ch/pauschalen and send this link to your guests, for example, with your next newsletter. Your guests can then book the Folklore Festival package, which includes the services of the Folklore Festival as well as overnight stays at your hotel. At www.ztnet.ch/eventkommunikation you will also find ready-made texts, images, and booking links so you can promote an event through your channels.

If you have any questions or need help generating the package link, please contact marketing@zermatt.ch. Incidentally, this entire block describes the much-vaunted term "commercialization of events."

«Events aim to
additional guests after
Zermatt – Matterhorn to lure.»



Photo source: Pascal Gertschen

Shepherd's Festival, September 8, 2019

The Shepherd's Festival will be sporting a new look in 2019. Zen Stecken will serve as the new venue . This will bring the Shepherd's Festival closer to the guests and make it more accessible. The potential offered by the event through tradition, down-to-earthness, local color, and cuteness will be even more fully utilized. This year, additional offerings – particularly the Coop Family Hike on the Saturday before the Shepherd's Festival – will round out the family weekend, making it a bookable weekend for the event as well.



Photo source: Pascal Gertschen

TrailloveDerby, 18.-21. September 2019

The Traillove Derby is a format that allows participants from all over the world to experience the diverse biking opportunities offered by the Zermatt-Matterhorn destination in a fun and engaging way. Over three days, teams of two tackle various challenges and explore the trail highlights and hidden corners at the foot of the Matterhorn. Zermatt culinary delights, special evening programs, and a relaxed get-together are not to be missed. Thanks to an all-inclusive package, the derby teams can concentrate fully on biking. All overnight stays will take place in Zermatt-Matterhorn. 100 participants, each competing in teams of two, are permitted for this fall's event. As this is the first edition, at least 20 percent of the participants are expected to be media teams and influencers.

Chasing Cancellara, September 19, 2019

On September 19, 2019, cyclists have the chance to compete against Olympic champion Fabian Cancellara. Who will manage to overtake the champion or beat his time on the route from Zurich to Zermatt ? You can participate alone or in teams of two.

The event is linked to the Traillove Festival to further boost the number of visitors and utilize shared infrastructure. By holding the race on a Thursday, many cyclists and spectators will hopefully spend a long weekend in Zermatt.



Photo source: Chasing Cancellara

Enduro World Series finals, September 18–22, 2019

In 2019 and 2020, Zermatt will host the Enduro World Series (EWS) mountain bike championship, bringing the Enduro World Cup to Switzerland for the first time. The championship consists of eight stages spread across the globe and runs from the end of March to the end of September 2019. Zermatt will have the honor of hosting the final stage and thus the awards ceremony. The EWS serves as an international communications beacon for the Traillove Festival and the Zermatt-Matterhorn bike destination, helping to attract spectators and media. Attractive packages will also be offered to market the weekend surrounding the EWS and the Traillove Festival and, ideally, extend it.

Both the EWS and the Traillove Derby and Chasing Cancellara take place as part of the Traillove Festival – a festival that is being held for the second time this year.



Photo source: Traillove

Zermatt Tourism

«150,000 followers are not good per se»

What's the deal with Instagram and influencers? How can a company use Instagram profitably and how can it successfully collaborate with influencers? Sylvia Michel, a successful Instagram account owner, shares her insights.

Instagram is a social network where images and videos are published. These shared contents receive likes or comments, thereby generating reach.

The term "influencer" has negative connotations, which is why Sylvia Michel prefers to describe herself as a photographer with a wide reach. Nevertheless, influencers can be profitable for companies.

Sylvia, who is Instagram useful for?
"Instagram makes sense when you have a product that can be visually realized. For example, a baker can showcase his chocolate Matterhörli or a hotelier can

Whirlpool with a view of the Matterhorn.»

What do you recommend to people who can't take professional photographs?
"The photo doesn't have to be perfect; above all, it has to be authentic. For example, I can take a picture of climbers with a mountain guide's bread. That looks authentic and will be perceived that way by my followers."

What is your secret tip for success on Instagram?
"You have to post content regularly, be patient, and invest time. It's important to be able to stand behind your content."

Why use #?
"Hashtags are used to be found—a kind of search function. Hashtags that aren't used by millions of other users are useful. For example, in Zermatt, the following hashtags can be used: #zermatt #matterhorn and #inlovewithswitzerland."

Instagram Stories is a feature that allows you to create short stories that automatically disappear 24 hours after publication. A story can contain photos or videos. How do you handle this?

"I recommend creating stories that are both creative and emotional, yet also contain movement. For example, a hotel could create a behind-the-scenes story about the aperitif preparation in the kitchen or the roasting of the perfect cordon bleu."

Many hotels in Zermatt receive inquiries from so-called influencers. What is an influencer?
"An influencer spreads word of mouth electronically. For example, I can post a picture of the Matterhorn and tag Zermatt Tourism. My followers will see this picture , they'll like and comment on it, and maybe even plan a vacation in Zermatt."

How do you know if an influencer is suitable for your company?
"There's the website Likeometer for that. It's a free and simple tool. So if you receive a request from an influencer , you can check their content. For example, it's not necessarily a positive sign if an influencer has tens of thousands of followers. These can be purchased. Here's how:

- Register at www.likeometer.co
- Enter the influencer's name
- Set for 1 month (this is the best way to track long-term development)
- Check the change in the number of followers (should not show too strong fluctuations – otherwise there is a risk of fake followers)
- Check engagement rate

It is also very important that as a company you are familiar with the can identify the work of an influencer – that is, both sides fit together.»



What kind of relationship does a company have with an influencer?
"If you invite an influencer, you should give them freedom and not give them specific instructions—according to the motto: don't control, but request. For example, you can request a minimum of one post per day. I'm also happy to meet for coffee and have a personal exchange. This exchange definitely makes sense in the long term. For me, a basic level of trust on both sides is crucial . After the departure, insights into the posts can be requested.

These provide information about the nationality, age, gender, and other demographic characteristics of the followers who responded to the post.



Sylvia Michel has held approximately 20 jobs throughout her life—including journalist, DJ, and coach. She is a freelance photographer and works with tourism destinations and hotels.

She regularly posts her pictures on Instagram and Facebook, where they receive many likes and are widely shared.

Sylvia runs two Instagram accounts – one for herself (85,500 followers) and one for her dog (109,000 followers).

Instagram	@Michelphotography_ch	@rastawhiteshepherd
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Zermatt Tourism

365 days a year in the fresh air



Photo source: Pascal Gertschen

How will the destination's outdoor offerings develop in the coming years? The destination strategy addresses this question and establishes guidelines. Now comes implementation.

The destination strategy has been launched – now it's time to implement it. In the latest issue of "Zermatt Inside", Mario Fuchs gave an interview about the Strategic project "Living and Working Conditions". This time, we'll take a closer look at another of the eleven strategic projects, namely "Outdoor Activities 365 Days". Daniel Luggen is responsible for the project.

Relax and unwind

The mission of the destination strategy states: "Through unforgettable experiences, a wide variety of alpine sports activities, and culinary delights in our authentic location, our guests relax and unwind 365 days a year in a customer-oriented environment." To achieve this, the appropriate infrastructure and the right offerings are needed. "In some areas, Zermatt – Matterhorn is top-notch, for example, in skiing," notes Daniel Luggen. "In other areas, however, we are at the beginning of product development, such as biking." Therefore, it is important to create new offerings and further develop existing ones.

Be open to new things

As the saying goes: The future will come by itself, progress won't. Therefore, the destination aims to be open to new things and demonstrate innovation and a pioneering spirit in developing its offerings. The focus is on 365-day offerings for all generations. To achieve these goals, the strategy outlines eight subprojects, which are listed below.



Photo source: Pascal Gertschen

Hiking and mountaineering Zermatt – Matterhorn, with its 38 four-thousand-meter peaks and over 400 kilometers of hiking trails, is perceived as a true paradise. This offer is presented and can be booked online.

Bike Zermatt – Matterhorn offers a top-notch biking program and is one of the industry leaders. Bikers and hikers live harmoniously together – where this isn't possible, a spatial separation is sought.

Other summer activities such as golf, helicopter flights, climbing, shopping, summer skiing, and the fun park round out our summer offerings and will continue to be maintained and expanded.

Events Existing events such as Zermatt Unplugged, Zermatt Music Festival & Academy, Taste of Zermatt, Traillove, the open-air festival, the Matterhorn Ultraks, Zermatt Marathon and new events form an important part of our 365-day offering.

Funventure The soft adventure offering for families is bundled and marketed under the brand "Funventure" (target group 9 to 99 years).

Bad weather attractions and animation

The existing bad weather offers are diverse and should be further expanded, maintained and marketed even better in the future.

Skiing in the high alpine region, complemented by outstanding cuisine, continues to enjoy the highest priority within the destination. Skiing is and remains the heart of the tourist

Portfolios. New and innovative offerings aligned with sustainable developments further reinforce this core element of Zermatt's success. Zermatt stands for "Number one for skiing in the world."

Additional winter activities such as ice climbing, cross-country skiing, sledding, snowshoeing and winter hiking complement the skiing offer and are optimised, offered and communicated in a satisfactory quality.

Interested in getting involved?

Daniel Luggen is full of enthusiasm for the future: "We are tackling the development of infrastructure and services with courage, innovation, a pioneering spirit, and enthusiasm. And we are doing this together. We are involving our service partners and residents and, with a long-term perspective, giving them faith in a successful future." Are you also interested in participating in a project group and thus influencing the future of the above-mentioned services? Then contact us at direktion@zermatt.ch.



24 actors will be on stage at Riffelberg in summer 2019.

Image: z-arts.ch

Destination Zermatt – Matterhorn

Open-air plays start their third round

“MATTERHORN: NO LADIES PLEASE!” is the name of the new play that will be performed this summer as an open-air theater on the Riffelberg. Livia Anne Richard is once again the writer and director. Locals benefit from discounted tickets.

Livia Anne Richard is no stranger to Zermatt. In 2015 and 2017, the director and author staged "The Matterhorn Story" and "Romeo and Juliet on the Gornergrat" on the Riffelberg. The two plays attracted over 40,000 people.

captivated. The mighty and dominating Matterhorn is always in view during the performances. This summer's play is about the first woman to climb the mountain of mountains.

«MATTERHORN: NO LADIES PLEASE!»

The year is 1871, a time when female mountaineering is frowned upon. Englishwoman Lucy Walker defies social conventions and becomes the first woman in the world to reach the summit of the Matterhorn. She is admired by Lina, a young woman from Zermatt, whose life seems predestined simply because she is "a woman." The result is a gripping story that puts women at the center and, not without a wink, addresses a highly topical issue: What is the current state of gender equality, and what can we learn from the past in this regard?

The Solothurn native is one of the most internationally successful representatives of her field. Appearances on TV shows (including those with Stefan Raab) have made her known far beyond her borders.

Multilingualism

As with "The Matterhorn Story" in 2015, the theater is multilingual. The play is spoken in Valais German, English, and High German – even if you only understand one of the languages, you can still follow the play. This appeals to both local and international audiences. The dialect version was written by Klaus Julen and Hanspeter Perren, two Zermatt natives . Audio guides are available for French-speaking guests . These guide you through the play using spoken scene descriptions.

Helpers wanted

Who would like to immerse themselves in the world of Alpine theater this summer ? We are looking for volunteers to distribute tickets, look after guests, or perform general tasks. Volunteers will be compensated. Those who want to participate must commit to attending for twelve days between the beginning of July and the end of August. Requirements include existing accommodation in Zermatt and being at least 16 years old. Information: fiona.

isler@4478events.ch, 027 967 69 37.

Discounted tickets for locals

Locals from Randa, Täsch, and Zermatt can enjoy the theater performances on the Gornergrat at a special price. Those interested can purchase Classic category tickets with a 20 percent discount. Tickets cost only CHF 75 instead of CHF 94. Tickets can be purchased at the Zermatt Tourism counter upon presentation of the blue card.

Facts about the 2019 Open Air Theater

- Performance dates: July 11 to September 1, 2019
 - Performances from Thursday to Saturday at 7.30 pm and on Sunday at 3 pm
 - Prices: Classic CHF 94.–, Premium CHF 124.– (Seats in the front rows, including program booklet)
 - Performances on the Riffelberg, at 2,600 m
 - Number of seats: 700
 - Food and drinks on site
- Prices include a return train ride to Riffelberg. So nothing stands in the way of a trip that combines nature and theater. More information: www.freilichtspielezermatt.ch

Participating artists

Corinne Thalmann plays the role of Lucy Walker. The Bernese studied at the Berlin Drama School and has performed in various productions in Berlin, as well as four times at the Theater Gurtel. The Zermatt native Tina Müller, who participated in the open-air performances in 2015 and 2017 , plays the role of Lina. Numerous other Zermatt amateur actors, as well as theater enthusiasts from the Nikolai and Rhône Valleys, as well as Bern and the surrounding area, also participate. A total of 24 actors are on stage. The live music during the performance is provided by alphorn player Eliana Burki.