






# ZERMATT INSIDE

June 2019, 17th Year, No. 3



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

<b>Municipality of Zermatt</b>  <b>FC Zermatt celebrates</b> The club was founded 25 years ago with the aim of providing meaningful leisure activities and promoting the integration of different cultures and languages. <b>Page 7</b>	<b>Zermatt Citizens' Community</b>  <b>Cow alp Stafelalp</b> The lower Stafelalp is the only Zermatt cow alp with a dairy that has been continuously grazed to this day. The cattle are rounded up again around mid-June. <b>Page 11</b>	<b>Zermatt Bergbahnen AG</b>  <b>Project IGLUNA</b> Is life on the moon possible? Twenty student teams from across Europe are currently asking this question. Prototypes are being tested on the Klein Matterhorn. <b>Page 12</b>	<b>Zermatt Tourism</b>  <b>Zermatt Strategy</b> About a year after the presentation, the strategy group met in spring 2019 to report and define the next steps. <b>Pages 14</b>	<b>MGBahn</b>  <b>Matterhorn Ladies</b> A pop-up exhibition at the Shelter telling the story of 14 women who wrote their own adventures on the Matterhorn. <b>Page 20</b>
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Zermatt Tourism

## Matterhorn App puts on its summer dress

The Matterhorn app has accompanied countless people through the winter. It has shown guests which slopes are open, whether the sun is shining, and what events are coming up. The app is also boasting new features in the summer.



- 1. Hikes can using detailed views and detailed descriptions can be planned.
  - 2. If you purchase your ski pass or peak pass through the app, you will receive a five percent discount.
  - 3. The Panorama Map Summer provides a comprehensive overview of the destination.
- Photos Zermatt Tourism

The summer dress suits the Matterhorn app perfectly. With the help of new features, even more is now possible. Whether bikers, hikers, Matterhorn visitors, or families, the app has something for everyone. Andreas Mazzone , Project Manager at Bonfire AG, emphasizes: "We are constantly working on optimizing and improving the Matterhorn app to continue creating added value. With the summer version We have taken another step towards achieving this goal. We would like to thank everyone who contributed to its realization."

The most important changes for the summer are listed below.

### Tickets for everyone

The Matterhorn app shop is getting an upgrade, offering even more tickets. These include:

- Peak Pass
- Single tickets (e.g. Zermatt to Furi)
- Summer ski pass
- Bike pass ÿ bookable from mid-June
- Combination tickets (e.g. 5-Lakes Trail) ÿ bookable from mid-June
- Peak2Peak / Gornergrat tour ÿ bookable from the end of June

If the ticket is purchased in the app store, the guest benefits from a five percent discount.

### Panoramic map: Zermatt – Matterhorn at a glance

The Summer Panorama Map replaces the piste map. It shows the entire Zermatt – Matterhorn destination. This not only provides a quick overview but also allows for efficient daily or weekly vacation planning.

The panoramic map makes it even easier to plan hikes and biking adventures. It provides an overview of all biking and hiking trails, indicating whether they are open, under development, or closed.

### Next milestones

The Matterhorn app is already ready to launch with a whole range of new features. The most important ones are listed below:

#### 1. App Shop: Experience Tickets

In addition to the cable car tickets, various adventure tickets will be available. For example, kickbike or mountain cart adventures can now be conveniently booked via the app.

#### 2. New language: French

The app currently offers German and English. French is now added as a third language.

#### 3. New timetable: E-bus

When does the next e-bus depart for Sunnegga? The Matterhorn app will soon answer this question with an integrated e-bus timetable.

#### 4. New train tickets: SBB

Soon, it will be possible to book not only train routes from or to Zermatt , but also throughout Switzerland. For example, the Matterhorn app allows booking the route from Lucerne to Lausanne. The app also offers saver tickets, saver day passes, dog and bicycle tickets. You can choose between first and second class.

This means nothing stands in the way of smooth and efficient planning of your train journey.

#### 5. Gornergratbahn and Shuttle Täsch: Tickets available

Tickets for the Gornergrat Railway and the Täsch-Zermatt shuttle will soon be available for booking via the app. This allows you to book everything on one ticket, eliminating the need to visit the ticket counter.

In addition to the upcoming innovations, the Matterhorn app is characterized by constantly updated content. Daniela Neuhaus, app manager, emphasizes: "The app is always worth a visit, as there is a constant stream of new, interesting, and above all, personalized content, such as the Friday Facts, the Valais German quiz, or the People Stories. There's definitely something for everyone."



Municipality of Zermatt

# Project «Upgrading the glacier foreland Gant» goes into implementation

The ecological improvement measures in the Gant glacier foreland, which serve as compensation for the impacts of the Riffelberg Trail bike route and FIS piste projects on habitats worthy of protection, can be implemented this summer.



«With the project 'Upgrading the glacier foreland Gant» is dedicated to the natural and landscape area something back and thus serves the entire destination»



and renatured, the networking of wetlands improved and the water supply to the Grünsee optimized .

## Community

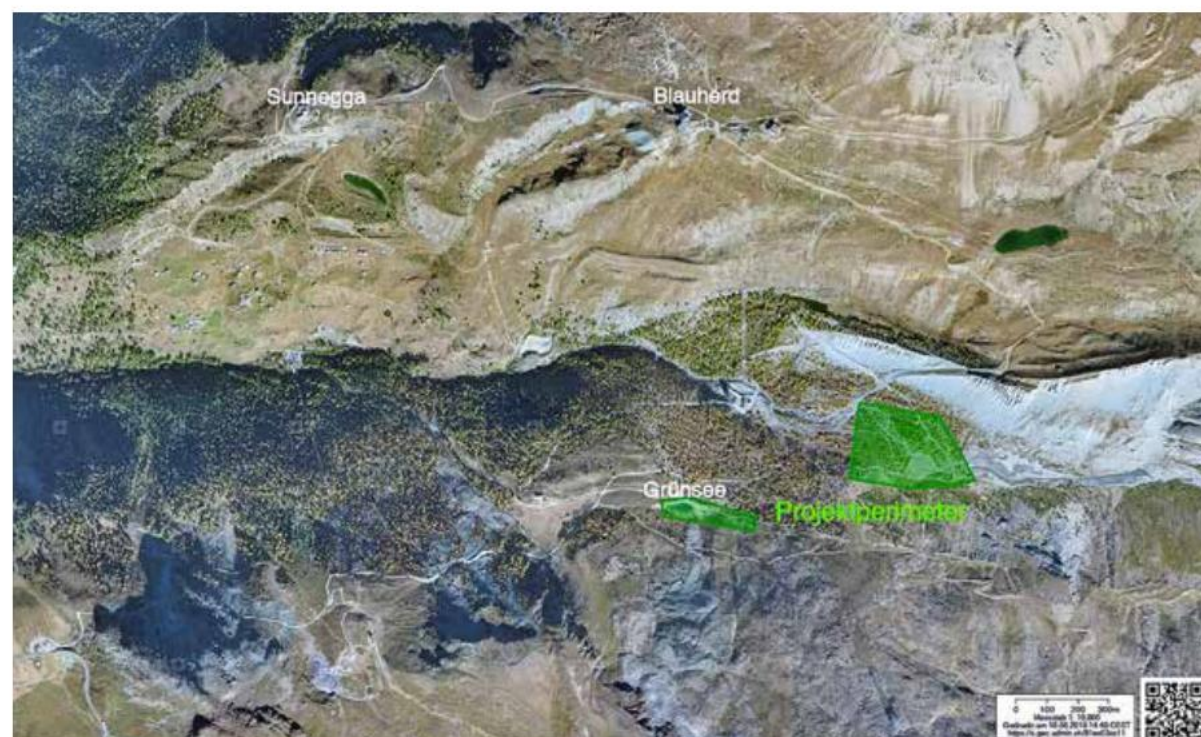
A large portion of the improvement measures serve to compensate for the impacts on protected habitats caused by the "Riffelberg Trail Bike Route" and "FIS Piste" projects. The measures are therefore being implemented in close cooperation between the municipality and the ZBAG (Swiss Federal Agency for Spatial Planning and Alpine Management). PLAN A+ AG – Office for Spatial Planning and Alpine Management – and Forum Umwelt AG are closely monitoring the implementation of the measures.

The corresponding implementation planning is currently underway .  
Work is expected to begin in July 2019. However, this depends heavily  
on snowmelt.

During the work, there may be restrictions on the Grindjesee – Gant – Grünsee hiking trail due to construction machinery . We ask the public and visitors to follow the local construction site signs .

## Goal

The project will give something back to the unique natural and landscape area around Zermatt and thus benefit the entire destination.



## Show

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Rachel Harnisch, Ton Koopman,  
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Christian Zacharias  
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Municipality of Zermatt

# «D niww Walka»

## Public information events

Zermatt is planning a new school building. A new building will replace the old Walka school building. A ballot vote on the commitment credit will take place on August 25, 2019.

We cordially invite you to attend one of the two public information events. We would be happy to inform you about the project, the planned schedule, and the costs.

The events will take place in the Walka gymnasium:  
**Tuesday, June 18, 2019 — 6:30 p.m.**  
**Wednesday, August 7, 2019 — 2:00 PM**

We look forward to your participation.  
Zermatt Municipal Council

Further information from 18 June 2019 at  
[www.niww-walka.ch](http://www.niww-walka.ch)



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Further

# Invitation to the Annual General Meeting

Tuesday, 11 June 2019, 6:00 PM, at the Zermatt Fire Station, Spissstrasse 37

- Agenda items**
- 1. Greetings and formalities
  - 2. Minutes of the extraordinary general meeting of 5 February 2019
  - 3. Administrative Account 2018
    - 3.1 Presentation of the results
    - 3.2 Report of the auditor 3.3 Approval
  - 4. Täsch–Zermatt road, achieving better winter safety – information

5. Miscellaneous

The documents for agenda items 2-3 are available online at [www.gemeinde.zermatt.ch/pdf](http://www.gemeinde.zermatt.ch/pdf) and are available at the municipal administration, Finance Department, 1st floor, during opening hours, where they can also be obtained.

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Municipality of Zermatt

# Regional Education Strategy – An interim assessment

In 2015, the municipalities of Zermatt, Täsch and Randa defined the priorities of their education policy for the next ten years with a regional education strategy.

With the goal of offering the children and young people of the three communities good educational opportunities and optimally preparing them for careers and life, the system-relevant partners of the school region (school administration, teachers, specialists, school social workers, parents, communities, employers, and associations) were networked. Together, they assume responsibility for implementing the strategy. Those responsible are taking stock of the progress.

### Support for all students

The teachers received further training in dealing with heterogeneity. Furthermore, a tool for supporting strong and weaker students was jointly developed, and the "supported study " and "homework help" programs were expanded. The teachers visit each other's classes on the topics of "What is good teaching" and "Curriculum 21," provide feedback, and discuss various teaching topics (collegial observation).

### Integration through language and leisure

Children with a migration background attend preschool language courses as part of the "Wunderfritz und Redebnitz" project, and parents receive support in their children's early childhood development. The "primokiz2 " project coordinates additional early childhood development programs . Foreign-language children are taught their native culture and language during their free time . The Parents' Forum was founded in April 2019 , which develops projects in the groups Environmental Protection/Sustainability, Healthy Breaks, Parent Education, and Leisure Activities.

The youth work office and school social work initiate and support various projects (e.g. climbing, etc.) for young people. "Skiing with Iris" is an activity that allows children to learn to ski on Saturdays during the winter under the guidance of volunteers . Language courses for adults are offered by the Forum Migration and the adult education center. The Integration Office welcomes newcomers and, together with schools and the school social work department (SSA), organizes the "Week Against Racism" to reduce prejudices.

### Family-complementary daily structures

The range of family-supplementary day-care structures such as the provision of childminders, pre- and after-school care, lunch tables and crèches will be strengthened and expanded.

### Expanding and strengthening partnerships

As part of the «Pluralps» project, the Welcoming culture for more attractiveness and social cohesion in tourism destinations will be further developed. Raising awareness among all partners is a key focus.

In January 2019, the municipalities' service partners presented the Zermatt Matterhorn destination strategy. The education strategy has been included as one of five subprojects in the "Living and Working Conditions" field of action. The project aims to improve the coexistence of locals, holiday guests, holiday property owners, and employees. to improve it so that employees feel integrated, cared for and at home.

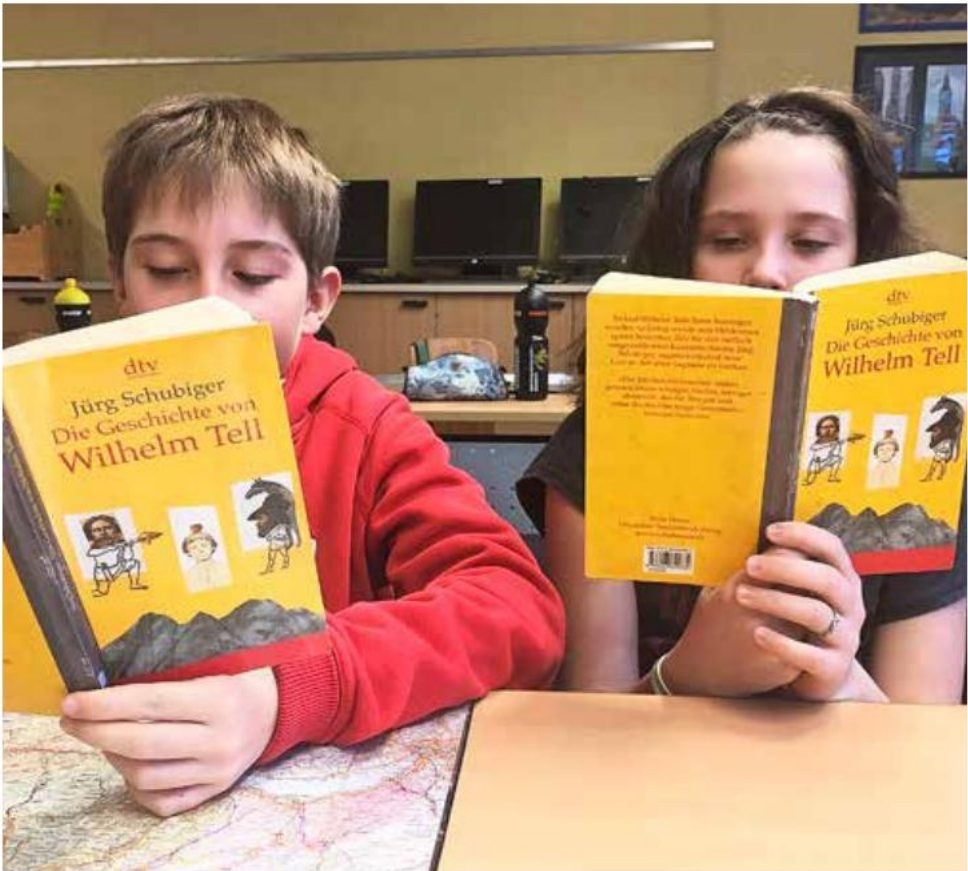
**Conclusion**  
The strength of the education strategy lies in the networking of key partners, who have previously met semi-annually to exchange ideas . The topics discussed and the reporting contribute significantly to ensuring that the education strategy is not a paper tiger , but is implemented; after all, the focus is on the educational opportunities of students . The goal now is to successfully complete the ongoing projects, implement updates (Curriculum 21, employer awareness-raising, etc.), and further strengthen the partnerships.

Strategic work demands not only a great deal of creativity and flexibility from those responsible, but also a great deal of perseverance and persuasiveness, or in the words of Sir Winston Churchill: "However beautiful the strategy, you should occasionally look at the results."

Further information is available on the website [www.schulenzermatt.ch/Info](http://www.schulenzermatt.ch/Info).

«However beautiful the strategy, you should occasionally look at the results»

Sir Winston Churchill





Municipality of Zermatt

# What you can and cannot do in the forest

A tongue-in-cheek invitation:  
The new forest etiquette  
guide offers a few simple  
tips to ensure the well-  
being of the forest and all of  
us.

More and more people are relaxing in the forest. This brings with it very different perspectives and needs. Some enjoy the peace and quiet, others engage in sports, and still others are searching for the largest mushroom or a rare flower. This can lead to conflicts – which not only harms peaceful coexistence, but ultimately also harms the forest.

The forest is open to everyone. Access is free with few restrictions, but requires our respect as guests. The Forest Working Group has therefore developed a Forest Etiquette Guide with 10 tips for respectful forest visits.

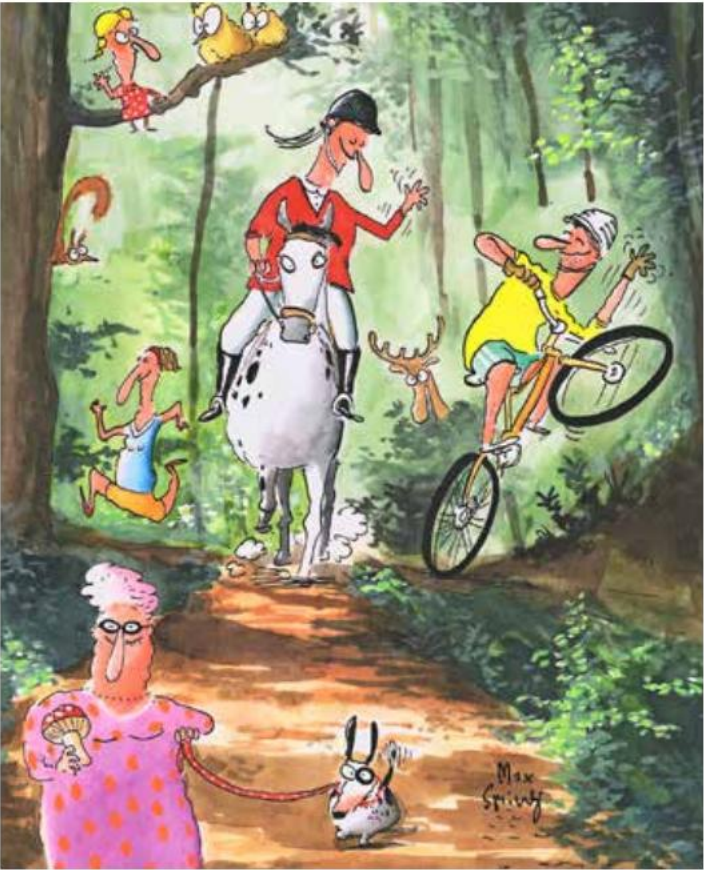
The behavioral tips include information on waste management, forestry work, dangers in the forest, walking dogs, and collecting and picking. The Forest Etiquette book concludes with a topic that many forest visitors are not sufficiently aware of.

More and more people are going into the forest at dusk and at night. But it's precisely at these times that many animals depend on being able to rest undisturbed or search for food.

Twenty organizations with diverse interests participated in the Forest Etiquette Guide – from WaldSchweiz, the association of forest owners, and forestry personnel to environmental and educational organizations, sports associations, mushroom enthusiasts, and hunters. They all share a commitment to respectful coexistence in the forest.

Join in too!

More information about the forest at: [www.waldschweiz.ch](http://www.waldschweiz.ch)



We respect plants and animals because the forest is their home.

### We are welcome as guests

As forest visitors we are welcome in the forest-

Depending on the location and time, appropriate regulations may apply, for example, regarding nature conservation and forest fire risk. We comply with them.

### We enjoy the peace and slowness

There is a general ban on motor vehicles in the forest. Bicycle regulations vary depending on the canton. We adhere to them.

### We stay on the paths

The forest is a habitat for plants and animals. To avoid disturbing them, we use the existing paths.

### We damage and leave nothing behind

The forest, including its benches and other facilities, is the property of others. We do not leave any trash in the forest and do not damage any trees.

### We ask before we install anything

In principle, no buildings may be erected in the forest.

Huts, branch sofas, jumps, curves, and other permanent structures may only be built with permission. We will contact the forester and the forest owner.

### We pay attention to forestry work

Forest maintenance and management can pose risks for professionals and forest visitors alike. We strictly adhere to instructions and barriers – even on weekends.

### We are aware of the dangers in nature

The forest is a living natural environment. We take personal responsibility for protecting ourselves from potential dangers such as falling branches and toppling trees. We do not enter the forest during thunderstorms or storms.

### We keep dogs under control

The presence of dogs means stress and danger for wild animals; therefore, dogs must be kept on a leash in most places during the breeding and nesting season. We risk nothing. A leash helps at all times. Dogs' droppings must be cleaned up for everyone's sake.

### We collect and pick in moderation

The law permits the collection of non-protected plants, mushrooms, and fruits, as well as branches and cones, within the limits of local custom. We observe local regulations and exercise moderation.

### We respect the night's peace in the forest

Especially at dusk and at night, many animals are the forest as an undisturbed habitat. We remain on the paths and avoid noise and disturbing light.

Show

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Zermatt Municipality – Club Presentation

# FC Zermatt celebrates

It all began 25 years ago with a meeting at the Hotel Schöneegg. The Zermatt Football Club's ball got rolling...

So on 26 January 1994 the official  
The founding meeting took place in the community hall in Zermatt, where the eight-member committee with President Beat Summermatter, Vice President Hanspeter Perren and the board members Christian Lauber, Koni Metry, Peter Perren, Georges Imboden, Philipp Aufdenblatten and Alexander Taugwalder was introduced.

At the same time, the match commission was set up with the two coaches Daniel Studer and Marco Prostran as well as the youth manager Renzo Cerri. Josi Truffer was hired as referee.

The goal of FC Zermatt was to create an additional offering to provide meaningful leisure activities , especially for young people, and to promote the integration of different cultures and languages .

Since the Mountain Village Championship (BDM) had already existed for several years, FC Zermatt applied to participate in this championship. This request was accepted approved by the BDM.

In these 25 years, FC Zermatt has celebrated great successes both in the active and junior teams.  
The team won several championships in Groups A, B, and C. In addition, they won three cups, and the juniors collected a total of 13 titles in various categories.

FC Zermatt currently has two active teams ten, three junior teams and one girls' group.

This year, the club is once again permitted to host a junior tournament as part of the BDM (German Football Association). Over two days (June 15-16, 2019), the Chrome sports field will offer top-notch football.

On the occasion of this junior tournament, FC Zermatt will celebrate its 25th anniversary with the local community. Following the official games on Saturday, there will be a game between the former and current players. Food and drinks, as well as musical entertainment, will also be provided.

With this celebration, the club would like to express its sincere thanks to all members of FC Zermatt, the residents and community, the referees, the coaches, the parents, all sponsors and volunteers.

They have all supported FC Zermatt in these 25 years supported and accompanied.



FC Zermatt cordially invites everyone to celebrate its 25th anniversary.

The program for these two days is as follows

**Saturday, June 15, 2019**  
9:00–15:30 16:30 BDM, Junior Games Category 2  
Game of Legends  
7 p.m.–1:30 a.m. Festival with live music

**Sunday, June 16, 2019**  
from 9:30 a.m. to 3:00 p.m. BDM, Junior Games Category 3  
Afterwards, a pleasant end

**Homepage** [www.fczermatt.com](http://www.fczermatt.com)  
**Facebook page** [www.facebook.com/fzermatt](https://www.facebook.com/fzermatt)



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Municipality of Zermatt

# E-bikes and their use

E-bikes are becoming increasingly popular. Soon, one in seven bicycles sold in Switzerland will be an electric bike. They can also be seen in Zermatt. more and more often. But be careful: There are a few rules for safety and accident prevention that must be observed!

Children under the age of 14 are generally prohibited from riding an electric bike (500 W – 25 km/h). From the age of 14 , you may only ride these e-bikes if you hold at least a category "M" driver's license. From the age of 16, you may ride e-bikes up to a maximum of 500 W without a driver's license.

**Attention parents and bike rental companies!**  
Anyone who lends an e-bike to an unauthorized person (too young or without a required driver 's license) is committing a criminal offense and may be prosecuted. Especially when renting e-bikes, the conditions must be carefully checked before handing them over.

Bike type	«yellow» license plate	Driving license category «M»	Helmet	Driving technique
Without electric drive	NO	NO	Recommended, not mandatory	Normal
Up to 500 watts – 25 km/h	NO	NO (>16 years) YES (14-16 years)	Recommended, not mandatory	Increased
Up to 1,000 watts – 45 km/h	YES	YES	Mandatory	Very high
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Municipality of Zermatt

# Bicycle move 2019

Ownerless and defective  
Remove bicycles  
– create more stands .

Throughout Zermatt, there are many unused and neglected bicycles parked. These are rarely or never used and are left somewhere for extended periods by their owners, or even forgotten. However, thefts are not all reported. This means that bicycles found by the police cannot be traced back to their owners. These abandoned bicycles block the scarce parking spaces and negatively impact the village's image. For this reason, the "Bicycle Relocation" project is launching for the fourth time this year.

**Marking and indentation**  
Starting in mid-July 2019, suspiciously marked bicycles in the Zermatt municipality will be marked with an orange self-adhesive tape. If the bicycle is still in use, the owner must remove the tape to prevent it from being registered as abandoned by the Zermatt Regional Police . Bicycles still marked with a tape after 30 days will be confiscated by the Regional Police.

**Review and assignment**  
The confiscated bicycles are kept for 30 days. The regional police collect the relevant data and also check whether the bicycles have been reported stolen in the past.  
If bicycles can be identified, the owner will be informed directly . In order for the bicycle to be returned to the owner, must provide proof of ownership (e.g. purchase receipt)  
The certificate will be issued for a fee of CHF 20.  
Please contact us at 027 966 26 26.

**Reuse**  
All unclaimed bicycles will be donated to a charitable organization after the storage period. The organization will then repair the bicycles and donate them to good causes.





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Municipality of Zermatt

# Jubla Summer Camp 2019

The Jubla Zermatt summer camp is just around the corner and preparations are in full swing.

Year after year, the management team organizes the camp schedule. They spend hours working on it and planning to ensure the children have an unforgettable camp experience. Every leader is happy to take on this task, because there is nothing more beautiful in camp than being able to look into the smiling faces of the children day after day .

In our group, friendship is very important; everyone is accepted and embraced as they are, and everyone is loved. We are a big family. The management team and many children look forward to spending these exciting days together every year .

This year the group travels for the first time. For the first time in years, we're back for ten days instead of just seven. It takes a while to really arrive at camp and get that camp feeling. But once you're there, nothing can stop the whole group! There's dancing and laughter, running and playing. We sing together around the campfire, playfully compete in knowledge and skill, and explore the world around us. Every day, new adventures await.

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and challenges await us, which we know how to master with ease. Fun and games are the top priority, and a memorable time is guaranteed.

Interested? The registration form can be found on our website at <https://www.jubla-zermatt.ch/sommerlager/>, and the camp director is happy to answer any questions or concerns you may have .

This year's summer camp will take place from July 17–27, 2019 in Elm GL.

Rahel Zumtaugwald: 079 379 68 86 or [rahelzumtaugwald@bluewin.ch](mailto:rahelzumtaugwald@bluewin.ch)

Show

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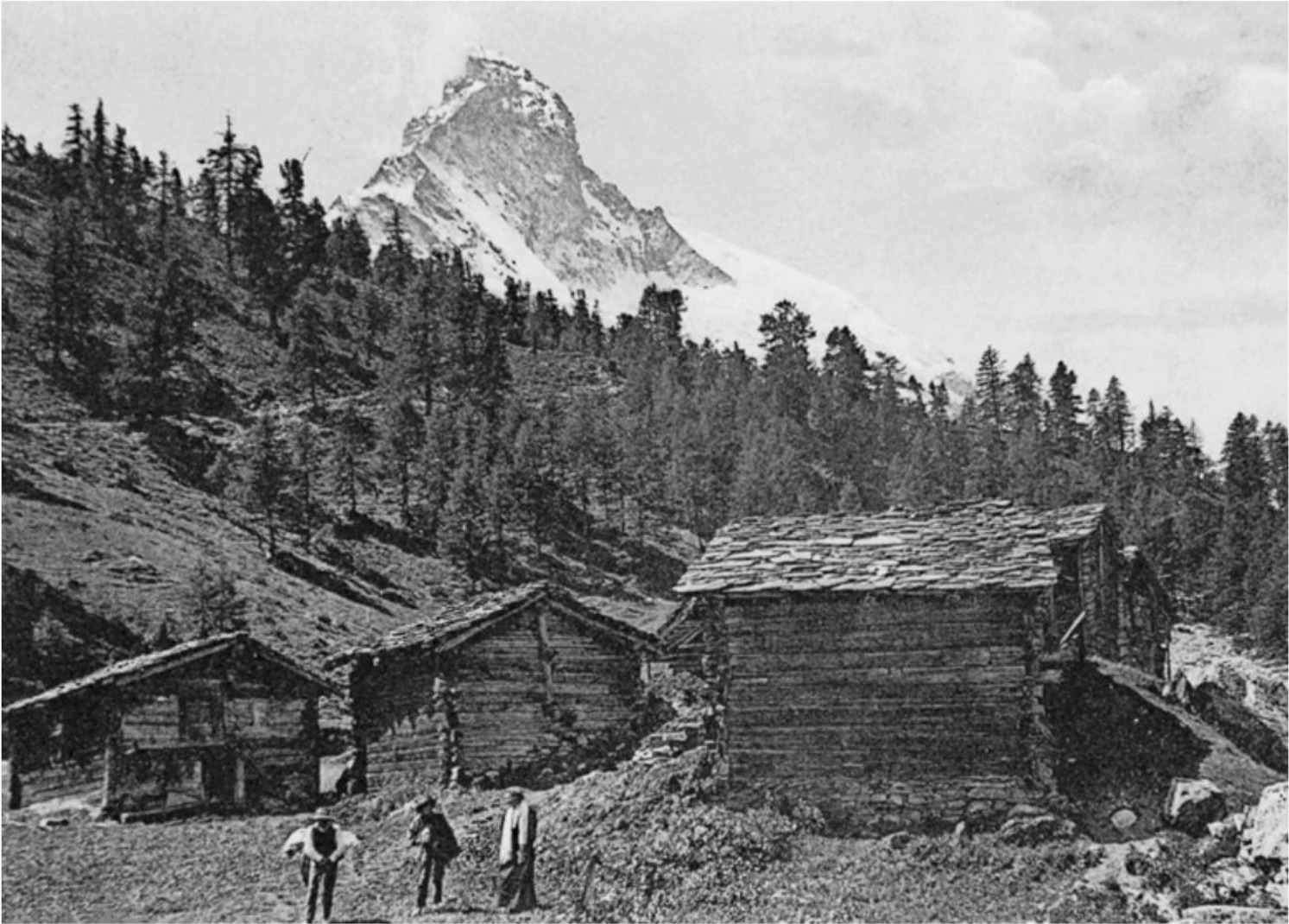


Zermatt Citizens' Community

# Stafelalp – living tradition

The lower Stafelalp is the only Zermatt cow alp with a dairy that has been continuously grazed to this day. Unfortunately, its origins are “obscure”; there are no dates on the stables, and no clues can be found in older documents either.

Stafelalp Zermatt  
(Book «Zermatt – then and now»,  
Rotten Verlags AG, 1994)



The current dairy was built in 1940. The old dairy was located below the road and the current communal stable, and after being merged with the upper Stafelalp, it had become aging and dilapidated. At that time, around 60 "Vee" head of cows were grazing there. The cows were still milked by hand in the small stalls in the morning and evening. The cattle owners supported the alpine herd on a rotating basis.

The «Chäskessi» was rather small with 150 liters and the dairyman sometimes had to make cheese three times a day, even though the cows at that time were not yet high-performance animals.

In the mid-1970s, the dairy was remodeled and expanded. Electricity was installed on the alpine pasture, and the sanitary facilities were also upgraded. A larger 320-liter vat was purchased, and a permanent milking parlor was built next to the cheese cellar to ease the strenuous milking work with milking machines .

At the end of the 1970s, the community built a communal stable for around 30 cows. The former horse stable of the Zermatterhof farm was dismantled down in the village and rebuilt in the lower Sttafel. In recent years, several night pastures have been introduced, additional irrigation has been installed , and a mobile milking parlor and a vehicle for transporting milk and materials have been purchased.

A renovation of the alpine pasture is planned: in addition to a larger cheese vat and simplified working practices, the new hygiene requirements in food production must also be taken into account, and the alpine pasture staff will be provided with modern accommodation.

In the past, a large part of the Alpine people came from the surrounding communities. Today, most of them come

from other cantons and countries. You have to be very idealistic and passionate about the animals , the craft, and nature. While working on a cow pasture and making cheese is very varied and meaningful, it's also a demanding and responsible summer job. The days are very long, the pay isn't excessive, team spirit is required, and you have to be fit—physically, mentally, and professionally.

In earlier times, most Zermatt families kept one or two cows to provide themselves with milk and meat. Today , only five families keep their own cows year-round. Among them are families who have been grazing their cattle on the Stafelalp for several generations.

Last January, an alpine cooperative was founded under the auspices of the community . Its responsibilities include the production of alpine products, pasture management, maintenance of the necessary facilities, and landscape management in the area. This also includes planning possible work for the repair or renovation of infrastructure and the recruitment of alpine staff.

As soon as the snow clears the area around the alpine pasture, which usually only happens in mid-May, the “Alpwerk” (Alpine Work) takes place on several Saturdays. These are obligatory days of labor for the alpine herders. Together, they gather and split wood for the fire , install water pipes, sprinkler systems, and cattle watering troughs, repair broken trails, and clear the night pastures of brushwood and stones.

The Alpbestossung (alp harvest) is celebrated around mid-June with a communal raclette, after the various parties have individually rounded up their cattle. The Entalpen (de-alping) usually takes place on the first weekend in September, provided there is still enough food for the cows on the lower pastures. The cheese produced is distributed according to milk measurements and transported to the village. At home, the fine Alpine cheese longs after a summer in the Alps, even when the Alps are already covered in a thick blanket of snow and the cows are ruminating in their stables.

**Literature:** "Mountain Farming in Zermatt" by Klaus Julen and Oswald Perren (available from the Burgergemeinde)

**Brief summary of the 1867 Citizen Regulations (extension 1914) regarding Alpine pastures**

"Every active citizen is entitled to drive the cattle he has wintered, purchased, or hired for his own milk use, to the Alps. Each cow may drive one cow free of charge, and thereafter for a certain fee. Should the Alps become overloaded in this way, it is forbidden to drive purchased or hired cattle.

It was also forbidden to sell one's alpine pasture rights to strangers or outsiders if one did not wish to use them oneself. Citizens exercise their alpine pasture usage rights within the area where they own alpine meadows. Those without alpine meadows may be directed to use the least heavily laden alpine pasture. The Burger Council must ensure that the alpine pastures are not overloaded."



Zermatt cable cars

# A lunar habitat on the Klein Matterhorn

Is life on the moon possible?  
20 student teams from across Europe are currently asking themselves this question.  
As part of the IGLUNA project, prototypes designed to enable life on the moon are being tested in the Glacier Palace on the Klein Matterhorn.

In the fall semester of 2018, student teams from various European universities were tasked with designing prototypes of equipment and facilities that would enable life in an extreme environment such as the moon. In the spring semester, the teams have now realized the designs.

Among other things, a habitat designed to make life beneath the lunar surface pleasant, an agricultural cultivation system using human waste as fertilizer and lunar rock as a base, and various special tools such as ice saws, robots, and tracking and monitoring systems were developed. The next step is extensive testing. At 3,883 m above sea level, 15 meters below the surface, surrounded by ice and at a constant temperature of -4°C, the Glacier Palace provides optimal testing conditions. Transporting the modules by cable car to the Matterhorn Glacier Paradise also presents a challenge for the students. The prototypes are therefore not only tested for their functionality, but also for their transportability.

After all, there is a chronic lack of space in a moon rocket. The simulated space mission begins in mid-June in Zermatt. For almost three weeks, the prototypes were transported to an ice cave in the Glacier Palace, assembled, and intensively tested. The entire IGLUNA pilot project is coordinated and supervised by the Swiss Space Center. The national direction with offices at the Swiss Federal Institutes of Technology ETH Zurich and EPFL Lausanne



The prototypes will be tested in June in the Glacier Palace on the Klein Matterhorn.

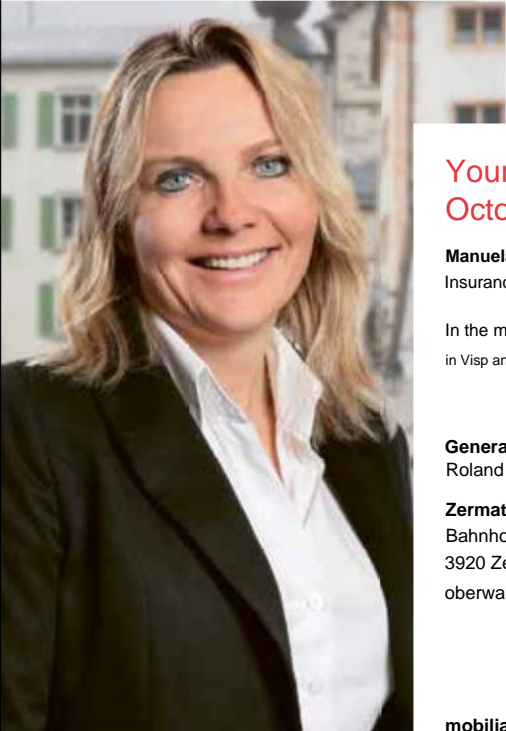
With this ambitious project, the aim is to develop new technologies for future space missions together with the European Space Agency (ESA).

The entire field campaign at Klein Matterhorn is open to the public. Anyone who wants to see for themselves what life outside of Earth might look like, how lettuce is grown on the moon

or how autonomous robots navigate through the ice are always welcome at the Glacier Palace. At the same time, the students in Zermatt will be The Backstage Hotel art gallery will host an exhibition on the topic of IGLUNA and life on the moon.

Further information about this project can be found at [www.spacecenter.ch/igluna](http://www.spacecenter.ch/igluna).

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Your new contact person from 1 October 2019

**Manuela Zentriegen**  
Insurance and pension advisor

In the meantime, our teams in Visp and Brig we are happy to help you.

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Roland Lüthi

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Zermatt cable cars

Old snow for fresh slopes

Anyone who was on the Rothorn last summer was probably wondering what the white pile was all about.

The hill can be seen again this year.

The snow from the previous winter is stored under the

cover over the summer so that it can be spread again on the slopes in the autumn.

As part of a pilot project last year, the first experiences with so-called "snow farming" were gained in the Rothorn area . The snow remaining at the end of the winter season is pushed together into a snow depot by snow groomers, covered with fleece, and thus protected from melting during the summer. In the fall, this snow can be spread again on the slopes around the summit. Due to the successful results of last year's test, the "snow farming" project on the Rothorn will be continued this summer.

Several snow groomers were deployed for around 50 hours to build the snow depot. Over 10,000 m3 of snow were The snow is compressed under the weight of the vehicles, which causes it to melt considerably more slowly during the summer. Additionally, the pile of snow is covered with an insulating fleece that keeps the sun's warming rays away from the snow surface.

Thanks to compaction and covering, around 75% of the snow masses can be preserved. The "snow masters" are In autumn, approximately 7,500 m3 of snow are



Around 50 snow groomer hours were needed to build the snow depot.

to prepare the slopes at Rothorn for skiing. The Rothorn location is ideal for various reasons. It's not enough to get all the snow guns up and running all the way to the summit. Snow farming also makes sense from an ecological and sustainable perspective. It saves valuable time and energy, and the opening of the ski area is less dependent on natural snowfall and artificial snow production . for "snow farming." On the one hand, temperatures and thus snow loss are relatively low during the summer. On the other hand, the water pressure during the first snowmaking phase in autumn is sufficient.

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So nicht!



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THANK YOU AND CIAO

In 1866, five years before the small steam train reached Zermatt, pharmacist de Chastoney from Sierre opened a small seasonal pharmacy in Zermatt. It was only open during the summer and when it was closed, the key to the pharmacy was kept by the midwife or the priest of Zermatt. But time didn't stand still. After more than 60 years of service, we handed over PHARMACIE INTERNATIONALE, which we had built and managed ourselves, to the AMAVITA Group on May 31, 2019, with mixed feelings.

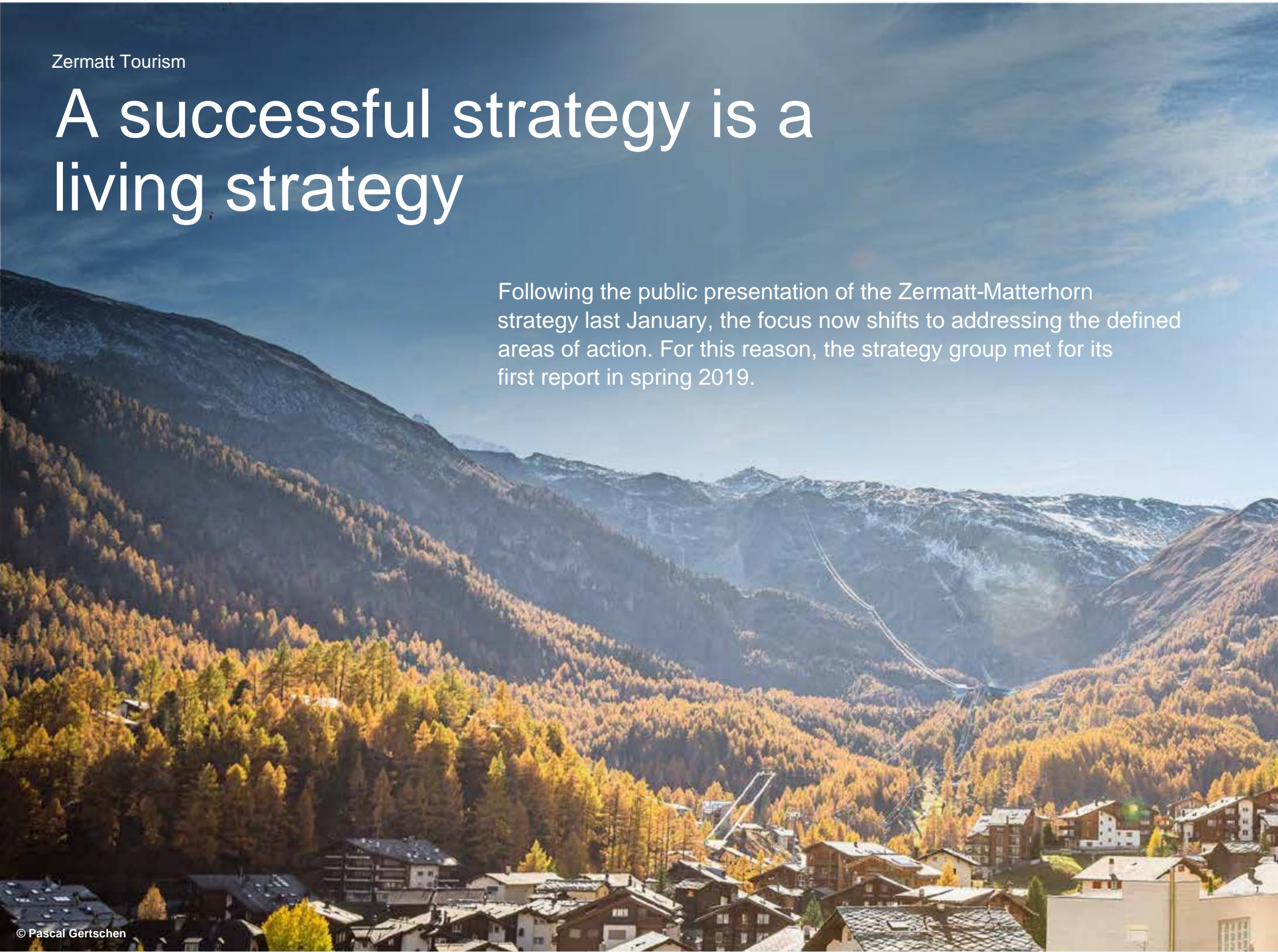
It was important to us that all of our long-standing employees could remain on board. This means that you will continue to receive excellent advice and service from your familiar team in the future. AMAVITA will continue to run the pharmacy in our spirit and also continue to manufacture the medications manufactured in our pharmacy. We wish AMAVITA success in the future and the same trust that the people of Zermatt have placed in us.

We sincerely thank our valued local and international customers for the trust they have placed in us. We will stay with you, at the foot of our Matterhorn.

LUISA AND BEAT PERREN







Zermatt Tourism

# A successful strategy is a living strategy

Following the public presentation of the Zermatt-Matterhorn strategy last January, the focus now shifts to addressing the defined areas of action. For this reason, the strategy group met for its first report in spring 2019.

© Pascal Gertschen



The strategy group met for the first time in spring 2019 for a report. © Zermatt Tourism

During the report in spring 2019, the strategy group discussed ongoing projects in line with the values and goals. The next steps were also discussed. The strategy group also advocated for regular and transparent public information about the projects.

**Project managers: Who are they and what do they do**

To ensure that the responsibilities of the individual projects are clearly defined, the project managers were appointed during the strategy development phase. In addition to developing and implementing the tasks, their task is to involve the affected service partners and the public. This is intended to ensure that the strategy is broadly supported and that its goals are successfully achieved.

**Paul-Marc Julien: Cultural process and internal communication**

Embedding the values and objectives among service partners and the local population is a particularly important concern for those responsible. Therefore, the cultural process and internal communication were defined as a separate project under the direction of Paul-Marc Julien. The goal is to ensure that the values and objectives are known, understood, and ultimately practiced within the destination.

**Mario Fuchs: Living and working conditions**

Mario Fuchs is responsible for the project "Living and Working Conditions." This project aims to create the basis for coexistence and co-existence

among locals, holiday guests, holiday property owners, and employees. This includes topics such as the school region's education strategy, spatial planning, employee integration, and local marketing. The project was already reported on in detail in the February 2019 issue of "Zermatt Inside."

An important part of the strategy deals with the development of tourism offerings. There are four project groups here.

**Franz Julien: Development of tourism offer, sub-project Ski**

The Ski Project Group, led by Franz Julien, is tasked with making skiing in Zermatt even more attractive in the long term and thus strengthening it as a key source of income. True to the motto "Standing still is regression," the project is focused on expanding and improving the quality of the ski area. This includes slopes, valley runs, snowmaking facilities, lifts, as well as the freeride and freestyle areas. The merger of the ski areas to form "Monte Rosa Ski" also falls within its remit. The goal is ambitious: "The No. 1 for skiing in the world."

**Daniel Luggen: Development of tourism offerings, subproject Outdoor Offers 365 Days**

But other areas of the outdoor offering are also to be strengthened and expanded. The project name "Outdoor Offers 365 Days" speaks for itself: With hiking, mountaineering, biking, family and adventure and





The year-round positioning is to be supported by a wide range of attractive activities, including many other activities . The rapidly growing event culture is also part of the project, which is led by Daniel Luggen.

**Daniel Luggen and Romy Biner-Hauser: Development of tourism offer, sub-project bad weather offer**

He is also responsible, together with Romy Biner-Hauser, for the development of the bad weather program. This project involves, on the one hand, major infrastructure projects such as local recreation areas, a swimming pool, and the Climber Academy, and, on the other, the development of existing offerings such as guest entertainment. Indoor and outdoor activities are being integrated and are intended to improve the quality of life for residents and guests.

**Markus Hasler: Development of tourism offerings, sub-project Alpine Crossing**

Another project involves the Alpine Crossing, for which Markus Hasler is responsible. The project is being implemented in collaboration with service partners from Zermatt – Matterhorn and Valtournenche and will open up new guest segments. Initial planning discussions will take place in summer 2019 to determine which offerings will be used to attract guests to the Zermatt – Matterhorn destination.

**Beat Grütter: Improving the village atmosphere**

Of course, the destination's major infrastructure projects will also be addressed. This includes the improvement

The project is being led by Beat Grütter to enhance the village's ambiance. With the start of construction work on the village square (in front of the Vernissage cinema), one project is already underway . Planning for the beautification of Bahnhofstrasse is in full swing.

**Romy Biner-Hauser: Development of tourism offerings, subproject integrated transport planning**

Also included in the infrastructure project group is integrated transport planning, led by Romy Biner-Hauser. The implementation of the transport concept, which has been in place since 2016 and encompasses access roads, inner-city traffic, and the repatriation of piste, is a task spanning generations. The strategy group has made a strong commitment to work with one voice to advocate for rail and road infrastructure vis-à-vis the federal and cantonal governments and other important bodies . However, the steadily growing inner-city traffic volume is also addressed in this project .

**Daniel F. Lauber: Digitalization / Daniel Luggen: Marketing / Daniel Luggen: Quality and Innovation**

The main aim of these projects is to support the destination in its development, to provide the necessary information and to look further into the future in order to remain successful in the long term with innovative solutions.

The development of the projects is continuously reported in “Zermatt Inside” and on ztnet.ch.

Gornergrat Railway/Matterhorn Gotthard Railway  
**Musical Entertainment on the Riffelberg**

This summer, various music groups will be playing on the Riffelberg on four Saturdays, providing entertainment for guests.  
A glass of wine, a raclette, the sounds of an accordion, and the best view of the Matterhorn – it doesn't get more Swiss than this.

Every Saturday in August 2019, music plays on the Riffelberg. Between 1:00 PM and 4:30 PM, local folk musicians entertain guests on the panoramic terrace of the self-service restaurant "Buffet Bar Riffelberg." Enjoy local sounds against the unique mountain backdrop of the Matterhorn, accompanied by a raclette or bratwurst.

from the grill. In case of bad weather, the events will take place in the restaurant. Admission is free, but food and drink are mandatory at the tables. Starting in mid-June, you can find out which groups will be performing at gornergrat.ch/musik.





Zermatt Tourism

# Significant wow effect for the guest

Just in time for the start of the season, we are once again looking for “Heroes in Tourism.” This has been an integral part of the Zermatt Insider quality initiative for years. Parallel to this, the “Unique Driver” campaign is launching, a competition to find the best taxi driver.

Guests of the Zermatt – Matterhorn destination experience a mostly consistent level of service quality. If the guest experiences a surprising willingness to help in addition to the basic service, where they least expect it, this wow effect will stay with them for a long time. Back home, they will enthusiastically report the moment of astonishment to their relatives and friends.

With relatively little input, a massive output is created; the quality virus is spread. The destination's image is sustainably strengthened externally, and (regular) guests are acquired.

**A star in the taxi driver sky**

Last season, chauffeur Giuseppe Detta from Taxi 24 was chosen as the main winner of the “UNIQUE DRIVER” campaign.

Mr. Detta was nominated as a taxi driver by the Zermatt Regional Police due to his consistently friendly, correct, helpful, and professional demeanor . “Unique Driver” is an initiative promoting quality taxi transportation in the Zermatt – Matterhorn destination . More information: [ztnet.ch/de/Aktuelles/Zermatt-Insider/](http://ztnet.ch/de/Aktuelles/Zermatt-Insider/)

**It's worth participating**

Have you ever seen a local spontaneously help a guest in need? Call him a taxi calls, shows the way or checks a child's stuffed animal into a hotel at the same time? Share your experience with Zermatt Tourism in a concise manner at [ztnet.ch/heldenimtourismus](http://ztnet.ch/heldenimtourismus) . The Heroes and Observers will receive concert tickets for Zermatt Unplugged 2020 for the most original guest surprise stories .

Unique driver.

«Amazing moments bind guests sustainably to the destination Zermatt – Matterhorn»

Book «Customer Astonishment» by Jörg Neumann and Philip Eicher



Chauffeur Giuseppe Detta from Taxi 24 is the main winner of the “Unique Driver” campaign for the 2018/19 winter season.

© Taxi 24

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Zermatt Tourism

# Hospitality Camp: Learn from the best

The Valais Hospitality Camp is taking place in Zermatt for the sixth time. On Wednesday, June 19, around 40 participants will discuss online marketing. Gabriele Bryant, the camp's initiator, will talk about Zermatt, the camp's added value, and her path into tourism.

Interview: Michelle Jung  
At the Hotel Sunstar in Zermatt I  
I've arranged to meet Gabriele Bryant. She's traveled all the way from Rickenbach near Olten to teach an e-fitness course on social media marketing for beginners. When she arrives, I recognize her immediately. She's full of energy and yet exudes a pleasant calmness. This indicates that she's an expert in her field.

Gabriele Bryant, who runs her own digital marketing agency, also organizes the Hospitality Camp in Zermatt. This will take place for the sixth time on June 19, 2019, and focuses on online

Marketing. She's listed on the camp's website as the "contact person for all questions," which is why I now want to find out what the Hospitality Camp is all about.

**Gabriele Bryant, how would you explain the Hospitality Camp to a layperson?**  
The camp lasts just under a day and focuses on online marketing. It's not a traditional conference where an expert stands at the front and presents. Instead, hoteliers and marketing managers from various companies meet. They discuss among themselves and with those present.

Specialists discuss their current questions about online marketing and benefit from the experiences and knowledge of those present. The focus is always on the  
Practice. Registrations are available at [www.hospitalitycamp.ch/hospitalitycamp-wallis](http://www.hospitalitycamp.ch/hospitalitycamp-wallis).

**Why is a hospitality camp needed in Zermatt?**  
The camp was originally intended for the entire Valais region. However, in recent years, it has become apparent that almost all participants come from Zermatt. This has established Zermatt as a permanent location. Zermatt is very well positioned as a destination in Switzerland in terms of digital marketing, in part because Zermatt Tourism does a lot to further its service providers' training.

In contrast to the national Hospitality Camp in Lucerne, the Valais edition is more focused on the destination is focused.

**Why should a hotelier from Zermatt visit this camp?**  
He can clarify all his current questions regarding online marketing and at the same time learn from the experiences of other hoteliers.  
This brings everyone forward together, regardless of whether it is a three-star or five-star hotel.

**Who is the target audience?**  
Hoteliers, holiday apartment owners and restaurateurs.

**What connects you to the tourism industry?**  
When I moved from Germany to Switzerland in 2005, I worked at a marketing agency. Our focus on the hotel industry evolved over the following years.

Because in this industry in particular, the potential for online marketing is enormous.



The maximum of 40 participants decide together on the topics worth discussing in the area of online marketing.  
© Hospitality Camp Valais



Gabriele Bryant organizes the hospitality camp in Zermatt.  
© Gabriele Bryant

«Zermatt is a destination in  
very well positioned in terms of  
digital marketing in Switzerland»

Gabriele Bryant

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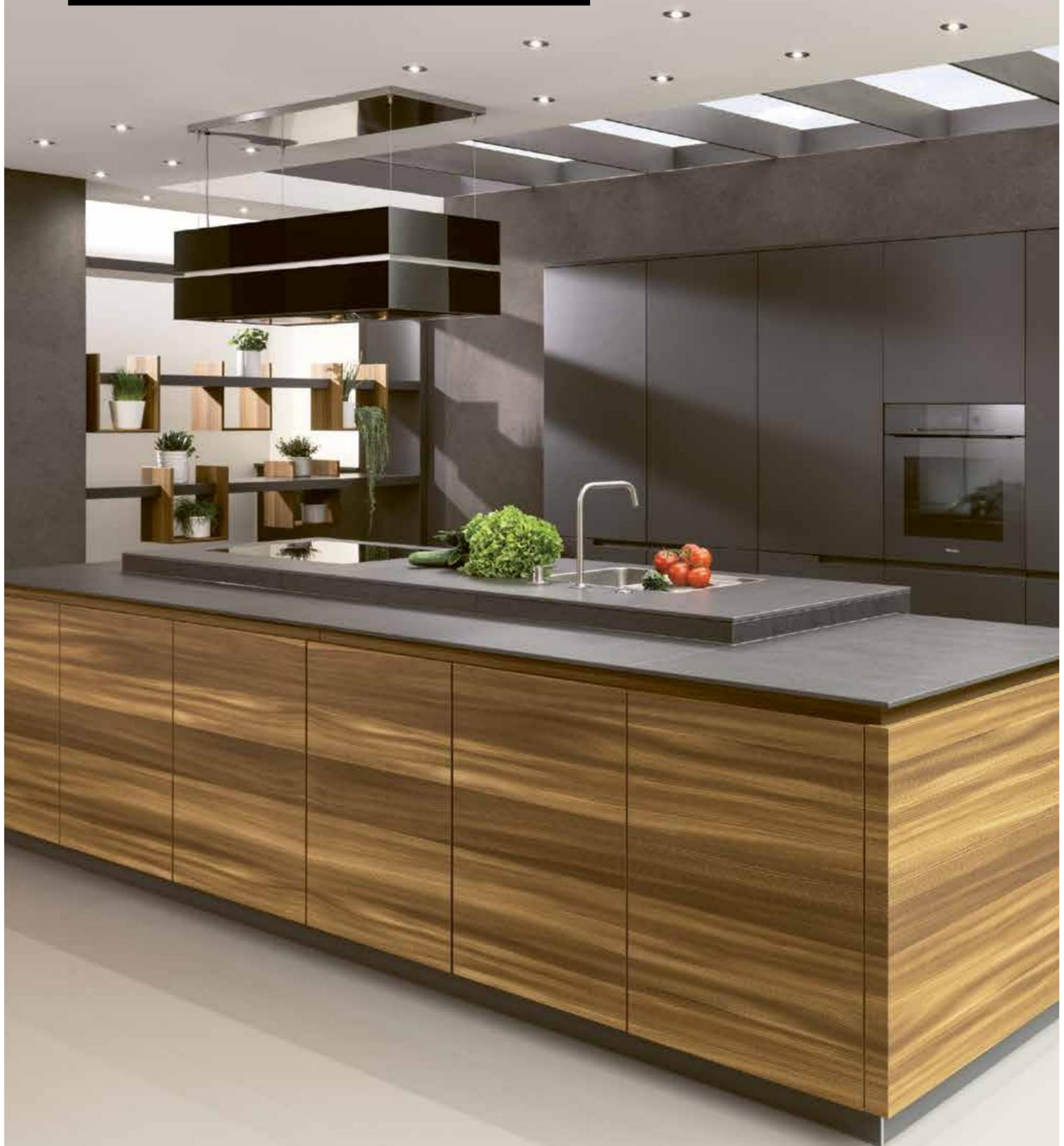
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Zermatt Tourism

# abundance



Dear insiders

Perhaps you're like me and are glad that the fountain named "Überfluss" (Abundance) in front of the Vernissage cinema has to make way for a new village square. Let's be honest – the sculpture was never an attraction, and its meaningful purpose has long since faded. However, the theme chosen by artist Heinz Julen for the fountain is more relevant than ever. The constant abundance of things and resources tempts excessive consumption, which results in waste. It also leads to overconfidence and arrogance, which makes gratitude and humility rare.

It is all the more important that we reflect on the values that sustain us in our present time. Values that help us not to jeopardize the success we have achieved thanks to progress, technology, and hard work in favor of arrogance and complacency.

set.  
Respect and mindfulness are values that shape our collaboration and the external impact on our

They should guide and shape our destination. These are two of a total of six values that we have embraced in the strategic development of our destination . Internalizing such values takes time and discipline, but is not difficult in the beginning: We want to treat nature, our environment, our guests, our service partners, our employees, and our residents with respect . Our collaboration should be characterized by mutual understanding, mindfulness, and sensitivity toward the well-being of our partners and ourselves.

Perhaps soon the newly created village square, with its shady trees and comfortable benches, will invite people to linger and deepen their appreciation of these values. In this spirit, "Goodbye, dear excess."

Sincerely  
Daniel Luggen, Spa Director

Zermatt Tourism

News for the 2019 summer season

What makes our destination special and what's new? Zermatt Tourism provides information on the Summer Information Day on Friday, 28 June 2019, in the conference room of the Hotel Alex. During Zermatt Tourism provides information about the destination and the news for the 2019 summer season. Everyone is invited to participate. The event should be of particular interest to those who come into direct contact with guests. Registration: [www.ztnet.ch/infotag](http://www.ztnet.ch/infotag)

Zermatt Tourism will inform you on 28 June 2019 about the Innovations in the destination.



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Gornergrat Railway/Matterhorn Gotthard Railway

# Pop-up exhibition Matterhorn Ladies

In keeping with the theme of the open-air theater, a pop-up exhibition will once again take place on the Gornergrat in summer/autumn.

It tells the story of 14 women from different countries who tell their own stories on the Matterhorn

have written.

As with the open-air performances, Lucy Walker is at the center of the pop-up exhibition. On July 22, 1871, six years after the first ascent of the Matterhorn, the first woman reached the summit. 34-year-old Lucy Walker from England achieved the first ascent wearing a long white flannel skirt, accompanied by her father, brother, and the Swiss mountain guide Melchior Anderegg. She narrowly beat her biggest rival, the Englishwoman Meta Brevoort, who traversed the Matterhorn from Zermatt to Italy a few weeks later.

For Géraldine Fasnacht, no slope is too steep, no peak too high. In 2014, she climbed the Matterhorn on foot, and on the way back, she was the first to plunge down in her wingsuit. In addition to Géraldine Fasnacht and Lucy Walker, twelve other women and their stories will be portrayed in the shelter on the Gornergrat. The metal tent is located above the mountain station of the Gornergrat cable car, on the way to the Kulmhotel. The pop-up exhibition runs from June 29 to October 27, 2019, and admission is free.

"Matterhorn Ladies" is a pop-up project of the Swiss Alpine Museum in Bern, created in close collaboration with the Zermatt Open Air Theater, the Gornergrat Railway, and the Zermatt Civic Community .



29 June to 27 October 2019

in the shelter on the Gornergrat

Zermatt Tourism

# Zermatt Open Air Theatre: The stage is ready

The Zermatt Open Air Festival 2019 is getting closer: The premiere of MATTERHORN: NO LADIES PLEASE! is only a few weeks away.

Currently, the infrastructure on Riffelberg is being finalized and intensive rehearsals are underway—and the costumes are also receiving the finishing touches.

In mid-May, more than ten freight cars of the Matterhorn Gotthard Railway transported a very special cargo: scaffolding material for the stands, wood for the stage construction, containers and a lot of technical equipment were brought to the Riffelberg for the Zermatt Open Air Festival. The grandstand block is now complete and has a total of 700 seats and an excellent view

of the Matterhorn. The 25 performers have moved into their "home" – a simple wooden stage. It was designed by experienced set designer Fredi Stettler, who was also responsible for the stage design for The Matterhorn Story and Romeo and Juliet in 2015 and 2017. The set design is a little secret: Does it symbolize a Brocken ghost? The symbol of Venus?

**Hand-sewn costumes**  
This year the costumes will again be provided by the Ber-sewn by seamstress Katrin Schilt. The work at the open-air theater with its numerous and highly modern  
The costume designer is fascinated by the highly motivated performers. To ensure the costumes fit perfectly, she attends the first rehearsals at Riffelberg to make the final adjustments directly with the performers. She even sewed Lucy Walker's costume twice:

"So that there is a replacement if the dress gets dirty during the season," says Schilt.

**Intensive probationary period**  
The ensemble and the entire crew face intensive months ahead. Rehearsals are taking place practically daily on the Riffelberg until the premiere on July 11, 2019. "Now we have to bring what we have rehearsed in Zermatt to the stage," explains director and author Livia Anne Richard. After that, around 31 performances will take place until the end of August.

**Discount for locals**  
Locals benefit from a 20% discount on theater tickets. These can be purchased at Zermatt Tourism upon presentation of a blue resident's ID card stamped within the current year .



700 people find on the Grandstand space.

- Information about the piece MATTERHORN: NO LADIES PLEASE!**
  - 90-minute play
  - Performances from July 13 to September 1, 2019
  - Thursday to Saturday, 7.30pm, Sunday 3 p.m.
  - Open-air venue (Riffelberg at 2,600 m above sea level)
  - Performance in Valais German and English with written descriptions in French, Italian and Spanish
  - Audio guides available for French-speaking guests
- Number of seats: 700
  - Advance booking online and at Zermatt Tourism
  - Food and drinks on site
  - Wool blankets are available, and plastic capes are distributed if needed
  - warm clothing recommended