






ZERMATT INSIDE

August 2019, 17th Year, No. 4



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

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Municipality of Zermatt

New school building for Zermatt – a generational project



The Walka I to III school buildings no longer meet current requirements; they are to be demolished and replaced with a new building. If the residents of Zermatt approve the CHF 46.85 million commitment loan in the ballot on August 25, 2019, construction is expected to begin in spring 2021.

Vote August 25, 2019
Every vote counts!

The new building is placed into the slope, fits perfectly into the environment and creates new qualities.

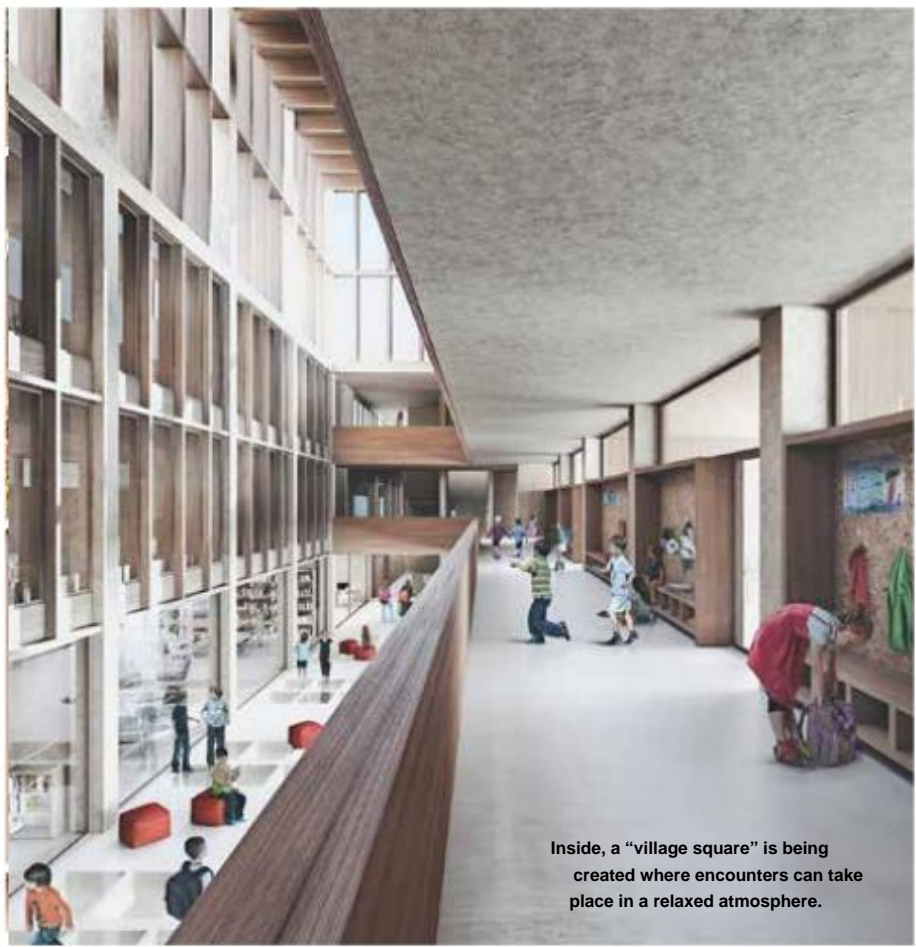


«We are allowed to
not to the next
Deporting the next generation

Romy Biner-Hauser, Mayor of Zermatt

Advantages of new
construction at a glance

- **Cantonal standards for school building**
(including accessible rooms, energy efficiency, earthquake safety, fire protection)
- **Educational mission fulfilled** (offers for pre- and after-school care, rooms for special lessons, multifunctional rooms for flexible teaching methods, etc.)
- **Added value for the whole village** (daycare, lunch, gymnasium, small stage for events, school library library, music room, multifunctional rooms – all in one place)
- High planning and cost security**
(compared to renovation)



Inside, a "village square" is being created where encounters can take place in a relaxed atmosphere.



The 22 classrooms, due to their size and furnishings, allow for modern teaching methods.

Photos ©GWJ Architektur AG

Added value for school and community

The Walka I to III school buildings, built between 1958 and 1972, are now in dire need of renovation. The first study to examine a possible renovation was submitted to the Zermatt municipality. derat in 2008. The result showed that renovation would not adequately improve the situation in the long term. could be improved. Other scenarios were examined, including the option of relocating the orientation school to Täsch. Finally, the municipal council came to a unanimous conclusion that a new building is the most sustainable and future-proof solution. The project "tabula rasa" by GWJ Architektur from Bern, which won an architectural competition in 2016, also has far more advantages than simply fulfilling the bill contract: With the wide range of services for schools and public A multifunctional building will be created that offers added value for the entire community. "In the future, there will be a school, children "A day care center, a cafeteria, and a small stage for events under one roof," says Romy Biner-Hauser, mayor, describing the planned school building "d'niww Walka."

Sustainable investment in the future

In addition to the requirements of the educational mandate, the new construction also the cantonal building standards regarding fire protection, earth safety, accessibility and energy efficiency. The building complex will include 22 classrooms for the re Regular classes, various specialist and special rooms, rooms for the daycare center, a cafeteria with space for approximately 140 people, a gymnasium, a school library and a small stage for events with up to 150 seats. Multifunctional facilities are available for groups and clubs. Training rooms are planned, and thanks to clear structures and short distances, optimal operations will be possible. With the new building and its wide range of uses, the Matterhorn village is not only investing in its youth, but is also increasing its attractiveness as a location and creating important space for the whole of Zermatt. Occupancy of the new Walka school building is planned for August 2024.

Smooth school operations during the construction phase

In order to have as little impact on school operations as possible, the construction pro The project is divided into two phases. In the first phase, Walka I and Walka II will be dismantled and the corresponding new sections will be constructed. In the second phase, this will be done for Walka III. This way, with a mini School operations at Walka III will be maintained for the time being, despite considerable effort. Temporary school buildings will be constructed for the remaining students on the "Obere Matten Süd" (behind Haus zur Matte) and on the meadow north of "Le Mazot," ensuring smooth school operations throughout the entire construction phase. There are no restrictions on events. Further information on the new Walka school building can be found at: www.niww-walka.ch

Voting on August 25, 2019

For the new building, the municipal council requests the right to vote a commitment credit of CHF 46.85 million. The residents of Zermatt will vote at the ballot box on August 25, 2019. The canton will contribute CHF 5.1 million to the new construction project. If voters approve the proposal, construction is expected to begin in spring 2021. The municipal council is aware that this is a significant investment: the pressure to renovate is great, and the need for action is urgent. "We must face the situation and not pass the project on to the next generation. Thanks to healthy municipal finances, the new school building, along with other upcoming major projects, can be realized without raising taxes," says Biner-Hauser.

Municipality of Zermatt

Thoughts on the start of school

On August 19, 2019, school starts again!

New school-goers and experienced school-goers face the start of school with different expectations and desires. To ensure the transition is as successful as possible, it is important for children to be

They are accompanied by adults who support and encourage them, but who also give them the chance to gain their own experiences.

The school's mission is to create an environment for children that motivates and challenges them , offering them the opportunity for individual, differentiated learning. Supported by competent and motivating teachers, they make everyday school life as interesting and educational as possible , so that learning becomes an experience and ultimately leads to success .

At this point, a big thank you goes out to the teachers . Sometimes, their dedication is not sufficiently appreciated by schoolchildren, parents, the public, and the authorities . The diverse demands of our changing society, which are taken for granted, unfortunately contribute to the fact that the teaching profession sometimes appears unattractive and

This logically leads to a certain teacher shortage. Fortunately, thanks to the model of our partner school, the Valais University of Applied Sciences, all positions in Zermatt were filled for the new school year.

The outstanding performance of Valais schools in the Switzerland-wide comparison of basic skills in language and mathematics in grades 4, 8, and 11 is considered proof that public schools have no reason to fear comparison with private providers . This is especially true given that public schools have a social mandate to educate, support, and integrate all children, both the best and the weakest .

The introduction of Curriculum 21 enables public schools to better face the challenges of the future and also encourages them to act with more confidence and demonstrate what they are capable of.



Proud students at the this year's graduation ceremony.

I wish all children a successful start to the new school year and thank parents, teachers , school board members, and everyone else who is committed to a lively, participatory, inclusive, and trust-based school .

With a view to the upcoming ballot vote on the new school building "d niww Walka" on August 25, 2019, I personally hope for overwhelming approval from the electorate for this generational project as a sign of solidarity and a commitment to our public school!

Sincerely

Marcel Bellwald, school president



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Municipality of Zermatt

School year 2019/2020

Start of school

Classes begin on Monday, **August 19, 2019 at 9:00 a.m.**

Class distribution

primary school

Class Teacher	Schoolhouse Room
1/2H1 Larissa Biner	Walka 2 241
1/2H2 Layla Imseng / Svenja Theler	Walka 2 233
1/2H3 Pierrette Wyer / Daniela Schmid	Walka 2 242
1/2H4 Linda Zengaffinen	Walka 2 243
1/2H5 Rebecca Truffer	Walka 2 232
1/2H6 Deborah Biner / Stefanie Aufdenblatten	Walka 2 231
3HA Seiya Büchel	Walka 1 133
3HB Samira Bertholjotti / Sandrine Heynen	Walka 1 132
3HC Fabienne Salzmann	Walka 1 131
4HA Vanessa Lomatter	Walka 1 122
4HB Susanne Stampfli / Melanie Amacker	Walka 1 121
4HC Stefanie Lauber	Walka 1 123
5HA Dijana Antique	Walka 1 143
5HB Cornelia Pollinger	Walka 1 141
6HA Felicitas Lauber / Christine Fux	Walka 3 333
6HB Sandrine Zumofen	Walka 3 334
6HC Eveline Brantschen / Yvette Zumtaugwald	Walka 3 331
7HA Alois Summermatter / Marina Grgic	Walka 3 352
7HB Gaëlle Sinnaeve / Mathilde Fournier	Walka 3 353
8HA Roman Imboden	Walka 3 344
8HB Silvana Willisch	Walka 3 343
8HC Julia Graven	Walka 3 342

Orientation school

Class Teacher	Schoolhouse Room
9OS1 Thomas Kronig	In the yard 442
9OS2 Mathias Weissen	In the yard 441
9OS3 Patrick Zumtaugwald	In the yard 421
10OS1 Nicolas Eyer	drift 532
10OS2 Heike Seihn	drift 534
10OS3 Carla Ziegler	drift 524
11OS1 Sonja Perren	In the yard 453
11OS2 Markus Julien	In the yard 452

Host families wanted!

The OS Zermatt is looking for host

families for French-speaking students. We are looking for host families who are willing to host a student from Lower Valais in the 2020/2021 school year.

The Zermatt Orientation School offers French-speaking students from Lower Valais the opportunity to spend a school year in Upper Valais to improve their German skills. To enable French-speaking students to attend the Zermatt Orientation School, they must spend a week with a host family.

- The host family does not have to have children of their own.
- The guest students should a private room is available.
- It would be ideal to spend some time with the visitors from Lower Valais, e.g. having dinner together.
- The host families are financially compensated (after consultation with the immersion student).

If you are interested or have any questions, please contact the school administration of the OS Zermatt.

School and holiday schedule

Monday, August 19, 2019 morning

End of school

Friday, June 26, 2020 evening

Holidays

Autumn holidays

Friday, October 11, 2019 evening to Monday, October 28, 2019 morning

Christmas holidays

Friday, December 20, 2019 evening to Monday, January 6, 2020 morning

Sports holidays

Friday, 28 Friday 2020 evening to Monday, 9 March 2020 morning

Easter holidays

Thursday, April 9, 2020 evening to Tuesday, April 14, 2020 morning

May holidays

Friday, May 8, 2020 evening to Monday, May 25, 2020 morning

Holidays

Friday, November 1, 2019 / All Saints' Day
Thursday, March 19, 2020 / St. Joseph's Day
Monday, 1 June 2020 / Whit Monday
Thursday, June 11, 2020 / Corpus Christi

Compensation days

On the following dates there is a full day of lessons
Wednesday, 30 October 2019
Wednesday, 18 March 2020
Wednesday, 8 April 2020
Wednesday, 10 June 2020

Changes in the teaching staff primary school

Resignations

Laurene Heldner (VSU)
Marlies Oggier (VSU)
Jelena Zimmermann (4H)
Daniela Brigger (5H)
Caroline Zurniwen (DIF)
Imelda Troger (6H)
Barbara Imboden (DIF)
Elmar Rittiner (music)

Admissions

Nicole Berchtold (VSU)
Seiya Büchel (3H)
Layla Imseng / Svenja Theler (1/2H2)
Samira Bertholjotti / Sandrine Heynen (3H)
Melanie Amacker (4H)
Eveline Brantschen (6H)
Gaëlle Sinnaeve / Mathilde Fournier (7H)
Tanja Perren (VSU)

Orientation school

Resignations

Julia Brantschen
Silvana Sachs

Admissions

Mathias Weissen

Service anniversary

Florbela Ferreira 10 years
Felicitas Lauber 10 years
Heike Seihn 10 years
Robert Zimmermann 10 years
Rosmarie Salzmann 30 years

School commissions

primary school

Marcel Bellwald, school president, municipal councillor
Anton Lauber, Deputy, Municipal Councillor
Pastor Stefan Roth
Pino Mazzone, Headmaster PS

Tanja Fux, Deputy Headmaster PS

Fatima Paiva

Nicole Luggen

Josefin Perren

Christa Biner

Pierrette Wyer, teacher representative KG

Ines Zatta, teacher representative PS

Orientation school

Marcel Bellwald, school president, municipal councillor
Anton Lauber, Deputy, Municipal Councillor
Pastor Stefan Roth

Leo Schuler, School Director OS

Tanja Fux, Deputy Headmaster OS

Judith Bauer

Bianca Ballmann

Mario Fuchs, municipality of Täsch

Paul Summermatter, municipality of Randa

Alexandra Henzen, teacher representative



Snow sports day for exchange students

imprint

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Municipality of Zermatt

Project «Partner School» – Valais University of Teacher Education

At the start of the school year, various schools in Upper Valais, including the Zermatt primary school, are launching the “Partner School” project in collaboration with the Valais University of Teacher Education.

The third year of study at the Valais University of Teacher Education is undergoing a structural change: Two teacher trainees will take over a school class together. In addition to joint teaching sessions, they will alternate attending the scheduled courses at the University of Teacher Education in Brig and teaching their assigned school class on-site. The pairs will be supervised by a trained intern teacher, the school administration, the inspectorate, and the Valais University of Teacher Education faculty.

The project was originally scheduled to start in the 2020/2021 school year, with a teacher in training teaching a class in collaboration with their intern teacher. The acute shortage of teachers throughout Switzerland, and especially in Upper Valais, forced those responsible for the Department of Education to

jurisprudence, the Directorate of Pedagogical University of Valais and the school management to seek new opportunities. The launch of the “Partner School” project was brought forward to the 2019/2020 school year.

All teachers in the third year of study at the PHVS work in tandem to teach a school class in five Upper Valais municipalities.

Because despite early searches – throughout the Switzerland and southern Germany up to to Luxembourg – as well as increases in working hours and the assistance of returning employees, the situation in Zermatt could not be completely defused. This solution now means that no classes have to be merged and no major restructuring of the school's organization has been necessary.

At the partner school, the trainee teachers are given the opportunity to immerse themselves in the teaching profession in all its facets (from teaching to parent-teacher meetings to supervising recess) and to assume responsibility. From the very beginning, they are involved in the entire school operation, integrated into the grade level team, and responsible for teaching their assigned class. This allows them to gain firsthand experience of the current challenges facing teachers. They are supported by qualified

The teachers and the faculty advisors from the Valais University of Teacher Education work closely with the newcomers during the courses. The school class is taught in tandem for four weeks.

Then there is a phase in which one teacher teaches the class for a week while the other teacher attends the theoretical training, after which the lessons are again held in pairs.

Last school year, the concept was implemented on a trial basis at Zermatt Primary School from February to June 2019 and at the kindergarten during a teacher's maternity leave. The experience was consistently positive, and the findings are being incorporated into the “Partner School” project.

The concept deserves our support; it enables motivated young people to gain a deeper insight into daily practice and valuable experience with their school class.



Diversity is the norm in the Zermatt school region, which is also a success of years of integration efforts.

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Municipality of Zermatt

From the classroom to the ring

From 7 to 11 October 2019, the students of Zermatt's primary schools will get a taste of the circus atmosphere.

The idea for the project week originated among the teaching team during the last school year and is being carried out in collaboration with Circus Balloni. The circus week will conclude at the end of the week with three performances in front of an audience.

Under the direction of Gian Cadonau and six pedagogically and circus-trained animators from Circus Balloni, 380 school children receive 1H to 8H during a week an insight into the

Circus world. Those responsible have experience with this project, having led and accompanied around 50 circus weeks at public schools in Valais.

and throughout Switzerland. The aim is to spend an educational, creative, interesting and integrative week with the children, teachers and care team on the topic of circus – the community experience for the school is the main focus.

The focus is on the positive energy of the collaboration, which should remain palpable for a long time. The good feeling that everyone has achieved something special together should have a lasting effect. In total, this extraordinary school week offers 31 workshops, from dance and magic to slapstick and juggling, with even fakirs performing under the circus tent. Groups will handle the promotion, catering, and ticket sales. Students can enroll in various groups in advance (September).

If possible, the children should decide on their project group regardless of age and class.

Each school group is led and supervised throughout the week by a teacher and an animator from Circus Balloni. Together, they rehearse the various circus acts with the children and support the performance with the necessary materials (costumes, music, makeup, props, etc.).

Finally, after the dress rehearsal, the circus program will be performed before the audience on Thursday evening and Friday morning. Parents and children will receive further information at the beginning of the school year.

Further information
www.schulenzermatt.ch
www.circusballoni.ch/ballonizirkuswoche



An exciting Project week at Circus Balloni starts in autumn.

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Municipality of Zermatt

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Municipality of Zermatt

The good school ...

Good school – what does that actually mean? What makes a good school? What is its educational mission? Hardly any other institution is assessed, questioned and discussed in public by a wide variety of experts like the school.

Everyone can share their personal school experiences and know what a good school must be, should be, or could be. Understandably, everyone wants a good school—parents, politicians, teachers, school administrators, and, last but not least, students. Depending on

The definition of a good school can vary greatly depending on personality and values : Is it important to be taught a lot of material? Is the focus on perception and appreciation as a person ? Is it acceptance and reputation in the class? Is a good learning environment or learning success the most important thing?

The region's schools are constantly developing their profile The educational strategy, which reflects the objectives of the schools in Zermatt and the Täsch/ Randa's defined goals for the next ten years, as well as the annual program, which establishes the pedagogical development priorities , point the way. The focus at our schools is on promoting social skills, whether in the classroom or in joint projects; the individual support of all schoolchildren (projects: support kits, dealing with diversity); the implementation of competency-based teaching using the new Curriculum 21; the professional development of teachers; the use and handling of digital media, IT and its applications; and quite simply: learning! Regular performance comparisons with other schools (e.g., annual examinations) show that we are on the right track.

Active teaching inspires, encourages and challenges Classes in which the teacher mostly stands in front of the blackboard to deliver lectures are a thing of the past. The learning content sticks better in the long term when children learn through discovery and action. This is achieved with the new teaching materials "NaTech," "Zahlenbuch, " "Die Sprachstarken," "mille feuilles," "Schule und Tourismus" (www.wallis2030.ch), "explore-it," or with digital learning programs . Live, on-site learning takes place at extracurricular learning locations such as the forest, the school library , language exchanges with schools in Lower Valais, visits to hotels and restaurants, career days, and the national Future Day . Lessons have changed: Students sometimes learn

They work independently using weekly plans, learn in groups or projects, give presentations, work on various programs, and complete a wide variety of tasks. The children and parents receive feedback from the teachers in the form of assessment interviews and grades – they are encouraged and challenged, and lessons have become more individualized, differentiated, and active .

Knowledge is important – Competencies are crucial Human knowledge is evolving explosively, estimated to have doubled

It changes every five years. Schoolchildren can only acquire a fraction of the world's knowledge . Students acquire a solid foundation of knowledge within the clear structures of the classroom, even though jobs will emerge in the future for which there is no training today.

The Curriculum 21 takes up these developments : It is certain that in addition to basic knowledge and the thorough acquisition of the four cultural skills of reading, writing, arithmetic and media competence, it is crucial to teach children the art of active living. They learn to gather information, evaluate it, and learn to make assumptions and draw conclusions. Students practice working in teams, for example, setting goals in their own learning journals and finding strategies to achieve them . Today, the acquisition of personal, social, subject-related, and digital skills is more important than the mere accumulation of knowledge .

Living and learning together Diversity is the norm in our school region, a success of years of integration efforts. Our schoolchildren come from 23 nations, and in addition to German, 16 different languages are represented in the school buildings. Student integration in Zermatt is

A successful process since the 1980s , children learn for later life: to live in diversity, solve problems together, contribute to the classroom atmosphere, integrate into the community – and become team players. Projects such as the Week Against Racism, joint cultural, play, and sports events (circus week, St. Martin's Day celebration, carnival parade, "sing with us," ski days, brass band, UBS Kids Cup, class camp, clean-up day, graduation ceremony) are the glue of daily coexistence in school life.

In a good atmosphere, children can learn motivated When children feel comfortable at school, they can learn with motivation. A respectful tone among children

and with the teachers, a culture of greeting, and an appreciative classroom atmosphere reflect the mood in our school buildings and classrooms. Parents are invited to take an interest in the school , whether through parent-teacher meetings, the kindergarten's forest day, as spectators at a musical performance, or through active participation in the parent forum. And if it

Even if things aren't going so well, it's often the tone that makes the music, so that constructive solutions can be found together with the support of the teachers or school social workers.

The analysis by educational researcher John Hattie – he examined more than 800 meta-analysis- analyses, which in turn included 50,000 individual studies – to the question of what constitutes good teaching. "We passionately discuss the external structures of schools le and teaching, they are important when it comes to learning." But the biggest challenges are found in the classrooms . The teachers are the

Learning experts. They teach the children individually, provide high-quality instruction, and work daily for their well-being. The teachers meet the high standards with dedication; good teachers are the key to success. According to Hattie, a school is only as good as the people who work for it, and for this, our teachers deserve respect and recognition for their valuable work!

«Our motto: Living together, learn together»



Municipality of Zermatt

Free tuition

Following the Federal Supreme Court's ruling of September 2017, the Council of State has clarified the free nature of education during compulsory schooling.

«The parents provide for their child only the personal belongings and equipment»

This means that all costs related to instruction must be covered by the municipalities. Exceptions are meals for extracurricular events and the food necessary for the subjects of economics, labor, and household management.

The municipality of Zermatt has largely adhered to the principle of free provision, covering the costs of school trips, ski days, swimming lessons, photocopying fees, book rental, and more. In addition, starting with the 2019/2020 school year, all costs will be borne by the municipality. Parents only provide their child with personal belongings and equipment.

The school materials are provided by the school administration in co-operation in cooperation with the teachers. They buy the material and give it to the children at the start of the school year. The material belongs to the municipality and therefore remains in the classroom over the summer holidays and is

Needs supplemented.

According to the regulations, parents cover the costs of school bags, pencil cases, slippers, aprons, cups, water bottles, gym bags with clothes and shoes, and recess (bags and snacks). This also includes clothing and equipment appropriate for the school environment and the season (e.g., forest trips, ice skating, skiing days, swimming lessons). Teachers will provide a list of materials for this purpose.

For extracurricular events such as school transfers, the school charges students CHF 16 for meals. Any additional costs are borne by the municipality. If a student intentionally damages or loses equipment, the parents will be charged.

The changes will take effect at the beginning of the new 2019/2020 school year. Parents are welcome to contact the school administration if they have any questions.



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Municipality of Zermatt

Leisure activities or leisure jungle?

At the leisure fair on
October 5, 2019, from 9:00
a.m. to 12:00 p.m. in the
Walka gymnasium, you can
get an overview of the
various activities on offer in
Zermatt. Activities for
babies and toddlers, as well
as teenagers and young
adults, will be presented.

The Parents' Forum Zermatt–Täsch–Randa is organized in cooperation with
The Mattertal Youth Work Center is organizing a leisure fair on October 5, 2019.
The goal of this leisure fair is to provide children, teenagers, young adults, and
their parents with information about the various activities in Zermatt and to
establish initial contact with the responsible people.

The leisure fair offers not only clubs but also private providers the opportunity to
promote their activities, such as playgroups, therapeutic painting, and more. So,
as you can see, everything from sports to music to creative activities is included.

Leisure Fair

October 5, 2019, 9:00–12:00

Walka gymnasium, free entry

Do you have a great offer and would like to participate in the leisure fair with a
booth or a small performance? Then register with us now.

Sonja Sarbach – elternforumzermatt@gmail.com
Bianca Ballmann – mattertal@jastow.ch



Invitation to
Leisure Fair
the Zermatt region

We have a lot to offer. Here we
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Bianca Ballmann

It is THE platform for clubs, children's
playgroups, music groups and
sports teams, etc. to present themselves
to the general public.

Municipality of Zermatt

News from the library

The community library is public and offers a wide range
of media.

With this new offer, you can also stock up on
reading material outside of opening hours.

Book tree

We are setting up a book tree in the parish garden.
We will inform you at a later date about what this means
exactly and how the loan works .

magazine

Since May you can read the magazine
Borrow "Fritz+Fränzi." "Fritz+Fränzi" is the leading magazine
for parents in Switzerland. Topics include parenting, school,
career planning, health, puberty, leisure, and intercultural
coexistence . This parenting magazine is a valuable resource
for all questions concerning school-age children and
adolescents.

Mourning cards

We now sell mourning cards from the Catholic
Women's Association of Upper Valais, in support of the social security fund.
This supports women in Upper Valais, single mothers and
fathers, and families in need.
(We obtain the tickets from the Zermatt Women's and Mothers'
Association.) Tickets are available for purchase for CHF 5
each.

Occasions

Please note for October

please provide the following two details:

October 2, 2019

Punch and Judy Show for the little ones

October 9, 2019

Reading by Oskar Freysinger
«The Dark Side of Light»

School library

The school library also continues to offer an interesting

A pleasant offer for students and parents.

When and for what purpose can children use the school library?

Can I still use the library (apart from reading and borrowing)?

- In the morning before school starts,
during break and after school
- Meet friends
- Prepare presentations
- Do homework
- Research on the library computer
- A little break from school stress

Further information about the events and the current opening
hours of the school library will be published on our
website
www.gemeindebibliothek-zermatt.ch .



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Municipality of Zermatt

Clean-up Day 2019 – Clean Zermatt

The national Clean-up Day will take place on September 13 and 14, 2019 – a joint project for a clean Zermatt.

In addition to service providers and private individuals, clubs, schools and businesses also take part in this day to combat littering and promote a clean townscape.

Seventh event in Zermatt

The Clean-Up Day is being held in Zermatt for the seventh time . The event in the village and surrounding area is supported by employees of Schwendimann AG, Air Zermatt AG, Zermatt Bergbahnen AG, Matterhorn Gotthard Bahn, the Zermatt Municipality, the Zermatt Citizens' Community, McDonald's, Coop Zermatt, Alpin Cargo, the Zermatt Ski Club, the Mattertal Bike Club, and students from Zermatt schools.

The effort is worth it!

On Friday morning, September 13, 2019, volunteers will collect and properly dispose of waste in and around Zermatt.

In recent years, several hundred kilos of waste have been collected and disposed of in each cleanup operation ! This effort is definitely worthwhile.

contact

Take a stand against littering and support us on September 13, 2019 in Zermatt. You can support this cleanup campaign as an association, a company , or as a private individual and thus make a direct contribution to a clean environment and a clean Zermatt.

Please contact Oliver Summermatter, Zermatt Municipality, directly at 027 966 22 66 or oliver.summerrer@zermatt.net

Thank you very much for your support.

Numerous Zermatt companies and Student volunteers participate in Clean-up Day 2019.



Municipality of Zermatt

Reaching parents – «parentu» makes it possible

The app for informed parents. The parenting app "parentu" is now being launched in a test phase for the Zermatt, Täsch, and Randa regions.

- «parentu» – the app for informed parents
- ... informs parents with children between 0 and 16 years
- ... regularly sends to the age short texts, pictures, films and audio files adapted to the children
- ...provides information in 12 languages on educational, health and health topics
- ... shows all content and important Information in the library
- ... informs about local events and offers

Why is such an app needed?

- «parentu» provides parents with straightforward information on parenting topics - «parentu» informs parents about events for families in the region
- «parentu» supports the integration of families with a migration background
- «parentu» is a response to the changing communication behavior in the today's time.

What do we want to achieve with this?

- Provide information in a targeted manner
- Create access to parents who have not been reached before and convey the content in an understandable way

Download the app to your smartphone today . "parentu" is free to use, freely accessible, and ad-free. Data protection is guaranteed.

The delivery radius for regional information is determined in our communities via the Three postal codes have been defined: 3920, 3929, and 3928. Integration Officer Eva Jenni is responsible for coordinating the information posted .

Further information available at www.parentu.ch or contact us directly eva.jenni@integration-ow.ch for further information.



Download now!



Municipality of Zermatt

Report on the Grand Council sessions May and June 2019

Many interesting matters have been dealt with in the Grand Council recently.

This issue provides a summary of the May and June sessions.

Naturalizations

As every year during the May session, naturalizations are carried out. In May 2019, 750 new Valais citizens were naturalized. The majority were naturalized in Lower Valais.

Cantonal Construction Secretariat

For years, the cantonal building secretariat and the cantonal building commission have been criticized by the The Valais population. The Audit Committee has been commissioned to prepare a corresponding report. The existing procedures are significantly lengthening the processing of building permits within the canton's jurisdiction. There is a great deal of misunderstanding and discontent among architects.

, planners, businesses, and private individuals. A corresponding motion was passed by the Grand Council with 101 votes in favor and 18 against.

Spatial Planning Act: There

was great discontent in the Grand Council because the approved text of the cantonal structure plan was allegedly subsequently amended by certain parties, adversely affecting Valais. The Federal Council has apparently approved the cantonal structure plan as of May 1, 2019, albeit with reservations. The municipalities must now define settlement boundaries within the next two years. Furthermore, an additional 300 hectares of building land are to be rezoned. The version approved by the Federal Council contains significant changes in key sections of the structure plan law compared to the cantonal version.

Equal pay for women

A cross-party motion called on the State Council to legislate that state-supported companies adhere to the principle of equal pay. The Grand Council rejected this motion by a vote of 43 to 66.

Irrespective of this motion, the Charter of the Council of State will come into force on 1 September 2019. From this date, public procurement

Companies subject to the supervisory authority must provide evidence of equal pay.

Mountain Railway Act

Following a decision by the Grand Council on the cantonal mountain railway law, a motion was already passed in 2011 for submission to the State Council for processing. This new law, which had to overcome several hurdles, was passed with 98 votes in favor, 8 against and 13 abstentions.

The commitment credit of CHF 400 million is composed as follows:
CHF 270 million for loans
· CHF 100 million for guarantees ·
CHF 20 million for non-repayable investments

The Cantonal Financial Inspectorate is responsible for the control of the Mountain Railway Fund. Any losses incurred by the Mountain Railway Fund on loans and guarantees are borne by the Canton of Valais.

ization is carried out through a FIGI fund of the canton. To be considered for financing a mountain railway, various criteria must be met . In neighboring countries, such public

chen supports have long been normal.

Motor vehicle taxes for mountain railways

The law exempting mountain railways from motor vehicle tax was passed in a single reading. The Grand Council debated the changes to the law for an hour. The impact on the mountain railways is minimal. 400 snow groomers across the canton are affected.

The tax savings amount to CHF 150 per vehicle, which generates a revenue loss for the canton of just CHF 60,000.

A long-running discussion began on a comprehensive assessment of motor vehicle taxes. Rebates or tax cuts should also apply to electric vehicles.

Ultimately, the vote on the amendment to the law was passed with 98 votes in favor and 24 against.

Choose

Martin Gilles from Sitten was elected as the new President of the Grand Council for the legislative year 2019/2020 with 114 votes.

Oliver Turin was confirmed as First Vice President with 112 votes. Manfred Schmid from Ausserberg was elected as the new Second Vice President from Upper Valais with 107 votes.

Crételonge Prison

The Granges prison, built in 1931, is in need of renovation. The current negative conditions for staff and inmates are no longer acceptable. A new building with a main building with 80 cells and an annex for the women's prison with 24 places is to be constructed. In addition,

the center for deportation prisoners needs to be adapted.

The federal government will cover 35% of the CHF 41 million total costs . The costs for the canton amount to CHF 27 million. This financing is provided by the newly established FIGI Fund of the Canton of Valais.

Public Prosecutor's Office

The focus was on the public prosecutor's office. Internally, the public prosecutor's office repeatedly made headlines due to various problems and turmoil. Therefore, the Grand Council appointed a special public prosecutor to investigate the matter in detail.

Anton Lauber, Grand Councillor

Anton Lauber (far right) has been a member of the Valais Grand Council for the Visp district since 2013.



© Photo WB

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Zermatt Citizens' Community

Highest total sales in history

At the last Citizens' Assembly, the Zermatt Civic Community was able to look back on a successful 2018 financial year. Total sales increased by 4% to CHF 34.3 million.

After improving results for the fourth consecutive year, the past fiscal year was also satisfactory. Total revenue increased by CHF 1,456,000, or 4.4%, to CHF 34,316,000 compared to the previous year . This represents the highest revenue in the history of the Zermatt Civic Community. Cash flow increased by 1.6% in the reporting year, amounting to CHF 5,218,000, or 15.2% of total revenue. The Civic Community closed the fiscal year with a profit of CHF 227,000.

Investments
In the past fiscal year, a total of CHF 6,821,000 was invested in financial assets and property, plant and equipment. The focus of these investments was on the Grand Hotel Zermatterhof (CHF 3,870,000) and the Hotel Schweizerhof.

Balance sheet
The balance sheet total increases by TCHF 2,330 to TCHF 102,560. Net debt increased by CHF 2,103 thousand, or 0.3% of the balance sheet total. The equity ratio remained almost unchanged year-on-year (-0.3%) at 24.2%. This is a good equity ratio compared to the industry, especially

especially because the balance sheet of the community contains considerable hidden reserves (e.g. investments).

Public law part
The public-law part of the community generates an annual income of CHF 846,000. The community's result is positively influenced by the higher financial income (dividend from Zermatt Bergbahnen AG). After taking into account costs before depreciation, the cash flow amounted to CHF 65,000 (7.7% of revenue). The public sector segment therefore closed the fiscal year with a break-even result.

Hotels and restaurants
Operating income from hotels and restaurants increased by approximately CHF 1.24 million or 3.8% to CHF 33,500,000.

All business segments contributed to the positive result . Accommodation revenue increased by TCHF 671, or 7.1%, to TCHF 10,106. Gastronomy revenue also increased by TCHF 648 (+3.6%) to CHF 18.8 million. The property rental segment also recorded an increase in revenue (+TCHF 10).

The generated cash flow improved by 1.3% year-on-year to CHF 5.15 million, or 15.4% of operating income.

After taking into account the increased depreciation (+TCHF 54), the hotels and restaurants of the Burgergemeinde Zermatt achieved an annual profit of TCHF 215.

More information is available at www.burgergemeindezermatt.ch

Matterhorn Group AG

The Zermatt Civic Community, as a public corporation, pursues an almost exclusively private commercial purpose by operating hotels and restaurants . As a result , a complex and at times cumbersome organizational structure has developed over time. In June 2018, the Civic Assembly laid the foundations for a modern and future- oriented restructuring . Firstly, it approved the merger of the Matterhorn Group with Matterhorn Group Management AG to form Matterhorn Group AG , and secondly, it authorized the leasing of the hotels and restaurants to Matterhorn Group AG. Accordingly , the real estate will remain with the Zermatt Civic Community, while the operation of the hotels and restaurants will be outsourced to Matterhorn Group AG, a wholly-owned subsidiary of the Zermatt Civic Community.

Due to weather-dependent yield fluctuations, the Citizens' Assembly of 13 December 2018 also decided to dissolve the Hörnlihütte Zermatt Foundation and to renovate the Hörnlihütte

with active and passive members back into the civic community.

Zermatt Tourism

Mindfulness



Dear insiders

It's a true joy to stroll through our beautiful village these days: the lush green mountain slopes at the foot of the Matterhorn, the blue sky, the beautifully decorated buildings with lush floral decorations. The Ländler band plays, the goat bells tinkle, and the voices reveal the guests who have traveled from all over the world. They enjoy the idyllic setting and the peace we have up here. Perhaps also the somewhat milder temperatures.

Only a few people seem to be under pressure: This is especially evident in their driving style, whether in an electric car or a bicycle. They routinely maneuver around the strolling customers, sometimes a little too close. Wouldn't a little more caution be appropriate?

Sincerely
Daniel Luggen, Spa Director

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We would be happy to advise you personally!

Change of leadership at sodalis Zermatt

Role reversal for Walter Willis and Cyrill Brigger

On July 1, 2019, Cyrill Brigger took over the management of the sodalis office in Zermatt, replacing Walter Willis.

Until his well-deserved retirement in August 2020, Walter Willis will remain in working as a consultant at sodalis on a reduced basis.

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T 027 966 65 80
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sodalis
gesundheitsgruppe

www.sodalis.ch

Destination Zermatt – Matterhorn

Unique things about Zermatt – Origin of the community

The village at the foot of the Matterhorn was first documented under the name "Pratobornum" as early as 1280. Later, the village was also known as "Vallis de Pra Borno," "Vallis de prato Borno," and "Praborne," each with the same meaning: "pasture in the source region" or "pasture in the border regions."



The municipal seal still bears the name "VALLIS PRATO BORN" today. The current name "Zermatt" is thus derived from the German translation of the Latin origin "Prato Borni."

The first German names were probably mentioned in documents from 1495 and 1544. They were «zer mat», «zer Mat» or «zur Matt». Until the 19th century, the various spellings, only then did they agree on the current spelling "Zermatt".

History

In the 13th century, Zermatt , along with its inhabitants, goods and common land, was under the sovereignty of the Bishop of Sitten. Historical records show that the clergy at that time transferred or leased their rights to various secular lords.

However, the inhabitants of Zermatt have always had certain rights of use and administrative freedoms of their own, which they maintained even under the servitude of foreign masters. They therefore considered it appropriate to divide the entire population, including all goods, forests, and common land, into four quarters: "Hoffero," "Winchilmattero," "Muttero," and "Aroleitero."

This division caused discontent among the population. As a result, the districts, except for "Aroleitero," merged their properties again .

The disputes between the districts, especially with the «Aroleitero» district, lasted continued until a ruling by the mayor of the combined districts on March 8, 1555 , established the legal status. Over the course of the following four centuries, more and more Zermatt residents succeeded in buying themselves free from their lordships and tithes.

The first redemption took place on 1 December 1538 and brought more than half of the population freedom. The heads of these 115 families joined together on January 25, 1540 in the church of Zermatt to form the first congregation in a Meiertum.

On July 2, 1576, another 35 redeemed families formed a second community with the same statutes. On March 4, 1579, the two communities were united into a farmers' guild with carefully drafted rules. The last 39 households, which became vacant on December 23, 1618, also established their own administration according to these regulations on January 21, 1621. From then on, there were three different communities in Zermatt with their own jurisdiction . However, the established constitution already applied to the entire valley, i.e.

valid for all three communities and remained in place until 1798. On 14 June 1791, the three communities merged into one The act of 1555 was thus repealed, and the forests, common lands, Alps, and mountains, along with their game animals, were declared common, undistributed property.

The civic community of Zermatt was born from the cradle. The previous constitution of January 21, 1621, and the peasant guild rules of March 4, 1579, were in force. Seven years later, the French under Napoleon invaded Valais and put a bloody end to this legal status: the entire territory of today's canton of Valais was incorporated into France.

Only after the fall of Bonaparte in 1814 did Valais regain its freedom as a republic and was able to join the Swiss Confederation in 1815.

The use of the burgher estates was still the cause of a

A split among the citizens of Zermatt. To finally settle the disputes, the high government of the Canton of Valais sent the governor of Visp to Zermatt. Under his supervision, the two parties signed the first treaty in the town hall on May 12, 1867.

actual civic regulations, which were renewed on May 10, 1914.

The Municipality . Municipalities were probably first established and spread during the French Revolution . The first document of the Zermatt Municipality (then called "Munizipalitet") was drawn up on June 2, 1851. Consequently, this legal form came into force in Zermatt just three years after the Swiss Federal Constitution.

The tasks of the two communities became more and more diverse as the village grew. more extensive and comprehensive. As the burgher community increasingly developed into an administrative body for the burghers' assets, the municipal community evolved into the political municipality, now known as the residents' community. For many years, the burgher community and the municipal community were under the same administration. However, under the influence of increased growth, the concerns of the burgher community became increasingly differentiated. Therefore, in 1969, it separated from the municipality and established its own administration.

coat of arms

The coat of arms of the municipality of Zermatt depicts a yellow lion standing on two of three hills. The heraldic animal is flanked by two five-pointed stars. The background color is red. The symbolic power of the lion has always been reflected in various coats of arms.

It is assumed that the Zermatt lion was "borrowed" from the coat of arms of Vespia Nobilis (district capital Visp) as a symbol of district affiliation.

Zermatt Tourism

The five minds behind Zermatt Tourism’s target groups

Sporty skiers, pleasure-loving hikers and mountaineers, active families, well-traveled Matterhorn visitors, and nature-loving mountain bikers. These are the five target groups of Zermatt Tourism's marketing strategy. Five product managers are responsible for managing these segments.



Suzi Steiger-Preradovic, PM Skier

What distinguishes the "Zermatt skier" from others?

The view. Joking aside, those who come to Zermatt to ski often have a special connection to the place and are not here for the first time. The guest comes here "to home».

What connects you to skiing?

I came to Zermatt when I was eight years old and had the pri- I'm so glad I was able to grow up here. I learned to ski in Zermatt, which is why winter = skiing = Zermatt for me.

I am all the happier that I can now pass on this enthusiasm to my four-year-old daughter.

Which slope do you prefer to whizz down?

The "Lange Kümme" is my absolute favorite slope.



Claudine Zibung, PM Hiker and Alpinist

What distinguishes the "Zermatt hiker/alpinist" from others?

He has high quality standards and values comfort. As an individualist, he enjoys the combination of beautiful nature and breathtaking 4,000-meter peaks.

What connects you to hiking/alpinism?

Although I grew up in the lowlands, I am a passionate mountaineer. For me, mountains represent relaxation, contentment, adventure, solitude, and community all at once.

Which hike is best for you to unwind on?

On a morning hike to Stellisee to watch the sunrise or on the Zermatt–Edelweiss–Zmutt route.



Doris Kündig, PM Family

What distinguishes a "Zermatt family" from others?

They appreciate the wide range of activities, are active, want to experience nature up close and value good restaurants.

What connects you with the families who vacation in Zermatt?

The enthusiasm for the sports, recreation and enjoyment opportunities and the love for the Matterhorn.

What should every family have experienced?

An encounter with Woli, the Zermatt destination mascot, is definitely a must-do experience. Families can find inspiration in our tips for "Your Perfect Family Day."



Janine Imesch, PM Matterhorn Visitor

Why does a Matterhorn visitor travel to Zermatt?

As a symbol of Switzerland—also known as the Toblerone Mountain—the Matterhorn is a must-see and belongs in every private photo collection. The combination of authenticity , natural experiences, amenities, and our hosts leads to repeat visitors who keep coming back.

What connects you to the Matterhorn?

A view of the "Hore" is pure energy for me. It makes me realize every day how lucky I am to work here and call it my home.

Where do you take your perfect Matterhorn picture?

At the top of the mountain in autumn – with a view of the north and east faces at dusk.



Jasmin Marti, PM mountain biker

What distinguishes the "Zermatt Biker" from others?

Zermatt bikers want not only a mix of cool trails, but also top-notch infrastructure and good mountain restaurants from which they can enjoy the view of the 4,000-meter peaks.

What connects you to biking?

In my family and relatives, biking is the Sport No. 1. I started it with great ambition at the age of seven. Today, it's enough for me to be out on my bike and enjoy a well-deserved dessert at the end.

treat yourself.

Which bike trail can you never get enough of?

Not a trail, but my bike highlight: Sunset Ride Gornergrat.



General view of Zermatt in 1895. (Book. Remember – Zermatt, Rotten Verlag)

Zermatt Tourism

“Our helper pool creates a community of helpers”

Selina Merz, Project Manager Events & Animation at Zermatt Tourism, talks about the challenge of finding volunteers for events and explains how the Matterhorn Volunteers pool can provide support.

Selina, you work in the event team at Zermatt Tourism and also help out at various events in your free time as a volunteer. What's the appeal for you?

As a volunteer at an event, I feel like a part of it all. I love being in the thick of things. My favorite part of working as a marshal at a sporting event is being able to experience the athlete's spirit firsthand.

Many events take place in Zermatt – Matterhorn and accordingly many helpers are needed. That's why you set up the “Matterhorn Volunteers” pool of helpers. How does this work?

The idea is that event organizers exchange helpers and thus support each other. Because someone who helps at Zermatt Unplugged might also want to work on a Matterhorn

Ultraks. The volunteer pool is nothing more than a database of volunteers. Anyone can register at ztnet.ch/matter-hornvolunteers.

Does someone who registers commit themselves directly to volunteering? No, registration is completely non-binding. By registering, you simply agree that Zermatt Tourism will inform you about possible volunteer assignments. Anyone interested in volunteering should contact us

the call directly to the event organizer.

Data protection is also guaranteed – we do not pass on any addresses.

What are the benefits for helpers?

Matterhorn Volunteers creates a community of volunteers that meets regularly. Once a year, everyone is invited to a raclette evening. There are also competitions where you can win Mammut jackets. Of course, there are also goodies from the event organizer that you receive for a specific volunteer assignment. These often include food and clothing – but this varies from event to event. And, of course, you can experience the events up close.



Selina Merz often stands in working as a volunteer.

Photo Pascal Gertschen

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Zermatt Mountain Railways AG

Sunnegga-Rothorn – A mountain in transition

Several construction projects are currently underway in the Sunnegga-Rothorn area. Repair work on the Rothornbahn pylon began last summer and will be completed this summer. This and next summer seasons, construction workers will be making their daily journey toward Rothorn to complete further construction projects.

This system will allow future terrain shifts to be compensated for quickly and without prolonged cable car shutdowns. The work is expected to be finally completed in November, ensuring that nothing stands in the way of the Rothornbahn's punctual opening for the start of winter.

Snowmaking systems

In 1984, Zermatt's first snowmaking system was built between Sunnegga and Blauherd. Since then, this system has reliably produced artificial snow for 35 winters. Now the time has come to replace it. The reasons for the replacement measures are leaks in the piping system and the technology no longer meets requirements. The replacement system will guarantee significantly more economical, efficient, and environmentally friendly snowmaking.

Furthermore, the snowmaking system in the "Upper National" area will be repaired this fall. Last December

In December, a pipe burst there, which must be repaired for the coming winter season.

New Kumme gondola lift

Next summer, various construction crews will be at work in the Unterrothorn area. The 10-seater gondola lift from Tufeln via Tufenchumma to the Unterrothorn will be built throughout the summer season.

Commissioning is planned for the 2020/2021 winter season. Despite the increased construction activity in the Unterrothorn area, the Blauherd–Rothorn cable car will start operating according to the regular timetable. Since construction transport in the area is being scheduled as much as possible during off-peak times, the mountain cart and kickbike services will be available in summer 2020, albeit with minor time restrictions. The entire Unterrothorn area is expected to operate with

Increased traffic volumes as well as noise and dust emissions are to be expected and caution is advised throughout the construction site area.

Gornergrat Railway/Matterhorn Gotthard Railway

Construction work on the Gornergrat Railway route

Renewal work on the Gornergrat Railway (GGB) track has been underway since 2018. Starting in August 2019, the section "GGB Bahnhof Zermatt"–"Findelbach" will be renovated.

In order to carry out the necessary work, night-time transport to and from the construction site as well as freight handling at the Zermatt freight station are required.

On the Zermatt–Findel section

From mid-August 2019, freight transports will be carried out occasionally during night shifts. In September, transport trips will take place from the GGB Zermatt station or the Zermatt freight yard to the construction site on four consecutive nights . From October to

The track reconstruction will take place at the end of November 2019, working in night shifts from Monday to Saturday. Construction work will begin at the St. Georges level crossing and continue toward the Findelbach Bridge.

The adjacent residents and guest accommodations along the route must

Nighttime noise is to be expected due to freight transport and material handling. In addition, the area directly adjacent to the construction site Noise emissions in the surrounding area cannot be avoided. The client will We will endeavor to minimize disruption to residents and guest accommodations . They will also be informed of the construction activities via a separate letter.

The final results are scheduled for autumn 2020. Work in the local area of Zermatt between the GGB depot tunnel and the St. Georges railway crossing.

Gornergrat Railway/Matterhorn Gotthard Railway

My Matterhorn Movie – Your personal Gornergrat souvenir

Since mid-July, guests have been able to take the trip as Short film on the web

View and download the video on the Gornergrat Bahn website. The selfie that guests can now take on the Gornergrat will be integrated into the short film, making it a perfect, personalized souvenir.

Not only is the 360-degree panoramic view of the Gornergrat a unique experience, the ride itself is indescribable. To make the ride unforgettable, Gornergrat Bahn passengers can now watch, download, and share their journey as a personalized short film.

The film (approx. 1.40 min.) consists of live shots from the driver's cab, an exterior shot and existing film material. By registering at the turnstile in Zermatt, each guest can be assigned their journey. Guests can register on the website using their SwissPass or Gornergrat ticket number and view and download their journey up to 30 days after the travel date.

For inspiration, a current version is always available at www.gornergrat.ch/mymatterhorn and can also be downloaded and shared.

New Photopoint Gornergrat

The new photo point is located right next to Gornergrat train station – offering a perfect view of the Matterhorn. The SwissPass or Gornergrat ticket can be scanned at the photo point, and a selfie will be taken within ten seconds. If multiple photos are taken, the last one will be included in the video.

Please keep your ticket until after your trip so you can register at gornergrat.ch/mymatterhorn . You can then share the film with those at home and on social media using the hashtag #mymatterhorn.

If the Matterhorn is covered in clouds, a fine-weather version can also be viewed and downloaded from the website.

Scan your SwissPass or Gornergrat ticket at the photo point.

Take a selfie and view and download it later at www.gornergrat.ch/mymatterhorn.



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Zermatt Tourism

This is what's happening at Bonfire

In the destination-wide digitalization project Bonfire, various projects are running in parallel. Here is an overview of the current status.

Whether it's tourist tax billing, table reservations, or voucher systems: a lot is happening in the digital world of the Zermatt – Matterhorn destination.

Electronic reporting system

Some hotels and holiday apartments are already calculating their tourist taxes using the new electronic

Reporting system, the so-called zTerminal. Currently, interfaces to all PMS (Property Management Systems) do not yet exist. Zermatt Tourism recently launched a survey to determine which PMSs are in use at the destination.

After evaluating the feedback, further interfaces will be created and accommodation providers will be informed.

Destination voucher

The aim is to introduce a voucher that a guest can buy from Zermatt Tourism and use at any

Redeemed at the destination. This does not preclude service partners from continuing to offer their own vouchers in their product range.

The provider for the destination voucher has already been determined; implementation will begin soon. Zermatt Tourism will cover the entire system costs. In return, acceptance partners will pay Zermatt Tourism a two percent commission on redeemed vouchers . The money for

Unredeemed vouchers will be reserved by Zermatt Tourism and used for the intended purpose.

Once the system is implemented, Zermatt Tourism will clarify with all service partners who would like to participate.

Matterhorn App

The Matterhorn app has been downloaded by over 60,000 people in seven months . It is constantly being expanded with various new features. For example, the app will also be available in French starting in August. Furthermore, various new tickets can be booked in the app – those for Zermatt Bergbahnen AG always with a five percent discount. The panoramic map has also been expanded and has a new, dynamic design. It shows which hiking and biking trails are open and where they lead. Starting in August, restaurants will have a reservation button that will take guests directly to the restaurant's table reservation website, if the restaurant requests this.

Table reservation system

The system for destination-wide table reservations has already been finalized: Aleno makes it possible to detect double reservations. This means that a guest cannot book tables in two different locations at the same time.

This reduces the risk that a guest reserves a table but subsequently fails to show up. Aleno will be integrated into the Matterhorn app in the coming months.

If a guest wants to reserve a table, they can do so directly in the app. For restaurants that use other systems, table reservations unfortunately cannot be embedded directly in the app ; the link to the website remains. Zermatt Tourism will soon approach restaurants to inquire about participation.

Automatic campaigns

Service partners should have the opportunity to benefit from information emails from Zermatt Tourism . Zermatt Tourism prepares news and relevant information for guests. To avoid the same effort , service partners can accept the offer that

Zermatt Tourism send emails to guests on behalf of the service partner . In concrete terms, this means, for example, that guests of a particular hotel do not receive the destination newsletter, but rather the same content in the design of the specific hotel. Depending on the selected offer, the service partner can add their own topic blocks . The same applies to automatic campaigns, such as the automatic sending of an email after a purchase or reservation. If a guest books a room, they receive an email with hotel and destination information.

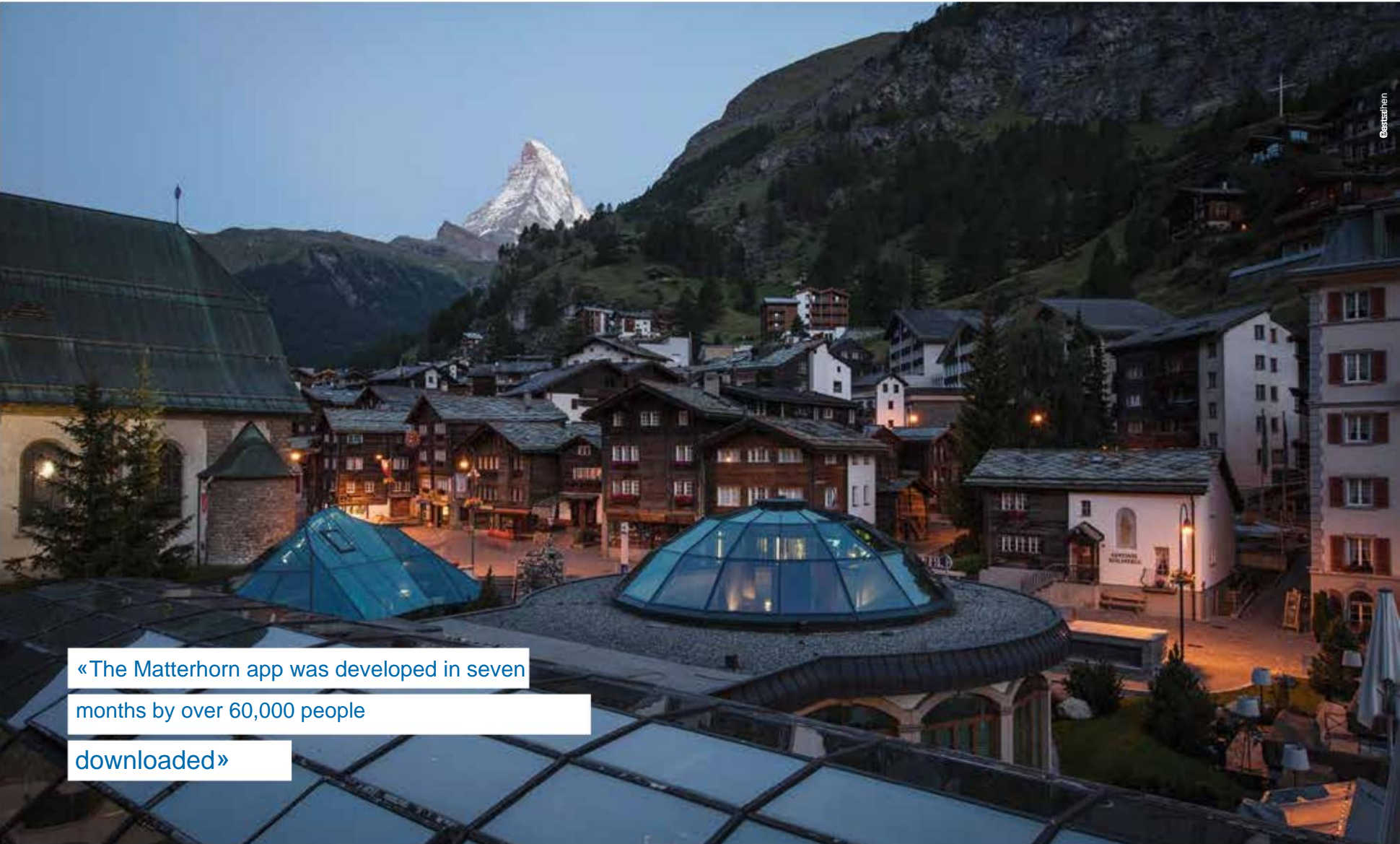
This system is currently under construction.

Social Studio

To professionally manage social media channels, Zermatt Tourism has introduced the Social Studio marketing tool. This system allows you to view all channels and scheduled posts at a glance in a calendar and manage them directly from there.

In addition, you can schedule every post—even Instagram posts, which isn't possible otherwise. Another advantage is a comprehensive analysis tool. Zermatt Tourism offers its service partners the opportunity to use this tool as well. The service partner only has to pay the sublicenses for the channels they want to have in Social Studio. The cost per channel is

This costs CHF 2,500 per year. Interested service partners can contact Zermatt Tourism.



«The Matterhorn app was developed in seven months by over 60,000 people downloaded»