






# ZERMATT INSIDE

October 2019, 17th Year, No. 5



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

<b>Municipality of Zermatt</b>  <b>Elections 2019</b> On October 20, 2019, the members of the Swiss National Council and Council of States will be newly elected. Who are the candidates from our community? <b>Pages 5–7</b>	<b>Zermatt Citizens' Community</b>  <b>research project</b> A project investigates the "controlled burning of Alpine meadows at selected locations and the effects on flora, fauna and air." <b>Page 17</b>	<b>MGBahn</b>  <b>Route closure</b> Due to construction work, the railway line between Visp and St. Niklaus will be closed from mid-October to early November. Tips for residents and travelers. <b>Page 18</b>	<b>Zermatt Tourism</b>  <b>Winter is coming</b> Various marketing measures promote the upcoming Ski season in Zermatt. Including a new branding film, new package deals, and much more. <b>Page 19</b>	<b>Zermatt Mountain Railways AG</b>  <b>Pre-sale promotion</b> In October, not only do the temperatures drop, but also the ski pass prices for the mountain railways and there are new developments in the Matterhorn ski paradise. <b>Page 24</b>
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Zermatt Tourism

# A destination in the pioneering role

Many look to Zermatt with amazement. What's happening here in terms of digitalization is unique in the tourism industry. Whether it's the Matterhorn app, the digital registration system, email marketing, or the table reservation system: the destination is making progress with its Bonfire digitalization project. It's also clear that all of this is only possible thanks to the participation of all service partners. And this, it seems, is precisely what makes Bonfire so unique. In this edition of "Zermatt Inside," the email marketing and table reservation system subprojects are explained in more detail – with information on the current status and voices from the destination.

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© Manuel Dietrich

Zermatt Tourism

“It makes sense to join forces”

For some time now, hoteliers and vacation rental owners have been able to use email marketing via Salesforce. Florian-Julen from the Hotel La Couronne tested this and now reports on his experiences.

Florian Julen, Zermatt Tourism, is now offering email marketing via Salesforce. What does this entail?

"Email marketing, as we use it, simply means that we send the guest an email before their arrival and after their departure. These messages contain information about arrival, the option to pre-check in, or a request to review us."

Why is this now being handled by Zermatt Tourism?

"All the technology is handled by Zermatt Tourism – as part of the Bonfire digitalization project. This way, we benefit from a highly professional tool at an affordable price.

If everyone were to purchase their own tool, it would be more costly and require more personnel. That's why it makes sense to join forces."

What does this cost the hotelier?

"The Zermatt Hoteliers Association sees significant added value in email marketing via Salesforce and is therefore supporting each hotelier who implements the tool with CHF 4,000. This means the hotelier only incurs setup costs of CHF 590. In addition, there are annual costs of CHF 1,750."

You said the technology is handled by Zermatt Tourism. What about the content?

«The content of the emails still determines I have the option of using pre-made content blocks from Zermatt Tourism .

I can, but it's not mandatory. Such blocks include, for example, events and weather forecasts during the stay or the introduction of the Matterhorn app. For my own content, I have a template available into which I can insert our texts and images.

The entire email is sent in the hotel's look and feel, giving the guest the impression that the email originates entirely from the hotel.

Once the content is maintained, does everything run automatically?

"Yes, if the hotelier has their data in Salesforce, everything runs automatically . The prerequisite is that the hotelier uses the Z-Terminal (e-registration form). This is the system for mandatory digital tourist tax billing. The two systems are linked."

Isn't this problematic from a data protection perspective if reporting and email marketing are linked?

"Guests only receive emails from us if they have made a booking. These messages are considered business correspondence, and this is legitimate under data protection law. It's different if we want to send a newsletter, because then we need the guest's consent. However, once consent is obtained, the newsletter can be sent using the same system. This option is currently being developed. Soon, it will be possible for us to send newsletters that contain partly content from Zermatt Tourism and partly from the hotel. But only to guests who wish to receive newsletters."

Let's get back to what already works today: pre- and post-stay emails. What is your interim conclusion about the last few months? Have you received any feedback from guests yet?

"Guests especially appreciate up-to-date information about arrival and pickup at the train station, as well as pre-check-in, which they can do from home. In the email before their arrival, we inform them that they can provide us with all their information in advance. This makes the process much faster upon arrival – saving both the guest and our staff time. Another advantage is the additional services that guests book through the pre-stay email. We also notice that we receive more reviews because we ask for a review in the post-stay email. And we can better control which portal guests should use to submit their review. In summary, this is real added value for both guest and hotelier."

What advice do you have for other hoteliers or holiday apartment owners?

"I highly recommend email marketing via Salesforce."

Zermatt Tourism

Table reservation made easy

The future for restaurants is an electronic table reservation system—even better, one that spans the entire Zermatt – Matterhorn destination. Zermatt Tourism provides information on the current status and has spoken with service partners about their experiences.

One click – and the guest's reservation arrives at the restaurant: An electronic table reservation system simplifies the work of restaurant operators. Gastro Zermatt, the Zermatt Hoteliers Association, and Zermatt Tourism recommend that restaurants that don't yet have such a system implement the Aleno system.

Aleno – a fair and direct contact

The destination chose Aleno because the system offers fair conditions, guarantees data protection, and is easy to use. The company is headquartered in Zurich, simplifying communication – a direct contact person is guaranteed. Restaurant operators who would like to implement the system or receive more information are asked to contact Denise Wiedmaier at Zermatt Tourism (denise.wiedmaier@zermatt.ch, +49 27 966 81 14).

Offer tables in the Matterhorn app

Restaurants that already use a table reservation system can make their available tables available to guests directly in the Matterhorn app or via the Zermatt Tourism website. Guests can then jump from the Matterhorn app or the website to the respective restaurant's reservation website. To do so, restaurateurs should send the link to the existing reservation system to Denise Wiedmaier.



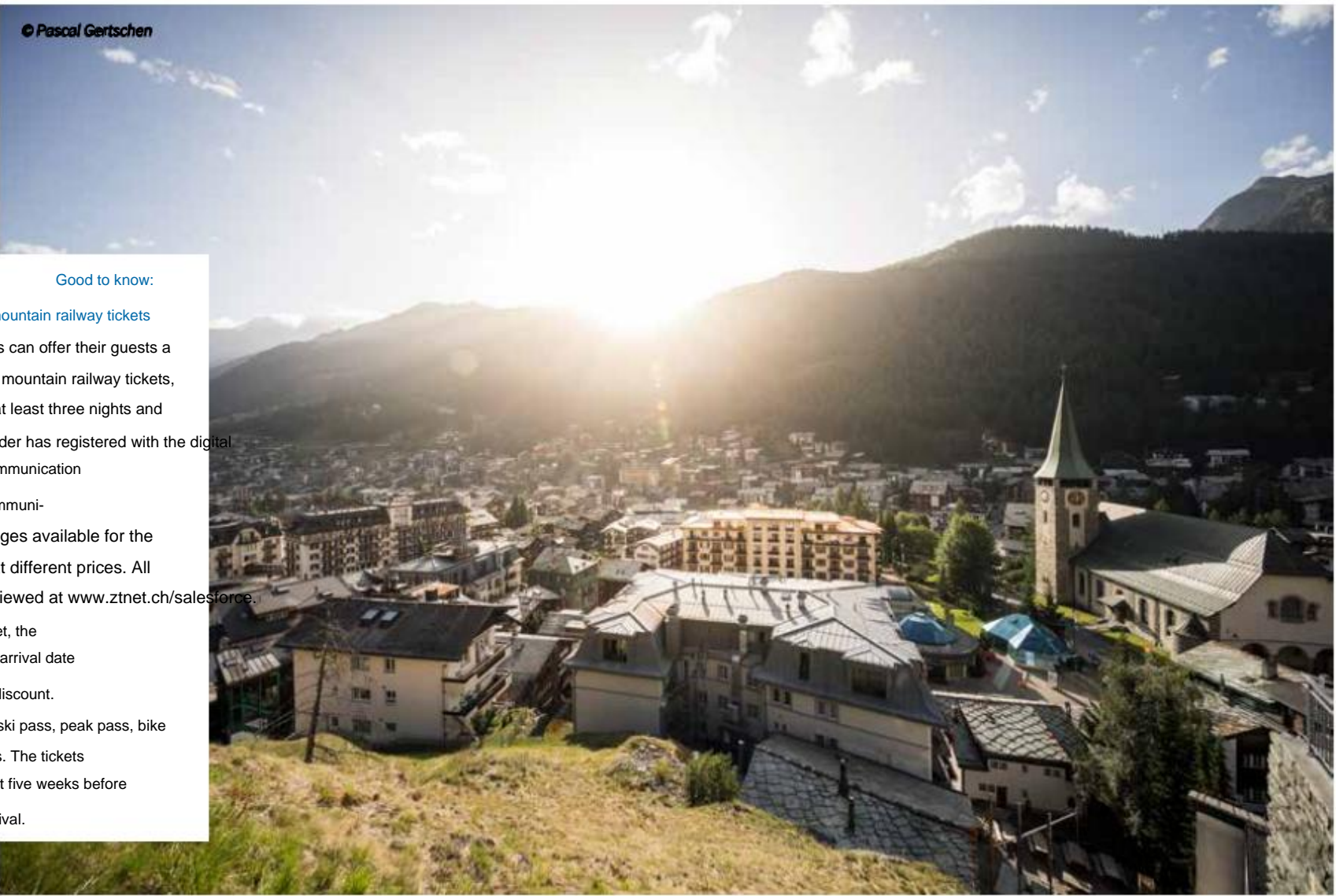
Max Cotting from Chez Vrony

«At the beginning of last winter, I could not imagine ever handling the reservations electronically, but then let me by a The presentation was convincing, and by spring I could no longer imagine how the reservations had been manageable without Aleno."



Markus Mennig from Restaurant Zum See

«By using Aleno Our service staff save time and we have been able to eliminate sources of error. Another advantage is that we process the personal data of our guests and thus also a Receive statistics.»



Pascal Gertschen

Good to know:

Cheaper mountain railway tickets

Accommodation providers can offer their guests a 10 percent discount on mountain railway tickets, provided that guests book at least three nights and the accommodation provider has registered with the digital reporting system and a communication

cation agreement. At the communi-

There are various packages available for the communication contract at different prices. All packages can be viewed at [www.ztnet.ch/salesforce](http://www.ztnet.ch/salesforce).

If the requirements are met, the Guest six weeks before the arrival date

Email informing him of the discount.

The discount applies to the ski pass, peak pass, bike pass, and single rides. The tickets must be at least five weeks before of arrival.

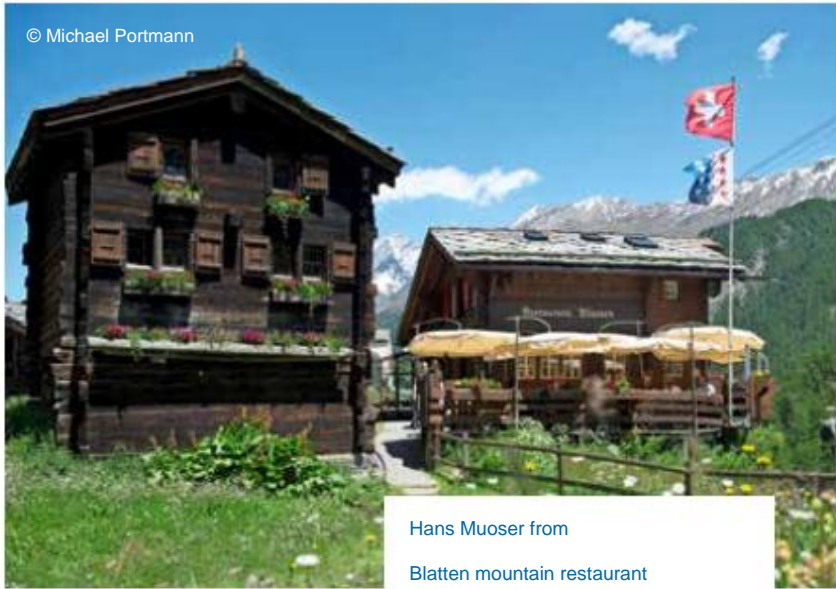


Michael Portmann

Sacha Darioli from

Le Gitan / Zermatterstübli

"We have received positive feedback from partners who are already working with it. The system is affordable, covers everything needed, and is a Swiss product with a logical structure and a direct contact person."



Michael Portmann

Hans Muoser from

Blatten mountain restaurant

«We are convinced that Aleno has contributed to increasing the efficiency of our operations. The email traffic for table reservations have significantly In addition, reservations can be made at any time and visible everywhere and a reminder nerungsmail minimizes the proportion of no-shows.»



Mont Cervin Palace

Jeremy Kunz from Seiler Hotels AG

"Aleno's support is very strong, and input from service partners is also incorporated into the development of the platform. Aleno is for the guest and the restaurant manager was very easy to handle."

Municipality of Zermatt

# Revision of Zermatt's town planning on the right track

In January 2019, the municipality of Zermatt began revising its town planning for the entire municipal area. To ensure qualitative development, various initial steps were initiated.

A density and open space study is currently being prepared, which analyzes all areas of Zermatt, including those with planning zones. In addition, the municipal council has updated the guidelines from the Zermatt 2013 Spatial Planning Concept (ROK) for the next steps.

**Planning zones issued as a precautionary measure**  
In preparation for the revision of the local plan, the municipal council has established planning zones in selected areas. This means that no construction is currently permitted in these areas to avoid complicating future appropriate use. These planning zones include the Aroleit, Findeln, Bodmen, and Howete perimeters (see illustration). The following criteria were considered in their determination: location in relation to the main settlement area, status of development and development requirements, and impact on the townscape and landscape.

The public consultation on the planning zones began on May 31, 2019, and objections were submitted for 30 days. The municipality has since conducted the relevant negotiations with the objectors. As part of the overall revision of the local planning process, the future management of the areas covered by planning zones will now be discussed.

Affected landowners will be able to contribute to the content of the consultation process. This also provides for detailed information to the Zermatt population about the content of the overall revision of the local planning.

**Density and open space study in preparation**  
Already in 2013, the municipality in the ROK Zermatt suggested preparing an urban development "density and open space study" as a basis for the revision of the local plan. The municipal council initiated this in April 2019. Since then, the study has been underway, providing a sound basis for the qualitative further development of Zermatt. It analyzes the current situation and identifies potential: Where does what density exist today? Where should density be increased?

Where are open spaces located? Where should they be added or enhanced? What development optimizations are there? This is done not only for the settlement area, but also for the areas with established planning zones. This results in recommendations that serve as the basis for the development of the map for the ROK Zermatt and for the revision of the

Zoning plan, development program and building and zoning regulations.

Initial results show that only a few adjustments are needed in terms of density requirements in local planning. The study authors see the main levers for improving urban quality in Zermatt in expanding the road and path network in residential areas, creating additional open and green spaces, and

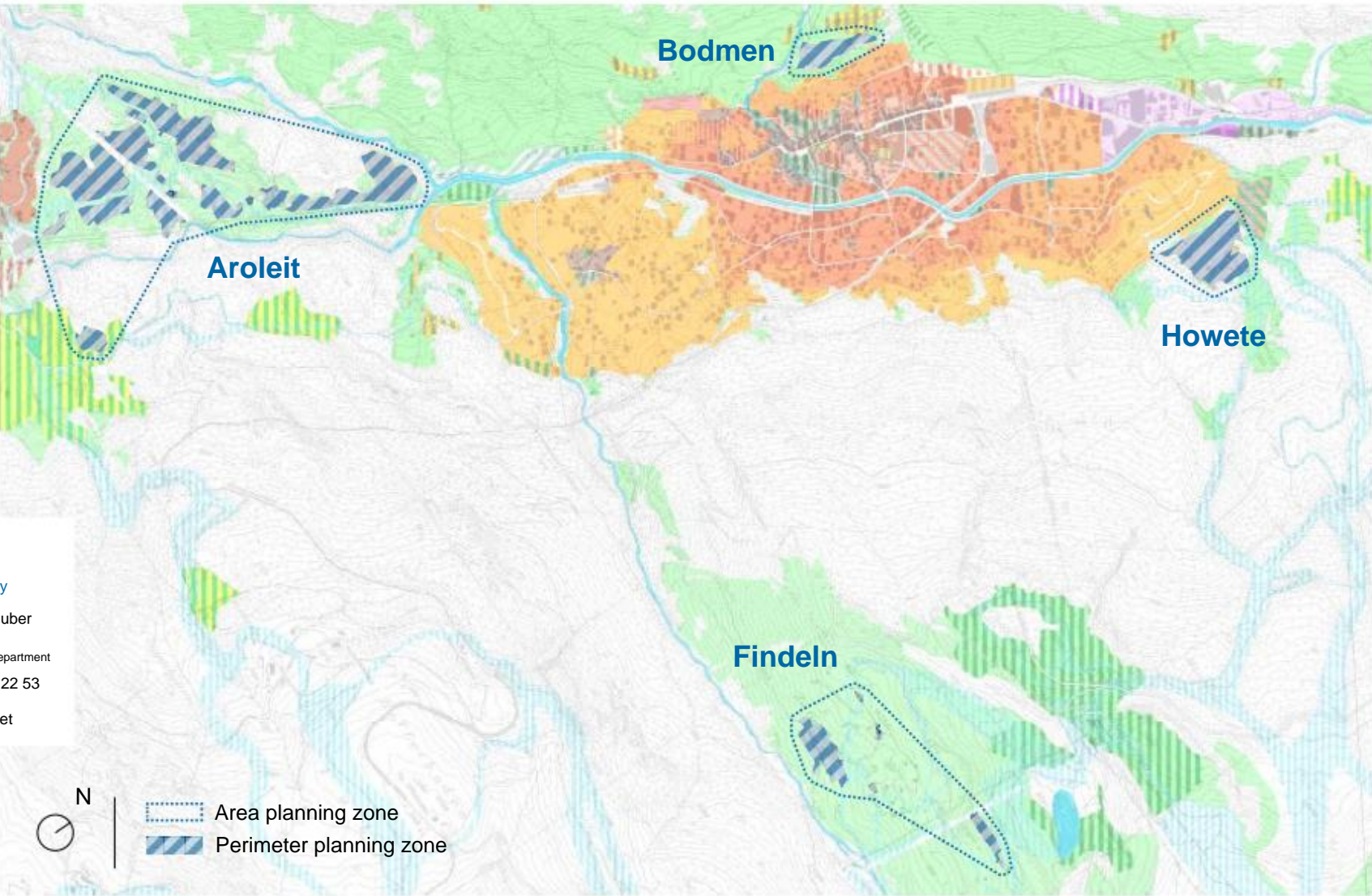
more attractive design of streets and public spaces.

**Guidelines of the ROK Zermatt adopted**  
The Zermatt Spatial Planning Concept 2013 contains guidelines that outline a possible path to achieving the development goals within a 20- to 30-year horizon. Based on these guidelines, measures for the

The municipality of Zermatt has defined some of the measures that are currently being implemented or are to be implemented with the local planning revision.

For the current comprehensive revision of the local planning, the guidelines were adapted to the new legal framework, such as the Second Homes Act and the revised Spatial Planning Act. They were also aligned with the content of the Zermatt Destination Strategy 2019. On September 5, 2019, the municipal council adopted the updated guidelines as a basis for further work on the local planning revision.

«With the revision of the local planning gives you the opportunity the development of Zermatt to consider as a whole and to actively shape it."



Municipality of Zermatt

# Elections to the National Council and Council of States for the 2019–2023 legislative period



The Swiss parliament, the Federal Assembly, consists of two equal chambers: the National Council (the "grand chamber" with 200 seats) and the Council of States (the "small chamber" with 46 seats). The National Council represents the people of Switzerland. The Council of States represents the 26 cantons.

## National Council elections – allocation of seats among cantons

The National Council consists of 200 members, who are distributed among the cantons in proportion to nis to their population. Each canton is entitled to at least one seat. **The canton of Valais is entitled to 8 seats.** The election of the eight representatives of the canton of Valais will take place according to the proportional representation system.

## Council of States elections

The Council of States is composed of 46 representatives from the cantons. Regardless of its population size, each canton elects two representatives to the lower chamber. The six half-cantons are an exception; they each elect one member.

The election of the members of parliament takes place according to the majority system, namely with an absolute majority in the first round of voting (the candidates who receive more than half of the valid votes are elected) and with a relative majority in the second round of voting (the candidates who receive the highest number of votes are elected).

## polling station

Resident Services/Chancellery

## Opening hours of the ballot boxes

Sunday, October 20, 2019, 9:00–10:00 a.m.

## Simplified postal voting

Every eligible voter can freely decide whether to vote by mail or at the ballot box.

## Voting by the elderly, sick or disabled people

Persons who, due to infirmity, are unable to carry out can no longer carry out the actions required to exercise their voting rights themselves, may at their place of residence or stay as well as at the polling station be assisted by a person of their choice. The assistant must maintain the secrecy of the vote (Article 27 of the Cantonal Law on Political Rights (kGPR)).

A voter who is unable to write may be represented by a person to complete the formalities of voting by mail or depositing the ballot with the municipality. This person is authorized to sign on behalf of the incapacitated voter. The representative must provide their first and last name on the return form (Article 4 of the Ordinance on Voting by Mail (VbStA)).

Voting by proxy is prohibited (Art. 29 kGPR).

## Postal voting

All eligible voters will receive the following information for postal voting:  
· the official brochures  
· the ballot booklet for the National Council  
· the ballot papers for the Council of States  
· one voting envelope each (labeled with the respective election)  
· a return form  
· a transmission envelope

## Instructions for voting by mail

· Place the official ballot paper in the relevant official ballot envelope.  
· Add the voting envelopes to the transmission envelope.

· Sign the return form and place it in the envelope so that the address Gemeindeverwaltung, 3920 Zermatt appears in the viewing window.

· Close the transmission envelope.  
· Either stamp the envelope and send it by post to the municipal administration or place the envelope in the sealed ballot box at the Residents' Services during counter opening hours (Monday - Friday, 8:30–11:00 a.m. and 2:00–4:00 p.m.).

The postal vote must reach the municipal administration in good time (National Council/Council of States elections no later than Friday, 18 October, and possibly the second round of voting for the Council of States by Saturday, November 2, 2019, at the latest, since Friday is a public holiday. The deadline is therefore extended to the following day in accordance with Art. 14, Paragraph 2 of the VBSA. Please observe the postal delivery deadlines and ensure sufficient postage.

**Voting at the Ballot Box** Voters who vote at the ballot box must generally use the materials provided to them in advance. If an eligible voter arrives at the polling station without voting materials, they will be provided with the materials necessary to exercise their right to vote upon request.

The return form or voting card must be brought along. If these are not available, the person registered in the electoral register will still be allowed to vote if they can prove their identity (Article 64 of the German Voting Rights Act).

Voting by proxy is prohibited (Art. 29 kGPR).

## Possible second round of voting in the Council of States on 3 November 2019 for the legislative period 2019–2023

If no two candidates achieve an absolute majority in the first round of voting, a second round of voting will take place.

## Candidates for the runoff election

Candidates who were not elected in the first round and who received at least eight percent of the votes may participate in the second round. In addition, the parties

Parties on whose list a candidate received more than eight percent of the votes:  
· add one or more new people to the list;  
· Replace one or more people on the list.

If only one seat remains to be filled in the second round of voting, only one name may appear on the ballot paper, otherwise the ballot paper is invalid (Art. 77, paragraph 11 kGPR).

**Polling station for possible second round of voting for the Council of States**  
Resident Services / Chancellery

## Opening hours of the ballot boxes

Sunday, November 3, 2019, 9:00–10:00 a.m.

## Silent election

If only as many candidates are nominated for the second round of voting as there are seats to be filled, no election will take place. The candidates will be deemed elected by secret ballot.



Municipality of Zermatt

Presentation of National Council candidates from Zermatt

Franziska Biner, CVP

I will advocate for these issues in the Federal Parliament.

"In Bern, I want to specifically advocate for the concerns of our canton and the mountain population . The second home and spatial planning laws have far-reaching consequences for our canton. Solutions that work for most regions of Switzerland often hinder our canton's development.

In Bern, the federalist form of government seems to be

It's easy to forget that cantons and municipalities often know better what developments are appropriate for their region. Valais's business location also needs to be further developed. Our canton must be attractive to companies. They should settle here and not are hampered in their development by unnecessary bureaucracy. It is important to invest in local education, research, and innovation. It should be possible to complete many different training programs in Valais. This increases the likelihood that university graduates will work in Valais. Furthermore, vocational training must also be attractive; there is a growing shortage of skilled workers, especially in the construction industry, for example – and skilled workers are the engine of a functioning economy."

This goal is particularly close to my heart for our region.

"Climate policy is certainly a significant issue for our region. Here in Zermatt, in particular, we are severely affected by global warming. The glaciers are melting rapidly, and weather patterns fluctuate from one extreme to the other. A sensible environmental policy is needed for the future. However, the population should not be patronized with senseless bans; instead, targeted interventions and investments in research for sustainable recycling systems must be made. Local production and local agriculture must be promoted. Tourism development is central to Zermatt, and therefore it is of utmost importance to create the legal framework in Bern so that tourism can continue to develop sustainably."

The people will vote for me because...

"...the last four years of federal politics have clearly shown: Switzerland needs centrist politicians! The left and right of the council are insisting on their positions, and thus no solutions have been found on important issues, such as health policy . Bern needs politicians who work in a consensus- and solution-oriented manner and who are willing to compromise. Important political matters for the future of Switzerland are pending, and I would like to participate in finding solutions and help shape our future."

Danica Zurbriggen Lehner, CSPO

I will advocate for these issues in the Federal Parliament.

"I want to advance a modern and social family policy. For children to develop optimally, they need good relationships with their parents and caregivers, as well as a stimulating environment. Families must be able to balance the parents' employment, their children's school routine , and family life. I therefore advocate for family-friendly work models, regular school and class times, and needs-based childcare options . I am also committed to ensuring equal access to high-quality education for all children and young people."

This goal is particularly close to my heart for our region.

"I hope that after their training and studies, more young adults will return to Valais, back to our region, and settle here. To make our region attractive to them, it needs not only interesting job opportunities but also a good infrastructure and a wide range of leisure and sports activities.

I am committed to ensuring that the region's villages work together more closely and make better use of synergies."

The people will vote for me because...

"...I am solution-oriented and persistent. I listen to people and their problems, and I can empathize with them. I'm particularly concerned about the people who live and work in our region. I firmly believe that the region will become even more attractive both as a place to live and work and as a vacation destination if we ensure that we and our fellow citizens are well."

Ursula Abgottspon, SVP

I will advocate for these issues in the Federal Parliament.

"As a woman and mother, all sociopolitical issues are naturally close to my heart, such as women and men as equal partners in work and society. However, I also want to advocate for:

- fewer regulations and prohibitions for the trade;
- Maintaining the special VAT rate for hotels and restaurants;
- more scope for the cantons in spatial planning;
- Good transport links in the interest of mountain communities and tourist resorts.»

This goal is particularly close to my heart for our region.

"My goal is for our region to continue to be a strong tourist destination with high-quality offerings and good jobs in a wonderful landscape. This also requires good transport links, especially for ambulances, fire services, and freight transport. Therefore, a winter-safe road between Täsch and Zermatt is essential, as a complement to the outstanding services provided by the MGB, for our world-class health resort, and for the entire region . Furthermore, the flexible school entry age is important to me for our canton . Because no one knows a child's personal biological development better than their parents. Other cantons in Switzerland have already

proven that this works."

The people will vote for me because...

"...on the one hand, I am rooted in tourism, and on the other hand, in my work at Procap Switzerland as a holiday supervisor for people with physical and mental disabilities, I am very close to the problems, needs, and concerns of these fellow human beings . It is therefore all the more important to me that our disability insurance is not abused and therefore cuts are not made. must be made to those who really need help.

... and I have the courage to express my own opinion and to stand by it publicly."

Jonas Aufdenblatten, JCVPO

I will advocate for these issues in the Federal Parliament.

"I will advocate for the independence of the mountain villages."

This goal is particularly close to my heart for our region.

"Promote sustainable tourism that future generations can also live off of."

The people will vote for me because...

"...I bring a breath of fresh air and a perspective of the younger generation to the National Council with top motivation ."

Iris Kündig Stoessel, FDP. The Liberals

I will advocate for these issues in the Federal Parliament.

"Valais is predestined to pursue energy policy in Bern.

Water, sun and wind are part of the Valais. The use of these existing

Resources must be optimized. I want to make a clear commitment to these energy sources in Bern.

More incentives must be created to make investing in renewable energies worthwhile – in line with the motto of innovation and progress."

This goal is particularly close to my heart for our region.

"The tourism industry is the fourth most important economic sector in Switzerland and the second most important in Valais. It directly or indirectly provides 24,000 jobs. This corresponds to 18.4 percent of the active population in Valais.

However, for tourism, everything is never done. We must constantly adapt to changing needs. My goal is to combat the obstacles that place excessive administrative burdens on tourism operators and entrepreneurs."

The people will vote for me because...

"...I have proven over the past seven years as a municipal councilor that I act in a solution-oriented, objective, independent, and responsible manner, and that I am committed to the concerns of the community."

Linda Stoessel, Future and Success

sustainability – Citizens' List

I will advocate for these issues in the Federal Parliament.

«Above all, I would like to commit myself to environmental protection, and I appeal to as much personal responsibility as possible. It is also important to me to arouse the interest of young people to become politically active."

This goal is particularly close to my heart for our region.

"The transport infrastructure—specifically, I'm talking about the completion of the motorway in the valley and the seamless accessibility of Zermatt by road and rail."

The people will vote for me because...

«...I as a young woman represent the self-determined future.»

Municipality of Zermatt

Voting instructions  
National Council and Council of States

National Council elections

A ballot paper booklet is available for the National Council elections . It contains preprinted and blank official ballot papers. Only official ballot papers are valid. Detach the selected ballot paper from the booklet. You can leave the selected ballot paper unchanged or modify it.

How do I fill out the ballot?

Use one of a party's preprinted ballot papers or the blank ballot paper. You have the following options:

Anyone using a pre-printed ballot paper can

- leave the ballot paper unchanged

The party receives as many votes (party votes) as there are names (candidate votes) and blank lines (additional votes).

- change the ballot paper

- a) **Cross out:** You can cross out pre-printed names of candidates. As a result, these people do not receive any candidate Your vote. The empty lines count only as a vote for the party.
- b) **Cumulative:** You can repeat a pre-printed name by hand.

- This person receives two votes. The same name may not appear more than twice on the ballot paper. be listed.
- c) **Panaschieren:** You can write candidates from other lists on your ballot paper . These will then receive your candidate vote and their party your party vote.

Anyone using a blank ballot paper can

- Write the name of the party and/or the number of your preferred party. You can see the names and numbers on the pre- printed ballot papers. The ballot paper must contain at least one name of an eligible candidate.

or an eligible candidate. Empty lines are counted as party votes for that party.

- List candidates without the party name. If the party name and number are missing, the empty lines will not be assigned to any party.

Even on the blank ballot paper, cumulation and variegation possible.

Important

- Each ballot paper must contain at least one name an eligible candidate.

- The total number of names on the ballot paper may not exceed the number of seats the canton is entitled to (8).

Council of States elections

Official pre-printed and blank ballot papers are available for the Council of States elections. Only official ballot papers are valid.

How do I fill out the ballot?

Use one of a party's preprinted ballot papers or the blank ballot paper. You have the following options:

Anyone using a pre-printed ballot paper can

- leave the ballot paper unchanged;
- Delete candidate names;
- Enter candidate names from other lists (panaschieren).

Anyone using a blank ballot paper can

- List candidates from each list.

Important

It is prohibited to place the name of the same candidate more than once on the same list . Each ballot paper must contain at least one name an eligible candidate.

- The total number of names on the ballot paper may not exceed the number of seats the canton is entitled to (2).

Invalid vote

- Postal dispatch without or insufficient franking
- Insert the transmission envelope into the mailbox at the community center
- Not using the official transmission envelope and/or the official voting envelope
- Return form is not signed
- Transmission envelope contains the voting material of several voters (grouped dispatch)
- Voting envelope contains information that is Origin can be concluded

Ballot papers are invalid if

- they do not have the name of a candidate or abstain from a candidate from the constituency;
- they are not official;
- they have been amended or completed in any way other than by hand;
- they contain defamatory statements or markings;

- they are in duplicate in one ballot envelope, unless they are identical in relation to the same election; if they are identical, one of the two is invalid.

Golden rules for choosing correctly

- Use only an official ballot paper.
- Write by hand – and please make sure it is legible. Only candidacies on pre-printed ballot papers are valid .

- Always write out the candidates' first names, surnames and numbers.

Quotation marks , «ditto» or similar are not allowed allowed.

- Your ballot paper must contain at least one valid Name.
- The ballot paper may contain a maximum of contain how many seats your canton is entitled to.
- Submit only one ballot paper for each election.
- Do not write anything additional on the ballot paper.

- Maintain the secrecy of the ballot: Use your Signature not on the ballot paper.
- Don't forget to sign the return form when voting by mail.
- Submit your voting documents (transmission envelope) in a timely manner when voting by mail – observe the postal delivery deadlines and the opening hours of your polling station.

# Getwing bridge must be replaced

1011

# Trimming bushes and branches

# Biner

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**We would be happy to advise you personally!**

Municipality of Zermatt

# Swimming lessons at school

During three weeks before and after the autumn holidays, all children at Zermatt Primary School receive two swimming lessons per week.



This was made possible thanks to the support of the Burgergemeinde Zermatt and the Grand Hotel Zermatterhof. They provide the Schools during the shoulder season in Autumn the swimming pool in a test operation available.

Physical activity and sports help the school to create a movement-friendly and health-promoting school profile. Through regular physical activity, the school promotes the development and learning of its students. Activities in

Water such as swimming, playing, jumping, diving are an ideal field of movement. "The earlier, the better", which is why swimming lessons are also part of the Physical education is part of the curriculum

21. It states as a basic requirement that all pupils can move and swim safely in the water by the end of the 6th grade.

Municipalities are not obliged to offer swimming lessons. Zermatt schools try to enable all students to learn the To enable swimming. Being able to swim is a basic skill these days. Therefore, schools are constantly looking for ways to offer swimming lessons.

Suitable swimming facilities are rare in the Matterhorn village and are available to guests during the high season.

After a long and exhausting search, the school has found a new partner in the Zermatt Civic Community. They are enabling schools to hold swimming lessons at the Grand Hotel Zermatterhof. During the autumn

The hotel remains closed during the off-season, but the swimming pool is available to schools for six weeks. The pool is an ideal size, and the water depth allows both beginners and advanced swimmers to learn to swim.

Certified swimming instructors will work in tandem with the class teacher to teach each school class for a double lesson per week. This pilot project will allow the school to gather initial experience , evaluate the project, and then decide whether to continue.

Municipality of Zermatt

# New offer from the community library: Book tree in the parish garden

This public book tree allows you to take books free of charge, anonymously, and without any formalities outside of opening hours.

In church, commercial or public institutions they are usually available to the public and accessible at any time. This supports the possibility of using literature.

In 1990, the first public libraries cabinets in Mainz for use as a "free open-air library." In June In 2011 , Switzerland's first public bookcase was created in Basel .

In 2016, a telephone booth on Bahnhofstrasse in Visp was converted into a bookcase. The phone booth is operated by the The Visp Media Library is equipped with interesting reading material to ensure there is enough reading material for as many interested people as possible . The Visp Media Library has had very positive experiences with this system . The library is responsible for maintaining the bookcase, and books can be taken out and read at any time . Whether to keep them or return them is up to each user.

The motivation of the community library Zermatt, to set up such a book tree

is to use simple and beautiful Reference to reading and the library This is also another meeting place for people to exchange ideas with other reading enthusiasts.

As of the beginning of October 2019, a book tree will be located in the Zermatt parish garden, intended to serve precisely this purpose. We hope that all readers will treat the books offered with respect and not use the tree as a wastepaper receptacle or as a disposal point for their own books .

The terms of use for the "open-air library" are posted on the book tree and on the library's website.

## Reading with Oskar Freysinger

Mr. Freysinger has just published his new book. He will sign the work with the name men «Red Ashes» also at his reading on 9 October 2019 in the community library The library. A visit to this event is certainly worthwhile. Please register Contact us now by email or phone. We look forward to hearing from you. The event is free.

Further information on the events and the current opening hours of the community and school libraries can be found as follows: more of our homepage:

www.gemeindebibliothek-zermatt.ch.



Municipality of Zermatt

# Candle making

Let your creativity run wild with candle-making.

The Mattertal Youth Office, together with the Zermatt

Women's and Mothers' Association, is once again

organizing a candle-making event.

## Additional wax pots

The organizers have purchased two additional wax pots for this year's candle-making event . This will meet the high demand and ensure everyone can make their own candles.

## Registration not necessary

No registration is required for candle-making – you can simply drop by the Green Hall (above Triftbachhalle) at the designated times.

Please bring an apron or clothing that can tolerate a little wax.

## Children must be accompanied

Based on experience from the last years, it is important that children (younger

Children (ages 5H and above) must be accompanied by a parent or other adult. Candle-making is not a children's entertainment program.



Wednesday, November 20, 2019, 2:00–6:00 p.m.  
Thursday, November 21, 2019, 3:00–7:00 p.m.  
Friday, November 22, 2019, 3:00–7:00 p.m.  
Saturday, November 23, 2019, 2:00–6:00 p.m.

## Prices

Basic price 100 g: CHF 3.00  
per additional 10 g: CHF 0.30

For further information, please contact Bianca Ballmann, Mattertal Youth Office (079 303 45 04), or Eliane Schuler, Zermatt Women's and Mothers' Association (079 375 21 65).

We look forward to seeing you!

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Municipality of Zermatt

## Zermatt Youth Fund – financial support

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

Adolescents include small children of preschool age up to young adults of a maximum of 20 years.

Applications are due by  
November 15, 2019  
to be submitted.

### Income from the Youth Fund

The Youth Fund was established in 2011 by the Zermatt Business Association, which annually credits the proceeds from the Folklore Festival to the Youth Fund. Additional sources of income include residual amounts from club dissolutions and other donations. The Youth Fund Committee would like to express its sincere gratitude to all donors. Only through this income is it possible to support the many great offers in Zermatt.

### Active assistance

To ensure everything runs smoothly, the Folklore Festival's organizing committee needs many hard-working volunteers every year. In recent years, JuBla Zermatt has always been the sole youth organization, but we've changed this somewhat. Now, clubs and groups that have received a contribution from the Youth Fund are also being asked to help with the Folklore Festival.

This year it was members of the youth fire brigade and the Jugi who supported the JuBla and actively helped.

### Application review

The Youth Fund Commission, consisting of five members, is responsible for examining all submitted applications and subsequently allocating financial resources. The applications already submitted are currently being examined by the Commission for completeness and accuracy.

### Application deadline is November 15, 2019

Decisions regarding financial support are made in April and November of each year. Applications for the current year can be submitted until November 15, 2019.

### Available online

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



### Submission of applications and any questions

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

Municipality of Zermatt

## Zermatt Culture Association



Culture needs an alert mind.  
For example, yours.

In today's world, social cohesion is more important than ever. The new program from the Zermatt Culture Association wonderfully facilitates shared experiences, creates space for encounters, and fosters a sense of togetherness. The diverse series of events from November 2019 to June 2020 offers a special place in the municipality's cultural calendar. Come along, be inspired, and become part of the growing community of culture enthusiasts.

### «Soundful but sure», Bernese dialect chansons November 7, 2019, Theosaal, Parish Center

Just as Mischa Wyss unobtrusively entices the audience to reflect with his profound chansons, his witty humor irresistibly provokes laughter. Here, a great sense of language and witty wit combine to create melodious entertainment value. The chansonnier, who is said to be the Mani Matter of the 21st century, presents his new program with subtle eloquence and pointed refinement.

### Chinderland family concert with Ueli Schmezer

23 November 2019, opening reception

Chinderland means music for the whole family. It's important to Ueli Schmezer and his band members that a concert is a shared experience. They sing for children, but from the heart for their parents. With them, the little ones feel understood, and the grown-ups understand exactly what they mean.

### Upper Valais dulcimer circle

February 20, 2020, Theosaal Parish Center

The dulcimer, a percussion instrument, has a long history and is played in many cultures around the world. However, the Valais dulcimer, with its diatonic tuning and semitone switches, exists in this form only in Upper Valais. It is suitable for chord accompaniment, for playing sounds, and for melodic interpretations. It is used in folk music, but increasingly also in the pop and rock scene.

The Oberwallis Hackbrettzirkel will introduce this historic instrument, and its ten members (five women and five men) will treat us to musical delights.

### Advent Concert Geneva Brass Quintet

December 8, 2019, St. Mauritius Parish Church

The Geneva Brass Quintet (GBQ) has existed as a chamber music brass ensemble with a Swiss ensemble since 2001. The Geneva Brass Quintet's repertoire is diverse and adaptable, both in style and across eras.

### «Pure Piaf – Edith, her life, her songs»

March 5, 2020, opening reception

After many successes in front of enthusiastic and touched audiences, the qualified opera singer and musical actress Sylphe (Sylvia Heckendorn) and Christian Müller on the piano are now guesting at the vernissage with their emotionally charged interpretations of the Piaf chansons.

### “The A Quotient”, April 23, 2020, vernissage

Charles Lewinsky's new play is a textbook on the theory and practice of dealing with assholes. It's performed by the established trio of Charles Lewinsky, Judith Stadlin, and Michael van Orsouw. A person can be assessed much more accurately than with an IQ test using a sophisticated system of measurement that determines the A-quotient, the degree of assholery.

This seems very necessary, considering the world stage, which is more or less occupied by strange characters: the USA, Syria, North Korea, Russia, or Turkey. The whole thing claims to be terribly scientific, with graphics and footnotes.

### Second table fair for local visual artists

June 18, 2020, Hotel Beau Site

Following its successful first edition in 2019, the second Table Fair will once again offer a platform for local visual artists this year. Anyone interested in participating and would like to present their art to the Zermatt community is cordially invited to apply to the Zermatt Culture Association.

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- ▲ At the beginning of December you can enjoy the Geneva Brass Quintet in the parish church.
- ◆ Ueli Schmezer is coming in November with his band to the vernissage.

Municipality of Zermatt

## Clothing collection for Eastern Europe

In November 2019, the association "Hand in Hand – Your Neighbor" will conduct another clothing collection for Eastern Europe. To support the suffering and needy population

The association «Hand in Hand – Your Neighbor» aims to provide financial and social support to the needy population of Eastern Europe, especially children and elderly people, frail and single people. To provide material support. For the first time, the clothing collection will also take place in Täsch.

### Collection points

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

**Saturday, November 9, 2019, at the following locations:**  
Zermatt

9.30–11.30 a.m.: Entrance to the funicular railway workshop  
9.30–11.30 a.m.: Entrance to Winkelmaten Chapel  
9.30–15.00: Entrance to the parish center

### Bag

10.00–14.00: in front of the Hotel Walliserhof  
(Contact person: Ms. Lydia Lauber)

### Furniture and inventory

For organizational reasons, there will be no furniture collection in November this year. A furniture collection will be held—as far as possible—in April 2020.



### Tax exemption for donations

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

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

Thank you very much for your solidarity and support.  
Association «Hand in Hand – Your Neighbor»

Zermatt Municipality – Club Presentation

## Group AA International Zermatt / multilingual

Help through community and solidarity is the motto of Alcoholics Anonymous.

Its basic principle is anonymity. Alcoholism is at its core. Age, profession, religious denomination, and background are irrelevant within the AA community: the only requirement for AA membership is the desire to quit drinking. As sober alcoholics, the group members demonstrate the necessary understanding for "newcomers," helping them break the compulsion to drink and, for the time being, to give up alcohol.

Leave to stand for 24 hours.

Help through community and solidarity is the motto. Alcoholics meet in regional and local self-help groups throughout Switzerland. These groups are women and men who have admitted that alcohol has become a problem for them. Everyone talks about their fears, their challenges, big and small, their worries, and the successes they have achieved in everyday life, in the family, and at work. Everyone listens to one another. Experience, strength, and hope are shared.

### AA worldwide

In 2015, the AA community celebrated its 80th anniversary. According to estimates by AA headquarters in New York, Alcoholics Anonymous is now active in more than 180 countries with over two million members in 117,700 groups. The first AA group was founded in Switzerland in 1963. A dense network of approximately 170 local and regional AA contact groups now exists throughout Switzerland.

### organization

The AA is an independent non-profit organization financed exclusively by voluntary contributions from its members. It is recommended by professionals (doctors, therapists, pastors, teachers, etc.) and works closely with clinics and hospitals.

### Meeting in Zermatt

The first meeting will take place on **Sunday, 22 December 2019, at 6 p.m.** in the parish center, Theosaal, Englischer Viertel 8 in Zermatt.



We are happy to help you: [aazermatt@gmail.com](mailto:aazermatt@gmail.com)

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Destination Zermatt

# Living Strategy – Subproject traffic planning

As written in this year's June issue of "Zermatt Inside," we provide ongoing updates on the destination strategy. This issue focuses on the integrated transport planning subproject.

The implementation of the traffic concept, which has been in place since 2016 and encompasses access roads, inner-city traffic, and the reconversion of slopes, 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 government, the canton, and other key bodies . However, the steadily growing inner-city traffic is also addressed in this project. The current situation is reported on at the general meetings. Here is a complete overview of the ongoing projects, which are not listed exhaustively.

inner-city traffic

Zermatt is car-free, but not traffic-free. The trend toward "less walking" is being taken into account, and public transport is being expanded where possible. A particular focus is on connections to the mountain railways. The electric bus is and will remain the proven means of transport for the Matterhorn Village for the foreseeable future . The fleet is continuously renewed, adapted to legal regulations and local needs, and is geared towards the winter season. It is inevitable that capacity bottlenecks and waiting times will have to be accepted on certain days and at peak times . However, the broad-based survey conducted last winter demonstrated high guest satisfaction. During the summer months, only four of a total of ten buses operate, and we are noticing that group guests are increasingly making use of this service. The electronic display boards reduce perceived waiting times, and the lift from the Kirchbrücke now provides quick and comfortable access to the Steinmatte.

Bus stop at the church bridge.

No solution has yet been found for the development of the side streets and paths that would be both financially viable and feasible. However, this does not mean that we will not continue to explore the issue and the many ideas that have emerged.

Runway repatriation

We are improving existing return routes (Furi, Howette), securing them and trying to create new ones (Moos, Spiss). We strive to achieve optimal connections to local transport, thus ensuring greater convenience for guests and locals.

Overall concept Spiss

The Spiss is a hub and also an unsightly calling card for the entrance to Zermatt. With an overall concept that looks ahead to the future, needs, and development, we coordinate public transport, freight deliveries and distribution, as well as the need for commercial space and parking.

There's also constant talk of a new depot and the need for more space for the Zermatt power plant and water supply. Within the framework of the Spiss district plan, the implementation of one-way traffic with two new bridges is a pending issue, which is being intensively developed and depends on the upcoming decision on protective measures.

Protective measures (in the access and spit area)

To ensure accessibility to Zermatt, we are coordinating and implementing various protective measures in cooperation with the federal and cantonal governments. The Lügelti dam, which is intended to protect the Spiss perimeter from flooding and avalanches, is frequently mentioned . A possible solution to the nine variants developed should be available by the end of the year.

Renovation of the train station

The renovation of the station is being prepared through a long-term, broad-based plan involving local partners and the public . An initial working group will be established this late fall.

Permanent availability

Zermatt needs continuous, safe accessibility by rail and road. All service partners are working together to advocate for these two transport solutions at the federal and cantonal levels, the relevant parliaments, and other key bodies.

The planned "Unnerchritz" tunnel project represents a milestone for safe rail access and tourism development. However, the two projects must not hinder or prevent each other. In particular, it is important to ensure that the construction of the "Unnerchritz" tunnel is decoupled from investment restrictions for a safe road – with temporary restrictions on its use.

It is also important to promote and support air transport.

Other projects

**Replacement of the Getwing Bridge:** The temporary bridges will be built this fall to ensure smooth traffic flow during the construction phase next year (see page 8).

**Non-motorized traffic:** We are constantly challenged in the area of non-motorized traffic, i.e., the guidance of pedestrians and cyclists . However, we must adhere to the given space and possibilities. The fact for Zermatt is that pedestrians always have and will always have the right of way. **Electric vehicles:** The increasing number of electric vehicles is increasingly perceived as being too fast and their drivers as unaccommodating . We are trying to address this criticism through training and awareness-raising among drivers .

**Bike:** There will continue to be conflicts with bikers in the outlying areas, i.e., on the hiking trails. We are trying to optimize this situation through guidance, tolerance, and communication , but this can only be achieved with mutual respect and understanding.

Zermatt Citizens' Community

# Unwanted bush encroachment of alpine pastures

Zermatt is on fire for the preservation of the characteristic cultural landscape of the species-rich alpine pastures.

background

The increasing bush encroachment of alpine pastures is a problem throughout Switzerland. This includes the pastures of the town of Zermatt. In addition to the loss of Alpine pastures for summer cattle are being lost due to bush encroachment, as is the characteristic cultural landscape for leisure, recreation and tourism, as well as the plant and animal biodiversity . While the controlled burning of

individual bushes used to be part of the alpine pasture care, this is no longer the case due to various laws and regulations (such as Environmental Protection Act, Hunting Act and Air Pollution Control Ordinance) are currently not permitted.

Target research project

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

(KAF). The research project aims to show, on the one hand, which

different locations (which differ, for example, by The project will examine the effects of controlled burning on vegetation, bush cover, breeding birds, and air quality (which differ depending on the slope exposure, degree of bush cover, and existing bush cover). The results of the research project will serve as a basis for discussion and decision-making, among other things, for policymakers regarding a possible future use of controlled burning as a bush cover.

anti-pollution measure.

Research project process

A total of ten areas in the alpine pasture areas of Hubel, Bodmen/Chalbermatten, Obere Stafel, Alp Hermetje, and Tufernalp in the municipality of Zermatt were selected for the research project. These areas are planned to be burned in a controlled manner in autumn 2019. However, suitable weather conditions must be met for this .

Therefore, the exact date is not yet known. Last fall, the burning could not take place due to the general fire ban in summer/autumn 2018. This fall, the climatic conditions are

exposures better. The Zer- fire department matt is responsible for the guarantee of Safety during the fire

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

«Keep in mind»

So, if smoke rises towards the sky in the Hubel, Bodmen/Chalbermatten , Obere Stafel, Alp Hermetje and Tufernalp areas this autumn , the research project has probably begun and Zermatt is eager for the controlled

In burned areas, the characteristic cultural landscape in the form of «blüemurichä» alpine meadows can develop again instead of the species-poor dwarf shrub communities .





Gornergrat Railway/Matterhorn Gotthard Railway

# Rail replacement service between Visp and St. Niklaus

Due to construction work, the MGBahn line between Visp and St. Niklaus must be closed from October 14th through November 3rd inclusive.

Travelers are advised to allow additional time for their journey.

The Visp–St. Niklaus railway line will be closed from Monday, October 14 (opening of operations) until Sunday, November 3 (ending of operations) due to construction work. During the closure, the roadway between Kalpetran and St. Niklaus will be resurfaced, and work will be carried out as part of the station reconstruction in Kalpetran. Between Visp and St. Niklaus, replacement buses will operate according to the timetable. The route between St. Niklaus and Zermatt will continue to be served by train as usual.

To cope with the high passenger volume between Visp and St. Niklaus, up to six replacement buses will be deployed for individual trains. Passengers returning from Zermatt to Visp, in particular, are advised to allow sufficient time or to switch to an earlier connection, as connections to the SBB in Visp cannot be guaranteed due to the unpredictable traffic situation.

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

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

Work is carried out during the day as far as possible.

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

Due to the unpredictable traffic situation, adherence to the timetable and connections cannot always be guaranteed. All travelers – especially those returning from Zermatt – are therefore advised to allow sufficient time or to switch to an earlier connection. Current information is available in the SBB online timetable ([www.sbb.ch/de/fahrplan](http://www.sbb.ch/de/fahrplan)).

Road renewal Gornergrat Railway / Reduced Timetable in November Preparatory work for a complex

Road renewal of the Gornergrat Train. In October and November now the track reconstruction in Zermatt between the St. Georges railway crossing and the Findelbach bridge, which cause greater noise emissions

While work on the road will be carried out in night shifts from Monday to Friday in October, in order to relieve the noise-intensive work on the road in November, it is planned to continue in shifts until 11 p.m. at the latest.

To work with the layers to be able to start in good time, In November the GGB only operates in reduced operations until midday. Current GGB timetable: [www.gornergrat.ch/fahrplan](http://www.gornergrat.ch/fahrplan)

## Zermatt Tourism

# Zermatt – Matterhorn heralds the start of winter

The 2019/2020 Ski segment promotion is complete. This promotion includes various marketing measures, including a new branding film, new package deals, and much more.

While Swiss cities are shrouded in fog, the sun is shining in Zermatt – the sunniest spot in Switzerland. And instead of a barren, gray landscape, a magnificent white blanket of snow awaits guests. It's precisely this winter wonderland feeling that the train stations in Zurich, Bern, Lausanne, Geneva, and Lucerne are intended to convey. A new branding video was shot using state-of-the-art drone technology.

This video is played on an e-board at the aforementioned train stations during peak hours. The e-boards are located right next to the large display boards with travel times. The video conveys the emotions that arise when skiing in Zermatt and shows the vast Zermatt winter landscape with its perfectly groomed slopes.

Mobile retargeting – what is it? The Ski segment promotion – funded by Zermatt Tourism, the Zermatt Hoteliers Association, and Zermatt Bergbahnen AG – also relies on mobile retargeting. For example, if a person opens the "20 Minuten" app near an e-board, the app locates them – provided they have activated the feature. This allows them to receive targeted advertising either immediately or at a later time. This has the advantage of reaching the same person multiple times. Similar to this example, advertising also works on other online media such as "Blick" or "Watson." Last year's experience shows that the most important revenue channels are display advertising (online banners) and Facebook. The Ski segment promotion will continue to rely on these in winter 2019/20.

Focus is on Switzerland Most guests visiting the Matterhorn Village continue to come from Switzerland. Therefore, the majority of the segment promotion budget is earmarked for this market. Other target markets include Germany, the USA, Great Britain, the Nordic countries, Russia, and now also Australia and New Zealand.

Optimizing periods with lower occupancy Suzi Steiger-Preradovic, Product Manager Ski at Zermatt Tourism, emphasizes: "In the past two ski segment promotions, we were able to increase occupancy in the periods with lower occupancy. We need to utilize this potential again this winter." For these reasons, the period from the end of November to

However, this remains relevant until the beginning of December, when the various restaurants and accommodations are ready for winter. Zermatt is also known for its snow reliability during this period, which is also reflected in various packages (Early Skiing Weeks, ski tests, WOW Winter Opening Week package, etc.). These packages are intended to further increase occupancy. In addition, the SNOWember calendar, an Advent calendar, will be launched in November, offering daily insights into "Zermatt then and now." The calendar is intended to draw attention to Zermatt's long-standing tradition as a winter and ski destination. Special packages are also available toward the end of the season, such as Spring Skiing or the Season-End Offer.

From last year's experience we know, that online banners are the most Generate sales.



# Be on Fire



## Dear insiders

Digitalization here and there. Digitalization is on everyone's lips. We all know: something is happening, it's important, and action is needed. Today's world is changing.

### But what is digitalization actually about?

A few weeks ago, Switzerland held its second Digital Day. The message: Everyone can still learn something, because you never stop learning. And this is precisely where the answer to the digitalization question lies: It's about trying things out and applying them, as well as pushing boundaries and broadening horizons.

This requires openness to change. It requires a desire to explore and discover new things.

As you can see from this issue, the "Bonfire" project already offers a variety of new tools for people to discover and try out. With E-Fitness, we will continue to provide support in the future so that everyone can keep their mindset fit for the digital future.

Are we fully committed – be on fire – or bonfire.

Sincerely  
Daniel Luggen, Spa Director

Zermatt Bergbahnen AG

# Another record result for Zermatt Bergbahnen

At its Annual General Meeting on 27 September 2019, Zermatt

Bergbahnen AG looked back on a record-breaking financial year.

Thanks to a very successful summer business in 2018 and an optimal winter season,

In 2018/19, the record result of the previous year was again exceeded.

The dry and weather-wise beautiful summer 2018 was reflected in the new record figures. First-time admissions increased by 5% and revenue increased by nearly 10% to 25% of total transport revenue. New record results were achieved in all months from June to September 2018, both in terms of guest numbers and revenue. Transport revenue in the winter sports business also increased by 9.1% compared to the previous year. At the same time, the number of skier days, after having largely stagnated in recent years, grew by 112,000, or 9%.

The good winter result is certainly due to the ideal conditions with good weather, especially on the weekends, and top snow conditions.

The end of the fiscal year thus once again shows a new record result: Operating income rose from CHF 69.63 million to CHF 76.09 million, EBITDA from CHF 34.81 million to CHF 39.6 million, and cash flow from CHF 30.68 million to a tremendous CHF 35.61 million compared to the previous year. Investments of CHF 53.9 million were also made during the reporting period, which also represents a new record. The largest portion, CHF 36 million, went into the new Trockener Steg – Klein Matterhorn 3S cable car.

The company is taking advantage of its excellent earnings situation to make the significant long-term replacement investments and necessary depreciation, as well as to ensure dividends. Since the merger in 2002, a total of CHF 531 million has been invested in railway facilities, slopes, and additional infrastructure.

The undoubtedly pleasing and successful financial year was particularly marked by the opening of the new 3S cable car "Matterhorn Glacier Ride." After just six months of operation, this "work of the century" has exceeded the wildest expectations.

Exceeded expectations. The introduction of dynamic pricing (over 30% of sales were generated online in the winter of 2018/19), investments in Bonfire AG's digitalization projects, and the agreement with the Landscape Protection Foundation, which formed the basis for the construction of another tricable gondola from Testa Grigia to the Klein Matterhorn – the so-called "Alpine Crossing" – also shaped the company's fiscal year. The latter already started in

April 2019 and is scheduled to be completed in autumn 2021.

The 2018/19 Annual Report is available in full online at [www.matterhornparadise.ch/geschaeftsberichte](http://www.matterhornparadise.ch/geschaeftsberichte).

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# Unique facts about Zermatt – tourist and mountaineering origins



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Zermatt Mountain Railways AG

# Winter can come...

Autumn is arriving in the Matter Valley, and the first real snowfall is imminent. In October

Not only are the temperatures falling, but so are the ski pass prices of the Zermatt Bergbahnen.

As it does every October, Zermatt Bergbahnen AG is launching its annual PreSale promotion this fall. For one month, from October 1 to 31, 2019, ski passes for the 2019/20 winter season can be booked at reduced prices via the Zermatt Bergbahnen online shop . The 20% discount applies to Zermatt and International ski passes valid for between six and 21 days. Guests staying outside of Zermatt can also book the ski pass, including the shuttle train from Randa via Täsch to Zermatt, with a 20% discount. It is important to note that PreSale tickets are non-refundable. Ski passes booked in advance cannot be refunded or canceled under any circumstances.

As in the previous winter season, Zermatt Bergbahnen is offering ski passes and cable car tickets at dynamic prices this year. The only change is that the 5% online discount is only available for tickets booked up to five days before their validity date. In addition, all overnight guests who book their ski passes five weeks in advance via the web shop will now benefit from the 10% early booker rate.

Further innovations in the Matterhorn ski paradise

Winter sports enthusiasts of all ages can look forward to an action-packed and fun new slope. A fun slope is being built at the Zermatt Snowpark, offering plenty for beginners and advanced skiers alike. Tunnels, hills, small jumps, fast banked turns , and all kinds of obstacles can be experienced on the creatively designed course. guidance can be used.

A new, flexible ski pass product will also be introduced for the coming winter season. With the Flex Pass, holders can choose the best ski days during a selected period and enjoy the endless slopes in the Matterhorn ski paradise.

The ever-popular First Track offer, which allows you to make the first tracks of the day on the slopes and also includes an extensive breakfast buffet in the Matterhorn Glacier Paradise restaurant, is now available every Monday and Thursday .

All information about the upcoming winter season can be found online at [matterhornparadise.ch](https://matterhornparadise.ch).

«A new, flexible ski pass product complements the existing offering.»

