






ZERMATT INSIDE

December 2019, Year 17, No. 6



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

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Municipality of Zermatt

Don't lose sight of the values

"I can look back on an eventful year. The impressions are told through pictures. I was particularly impressed by the hospitality of Sesto and Alfano, the visit to China, and the encounters with young and old from the village. More challenges lie ahead in the destination. Read more on the following pages."

Review and outlook with Mayor Romy Biner-Hauser. **Pages 2/3**



Municipality of Zermatt

Review and outlook

As I did in December 2018, I'd like to take a look back in the form of pictures. As we all know, pictures often say more than words.

Invitation to Community Aperitif 2020

Dear residents

The municipal council cordially invites you to the municipal aperitif 2020 with young citizens - celebration.

Date Friday, January 31, 2020

Location Triftbach Hall

Time 7 p.m.

program

· Aperitif Surprise

· Welcome by the Mayor
Romy Biner-Hauser

· Young Citizens' Celebration of the Class of 2002

· A short performance «Grätsch and Gizell about the last year»

Food and drinks as well as musical entertainment will be provided.

We look forward to seeing you!

In conclusion, I would like to describe 2019 as a successful year - Although the year is not quite over yet and the statistics have not yet been compiled, winter and summer - mer can be shown and promise a new re - In spring and autumn, the village was constantly bustling, and there was almost no off-season, as was the case in the past.

It may be that Bahnhofstrasse is perceived as perceived as overcrowded in the summer months - was, but let's look at the occupancy of the hosts - berger over the year, we quickly realize that we still have a lot of potential for improvement. Words like "overtourism" and "value creation" are circulating and the Medi - en gratefully accept these. Instead of complaining, We should also be satisfied and grateful, because if we look at other travel destinations, there is "calm" and many businesses are fighting for survival.

I think it's important in this entire discussion not to lose sight of the destination's values . What do we stand for and where do we want to go? Everyone can make a contribution.

As a reminder, the values of Zermatt:

Personal responsibility, ambition, trust, respect - ness, respect, wholeness.

Lack of affordable housing

I/we are much more concerned about the housing situation - ation in Zermatt. Have you ever been to a

Are you looking for housing, specifically for affordable housing?

Not so easy. Especially since a large part of our work - employees work in the service sector and wages there are notoriously not very high.

The municipality of Zermatt had already three years ago

The "affordable housing" project has been launched. Now the cooperative is about to be founded and the search for apartments can begin. Actually, it is

It's crazy that we have to take such measures, because there's plenty of housing in the Matterhorn village. It's just that supply, demand, and price aren't quite matching. If every homeowner offered one or two units at an affordable rent, the situation would be defused very quickly, and our work—

Employees would not have to move to Täsch, St. Niklaus, or even Visp. Qualified workers and young families would stay. An intact village needs

residents, only then does the village live!

Environment and sustainability are the buzzwords of the year

It has been clear to us for a long time. We must take care of our environment. The last elections in October

The trend was clearly confirmed. "Green" was chosen.

"Green" has also been a hot topic in Zermatt for some time. In addition to hydropower, the biogas plant, and electric cars, we've had the Energy City label for three years. Often, residents aren't even fully aware of what's possible or what's being done. Take a look: www.gemeinde.zermatt.ch/bauabteilung/energiestadt

In the coming year there will also be a variety of large - and small projects on the municipality's implementation list. The municipal council and I are available for information and a discussion . If you do not wish to do this, you will find a project -

overview on the website under the heading Finance in Budget 2020.

I would like to take this opportunity to thank you. And **thank you** to everyone who works every day for the benefit of the community and their guests. You have the power to spread joy with a small gesture or token of appreciation and leave a lasting, positive impression.

Also on behalf of the municipal council and administration, I wish you a successful 2020 and send my warmest regards

Romy Biner-Hauser, Mayor

Legends to the images

1. Church Bridge: New viewing platform with lift
2. 1 August with Meta Breevort
3. Visiting Alfano, Italy
- 4th European Mountain Running Championships
- 5th Circus Week / Controlled burning of overgrown alpine pastures
6. Parcel carriage from Alpine Cargo
7. Flood in the Triftbach
8. The new fire department vehicle
9. The local council with a difference
- 10th Young Citizens' Celebration of the Class of 2001
- 11th Folklore Festival
12. Open-air theater «Matterhorn – No Ladies Please»
13. New Year's Eve on the church square
14. Lüegelti overflow
- 15th New Year's aperitif with presentation of the destination strategy
16. Journalist in the 3S train
17. Visiting Lijiang, China
18. Renovation of the cemetery chapel
19. Visit to the biogas plant with the young citizens 2001
20. Farewell to Elmar Rittiner
21. Corpus Christi Day Watch
22. Snow removal in the early morning hours
23. Aperitif with the 90-year-olds of Zermatt
24. Cross-border cooperation with France and Italy
25. Children from Myoko visit



Municipality of Zermatt

Winter is coming – snow removal is needed!

Every year, Mother Nature transforms the Matterhorn village into a beautiful winter wonderland. Depending on the amount of fresh snowfall, the Zermatt Municipality's technical services department is heavily involved during this time, as snow and ice removal from the streets and paths is unpredictable.



The fresh snowfall continues until 9:00 am be provided at the roadsides.

The employees of the Technical Services Department always do everything they can to provide the public with safe and winter-safe roads and paths. To stay one step ahead of nature, they continually compare various weather forecasts, conduct nighttime checks , and deploy snow clearing crews as needed.

Snow clearing early in the morning

Depending on the amount of new snow during the night, snow removal work will begin between 4:00 and 5:00 a.m. The municipal main and secondary roads will be cleared first so that vehicles can drive on the cleared roads around 8 a.m.

Afterwards, the snow, partially pushed aside by the snow clearing machines, must be loaded onto vehicles and transported away. Due to local conditions, around 90% of this new snowfall throughout the entire village area must be disposed of in this laborious manner.

Provision of snow until 9.00 a.m.

Many private individuals are also faced with the same situation . They have the option of transporting their fresh snow to the side of public roads until 9:00 a.m.

so that it can then be cleared by the technical service vehicles.

Danger – safety risk

In recent winters, it has been repeatedly observed that private individuals have been dumping masses of snow on cleared streets and paths . This should not be allowed. This has resulted in problematic and safety- threatening areas (including patches of ice and potholes) on certain sections of the road. Both pedestrians and electric vehicles have been confronted with this dangerous situation.

Offenders will be fined

The removal of snow and ice onto public roads and paths is prohibited after 9:00 a.m. The municipality of Zermatt reminds the public that offenders will be fined.

Mission

The Technical Service team will utilize all human and mechanical resources to ensure the best possible conditions for safe winter use of the roads and paths .

Municipality of Zermatt

Waste disposal – findings after the Implementation of the revised waste regulations

The revised municipal waste regulations were introduced almost a year ago. In addition to the introduction of private containers, the coding system and collection labels were introduced, among other things. What lessons has the municipality of Zermatt (EWG) learned from the first year?

At the beginning of May 2019, all private containers in the village were confiscated by Schwendimann AG. Since then, private households have only been allowed to dispose of their municipal waste in public garbage sheds . Experience has shown that the waste compactors at these collection points can easily accommodate the additional volumes.

Coding system

Since 1 June 2019, all operating containers of commercial and service companies have been electronically recorded using a coding system when they are handed in and emptied .

The volume, container affiliation, type of waste fraction, and any incorrect disposal are recorded. Using this data, EWG then invoices the respective container user for the required fee seals (for company containers for municipal waste) and collection stamps (for all company containers).

Fines for overcrowded operating containers

Since each operating container is electronically assigned to a business owner, that owner is also responsible for its correct and proper disposal . Article 28, paragraph 2 of the Waste Regulations stipulates that overfilled containers may not be placed out for emptying (the lid must be closed). Improper disposal will be electronically registered with the coding system during emptying , and a fine will be issued.

In addition to the fine, an additional fee seal will be charged.

Bioorganic waste

Contrary to fears, the introduction of the collection label on June 1, 2019, did not reduce the amount of bio-organic waste collected compared to the previous year; in fact, there was a slight increase in the total amount.

However, it must be noted that illegal disposal of waste in the organic containers is a recurring

disposal (PET bottles, plastic bags, glass, etc.). This cannot be allowed! Here, too, controls will be intensified so that those found guilty of improper disposal can be fined.

Public shelters – disorder

The public garbage sheds are repeatedly in a state of disarray. Illegal dumping (including plastic bags, black garbage bags, and PET bottles) occurs there. As a result, employees of Schwendimann AG and EWG are required to maintain order in the sheds even on Saturdays and Sundays . Video surveillance and monitoring are also being used to counteract this situation.

Separate paper and cardboard collection

In Zermatt, paper and cardboard are collected separately in large skips. Why ca n't they be disposed of together? Depending on market prices, the collected quantities of paper and cardboard are sometimes transported to different end users. Therefore , it is essential that these two fractions be collected separately. According to Article 15, Paragraph 2 of the Waste Regulations, cardboard must be folded to save space before disposal . The EWG repeatedly observes that cardboard boxes are disposed of unfolded in the skips. This immediately overfills the skips, and additional boxes are sometimes discarded in front of the skip. Please do your part so that the next person can dispose of their cardboard in the bin.

Sworn persons

Since 2013, waste controls in Zermatt have been 24 sworn personnel were deployed. On November 26, 2019, a further 11 personnel were Prefects of the Visp district were sworn in, who thus exercise a police function in the broader sense and support waste controls. The sworn- in individuals have been Many illegal dumping incidents were discovered in the village of Zermatt. Such scenes should become a thing of the past.



Illegal disposal – it shouldn't be like this

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Municipality of Zermatt

Dog leash requirement and off-leash zones

Dogs are highly valued companions to humans. Hardly any other creature is as loyal to its owner. Nevertheless, the owner must adhere to certain rules and regulations.

General dog leash requirement
The cantonal law enforcing the federal Animal Welfare Act stipulates that dogs must be kept on a leash. This also applies to Zermatt.

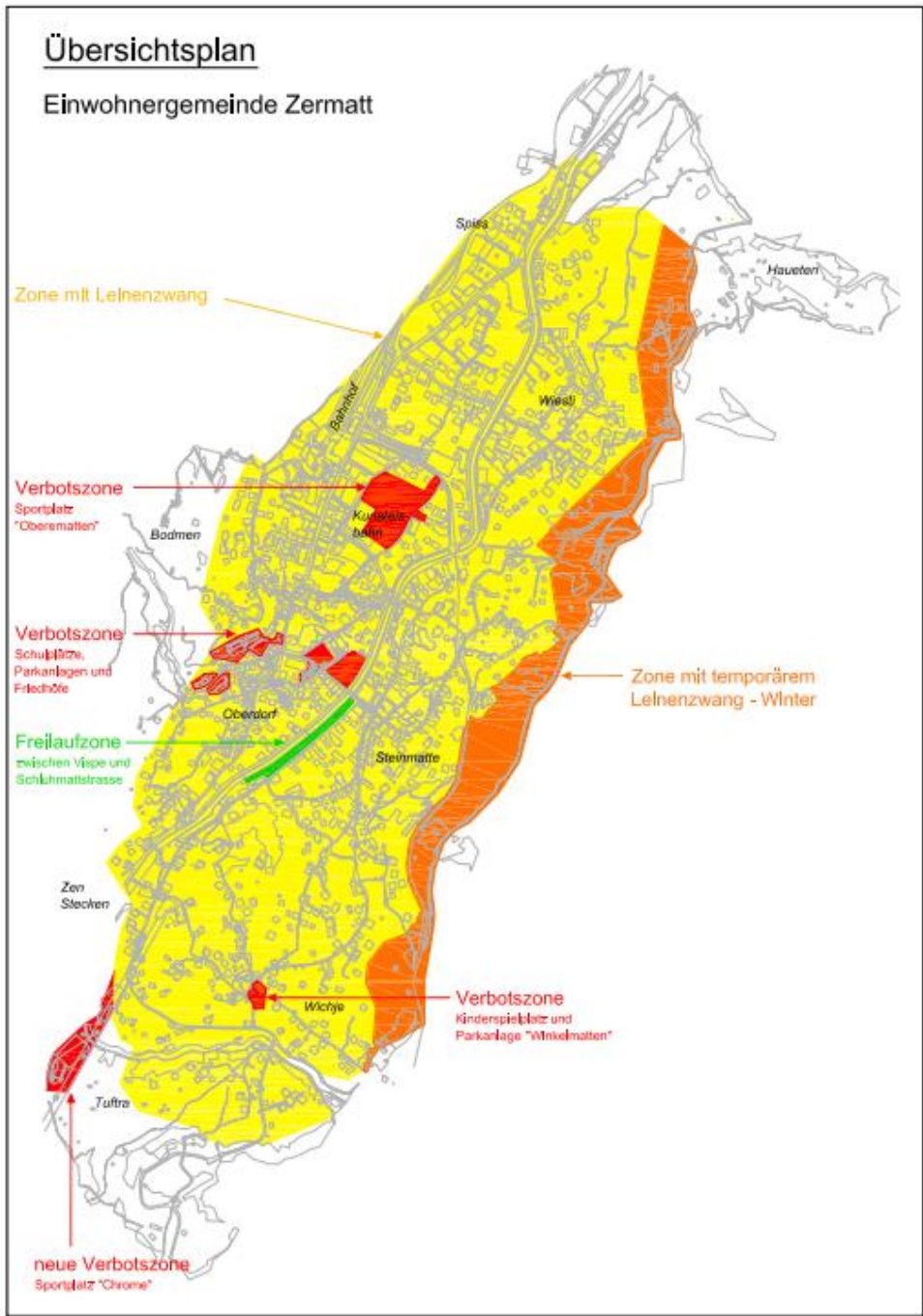
Dogs are generally required to be kept on a leash within populated areas. This is to protect the animal from moving traffic and other stress factors. However, these bans also apply to protect humans; some of our fellow human beings, including children, are afraid of dogs running loose. A dog leash is a sign of respect for other people.

In winter, the popular AHV trail and the Riedweg trail up to the Howe-te staircase trail are also included in this zone. This is partly due to the deer, which are increasingly venturing into residential areas in search of food, and partly to protect them from winter sports enthusiasts who ski, snowboard, or sled on the Riedweg trail.

Prohibited zone
The Chrome sports field, the Obere Matten sports field, school playgrounds, parks, cemeteries, and children's playgrounds are prohibited. Dogs are not allowed in these areas, out of consideration for playing children and also for hygiene reasons.

Free-running zone
Dog owners have access to an off-legged area for their four-legged friends on the banks of the Vispa. This section begins at the new lift on the Church Bridge and continues to the next wooden bridge to the south (House Maryland). Dogs are allowed to run freely in this section.

cleanliness
The municipality of Zermatt provides plastic bags for collecting dog waste in special containers designed exclusively for this purpose. Everyone is required to pick up and dispose of their dog's waste. Such containers are generously distributed throughout the village, as are the necessary waste disposal sites.



Municipality of Zermatt

The Three Peaks – the Matterhorn of the Dolomites

What Zermatt celebrated in the summer of 2015, Sexten celebrated in 2019. 150 years of mountaineering in the Sexten Dolomites. Reason enough for a small delegation from Zermatt to accept the invitation and travel to South Tyrol.

In true South Tyrolean style, we were able to experience the best hospitality and attend the festivities. In beautiful midsummer weather, the first accessible summit book was opened with a ceremony. The idea came from architect Ulla Helli, who used the multifaceted entries in the summit books from the mountain pioneer era to create an extravagant art portal made of Swiss pine and steel parts. The result is a portal from the village square that feels like it leads directly into the summit world of the

The summit book, consisting of 77 benches, was dismantled into its individual parts and reassembled as a park bench in the village or at private homes. Zermatt, as a sister city, received the bench with the summit book entry from the first climber, Paul Grohmann, as a gift, and this very bench now stands in the church square, directly against the wall of the church. The bench will always remind us of our good friendship with Sesto.



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Municipality of Zermatt

Project Primokiz2 : Where are we?

The municipalities of Zermatt, Täsch, and Randa are participating in the Jacobs Foundation's Primokiz2 program as part of the regional education strategy . Through early childhood education programs, the three municipalities aim to provide all children with the best possible start to their school career.

The implementation of Primokiz2 is In our region, the focus is particularly on the areas of interaction, education, and play. In 2018, a comprehensive situation analysis was conducted and recommendations for action formulated. Based on these recommendations, measures were planned, which have been implemented since 2019. New offerings include the parenting app "parentu" and the preschool group "Villa Kunterbunt" in Täsch.

Parenting app «parentu»
The situation analysis recommends making information on early childhood programs available digitally and in multiple languages . To implement this , the parenting app "parentu" was launched for the region during a test phase. The parenting app offers the option of informing parents about events and programs via push notifications . In addition to local information, it also offers age-appropriate content on parenting, education, and health topics.

The app is aimed at parents of children between 0 and 16 years of age and works in over twelve languages. Downloading and using the app is free for parents. It is available for Apple and Android devices and can be downloaded at the following link: www.parentu.ch. By entering the postcodes of Zermatt, Täsch, and Randa, interested parents will be informed about events and

Offers in all three communities.

Preschool group «Villa Kunterbunt» in Täsch
In the preschool group in Täsch, the children can

Start half a year before kindergarten, make contact with other children, play and do crafts, and gain initial experience of separation. Their independence and social skills are encouraged and their curiosity and anticipation of school are awakened. The preschool group starts in January and meets once a week during two hours. In Zermatt, preschool children already have several options with a similar focus, such as the forest playgroup or the indoor playgroup

groups.

Goal: Promoting equal opportunities
The various playgroups are complemented by the existing "Wunderfritz and Redebnitz " program for early language development for foreign- language children. These programs focus on early language development, interactions with other children, and playful learning. They thus facilitate the start of school life for all children in our region and promote equal opportunities upon entry into school.



«It is about the areas Meeting, education and play.»

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Municipality of Zermatt

Award-winning practical project 2019

The "Das macht Schule" (That Makes School) support association has recognized the project "Hatching chicks is NOT made easy" for grades 1H/2H as one of ten practical projects. The certificates and awards ceremony took place in early November in the presence of the schoolchildren, parents, and participating teachers. This project implemented competency-based teaching in the spirit of a development-oriented approach in kindergarten.



«The project has impressively shown how to approach pragmatically can.»

The schoolchildren of 1H/2H decided to work on the topic of «chicken» for Easter and hatch chicks in the classroom. One student and his family organized 40 hatching eggs at a chicken farm.

From the chick diary
The eggs were delivered on March 11, 2019. We placed them in the incubator together. We diligently checked to make sure our eggs were doing well and that the temperature and humidity were right.

On the ninth day, Jona's mother came to our kindergarten, and we looked into the eggs with a light. We could actually see blood vessels and eyes in some of the eggs. Since we now knew that chicks would hatch, we needed a chick house for the little ones. In groups, we recorded our ideas and drew a common chick house. With the plans, we then went to a workshop. First, we were allowed to tour the rooms. Then it was time to get to work: sanding, drilling, screwing... Two strong boys brought our chick house into the school.

On day 18, we placed the eggs on a net and increased the humidity to help the chicks hatch.

On days 21 and 22, no chicks had hatched. Unfortunately, our temperature controller was defective and displayed the wrong temperature. The chicks couldn't develop properly. Our "Hercules" was a fighter, but unfortunately, he only survived a few days.

days. He is now in chick heaven, where he is certainly feeling better. Since we were so excited about the little chicks, we bought another new incubator and ten Eggs were prepared in the classroom. On the eighth day, we could see the chick's blood vessels, its eye, and its movements. Everyone was very happy and hoped that everything would work out this time. The wait was finally over, and our chicks are finally hatched. It was a wonderful experience with many ups and downs. We are very grateful that our experiment worked after all.

Award for the practical project
The "Das macht Schule" (That Makes Schools) association recently honored the project "Hatching Chick Not Made Easy" as one of ten practical projects. In the laudatory speech, the board wrote (excerpt): "Together, with this project, you demonstrated how the topic of 'chicks' can be implemented pragmatically. You have:
· Showed courage to take on new, unknown projects start,
· conveys that you can learn from mistakes and should not give up,
· Giving children the freedom to take on responsibility and thus promoting important skills.

All this strengthens the role of kindergartens and schools in society. Practical projects like yours must become visible, as

Role model so that they can follow suit. We were impressed by the practical approach this project took to the topic of chicken. They dared to try something new, and many supporters were involved. From setbacks to You didn't let yourself get discouraged, but instead made a second, successful attempt with the chicks. This teaches problem-solving skills and caring. The Zermatt kindergarten exemplifies how social engagement works. For this, we are honoring your practical project as a model. We present you with this award so that it will serve as a constant reminder in the kindergarten of what is possible when people have a vision and implement it together. You have every reason to celebrate yourself and the children."

At the beginning of November, a small ceremony was held in the presence of the schoolchildren, parents, and teachers involved , at which the award was presented. The chicks were brought to the hamlet of Furri and raised in a species-appropriate manner over the summer . The chicks have now become hens, and their freshly laid eggs were shown to the children at the celebration.

Further information is available at www.schulenzermatt.ch or at www.das-macht-schule-net can be found.



Destination Zermatt

The origin of Zermatt family names

In the Middle Ages, family names were often derived from a place of residence. For example: an den Matten, auf den Blatten, in den Bächen, in der Bine(n), uf den Furren, zer Niwen, in der Schluocht, in der Seematte, zum Taugwald, etc. There are also family names that indicate a profession, such as Schmid, or a first name, such as Julien.

Since today's Zermatt was a very scattered settlement in the late Middle Ages, it is not surprising that in 1476, when the representatives of the valley of Zer Matt divided their territory into four quarters, around seventy different names were mentioned.

The old buildings that still exist today Things were already worse in 1618, when the last Zermatt families claimed their freedom from the landowners. lords. In 1621 they introduced the free Meiertum. In the following For 170 years, three independent communities existed in the Zermatt valley. However, in the following centuries, quite a few families died out in Zermatt.

17th century: Egger, Schliechter, Seematter , Tentschen, Wiestiner; in the 18th century: Agten, Andermatten, Empfen, Indenbächen, Mutter, Riedin, Schalbetter; in the 19th century : Blatter, Brantschen, Schmid, Zmutt; in the 20th century: Mooser, Salzgeber, Willisch; and in the 21st century: Ruden.

Regarding the Zmutt family, Josef Zmutt and his family emigrated to Argentina in 1892/93. Until the 1970s, the descendants were still living there.

During the 20th century, some families of the previously emigrated branches of the Mooser, Willisch and Brantschen from Täsch and Randa settled again in Zermatt. Residence.

By the end of the 18th century, four more new families had been added: Anderhal- from Lungern, Brenni from the Aosta Valley, Sigrist from St-Léonard and Thamatter from the Saas Valley. They were single men who immigrated and settled in Zermatt.

The Anderhalden, Brenni and Thamatter families were born in the course of the 19th century . hundred years ago.

Many Zermatters left their home village and settled elsewhere: from the 15th century onwards, in the Ering Valley, especially in Evolène or St. Martin. Some moved on to Brämis and Sitten. It was in Sitten, in particular, that several members of Zermatt families achieved wealth and prestige. Around the same time, Zermatters also moved to Täsch or Randa, and in smaller numbers to St. Niklaus or Visp.

In 1876/79, during the construction of the "Zermatterhof" burger hotel, the following 21 families were involved: Aufdenblatten, Biner, Brantschen, Furrer, Graven, Inderbinen , Julien, Kronig, Lauber, Mooser, Perren, Ruden, Salzgeber, Schuler, Sigrist, Taugwalder , Welschen, Willisch, Zmutt, Zumtaugwald, and Zurniwen. Seventeen of these families are still flourishing today.

The most influential men in the 16th and 17th centuries came from the Blatter, Perren, Riedin, and Wiestiner families. They provided numerous notaries, Meier, and district administrators for the Visp district.

Arnold Blatter is a representative example. He was born in Zermatt in 1653 and became a notary and mayor of Zermatt. In 1681, he moved to Visp. From 1731 to 1737, he served as Governor of Valais. His son, Johann Joseph, became Prince-Bishop in 1734. Thus, the two most influential offices in Valais—Governor and Prince-Bishop— were in the hands of the Blatter family for four years.

Klaus Julien

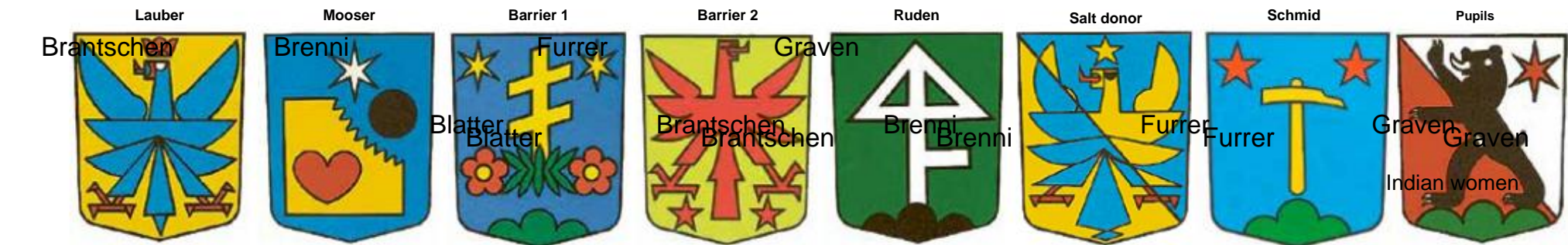
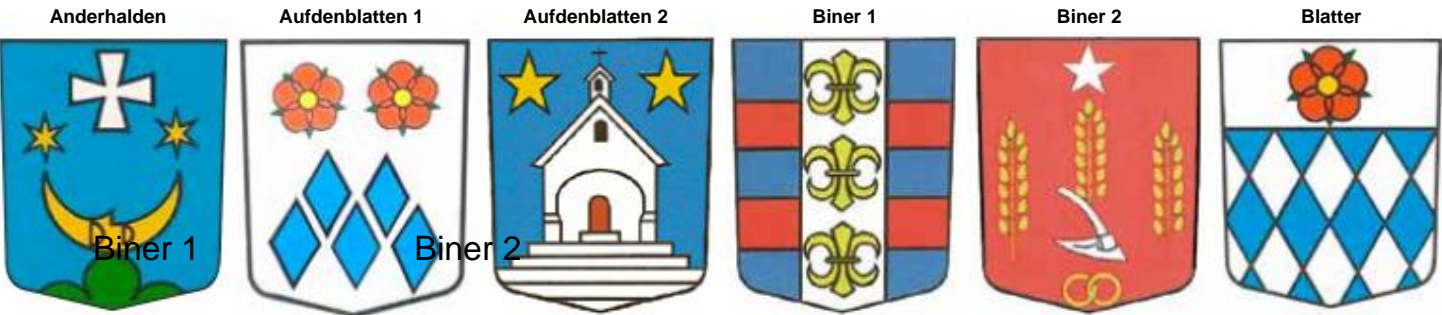
Coats of arms of the Zermatt families in 1791

Coats of arms of the Zermatt families in 1791

Coats of arms of the Zermatt families in 1791

1791 is the year in which the merger of the three previous independent municipalities, today's Zermatt, took place as a community.

Aufdenblatten 1 Aufdenblatten 2



sexton Thamatter Taugwalder Julien Kronig 1 Kronig 2 Kronig 2 Mooser



Coats of arms of the Zermatt families in 1791

Gornergrat Railway/Matterhorn Gotthard Railway

High-ranking visitor from China

Aufdenblatten 1 Aufdenblatten 2 Biner 1 Biner 2

In October the

Chinese Foreign Minister Wang Yi visits

Fernando Lehner, in October, Chinese Foreign Minister Wang Yi visited Zermatt and the Gornergrat – how did that come about?

Zermatt. "Mr. Wang met with Federal President Ueli Maurer in the morning and Foreign Minister Ignazio Cassis. He then made a 'side trip' to Zermatt, stayed overnight there, and traveled back to Beijing via Milan the following day. I can't say exactly what prompted his visit to Zermatt. The contact he has built up over the past two years with the Chinese

Embassy and the ambassador certainly played a role. In any case, it fills us with pride that such a high-ranking representative of China has given us the honor. "

He also appears to be very straightforward. He also seems to be a passionate and avid skier and mountaineer. In any case, he kept showing me the relevant photos on his smartphone..."

Is there anything that particularly stands out in your memory?

"Finally, Mr. Wang came up with the idea of walking from Riffelalp to the village. He was equipped with appropriately good footwear and was fit. Unfortunately, I couldn't accompany him on the walk, as I had to undergo minor meniscus surgery shortly beforehand. But this spontaneous idea presented one of the security guards with a major challenge: He had to accompany the Foreign Minister on his walk on the partially slippery surface, wearing leather shoes . (laughs) I was very impressed by how many of his companions spoke excellent German, which they had learned at a university in China . All in all, it was an extraordinary afternoon, one I'll certainly remember for a long time.

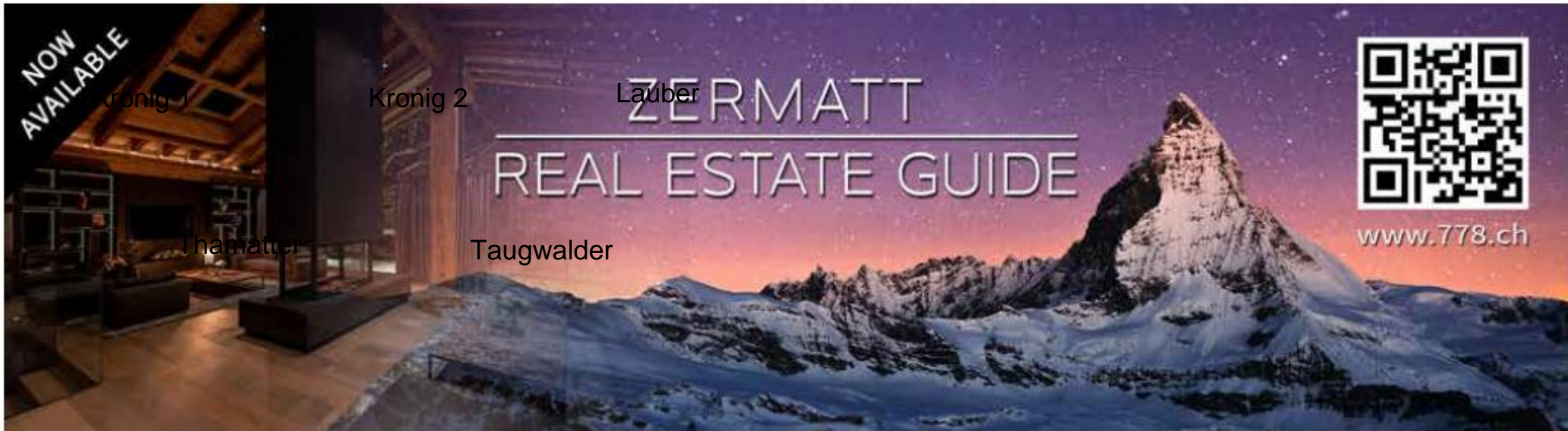
Brenni Furrer's excursion to the Gornergrat. He was accompanied by Fernando Lehner, CEO of the Matterhorn Gotthard Bahn and the Gornergrat Bahn.

Graven

You accompanied the Foreign Minister the entire time on his trip to the Gornergrat. How did you perceive him?

"Very open and interested. He asked many questions about the surrounding mountains. He is particularly concerned about the disappearance of glaciers.

Show



Barrier 1 Barrier 2 Ruden Salt donor

Gornergrat Railway/Matterhorn Gotthard Railway

Let there be light – renovations at Zermatt train station

The station lighting at Zermatt station underwent a complete overhaul in October and November.

Furthermore, the old red shuttle cabin replaced.

Station lighting

The platform lighting at Zermatt station no longer met current standards and technical requirements . The lighting will be replaced with large LED ceiling spotlights , creating a more pleasant and welcoming experience for passengers. An automated lighting control system will be installed, featuring a daily or weekly switching program and brightness sensors , allowing for the control of desired lighting groups. The spotlights will be implemented using a bus system, allowing for sensible switching ranges that can be reduced at night without compromising lighting uniformity. The lights are never completely turned off throughout the night. Furthermore, parts of the station are monitored by video cameras and require appropriate brightness. The lights have been re-arranged so that they can be replaced without disrupting train operations. The energy savings will amount to 160,000 kWh per year. The lighting control system will be integrated into the existing MGBahn control network. The lighting at Zermatt station can be controlled on a screen on site as well as from the operations control center in Brig .

New shuttle cabin

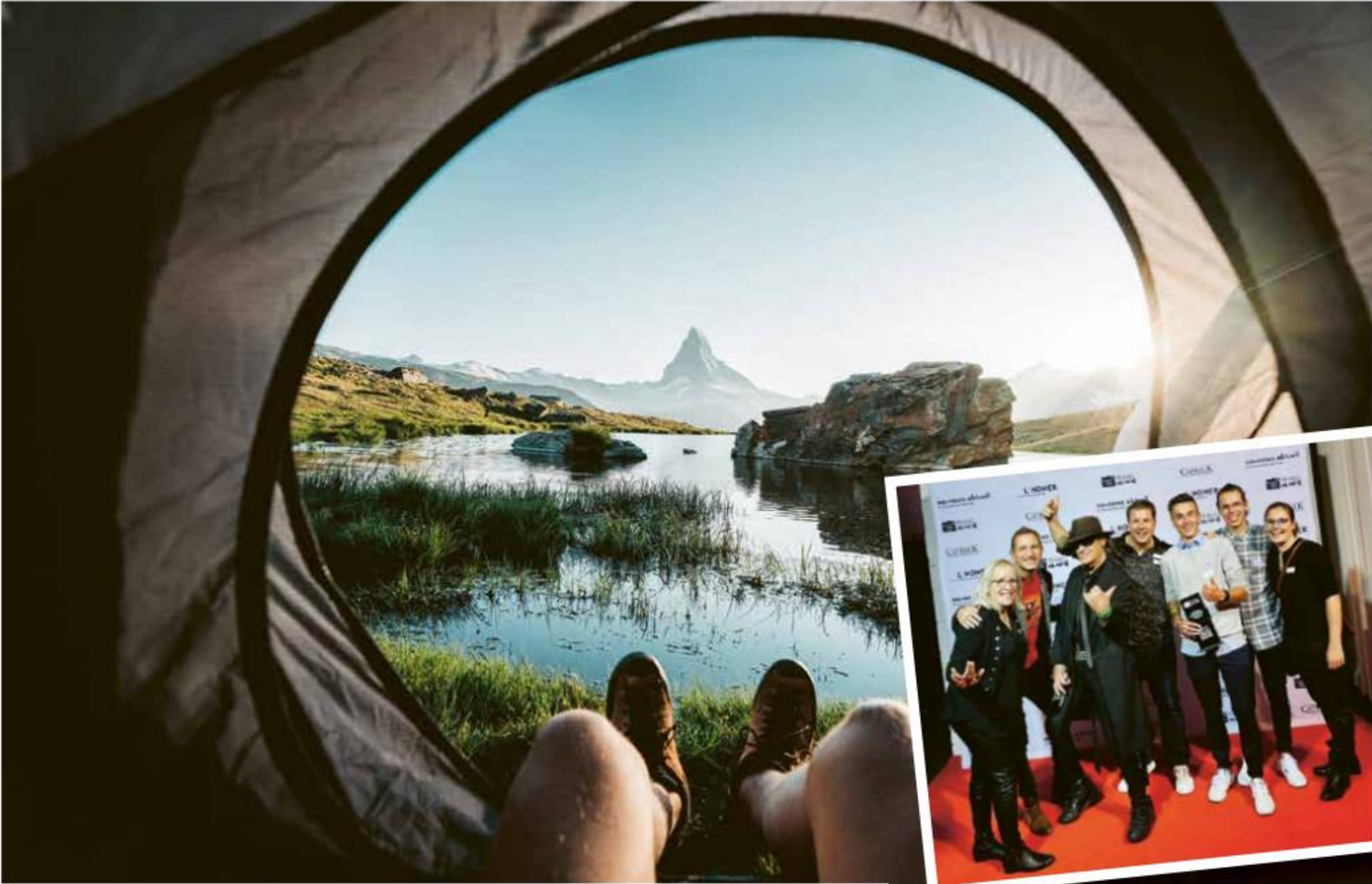
The red shuttle cabin on Platform 1/2 in Zermatt has been retired and will be replaced with a modern cabin at the beginning of December. The cabin serves as a workstation for MGBahn customer guides and is staffed by a member of staff during operating hours. Inside is the technical control system for the turnstile control system. On busy days, the customer guide monitors over 5500

Pedestrian passages at the turnstiles. The new cabin is intended to be immediately visible to all guests at Zermatt station as an information point for all railway-related questions.



Illustration of the new shuttle cabin at Zermatt train station

Show



Schnyder Werbung wins the Swiss PR Image Award 2019



Gornergrat Railway/Matterhorn Gotthard Railway

A new customer information system (KIS) for the Gornergrat Bahn

In November 2019, the KIS displays were replaced at all Gornergrat Railway stations.



New KIS display on Riffelberg

For this purpose, PSITraffic/KIS collects information about the operating situation at the Gornergrat Bahn operations control center in Zermatt and prepares it for passenger information and scheduling. Displays at the six stations and in waiting areas inform passengers about departures, delays, and

and disruptions. Special texts can also be displayed for exceptional situations or important tourist information. Furthermore, passengers receive further information about their journeys via loudspeaker announcements . As part of the system expansion, all displays on the

The system was brought up to date with the latest technology. A particular challenge lies in its weather resistance, as the Gornergrat station is located at an altitude of 3,089 meters above sea level . In addition, the sound system was modernized and expanded.

Due to its high modularity and flexibility , the PSI system can be easily expanded. It significantly improves customer information and enables dispatchers to take appropriate measures in the event of a disruption.

PSI company

Based on its own software products, the PSI Group develops and integrates complete solutions for optimizing energy and material flows for utilities (energy grids, energy trading, public transport) and industry (raw material extraction, metal production, automotive, mechanical engineering, logistics). PSI was founded in 1969 and employs more than 1,900 people worldwide.

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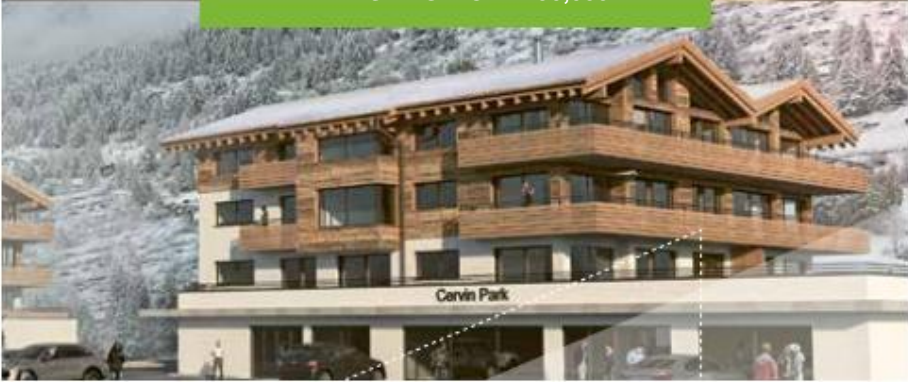
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Gornergrat Railway/Matterhorn Gotthard Railway

Snoocs – Tobogganing with a difference

Starting this winter, you can also use Snoocs on the toboggan run on the Gornergrat between Rotenboden and Riffelberg. The Snooc is a short ski with an attached seat that can be steered with both legs. The product is

Lightweight, easy to use, and a delight for young and old. The skis on the snow ensure a good grip, and the seat provides a comfortable position. For those seeking adventure, it's a welcome change from the classic sled, which, like the Snoocs, is available for rent at the Rotenboden station.

The Rothenboden–Riffelberg toboggan run on the Gornergrat is not only the highest of its kind in the Alps, it is also one of the most beautiful, boasting a stunning mountain panorama: Surrounded by numerous four-thousand-meter peaks, including the Matterhorn, you can toboggan to your heart's content, as the Gornergrat Bahn travels every ten minutes from the Riffelberg toboggan run's end station back up to the start at Rothenboden.

New rental station

The rental station of the

Sleds and snoocs have been modernized and adapted to meet

customer needs . Starting this winter, guests can look forward to a unique sledding and snooc experience.



Tobogganing on the Gornergrat – down the mountain with snoocs

Zermatt Citizens' Community

Proven things are preserved and new things are created

Completion of partial renovations at the Grand Hotel Zermatterhof and the Hotel Continental

The Grand Hotel Zermatterhof is considered a traditional five-star hotel, which has been continually adapted to the needs of its guests over the decades. This year, too, the shoulder season was used to make new investments.

Next year, Brasserie Lusi will celebrate its 25th anniversary under the glass dome. The Brasserie Lusi will also undergo a comprehensive interior renovation.

The name Lusi has its origins in the Zermatt dialect. A Lusi was the small, foldable lantern that provided warm light for mountaineers in earlier times. And the atmosphere at Lusi reflects this: bright and friendly. While you're lunching on the Brasserie Lusi terrace, the Matterhorn is watching over you. In the evening, candlelight accompanies the culinary delights.

Elements from the Grand Hotel Zermatterhof's stylistic era, such as playful patterns and color schemes, have been retained and given a contemporary interpretation. The new, modern furnishings and appealing dining options invite you to linger and make the brasserie even more attractive. The menu features highlights of French brasserie cuisine, such as snails with hay butter, and international classics like the cheeseburger.

To celebrate the opening, the hotel is offering a typical brasserie aperitif until December 20th .

The Grand Hotel Zermatterhof also welcomes external guests in all of its restaurants and bars. The Brasserie Lusi also

Restaurants like the Alpine Gourmet Prato Borni and saycheese! at the Zermatterhof are also ideal for family and corporate events.

Renovation of the Hotel Continental

The Matterhorn Group, a company of the Zermatt community , has been renting the centrally located Hotel Continental on Bahnhofstrasse since 2016.

The bed and breakfast hotel, nestled in a typical Valais house, exudes a sense of comfort. It has been attracting international guests for many decades .

From December 21st, the entrance area, the staircase , the lounge, and the breakfast room of the three-star hotel will have a new look. The renovation will give the traditional hotel a more modern appearance, giving it an urban feel.

Character.



Access to the Shogun Japanese restaurant was previously through the hotel entrance. For the winter season, the entrance will be separated from the main building, allowing direct access to the restaurant.

In addition to sushi, sashimi, and tempura, many other Japanese specialties are offered, from ramen to Ishiyaki beef steak. Shogun also offers takeout and home deliveries until 5:00 PM.

The restaurant is starting its second winter season this year.

Restaurant opening hours

Lusi Brasserie & Lounge
daily 12:00–23:00

Käsestübli saycheese!
Tuesday to Sunday, 6:00 PM–11:00 PM


Alpine Gourmet Prato Born
Thursday to Monday, 7:00–9:30 p.m.

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Shogun – Japan Restaurant Zermatt
Monday to Saturday, 5:30–10:30 p.m.

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Zermatt Mountain Railways AG

Step by step over the Alps

The start of the 2019/20 winter season marks the end of the first summer of construction for the Alpine X (Alpine Crossing) project. Two more summer seasons are needed to open the highest Alpine cable car crossing in autumn 2021. Until then, not only the construction crews are challenged, but the future marketers of this product must also do their part.



Until recently, the construction sites of the 3S cable car
There is a lot of activity between Testa Grigia and the Matterhorn glacier paradise. With the arrival of winter, peace returns to the locations where the two cable car stations will soon be located. Under the blanket of snow, one could
You can already get an idea of the scale of the station buildings. During last summer, a total of around 18,000 m³ of rock and rubble were moved on the Klein Matterhorn and Testa Grigia to make room for the station foundations. To put this in perspective: This corresponds to the volume of more than seven Olympic-sized swimming pools. Excavation was completed on schedule, and the foundations have already been concreted. To ensure that construction work can resume immediately with the first thaw next spring, construction crews are taking the final preparations at the construction sites and in the material depot at Laghi Cime Bianche. Various coverings are being put in place to protect the shell from frost and water damage. Equipment-

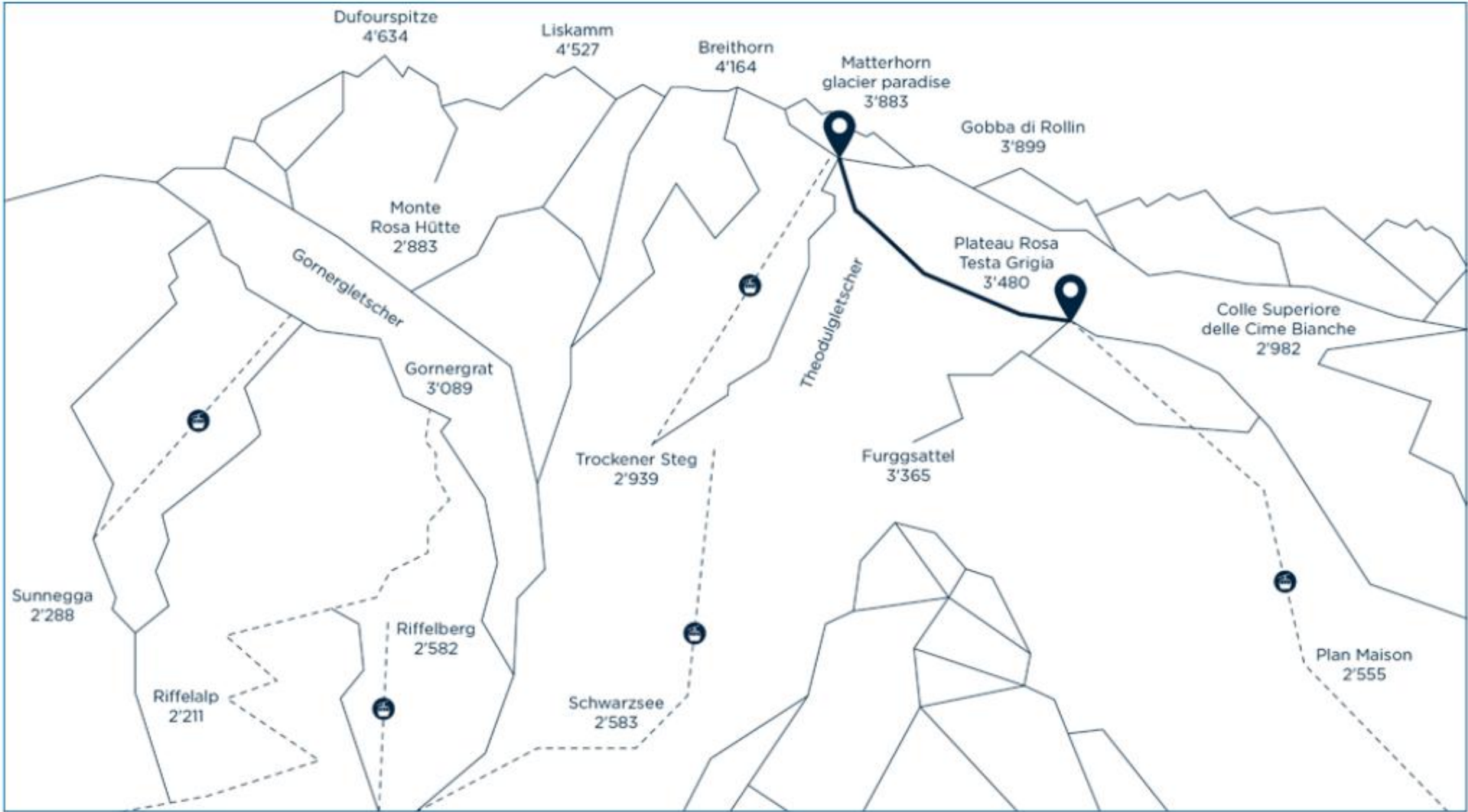
Facilities such as the shotcrete plant and the cement mixer must be moved to Laghi Cime Bianche to a safe location. Finally, the slope area at Testa Grigia will be cleared, creating space for snow removal. This will allow the construction sites to enter their winter hibernation phase and
left to their own devices until next spring.

The think tank doesn't hibernate. Even if the construction sites are quieting down, the Alpine X project will continue to move forward during the winter. Once the infrastructure is in place and the gondolas are making their rounds, they need to be filled with passengers. The Alpine X service needs to be marketed, sold, and coordinated.
When the first guests arrive and cross the Alps from Cervinia to Zermatt, everything has to run smoothly.
To determine the needs of the project, Zermatt Bergbahnen has enlisted additional support. Four students from the Kalaidos University of Applied Sciences have carried out extensive research on behalf of Zermatt Bergbahnen AG.

Numerous surveys were conducted among guests and service partners. The main question was which factors must be included in the Alpine X so that guests perceive the offer as unique and use the cross-border mode of transport. Luggage transport and pick-up service, ticket prices, and the design of the offer with service providers in Zermatt, but also in Cervinia, were the topics discussed intensively. The surveys revealed extremely high interest among guests and that the Alpine X offer has great potential.

How this potential will ultimately be utilized and what offerings will emerge from it remains to be seen. In any case, the management of Zermatt Bergbahnen is convinced they have taken the right path and believe in the success of the Alpine X project.

Further information about the project can be found at www.matterhornparadise.ch/alpineX



Zermatt Mountain Railways AG

Best Practice: Kleenex tissue dispensers in ski resorts

What winter sports enthusiast hasn't experienced this: The sun is shining, the snow is crunching, and your nose is running from the cold. Without taking off your gloves and the resulting freezing hands, you're powerless. Not so in the Zermatt-Matterhorn ski resort!

For 25 years, Christian Meier has run the private Stoked Snowsports School in Zermatt. As an avid skier and snowboarder who spends a lot of time in various ski resorts, he has repeatedly encountered the problem of a runny nose from the cold.

Inspired by the idea in another ski resort, he decided to implement a similar project in the Zermatt-Matterhorn destination. Initiate. As a first step, various manufacturers were contacted. The desired partner, "Kleenex," was quickly found. Kimberly-Clark GmbH, which manufactures and distributes Kleenex products in Switzerland, was contacted, and a presentation appointment was scheduled.

This was in 2001. Since that winter, the partnership between Stoked Snowsports School, Kimberly-Clark GmbH and Zermatt Bergbahnen AG, with each of the three partners contributing its part to the success of the project.

Every year, Kimberly-Clark GmbH sponsors a generous number of Euro pallets containing Kleenex boxes. As the initiator of the Kleenex The Stoked Snowsports School is responsible for manufacturing and providing the towel racks.



matt Bergbahnen AG is responsible for the logistics of setting up the stands, distributing the Kleenex tissue boxes in the ski area, and storing them.

In the meantime, these Kleenex tissue dispensers have been located throughout the Zermatt-Matterhorn ski area for 18 years.

This winter, nine of these dispensers will once again provide relief from runny noses and frozen hands for locals and visitors alike. Here's to a snowy, accident-free winter.

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Zermatt Unplugged 2020
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The phenomenal Blues musicians late night in the Alex Lounge Bar

Zermatt Tourism

innovation

Dear insiders

Four projects from the Zermatt–Matterhorn destination were presented to the jury for the Milestone 2019 in the "Innovation" category: three were nominated among the top eight; two made it to the podium; and one was awarded the most important prize for particularly innovative projects.

Our guests come primarily for the Matterhorn and the magnificent landscape surrounding this magical mountain – without a doubt. But that's not the only reason. Guests also keep coming back because our offerings are constantly evolving, reinventing themselves, moving with the times, responding to guest needs, and pioneering. It's no surprise, then, that in the 20-year history of the most coveted tourism award, seven milestones have already found their way to Zermatt, along with numerous nominations. We can proudly say that innovation is in our DNA.

I warmly congratulate the ZERMATTERS, who made it among the nominees with their visionary merger. Congratulations also to the Matterhorn Gotthard Bahn, which won third prize with the first truly First Class experience in Switzerland, the Excellence Class on the Glacier Express. And I'm delighted to have won the Milestone for the "Bonfire" digitalization project, which was honored as the winning project. It's confirmation that we're on the right track with our holistic and open approach.

Sincerely
Daniel Luggen, Spa Director



Beaming winners of the Milestone 2019: Daniel Luggen, Andreas Mazzone and Markus Hasler

©Hotelrevue 2019

Zermatt Tourism

General Meeting of Zermatt Tourism

The Zermatt
Tourism General Assembly
will take place on
Wednesday, January 29,
2020. It will focus on the
general elections of the
Council of Delegates.

The 85th General Assembly of Zermatt Tourism will cover the annual figures, the review and outlook as well as current topics. such as digitalization. President Paul-Marc also addressed Julen and spa director Daniel Luggen use the term overtourism and explain their position on it.

election year
The year 2020 is at Zermatt Tourism Election year. Members elect the delegates of Zermatt Tourism at the General Assembly. The Council of Delegates is composed of 25 representatives of the most important service partners in the Zermatt – Matterhorn destination: accommodation providers, restaurateurs, cable cars, mountain guides, the Civic Community, local communities, and businesses. By-elections are held every three years. Resignations and candidates are announced. Zermatt Tourism at a later date on ZTnet.

Invitation
All members of Zermatt Tourism are invited to attend the meeting on Wednesday, January 29, 2020. It starts at 5 p.m. in the Grand Hotel Zermatt-

terhof and concludes with a communal aperitif. Non-members are also welcome. Doors open at 4:30 p.m.



Zermatt Tourism invites you to the 85th General Assembly

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Zermatt Tourism

Mobile first

The Zermatt-
Matterhorn destination
relies on online channels to
stay close to its guests
and address them specifically.
This strategy is reflected in
the range of information
channels available.



We all know it: The information behavior The way guests interact has changed over the past few years. Instead of information being To obtain brochures, many people use their mobile phones and can access the content they are looking for with just a few clicks. Even the computer is increasingly being replaced by the mobile device in our pockets.

also with the television channel Tele Info: He is seeing fewer and fewer viewers because visitors get information such as weather, webcam images or news at the time they want it – and online. The Matterhorn app is the ideal travel companion for guests because it provides them with personal

nalized content. This means nothing Nothing else matters except that guests receive precisely the information they are interested in. Interactive design allows them to easily find what they are looking for. For these reasons, the Zermatt-Matterhorn destination is committed to a "mobile first" approach, investing in an app, and shutting down the Tele Info television channel.

Zermatt Tourism

New season, new “Heroes in Tourism” call

The "Heroes in Tourism" and "Unique Driver" campaigns select semi-annual winners who have demonstrated exceptional guest service. Last season's winners have been announced, and the new competition has been launched.

Tourists come and go, either once or repeatedly. Two components are crucial : the quality of the existing infrastructure and the on-site guest service. The latter can be influenced with little effort but with great impact . Help us attract repeat customers to the Zermatt-Matterhorn destination and participate in the "Heroes in Tourism" campaign.

"Heroes in Tourism" are once again being sought. The campaign has been an integral part of the Zermatt Insider quality initiative for years (ztnet.ch/de/Aktuelles/Zermatt-Insider).

Watch how a resident spontaneously helps a guest and in this way guest a smile on their face? Tell Zermatt Tourism about your experience

briefly and concisely at ztnet.ch/heldenim-tourismus . The winner of the campaign as well as

The observer can look forward to two concert tickets each for Zermatt Unplugged in April 2020.

Winner of "Heroes in Tourism"
Congratulations to Jeremy Kunz from the Hotel Mont Cervin. He is the winner of the summer season's "Heroes in Tourism" campaign.

Sunday 2019. Six-year-old Hadley dreams of meeting the mascot Wolli during her family vacation. Jeremy Kunz spared no effort in organizing the Wolli costume on his own initiative and welcoming the girl with Wolli to the hotel.

A perfect start to an unforgettable vacation.

Information about the competition:
zttnet.ch/heldenimtourismus

Winner of the "Unique Driver"
"Unique Driver" is an initiative for vehicle owners in the Zermatt-Matterhorn destination that aims to promote positive interaction with tourists. A jury observes and selects a winner every six months. For the 2019 summer season, the prize goes to the Schaller taxi company.

The company was founded by the municipality



Jeremy Kunz: Winner of the “Heroes in Tourism” campaign, summer season 2019



Taxi Schaller: Winner of the “Unique Driver” campaign, summer season 2019

Zermatt as a business is recommended overall with the following arguments: dynamic management, great consideration for traffic, no complaints.

Information about the competition:
zttnet.ch/de/Aktuelles/Zermatt-Insider/Unique Driver

outlook

- On 10 December 2019, the third "Unique Driver" training course for all vehicle owners in the Zermatt – Matterhorn destination took place for the tenth time. We look forward to your participation: ztnet.ch/de/ Aktuelles/Zermatt-Insider.
- Under the above mentioned link you will find

You will also find the booklet revised last summer with valuable guidelines regarding the care of taxi passengers.

- The "Unique Driver" project is now including cyclists. More details will be reported on this in the June issue .

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Zermatt Tourism

Limitless connection throughout the destination

Arrived in the Destination after a longer journey – first with the destination Connect to Wi-Fi. Destination Wi-Fi will offer guests the opportunity to surf the internet throughout the Zermatt-Matterhorn destination.

A guest arrives at the destination, unfamiliar with the area, and wants to immediately gather information online. Through the award-winning digitization project Bonfire, the guest has the opportunity to use the Matterhorn app to To get first-hand information.

To ensure this use is unlimited, Bonfire is building a destination Wi-Fi network so that guests from all over the world can connect to free internet upon arrival .

Support from all service partners is required to ensure comprehensive Wi-Fi coverage in the future.

Those responsible for implementing destination Wi-Fi are pursuing two fundamental goals. First, guests will have the opportunity to receive free Wi-Fi in every corner of the destination. Second, this service will be provided without the need to build additional antennas, but rather by utilizing the existing infrastructure. "To make this a success, we rely on the support of our service partners," says Andreas Mazzone, Managing Director of Bonfire AG.

Use existing access points

The implementation of this project requires the cooperation of the Zermatt-Matterhorn destination. Each service partner has the opportunity to contribute to this project by providing their access points . Anyone who offers Wi-Fi to their guests can also make it available to the destination via access points . The bandwidth of destination Wi-Fi is limited, so the internet at a hotel or shop will not be slowed down if they make their access point available.

Getting to know the guest better: The data

collected from guests registered on Wi-Fi is added to the destination data pool, which simplifies targeted guest communication in the future. This project is also being carried out in collaboration with a data protection attorney to ensure legally compliant data handling .

Current status

The Web acts as a technical partner on site

Net Data AG. Service partners with other providers can also participate in the Destinations-Wirtschaft Fi. The software provider Ucopia takes care of the registration function for the free Wi-Fi.

«For this to succeed, we are on the support from service partners.»

Andreas Mazzone,
Managing Director Bonfire AG

The project is currently in the middle of its implementation phase. For further information and to register for Destination Wi-Fi, please contact

Denise Wiedmaier from Zermatt Tourism.

For a successful continuation of the project, all service partners are required so that the guest is completely satisfied and

with many beautiful memories in his luggage he begins his return journey.



Thanks to the «Matterhorn Free Wi-Fi» the entire destination is connected

© Michael Portmann

Zermatt Tourism

Funventure promotes Family activities

Zermatt–Matterhorn offers a wide range of family activities. To consolidate these offerings and facilitate better communication, the Funventure® brand was launched.



© Pascal Gertschen



© Pascal Gertschen

"With a 365-day focus and involving all generations, we have expanded the winter experience and defined, developed, and established our summer and bad-weather offerings," states the Zermatt-Matterhorn destination strategy. One of the subprojects is Funventure®, a brand that unites all family offerings – outdoor experiences 365 days a year.

Brand goals

Since the launch of Funventure, attractive offers for families have been specifically developed and expanded. The brand serves to bundle and market all of these.

venture creates recognition value.

The main thing is outdoor

The portfolio includes outdoor experiences from various

Various service partners throughout the destination, all of whom benefit from the shared brand. These include, among others, the Wolli Adventure Park and the Wolli Beginners' Park in Sunnegga, Wolli's Treasure Hunt in Zermatt and Randa, themed trails such as "Wolli and the Climate Detectives," the via ferrata, the Forest Fun Park, toboggan runs, playgrounds, and winter hiking with children. All offers are available at www.zermatt.ch/funventure. The site helps families visiting the destination plan their programs so they can have unforgettable

Experience holidays – 365 days a year.