

ZERMATT INSIDE

February 2021, 19th Year, No. 1



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

Municipality of Zermatt

The school is moving

After 63 years, our children and teachers are moving out. They will be taught in the temporary school in Obere Matten until mid-August 2024.

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Gornergrat Railway

Road surfaces are being renewed

From spring onwards, The Gornergrat Railway route is undergoing several roadworks. Renovation carried out – day and night. **Page 17**

Zermatt cable cars

A gondola lift as a showpiece

The new cable car has been operating up the Rothorn since last December and impresses with its technology, cool design, and unique view. **Page 18**

Zermatt Citizens' Community

Digitalization in ordering

Hotel rooms, restaurant tables, and even menus can now be viewed, reserved, ordered, and paid for directly via the app. **Page 19**

Zermatt Tourism

New and useful apps

Bonfire AG serves the development Development and use of competencies and technologies for digital marketing of the Zermatt – Matterhorn destination. **Page 20**

Destination Zermatt

A village adapts to circumstances

The Zermatt-Matterhorn destination, as well as the whole of Switzerland, Europe and the world, were severely challenged by Covid-19 last year.

Based on the decisions issued by the federal and cantonal governments, the service partners have developed numerous protection concepts and implemented countless measures for the population – with the aim of ensuring that life with COVID-19 was as manageable as possible for both guests and the local population.

Find out more on the following pages.

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Zermatt – the cosmopolitan resort with its striking Matterhorn – thrives on tourism and its countless international guests.

To manage the logistical needs of this year-round tourism in the heart of the Matter Valley, many individual service providers must work together and be able to rely on one another.

This normally works excellently and often even in special exceptional situations such as during a short period of isolation during periods of heavy snowfall. But suddenly, at the beginning of spring 2020, the world changed. In light of the accelerated spread of the coronavirus, the Federal Council tightened measures to protect the population and reclassified the situation in Switzerland as an "extraordinary situation" under the Epidemics Act. All shops, restaurants, bars, and entertainment and leisure establishments had to close until April 19, 2020. Exempt from this were grocery stores and healthcare facilities, among others. It also introduced border controls with neighboring countries and authorized the deployment of up to 8,000 military personnel to support the cantons in hospitals, logistics, and security.

The first "lockdown" in Swiss history was a fact.

The task force organizes and communicates

The overarching goal of the municipal management team was to ensure the safety and health of locals, workers, and guests, while simultaneously maintaining public peace and order. The first task force in spring 2020 (consisting of the municipality, the trade and hotel association, doctors, and Zermatt Tourism) implemented numerous preparatory measures to ensure basic supplies for those in quarantine. A pool of helpers for shopping was set up for this purpose . A communications contact point was quickly established, which, on the one hand, continuously collected information and disseminated it to the population and businesses through various media (flyers to households, newsletters from Zermatt Tourism, news on the website, personal contact, contact via associations, etc.) . On the other hand, situation reports had to be continuously submitted to the KFO (cantonal management body) so that the resources deployed by the canton and the civil protection organization could be coordinated across all regions.

The summer season continued with certain restrictions until the tightened measures were introduced in mid-October, followed by many more. During the second wave, the main focus was on developing protection concepts for the destination, coordinating the measures of all service partners, including the necessary COVID-19 testing capacity. All winter sports resorts had to develop this protection concept before winter operations could begin. This included, among other things, communication via flags and posters throughout the village, the introduction of reduced capacities on the cable cars, in restaurants/bars until closing, and on the e-bus, as well as a greater presence and increased controls by the regional police regarding protection concepts, events , and gatherings.

The task force was adjusted during this time and supplemented by Zermatt Bergbahnen AG and the Zermatt Regional Police. All were confronted with a multitude of questions, clarifications, decisions, and measures from the public and businesses:

- Implementation and monitoring of the guard rails set by the federal or cantonal government
 - Launch of information packages for the population via Websites and NEWSLETTER from Zermatt Tourism
 - Constant overview of the situation and coordination as well as active contact and exchange of information with the canton
 - Implementation of additional waste disposal facilities in the village so that the waste from takeaways can be disposed of additionally
- Introduction of Covid Angels and support from RS Security to monitor compliance with protective measures

Dietmar Schmid, Chief of Staff, commented: "It was and still is difficult and at the same time a major challenge for a municipality to maintain an overview of all the guidelines and measures to be implemented. The intensive collaboration within the local task force to address the various needs and make decisions is helping us greatly in this regard.

And we can attest to the vast majority of the population and business owners' great understanding and good discipline. For this, we thank them. But it's not over yet – let's adhere to the measures put in place and show perseverance, discipline, and solidarity."



Flags signal the obligation to wear masks in the streets



Use of Covid Angels



Use of the cold fogging device in the e-bus

Disinfection and protective material

Cleaning efforts have also been intensified. Cold fogging devices have been purchased to regularly and thoroughly disinfect the cabins and gondolas and eliminate aerosols. The protection of employees and guests is the highest priority at Zermatt Bergbahnen, and the measures and concepts are constantly monitored for effectiveness and compliance, and internal measures are adapted and expanded where necessary.

CEO Markus Hasler commented: "In the spirit of the Zermatt-Matterhorn destination, it was clear to Zermatt Bergbahnen AG (ZBAG) from the outset that guests should be offered the full program, including all cable cars, slopes, and, as far as possible, all services, even if significantly fewer guests are expected. With the order to close all restaurants, the restaurant concept at the Matterhorn Glacier Paradise was also converted to takeaway service, so that winter sports enthusiasts have the opportunity to enjoy a snack, lunch, or cold and hot drinks."

The ZBAG ticket kiosks on Furi and Blauherd will also remain open to guests, as long as the measures allow, despite some low demand in the spirit of public service. In addition to snacks and drinks, protective equipment such as face masks, disinfectants , and other items can be purchased there – just like all other ZBAG ticket sales points. For example, there is a 3-in-1 mask specifically for skiers that can be used as a mask, neck warmer, and goggle protector . These masks are not only practical but also eye-catching and enjoy great popularity.



Communication and Covid Angels

Externally, raising awareness of the measures was a little more complex. As a basis, a landing page was set up on the matterhornparadise.ch website, which clearly summarizes the current measures in four languages and with self-explanatory pictograms. This website answers even guests' most burning questions quickly and easily. Communication of the measures is also ensured by various information signs on the applicable rules. Over 100 such signs are distributed throughout the entire ski area and are updated and completely replaced when new rules are introduced. In the stations and waiting areas, a people guidance system with barriers and floor markings ensures that social distancing is maintained. Mathias Imoberdorf, Communication and Media Manager at ZBAG, points to further communication measures: "A short video summarizing the applicable rules is broadcast at regular intervals on the screens at the lifts, stations, and panowalls. At the same time, guests are reminded of the safety plan via loudspeakers in the stations and cabins and advised to adhere to the rules. If higher occupancy is expected, such as over the holidays or on weekends, we also take the opportunity to deploy Covid Angels at key locations to ensure smooth operations in accordance with the safety plan. The Covid Angels are a 'Valais idea' launched by the mountain railways – in cooperation with the unemployment insurance fund. The deployment of Covid Angels is a good way to proactively manage larger gatherings and significantly relieves the burden on ZBAG employees, as well as those of the Gornergrat Bahn (GGB). In this context, the flow of communication between the local community (eBus), the regional police, and ZBAG has also been improved so that in the event of a larger influx of people, all parties involved work hand in hand to optimize the flow of guests as much as possible."

«We continue to show
Perseverance,
Discipline and solidarity»



Masks are mandatory in chairlifts and gondolas

Full operation despite limited capacities

Since the beginning of the coronavirus crisis, CEO Markus Hasler has been a member of various task forces of the Canton of Valais, the municipality of Zermatt, and the Swiss Cable Car Association. These various committees regularly exchange experiences and insights and respond to decisions made by the federal or cantonal governments. These insights have also been used to develop the safety concept guidelines, among other things.

The ZBAG's protection plan, which was approved by the canton, was implemented immediately. Information on the applicable rules and measures was immediately communicated internally to ZBAG residents, employees, and externally to guests. Internally, communication regarding the current guidelines was implemented quickly and easily via the employee app. E-learning courses and FAQs were used to further reinforce knowledge.



Keep your distance at valley and mountain stations

Zermatt Tourism on guest behavior

The great uncertainty that followed the announcement of the lockdown in March 2020 led to a wave of cancellations of bookings already made throughout the year. The guests' solidarity was palpable, often apologizing for their cancellations and showing understanding for the longer processing times.

Cautious optimism began to spread after the lockdown ended in April due to declining coronavirus numbers. With good weather conditions, stays and activities in Zermatt were booked again at short notice, resulting in a relatively good summer for tourism. Due to the special situation, consultations at Zermatt Tourism's counter and telephone were longer and more intensive. In July and August, a full 10% more phone calls were received compared to the previous year.

Christian Zörjen, Head of Destination Services, praised the guests: "The guests' gratitude and joy were always immense when an event could be held despite the strict COVID-19 restrictions. A good example of this is the Matterhorn Ultraks 2020, which spared no effort to ensure a safe event. This has clearly paid off: guests remain loyal to the Matterhorn Ultraks – the 2021 edition is already virtually sold out."

As the coronavirus numbers rose in the fall, so did guests' uncertainty. The most frequently asked question to the Guest Information Center was whether the ski area would remain open. Fortunately, this was the case, and thanks to the goodwill of many service partners, many guests were persuaded to rebook rather than cancel their stay.

Mountain gastronomy faces challenges

In a time of great uncertainty, providers and offerings that were less noticed before the pandemic are becoming systemically important in a destination overnight. This is especially true for restaurants.

to the Zermatt community. As part of a non-cost-covering public service, the Zermatt community's mountain restaurants will remain open as long as possible as a reliable pillar of the supply chain, continuing to offer guests in the Zermatt ski area the opportunity to eat or warm up.

The challenges posed by constantly changing requirements represent a significant additional effort and a constant burden, especially for the catering industry . The Zermatt community, and with it the Matterhorn Group AG as the operator of the businesses, also have to bear additional costs due to the cost-intensive logistics on the mountain.

Nevertheless, every effort is being made to maintain the catering offer in the ski area for as long as possible, even if only takeaway is permitted . This ensures that guests have the opportunity to eat and find sanitary facilities throughout the entire Zermatt ski area. And above all, it is important for families

When playing with children, it is important to be able to warm up briefly.
In collaboration with the children's ski schools and with a special permit from the Canton of Valais, ski school children are also catered for on the Riffelberg and Sunnegga slopes. This part of the ski school's operations can be ensured with the support of the Zermatt community and the Matterhorn Group AG. The income generated from maintaining this service far exceeds the costs. As long as it is financially viable, the Zermatt community and the Matterhorn Group AG will ensure cost coverage as a public service for the destination .



Extra trains and selective reinforcements on the Matterhorn Gotthard Bahn (MGB)

As a provider of public transport services, MGB applies the Switzerland-wide protection concept for public transport. In addition to hand hygiene, this requires a general mask requirement and also relies on the personal responsibility and solidarity of passengers. The general mask requirement applies both on trains and in the interior and exterior areas of stations, stops, and platforms. Furthermore, public transport providers are recommended to support social distancing by offering as much space as possible. MGBahn is following this recommendation by reinforcing trains in certain areas to create additional space . However , it cannot be ruled out that individual trains will be heavily used during peak hours . This is also because there is a mandatory transport requirement on public transport and passengers must not be deterred from their journey. Therefore, passengers are urged to show personal responsibility and solidarity and, if possible, to use trains outside of peak hours.

This corresponds to approximately 50% of the maximum seating and standing capacity . The number of passengers in the GBB station hall in Zermatt is limited to a maximum of 250 people. In case of large crowds, additional waiting rooms in the MGBahn station area opposite can be used. The GGB also appeals to passengers' personal responsibility and solidarity , and advises them to travel during times of less high demand.

The protection concept for public transport was developed by SBB AG and PostAuto AG on behalf of the Federal Department of the Environment, Transport, Energy and Communications (DETEC) and the Federal Office of Transport and applies to all public transport companies throughout Switzerland.

In general, customer traffic over the Christmas /New Year period was significantly lower than in previous years, partly due to the predominantly bad weather over the festive period. The additional separation at entrances and exits, the conscientious commitment of the staff , and the comprehensive customer management plan over the holidays – which was ensured thanks to additional, in-house personnel resources – led to an orderly arrival and departure process. Furthermore, the cleaning frequency was increased, and the turntables at the counter, the payment card terminals, and the ticket machines are disinfected by the sales staff up to three times a day. However , guests also largely adhered to the protective regulations such as social distancing and the wearing of masks, which made work much easier.

Reduced seating capacity on GGB trains

The Swiss-wide protection concept for public transport also applies to the GGB . In addition, Appendix D of the public transport protection concept applies, which contains measures for tourist rail transport and the

Cog railways. In addition, the federal government's extended requirements for mountain railways apply . On the GGB, from Zermatt onwards, only the seats are open to guests, which

«The guests stay mostly on the protection requirements»

Federal government strengthens measures against the coronavirus

January 13, 2021

From January 18th, the following applies throughout Switzerland:



Closed: Shops selling non-daily goods
Previous restriction on opening hours lifted (daily needs)



Protection of particularly vulnerable people
Right to home office, equivalent Protection or leave of absence



Private meetings with a maximum of 5 people
Recommendation: from a maximum of 2 households



Home office requirement
Where possible and feasible with reasonable effort



Meeting in public spaces with a maximum of 5 people



Mandatory mask wearing in the workplace
If more than one person in the room

Furthermore, the following applies:



- Closed:**
- Restaurants and bars
 - Discos and dance clubs
 - Cultural institutions
 - Sports facilities
 - Leisure facilities



Maximum 5 people for sports and culture



Distance learning at universities



Exceptions for under 16-year-olds (sports/culture)



Singing together only in family and school



Extensive Mandatory mask wearing



Stay at home (Recommendation)



Prohibition of Events



Rules for Ski resorts



Reduce contacts



Observe hand hygiene



mask carry



Keep your distance



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Municipality of Zermatt

Grand Council/State Council elections and federal vote of 7 March 2021

The cantonal elections will take place on March 7, 2021. Voters will elect their representatives to the Grand Council and the State Council for a period of four years.

Polling station and opening hours

The polling station is located at the Residents' Services/Chancellery and will open on Sunday, March 7, 2021, from 9:00 a.m. to 10:00 a.m. for the **Grand Council elections**, the **State Council elections**, and the **federal vote**. For a possible second round of voting for the State Council, the polling station will open on Sunday, March 28, 2021, from 9:00 a.m. to 10:00 a.m.

Grand Council electoral system

The election of representatives and alternates is based on the double proportional representation system. The canton is thus divided into six constituencies (Brig, Visp, Sierre, Sion, Martigny, Monthey), with each constituency itself subdivided into sub-constituencies (districts and semi-districts). In the initial allocation, seats are allocated to political parties according to their strength in the constituency.

In the second distribution, the seats that the parties received in the constituency are then distributed among the sub-constituencies (districts).

Important change: The election of representatives and substitutes will now take place in separate ballots (Article 136, Paragraph 2 of the Federal Act on the Election of the Cantonal Parliament). You will receive the ballot papers for the Grand Council and substitutes separately, each with its own voting envelope. To avoid confusion, the voting envelopes are colored differently.

Grand Conseil / Deputies
Grand Council / Grand Councillors - Grand Councillors

Grand Conseil / Suppléant(e)s
Grand Council / Substitutes

State Council electoral system

The State Council is elected according to the majority system, with an absolute majority in the first round (candidates who receive more than half of the valid votes are elected) and a relative majority in the second round (candidates who receive the most votes are elected).

State Council

Candidacy runoff election

Candidates who were not elected in the first round and who received a number of votes greater than or equal to eight percent of the total number of voters may participate in the second round of voting (Art. 127 para. 2 GpolR).

Silent election

If the number of candidates for the runoff election is equal to or less than the number of seats to be allocated, all candidates shall be declared elected by the Council of State without a ballot. If there are still seats to be allocated, the runoff election shall be maintained only for these seats, and voters may vote for any eligible candidate (Article 129 of the GpolR).

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because every vote counts!»

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Federal vote

On Sunday, March 7, 2021, a federal vote will also take place on three proposals: · Popular initiative of September 15, 2017, "Yes to the ban on face coverings" (BBI 2020 5507)
Federal Act of 27 September 2019 on Electronic Identification Services (EID Act, BGEID) (BBI 2019 6567)
Federal Decree of 20 December 2019 on the approval of the Comprehensive Economic Partnership Agreement between the EFTA States and Indonesia (BBI 2019 8727)

Legal basis

- Law on Political Rights of 13 May 2004 (KGPR; SGS/VS 160.1)
- Ordinance on Postal Voting of 12 March 2008 (VbStA; SGS/VS 160.102)
- Council of State resolution of 4 November 2020 on the election of members of the Grand Council for the 2021-2025 legislative period
- Council of State resolution of 4 November 2020 concerning the election of the Council of State for the 2021-2025 legislative period

Shipping voting material

All eligible voters receive the voting and voting materials from the municipality. It contains:

- One copy of each printed ballot paper and one blank official ballot paper
- One ballot envelope for each ballot
- A return form
- A transmission envelope
- The explanations of the State Council

You have three options to choose from

Delivery by mail: Voters may exercise their right to vote by mail. The envelope must be franked according to the applicable postal rate and handed over to a post office for delivery ; otherwise, the vote is invalid. (Art. 14 para. 1 VbStA).

The shipment must reach the municipal administration no later than the Friday before the election or vote (Article 14 (2) of the VbStA).

Deposit with the municipality

Voters may place the transmission envelope in the designated sealed ballot box upon receipt of the voting materials during the municipal office hours (Monday to Friday, 8:30 a.m. to 11:00 a.m. and 2:00 p.m. to 4:00 p.m.), and no later than 5:00 p.m. on the Friday before the ballot (Article 15 (1) of the Voting Procedure Act).

The transmission envelope must not be deposited in the municipality's mailbox; otherwise, the vote is invalid. (Art. 20 para. 1 lit. c VbStA).

Voting at the polling station

Voters use the voting materials provided to them. If these materials are missing, a new ballot envelope is handed to each voter in person, into which they place their ballot.

Any conversation between voters, any consultations with the exception of those in the office , any distribution of ballot papers, any actions aimed at catching votes or obstructing the free exercise of the right to vote are prohibited in the polling station (Art. 43 para. 2 GpolR).

How can you vote?

Grand Council (proportional representation)

Use pre-printed ballot papers unchanged
Each candidate on this list receives one vote. The party receives as many votes as there are seats to be filled in your district.

Changing pre-printed ballot papers

Crossing
out: You can cross out individual names on the preprinted ballot. The crossed-out candidates will not receive a vote. The now empty line remains for the party as a party vote.

Variegation

You can include candidate names on another ballot paper on the preprinted ballot paper. These will receive your candidate vote, and their party will receive your party vote.

Blank official ballot papers

You can list the name of a party and official candidates.
You can nominate candidates without naming a party. You can only vote for candidates on a valid list filed in the sub-constituency (district).

Accumulation is not allowed!

State Councilor (Majorz)

You can fill out a blank official ballot paper or a
Use the pre-printed ballot paper unchanged.

Changing pre-printed ballot papers

They strike out the name of one or more candidates.
They add the name of one or more candidates to a pre-printed ballot paper that appear on another ballot paper.

The ballot papers may not contain more candidates than members to be elected. In the first round of voting, the ballot papers may not contain more than five candidates. In the second round of voting, the ballot papers may not contain more names than the number of people to be elected. You may only vote for a candidate listed on an officially submitted list.

Avoid mistakes – please note!

- Please ensure that the envelope is sufficiently stamped and that it is sent on time
 - When voting by post, sign the return form
 - A transmission envelope may only contain the voting material contain a person
 - Use the official transmission envelope and an official ballot paper with the corresponding voting envelope
 - Please make changes to the ballot papers in handwriting and legibly
- Only candidacies on pre-printed ballot papers are valid
- Always write out the candidates' names, first names and numbers
- Quotation marks, "ditto" or similar as well as defamatory expressions are not permitted

The ballot paper may contain a maximum of as many names as there are seats to be allocated

- Submit only one ballot paper for each election
- Maintain the secrecy of the ballot: Do not sign the ballot paper

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Municipality of Zermatt

Goodbye schoolhouse – we’re moving out!

The schoolchildren of grades 1H–4H are moving into the temporary school buildings in Obere Matten.

After 63 years, the school buildings Walka I and II History – deserted and empty, the Walka gymnasium cleared out, and the children and their teachers are gone. The last day of school in both school buildings took place on January 22, 2021. The 200 Cycle 1 students will now be accommodated from January 1.

From February 2021 to mid-August 2024, classes will be held in the temporary school building in the middle of the village in Obere Matten.

The Walka 3 school building will continue to operate during the phased construction phase . 190 Cycle 2 students (5H–8H) attend classes there.

Walka Schoolhouse – History

Until 1959, classes were held in the community center.

In the autumn of that same year, Zermatt's schoolchildren moved into the newly built Walka I and II school buildings, accompanied by a first: a gymnasium! 184 students attended primary school at that time, 17 attended home economics classes, and 14 attended secondary school. Class sizes were 37–40 children, and classes lasted eight months. Pastor Gregor Brantschen wrote at the school's consecration in 1959: "The community will not escape from guilt; therefore, we should all be grateful and let the schoolhouse never be neglected."

How do you win a really proper marriage for the municipality, and the state's money bag for the Schüelhüs Zermatt?

The buildings have been paid for, subsidized, and amortized, and have been preserved, cared for, and maintained for as long as possible, but they are showing their age and no longer meet the needs of a modern school. For over 60 years,

Generations (born 1944–2017) of students in the rooms of Walka I and II

With the support of their teachers, they learned to write, read, and count, sweated, dreamed, played, and made friends for life. If only the school building could tell us stories...

"Tempi passati" – times are changing and we are changing with them!

D'niww Walka

On August 25, 2019, Zermatt voters approved the construction of the new Walka school building . To minimize disruption to school operations, the "D'niww Walka" construction project is divided into two phases. In the first phase, the Walka I and Walka II school buildings will be demolished, and the corresponding new sections, including classrooms , the gymnasium, the cafeteria, and the school library, will be constructed. Grades 3H–8H will move into these buildings in August 2023. The next phase will see the construction of the second part of the new building, including the daycare center and classrooms for the kindergarten.

The start date for construction is getting closer and the first excavators will soon arrive.

Temporary school Obere Matten

In April 2020, construction began on the replacement pavilion in the southern part of the Obere Matten, and in October the temporary school building, which has a roof structure, was built opposite.

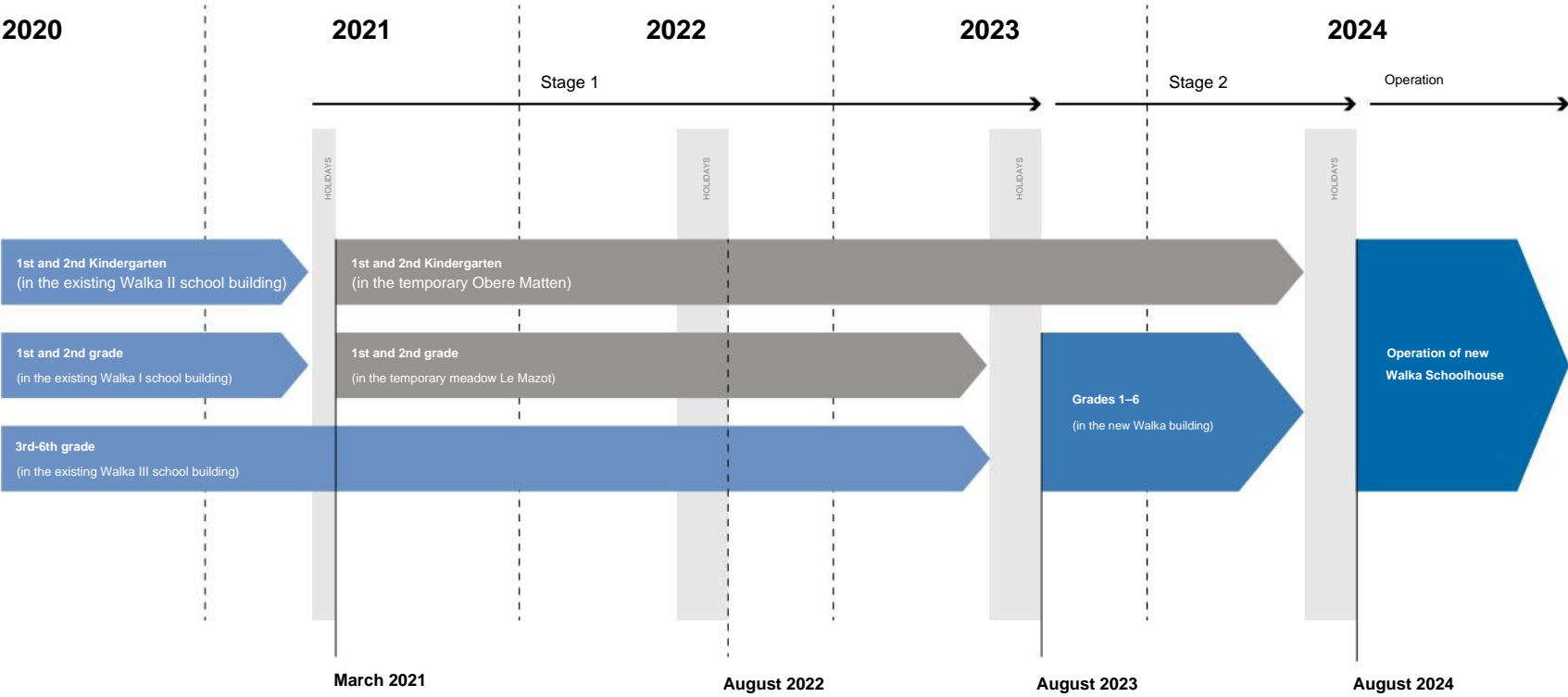
Both buildings are now completed and will house a total of 20 classrooms and specialist rooms over the next few years. All rooms are fully utilized. The East Room in the pavilion houses the Center for Development.

The room is housed in the Center for Development and Therapy (CET), where parent-teacher consultations, assessments, and therapies with the speech therapist, school psychologist, and psychomotor therapist take place. The larger WEST room is used for early musical education, music lessons, rhythm classes, 1/2-hour yoga, parent-teacher evenings, etc.

The five grades 1H/2H (kindergarten) are taught by their teachers on the ground floor of the temporary school building. Storage, a teachers' room, and a workshop are located on the same level .

The first floor is accessed via two covered external staircases. There are six classrooms for grades 3H and 4H, equipped with interactive whiteboards, as well as rooms for the Pedagogical Student Support Service and German for Foreign Language Students.

The school complex has the largest playground in the village (the kindergarten facility) and is in the immediate vicinity of the "Rägeboge" daycare center/lunch table , which is located in the sports pavilion.



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Since 2017, Caffè Cervino has been financing a school building with a computer center at the Capucali-to Lampocoy primary school in Guatemala.



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Roofing and plumbing work



Renovations



Roof window installation



Sealing terrace and balcony



Repairs



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Temporary Walka III

In the Walka III school building, classes are closer together, and all rooms are at maximum capacity. The former music room now houses the school library, with the school administration and office separated from it. On the same floor are the teachers' room, a workshop, and rooms for local language and culture courses. Floors 3–5 house ten classrooms, a crafts room, and rooms for the pedagogical student support services and school social work. The music room is located on the 6th floor.

Music lessons at the General Music School of Upper Valais take place here, the foreign-language children receive additional German lessons, and a small room is equipped with computers. Thirty years ago, these rooms housed six studios for the teachers.

The construction site will be separated and secured from the Walka III school building, and despite great care, minor noise emissions are to be expected. However, every effort will be made to ensure that classes are not affected.

The playground is no longer available, an additional playground has been built between the school building Im Hof and the Brunner-Lauber-Haus. Place created.

Way to school cycle 2 and cycle 3 (5H–8H)

As soon as the heavy construction machinery arrives and the removal of the rubble begins, the traditional route to school through Metzggasse , past the library, across the playground, and all other "shortcuts" will be closed to all students.

The path then leads across the church square into the Oberdorf and then up Schälpmattgasse to the Brunner-Lauber-Haus. A new entrance has been created to the west of this street, which will allow children and young people to access the school grounds between the Im Hof school building and the Hotel Sonne. During the construction period, it is recommended that only children and young people in cycles 2 and 3, who live very far from the school building, ride their bikes to school, especially since the bicycle parking spaces near the school buildings are no longer available.

«Soon the excavators will arrive –
We are looking forward to the new school building.»



Walka Schoolhouse 1959

School building and gymnasium

Around 250 students
moved into the newly built school building in 1959 –
The course lasted eight months.



Cloakrooms in the temporary school building




Prepared reins boxes



Temporary school building Obere Matten

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Summermatter Renato

Maler/Gipser AG

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Municipality of Zermatt

Construction periods spring and autumn 2021

Every January, the municipal council sets the construction schedule for the current year.
Out of consideration for Zermatt's roads and bridges, special transports may not exceed the maximum permissible total weight of 26 tonnes (vehicle and load).

In accordance with municipal regulations, the use of motor vehicles (trucks, two-axle tractors, and motorized carts), construction machinery, and drilling, blasting, and trenching operations are permitted only during specific periods (construction periods). Helicopter flights are subject to the provisions of federal law and the agreement of April 13, 2004, between the municipality (EWG) and Air Zermatt AG.

Permitted construction periods spring
Approved period: **Monday, May 3rd to Wednesday, June 2nd at noon (12:00 noon)** (early site installation on Thursday, April 29th and Friday, April 30th – special transports in this context are subject to approval).

Permitted construction periods autumn
Approved period: **Friday, October 1st to Friday, October 29th evening** (early construction site installation on Thursday, September 30th – special transports in this context require approval).

Uniform operating times
The following standard operating hours apply to motor vehicles, construction machinery, and drilling, blasting, and excavation work: **7:30 a.m. – 12:00 p.m. and 1:00 p.m. – 6:30 p.m.** (Monday – Saturday)

Blocked days
Bridge driveway
Friday, May 14 and Saturday, May 15
Whit Monday
Monday, May 24th
Corpus Christi Bridge
Friday, June 4 and Saturday, June 5

Premature and/or extended geothermal drilling
For early and/or extended geothermal drilling, an application must be submitted in advance to the Safety Department.

Data for approved early and/or extended geothermal drilling
Approved period spring
Monday, April 19th to Friday, April 30th evening
Monday, June 7 to Wednesday, June 16 evening

Approved period autumn
Monday, 20 September to Thursday, 30 September evening

Tuesday, November 2nd to Friday, November 12th in the evening

Time window for special transports
7:30 a.m. – 12:00 p.m. and 1:00 p.m. – 6:30 p.m.
Monday, 19 April to Wednesday, 16 June
Monday, 20 September to Tuesday, 30 November
6:00 – 7:15 a.m. / 8:45 – 10:45 a.m. and 1:30 – 3:45 p.m.
Thursday, June 17 to Wednesday, June 30
Wednesday, September 1 to Friday, September 17
Wednesday, December 1 to Friday, December 10

Restricted periods for journeys with combustion engines
From **1 January to 16 April** and from **13**
From **1 December, no special permits** will be issued for special transports with vehicles with combustion engines. Except for journeys in the interest of

the public or the destination.
From **1 July to 31 August**, only journeys to mountain construction sites for public or tourist infrastructure are permitted through Zermatt (**6:00 – 7:15 a.m. and 8:45 – 9:15 a.m.**).

restrictions
1. Motor vehicle traffic / construction machinery
On Saturdays, Sundays, and public holidays, no transport is permitted using vehicles with combustion engines. Excavated material may not be removed on Saturdays—not even by electric vehicles.

2. Crane removal in November
The removal of cranes by helicopter in November is permitted on Mondays, Tuesdays and Wednesdays of the 3rd and 4th weeks of November, subject to a written request.

General provisions
1. Application
Applications for special driving permits (for vehicles with combustion engines or journeys with trailers) require at least 1 working day (Mon–Fr) and at least 24 hours before the trip via the online application form (<http://gemeinde.zermatt.ch/Applications for a special driving permit>) must be submitted to the Security Department. Applications submitted later will not be processed until the following day.

2. Weight limit
All trucks used require a permit. Excavated material transports and special transports must not exceed the maximum permissible total weight of 26 tons. Three-axle vehicles are permitted.
permitted up to this weight limit (total weight). A weight limit of 4 tons applies from November 1 to June 30 on the Eischtje – Sunnegga (Riedweg) and Furi – Stafel, Chalchofu (Stafelstrasse) roads.



3. Premature site installation

Special transports carried out as part of the early construction site installation using trucks and other vehicles with combustion engines require a permit.

4. Site installation plan

A site installation plan must be submitted to the EEC Construction Department.

5. Blocked days

On these days and on public Sundays and holidays, motor vehicle traffic for construction purposes, the use of construction machinery and the carrying out of drilling, blasting and excavation work are generally prohibited.

6. Speed

The maximum speed limit from the entrance to Zermatt (Lüegelbach) is 20 km/h for all vehicles throughout the entire village area.

7. Truck transport goods

Trucks may only transport excavated and demolition material. Where space permits (except on public land), trucks should deliver construction materials, building elements, and components to the construction site from which the excavated material is being transported during the excavation period. A written request must be submitted in advance to the Safety Department for transporting other materials, even during the construction period .

8. Transport tracked vehicles

Crawler vehicles, except those with rubber tracks, may only be transported on low-loading wagons . A written request must be submitted in advance to the EEC Safety Department . Crawler vehicles must always be thoroughly cleaned upon leaving the construction site.

9. Road cleanliness: To

prevent contamination of municipal roads and paths, the construction site access road must be paved or concreted. This measure must be implemented over a width appropriate for the vehicles and along the entire length from the road to the construction site (max. 50 meters).

Appropriate measures must be taken to ensure that no dirt gets onto the road when leaving the construction site .

Companies whose construction site exits cause excessive pollution of public roads will be billed to the client for the resulting extra expenses based on external rates. The violation will also be subject to a fine.

In order not to disturb public roads and squares, vehicles may only be driven if they are well maintained and clean.

In special cases, the municipal council may require appropriate measures.

10. Penal provisions

Violations of the above provisions shall be punished with a fine of between CHF 50 and CHF 5,000 , unless the penal provisions of federal or cantonal laws apply.

Information sheet for construction sites

At the EEC, at least 10 working days before the start of construction a construction site installation plan must be submitted, which usually contains the following components (if applicable per Execution stage):

Construction requirement

Site plan showing the locations of material and personnel barracks and material depots;
· Location of any crane systems, including details of the swivel ranges;
Location of construction site toilets.

Drainage and ditch requests

Construction site drainage according to SIA 431;
· Connection and location, time to the public sewerage system or drinking water supply;
· Application for excavation in public areas (supply and disposal lines of any kind according to the form "Application for permission to excavate in public road areas").
Note: The infiltration areas must be kept free from soil compaction);

In the case of street lighting interruptions and work on them: proof of adequate lighting in the public area.

Requirement for construction site

traffic · Traffic management on public roads, paths and the construction site itself (construction road);
· Location for goods handling and parking area for construction vehicles.

Requirement for use of public land

Submit the application form, including a scaled site plan, to the Security Department. This also applies to the attachment of installations to public lampposts, traffic signs, or the removal of fences.

For further information, please contact the Security Department: 027 966 22 05 / sicherheit@zermatt.ch.
For questions regarding drainage and trenching requests, please contact the Civil Engineering Department: 027 966 22 51 / tiefbau@zermatt.ch.

Changes to the approval procedure for special driving applications

Now, every application for a special driving permit, even those with a discount, is subject to a fee. However, only an administration fee of CHF 50 will be charged for all applications. Agricultural vehicles will continue to be free of charge.

The cost of transport escorts ordered by the regional police is now CHF 200.
The following vehicle types/sizes are now supported:
Motor vehicles of 7 tonnes or more, which are towed with trailers, low-loaders, etc.;

- Trucks with 4 axles or more or 26 t total weight;

Special vehicles (mobile cranes, telescopic loaders, excavators, etc.) over 7 t or as assessed by the regional police.

As of January 1, 2021, only the electronically delivered permit serves as proof of authorized passage. This permit contains a unique code. The permit must be carried physically (in paper form) or electronically (e.g., on the driver's smartphone) and must be presented during a police check. Collecting a special permit plate from the Security Department is no longer necessary.

imprint

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Editorial editing, advertisements and subscriptions: rottenedition gmbh, Rico Erpen, info@rottenedition.ch, +41 79 344 16 44
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Municipality of Zermatt

Tax return 2020

Digitalization is also making progress cantonal tax administration or the municipality of Zermatt.

In recent years, there have been groundbreaking changes such as the electronic submission of tax returns and the receipt of tax returns without signatures.

Central receipt of tax returns from the 2020 tax period

The municipality of Sion was selected as a test municipality last year. All 2019 tax returns of Sion residents were registered directly with the cantonal tax administration via a central receipt system. The experience with the approximately 20,000 tax returns filed by the municipality of Sion and the approximately 84,000 tax returns received electronically was consistently positive.

In a second phase, the larger municipalities of the Canton of Valais will be selected as additional test municipalities for the 2020 assessment period. Zermatt is one of them.

Tax returns for residents and second-home owners can therefore no longer be sent or submitted to the municipality of Zermatt by taxpayers or their tax representatives, but **must be sent directly to the cantonal tax administration**. A corresponding information flyer is included with the 2020 tax return.

In a third phase, starting with the 2021 tax period, all tax returns for the Canton of Valais will be received centrally by the Cantonal Tax Administration.

Most important changes in the 2020 tax period

- A new directive allows the deduction of installation costs for photovoltaic and solar thermal systems directly at the time of new construction – in accordance with housing subsidies. The previous five-year waiting period no longer applies.

The Property Costs Ordinance has undergone a complete overhaul . The revised ordinance is effective January 1, 2020, and is available online at www.vs.ch/steuern .

- Income from participations in business assets is, under certain conditions, taxable at 50% for the canton and municipality and 70% for the federal government after deduction of attributable expenses (partial taxation).
- Income from investments in private assets is, under certain conditions, taxable at 60% at the cantonal and municipal levels and at 70% at the federal level (partial taxation).

Maintenance payments made in lump sum are not taxable for the recipient. For the debtor, the payment is equivalent to the extinction of a debt and is therefore no longer deductible.

- Bonuses for electric and hybrid vehicles: Since tax legislation does not provide for an exemption from bonuses for the purchase of electric and plug-in hybrid vehicles, these two bonuses are subject to income tax and must be declared under heading 1500 of the tax return.

The penalty interest payments paid by the mortgage holder, which the bank demands in the event of early termination of the contract, are to be treated as follows:

- a) Establishment of a new, more advantageous debt relationship with the same creditor; the penalty interest payment is deductible from ordinary income as interest on the debt.
- b) Establishment of a new, more advantageous debt relationship with other creditors; the penalty interest payment was deductible as debt interest until the 2019 tax period. Starting in the 2020 tax period, as a result of a Federal Supreme Court ruling, such compensation can no longer be deducted from taxable income and does not constitute an expense.

- c) Termination of the loan agreement with a view to the sale of the property; the penalty interest payment is in all cases considered an investment cost and is only relevant for calculating the property tax gain. It cannot be deducted from taxable income.



Home office
Extraordinary home office and short-time work in connection with Covid-19

Taxpayers are allowed to deduct professional expenses (travel expenses and meals spent outside the home office) in their tax return without taking into account days worked from home or short-time work. On the other hand, taxpayers cannot deduct additional expenses for their home office, as these expenses are already included in the 3% flat rate for other professional expenses .

Tidy home office
The taxpayer can only deduct professional expenses in their tax return for the days they actually work at their place of work . The taxpayer cannot deduct additional expenses for their home office, as these expenses are already included in the 3% flat rate for other professional expenses.

Compensation
In the two situations mentioned above, employer-reimbursed expenses for home office use are not to be included in the pay slip. They are not taxable if the compensation is less than CHF 200.00 per month. Otherwise, they must be declared in the pay slip.

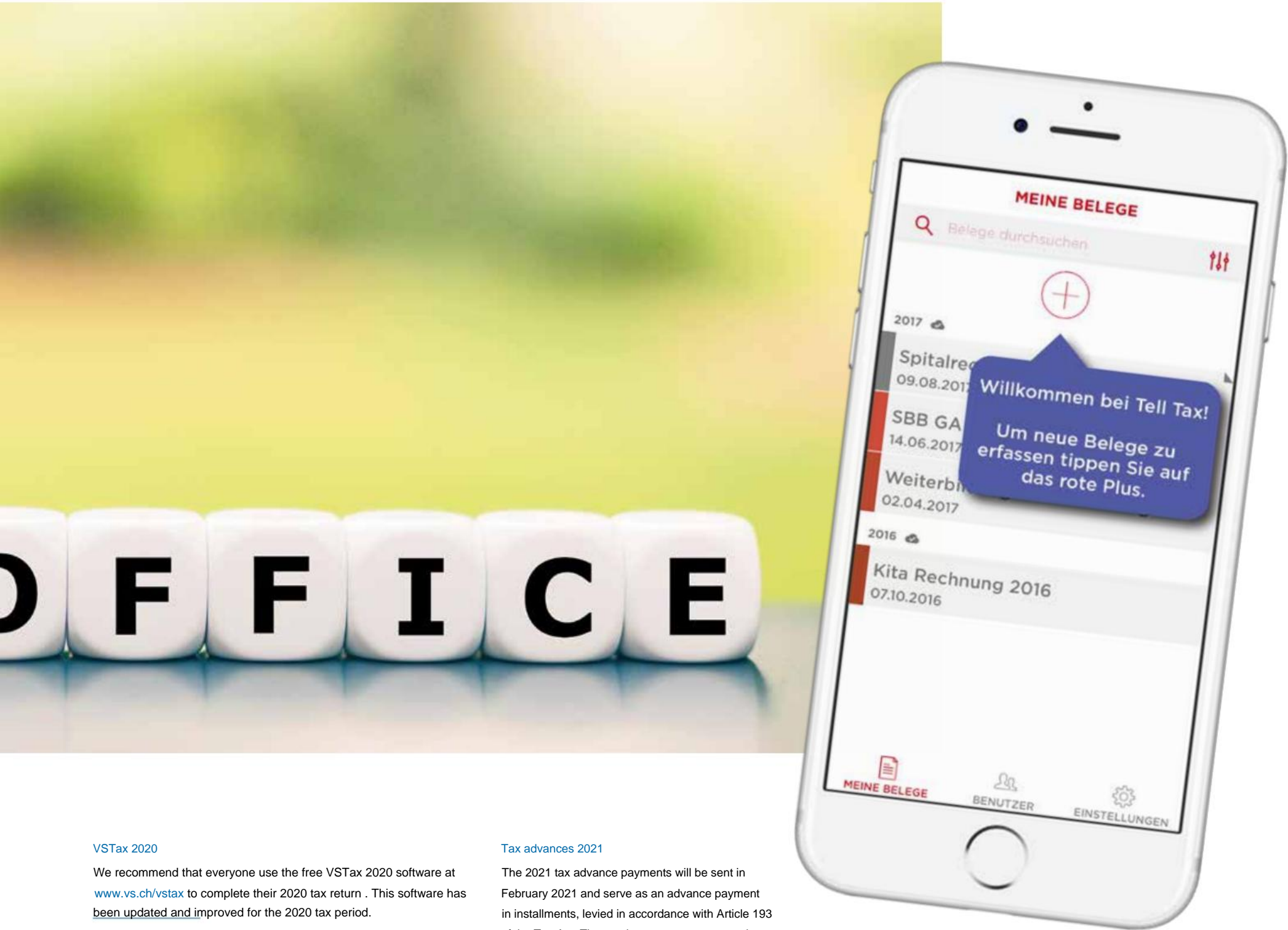
Furthermore,
Income from renting holiday apartments

Anyone who makes their own or rented property available for payment must declare the resulting income for tax purposes . This includes, in particular, income from online platforms such as Airbnb, Booking.com, etc.



If you meet the criteria for self-employment, records of income and expenses must be included in your tax return. If this is not the case, the income must be declared under heading 1110.

«Digitalization also demonstrates the tax return not stop»



VSTax 2020

We recommend that everyone use the free VSTax 2020 software at www.vs.ch/vstax to complete their 2020 tax return . This software has been updated and improved for the 2020 tax period.

The download will be available from the beginning of February 2021. If you have any questions about the application of the program, the relevant contact persons are available at www.vs.ch/vstax-kontakte .



- Use the free VSTax software www.vs.ch/vstax and the Tell Tax smartphone app to manage your receipts.
- Further information is available at www.vs.ch/telltax.

In addition to some form adjustments and other improvements, the option to import receipts directly into VSTax using the QR code via the Tell Tax app has now been created.

The website www.vs.ch/steuern contains the " Online Assessment Guide" with all instructions and content on assessment practices, the tax calculator for calculating all types of taxes, and much other information on taxation .

The 2020 tax returns will be sent out starting at the beginning of February 2021.

The deadline for filing the 2020 tax return is March 31, 2021.

Requests for revision of the 2020 withholding taxes must also be submitted by March 31, 2021!

Tax advances 2021

The 2021 tax advance payments will be sent in February 2021 and serve as an advance payment in installments, levied in accordance with Article 193 of the Tax Act. These advance payments must be made within 30 days of the due dates listed below:

- 1st installment February 10, 2021
- 2nd installment April 10, 2021
- 3rd installment June 10, 2021
- 4th installment August 10, 2021
- 5th installment October 10, 2021

In the final tax settlement for 2021, the amounts paid will be credited to the corresponding tax year . Interest will be calculated as follows:

- Any amounts overcharged and paid will be subject to interest at a rate of 3.5% in the final settlement.
- The default interest for unpaid or late payments is also 3.5%.

The negative compensatory interest for outstanding amounts will be calculated in accordance with Article 164 paragraph a of the Tax Act with the final settlement from the general due date of the taxes, 31. March 2022, and charged at 3.5% if the interest amount exceeds CHF 500.00.

- No interest credit will be granted in 2021 for prepayments made independently of the advance payments.

Taxpayers who have paid too little are advised to make a supplementary payment to avoid the compensatory interest. Those who have not received any 2021 advance payment invoices are asked to contact the Tax Office.

STAF-VS

In September 2020, the State Council implemented the TRAF-VS, which the Grand Council adopted in March 2020, retroactively to January 1, 2020. This reform reduces the tax burden on legal entities by lowering tax rates and granting increased deductions for research and development expenses.

In addition, tax relief was approved for individuals with modest incomes.

Covid-19

Valais companies suffering from the negative consequences of the pandemic were able to create extraordinary provisions for the 2019 financial year. These must be released in the 2020 financial year.

Taxpayers who are experiencing payment difficulties can contact the Tax Office and we will work together to find solutions.

If you have any questions, please contact the Tax Department of the municipality of Zermatt (Tel. 027 966 22 40 or email steuern@zermatt.ch).

Municipality of Zermatt

Renewable heating!

Why should we replace fossil fuel heating systems?

From 2050 onwards, Switzerland is expected to have a net zero greenhouse gas emissions. This means that Switzerland is meeting the internationally agreed goal of limiting global warming to a maximum of 1.5°C compared to pre-industrial levels.



To achieve this goal, 30,000 fossil-fuel heating systems must be replaced each year. Over 50%(!) of building owners are not considering alternatives to fossil-fuel heating systems, even though renewable heating systems offer excellent cost-benefit ratios. Any continued use of fossil-fuel heating systems represents a missed opportunity for the next 20 years.

Utilizing renewable domestic energy. Two-thirds of the energy sources used for heating today are heating oil or natural gas. We purchase heating oil and natural gas from abroad. This means that more than 18 billion Swiss francs flow abroad every year. We are missing a huge opportunity for domestic investment in renewable technologies. We can invest in Switzerland and create jobs.

The CO2 Act is currently being revised. The introduction of limits for CO2 emissions from buildings is planned (e.g., from 2023, old buildings whose heating systems are being replaced may emit a maximum of 20 kilograms of CO2 per square meter of energy reference area per year . This limit is to be reduced every five years). This means that replacing an oil heating system will probably only be possible in the future if the building is sufficiently well insulated.

How much does climate-friendly heating cost? The heating cost calculator calculates which heating system emits how much CO2 for your property and provides an initial cost estimate. Renewable heating systems are usually somewhat more expensive to purchase, but they pay off financially in the medium and long term. The heating cost calculator at www.erneuerbarheizen.ch shows this based on the total annual costs.

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Free impulse consultations on renewable heating

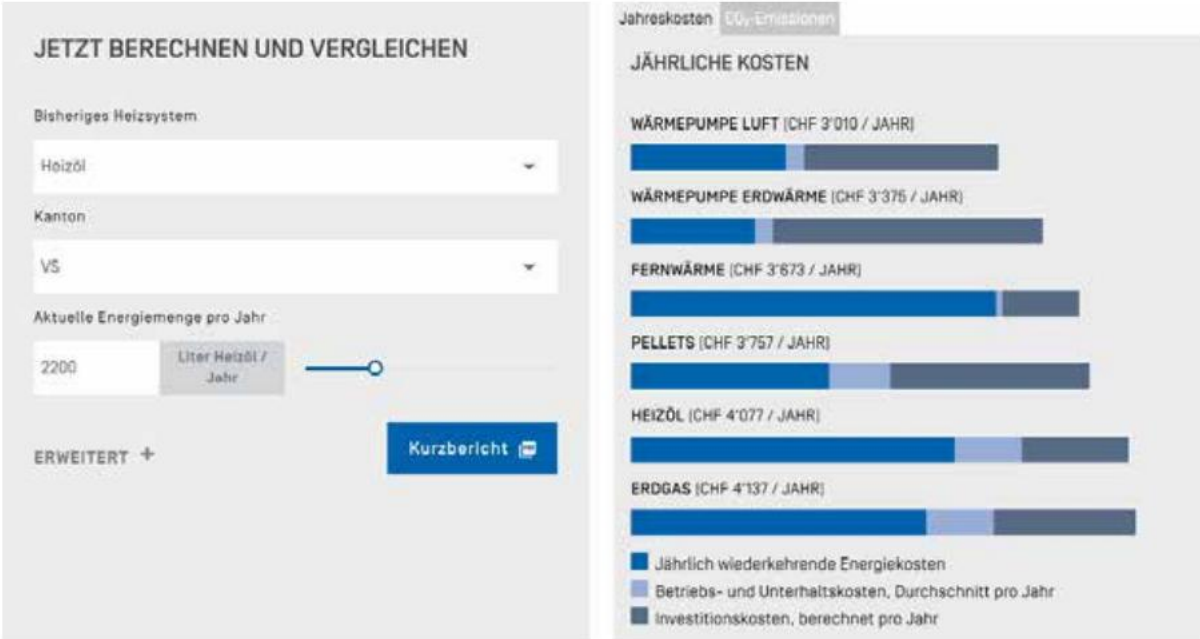
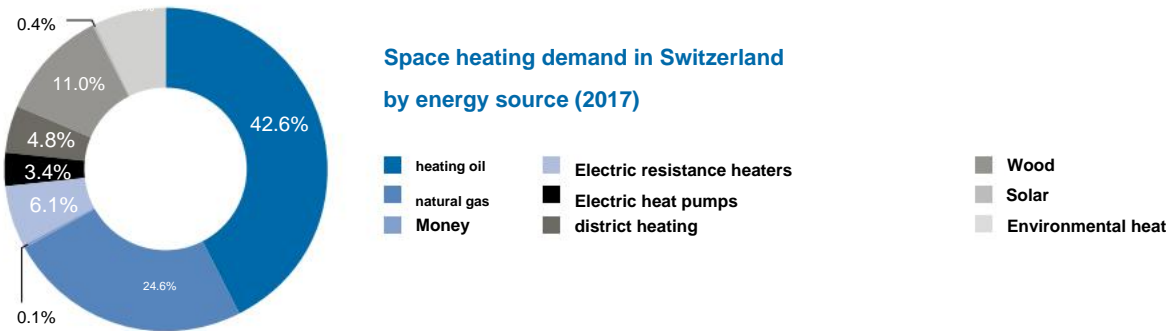
With support from the federal and cantonal governments, we at the Upper Valais Energy Consulting Service offer free, introductory consultations for replacing oil, gas, or electric heating systems with renewable energy (this offer applies to single-family homes and small apartment buildings with up to six apartments and heating systems older than 15 years). You can also take advantage of our cost-effective consultations for general topics (building envelope renovation, photovoltaics, etc.) .

Tip

Replace your oil heating with renewable systems in the next 2-5 years while subsidies are still available.

The time after that is uncertain. Information on all funding programs is available at www.energieberatung-oberwallis.ch and info@energieberatung-oberwallis.ch or by phone at 027 527 01 18.

«Replace heating –
Protect the climate – save money»



Viewing object	Tariff in affiliated communities	Tariff in non-affiliated communities
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Municipality of Zermatt

Invitation to the ordinary Primary Assembly

Date: Tuesday, February 9, 2021
Time: 6:00 PM
Location: Triftbach Hall, 3920 Zermatt

Agenda items

- 1. Greetings and formalities
- 2. Minutes of the ordinary general meeting of 25 June 2020
- 3. Budget 2021 – Explanation and global approval
- 4. Financial plan 2022 to 2025 – notification
- 5. Miscellaneous

The documents relating to agenda items 2–4 are available online at <https://gemeinde.zermatt.ch/urversammlung> and are available at the municipal administration (Finance Department, 1st floor) during normal business hours, where they can also be obtained.

The Covid-19 protective measures issued by the federal and cantonal governments remain in effect until further notice .

Zermatt Municipal Council

New app

Hazard information Zermatt

In the December issue of "Zermatt Inside," we already reported on the new "Zermatt Hazard Information" app. This app provides you with notifications from the road maintenance department about road closures on the Täsch-Zermatt cantonal road and hazard warnings from the municipality of Zermatt.

The new app is available for Android and now also for iPhone.



SMS service and telephone information

Information about the cantonal road Täsch–Zermatt and in the event of natural hazards within Zermatt, free

(CHF 0.30) via SMS service. Information about the SMS service

and its handling are available from Zermatt Tourism at the following link: <https://www.zermatt.ch/services/SMS-Not-fall/SMS-Dienst>

The canton's voice announcement regarding the Täsch-Zermatt road can be made can be listened to at the following telephone number: 027 606 69 38



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Matterhorn Gotthard Railway

Gornergrat Railway road renewal

Starting next spring, several road renewal projects will be carried out on the Gornergrat Railway line. In addition to the usual day shifts, various jobs will also be carried out at night.

Replacement culvert La Maya

From April to June 2021 , various finishing works will be carried out at the La Maya culvert (overpass over Riedstrasse). The work will be carried out in day shifts.

Road renewal Zermatt–Findelbach

Welding work is still pending on the section from Getwing Bridge to the La Maya culvert . Cable pulling will take place on the section from Getwing Bridge to above the St. Georges level crossing. The work will be carried out in night shifts.

Night shifts for welding work:

Mon 17 / Tue 18 – Fri 21 / Sat 22 May 2021,
Tue 25th / Wed 26th – Thurs 27th / Fri 28th May 2021 (as a reserve)

Night shifts for cable pulling work:

Unfortunately , during welding work, significant noise emissions throughout the night cannot be prevented.
Wed 5th / Thu 6th – Fri 7th / Sat 8th May 2021

Switch replacement at Findelbach station – total closure 2 – 4 May

At the Findelbach station , a switch will be replaced during a total closure of the GGB from Sunday, May 2 (from 8:00 p.m.) to Tuesday, May 4 (until 6:00 a.m.) . Material transport from Zermatt to Findelbach will be carried out by rail both during the day and at night. Occasional moderate noise emissions from construction trains are to be expected.

Road renewal / renovation of the corrugated board gallery

The first phase of the road renewal at Riffelbordgalerie will begin this summer. Material transport will primarily take place during the current GGB timetable. However, from July to September, individual construction trains will also be deployed during night shifts on the Zermatt–Riffelbordgalerie section.



«The GGB is committed to night transports on the minimum to limit»

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Zermatt cable cars

Built with care, opened in silence

Since its commissioning on December 19, the Zermatt Bergbahnen's newest gem has been quietly making its rounds between Tufertkehr and Rothorn.

The modern 10-seater gondola lift delights passengers with its unique views of Zermatt and the Matterhorn, as well as its state-of-the-art technology and attractive design.



After an intensive and eventful construction phase in the summer of 2020, Zermatt Bergbahnen AG's latest flagship project was opened for skiing on schedule on December 19. A total of CHF 30 million was invested in the construction of the facility. Next to the gondola lift, there is now a 4.5 km long snowmaking system with 63 new snow lances and five avalanche masts, ensuring high-quality and safe skiing in the Unterrothorn area.

In harmony with the mountains. Even during the construction phase, strict attention was paid to ensuring the facility was built in harmony with nature. Thanks to active environmental construction monitoring, all interventions in the vegetation were recorded in detail, reduced to a minimum, and the affected areas were carefully renaturalized. But ZBAG has not only constructed new buildings. Traces of the Kummel chairlift, which was destroyed by an avalanche, have largely been removed. The old valley station of the chairlift has been completely dismantled and renaturalized. Next summer, when the vegetation recovers, nothing of the old station will remain. The demolition material from both stations was used as recycled concrete in the construction of the gondola lift, thus being sustainably reused. All of the chairlift's masts were removed; and as soon as the snow releases their foundations next spring, they too will disappear from the landscape, and the areas will be carefully replanted with greenery. From then on, only old photos will remind us of the old Kummel.

The cabin design is also entirely in keeping with the mountain world. The cabins are dedicated to Zermatt's numerous four-thousand-meter peaks and various native Alpine animals. The view during the ride is as breathtaking as the design, always accompanied by the unique panorama with the Matterhorn as a fascinating eye-catcher. The GB Kummel offers a combination of transportation, relaxation, and a panoramic ride, surrounded by the unique natural beauty of the Alpine mountains.

Further information about the new facility can be found at www.matterhornparadise.ch/GBKummel



«State-of-the-art technology,
futuristic design,
breathtaking
Outlook"»

Since the opening of the new gondola lift, foot traffic in the Rothorn area has increased significantly, as expected. More winter sports enthusiasts mean that wildlife needs better protection from disturbance. In recent years, chamois have discovered the sunny slopes below the Rothorn as a refuge. For these reasons, and to avoid unnecessarily disturbing the animals' vital winter peace and quiet, a new wildlife sanctuary has been established there.

Zermatt Citizens' Community

More sales in five months than in the previous five years

The pandemic has led to a massive digitalization push within the Matterhorn Group. More processes were digitized in five months than in the previous five years. The Grand Hotel Zermatterhof was the first Matterhorn Group hotel to implement the QR Room and self-ordering concept for the winter season .

Furthermore, the Matterhorn Group has systematically implemented the digitalization of ordering and payment processes for all its restaurants, mountain restaurants, and terraces in the ski area.



Scan the digital menu, order, pay and enjoy.

In challenging and uncertain times, electronic systems and the associated digitalization are becoming increasingly important. This is due to cost and efficiency considerations, but also due to the fact that social distancing has become more important during the pandemic and is also required by law. The Matterhorn Group AG responded quickly to this trend and digitized many processes within just a few weeks.

The QR Ordering App is one of several self-service software services that were developed with implementation partners. The application impresses with its device independence and ease of use: Guests scan a QR code placed in the hotel room or on the restaurant table with their own smartphone, which provides them with access to the digital menu and an overview of the entire culinary offering – similar to an online shop. The location of the

Guest is automatically registered when ordering. The order or meal can be paid directly with a credit card, charged to the hotel room, or collected by the service staff upon delivery . Depending on the concept, the kitchen can notify the guest of the prepared dishes via text message, or the guest can be requested by text message to pick up the order at the serving point.

The health and safety of our guests and employees is of central importance to the Matterhorn Group, especially during the coronavirus pandemic . The introduction of the QR RoomOrder app is one of the ways we want to assure our guests that we care about their well-being and health and are doing everything we can to make their stay at the Grand Hotel Zermatterhof as pleasant as possible. Minimizing contact with people, objects, and surfaces in the hotel and restaurant establishments contributes significantly to reducing the risk of infection.

We help reduce risks for our guests and employees. The first implementation of the QR SelfOrder app took place last summer on the terrace of the Lusi Brasserie & Lounge and was extremely successful. The QR Self-Ordering app was connected to the iPad cash registers from the start , thus securing the entire digital cycle all the way to the kitchen printer.

Initially, personal contact when ordering and, optionally, paying is eliminated. However, hosts can still provide the same level of service and be there for their guests, albeit with far fewer front-line staff. Furthermore, COVID-19 safety measures can be better enforced. Guests are told every day that they can only be truly protected and safe if they avoid contact and maintain social distancing. With the QR Room and Self-Ordering app, our guests can be assured that we are doing everything we can for their well-being and health.

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Zermatt Tourism

Bonfire: An important support during the pandemic



The year 2020 impressively demonstrated the relevance of digitalization for the Zermatt – Matterhorn destination.

Bonfire AG's already implemented projects offered solutions to many of the new problems from day one of the lockdown and proved to be an important support for service partners in the destination.

On 16 March 2020, Switzerland was declared a member of the Federal Council sent the lockdown and banished many office workers to home offices from one day to the next. From this point on, digitalization topics were at the top of every company's agenda. Organizations that recognized the importance of this topic and invested in it before the lockdown entered the crisis with a certain advantage. This was also the case for the Zermatt destination –

Matterhorn with the start-up Bonfire AG.

Prepared thanks to digitalization projects. Thanks to Bonfire's preparatory work, new and proven systems were already in place when it came to organizing an orderly lockdown of the tourism industry. On the one hand, with the help of the cloud provider Salesforce, internal destination messages regarding the next steps and the joint strategy could be sent. On the other hand, email marketing kept guests well informed about the current situation in the destination before, during, and after their stay.

Another Bonfire project has also proven to be a lucky find: Shortly before Christmas 2019, New webcams were installed throughout the destination. From then on, high-resolution night shots were possible. Thanks in large part to these new webcams, the Matterhorn's illumination with various subjects from the end of March to the end of April 2020 became a worldwide success. People from all over the world were able to follow the lighting online and live, thus dispelling any remaining doubts about the authenticity of the projections.

Launched in May, the "More Matterhorn" destination voucher campaign raised 3.2 million Swiss francs within three weeks. This success was made possible by the destination-wide, functional, and reliable Incert voucher system. The goal of regaining guests for the post-crisis period was achieved with this campaign.

The digital reporting system was able to demonstrate its value in the pre-Christmas period of 2020. It collects and electronically processes guest data. Based on this data, the system automatically creates tourist tax statements and generates detailed, anonymized statistics on the destination's current and future occupancy. Especially in these uncertain times, this data provided an important basis for decision-making.

A look into the future

In 2021, Bonfire's existing digital tools will be expanded and optimized to reduce administrative overhead and increase efficiency. One project that will be implemented in the coming weeks is the validation of the SwissPass via the Matterhorn app, so that holders of a half-fare or general season ticket can also purchase their discounted mountain railway tickets directly via the app and load them onto the SwissPass. This will further reduce queues at ticket offices, which represents significant added value, especially in these times. Another goal of Bonfire is the development and implementation of an interactive 3D map that will help guests find their way around the destination, and especially the ski area, more easily.

«The detailed, anonymized Statistics on current and future capacity utilization the destination offered in these uncertain times an important Decision basis»

“Nothing is as constant as change”

Exactly one year ago, I stood at the airport in Tokyo, wondering about the covered faces. Sure, we've known Japanese people wearing masks for a long time; to protect the healthy, those with mild symptoms cover their airways at even the slightest symptoms – a behavior deeply rooted in disciplined Japanese society. The scene we encountered in the busy airport was nevertheless different; everyone except my companion and me was wearing a mask. Although we felt uneasy, we dismissed the whole thing as something a little hyper-nervous.

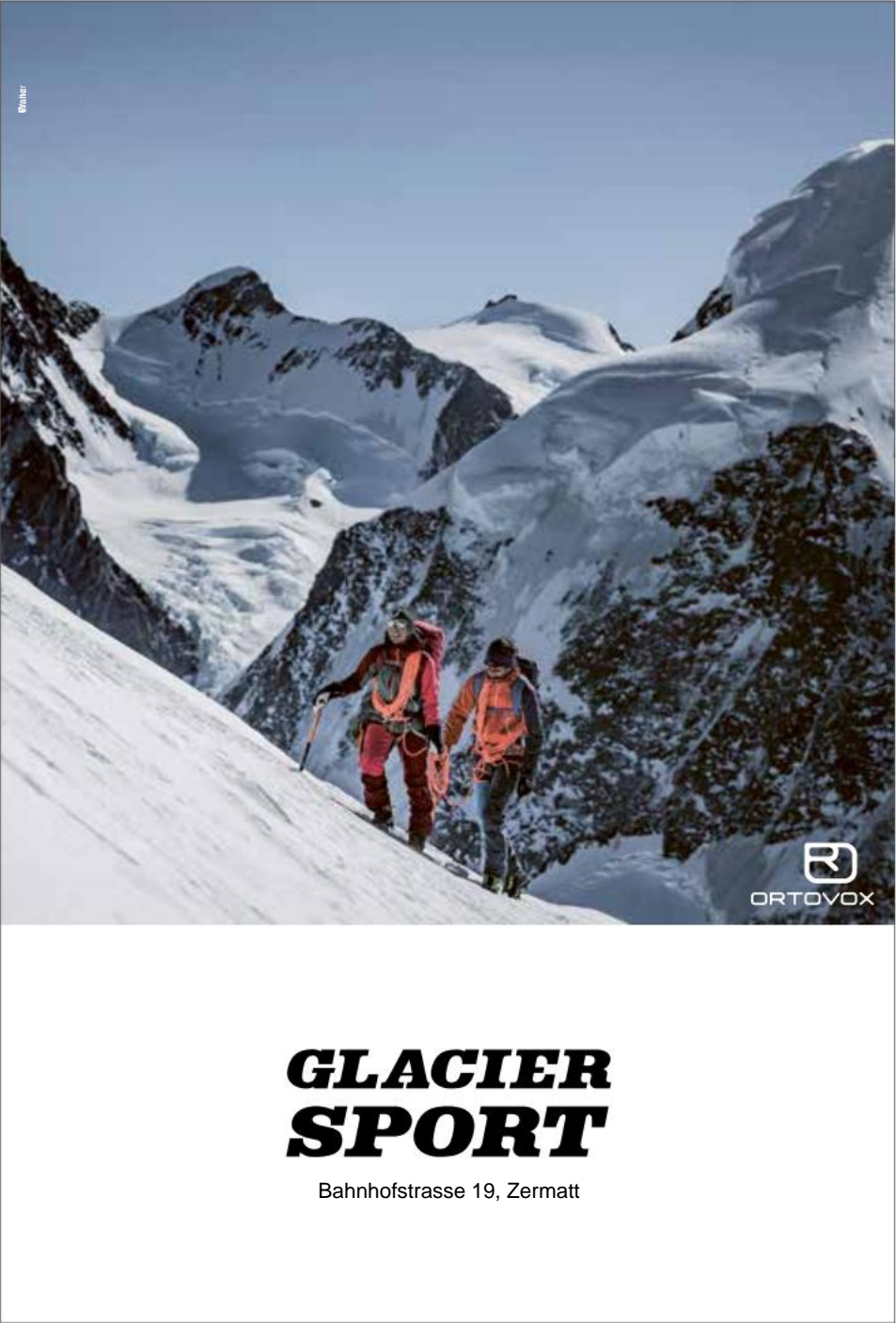
One year later, we have mandatory mask wearing on the streets of Zermatt, and in Switzerland, we're even discussing making even safer FFP2 masks mandatory. Today, reaching for a mask when leaving the house has become as normal as reaching for a hat or gloves in the cold Zermatt winter. Something we couldn't have even dreamed of a short while ago has become part of everyday life.

We've reacted and learned quickly in many other areas as well. Keeping our distance, speaking behind plexiglass screens, sanitizing our hands, leaving our contact information, writing, and adhering to safety protocols: all of this is almost "normal" today. We patiently accept each additional protective measure and implement them – more or less – in our daily lives.

Humans are creatures of habit by nature. We love the constant, the familiar, and detest change. We reluctantly leave our comfort zone. However, the pandemic is forcing us to implement changes quickly and comprehensively. And it's showing us that, despite our love of the familiar, we are also capable of learning new things. Perhaps we will adopt some of the measures we initially accepted reluctantly into the pandemic-free future, because even here, there's nothing wrong with a person with a cough or a mild cold protecting those around them with a mask. Moreover, the much less stressful single-line queues are preferable to the "cluster" system.

We have to live with change – the pandemic has shown us this dramatically. Technological progress, digitalization, customer behavior, climate change – all these and much more will force us to make further changes. No matter how hard we resist them, they will still happen. We can also use them to our advantage by anticipating the situation now and making a virtue out of necessity. Let us be and remain eager to learn, flexible, and creative: with these attributes, we can survive many crises.

Sincerely
Daniel Luggen, Spa Director

[illegible]

Destination Zermatt (Zermatt History)

Tässla and virtues – The word was considered an oath

The farmers' guilds developed a clever system for using the commons: the "Tässla." These were 1–2 cm wide and approximately 12–15 cm long pieces of wood into which rights and information were carved.

Each Tässel had a counterpart, which prevented the individual Tässelman from increasing or modifying his rights on his Tässla. The counterpart always remained with the civic community or the economic community and was administered and kept by a Tässelvogt.

Types of «Tässla»

According to their intended use, the Tässel can be divided into four groups: the duty or sweeping Tässel, the "legal treasury " Tässel, the settlement Tässla, and the claim or receipt Tässla. The "duty Tässel" or sweeping Tässla recorded a service within the framework of the "Gmeiwärch" (common work). The legal treasury Tässla recorded the rights of the Tässel men to the alpine pastures, pastures, and forests, as well as the amount of water used for irrigation of the meadows.

Virtues

Receipt and bill of lading served to confirm a debt, a loan, or any other obligation. An example of a loan obligation from Zermatt can be found in the Journal de Paris.

from May 1777.

«The golden age, the realm of the gods, can be experienced in full reality in Switzerland in the valley of Praborgne, in German, Zermatt . It is a narrow, nine-hour-long valley, nine hours from Sion, the capital of Valais. There one finds a truly free people, without distinction of status or rank, without feeble luxury, without burdensome ambition. Surrounded by high mountains, they spend their time in profound peace, concerned only with cultivating their land and tending their herds. This people, subject only to the laws they have given themselves,

thrown, is its most conscientious follower. Pure, pious customs, sincerity, and loyalty in all their openness characterize this simple population; generosity and hospitality were practiced daily. The notary or the public prosecutor are indispensable here. well-known people. In Zermatt, the word was considered an oath.

Proverbial honesty

"Contracts and obligations are written on wooden boards and marked with incisions. Door locks are unknown pieces of furniture; thieves are not to be feared, either day or night.

Wealth and poverty are unequal there. Everything is happy and content with this peasant people and they live like brothers The honesty of the Zermatters is confirmed by the following story: 'The Count de Courten (father of the one we see today in 1777 at Grand Croix and

Colonel in French service) had lent the Zermatters a large sum of money . There were no other acknowledgements of debt than a few marks and incisions on the above-mentioned pieces of wood, which is why, after the death of Mr. de Cour-

The heirs had little hope of receiving this capital. But not a single farmer could be found who did not acknowledge his debt, and all paid with the utmost accuracy and conscientiousness at the appointed time.

The fire

Unlike the Tässla, the brand served the population to mark the ownership of everyday objects. A wrought iron object bearing a symbol or the owner's initials was placed in the fire and heated to a glow. The symbol was then burned into the wooden parts of everyday objects such as sledges, handcarts, scythes, rakes, forks, or shovels. This primarily marked agricultural tools, thus the frequently borrowed items.

would return to its owner.

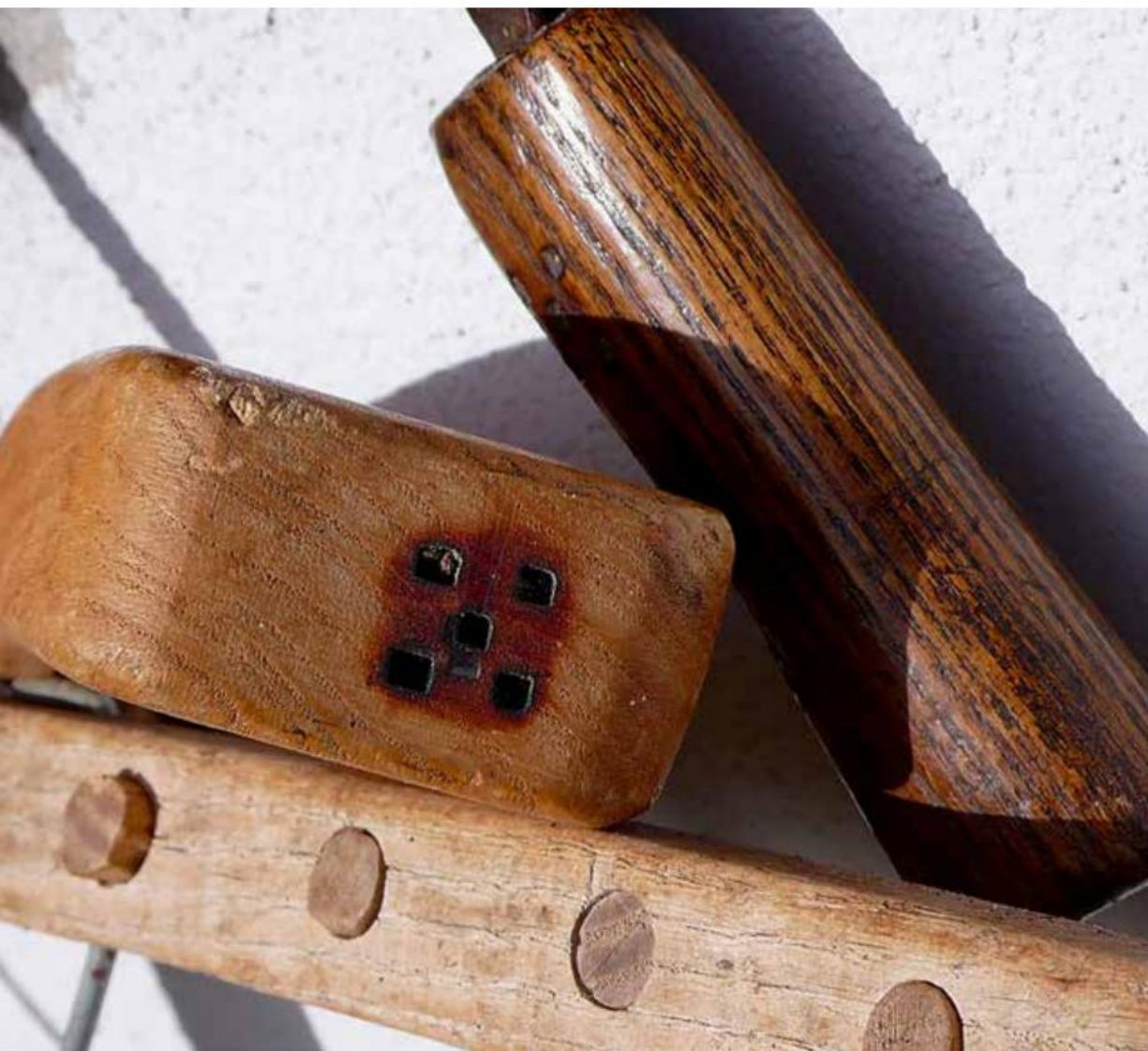


«The Tässla served various

Purposes – an ingenious system»

Text and images from the book «Focus Matterhorn – Zermatt History and Stories, Rotten Verlag

The Americans transformed the former “brand” into today’s brand “brand”.



Matterhorn Gotthard Railway / Gornergrat Railway

Zoom the Matterhorn – on the Gornergrat



A multimedia adventure world around the Matterhorn is being created on the Gornergrat.
In June 2021, the first guests will be able to immerse themselves in the natural setting in all its dimensions.
The exhibition will be realized in the station of the former "Hochtälli" cable car; construction work is in full swing.

On June 1, 2021, the multimedia exhibition "Zoom – the Matterhorn" will open on the Gornergrat. The exhibition, which focuses on the Matterhorn and the surrounding area at three zoom levels, will be open to visitors daily from 9:15 a.m. to 4:45 p.m. All Gornergrat Bahn tickets with a starting or destination in Gornergrat entitle you to admission to the fascinating Zoom exhibition. For guests with a ticket that does not include the Zoom exhibition, admission costs CHF 12.00 and can be purchased online, at the ticket machine, at the ticket counter, or directly at the exhibition.

The Zoom's premises can be used for events at a later date. Initially, the focus will be on optimizing operational processes in summer 2021, and an event concept will be developed in a second step.

The renovation work on the former Hochtälli valley station is proceeding according to plan. The old station was dismantled last year. Subsequently, the entire building was upgraded to the latest thermal standards. The main work was completed at the end of the year . The electrical installations, painting, and carpentry work are currently underway, and installation of the exhibition elements will begin in February .

To ensure sustainable energy supply, a photovoltaic system was installed in part of the building.

The project, estimated at just under nine million Swiss francs, is an important component of the near-natural development of the excursion mountain.

Construction status January 2021

Visualization (what will it look like?)

The enormous room height, the large windows on one and the stone wall on the other
Side make the room unique.
The paragliders can be pulled up, to use the space multifunctionally.



The 13-meter-high room with the inviting
Terrace offers an ideal platform for
cinematic productions about the impressive mountains
and the area around the Gornergrat.



The small room with a magnificent view of the Matterhorn
offers a true summit experience in good and bad
weather – without having to climb the
Matterhorn yourself.

