

ZERMATT INSIDE

June 2021, 19th Year, No. 3



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

<p>Municipality of Zermatt</p>  <p>New electric bus</p> <p>In the coming winter season, a new electric bus operate on the streets of Zermatt – with more capacity and more comfort.</p> <p>Pages 12/13</p>	<p>Zermatt Citizens' Community</p>  <p>Hotel of the Year</p> <p>The Grand Hotel Zermatterhof has been named Hotel of the Year by Karl Wild, author of the renowned Swiss hotel rankings.</p> <p>Page 28</p>	<p>Zermatt Tourism</p>  <p>Rest bench</p> <p>There are inviting benches throughout the destination. As a Getti or Gotta you can choose the greeting message and even the location.</p> <p>Page 16</p>	<p>Matterhorn Gotthard Railway</p>  <p>Meet the Sheep</p> <p>From July onwards, around 150 Valais cows will graze Blacknose sheep on the Gornergrat. Guided tours with the shepherdess Deborah are available twice a week.</p> <p>Page 22</p>	<p>Zermatt cable cars</p>  <p>Summer season</p> <p>Summer promises relaxation and a return to normalcy. Zermatt Bergbahnen is kicking off the season with new offers and exciting projects.</p> <p>Pages 24/25</p>
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Matterhorn Gotthard Railway / Gornergrat Railway

Zoom the Matterhorn

On 1 June 2021, the unique, multimedia adventure world around the Matterhorn on the Gornergrat was opened. The former valley station of the The Hohtälli cable car, located next to the Kulmhotel, was completely rebuilt over the course of a year and has become a real highlight.

More on this on the following pages.



Matterhorn Gotthard Railway / Gornergrat Railway



Fernando Lehner

CEO Gornergrat Railway / Matterhorn Gotthard Railway



This multimedia world of experience will delight anyone who wants to experience the Matterhorn and the mountains in all their dimensions. The installations will captivate young and old alike, and even in bad weather, a visit to the Gornergrat is guaranteed to be a highlight.

"Zermatt Inside" spoke with Fernando Lehner, CEO of the Matterhorn Gotthard Bahn, about the opening.

Mr. Lehner, Zoom the Matterhorn opened on June 1st.

How did you experience the opening?

I'm very pleased. The timely opening of our multimedia adventure world fills me with a certain pride, given that it was implemented under the conditions of the coronavirus pandemic. We were able to complete the construction project in just over a year.

What can visitors expect in the multimedia world of experience?

A unique experience of the Matterhorn and the surrounding mountains thanks to the latest digital technologies. The spelling "Zoom" is not chosen randomly, but refers to the three zoom levels that visitors experience in the three rooms. In Zoom 1, the virtual paragliding flight, in Zoom 2, the light projections of the seasons, because

and around the Matterhorn and in Zoom 3 the close view of the «Horn» through the periscopes.

That sounds exciting.

What is your personal highlight?

We have created an offer that is

nowhere else: an immersive production at an altitude of over 3,000 meters, in which the various technologies and elaborately produced content are coordinated to give visitors an unforgettable experience.

Who are you addressing with the Zoom?

I am convinced that the adventure world will appeal to and inspire everyone – young and old. In addition to the presentations, there is also a wealth of information on alpine nature, mountaineering history, the Gornergrat Railway, etc. Everyone who visits the Gornergrat in its opening year of 2021 will have the Zoom included in their train ticket. The Zoom is the ideal complement to

Here you can see the Matterhorn even in bad weather experience unusual closeness.

So it's not just about the short-term kick.

Do you have a longer-term goal with the Zoom?

Yes. At Gornergrat, nature comes first. This is reflected not only in our offerings, such as Meet the Sheep starting this summer, but also in the implementation of our construction projects. At Zoom, 50% of the energy required for the underfloor heating is covered by the solar system. We take the term "sustainability" seriously.

Editor's note: "Meet the Sheep" means meeting the Zermatt Blacknose sheep, who live on the Gornergrat in the summer and are accompanied by a shepherdess. Learn more on page 22.

Nevertheless, there was Construction project restrictions...

That's right. The building dimensions, as the former valley station of the Hohtälli cable car, were already given. When the cable car was discontinued in 2007 after 50 years of operation, a new use was unclear for a long time. A concept for the Gornergrat as a nature-oriented, sustainable excursion mountain was required. Numerous studies and consultations with associations and authorities were required before the building permit application was submitted in June 2019. Compared to this lead time, the implementation was very speedy – not least thanks to our excellent partners and the tremendous commitment of our project team led by project manager Jules Luggen. He masterfully coordinated the technical conception by the ICT / Beyond Future agencies and the implementation by the local trades. I would also like to extend special thanks to the Zermatt community for granting the necessary building permits.

Didn't the complexity of the project exceed the budget?

No. Thanks to thorough planning and good coordination of implementation, we were able to stick to the planned investment volume of CHF 8.75 million.

But there are certainly surprises given?

Fortunately, there were no incidents during construction. Given the extensive material transport at an altitude of over 3,000 meters and the 35 companies involved, I am very grateful for this.

However, due to heavy snowfall, rail operations had to be suspended at short notice, which meant that workers had to spend the night on the construction site.

Municipality of Zermatt

Information on the general meeting of 8 June 2021

At the upcoming general meeting, the public will decide on the adoption of regulations in addition to the 2020 administrative budget.

These include two partial revisions and two new versions.

Agenda

The general meeting will take place on June 8, 2021, at 6:00 p.m. in the Triftbachhalle, taking into account the COVID-19 protective measures. The invitation was published 20 days in advance in accordance with Article 9 of the Municipal Act . The following items will be discussed:

1. Greetings and formalities
2. Minutes of the ordinary general meeting of 9 February 2021
3. Administrative Account 2020
 - 3.1. Presentation of results
 - 3.2. Reporting by the Auditors
 - 3.3 Approval
4. New version of the organizational regulations – adoption
5. New version of the police regulations – adoption
- 6th partial revision of the Noise Abatement Regulations Art. 4, Art. 6 e), Art. 11 paras. 2-6, Art. 14 para. 3, Art. 16 para. 2 – adoption
- 7th partial revision of building and zoning regulations – Article 62ter
8. Miscellaneous

Organizational regulations – New version

The municipal council has been considering the possibility of introducing organizational regulations for some time now . These regulations do not serve to govern internal organizational processes, but rather regulate certain powers of the primary assembly, the municipal council, and the public.

Legal basis

Article 2 paragraph 2 of the cantonal municipal

The Municipal Act (GemG) provides that municipalities can issue provisions in a municipal organisational regulation which fall within their sphere of autonomy.

In order to clarify the municipal structures for citizens, in particular to strengthen political rights and the transparency of administrative principles, this also makes sense for the municipality of Zermatt (see Article 1 of the organizational regulations).

Intention of the municipal council

The present organizational regulations are based on a model regulation recommended by the canton.

In terms of timing, the municipal council considers the adoption of the proposal to be correct for two reasons:

- On 1 May 2021, new provisions of the revised cantonal GemG will come into force, which, among other things, will regulate the public nature of the meeting of the primary assemblies (cf. Art. 11a GemG).
- At the beginning of the legislative period, it seems opportune to undertake the revision of various municipal regulations . These organizational regulations serve as the basis for the respective approach.

Summary of the regulations

In addition to the introductory and final provisions , the organizational regulations are divided into three parts:

Organization: The first part regulates the organization of the primary assembly and the municipal council, especially formal principles and their implementation. These are intended, in particular, to ensure clarity and transparency. parency in the implementation of the legislative and executive powers.

Political rights: The second part will show the citizens of Zermatt how and with which instruments they can actively participate in political processes.

Administrative principles: Issues related to dealing with the administration can also be of great importance to citizens . Therefore, the third section is dedicated to this interaction.

At its meeting on April 29, 2021, the municipal council adopted the organizational regulations for the primary assembly.

Police regulations – complete revision

The complete revision of the police regulations represents a complete revision and expansion of the previous regulations of the municipality of Zermatt from 1997 .

Reason for the necessary total revision

While the previous regulations were limited to defining municipal offenses , the present police regulations aim to comprehensively regulate municipal police work in accordance with Article 72 of the Cantonal Police Act . This law is the primary reason for the revision of our police regulations.

On the one hand, this cantonal decree overruled the approval of the revised police regulations adopted by the cantonal assembly in 2015. On the other hand, it defines the responsibilities of the municipal police in a few articles, but leaves it up to the municipalities to issue regulations for their police work. The cooperation between

The cantonal police and the regional police have recently been regulated by an agreement (based on Article 75, paragraph 4 of the Police Act).



Contents of the new police regulations

In addition to the aforementioned violations , which have been only slightly expanded (especially with regard to sustainable management of the environment, see Articles 38 and 43), the new regulations include the following chapters:

- General provisions and mandate: The first two chapters clarify various general questions and define the mandate of the regional police , the latter also being outlined in the overarching police law.

- Organization: Chapter III outlines the basic principles of the organization of the regional police. More detailed provisions can be found in the service regulations, the enactment of which is the responsibility of the municipal council .

Forms of intervention by the regional police: Since the cantonal police law applies only to the cantonal police, Chapter IV regulates how the municipal police must work. These provisions are based on cantonal law, although our police are denied judicial powers due to a lack of criminal procedural competence .

- Public police area: In addition to the cantonal provisions on events and the municipal regulations on video surveillance on public property, Chapter V regulates the so-called

Disturbance principle on public property, ie how boundaries in interpersonal interactions in public are to be respected.

- Procedural law/fines: As before, the responsibility for imposing fines remains with the police court in accordance with police regulations .

Noise abatement regulations – Partial revision

The revised articles of the municipal

Noise abatement regulations aim to improve the coexistence between businesses, tourism and the residential population, where two areas have called for more clarity in recent years :

Noise protection around the hospitality industry

About the provisions of the cantonal

Act on accommodation, the promotion

In addition to the provisions for the provision of noise protection and the retail trade of alcoholic beverages (GBB, see in particular Articles 13 et seq.), the revised Articles 4 and 11 as well as Annex I aim to clarify responsibilities for noise protection in the hospitality industry. Article 4, which is based on the cantonal model regulations, describes the measures to be taken.

the operating licence holder; Article 11 and the aforementioned Annex specify the requirements to be taken into account for noise- generating technical installations.

This lays the foundation for a peaceful coexistence between après-ski fun and guests and residents seeking peace and quiet .

Article 10 (Music and sound devices) was also editorially revised in this context. works.

Adjusted construction noise restrictions

The tight schedule for construction work in Zermatt during May and October results in exceptionally intense and high levels of noise pollution during this time.

The previous provisions left a great deal of room for interpretation and led to legal uncertainty in the

Construction and ancillary trades.

More precise wording of paragraphs 1 of Articles 5 and 6, especially letter e), is required. According to this, pick hammers weighing up to 10 kg may now be used in buildings on restricted days, always in compliance with all reasonable noise protection measures.

These two innovations reflect the principle of Article 2 of the Noise Abatement Regulation: No one may, through their behavior or technical equipment , generate noise that they could avoid by taking reasonable precautions or by taking other precautions.

Building and zoning regulations – Partial revision

The present partial revision of Article 62ter of the Building and Zoning Regulations is based on a joint request from the municipality of Zermatt (EWG) and the IG Mobilfunk (Mobile Communications Association).

Idea of the template

In the sense of positive planning (determination of where mobile phone antennas may be erected), the municipal area of Zermatt on the one hand a comprehensive

mobile phone coverage is guaranteed and, on the other hand, an uncoordinated installation from mobile phone antennas.

Based on the study by the company «enorm GmbH» from 2009, five locations in Zermatt were identified at which community antennas for all three mobile phone providers (Swisscom, Salt and Sunrise) could be installed.

Previous steps to proposed version

The development of the current positive plan has undergone several requirements, cantonal consultations, objection procedures, and discussions with mobile phone providers. In particular, the various cantonal synthesis reports have now been taken into account, and a further public consultation took place in spring 2018. The present regulation text therefore includes all feedback from the cantonal authorities ; it has been supplemented with appendices. Among other things, a spatial perimeter has been defined to clarify the term "in the village," and design requirements have been specified for mobile phone antennas on the church tower .

must be observed.

Objections to be resolved

During the publication period, the mobile operators Swisscom (Switzerland) AG, Sunrise Communications AG and Salt Mobile

SA jointly objected to the final adjustments on March 8, 2018. In summary, the objectors argue that the EWG is still not authorized to limit mobile phone providers with positive planning or to impose any conditions and requirements on them. The resolution of these objections will also be submitted to the primary assembly for a decision.

The municipal council recommends the Voters:

- to approve the 2020 administrative accounts;

- to adopt the new organizational regulations;

- the complete revision of the police regulations to agree;

- the partial revisions of the noise protection and To approve building and zoning regulations.

Municipality of Zermatt

Letters Voting

Implementation of Security measures by the Department for Internal and Municipal Affairs (DIKA)

To increase the security of postal voting, the Council of State has decided to introduce a system of personalized self-adhesive labels. Voters casting their ballots by post must affix one of their personalized labels to their return form for each ballot. Failure to do so will invalidate their vote . This innovation will take effect with the federal vote on June 13, 2021.

The labels with the information have the

The municipality sent the ballot to the voting population at the end of April 2021.

The introduced system follows the electoral fraud in the Grand Council elections in March 2017 and several interventions in the Grand Council.

Information für die Stimmberechtigten betreffend die Ausübung des Rechts der brieflichen Stimmabgabe: persönliche selbstklebende Etikette, die auf das Rücksendungsblatt zu kleben ist

SEHR GEBLIEBTE DAMEN UND HERREN

Wie Sie sich vielleicht erinnern, wurden die kantonalen Wahlen vom März 2017 in unserem Kanton von einem Wahlbetrug überschattet. Nach einer eingehenden Untersuchung wurde der Täter des Betrugs entlarvt. Am 7. September 2018 verurteilte ihn das Bezirksgericht Brig zu **12 Monaten Gefängnis mit drei Jahren Bewährung**. Darüber hinaus muss der Betreffende eine Busse von **2 000 Franken** und die Verfahrenskosten in Höhe von **41 500 Franken** zahlen. Es ist zu hoffen, dass diese Sanktionen Personen mit böswilliger Absicht von einer Wiederholung abhält.

Aufgrund dieses Betrugs wollte der Staat eine zusätzliche Massnahme ergreifen, um die Sicherheit der brieflichen Stimmabgabe zu erhöhen. Daher wurde die Einführung des Systems mit der **persönlichen selbstklebenden Etikette** beschlossen.

Künftig erhalten die Bürgerinnen und Bürger zu Beginn der Legislaturperiode von ihrer Stimmgemeinde einen Satz selbstklebende Etiketten, auf denen der Nach- und Vorname sowie eine geographische Angabe (das kann der Name der Gemeinde oder der Wohnort der betreffenden Person, ein Dorf oder ein Ort sein) stehen. Dieses A4-Blatt enthält 30 personalisierte selbstklebende Etiketten.

Wie bis anhin müssen Bürgerinnen und Bürger, die brieflich abstimmen, das Rücksendungsblatt unterschreiben. Dieses Erfordernis wird beibehalten. In der Beilage erhalten Sie von ihrer Gemeinde einen Satz persönliche selbstklebende Etiketten. **Bitte behandeln Sie dieses Dokument mit Sorgfalt und bewahren Sie es an einem sicheren Ort auf.**

Falls Sie Ihren Satz Etiketten verlieren sollten, können Sie bei Ihrer Gemeinde **schriftlich** einen neuen bestellen (die Gemeinde muss die an sie gesicherten Gewerbe aufbewahren). In diesem Fall kann Ihre Gemeinde von Ihnen den Ersatz der Kosten verlangen.

Erfolgt Ihr Wunsch verweigert, kann Ihnen die Gemeinde möglicherweise nicht rechtzeitig einen neuen Satz Etiketten zusenden oder Sie erhalten diese nicht vor der Abstimmung. In einem solchen Fall müssen Sie zwangsläufig am Sonntag (oder am Samstag) ins Stimmlokal gehen, um Ihr Stimmrecht auszuüben.

Diese Neuerung wird ab der eidgenössischen Volksabstimmung vom **13. Juni 2021** Anwendung finden.

BÜRGERGEMEINDEN

Diese Neuerung betrifft auch die Bürgergemeinden. Die Bürgergemeinden müssen jedoch den im Stimmregister eingetragenen Bürgern keinen Satz selbstklebende Etiketten zustellen. Die Beschlüsse der Bürgergemeinden werden meistens anlässlich der Bürgerversammlung gefasst; es kommt nicht oft vor, dass die Bürgergemeinde gemäss dem Gesetz über die politischen Rechte eine geheime Abstimmung an einem Sonntag durchführt.

Im Falle einer geheimen am Sonntag stattfindenden Abstimmung oder Wahl der Bürgergemeinde **müssen die Bürger die von der Einwohnergemeinde erhaltenen selbstklebenden Etiketten verwenden.**

FRAGEN UND INFORMATIONEN

Bei weiteren Fragen können Sie sich an Ihre Gemeindeverwaltung oder an die Dienststelle für innere und kommunale Angelegenheiten wenden (027 / 606 47 80).



Municipality of Zermatt

Media education in the classroom (and at home?)

In cooperation with the schools of 3H – 8H from Randa, Täsch, Zermatt and the school social work of the inner Mattertal as well as external experts, the

Students were sensitized to the use of digital media. Media education and prevention played a central role.

Fascination with media

On average, an adult person watches more

They check their smartphones more than 80 times a day for weather, news, communication, organizing, and entertainment. So it's hardly surprising that children are so fascinated by these devices.

The school social work in the inner Mattertal built the existing media project from 3H to 8H.

However, the students were not only made aware of the existing dangers, but also of the (un)limited possibilities. This ranged from a presentation by the Valais Cantonal Police, together with the Valais Health Promotion Office, on fake news, to the security of a password using an action bound, to the critical

tic reflection of the effects of advertising on our own body image.

One of the highlights was the production of short reverse videos, in which the children were able to participate from planning to implementation. By familiarizing students with the technical aspects of social media at a young age, they develop a more nuanced understanding of the difference between fiction and reality.

Due to the Covid-19 situation and the corresponding measures, unfortunately no parent events could be held. The school social work has recently

However, these videos address two current phenomena. Take a look!



Fascination Fortnite



Fascination TikTok

Further information at

www.schulsozialarbeit-oberwallis.ch

Natascha Grand, School Social Work Upper Valais
Täsch and Randa schools, 076 413 38 00
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#that's the way I am

Perfection, flawlessness, and youthfulness—these are the standards we are confronted with every day. In advertising and the media, we encounter almost perfect people. These images are often heavily edited and therefore no longer reflect reality. Such images can trigger profound dissatisfaction with our own bodies.

Not only adults, but also children and adolescents are increasingly under pressure to emulate unrealistic beauty ideals. A study

The 2015 Health Promotion Switzerland study shows that around half of boys and only one third of Girls are really happy with their weight. The

The term body image describes how we think, feel, perceive, and treat our bodies. Body image is strongly linked to our physical and mental health and development. Early exposure to unrealistic body ideals supports the development of a positive body image in

Childhood.

As part of the #sobinich project, the 7H-Classes of the primary schools Täsch and Randa as well as in Zermatt workshops on body image. The students were guided through visual

Examples from the media and the toy industry are used to raise awareness of the media's influence on their body image. This should make them aware that confrontation with unrealistic body images occurs at a very early age. At the same time, children are shown ways to deal with this confrontation, for example, by adopting a critical attitude toward advertising and social media content.

After all, we only have one body with which we go through life.

Health Promotion Valais

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For example, cyberbullying

Cyberbullying is bullying in which digital media is used to intentionally and repeatedly harm, for example, students. This occurs when someone is insulted and abused over an extended period of time via the internet, or when texts, images, or videos are distributed via mobile messages, chat rooms, or social networks to harass or embarrass someone. The photos and videos spread at lightning speed.

large groups of people. The insults are lasting because data can be stored and disseminated unchecked on the internet. The perpetrators often remain anonymous because they open accounts with fake profiles, and the information is disseminated without the victim's knowledge. Victims of cyberbullying can no longer escape the bullying situation. Unfortunately, this form of bullying is widespread among schoolchildren and adolescents. Victims should therefore contact a trusted person, a mediator, or school social worker as soon as possible and seek help.

What parents should know: From their 10th birthday, children and adolescents can be reported and convicted for violations of the criminal code (including cyberbullying) (criminal responsibility).

Media Education in the Family: Careful use

of digital media is something that needs to be learned and practiced. Safety and media literacy are crucial. Since a large portion of media use occurs during leisure time, parents have a special responsibility when it comes to WhatsApp, smartphones, Instagram, Snapchat, TikTok, data protection, youth media protection, online addiction, prevention, media education, children's tablets, sexting, cyberbullying, cybergrooming, etc. In short: Mom and Dad also have to teach their children "somehow" how to use digital media moderately, constructively, and safely. It's not rocket science, especially when you know that kids aren't as adept at using it as they always seem. They're just quick, not necessarily good. As parents, we usually react more cautiously and slowly; this is an important prerequisite for critical and safe media use. Parents don't need to know everything. The key is to simply focus on the challenges typical for their age, stay interested, and get ready. What we parents consider to be done is still new to young mobile phone and internet users.

Primary school students continue to report falling into cost traps. They talk about chatting and sharing pictures with strangers from gaming communities or TikTok.

They report chat histories in which they were bullied.



And so these new generations must also be carefully educated and supported. It's challenging, but it remains important. As role models, we must not look away, trivialize, and leave the use of digital media to children alone.

Further information for parents and teachers

- www.zischtig.ch -
- www.jugendundmedien.ch
- www.schulsozialarbeit-oberwallis.ch

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Municipality of Zermatt

Bicycle move 2021

Removing abandoned and broken bicycles – more

Bicycle parking spaces create

Throughout Zermatt, there are many unused bicycles parked. These are rarely or never used and are left somewhere for extended periods by their owners, or even forgotten. Thefts are also not all reported. This means that even after the police find the bicycles, they cannot be traced back to their owners. These abandoned bicycles block the scarce parking spaces and negatively impact the village's appearance.

For this reason, the "Bicycle Move-in" project is being launched for the 6th time this year.

Marking and indentation

From mid-July 2021, all bicycles in the municipality of Zermatt will be equipped with

marked with an orange self-adhesive tape. If the bicycle is still in use, the owner must remove the tape to prevent it from being registered as abandoned by the regional police.

Bicycles that are still marked with a band and therefore unused after 30 days will be confiscated by the regional police.

Review and assignment

The confiscated bicycles are kept for 30 days. The regional police collect the relevant data and also check whether the bicycles have been reported stolen in the past. If the bicycles can be identified, the owner



The owner will be informed directly. In order for the bicycle to be handed over to the owner, the owner must provide proof of ownership, e.g., in the form of a purchase receipt.

The delivery will be subject to a fee of CHF 20. You can register at 027 / 966 22 22.

Reuse

All unclaimed bicycles will be handed over to the company OPRA after the storage period. The company will repair the bicycles and donate them to charity.



Municipality of Zermatt

Redesign of Spiss street spaces: The project becomes concrete



Planning principles (further information on the website of the municipality of Zermatt (EWG))

In April 2021, the municipal council gave the green light for the implementation of the Spiss traffic concept, which has been developed over the past few years with the participation of the local community and key stakeholders. The project aims to improve traffic flow at the entrance to Zermatt, enhance public spaces, and improve the quality of life.

with measures for an efficient and attractive transport system. Planning work has progressed to the point where the project can be submitted to the canton. In April 2021, the municipal council gave the green light for the building permit application. An information event for the public is planned before the project is made public. If everything goes according to plan, the project can be submitted to the canton this summer (see box for next steps).

Two new bridges and One-way system

The centerpiece of the new traffic management is the new Eldorado Bridge opposite the depot. The new bridge enables the one-way system envisaged in the traffic concept, which ensures more direct and smoother traffic flow, creates space for larger side areas, and increases traffic safety. Confusing situations and

Narrow sections with oncoming traffic will be unbundled and the road space will be improved. The Spiss Bridge, which is in need of renovation, will also be rebuilt a few meters downstream. Both new bridges are planned to create public squares on the banks of the Vispa River, connected by a pedestrian promenade along the Vispa. This will create an attractive connection between Eldoradoplatz, the heliport, the Spiss Bridge, and the planned DLZ Grübe service center, inviting people to stroll and linger. Last but not least, the new bridges will also contribute to flood protection.

The entire streetscape will be designed uniformly and integrated into the urban landscape with flat sidewalks and parks. The design principles are described in detail on the municipality's website.

Impact beyond neighborhood boundaries

The renewal of the infrastructure, the decongestion of traffic routes, and the aesthetic enhancement of public spaces will provide impetus beyond the district's boundaries. According to André König, transport delegate for the municipality of Zermatt, the project will also support other project ideas, such as the conversion of the old waste incineration plant, a new maintenance depot, a return of the ski slopes to the Spiss district, and the "DLZ Grübe" service center. Such projects are important for the future development of Zermatt.

Municipal council says "yes" to building application

In April 2021, the municipal council decided to submit the construction project for the renovation of the streets in Spiss to the canton this summer. An informational meeting for the public is planned prior to the submission. The invitation is expected to be sent out in June. The construction project will be submitted and published to the canton in summer/fall 2021.

Stages in the planning process

2004-2007	Spiss district plan	Legal basis for the road construction project
2013	Spatial planning concept (ROK) action planning	
2014	Traffic concept	Planning study
2016	Preliminary project	Concretization of road construction project
2020/21	construction project	Detailed planning of road construction project
2021	public circulation	Approval procedure
2023/24	Implementation project	Planning execution work, Mandating the construction companies
2025	Start of construction	Building

Further information on the Spiss preliminary project can be found at: <https://gemeinde.zermatt.ch/iefbau/verkehrskonzept-spiss>

Municipality of Zermatt

The Zermatt place and field name book is being digitized

The Zermatt municipality's place and field name book was created over 25 years ago. However, it has since been out of print. The Zermatt community has called for a new edition, not in paper form, but as a digital app that can be downloaded onto a smartphone. Therefore, the team of authors has decided to fulfill this request.

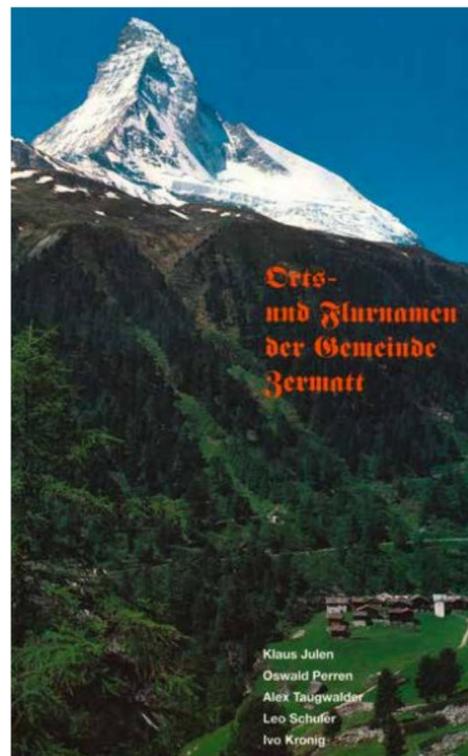
Appeal to the population

Over the past decades, we have received numerous feedback, suggestions for improvements, and additions. We are convinced that there are still place names that have not yet been taken into account. Therefore, we are appealing to the people of Zermatt with a request to inform us of any missing place or field names, for example, from old partial letters or cadastral extracts, including those names used only within families for the smallest parts of their plots, including place names outside of private property, which are primarily used by farmers, shepherds, or hunters. We are also grateful for any suggestions for corrections.

You can reach us at the following Cellphone numbers:

Leo Schuler 079 640 98 25
 Alex Taugwalder 079 445 97 65
 Klaus Julen 079 694 19 04
 Viktor Perren Jr. 079 637 63 26
 Hermann Julen 079 603 30 61

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Municipality of Zermatt

Zermatt – for an ambitious Energy and climate policy again with the Energy City label awarded

Zermatt, the Energy City, has been successfully recertified with the Energy City label, achieving a very good score of 73%. This represents a significant improvement of 15 percentage points since Zermatt was first awarded the Energy City label in 2017. The label is a distinction from the Energy City Association. It is awarded to municipalities that have implemented or adopted selected energy and climate policy measures.

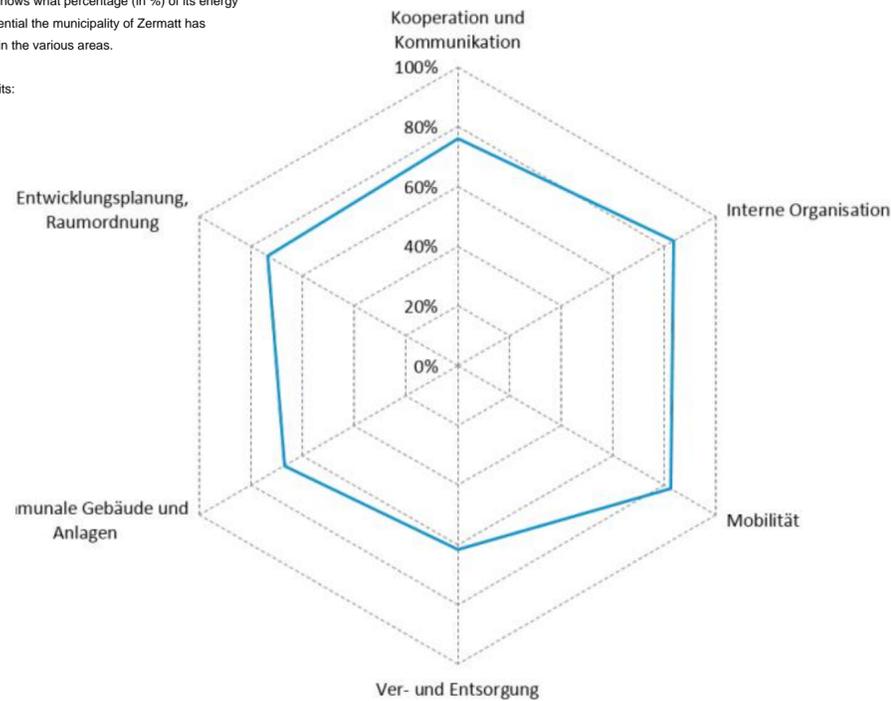
It's important to note that the Energy City label is much more than just energy and also encompasses measures in the areas of spatial planning, waste, water and wastewater, and mobility. The spider diagram shows what percentage (in %) of its energy policy potential the municipality of Zermatt has achieved in the various areas.

rich exploits:

have.

Strengths and potential for action analyzed

To renew the Energy City label, Zermatt after four years comprehensively



Energy city anchored in the structures

The municipality has made the most significant progress in its internal organization since its initial certification, creating the necessary internal structures to address these issues. An Energy City Commission meets quarterly to actively implement the Energy City management program. The seven-member commission is chaired by the responsible municipal councillor, Anton Lauber, and its members enjoy broad support. An Energy City employee workshop was held in 2019 to involve staff in the implementation of energy-saving measures within the administration. Last but not least, the municipality enjoys considerable flexibility in its procurement processes: To align these processes with sustainability criteria, a procurement standard was adopted and implemented.

Energy requirements in Construction projects

The municipal Energy City Management is also involved in building permits and control

The latter is particularly important to the Canton of Valais. As part of its statement on recertification, the canton confirmed that the municipality conducts a thorough building permit process. Since January 2017, each building application has been specifically reviewed for the required energy certificate, and its calculations are verified by an external expert. Construction inspections have also been tightened to ensure compliance with energy specifications.

Committed energy and climate policy

The Energy City of Zermatt developed a comprehensive energy and climate strategy in 2018. It includes concrete areas of action and medium- to long-term objectives. As an alpine tourism destination, Zermatt is particularly affected by climate change. For this reason, the municipality participated in the Federal Office for the Environment's pilot program "Adaptation to Climate Change" and assessed its opportunities and risks in connection with related to climate change. These will be actively addressed over the next four years. The innovative

Zermatt's innovative waste management concept has received multiple awards. Since 2014, organic waste has been recycled in the biogas plant to generate electricity and heat. Overall, Zermatt supplies around 60% of its electricity from its own power plants.

Live the Energy City idea

Energy City is not an administrative label; rather, it is important to the municipality of Zermatt to promote the idea of sustainability. To this end, it works closely with other municipalities, private individuals, and organizations. In autumn 2020, an information event on renewable heating was held in cooperation with the Upper Valais Energy Advisory Service. The public advisory center is available to residents and guests of Zermatt.

Matt is available for consultations on all energy-related matters. Interested parties can receive independent and neutral advice on topics such as heating replacement, subsidies, building renovations, or solar energy use.

«Incentive and commitment»

Further measures are already planned: A specifically developed action plan defines which measures are to be implemented in Zermatt over the next four years to further improve these areas. An energy spatial plan will comprehensively analyze the potential of local renewable energies and identify strategies for Zermatt's future, preferably fossil-free, energy supply. For example, there is considerable potential in the utilization of waste heat from the wastewater treatment plant. Zermatt also strives for sustainable development in the renovation or new construction of public buildings.

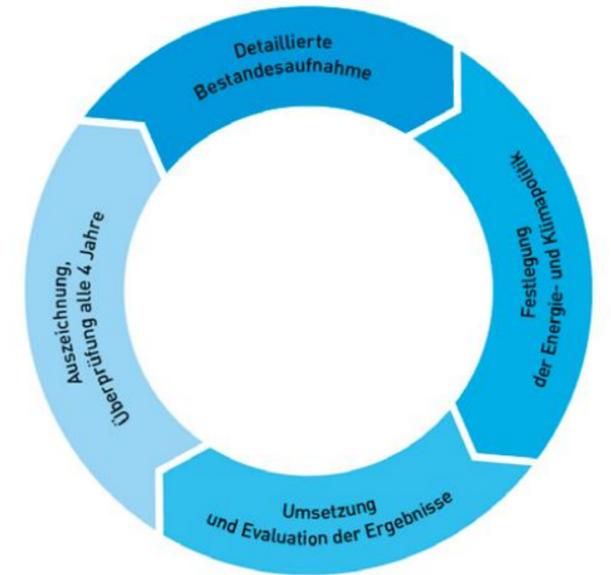
Retention of the Energy City label, which Zermatt will hold for the next four years. "Zermatt wants to stay on track with its energy policy and continue to implement exemplary measures. Our goal is to exploit over 75% of our potential in four years and achieve the Energy City GOLD label – the highest award for municipalities in the energy and climate sectors at the European level," says Councillor Anton Lauber.

building standards and is pushing ahead with the replacement of oil and electric heating. Construction work has begun on the replacement of the Walka school building, which will meet the Minergie P standard. An "Energy School Year" is also planned, in which energy will be a key topic in school curriculum. In the area of mobility

will continue to focus on reducing traffic volumes within the city and expanding the The action plan is a prerequisite for the

About the Energy City label

Energy City is a certification program developed in Switzerland. It recognizes municipalities that have implemented quality management for the implementation of their energy and environmental policies. The program is credible evidence that the energy and climate strategy of the Federal is realistic.



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Municipality of Zermatt

Electric bus operation – the last Replacement bus is on the way

The last replacement bus of the Bergbahnen line will soon leave the workshop of STIMBO

Elektrofahrzeuge in Zermatt.

The last replacement bus is currently in the workshop of the company STIMBO electric vehicles in Zermatt, where the entire interior, electrical system, drivetrain, etc., is being realized. This new electric bus will be operating on the streets of Zermatt for the upcoming 2021/2022 winter season .

milestone

The first milestone for vehicle replacement was launched in 2008 with the public tender for the replacement electric buses on the Winkelmaten line (3 vehicles). Three years later, the tender for the Bergbahnen line (5 vehicles) was issued in accordance with public procurement regulations .

With the renewal of all electric buses, not only was the passenger capacity on the buses increased, but at the same time, passenger comfort and timetable reliability were optimized by eliminating vehicle disruptions.

Interview with Bruno Imboden

We take this opportunity to talk to Bruno Imboden and his son Raphael from STIMBO Elektrofahrzeuge looks back:

[How do you remember the first tender in 2008? You prevailed against companies from all over Europe, even though the entire eligibility criteria for the replacement buses posed a huge challenge for you.](#)

Bruno: On the one hand, there's the technical aspect. At that time, there were practically no purely electric buses of this size . It was about exploring new avenues and finding concrete solutions, because a ski bus is not a city bus. That's exciting, and that's where we, as a small, innovative family business, excel. But a Europe-wide tender requires not only sophisticated technology, but also a great deal of administrative effort. On a scale I had never experienced before. Compiling the entire dossier pushed me to my limits. Fortunately, I had the active support of my wife Fränzi. Without her, it wouldn't have been possible.

[When you say "a ski bus is not a city bus," what do you mean?](#)

Bruno: Imagine 70 people boarding a bus in a short space of time, wearing hard ski boots, sharp ski edges, and pointy ski poles . That puts enormous strain on the interior, especially on the floor (salt, pebbles, etc.). As an example, we've also adapted the door system so that ski poles can't get caught in the door mechanism when opening and closing the doors.

Raphael: But external influences, especially in winter, also require different solutions. For the Winkelmaten line, for example, an all-wheel drive system was specially developed.

[What motivated you and your company to embark on a completely different approach to electric vehicle construction than what you've been used to?](#)

Bruno: As a boy, I helped build the first Zermatt ski bus in my father's business (Taxi Imboden). A carriage made of lightweight Aluminum, which could transport around 20 skiers back and forth along the lakeside road. Then, after more than 20 years of building electric vehicles to customer specifications, I knew: I can do it! I had recently acquired suitable premises in Zermatt to build these buses.



The first delivered Replacement bus for the line Angle mats in Year 2010

to be able to produce anything at all. And my son Raphael was currently training to be a mechanical engineer and also wanted to join the family business.

Of course, there was also the appeal of developing something new that simply didn't exist on the market at that time.

[The first bus was built in a consortium of three partners. You have already assumed full responsibility for the second replacement bus and the remaining replacement buses. Briefly explain how this came about?](#)

Bruno: When it came to replacing the existing buses, the municipality of Zermatt (EWG) contacted the companies Vetter Busse and Rosenkranz (both in Stuttgart, Germany), which built the buses at the time. However, over time, the company's expertise was lost.

That's where we came in. We specialize in electric vehicles. This is how the first bus for the Winkelmaten line in Germany was completed. Our workshop manager and long-time employee, Vlado Zivadinovic, traveled to Stuttgart to install and wire the electric drive train . In return, we were able to learn certain bus construction skills from experienced employees on site.

By mutual agreement, we then assumed full responsibility for the next electric buses and now belong to the small group of Swiss manufacturers of public transport buses. This very step also puts the EWG in a fortunate position.

The bus manufacturer is now directly on-site. This is a huge advantage in the event of vehicle malfunctions and also during maintenance.

[How has the construction of electric buses changed or developed over the years?](#)

Raphael: In 2016, right after graduating, I was lucky enough to work for six months at a renowned manufacturer of lithium-ion batteries. There I learned about the then relatively new lithium

ion technology from the ground up.



The owners of STIMBO Elektrofahrzeuge, Bruno Imboden with son Raphael

This led us to equipping a bus on the Winkelmaten route with this new technology in 2017. I still remember well how Beat Bürgin, Head of Bus Operations, announced, beaming and amazed, after the first Saturday of scheduled service, that the new battery was still not completely empty. The introduction of the powerful and lightweight lithium batteries has been a complete success to this day.

Another development is the compressor, which supplies compressed air for the braking system, the vehicle suspension, and the doors. The first models did their job, but were a bit too loud for an electric bus. This bothered me. So we searched throughout Europe for a better solution. Finally, we found a manufacturer that developed quieter compressors for hybrid city buses. We took these components and adapted them to our needs, resulting in an extremely quiet yet more powerful compressor in the electric bus.

[What experiences from building electric buses have you been able to incorporate into your core business, building electric vehicles?](#)

Raphael: The entire pneumatic system was new to us. Vehicle doors, in particular, are more complex than one might think at first glance. We were able to apply this knowledge to the manufacture of the Use smaller local buses for the Aletsch Arena and Saas-Fee.

[The final replacement bus is now in the implementation phase.](#)

[How are you feeling? Has a burden been lifted?](#)

Bruno: Certainly, a certain burden is lifted when you consider how time-consuming it is for our family business to produce such an electric bus from scratch (construction time: one year). On the other hand, we are grateful for what we have learned and can now apply this knowledge to other projects.

[A look into the future](#)

Raphael: In the near future, bus service and maintenance will certainly play an important role. We are already working closely with the e-bus operator in this area. And one or two technical advancements will certainly find their way into the EEC bus fleet. Because both the bus operators and we as manufacturers are constantly striving to evolve.

[What were the biggest challenges/troubleshooting issues?](#)

Bruno: You have to consider that, as a 10-person company, we build buses for 70 people, for example, for the mountain railway line. That's a huge challenge and a lot of responsibility. For example, standing room for passengers is only permitted on scheduled buses (public transport) in Switzerland. The list of regulations for public transport is endless. Emergency exits, wheelchair spaces, seat spacing, the positions of buttons and stickers, etc. – everything is prescribed down to the last detail. The approval process by the Federal Office of Transport alone took an entire day. You can imagine how I and my team felt when the approval was successfully completed.

Raphael: You have to get used to the dimensions of the buses . One of the biggest challenges was finding suitable axles. There's no standard on the market for this vehicle width. Just like there isn't an all-wheel-drive city bus. Regular city buses are wider and have rear-wheel drive. So we had to invest a lot of time finding a manufacturer who would build us special axles for eight electric buses. All too often, we had to explain that we were "only" building eight buses in total, not eight buses per month. (laughs)



Timetable booklet

The e-bus operator is increasingly focusing on digitalization and the environment. Starting this summer, the popular timetable booklets will no longer be distributed to all households by mail. Alternatively, passengers can obtain a timetable booklet on the buses or view the timetables on our website www.e-bus.ch at any time, download.

20 years of cooperation with the company

The Interprofession Gruyère

After 30 years of e-bus operations In 2018 we are celebrating another important anniversary. Since 2001, we have had the company L'Interprofession du Gruyère as our advertising partner, whereby all electric buses are covered with Gruyère advertising. We would like to celebrate this 20-year success story with you, dear passengers, this summer. More information will follow at a later date – but one thing is already

reveal: The popular «Hot Fondue» is coming back to Zermatt.

Loading the body shell at the company Brenner Heinrich AG in Niedergesteln

Municipality of Zermatt

Zermatt rye culture



Rye cultivation in Zmutt



Can anyone today imagine eating bread that's perhaps two, four, or even six months old? Hardly—but two generations ago, people were used to it.

Previous use of rye

In the past, rye bread, which had a good, long shelf life, was the daily bread here in the village. There was a community bakery near the two old mills on the banks of the Triftbach stream.

Thus, each family baked its own bread once or twice a year. From the 1920s onwards, in addition to milling their own grain, the baking of bread was also entrusted to a single family. This family specialized in this, baking 50 to 60 loaves of bread on behalf of a family, using their own flour. The rye required for this was planted in small fields around Zermatt. In total, there were around 105 hectares, equivalent to about 140 football fields. These fields have now lain fallow for several decades.

After the Second World War, during which self-sufficiency was still important, change came. Agriculture as the main source of income gave way to tourism. Daily groceries were no longer produced but purchased. Rye cultivation also meant that these small plots on the slope could only be cultivated entirely by hand, which required a great deal of effort and was hardly worth the effort. In the mid-1980s, Roni Vonmoos (Erschmatt Variety Garden) realized a project in Findeln for the highest rye field in Switzerland (and probably Europe).

Rye is being planted again

About three years ago, with the new cultural trail to Zmutt, the idea of planting rye again in this area arose. The partially terraced fields are still visible today. But also with the ulterior motive of allowing interested people to experience the entire process, from preparing the field to sowing, harvesting, threshing, and perhaps even milling and baking.

As the project took shape, we contacted Roni Vonmoos of Erschmatt, who then provided the first seeds (Törbjer rye; unfortunately, the local variety, of which we still received some grains, is no longer viable after about 50 years of storage) and a certain amount of know-how. The harvest day and the subsequent traditional baking in the old Erschmatt bakery were a special experience.

a very interesting experience and is recommended.

In order to get some support on site as absolute beginners, we were advised to contact Sigi Lauber from Täsch. He then actively helped us with every step, either on-site or by phone. In Täsch, rye cultivation, milling, and baking are still a tradition today (Vinzenz Imboden's film "Our Daily Bread" is very enjoyable and informative).

Franziska Kronig lent us her land in Zmutt. So, in the summer of 2019, we began ploughing, or "howwu," the field, which had lain fallow for the past 50 to 60 years. Accordingly, a thick layer of roots had formed. It was backbreaking work that required a certain level of stamina.

First sowing and harvest of rye

At the beginning of September, Sigi Lauber expertly sown the rye (winter rye, also known here as sleep or frozen grain), and it germinated even before the first frost and snow arrived. Over the following year, we observed its growth and theft by wild animals until we harvested our first crop almost a year later, at the end of August 2020. Armed with sickles, we cut the stalks, tied them into the typical "gofa" (sheaves), and transported them to a barn. There, we threshed the grain with a flail to preserve the kernels for the next sowing. Due to the threshing by wild animals and the expansion of the field, not much grain remained.

But we had expected this, and the first year was viewed as a "learning year." In mid-September 2020, we optimistically began sowing the second "rye year." We are already looking forward to tackling the second harvest in late summer and continuing the tradition of rye cultivation.

Linus and Natascha Biner and Viktor Perren Jr.

Source:

Mountain farming in Zermatt, K. Julen/O. Perren, Rotten Verlag 1998

Zermatt Tourism

This summer will be BIG

Big, bold, different: The 2021 summer campaign for the Zermatt – Matterhorn destination is striking. Images and videos promote

with the slogan «BIG SUMMER» the variety of experiences nissen in the destination.

The easing of COVID-19 restrictions is raising hopes for a promising summer for tourism. Although the easing also brings greater planning certainty, one uncertainty remains: the entry and exit regulations for travel abroad.

"For this reason, all Swiss destinations are vying with their advertising activities to the attention of domestic tourists," says Janine Imesch, Head of Marketing at Zermatt Tourism. The goal of the destination's 2021 summer campaign is therefore to stand out from the background noise of the many

Campaigns for domestic guests to stand out and attract attention.

BIG SUMMER

Largest summer ski area in Europe, over 400 kilometers of hiking trails, excellent Family destination, highest gourmet density in the Alps, diverse accommodation options, starting point for the ascent of 38 four-thousand-meter peaks, sunniest region in Switzerland – this and much more has the Zermatt – Matterhorn Destination has to offer in summer. With its extensive offering, the destination caters to everyone from grandparents with grandchildren to outdoor enthusiasts. This range of excursion options and experiences is unique in the Alpine region, and this is precisely what the 2021 summer campaign conveys: Zermatt – Matterhorn offers something for everyone. We are BIG! BIG SUMMER.

And because autumn is also very attractive, the campaign with the slogan "BIG SUMMER EXTENDED" extends into the third season and ensures that the many offers from our service partners are sold.

Diversity and unity

To do justice to the wide range of experiences, activities, events and animations, the campaign is characterized by several key images. The Matterhorn, formed from ice, sits enthroned in a cup, on

depicting the mountain landscape and outdoor activities. Next to it is the slogan "BIG SUMMER." Each target group has a unique cup design. The key images impressively showcase the diversity of the destination while still forming a unified campaign. They are used for all products in the summer campaign, including several short videos for social media in which the real Matterhorn is transformed into ice cream.

Online is trump

"Because the conditions surrounding COVID-19 are constantly changing, the campaign will be conducted exclusively digitally," says Janine Imesch. This allows for flexible responses to new circumstances at any time. This strategy has already proven successful in the 2020/2021 winter campaign. With online advertising, the destination is pursuing the goal of attracting as many guests as possible to Zermatt, Täsch, and Randa.

The images and advertising films displayed on Facebook, Instagram and YouTube are intended not only to attract new guests, but also to encourage regular guests to choose the destination again. «A

Such an online campaign is only possible thanks to the combined power of all service partners who promote their interesting offers in Zermatt, make it bookable and maintain it," concludes Janine Imesch.



The goals of the campaign image are to highlight diversity and attract attention.

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Zermatt Tourism

Zermatt Tourism's somewhat different economic aid

With the destination voucher, Zermatt Tourism has not only created a new means of payment, but

also boosted the economy.

It was the middle of the lockdown in spring 2020, when guest beds remained empty, restaurant tables unoccupied, and mountain railways closed. Many businesses faced a bleak future and considered how they could attract guests again. Zermatt Tourism also had an idea how to stimulate the economy and sold destination vouchers with an added value of 10% over the purchase price. Zermatt Tourism paid for the added value and had it

Cost 300,000 francs.

"This money was well invested: We immediately sold vouchers worth CHF 4.4 million, of which CHF 2.4 million were redeemed directly during the crisis year," says Daniel Luggen, Zermatt – Matterhorn's tourist director, adding that for every CHF 1 redeemed, four more vouchers are usually issued. The bottom line is that the campaign brought around CHF 12 million in direct economic aid to the destination and generated additional revenue for around 250 accommodations, restaurants, shops, and other service partners. And vouchers are still being sold – albeit at the regular price.

They were not a one-time action during the pandemic, but are a long-term solution and a new means of payment for the destination. Anyone who is not yet an Acceptance Partner can still become one.

All information is available at: www.ztnet.ch/destinationgutschein



The Zermatt Destination Voucher – redeemable in accommodations, restaurants, shops and other service partners



Zermatt Tourism

Who dares, wins!

Dear insiders

Should we, should we not? This is the question currently being asked by numerous organizers of Events throughout Switzerland. Many had to cancel their events last year due to the coronavirus pandemic. And even now, the circumstances are not ideal: Although the situation is increasingly improving with regard to the rules and restrictions this summer, the situation is still unclear. Therefore, numerous

Numerous major events have been cancelled and the 2021 edition has also been canceled.

In Zermatt, however, things are a little different: With the Gornergrat Zermatt Marathon, the "Reine du Cervin" marathon, the "Matterhorn Ultraks," and the two cultural events "Zermatt Unplugged Summer Weekends" and "Zermatt Music Festival & Academy," some of our major events are taking the plunge. The circumstances they will encounter are not yet clear. What is clear is that they are taking a considerable risk, a risk we should honor and support, whether as participants, spectators, or volunteers.



Sincerely
Daniel Luggen,
spa director

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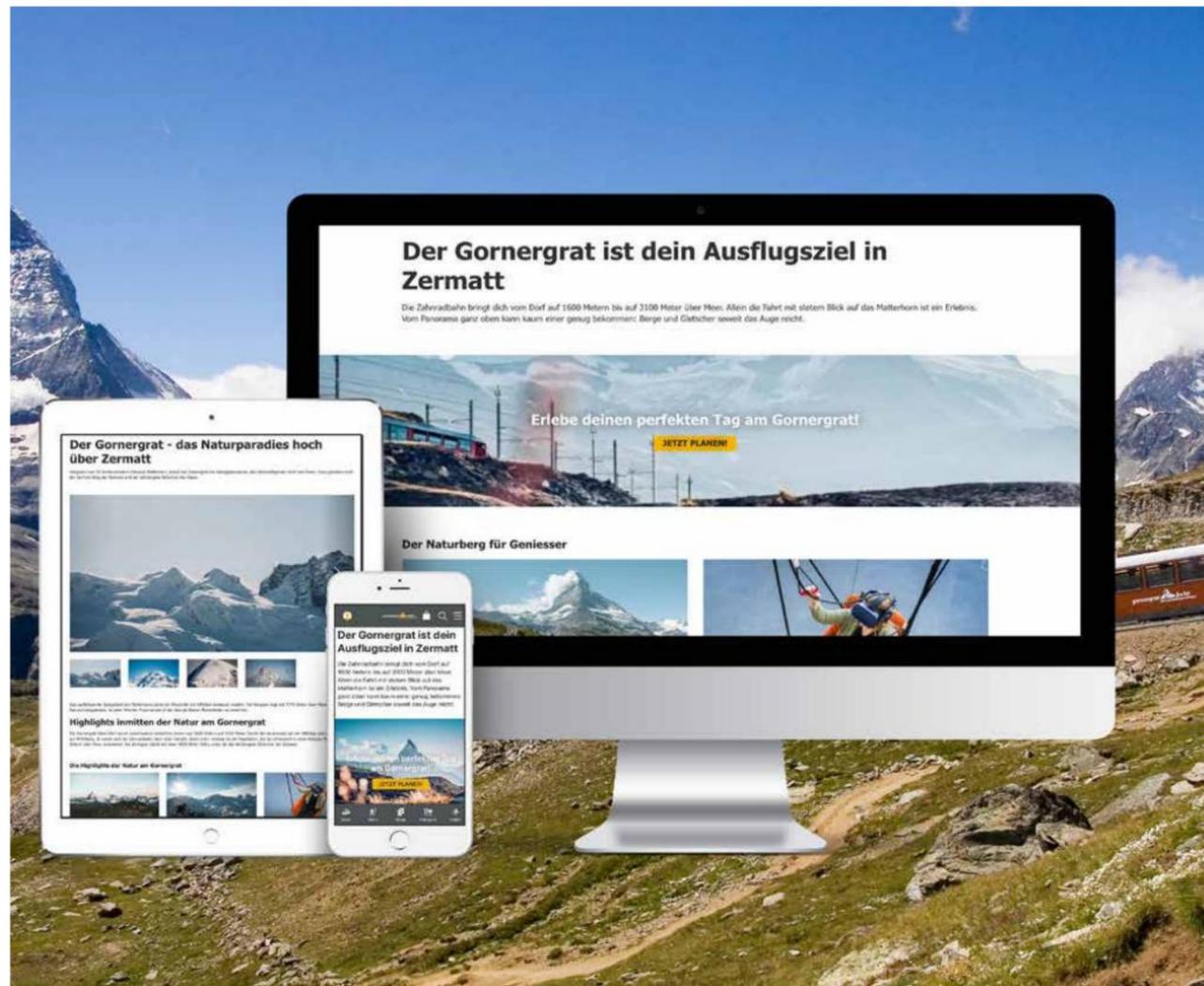
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Curious?



Matterhorn Gotthard Railway / Gornergrat Railway

With the digital daily planner Enjoy the day at Gornergrat to the fullest

The digital daily planner makes it possible. Users only need to answer three questions about their interests and their trip to receive a suggested daily itinerary.

With the day planner, visitors discover not only the classic "must-sees" on the Gornergrat, but also numerous insider tips. Did you know, for example, that behind the Riffelsee there is a second, smaller lake that is usually less busy?

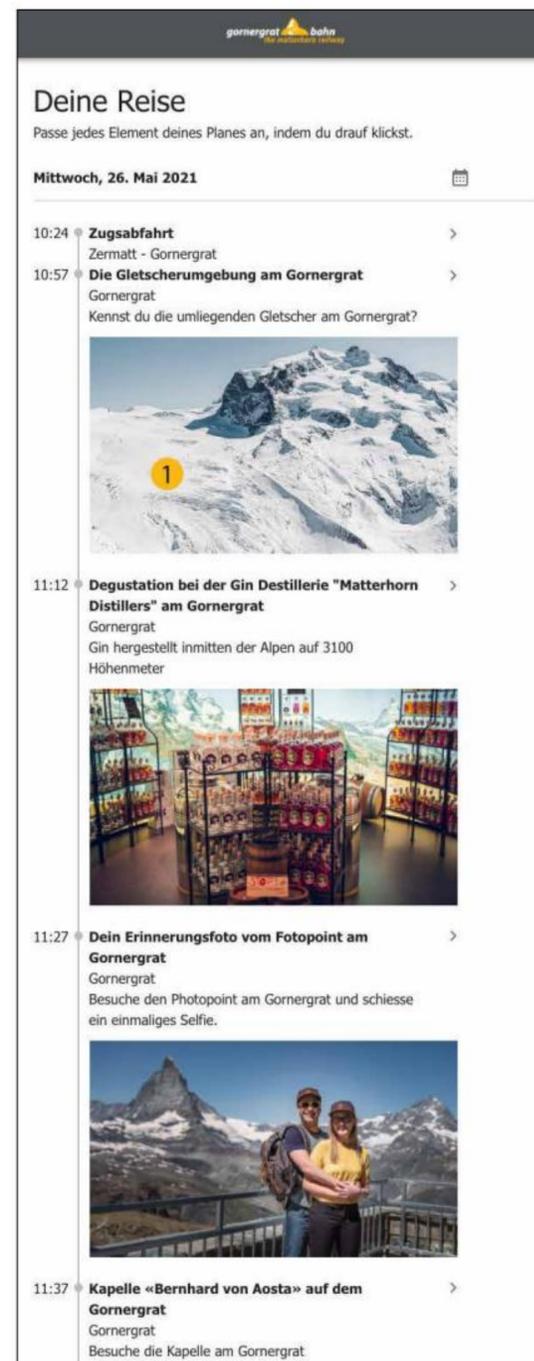
Our Gornergrat expert "Eri" helps you plan the perfect day: myday.gornergrat.ch

The Gornergrat Railway has a new website. With the day planner, an additional function has been integrated directly into the new website. Customers can plan their trip digitally. All they have to do is answer the three initial questions. Based on their interests and with the help of artificial intelligence, they will be offered a personalized itinerary.

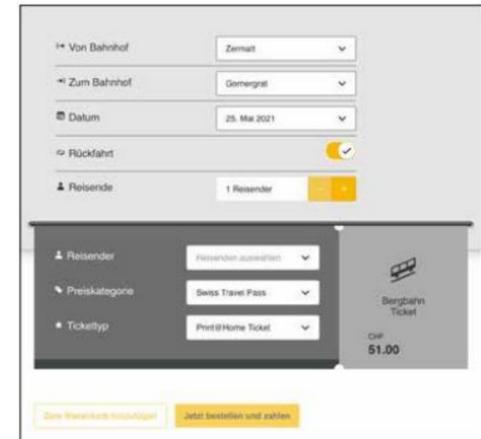
Intelligence suggested a day program for the trip to the Gornergrat.

The new website is mobile-optimized and easy to use on any device. With an optimized and modern design, the prominent integration of videos, and the new booking process, we make it easier for our customers to access information and online offers.

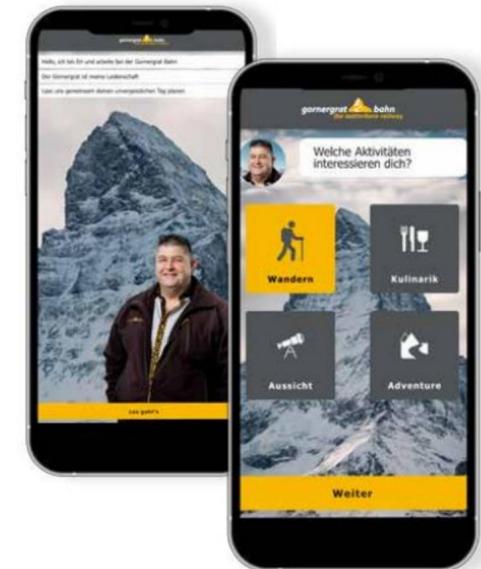
Another innovation is the direct integration of the booking form on the website. This allows our customers to learn about our products on the same page and book them directly without leaving the website.



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Matterhorn Gotthard Railway / Gornergrat Railway

Meet the Sheep at Gornergrat

Between the beginning of July and mid September 2021 willows around 150 Valais Blacknose sheep on the Gornergrat.

To help you find the sheep during a trip to the Gornergrat, you can easily and free of charge locate and visit them via your smartphone.

The Blacknose sheep will be accompanied during the day by the shepherdess Deborah, who will provide fascinating information about the sheep breed in German, English, and French from Tuesday to Sunday from 1:30 p.m. to 3:00 p.m.

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Saturdays: guided hike with background information, feeding of the sheep and aperitif in the Riffelhaus 1853 on Riffelberg. Adults: CHF 35.- / Children between 6 and 16: CHF 20.-.

Tickets for the Gornergrat Railway including guided hikes, further information as well as the location of the shepherdess Deborah and the sheep are available at gornergrat.ch/ sheep can be found.

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Zermatt cable cars

Patricia Huber takes over Marketing Director of ZBAG

On July 1, 2021, she will take up her new position as Head of Marketing and Sales on the management board of Zermatt Bergbahnen AG. But who is Patricia Huber, how did she find her way to Zermatt, and what are her expectations as she takes on the role of Head of Marketing at ZBAG? In this interview, she talks about herself, her career, and the future in Zermatt.

Patricia, first of all, how would you describe yourself in one word?

Close to nature.

At the beginning of July, you'll be taking over as Head of Marketing at ZBAG. What were your feelings when you found out you'd been hired?

When the phone rang and I was informed that I had been offered the position, I was incredibly happy, and the inner tension of uncertainty dissolved. With a good glass of wine, I was able to enjoy the evening with friends and discuss the future and the start of a new phase of my life. That was a

very nice moment.

From the Berlinger Group, which specializes in temperature monitoring of medical supplies and the secure storage of doping samples in sports, to the Zermatt Bergbahnen – what are the biggest differences and what experience and knowledge can you contribute to ZBAG?

The biggest differences are certainly in the product range and industry affiliation of the two companies. At Berlinger, we market modern software and sensor technology for drug transport in the pharmaceutical industry, as well as secure transport containers for doping controls, worldwide. Our customers include renowned international sports federations, and Berlinger bottles are well known to all top athletes in a wide variety of disciplines.

I see common ground in the area of investing in the digitalization of our offerings, which is certainly one of my core competencies. I also see common ground in international market development and in winning exciting awards. Last year,

Berlinger won the Switzerland Global Enterprise Export Award 2020 thanks to its unique internationalization strategy – and ZBAG was again named the best ski resort in the Alps in the same year. In summary, I bring a wealth of experience with over ten years of marketing various goods both domestically and internationally. My heart beats faster for contemporary marketing and team leadership. Applying this passion to ZBAG fills me with great joy.



Your route takes you from Thurgau, the outermost edge of "Üsserschwiz," to Zermatt, right in the heart of the Alps.

Aside from the obvious, the Matterhorn, what differences have you noticed in the first few days? What do you like best, and what do you have to get used to?

I've been a regular guest in Zermatt for over ten years – both in summer and winter. As an avid skier and culinary connoisseur, I can safely say that I know Zermatt very well.

I like the village, the nature, and the mountains in Zermatt. The big differences are clearly in the topography and the natural surroundings. I'll definitely have to get used to the later start of vegetation in spring with flowers and green meadows. I'm very spoiled in Mostindien with the blossoming apple trees. On the other hand, I certainly won't miss the fog in autumn.

This leads directly to the next question: Did the Zermatt location influence your decision to apply?

Yes, in a positive sense. It's been a dream of mine to work there ever since my first visit in 2008. But the right moment, or the right job opportunity, hasn't presented itself yet.

When I read the job advertisement by chance, I immediately knew that this was very close to my dream. I applied.



to learn more about this exciting position. This made my interest grow even more. The decision to accept the challenge and start a new phase of my life feels very good. I received a warm welcome from the ZBAG team and look forward to working with them.

Zermatt will not only be your place of work, but also where most of your free time will take place. Where and how will we most likely find you on the weekends?

I really enjoy meeting friends for a good meal. In winter, I combine it with skiing, and in summer, with hiking. I'll be pursuing my long-time hobby of riding throughout the year, as my Icelandic horse will be moving to Täsch at the end of June. The mare came to Switzerland from Iceland six years ago and is perfectly prepared for the winter in Valais. I'm really looking forward to the brisk rides.

in the Matter Valley.

What are your expectations for yourself? What are your personal goals, and what goals have you set for yourself at Zermatt Bergbahnen?

I would like to get to know the ZBAG team, including all its departments and functions, and understand their responsibilities. Having grown up on a farm, I'm interested in technology and nature. I'm excited to see behind the scenes of railway operations and understand the craftsmanship involved. This lays the foundation for one of my goals: to gain an intimate understanding of the company so that I can develop creative marketing options with the team. I would like to contribute my outside perspective as a guest, as well as my many years of marketing and digitalization experience from other industries, to this process.

Where do you see ZBAG in five years?

As a healthy, innovative and modern company that is a market leader in the field of digitalization of offerings, sustainability and convenience for guests in the premium segment.

Is there anything else you would like to share with Zermatt's service providers, residents, or guests?

Thank you very much for the warm welcome in Valais. I really appreciate the support for my upcoming move and my new role at ZBAG, and I would like to thank you in advance. I look forward to many exciting encounters and discussions in Zermatt.

Zermatt cable cars

Ready for the summer season!

After a year of restrictions, summer is now upon us, promising relaxation and normality. The Zermatt Bergbahnen are optimistic about the coming

months and start the summer season with new offers and exciting projects.

After more than a year full of challenges and uncertainties, normality is slowly but surely returning.

Normality in Zermatt means that guests from home and abroad explore the mountains on bikes, skis or in hiking boots, that many different languages can be heard and that the most beautiful

Places where amateur photographers hang out. The village is bustling, and the Zermatt cable cars ensure that guests can find their way into the mountains and enjoy the popular offers and excursions. The usual abundance of mountain experiences will be expanded again this summer, ensuring that your stay in Zermatt will be a memorable one.

Magical morning hours at Stellisee

The concept of the sunrise ride is already well known, but during this summer season, the morning excursion is even more idyllic and spectacular. From July 3 to August 28, early risers can experience the perfect start to the day every Saturday. The first ride takes you up to the Blauherd station, and about 20 minutes later, after a short hike through the fresh morning air, you reach Lake Stellisee. While the first rays of sunlight illuminate the mountain peaks



reddish, the unique scenery is reflected on the water surface. After this natural spectacle, after another 20-minute hike, a hearty breakfast with local specialties awaits you at the Fluhalp restaurant, and a perfect start to the day.

matt – Sunnegga – Blauherd, Zermatt – Furi – Schwarzsee and Zermatt – Furi – Riffelberg. Exciting single and flow trails for beginners and experts alike, as well as countless variations and tours, make the day varied and action-packed.

Fast descents with the bike pass

Even those who prefer biking to hiking boots are in the right place in Zermatt. As in previous years, bikers with the Zermatt Bike Pass can enjoy unlimited mountain rides on the cable cars from the Rothorn via Gornergrat to Schwarzsee, as well as the most beautiful downhill runs.

ten of the region. When descending from the Rothorn, please note that the Tufertkumme area is an ecologically valuable priority area for fauna and flora, and therefore the Tufertkumme and Ritzengrat trails are closed to bikers.

New test center on Trockener Steg

Testing the latest ski models at Trockener Steg in the fall has long been a very popular activity. Many ski enthusiasts make their way to the test center to find the perfect ski among the latest models that meet their needs. The test center will be moving next fall. The project to build a new test center on top of the existing garages at Trockener Steg has been approved, and construction work is already in full swing. If everything goes according to plan, ski testers will have access to a modern, spacious ski-in & ski-out test center right on the edge of the slopes starting next fall.

This summer, the Bikepass light is available. This ticket entitles you to unlimited mountain rides on the Zermatt routes.



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Zermatt Citizens' Community

The Zermatterhof is Hotel of the Year 2021



The Grand Hotel Zermatterhof has been named Hotel of the Year by Karl Wild, author of the renowned Swiss hotel rankings. A great honor for the five-star hotel's management, who look forward to sharing their joy with guests this summer.

The jury particularly highlighted the innovative strength with which hotel director Rafael Biner and his team have continuously developed the business over the past few years. Twenty years ago, those who worked in the venerable Hotel expert Karl Wild recalls that after checking into a hotel, he found himself in a stiff-looking palace. Things are quite different today.

Guests feel completely at home in the various restaurants, such as the in-house gourmet restaurant Prato Borni, the saycheese! cheese parlor, and the Stars Bar. Wild continued, the hotel's facilities have been continually expanded. The services and quality of service have also developed very well. The Zermatterhof has succeeded in expanding its circle of regular guests and also appealing to a new audience. Karl Wild: "The Zermatterhof is a gem that today plays in the Champions League of Alpine hotels."

The hotel ranking is published for the 25th time. Wild and his team – consisting of 16 specialists from the hotel and tourism industry – test all hotels themselves. The evaluation is based on criteria such as

hospitality, value for money, and quality control by leading hotel associations. The ranking "The 100 Best Hotels in Switzerland" is published in the "SonntagsZeitung" newspaper and also in book form (Weber Verlag).

The award is a great honor for hotel director Rafael Biner and the entire staff. At the same time, it confirms the strategic direction of the Matterhorn Group AG, which operates the Zermatterhof and more than a dozen other restaurants and hostels in Zermatt. Over the past 15 years, the company has invested CHF 90 million in its operations.

on behalf of the Zermatt community, the majority shareholder of Matterhorn Group AG.

The Zermatterhof management wants to share their great joy at the award with their guests. Several top offers await them this summer. Gourmet fans also have something to look forward to: At the Hotel of the Year, Heinz Rufibach and Peter Zimmermann, the chef and sommelier of the year, will be responsible for the culinary delights.

Highlights.



from left:

Peter Zimmermann, Sommelier of the Year 2020
("Bilanz" Rating 2020 Claus Schweitzer)

Rafael Biner, Director

Heinz Rufibach, Chef of the Year 2020
(Hotel rating Karl Wild 2020)