

# ZERMATT INSIDE

October 2021, 19th Year, No. 5



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

Municipality of Zermatt

Things are moving forward

Much has happened since construction began: heavy construction machinery has arrived, school noise has given way to construction noise, and school buildings have disappeared.

Pages 4/5

Zermatt Citizens' Community

Use Burgerholz

There is enormous untapped potential in Zermatt's Burgerwald forests. The wood is to be harvested for the benefit of the destination and the climate.

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Zermatt Tourism

Marketing strengthened

Since August 2021, Sabrina Marcolin the team of Zermatt Tourism – in the Function as Content & Media Manager.

Page 2

Gornergrat Railway

Corrugated board gallery

The 792m long reef gallery is located between the Riffelalp and the Riffelberg. It was built in 1940 and must now be renewed.

Page 24

Zermatt cable cars

Winter campaign

Wake me up when I'm in paradise - this is the motto

The Zermatt cable cars are preparing for the coming winter season their advertising campaign.

Page 21

Zermatt Tourism

## «Home of Winter» 2.0

After a successful launch last winter, the winter campaign for the Zermatt – Matterhorn destination has entered its second round.

Page 2



HOME  
OF WINTER.



Zermatt Tourism

# Winter campaign “Home of Winter” goes into the second round



Numerous experiences are guaranteed in the superlative destination Zermatt – Matterhorn.

Home of Winter 2.0. The figures from the last winter that took place under the most difficult conditions shows that the Zermatt – Matterhorn destination's "Home of Winter" campaign is working. Therefore, the campaign will be continued in the coming season, entering its second round. And yet, there's no shortage of fresh air.

Best Ski Resort 2020, Europe's longest slope, or views of three countries: Zermatt can hold its own with its superlatives. Even if uncertainties remain, the destination's diverse offerings cannot be denied. It is still unclear from which markets and under what conditions guests will travel to Zermatt next winter season .

but remains positive and allows guests to experience their own personal winter fairytale.

Home of Winter campaign  
Zermatt as the "Home of Winter" – a home in winter. Symbolizing this home is a snow globe depicting a magical winter landscape, which appears on all products in the winter campaign.

The following key figures show that the winter campaign has proven successful last winter: With a turnover of just under CHF 760,000, the "Home of Winter" campaign last winter was the most successful winter campaign to date – despite adverse circumstances

and the ongoing adjustments required due to the COVID-19 situation. Thanks to the numerous offers and experiences available for online booking, the destination was always able to respond nimbly. The conversion rate— purchases made via zermatt.ch, newsletter subscriptions, or clicks on advertising banners—was nearly 80 percent, far exceeding the target. These success figures underscore that the powerful message of "Home of Winter" is working.

Zermatt – Matterhorn throughout Switzerland  
In addition to various marketing campaigns, campaign images and promotional videos will be shown in major train stations such as Bern, Lausanne, and Basel this year . This year, however, there is a special highlight in terms of visibility: For the first time, the e-boards on Zurich's Bahnhofstrasse. For two weeks in mid-November, the Matterhorn will shine on the screens of the exclusive shopping street.

Among other things, the visuals of the

The "Home of Winter" campaign will also be visible on the evening when around 50,000 people travel to Zurich to witness the switching on of the Christmas lights.

The winter campaign will also be present with various activities on social media . The winter kick-off is expected to be a big hit. The plan is to broadcast 24 hours live from the Destination Zermatt–Matterhorn to report be it from the ski slope, during a convivial fondue chat, or from the après-ski bar – the camera will be focused on the protagonists for an entire day.

Interaction of the major players  
Once again, the forces in the destination In addition to Zermatt Tourism, the Zermatt Bergbahnen AG, the Zermatt Hoteliers Association, the Gornergrat Bahn, the Zermatt Apartment Association and the Zermatters.

Zermatt Tourism

# A breath of fresh air at Zermatt Tourism



Sabrina Marcolin has been the new PR manager at Zermatt Tourism since August 2021.

Sabrina Marcolin has been strengthening the Zermatt Tourism team since August 2021 – in the role of Content & Media Manager. She succeeds Simona Altwegg, who is leaving after four years in Zermatt.

decided to take on a new challenge.

Sabrina Marcolin studied Journalism & Organizational Communication at the Zurich University of Applied Sciences in Winterthur. After gaining initial experience in the communications departments of a

Non-governmental organization and the city of Winterthur, she gained a foothold in journalism, first at SRF, then at various private radio stations.

The 28-year-old grew up in the Zurich Oberland before settling in Zurich after stays in the USA and Kenya. She is now looking forward to exploring the endless outdoor opportunities in her new home, Zermatt, by bike or on foot. to explore.



# “Together we are school”



**zusammen sind wir Schule**

[illegible]



Municipality of Zermatt

# «D'niww Walka» – Construction work is on track

A lot has happened since construction began: heavy construction machinery has arrived, school noise has given way to construction noise, and school buildings have disappeared.

Work on the new "D'niww Walka" school building is on track. The demolition of the Walka I and II school buildings, as well as the gymnasium, was completed in mid-June. Excavation of the foundation pit is well advanced, and in the northern section, the base depth (deepest point of the excavation) has already been reached. Several tons of rock material have been removed. The slope-side wall of the foundation pit is largely complete and already rock-stabilized. The first phase, with 12 boreholes for the geothermal probes, has also been completed.

The following work is planned for the end of the year:

- Completion of the securing of the Walka I and II excavation pit
- Completion of the Walka I and II excavation pit
- Completion of the second stage with 13 boreholes for the geothermal probes
- Laying the utility lines and insulation under the Walka I floor slab
- Concreting the Walka I floor slab

### Foundation stone laying

The groundbreaking ceremony will take place at 2:30 p.m. on Tuesday afternoon, November 9, 2021. The public is cordially invited to attend. Further information to follow.





Webcams

Interested parties can find more information on our website [www.niww-walka.ch](http://www.niww-walka.ch)  
Reports on the new school building. Follow the construction work live on the two webcams.

Tell us your story

Do you have funny anecdotes, exciting stories, or perhaps photos from the past? We would love to publish them on the website.  
lichen.

We look forward to receiving your input and documents, which you can send by post,  
You can submit it by mail or in person:

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3920 Zermatt  
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Email: [Liegeschäften@zermatt.ch](mailto:Liegeschäften@zermatt.ch)

Opening hours: Mon–Fri 8:30–11:00 / 14:00–16:00



left and below: The construction site as it appeared in September 2021.  
at the bottom: The old school buildings Walka I and Walka II.





Municipality of Zermatt

# Kindergarten forest days



For seven years, the kindergarten children have spent a school day in the forest every week. This project was initiated in 2014 by the kindergarten teachers. The forest as a learning environment offers exciting encounters. On the first weekend in September, the "Forest Sofa" and

The “forest square” underwent a small “renovation” with the support of the parents.

### Forest as a place of learning

The forest offers countless learning and play opportunities that can't be replicated in the classroom . The focus is on direct experience of the natural environment: What does a tree smell like? How do wood, grass, stones and bushes feel? Gross and fine motor skills are promoted . The journey to the "forest sofa" is an experience in itself; the children learn to walk on uneven forest ground, climb over tree trunks, balance , and more. Building with branches, leaves, and stones encourages creativity, resulting in interesting "huts" and works of art. The schoolchildren observe ants, encounter wild animals, recognize forest sounds, see how the forest changes in autumn , look for tracks in the snow, and regularly expand their knowledge. Furthermore, the children are not distracted by predetermined toys; they are encouraged to talk to one another, play , and build relationships.

### Parents' Day

Parents' Day took place on the first weekend in September . This year, the teachers were again supported by 30 parents and their children. The "forest sofa" was furnished with new stakes and branches. see and reinforced. Parents and children collected and stacked wood, the area was cleaned, and the utensils, from magnifying glasses to shovels , were cleaned. Afterwards, a small aperitif was held and a picnic was held. The municipality's technical department, under the direction of Amédée Fux, replaced the ground around the fire pit and removed large stones. The area around the "forest sofa" is now tidy and explicitly ready for the schoolchildren. The "forest sofa" is not intended for public picnics or as a fire pit.

### Monday and Friday is forest day

On Monday morning or Friday morning – depending on Class – the young “forest researchers” meet with their teacher at the temporary “Obere Matten” and walk towards Blatten. Equipped with weatherproof clothing, a backpack, food, and a water bottle, they begin the one-hour walk towards "Väschpertola" in the hamlet of Blatten. There they gather on the "forest sofa," a seating area made of branches that the teachers and parents built. Then the lesson (guided activity) begins: Today, the "forest sofa" is finished being built and the individual rules are discussed. Afterwards, the children have a picnic , roast food, or cook with their teacher. This is followed by a short free play sequence, followed by a guided activity, in which they practice the word "forest."

Afterwards the square is cleared up and everyone walks back to the church square.

### organization

The forest days take place whatever the weather . They run from mid-August to mid-November and from April to the end of June. If the weather doesn't permit, a mini forest day with a walk and refreshments will be held in the classroom.

The forest is full of secrets, waiting to be discovered by children. In an age of media overload, a day in the forest is a meaningful addition to kindergarten , as the experiences gained in the forest are very valuable.





The "forest sofa" is tidy again and ready for the schoolchildren.



Many parents helped with the "renovation."



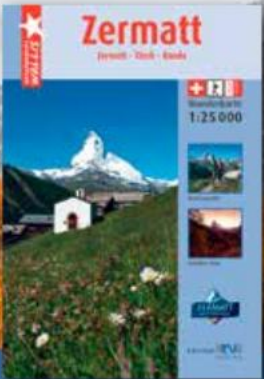
The municipality's technical service helped with the heavy work.

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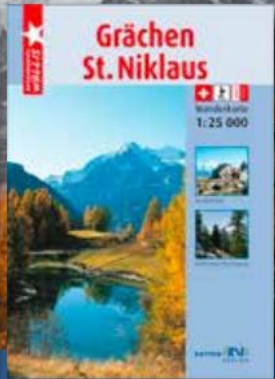
# Hiking in the Matter Valley



[www.rottenedition.ch](http://www.rottenedition.ch)



Hiking map 1:25,000



Hiking map 1:25,000





The new stop at the Getwing Bridge.

Municipality of Zermatt

# E-bus operation – relocation of various bus stops

In autumn 2020, the adjacent bus stops had to be relocated due to the new construction of the Getwing Bridge.

Specifically, the stops for both bus lines at the Getwing Bridge were temporarily relocated. At the same time, a solution was sought to optimize these two former stops in the future.

### Bus stops merged

The solution was found and implemented by creating a combined stop . This is now located on the side of the bridge. ckenpfeilers West of the Gornergrat Bahn (near Hotel Zer Mama) and runs around this pillar into Getwingstrasse (towards the train station).

In the future, passengers heading towards the train station and towards the “Matterhorn glacier paradise” will be served at the same stop.

Thanks to this solution, the former bus stop for both the Bergbahnen line and the Winkelmatten line at the East Pillar of the Gornergrat Railway could be removed.

### More space and security

This implementation will provide pedestrians and slow- moving traffic with more space and visibility on the busy Getwing Bridge , optimizing the safety of all road users.

The e-bus team thanks you for taking note of these changes and wishes everyone a safe journey.

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# The CERVO Mountain Resort – new yet familiar





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For a long time, construction sites and busy workers could be seen around the CERVO, but now the time has come: The entire CERVO is back in a new look and with an extension, and is now also open to external guests.

One of the new highlights is the Mountain Ashram Spa. The Mountain Ashram Flow is inspired by Japanese onsen, Bhutanese hot stone baths , and the art of northern European saunas. Precious local herbs and fresh spring water bring traditions from around the world to Zermatt. Day spa admissions can also be purchased for three hours for external guests. In addition to the spa itself, a weekly program with yoga, meditation, and Pilates is available, which can be participated in free of charge during your spa visit . And finally, the new Nomad Lodge features a climbing wall with four self-belayed routes, which can be reserved for 2-4 people for one hour.

Also new is that the CERVO will remain open throughout the autumn until the start of the winter season. Nothing stands in the way of a visit to the new restaurant "Bazaar ." Inspired by the lively markets of the Orient, the "Bazaar" is the heart of CERVO. The delicious dishes are mostly vegetarian and are served throughout the day. Of course, the menu also includes classics:

The CERVO Fries and the CERVO Burger are waiting to be enjoyed in a new, relaxed atmosphere.

And then winter is just around the corner and The CERVO terraces are once again filled with cheerful après-skiers. With a curated program featuring live music, DJs, and much more, the CERVO feeling can finally be celebrated again. And after après-ski, there's a hearty fondue at the well-known "Ferdinand" or an Italian evening with homemade pasta and a delicious Tomahawk or Bistecca Fiorentina at «Madre Nostra».



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Municipality of Zermatt

# Service dog «Q»

"Q" von der Guldenburg, the service dog of the Zermatt Regional Police, works alongside his handler throughout the entire Matter Valley operational area. The Zermatt Regional Police is the only force in Upper Valais to have a service dog.

The Zermatt Regional Police's service dog is a Belgian Shepherd. "Q" is now 8 years old and has been working with his handler for 6.5 years. Off-duty, "Q" is well integrated into the family, because even a service dog needs a change of pace from his not always easy job as a police dog.

### Training

Together with his dog handler,

"Q" completed his training with the Federal Border Guard. Since then, the four-legged police officer has been deployed in drug-related interventions , in searches for people, and as a guard dog.

### Missions

The use of «Q» always occurs during a first intervention. Thus, it has

To date, they have participated in over 400

operations , ranging from simple personal checks to the search for missing persons.

### On-call service

Like a police officer, the police dog "Q" is on call. He may be called out with his handler during the night to search a house.

investigation or a missing person search.



### Additional service dog

A police dog brings significant advantages to the daily work of the regional police—whether on night duty or in daily interventions. This has been repeatedly reflected in the experiences of recent years.

Police dogs have become indispensable in daily operations. For this reason, the Zermatt Regional Police will soon be adding a second police dog to their force . This will ensure safety, peace, and order throughout the operational area.



Municipality of Zermatt

# Old Barn – renovate and preserve

For several decades now, the Stadel Group has been committed to preserving these architectural witnesses to our past. This saves the buildings from decay and preserves them for future generations.

In recent years, priority has been given to restoring entire groups of buildings. For example, the majority of the buildings in the hamlet of Eggenalp (BZ) were renovated in the early 1990s. The hamlet of Herbrigg has also been renovated, and buildings in the hamlet of Zmutt are currently being restored.

In recent years, this has contributed to the preservation of around 300 buildings.

Now that a large part of the barns and granaries have already been completely renovated, the preservation of the stable barns is now also being addressed.

The selection of the barns to be renovated is carried out by the Technical Department of the municipality of Zermatt, always in cooperation with members of the Cultural Commission.

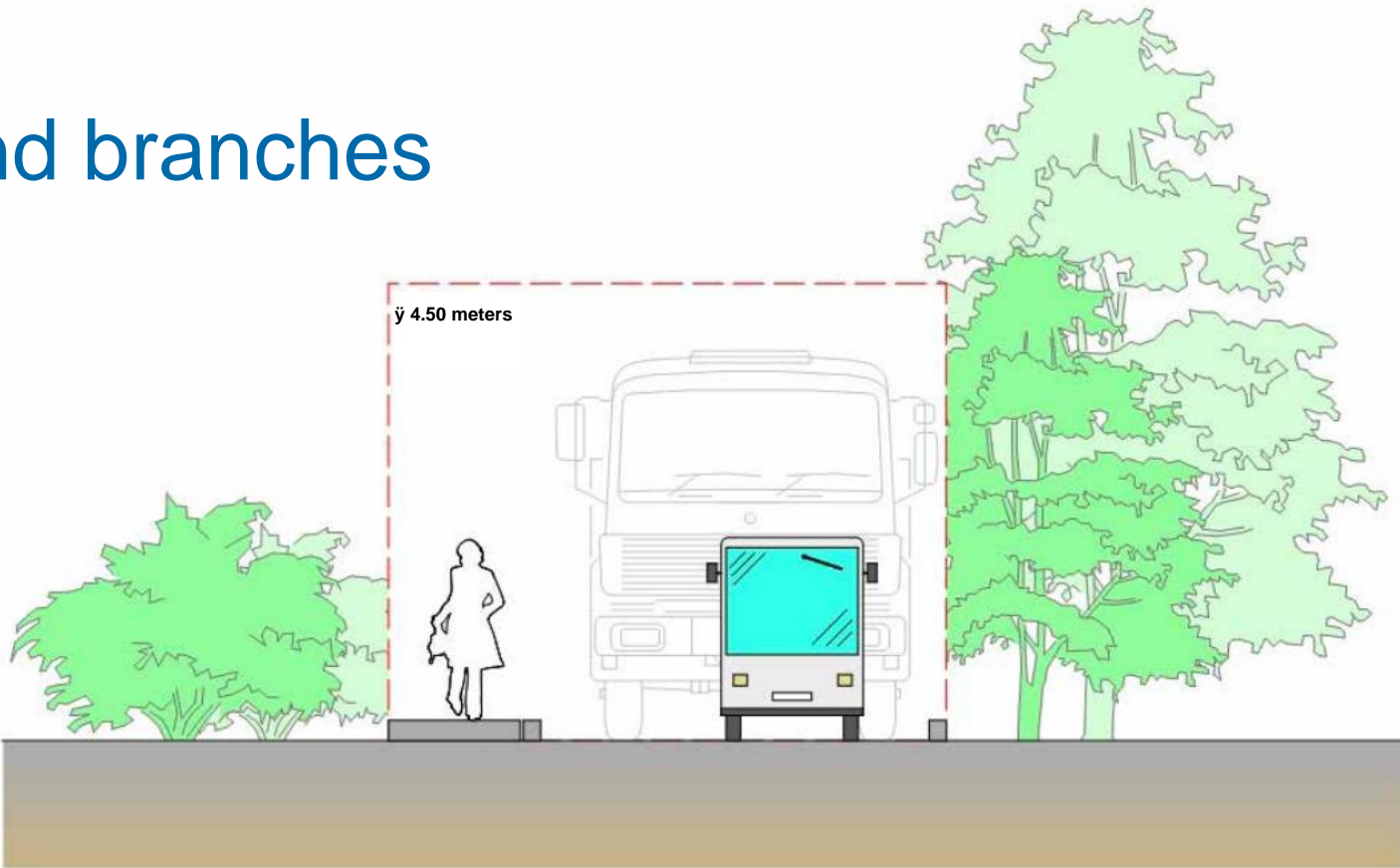
The protection and preservation of these important elements of our cultural heritage must continue. For this purpose, additional renovation and cultural funds are currently being examined, which should also be available to private individuals for the renovation of buildings within the building zone.



Municipality of Zermatt

# Cutting bushes and branches

The municipality of Zermatt repeatedly observes that shrubs and branches from private property overhang the roadway or obscure the view of road users on public roads and paths. This can cause obstructions for pedestrians and drivers and also negatively impact snow clearing operations by the technical service.



No complete evacuation possible

Recent winters have shown that the heavy snowfall has caused countless branches and bushes to protrude into public spaces. This has made snow clearing in some areas extremely difficult, as vehicles could not drive to the side of the road due to the overhanging branches and other debris.

At the same time, the bodywork of the vehicles and the side mirrors are often damaged by these branches, which leads to unnecessary maintenance and repair costs for the vehicles.

Duty of the landowner

According to Article 172 of the cantonal road law, branches extending onto roads must be trimmed annually by the owner to a height of 4.50 meters above the roadway. The authorities may require complete pruning of branches if traffic safety requires it.

The municipality of Zermatt draws the attention of all landowners to the need to cut down or tie together all bushes and branches that extend beyond their properties and onto public land.

Cut back or tie together

To minimize this and accommodate snow removal, the Technical Services Department has already trimmed back a few shrubs and branches in recent years, in consultation with the respective landowners. In the majority of cases, the landowners have tied or trimmed their shrubs and branches themselves.

Cape law

The technical service staff reserve the right to trim overhanging branches and bushes in the event of failure to comply, based on the Road Traffic Act and the provisions of the Civil Code. The municipality of Zermatt thanks the public for their cooperation and understanding.

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Municipality of Zermatt

Zermatt Youth Fund – financial Support





Applications are  
on November 27, 2021  
to submit

The Zermatt Youth Fund aims to support clubs, groups, and events that significantly promote the interests of young people. The target group ranges from preschool children to young adults up to the age of 20.

Income from the Youth Fund

The Youth Fund was established in 2011 by the Zermatt Business Association, which annually credits the proceeds from the Folklore Festival to the Youth Fund. Additional sources of income include residual amounts from club dissolutions and other donations. The Youth Fund Committee would like to sincerely thank all donors. Only through these revenues is it possible to support the many wonderful offerings in Zermatt.

Active assistance

The youth fund's funds are generated through revenue from the folklore festival. Due to the Corona pandemic, the festival could not take place for the second year in a row . For 2022, the festival will be held in To ensure a smooth running of the festival, the organizing committee needs many hard-working helpers each year. Not only the JuBla helps out every year.

actively involved – clubs that have been supported by the youth fund, as well as other clubs, are involved during the festival and actively help.

Application review

The Youth Fund Commission, consisting of five members, is responsible for examining all submitted applications and subsequently allocating financial resources.

The applications already submitted are currently being examined by the Commission for completeness and accuracy.

Applications must be submitted by 27 November 2021

Decisions regarding financial support are made in April and November of each year. Applications for the current year can be submitted until November 27. November 2021.

Available online

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

Submission of applications and any questions

All applications must be submitted to the following address:  
Bianca Ballmann  
Mattertal Youth Work Center  
Zermatt, Täsch, Randa  
English Quarter 8  
3920 Zermatt  
[mattertal@jastow.ch](mailto:mattertal@jastow.ch)  
Phone: 079 303 45 04

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Municipality of Zermatt

# Restaurant Sportpavillon – an era comes to an end

The hostess of the Sportpavillon restaurant on the Oberen Matten, Liliane Fux-Stucky, is ending her professional career and going into well-deserved retirement.



On May 1, 1990, Liliane Fux-Stucky took over the then restaurant Eis- und Tennispavillon from Annelise Marchetto and has been serving guests for over 31 years. At that time it was still a small buvette with goulash soup, wienerli with bread and toast on offer. In 1992 it underwent reconstruction with the kitchen extension to the east towards Obere Mattenstrasse and the addition of an additional cloakroom at the West side.

Liliane Fux-Stucky will continue to manage the restaurant until the end of October 2021 and will continue to delight friends and guests as usual. The municipality of Zermatt sincerely thanks Liliane for her commitment and her unfailingly friendly manner and wishes her much happiness, all the best, and above all, good health in this new phase of her life.

**What next?**

The municipality of Zermatt, as the owner of the property, would like to take the opportunity to replace the aging building with a new one . Due to legal requirements, the new building will have a similar cubic volume and shape.

Planning has already begun. Our goal is to launch the new building in spring 2023 and open the new venue at the beginning of the 2023/2024 winter season.

For the year and a half until construction begins, the municipality of Zermatt will lease the restaurant as a pop-up. We look forward to the pop-up opening in December 2021.

Municipality of Zermatt

# JuBla Zermatt's 2021 annual financial statements

The year 2021 has flown by so far and is soon drawing to a close. Despite the pandemic, JuBla continues to host wonderful events full of fun and games once a month. Our JuBla Day wasn't that long ago, and another one is already upon us. On October 31st, Halloween, a highlight awaits all children : the spooky Night of Terror. Here, young and old can take a spooky hike through the night, but they must beware, because a monster could be waiting for them around every corner.

The second to last event this year will be The casino evening will be held here.

Children can feel like adults for an evening at a casino in Las Vegas. What makes this event special, however, is that the children can bring their families, be it their mother, father, or grandparents, and challenge them as opponents.

We will end the year 2021 with Christmas Eve. All participants will be They are expected to perform in "Gala" and can demonstrate their dancing skills. This will be followed by an overnight stay, which will be capped off with a morning brunch. There will certainly be another exciting program waiting for our group in 2022 !

## JAHRESPROGRAMM 2021

10. April 2021 Oster-Spass

08. Mai 2021 Sportturnier

03. Juni 2021 Fronleichnam + Grillparty

24. - 31 Juli 2021 Sommerlager

21. August 2021 Lagerrückblick

04. September 2021 Jubla-Tag – Die grosse Pilzjagd

02. Oktober 2021 Food Designer

31. Oktober 2021 Schreckensnacht im Lollipopland

20. November 2021 Familien-Casinoabend

18. – 19. Dez. 2021 Christmas Eve + Jahresbrunch

### JUBLA-ZERMATT

info@jublazermatt.ch  
Instagram: jublazermatt

Facebook: Jubla Zermatt  
Snapchat: jublazermatt



Municipality of Zermatt

# Clothing collection and Christmas package campaign for Eastern Europe

This autumn, the association “Hand in Hand – Your Neighbor” is conducting another clothing collection and Christmas parcel campaign for Eastern Europe.

The "Hand in Hand – Your Neighbor" association provides financial and material support to the needy in Eastern Europe , especially children, the elderly, the frail , and those living alone. This year, the collection will again take place in Zermatt and Täsch.

Collection points and drop-off times

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

Zermatt

Saturday, 6 November 2021 at the following locations: 8:30 to 11:00 a.m.: Entrance to the funicular railway workshop  
8:30 to 11:00 a.m.: Entrance to Winkelmatten Chapel  
8:30 a.m. to 12:00 p.m.: Parish Center Entrance

Bag

Saturday, November 6, 2021,  
9:00 to 11:00 a.m.: in front of the Hotel Walliserhof  
(Contact: Ms. Lydia Lauber)

Christmas package campaign

On Saturday, November 20, 2021, from 1 p.m. to 3 p.m. in Täsch and from 9 a.m. to 2 p.m. in Zermatt, you or your children can drop off Christmas packages at the same locations as the clothing collection.

Tax exemption for donations

Donations to the association can be deducted from taxes.

Our donation account: Raiffeisenbank Zermatt: IBAN CH76 8049 6000 0099 5014 3



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Zermatt Citizens' Community

# Grand Hotel Zermatterhof – Historic Hotels Worldwide



After being named Hotel of the Year 2021 (Karl Wild, Hotel Rating Switzerland), the Zermatterhof has now also been included in the Historic Hotels Worldwide program.

Historic Hotels Worldwide is an official program of the National Trust for Historic Preservation (United States of America) to recognize and celebrate the finest historic hotels around the world. Its goal is to promote cultural heritage and cultural travel by showcasing a prestigious collection of historic treasures, including historic hotels and other historic lodging establishments around the world.

To be nominated and selected for inclusion in this additional marketing program , historic properties must be at least 75 years old, have historic accommodations, be a former home of famous people or

serve as a significant site for a historical event, be located in or within walking distance of a historic district, a historically significant landmark, a site of a historical event, or a historic city center, be recognized by a local historic preservation organization or a national foundation, and contain historical memorabilia, artwork, photographs, and other examples of its historical significance.

"It's an exciting moment and another chapter in our history. We are very happy about this membership and look forward to the future," explains Rafael Biner, General Manager of the Grand Hotel Zermatterhof.

The Grand Hotel Zermatterhof is rich in history and architectural integrity. The Grand Hotel Zermatterhof was built between 1876 and 1879 – with 94 rooms and 150 beds, it was the largest hotel in the village at the time. In order not to burden the community with an over- To burden the town with a moderate debt burden, the citizens were forced to undertake forced labor for the construction of the hotel. In return for their charitable work, the right of usufruct was introduced. This right still exists in principle today. Since 1879, the Grand Hotel Zermatterhof has welcomed illustrious guests with 5-star comfort. This has continued in the 21st century nothing has changed.



"We are delighted to welcome the Grand Hotel Zermatterhof , a grand hotel dating back to 1879, to Historic Hotels Worldwide," said Lawrence Horwitz, Executive Director of Historic Hotels of America and Historic Hotels Worldwide. "We welcome the Grand

Hotel Zermatterhof, welcome Rafael Biner and his management team to Historic Hotels Worldwide .»

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Zermatt Citizens' Community

# New Marketing and Sales Manager

Claudia Beaufort (36) will become Commercial Director of the Matterhorn Group starting in mid-October and will be responsible for marketing, revenue , and sales of the company's accommodation facilities. Originally from Solothurn, The newcomer originally completed a commercial apprenticeship and then moved to London, where she lived for a good ten years and earned a BA in English Language & Literature. She has been working in the tourism and hotel industry for several years.

In 2020, Claudia Beaufort completed her part-time MBA in Hospitality at the École hôtelière de Lausanne with top marks.

At the same time, she was a Revenue & Reservation Manager at Le Grand Bellevue in Gstaad , where she implemented the digital transformation of the operating and reservation systems.

Claudia Beaufort succeeds Roman Haller, who is leaving the group after thirteen years to pursue a new professional challenge.



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Zermatt Citizens' Community

# Burgerholz: The underestimated resource

There is enormous untapped potential in Zermatt's Burgerwald forests. A pilot project by the HES-SO Valais aims to demonstrate how the wood can be used to benefit the destination and the climate.

Stéphane Genoud wants to change the world. And anyone who listens to him soon realizes: the energy expert and professor at the Valais University of Applied Sciences (HES-SO) is serious about it. With the vision of Nobel Prize winner in economics Elinor Ostrom and the active support of Noemi Imboden, his research assistant, he was able to win three partners in Valais for his pilot project: the forestry companies in Val d'Anniviers and Riddes, and the community of Zermatt. But how does Genoud intend to change the world, and isn't the scientist setting the bar a bit too high?

"Not at all," says Genoud, quickly becoming specific. There's enormous untapped potential in the Valais forests, 85 percent of which belong to the civic communities. The local timber, which cannot be profitably processed due to low prices on international markets , will be used locally, primarily as construction timber and energy wood. The trees will be harvested and further processed here, for example, to power a local district heating network or for the construction of public infrastructure.

As a first step, Genoud and Imboden now want to investigate how the forest is currently used in the participating areas and how this use can be optimized in the future. First, an inventory of the current use of the forest will be drawn up in its five functions (energy wood, timber for construction, biodiversity, protective function, and social/tourism). Subsequently, the theoretical and effective potential of the forest will be analyzed to determine how much wood can actually be extracted from the forest each year without compromising any of the uses. Once this potential

is known, it is determined how value creation can best be designed. What is already clear is that jobs should remain in local forestry companies, the money should remain with the local communities, and private end customers could one day receive clean energy at a fair price. Stéphane Genoud sees energy wood as a great opportunity to at least partially replace oil heating systems. Timber instead of concrete when it comes to the construction industry is his second motto. Wood is a resource that plays an inherently important role in reducing CO2 emissions. Heating with wood is CO2-neutral because the same amount of carbon dioxide is released during combustion as the trees removed from the atmosphere during their lifetime. Therefore, the same amount of CO2 is released into the environment even when the wood rots unused in the forests.

"Wood is a huge, untapped resource," says Zermatt's mayor, Andreas Biner. They were immediately willing to participate in the HES-SO project, especially since they had been considering similar options for some time. Recently, the conventional oil heating system at the Grand Hotel Zermatterhof was replaced with a pellet heating system. This reduced the CO2 emissions of the entire Matterhorn Group AG from 3,360 tons of CO2-eq greenhouse gases to 2,401 tons of CO2-eq greenhouse gases per year. The wood for the pellet heating system is obtained from the management of Zermatt's citizen forests and processed into wood pellets without chemical additives by Matterhorn Pellet AG, in which the citizen community also holds a stake. Furthermore, the proceeds from the sale of the pellets to third parties are immediately reinvested in the ecological management of the citizen forests.

HES-SO Professor Stéphane Genoud also thinks in terms of concrete value creation cycles, derived from the principles of Nobel laureate Ostrom. She explored the question of how natural resources can be used collectively. The fact that historic civic communities play an important role in this is not a contradiction for Genoud—quite the opposite. As forest owners and as organizations rooted in grassroots democracy and historically established, civic communities are ideally suited to broadly support this project and develop it further. Genoud sticks to his ideal and laughs: "I want to change the world—together with 'dinosaurs.'"



Zermatt Tourism

# Carefree winter

Dear insiders

How much we long for normality – that is, the time before the corona pandemic – to return. We've now spent two full summer seasons and one and a half winter seasons with lockdowns, restrictions, masks, and social distancing rules. We've made the best of the situation: adapting our offerings, staying courageous, and taking care of the guests who came instead of complaining about those who weren't.

Now there is light at the end of the tunnel: Thanks to global vaccinations, the virus is being pushed back, signs of normality are visible, and bookings – some from overseas – are coming in again. This makes us optimistic for the upcoming winter season and makes

Courage to get to work, restart services, and look forward to a carefree winter. Our livelihood, tourism, has survived.

However, one thing is absolutely necessary: get vaccinated!

Sincerely

Daniel Luggen  
spa director



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Zermatt cable cars

# New Matterhorn Test Center – Ski test at the highest level

The ski test on the Theodul Glacier in Zermatt is probably one of the most beautiful experiences in the high alpine region.

In October 2021, the modern and spacious Matterhorn Test Center will open its doors, offering guests the opportunity to test the latest ski models in a unique setting. A first-class ski-in & ski-out experience!

Feel the sun on your face, breathe in the winter morning air, and enjoy the view of the Matterhorn. This is how a day of skiing in Zermatt begins, and it gets even better. In the modern new building – the Matterhorn Test Center on

Trockener Steg – the new ski models of the coming season from 14 ski brands


ready for testing. The high-quality building offers ski-in & ski-out

The experience and the selection of a wide variety of ski brands offer comfort, individuality, and uniqueness like nowhere else. A clear commitment by Zermatt Bergbahnen to skiing at the highest level, which, in view of the discontinuation of the ski tests in Sölden and Saas-Fee, offers all ski enthusiasts the perfect infrastructure.

The ski test packages and the Stöckli-Ski tests can be booked at [www.zermatt.ch](http://www.zermatt.ch) or directly from Stöckli at [www.stoeckli.ch](http://www.stoeckli.ch).

- Opening of the Matterhorn Test Center  
October 16, 2021
- Ski test Zermatt with 14 different brands (package)  
16 October – 28 November 2021
- Stöckli Ski Fun Zermatt (package)  
November 12 – December 19, 2021
- Stöckli ski test  
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Zermatt cable cars

# Early bookers benefit – more dynamic prices

Zermatt Bergbahnen AG will be making its prices even more dynamic starting in October 2021. This pricing strategy ensures that early bookers receive the lowest fare, thus smoothing capacity utilization and making skiing even more attractive.

**The most important changes**  
Due to the intensified dynamic adjustment of ticket prices, Zermatt Bergbahnen AG is foregoing the traditional pre-sale promotion and the 5% online discount. However, early bookers will still benefit from the best price.

**Season and annual passes**  
The pre-sale promotion and the 5% online discount are no longer available for all Ti-Ticket products, including season and annual passes. Those who book their season pass in October still benefit from the best price.

Tickets are now available for booking at:  
[www.matterhornparadise.ch/de/Buchen/Online-Tickets](http://www.matterhornparadise.ch/de/Buchen/Online-Tickets)

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Zermatt cable cars

## Wake me up when I'm in paradise – The winter campaign of Zermatt Bergbahnen AG

Wake me up when I'm in paradise – this is the motto under which Zermatt Bergbahnen AG launched its #zermattcalling advertising campaign for the upcoming 2021/2022 winter season. The campaign revolves around Linus, a certified dream wake-up caller.

This is intended to awaken those guests in the Matterhorn ski paradise who can no longer stop marveling.

### The campaign

As the best ski resort in the Alps, the Matterhorn Ski Paradise boasts perfectly groomed slopes, action-packed powder snow runs, and culinary delights. The campaign, with the slogan "Wake up! You're in paradise," is intended to draw guests' attention to the various dream slopes and dream spots. Linus, the certified dream awakener, was created to ensure that guests can stop marveling and enjoy their time in paradise.

can enjoy.

### The background

The background to the story of the dream-waker Linus, which will be available online from October onwards to highlight the many dream spots and dream slopes of Zermatt, can be found here: [www.matterhornparadise.ch/linus](http://www.matterhornparadise.ch/linus)

### #zermattcalling

Guests can share their dream moments on social media using the hashtag #zermattcalling. In keeping with the campaign, our shops are offering a new, limited-edition product line. This time in bright colors and fun designs. We've also launched a competition with a "wonderful holiday" in Zermatt as a prize.

### More information and details at:

[www.matterhornparadise.ch/linus](http://www.matterhornparadise.ch/linus)

### imprint

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Destination Zermatt (Zermatt History)

# Zermatt under church punishment – The conflict with the Prince-Bishop



The parish church of Ernen, dedicated to Saint George.

The original inhabitants, the Celts, left their own cultic and religious customs in Valais and Zermatt. With the arrival of the Romans, who lived on both sides of the Great St. Bernard Pass, Christianity gradually took root among the locals through the influence of Christian soldiers and followers. Small groups formed modest communities. Over time, more and more people converted to Christianity. It is believed that the evangelists advanced from the neighboring Aosta Valley to the Matter Valley to spread their message. In the 3rd century, Christianity was declared the state religion in Italy, marking the origin of the Catholic Church.

## Bishop behind bars

A millennium later: Bishop Witschard Tavelli resided in Sion from 1342 to 1376. He was not only the spiritual leader, but also Count and Governor of Valais. He increasingly ceded secular power to his friend, Count Amadeus VI of Savoy.

He resided in the bishop's castle of Tourbillon and increasingly seized control of secular affairs. This was a thorn in the side of the Upper Valais noble families, who were mortal enemies of the bishop, as well as the Upper Valais patriots. They stormed Tourbillon Castle in 1360 and forced Count Amadeus to make peace on March 31, 1361.

They demanded the release of all the bishop's castles in exchange for compensation of 13,000 gold guilders. The majority of the Upper Valais population approved the treaty, but not those of Visperterminen, St. Niklaus, and Zermatt. The bishop attempted to change their minds and came to Ernen with a large entourage.

On October 16, 1361, the annual St. Gallus Market was held in Brig. The talk of the day was the Savoy Treaty between the bishops. A threatened uprising ensued. The enraged market traders went to Ernen as night fell and surrounded the inn of the bishop and his entourage. During the ensuing confrontation, there were deaths and injuries. The bishop was arrested and imprisoned. The ecclesiastical prince remained imprisoned for eleven weeks. The consequence: five parishes, including Zermatt, were excommunicated. Services, the administration of the sacraments, and church burials were prohibited.

Following these events, the bishop met with the affected parishes on January 4, 1362, for clarifying discussions. An agreement was reached. The bishop had to request absolution at his own expense.



The feud between Georg Supersaxo (left) and Matthäus Schiner was the cause of the second excommunication. Disgruntled Catholics imprisoned their Prince-Bishop in Ernen for eleven weeks. The consequence: Zermatt and four other congregations are excommunicated.



to ask the Pope. The papal bull of absolution was issued in Avignon on April 28, 1362. A general amnesty was agreed upon, but also pardon, impunity, peace with all victims, and even remission of outstanding interest.

Excommunicated for the second time

Not quite two centuries later, the Zermatters were again excommunicated. They were initially loyal followers of Cardinal Matthäus Schiner. Georg Supersaxo, however, did not fail to raise them against the cardinal.

In 1517, they are said to have been particularly prominent in their hatred of the regional bishop and contributed to his escape. The Pope excommunicated the entire parish on January 12, 1518. The most astonishing thing about it was that the rebellious Zermatters had endured four years without sacraments and priestly burials . It wasn't until June 18, 1522, that Pope Adrian VI lifted the interdict. This was probably partly due to fears that the parish might embitteredly join the new believers during the ongoing Reformation.

**Zermatt under church punishment**

1361: 1st excommunication

1362: Repeal

1518: 2. Excommunication

1522: Repeal

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Matterhorn Gotthard Railway / Gornergrat Railway

# The Gornergrat Railway's Riffelbordgalerie needs to be renovated

The 792-meter-long Riffelbord Gallery is located between Riffelalp and Riffelberg. It was built in 1940 and expanded in several stages.

Masonry piers were constructed against the slope. A steel structure consisting of columns and longitudinal beams was erected on the valley side. After decades of good service, the gallery now needs to be extensively renovated and refurbished.

### Preliminary work

In advance, the existing cable duct and the top of the wall on the uphill side was demolished. The cables were temporarily laid in slotted conduits. A gravel shoring had to be constructed on the downhill side for the work on the cable duct.

### Road renewal

The first phase of the road renewal lasted from August to mid- September 2021. The second phase of track construction began immediately afterward and is expected to be completed by mid-September 2022. During the renewal of the roadway, rails, sleepers, and ballast will be replaced . The track renewal will be carried out in night shifts, with an 18-meter section being renewed at a time. Parallel to the track construction work, road drainage and work on the cable duct and the uphill wall crest are also taking place. Two stream culverts in the gallery will also be replaced.

### Renovation of the building structure and slope stabilization

In a further step, from 2023 to 2026, the gallery will be renovated. This includes the upstream masonry pillars, the steel structure for the roof, including the steel supports on the downstream side, and some repair work on the roof structure. This will be followed by slope stabilization. To localize slope movements, measurements have been taken regularly in spring and autumn since 2018. These include deformation measurements of the

individual structures, as well as inclinometer measurements. The latter reveal deformations in the subsurface with high precision. For this purpose, a measuring tube is firmly anchored in the ground.

### Challenging logistics and planning

The construction work is being carried out during normal operation and therefore presents a major challenge, particularly from a logistical perspective. For the first construction phase, "Track Reconstruction 2021," from August to mid-September, the adjacent ZBAG track was used for transport . During the second construction phase, "Track Reconstruction 2022" (upper half of the gallery toward Riffelberg station), all logistics must be ensured via the tracks . Due to the limited space in the gallery, only suitable construction machinery can be used. This poses an additional challenge for the track reconstruction.

The work steps must be planned meticulously so that the road can be reopened for GGB operations each morning.

### Data and facts about the renewal

Railway ballast approx.	2000 tons
Y-steel sleepers	675 pieces
rails	94 pieces of 18 meters each
Excavated material	approx. 1500 cubic meters
Demolition of existing cable duct	830 meters
New cable duct	830 meters

### Matterhorn Gotthard Railway

Bus replacement on the route

Visp-Täsch-Visp (October 25th - November 14th, 2021)

Due to construction work, the Visp-Täsch-Visp railway line will be closed from October 25th until November 14th, 2021 (end of service ). Disabled-accessible buses (no restrooms and very limited bicycle transport) will operate as replacement services according to the timetable . Current information on restrictions

Information on the MGBahn network at:

[www.mgbahn.ch/verkehrslage](http://www.mgbahn.ch/verkehrslage)