# ZERMATT INSIDE

April 2022, 20th Year, No. 2



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

**Municipality of Zermatt** 



#### Digital world – Learn how to handle

For the schools in Zermatt it is a central concern is to specifically promote the media competence of their students.

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**Gornergrat Railway** 



#### Renovation Gornerhaus

In spring and autumn, safety work is required on the GGB section between the Getwing Bridge and the GGB tunnel.

Page 18

Zermatt Citizens' Community



#### Positive Winter season

After an uncertain start to the 2021/22 winter season, the Matterhorn Group is expected to conclude it successfully.

Page 19

Zermatt cable cars



### Matterhorn Alpine Crossing

Final concrete work, the cable car support structures, and the completion of the valley and mountain stations will be completed by outune.

**Zermatt Tourism** 



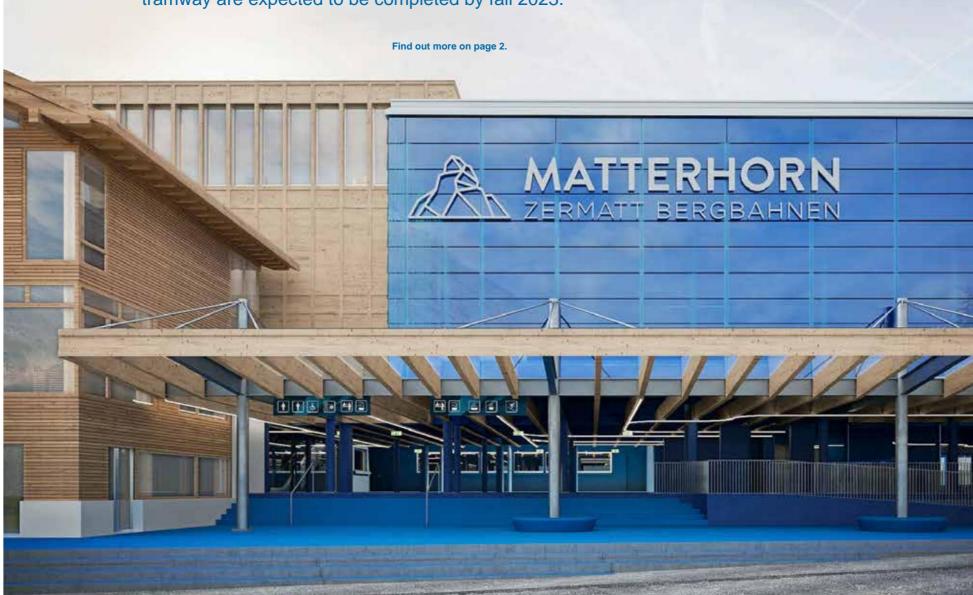
#### BIG SUMMER 2.0 Start on April 18

Zermatt Tourism wants to with a "BIG SUMMER": with the best culinary offerings and unique outdoor opportunities. Page

Zermatt cable cars

# The first work on the Schluhmatte is about to begin

The Schluhmatte construction project is entering its next phase. After successfully completing the scheduling, the first preparatory work will begin in the coming weeks. The new, modern valley station building and the new aerial tramway are expected to be completed by fall 2023.





In autumn 2023

the new aerial tramway

start operations.

#### Operations will be maintained

Realizing such an impressive project is already a major challenge. But there is another hurdle for the pioneers of the construction department led by Anton Lauber. The Matterhorn Express must continue to operate during the one-and-a-half-year construction period. While the valley station building and

the old cable car is dismantled, the eight-seater gondolas continue to make their rounds and transport guests via Furi and Schwarzsee

on Trockener Steg. This will ensure an unrestricted experience for guests throughout the entire construction period. The "old lady" will creak its ropes one last time on Sunday, June 19, 2022, before being dismantled starting June 20, 2022.

#### Provisional infrastructure for the point of sale

To ensure that visitors can continue to purchase tickets on site and rely on the competent advice of the sales team, a temporary ticket office made of container elements will be erected from May to around mid-June 2022. This will be located on the

On the right side of Schluhmattstrasse, facing the Matterhorn. To relieve traffic congestion, a 75 m2 cashier queue area will be built on the property, featuring a beautiful wooden structure. Furthermore, the guest guidance system will be adapted to ensure optimal operation even with reduced space.

#### Construction traffic and noise emissions

The valley station building surrounding the Matterhorn Express will then be dismantled between the end of June and autumn 2022. During this time, increased traffic volumes from trucks and noise levels around the construction site on Schluhmattstrasse are to be expected. Zermatt Bergbahnen is making every effort to ensure noise and dust abatement as efficiently as possible in accordance with municipal guidelines and ask for the understanding of residents in the surrounding area.

#### Time planning of the next construction steps

#### April 19, 2022

Start of preparatory work

#### May 2, 2022

Construction of the access road to the aerial tramway, which is required for the demolition work

#### May 2 to mid-June 2022

Construction of the temporary cash desk (wooden construction, Placement of the container elements and the guidance system)

#### June 19, 2022

Last ride of the old 80s cable car "old lady"

#### June 20 to the end of July 2022

Dismantling of the old aerial tramway

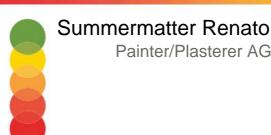
#### End of June to autumn 2022

Demolition and excavation work on the valley station building around the Matterhorn Express.



Between May and about mid-June, a temporary cash register constructed from container elements.



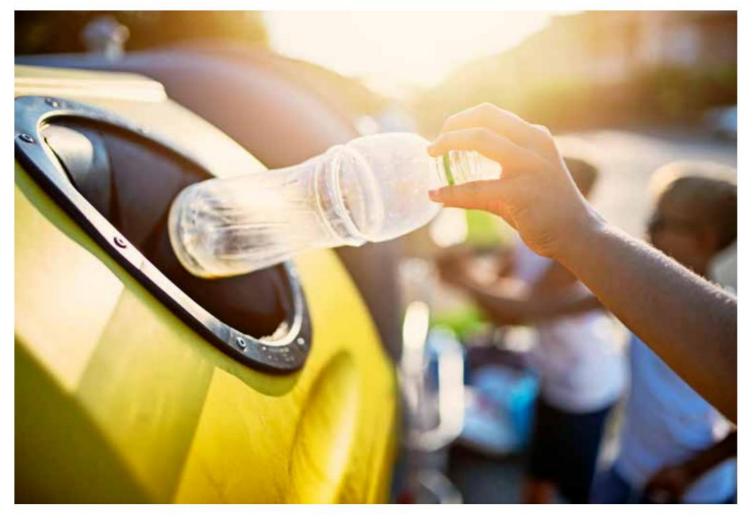


3928 Randa/Zermatt

+41 27 967 56 73 +41 27 967 24 33

‡ +41 79 221 10 71 renato.summermatter@gmail.com

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The collaboration with the current service partner for waste and recyclables disposal ends on September 30, 2022.

At its meeting on December 9, 2021, the municipal council decided to cancel the public tender for this service contract and to examine the implementation of a circular management project "Public Private Partnership (PPP)".

Municipality of Zermatt

### Waste and recyclables disposal in Zermatt from 1 October 2022

#### In-house solution

From October 1, 2022, the municipality of Zermatt will be responsible for waste and recyclables disposal. For the population, as well as for businesses and service providers, there will be no fundamental changes to garbage collection in the village and surrounding area, nor to the disposal options . In particular, the mobile disposal sites in the village area and the commercial disposal facilities at the entrance to Zermatt will remain in place, according to the waste calendar.

We also aim to carry out additional separate collections (e.g., plastic or PET) starting October 1, 2022, and to strive for further optimization towards circular management in the future.

#### Replacement of containers / presses / troughs

www.amario.ch

The containers, presses and skips currently in use at public waste collection points as well as those at commercial and service companies will all be collected by 30 September 2022

and replaced with new ones. We will inform the public about the exact process of this time- consuming replacement in due course .

We would like to thank the public for their trust and especially for their understanding should not everything work perfectly right away during our start-up phase .

#### information

As soon as the details of the implementation of the new waste disposal system are available, the public will be informed immediately.

#### Takeover of employees

As part of the implementation of the in-house solution for waste disposal, the necessary employees were able to start working from 1 January. October 2022. These are the existing local employees of the previous service provider, who will continue to be employed.

Since 2012, Schwendimann AG has been responsible for waste and recycling waste disposal in Zermatt. With its "Alpine Air" system, it has contributed significantly to the significant improvement of waste disposal in Zermatt. At this point, great thanks go to all those involved in the current service provider.





#### Municipality of Zermatt

### Article Renewal of Police Regulations

After a total revision of the existing

The EWG Zermatt general assembly adopted the revised version of the 1998

police regulations on June 8, 2021.

At a meeting of the Council of State on January 26, 2022, the new police regulations were approved and subsequently entered into force.

The following article highlights the key changes in the new regulations. These include evictions and bans on entry, cleanliness of public land, public nuisances, begging, camping, and reimbursement of costs. Furthermore, the permit and registration procedures for events are explained in more detail.

#### Signposting

An expulsion order is a police measure whose legal basis can be found in the EEC Police Regulations . Essentially, an expulsion order authorizes the police to prohibit a person from entering or staying at a specific location for a certain period of time.

The primary purpose of the eviction order is to prevent disruptions to public safety and order, but eviction orders can also be issued if emergency services and rescue teams are obstructed.

The police can issue three different types of removal orders: **Removal order**1: This form of removal order is the mildest of all three, is given verbally and refers, for example, to a specific street that the person concerned is not allowed to enter.

**Removal Order 2:** If someone disobeys a previously verbal order, a written removal order will be issued at the police station.

**Expulsion Level 3:** If the first two steps are repeatedly disregarded, Expulsion Level 3 will be issued under threat of punishment.

If the person expelled fails to comply with the expulsion order, he or she will be punished with a fine in accordance with Article 292 of the Swiss Criminal Code.

#### Cleanliness of public land

The cleanliness of public spaces is an important factor for the quality of life in our community and its image. The phenomenon of littering (disposing of municipal waste and leaving it lying around) and the intensive use of public spaces have led to a sharp increase in municipal expenses in recent years. Cleanup costs a total of around half a billion Swiss francs annually in Switzerland's cities and larger municipalities. This is one of many reasons why the defacement, alteration, or removal of public property, as well as littering, is prohibited. Offenders must pay not only the fine but also the cleaning and repair costs.

#### Public nuisance

Alcohol, garbage, and noise – these are the side effects of Zermatt's playgrounds when people meet there, especially in the evenings, who are unlikely to use the swings and slides.

Therefore, the consumption of alcohol or other addictive substances was prohibited on school and kindergarten premises as well as on children's playgrounds.

#### Beg

Being approached by beggars on the street is not uncommon. In such a situation, proper behavior is essential. It is recommended not to engage in conversation, not to give money, and to avoid using ATMs. If you witness such an experience, contact the police immediately.

Article 42 of the new police regulations prohibits begging: It is forbidden to beg for money or other donations on public property, in squares and streets, or in houses. Furthermore, it is not permitted to play music, sing, or perform other street art on public property without a permit.



#### Camping

The mountains, the stars, and nothing else—that's what many hikers dream of. But is it okay to just roll out your sleeping bag?

A sunrise at the summit can be magical. You have to get up early for it—or spend the night there. However, this can result in hefty fines, as camping on public land is prohibited.

The temporary stay in tents, caravans or similar mobile and immovable facilities or the mere setting up of tents, caravans, etc. also falls under the term camping.

Violations can be expensive. For example, if the Zermatt Regional Police receive a report that people are camping above a spring water catchment, they will decide whether to walk, drive, or fly to the location. This can already result in immense costs for the person responsible (Article 52, Reimbursement of Costs). The fine is not even included in this amount.

Bivouacking is an exception: this is permitted in the high mountains under the open sky if you can no longer go on, it is getting dark, bad weather makes the descent too dangerous or someone







For camping,

Begging and

There are clear rules

regarding littering.

is injured. Occasional camping away from approved campsites is also permitted with the consent of the landowner. However, the surrounding mountain huts are generally intended for overnight stays.

#### Reimbursement of costs

In the case of intentional or grossly negligent expenses incurred during a police operation due to the misconduct of a person, reimbursement of costs may be charged.

This can be applied, as in the camping example above . Even deliveries of documents where the affected persons fail to comply with a summons can be charged. Not to be forgotten are the costs charged by the event organizer or for events that require a costly police operation .

#### Approval and notification procedures

The new police regulations outline the permit and registration procedures in Article 34. This differentiates between registration and authorization. Musical, sporting, cultural, and similar events are subject to mandatory registration, whereas the organization of markets, fairs, exhibitions, and similar events require the approval of the municipal council. The council decides on the granting or refusal of a permit, as well as on all conditions, requirements, or fees.

The following permits are possible: daily permits, extended police hours, special driving permits and increased public use of traffic areas as well as track permits for races on traffic areas and hiking trails.

If any of the following applies to your event, it must be registered with the Public Safety Department or approved:

- · Use of public land
- $\cdot$  Closure of roads and/or hiking trails
- Special trips (with vehicles not approved by the municipal council)
- Sale of food and drinks (only for event organizers without a hospitality license, e.g. clubs or private individuals)
- Free or paid
- Alcohol-free or with alcohol
- Resources or infrastructure of the municipality are used
- $\boldsymbol{\cdot}$  Posters or banners are hung
- · Sound system / loudspeakers / outdoor music

Further information and links for permit requests can be found at https://gemeinde.zermatt.ch/sicherheit/

to find events.

The municipality of Zermatt is currently revising the usage regulations for public spaces and facilities.

Further details will follow.

#### Municipality of Zermatt

### Change in opening hours of the community center

The municipality of Zermatt (EWG) is striving to gradually expand its citizen-oriented approach. As part of this effort, several internal and external interviews were conducted in October 2021 on the work of the municipal administration, with the aim of gathering possible suggestions and ideas for change from the residents of Zermatt.



In this context, the desire for extended opening hours emerged. To accommodate this request, the current opening hours (Monday to Friday 8:30–11:00 a.m. and 2:00–4:00 p.m.) have been adjusted as part of a pilot phase starting February 1, 2022.

#### New counter opening hours

The new counter opening hours were defined as follows:

Monday–Wednesday 8:30–11:00 and 14:00–16:00 (unchanged)

Thursday 8:30–11:00 and 14:00–19: **00** 

Closed Friday mornings and 12:00-16:00

It is still possible to make appointments with the respective departments outside of the defined counter opening hours.

#### gain experienc

The additional counter opening hours on Thursday and Friday are intended to make it easier for working citizens in particular to visit the EWG.

After the first three months and after evaluating the experience gained, further changes to the counter opening hours may be made in May.

Next June, the EWG will launch a broad public survey to gather the necessary insights from the additional services implemented. Following this, a decision will be made on the counter opening hours starting August 1, 2022.

We thank you in advance for your feedback on the new counter opening hours.

#### Municipality of Zermatt

### News from the library

Our library is active and offers interesting activities and lectures in the spring.

#### Book launch

Dear parents

"Bookstart" means: a start in life, a start in language acquisition, a start in discovering the world, a start on the path to oneself and to literature.

With "Buchstart," we want to accompany you and your child on your shared journey into the world of language. Your child will enjoy talking to them from the very beginning, telling them stories and reading books. That's why every newborn in Switzerland receives a Buchstart package as a gift.

You can pick up the Bookstart package at the Zermatt Community Library . We also have many board books for little ones available for loan. We look forward to seeing you and your baby.

#### Large print books

Easier reading with large-print books! Especially in our digital age, reading on paper is much easier on the eyes.

Large-print books (books with enlarged font) are easy on the eyes. This allows you to browse to your heart's content, even with limited vision. We offer a wide selection of novels and crime novels in large print.



#### Dementia - what now?

Living with dementia affects us all: those affected, their families and close relatives, but also friends, neighbors, and colleagues. As relatives, you are confronted with a completely new situation and an illness that turns your usual life upside down.

The Valais Red Cross invites you to a lecture on this topic with the following content:

Introduction: what is dementia, different forms of dementia
Tips for dealing with people suffering from dementia

Relief options

Ougstion and answer session

#### Information about the lecture

Director: Fabienne Lauber, Nurse HF, Course Instructor RKW Date: Wednesday, June 1, 2022

Location: Conference Hall, Schoolhouse Hof, 3920 Zermatt Time: 4:00 PM

Free entry

We'd love to have you join us. We look forward to your call or email.

Registration by Monday, May 30, 2022 Phone: 027 966 22 38

gemeindebibliothek@zermatt.ch





Municipality of Zermatt

# Upper Mats – Dismantling of the artificial ice rink in February

From November onwards, the artificial ice rink on the Oberen Matten is open to the public for a variety of activities.

The schoolchildren complete their gymnastics lessons outdoors, various club activities take place and

Guests can enjoy an open-air ice rink to enjoy their holiday spirit. The artificial ice rink closes in late winter.

Dismantling work on the artificial ice rink will begin early to make room for the construction of the infrastructure for the Zermatt Unplugged Festival.

A brief look behind the scenes of the necessary dismantling work.

#### Description of the artificial ice rink

The system is located on an open area of approximately 2,000 m² and is aligned with the Obere Matten district plan. Cooling is achieved via EPDM (synthetic rubber) cooling hoses, and glycol is used as a coolant, which lowers the freezing point. The cooling hoses have an outer diameter of 10 mm and are wound on a total of 480 reels of eight hoses each . If all the individual hoses were laid end to end, this would stretch from Zermatt to Lake Geneva. Cooling is achieved via two screw and four piston compressors, which are coupled to a tower fan. The ice hockey boards are iced onto the ice surface and thus have a static structure. Renovation of the existing artificial ice rink is planned for 2025.

#### Dismantling work

The ice thickness is usually between 15 and 20 cm. Breaking up the ice surface mechanically is

However, this is only possible up to a certain ice thickness.

Otherwise, there is a risk of damaging the EPDM cooling hoses installed on the surface. To access the cooling hoses, the remaining thickness of the ice surface must then be removed manually and with the help of the natural power of the sun.

This step is very time-consuming and cannot be accelerated.

The cooling hoses must be rolled up and stored by hand.

The total time required to dismantle the artificial ice rink is generally at least three weeks. Efforts and improvements for more effective ice removal are continually being reviewed and expanded by the responsible department.

#### Zermatt Unplugged

Since its 10th anniversary, the artificial ice rink has been used for the Taste Village of the Zermatt Unplugged Festival. Zermatt Unplugged begins infrastructure construction work three weeks before the festival starts. Before work can begin, it is imperative that the surfaces used are free of snow and ice.

This means that preparation work will take around six weeks before the festival starts. After the festival, three weeks will be reserved for

The rink is reserved for a total of ten weeks for the four-day Zermatt Unplugged festival. Weather permitting, the natural ice rink will remain open until the end of February.

Conclusion: The earlier the Zermatt Unplugged festival takes place, the sooner the artificial ice rink will have to be closed to begin preparatory work .







Cooling hoses during ice removal





Municipality of Zermatt

# **«D'niww Walka»**Construction work 2022 – The building is being built

The building site is still dormant, «d'niww Walka» is in hibernation. But soon the

Construction site and the school building will be resurrected in a new form and with a new look.

Winter is over, and the construction season is beginning anew. The second construction season for the new Walka school building is also about to begin.

The schedule is tight, and there's a lot to do. The goal is to complete the shell of the two wings, Walka I and II, add the timber facade, install the windows, and construct the flat roof.

The schedule below shows the planned work over time. The first work, on Tuesday, April 12, 2022, will involve the transport and assembly of the second construction crane, which will have a boom radius of 50 m. On Tuesday, April 19, 2022, the drilling rig and other heavy machinery will follow to prepare the site for further borehole drilling. Drilling will begin on Thursday, April 21, 2022. Concreting for Walka I will take 4.5 months and for Walka II approximately 6.5 months.

The municipal council has approved the key points of the schedule. It is aware of the burden on residents, the public, and visitors. However, granting the exemption requests should ensure adherence to the construction schedule and guarantee completion (stage 1 summer 2023, stage 2 summer 2024).

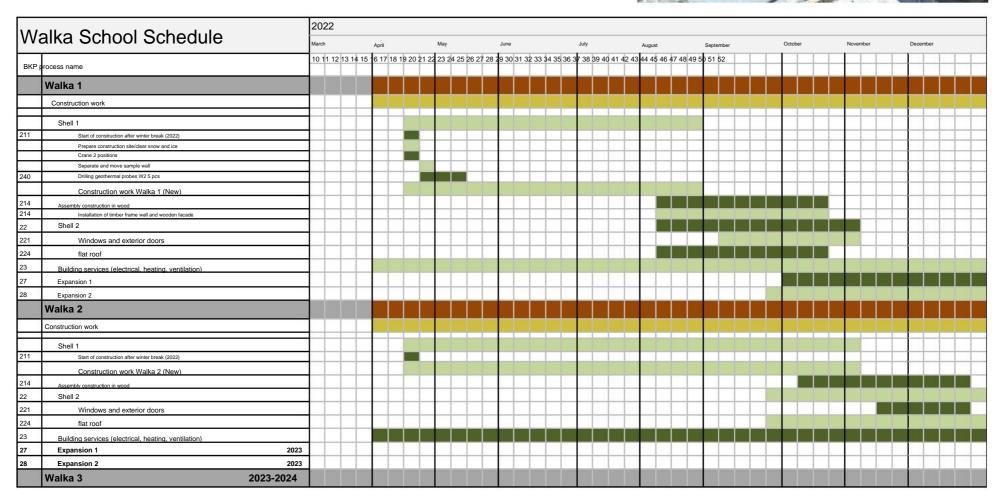
#### Foundation stone laying

The municipality of Zermatt invites the public to the laying of the foundation stone on Thursday, April 28, 2022, from 2:30 p.m.

Information is available at www.niww-walka.ch under the "News" section.







#### Municipality of Zermatt

### Disturbance of night's rest as a burden for residents

Nighttime celebrations by some often place a great burden on others. Nighttime quiet time is important for recovering from the daily stresses and strains. It's all the more important that this quiet time is disturbed as little as possible. But how exactly are nighttime quiet hours regulated in Zermatt? What are the consequences for non-compliance? What should I do as an affected resident?

The EWG Zermatt noise abatement regulations define nighttime work as "disturbance of the peace and quiet ": "Any disturbance of the peace and quiet is prohibited." The EWG police regulations also specify the following under "disturbance of the peace and quiet": "The nighttime quiet period applies from 10 p.m. to 7 a.m."

The case seems clear, but what exactly constitutes a disturbance of the night's rest? The answer to this question is less simple than the legal text suggests: There is no decibel limit for noise. The same applies to potentially disturbing nighttime light emissions.

Not only noise, but also light can be disturbing. In fact, two factors are relevant here: on the one hand the perception of those affected. In principle, a "disturbance" of sleep can be considered as such if a person perceives it as such.

A certain degree of tolerance is expected from those affected. For example, a screaming toddler cannot be considered a disturbance of sleep. The same applies to a nighttime trip to the toilet, even if it is a particularly loud one. Even a shower during sleep must be tolerated, as long as it remains objectively normal.

On the other hand, everyone is expected to be considerate of other residents. For example, bathing at night, noisy household chores, loud music, playing instruments, and similar activities during quiet hours are clearly prohibited.

#### Police officers' assessment

In order to find the balance between the expectation of consideration on the one hand and the expected

To maintain tolerance on the other side, the second crucial factor comes into play: the assessment of the police officers responding. They respond with a neutral attitude, but are guided by the so-called "disturber principle," which means that their actions are fundamentally directed at those causing a disturbance, and those responsible are addressed accordingly.

However, this does not necessarily mean a fine (CHF 300) will be issued. In minor cases, especially on weekends, police officers may simply issue a warning at their discretion.

As a person affected, the reaction to

Disturbance of the night's rest isn't always easy. You'd rather sleep, and often you don't want to be seen as a spoilsport in front of your neighbors and immediately call the police, but you also don't know exactly how best to proceed when your tolerance has been overstretched. To make this easier for those affected, we've formulated a short guide:

- If the noise or other activities exceed the tolerable level, first contact the person responsible and instruct them
  - Politely remind you of the quiet hours. We will also recommend this if you contact the police without first contacting the person responsible.
- If the person responsible for the problem still does not cooperate, try to contact the person in charge of the property or the caretaker.
- If the person responsible behaves in a dismissive and uncooperative manner, you may inform him that failure to comply will result in the police being called.
- 4. If the problem could not be solved by the previous measures, contact us at the emergency number 117 and describe the problem, stating the exact address, the floor and, if known, the name of the person responsible.



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Municipality of Zermatt

## Information School Social Work (SSA) Inner Mattertal



Children and young people spend a large part of their free time in the digital world.

They play online games, they gather information and network online, and they communicate with friends and relatives via mobile phone. Zermatt schools are committed to promoting their students' media literacy so that they learn to use it responsibly and critically from an early age.

In February 2022, the topic of "Dealing with Social Media" was addressed in primary school and worked on with classes 3H–8H. In April 2022, the prevention project will be continued and implemented in the orientation school. In the morning, the students attend various topic-specific workshops led by various specialist agencies and experts, such as the Mattertal Youth Employment Office, the Zermatt Police, the Valais Health Promotion Office, SIPE, Youth & Social Services, Swisscom, and a YouTuber from "Gamereden." In the afternoon, the students are to work in groups to create a creative product on the topic. Volunteers also have the opportunity to work with the SSA to plan, prepare, and conduct the parents' evening for the 5H class. All important details can be found in the program schedule.

Parents play a central role in media use, which is why they will be invited to parents' evenings with various topics at grades 5H, 7H, and 9OS in April 2022. The prevention project will be repeated annually. The goal is to enable students to discuss and address all important topics throughout their school career, thus fostering comprehensive media literacy.

School social workers are also available to parents as a personal contact in difficult situations, with questions, or unclear points. Together, they will seek the best possible solutions and support options. Consultations are voluntary, free of charge, and the content of these discussions is treated confidentially.

We are happy to answer any questions or concerns you may have. You can also find all the information on our website: www.schulsozialarbeit-nvb.ch or on Instagram and Facebook. at: ssa.smzo.

Jasmin Perren School Social Work Zermatt jasmin.perren@smzo.ch, 079 618 15 08

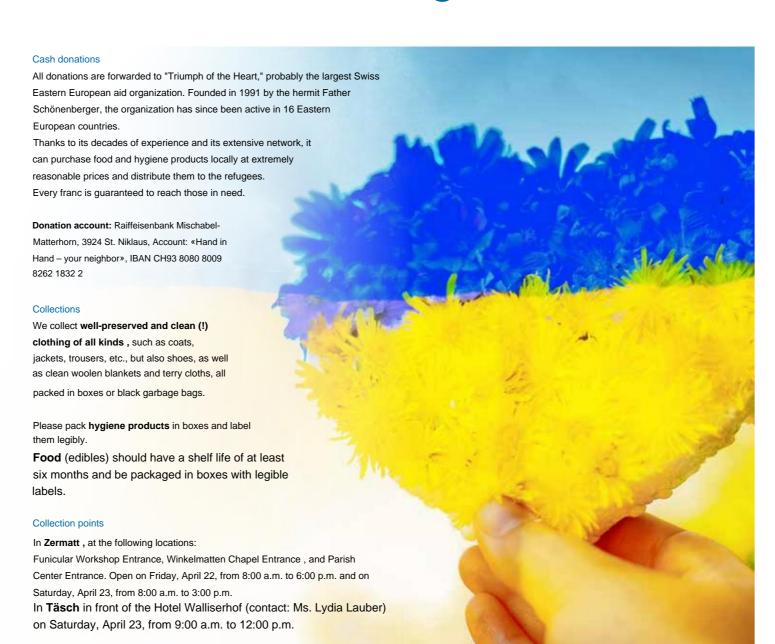
9 OS	10 OS	11 OS		
April 12, 2022	April 21, 2022	April 11, 2022		
Gaming	Social media	Bodies on the Net		
	Workshops 7:55 – 11:20			
Health Promotion Valais Denise Ruffiner	Swisscom Bernhard Stotz	SIPE Josiane Mathieu		
Gaming   Addiction   Risks & Dangers	Cyberbullying	Online pornography		
Gamerreden (Youtuber) Pedro Schmid	Zermatt Municipal Police Janine Imboden / Daniel Amacker	Youth and Customs Mathias Volken		
Life as a YouTuber	Youth Act	Sexting   Cybergrooming		
<b>Yest</b> Bianca Ballmann	<b>Yest</b> Bianca Ballmann	<b>Yest</b> Bianca Ballmann		
Leisure activities   Action Bound	Fake News I Game	Self-image I Illusion I Photoshop		
SSA Jasmin Perren	SSA Jasmin Perren	SSA Jasmin Perren		
Virtual Worlds I Exchange	Chats I Comments I Respect	Bodytalk I PEP Program		
	Independent group work 1:30 pm – 4:05 pm SSA, Jast, KLP, LP, Gamerreden (90S)			
	be used on the website and at parent-teacher mee knowledge gained this morning.	tings. The goal is for students to incorporate		
Volunteers are working with the SSA to crea games to adults in a play		is on students explaining social media and		
Presentation of the results in cla	Evaluation and feedback from students. ss or as a comprehensive school (depending on cu	urrent measures).		



Municipality of Zermatt

### Refugee Aid Ukraine – Donations Hygiene products, food, clothing collection

Due to the war in Ukraine and the dramatic refugee situation, the association "Hand in Hand – your neighbor" is conducting a fundraising campaign and collecting relief supplies (hygiene items, food, and clothing) in Zermatt and Täsch.





A heartfelt thank you for your donations and support. Association «Hand in Hand - your neighbor»

Municipality of Zermatt

# The sister city: Myoko – one of Japan's most popular summer resorts



Myoko City in Niigata Province, Japan, became known when it was ranked first in a poll for the most popular summer resort in Japan.

Today the city has almost 37,000 inhabitants.

The Myoko Kogen ski region is home to Japan's longest ski slope. With its proximity to the Sea of Japan and Japan's generally high humidity, Myoko receives at least two to three meters of snow every winter. Mount Myoko, at 2,454 meters above sea level, is one of Japan's 100 most famous mountains.

The club's goal is, among other things, to maintain the friendship with Myoko City. To this end, the Myoko Club Zermatt organizes private meetings with Japanese guests and friends in Zermatt and accompanies and supports student exchanges. Two years after

The twinning of Myoko Kogen and Zermatt was the first time in November 1999 that contact was made between between Myoko Junior High School and the Zermatt Orientation School. Across language and cultural barriers, the young people spend happy days and make friends. Engaging with a foreign culture is enriching for the young people; they can practice tolerance and openness. The exchange between Japanese and Zermatt school classes and the resulting experiences is very valuable and forms a good basis for tourism in Zermatt. Over the past 20 years, visits between the

He also reported on his travels. He produced films and TV reports about mountain tours and ski runs in the Alps for Japanese television stations. He also wrote books and newspaper reports. For more than 40 years, he visited Zermatt annually with his guests. Tsuyoshi Ueki has now passed away at the age of 85.

#### Myoko and Zermatt – a twinning par excellence

For decades, Japanese tourists have been loyal guests of Zermatt. They appreciate the high mountains and the unique panorama of the Valais Alps. Many guests from Japan return annually for mountain and ski tours, and friendships have developed over time. Thanks to Tsuyoshi Ueki and Amadé Perrig, the twinning agreement between Myoko and Zermatt was signed in the early 1990s . The Myoko Club Zermatt was founded in 2005.

The meetings took place at the Zermatt and Myoko City schools. After a coronavirus-related interruption, the schools now plan to resume contact via online meetings.

#### Builder of Friendship Myoko – Zermatt

Tsuyoshi Ueki was born in Myoko Tsubame Onsen, Japan, in 1937. In the mid-1960s, he was one of the first Japanese to come to Switzerland and the Alps, not only to climb mountains, but also

First contact from

Amadé Perrig

with Tsuyoshi Ueki
in 1975

#### In 2005 the Myoko Club Zermatt

was founded.



#### Thoughts by Amadé Perrig, former spa director of Zermatt, on the death of Tsuyoshi Ueki

The news of Mr. Tsuyoshi Ueki's death touched me, and I remember many unforgettable hours I spent with him here in Switzerland and in Japan. These memories will live on with me for a long time.

I first came into contact with Mr. Ueki in 1975, when I assisted him with the filming of a ski movie. Over the course of more than 25 years, I had the opportunity to get to know him intimately. I assisted him in the production of several reports for Japanese TV stations. It was always a pleasure for me to welcome his personal guests here in Zermatt. Among them were often personalities from politics, business, and entertainment.

Over the years, I have visited Mr. Ueki several times in Myoko. He has been a valuable ambassador for Zermatt and has opened doors for us with important organizations, the media, and the travel industry.

Thanks to him, we were able to carry out various promotional campaigns and projects in Japan. Mr. Ueki was a true friend of Zermatt. As an excellent skier and experienced mountaineer, he appreciated Zermatt's diverse ski area and extraordinary mountain scenery and spoke enthusiastically about our resort. He was always modest and never pushy, which is why it took several years before we decided to consider merging Myoko Kogen and Zermatt.

Mr. Ueki was generous in every way. According to Japanese tradition, he always delivered exquisite gifts and also supported the people of Zermatt during their visits to Japan.

Here in Zermatt, we endeavored to welcome him and his guests as equals, and during our visits to Japan, we presented him with memorable gifts from Zermatt. After all these years, it has n't always been easy to find new gift ideas. I would like to mention one extraordinary gift here. During the great earthquake in 1995 in the Japanese city of Kobe, Switzerland provided the Japanese with rescue dogs, which earned them considerable recognition in Japan. This rescue mission gave me the idea of giving the Japanese an avalanche dog, thus laying the foundation for the development of

A rescue organization in Japan, based in Myoko, was to be established based on the Swiss model. The project aroused great interest in Mr. Ueki, who, through his relationship with Japanese Prime Minister Ryutaro Hashimoto, was interested. We bought a puppy and named him Nomo. During three winter training sessions, Jun Sagara, a Japanese national from Myoko, trained in Zermatt with the German Shepherd Nomo under the guidance of the Zermatt avalanche dog handlers.

During these three years, the Sagara/Nomo team passed the A and B exams and completed their avalanche dog training with top marks, receiving the C certificate. In January 1998, an eleven-person delegation, including representatives from the municipality, the civic community, the spa association, and the hotel industry, traveled to Japan. The Zermatt delegation presented Nomo, the dog, to Mr. Ueki at an official reception at the Japanese Prime Minister's residence on January 22, 1998. This sensational gift was accepted on behalf of the country by Japanese Prime Minister Hashimoto. This reception generated considerable attention and generated corresponding media coverage in Japan as well as in Switzerland.

Thanks to the close and friendly ties to Zermatt and the good relationships with important organizations and personalities in Japan, Zermatt has benefited greatly from Mr. Ueki over the past 50 years. Not only did he bring many Japanese guests to Zermatt, but he also helped us realize various promotional projects in Japan.

I feel the need to express my sincere gratitude to Mr. Ueki for his valuable commitment to Zermatt and for our long-standing friendship. Tsuyoshi Ueki will always be remembered in my memory, and I am convinced that the Myoko Club Zermatt, under the leadership of its dynamic President Franziska Lutz, will continue to maintain friendly ties with Myoko Kogen in the future and continue the spirit of the long-standing relationship between these two places.







OS Zermatt and Junior High School Myoko City, November 2005, Myoko Corner

Municipality of Zermatt

### Playback Show Zermatt Unplugged

On Saturday, April 9, 2022, our young artists will be in the spotlight on the tent stage of Zermatt Unplugged.

After two years, JuBla Zermatt and the Mattertal Youth Office have once again organized a great show with the generous support of Zermatt Unplugged.

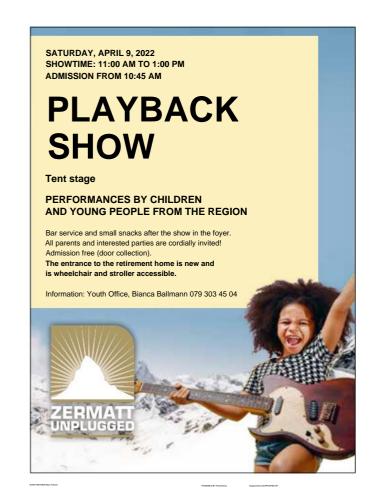
#### Playback Show

After Zermatt Unplugged had to be cancelled for two years in a row, the young artists are now once again performing on the large tent stage, where the big stars also perform in front of an audience during Zermatt Unplugged. Groups from grades 3H to 11OS will be there,

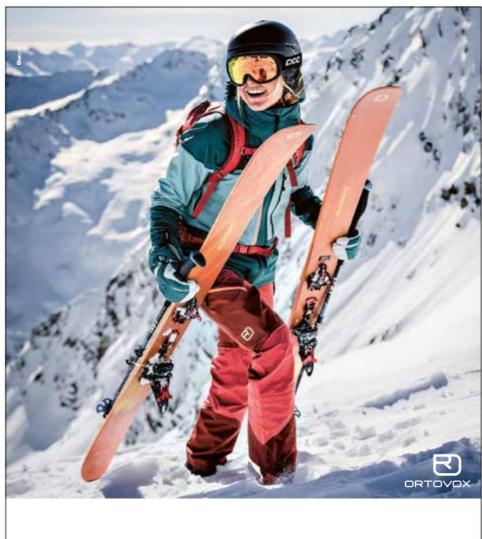
Free admission

performing live or in playback.

The doors to this unique show open on Saturday from 11:00 a.m. – everyone is cordially invited, admission is free. The various groups look forward to welcoming you among the audience.







GLACIER SPORT

Bahnhofstrasse 19, Zermatt

#### Municipality of Zermatt

### Feriu(s)pass Visp district, 18.–31. July 2022





Creative crafts, dancing, climbing, a soccer tournament, police work, Air Zermatt, and much more. Children from kindergarten to secondary school can enjoy a variety of interesting activities in the Visp district during the last two weeks of July 2022.

For just CHF 20 per child, you can travel on public transport in the district. In addition, you can use various mountain railways, swimming pools, climbing parks, and much more, and enjoy unlimited access to many basic attractions with the pass.

You can also choose from over 100 creative activities. Our program then assigns all children and young people from the district to the selected activities and tries to fulfill as many wishes as possible.

Even if your child cannot decide on an offer, it is worth looking at the basic offers and ordering a pass anyway.

#### How does the Feriu(s)pass District Visp work?

The flyer will be distributed by teachers in all schools during the week before the May holidays (please inquire if necessary ). Your children and young people can then select a few from the many offers and submit their registration to the appropriate address (PO Box 98, 3925 Grächen) before the registration deadline.

Starting June 8, 2022, the passes will be deposited at the local authorities and must be picked up there. The passes show children which activities they can attend. If your child is ill on the day of the program or is unable to attend at short notice, please inform the office. The place will then be allocated according to the waiting list.

**Important:** The Feriu(s)pass is very popular, and some activities have limited spots available per event. Therefore, your child may not be able to take advantage of all the activities they have selected.

#### Dates for the Visp District Holiday Pass

From 25 April 2022: Distribution of offer flyers in schools in the Visp district

28 May 2022: Registration deadline

8–28 June 2022: Passports available for collection at the municipalities in the office (see illustration)

We would like to take this opportunity to thank the providers for making this program available to the children and young people, thus making their time available and enabling them to experience unique experiences. We also extend our thanks to the schools and communities who continue to actively support us.

#### information

www.feriupass.ch or the Feriu(s)pass Secretariat in Grächen, 079 746  $\,$ 

We are looking forward to it  $\ddot{\boldsymbol{y}}$ 

Holiday Pass Commission District Visp





Municipality of Zermatt

### Zermatt Youth Fund – financial support

#### Applications must be submitted by 26 April 2022

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 express its sincere gratitude to all donorilable online

Only through this income is it possible to support the many great offers in Zermatt.

#### Active assistance

The youth fund's proceeds are generated through the proceeds of the folklore festival. To ensure the smooth running of the festival, the organizing committee needs many hard-working volunteers each year. In recent years, JuBla Zermatt has always been the sole youth organization, but we have changed this

Now, clubs and groups that have received a contribution from the Youth Fund are also being asked to actively help with the Folklore Festival.

#### Application review

The Youth Fund Commission, consisting of five members, is responsible for reviewing all submitted applications and subsequently allocating funding. The applications already submitted are currently being reviewed by the commission for completeness and accuracy

#### Submission of application

Decisions regarding financial support are made in April and November of each year. Applications for the current year can be submitted until April 26, 2022.

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

#### Submission of applications and any questions

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, Tel. 079 303 45 04

Website of the Youth Fund of the Municipality of Zermatt





Participants of the Regional Performance Center Zermatt (RZL Zermatt) in traini

#### imprint

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**Zermatt Tourism** 

#### "Go home, Rega!"

Dear insiders

Whenever someone gets into trouble somewhere in the canton of Valais, they are the ones who step in: Air Glaciers and Air Zermatt. Due to the topography and the high level of tourism, this happens several thousand times a year. People in need are helped quickly, competently, and to everyone's satisfaction. These two companies are far more than just rescuers who descend from the sky: they supply our mountain huts, build our cable cars, transport lost animals, and show our guests the world from a bird's eye view. They do all this in sunshine, but also at night, in wind and fog, and especially when it's a matter of life and death – often risking their own lives in the process.

They are known far beyond the cantonal and national borders for their courage, dedication, and innovation. They are an important image carrier for tourism and Valais as a whole, they are deeply rooted and accepted by the population: in short, they are our heroes!

Rega wants to force its way into this well-functioning system and cover the Valais with its bases. With its more than three and a half million patrons and

With a budget of millions, a Goliath faces our David. Should the rescue activities of the two Valais companies fall partly or entirely into the hands of Rega, not only will the existence of these two long-established companies be at risk, but Rega will also be taking away a piece of our identity. It will be taking away our heroes and heroines – and our history. We

Rega doesn't need them. Our politicians and authorities should also consider this carefully when they open the competition for the rescue contract in the canton: This is about much more than a selection process apparently prescribed by law and practiced only in Valais!

To support our "David," I recommend that the several thousand Rega patrons in Valais cancel their Rega membership (please state the reason for cancellation) and take out a new one with Air Zermatt or Air Glaciers. The services are exactly the same, both nationally and internationally. Yes, with Air Zermatt, ambulance transport is even covered.

Rega would do well to scale back its interest in Valais and, as in the past, maintain a good partnership with Air Glaciers and Air Zermatt. Because Rega's image is also at stake.

Sincerely

Daniel Luggen, Spa Director

Disclosure of interests: As a provider of tourist flights to the Zermatt-Matterhorn destination, Air Zermatt is an important component of the tourism offering. As a rescuer, in cooperation with the rescue station and the SAC Zermatt, it also plays a key role in ensuring the safety of the public and guests. Air Zermatt's positive image helps with tourism marketing.

#### **Zermatt Tourism**

### Digital reinforcement at Zermatt Tourism

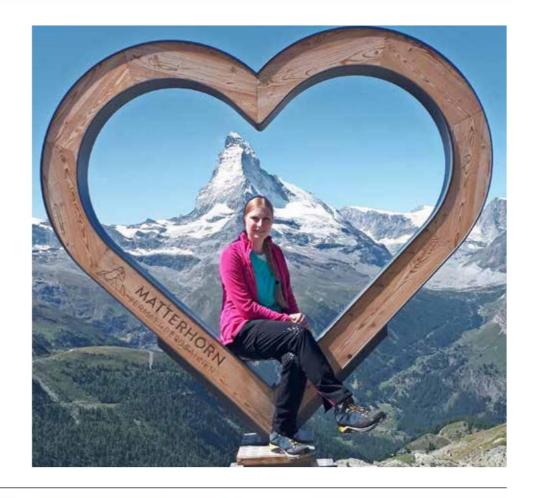
Karoline Splitt has been part of the Zermatt Tourism team since January 2022.

In her role as Bonfire Project Manager, she is responsible for onboarding service partners. Karoline completed her bachelor's degree in business administration while working and subsequently earned an MBA in event marketing.

In recent years she has worked as a project manager for energy seminars.

Karoline was born, raised, and lived in Berlin, with the exception of a stay abroad in Australia and New Zealand. After several visits to Upper Valais in recent years, she fell in love with the landscape of Zermatt.

Above all, the stunning mountain views impress her every day . In her free time, she enjoys being outdoors and is now looking forward to skiing and hiking in her new home.

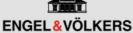


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Matterhorn Gotthard Railway

# Construction work on the Gornergrat Railway (GGB) – Spring and Autumn 2022

From mid-April to early

May 2022 and in autumn 2022,
safety work will be required
on the GGB section

between the Getwing Bridge
and the GGB tunnel as
part of the complete
renovation of the
Gornerhaus.



The work will require, among other things, the construction of a protective tunnel over the track system in the affected area. In addition, the overhead line will be deactivated for safety reasons, which is why the work can only be carried out during night shifts.

The night shifts are scheduled from Tuesday evening, April 19, to Saturday morning, April 23, 2022, and from Monday evening, May 2, to Friday morning, May 6, 2022. The remaining work will be carried out in day shifts. The construction site will be served by occasional construction trains from Zermatt station. In autumn 2022, the protective structures will be removed, and the protective roof at the GGB tunnel at the Gornerhaus will be renewed, expanded, and re-clad. This work will also have to be carried out during night shifts with the overhead lines off, and construction trains will also be deployed again. The exact dates for the work in autumn will be announced soon.

Unfortunately, significant noise emissions cannot be avoided during the aforementioned time windows. GGB apologizes to the residents and will work with the construction companies involved to reduce noise emissions to the lowest possible level.

#### Replacement train service for the Täsch-Zermatt shuttle

Due to construction work, there will be disruption on the nights of Sunday/Monday, 22/23. From May 24th to Tuesday/Wednesday, May 24th/25th, 2022, individual trips between Zermatt and Täsch will be operated by minibuses. The buses will run according to the train timetable:

Zermatt Bahnhofplatz from 22.30 Täsch		11.30pm	0.30		
Bahnhofplatz at	22.42	23.42	0.42		
Täsch Bahnhofplatz from	11 p.m.	23.36	0.00	0.17	1.00
Zermatt Bahnhofplatz	23.12	23.48	0.12	0.28	1.12

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Show



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Zermatt Citizens' Community

### A positive winter season for the Matterhorn Group

After an uncertain start to the 2021/22 winter season, the Matterhorn Group is expected to conclude it successfully.

The changes in the management team at the beginning of December with Jürgen Marx as COO and Fernando Clemenz as Head of Services have proven successful.

Previously, Jürgen Marx managed the Riffelhaus 1853, which was taken over by director Julia Vetter this winter season.



Fernando Clemenz (Division Services), Julia Vetter (Director Riffelhaus) and Jürgen Marx (COO)

Andreas Biner, President and CEO of the Group Executive Board, confirms that the changes in the management team have taken into account not only the strategic but also the operational leadership of the Matterhorn Group: "Despite uncertainties at the beginning of the winter season, particularly surrounding COVID-19, we in the Group Executive Board made intensive preparations to accommodate the growing business segments and prepare for a post-COVID world. We were able to recruit experienced employees with many years of experience of the Matterhorn Group for these important positions in the management team. We are therefore confident that we will be able to meet the demands of the future."

The foresight has paid off. The Matterhorn Group is on track for a successful winter season, thanks in particular to the continued desire of foreign guests to travel. Chief Operating Officer (COO) Jürgen Marx looks back on the

tion on his first winter season in the Burgerhaus:
 «Thanks to the extraordinary commitment of our teams in
 We were able to successfully complete a challenging winter season at all our businesses. The Matterhorn Group has now set the course to implement numerous projects and innovations for its guests."

The catering division was previously headed by Fernando Clemenz, who has held various positions within the Matterhorn Group since 1993. Since December, he has headed the Services Division, which encompasses technology, IT, and quality management. The new director of the Riffelhaus, Julia Vetter, previously worked for five years as event and reservation manager at the Matterhorn Group AG and is currently completing a postgraduate degree in hotel management at Hotellerie Suisse.

«We were able to

demanding winter

season successful

dispute."







# **Grand Hotel Zermatterhof**

After 16 years as hotel director, Rafael Biner is leaving the Grand Hotel Zermatterhof to pursue a new professional challenge.

He will move to the neighboring Mont Cervin Palace as General Manager for the 2022/23 winter season.

He is expected to take over the vacant position as General Manager at the Mont Cervin Palace at the beginning of October 2022. The hotel has been part of Aevis Victoria SA since 2019 and is managed by Michel Reybier Hospitality (MR Hospitality - Gestion SA).

In his work over the past few years, Rafael Biner has seen numerous changes and developments in the Grand Hotel Zermatterhof and in the Matterhorn establishments With the award as "Hotel of the Year", the Grand Hotel Zermatterhof has shown that it can also

most difficult conditions to convince his audience

The Board of Directors and the members of the Group Management would like to thank Rafael Biner for his commitment to the company and wish him every success in his new role.

The Matterhorn Group AG has initiated the process of recruiting a new management team for the Grand Hotel Zermatterhof.

Show



Construction carpentry

**OLD WOOD** inside|outside Reclaimed wood furniture





Zermatt cable cars

### Matterhorn Alpine Crossing – Step by step towards the goal

The winter break at the Matterhorn Glacier Ride II construction sites is over, and construction work resumed in February. In the first phase, the construction sites on the Klein

Matterhorn, the Testa Grigia, and the material depot at Laghi Cime Bianche were cleared of ice and snow. Strong winds during the winter months led to drifts and snow accumulations several meters high.



Anton Lauber, head of the construction department at Zermatt Bergbahnen, has spent several busy months at the office and is happy to be back out on the construction sites. Construction of the Matterhorn Glacier Ride II is entering the next phase. The weather and conditions at almost 4,000 meters are unpredictable and will continue to play a decisive role. "Fortunately, we can't influence the weather; it is and remains in the power of nature," says Lauber. Nevertheless, he is confident that the new Matterhorn Glacier Ride II, running from the Klein Matterhorn down to the Testa Grigia, can be put into operation in spring 2023.

#### The next phase

#### Installation of electromechanical railway technology

The gradually warming temperatures are ideal for tackling the remaining concrete work. Conditions should be as dry and mild as possible to allow the concrete to harden. In addition, in cooperation with Leitner

the cable car support structures will be assembled and the electromechanical components will be installed. During this phase, the construction team will be working with around 70 People who reach maximum size.

#### Three more phases planned until opening

In a further phase, the valley and mountain stations are expected to be almost completed by autumn 2022. This also includes the enclosure of the stations. The implementation of the photovoltaic system is also planned here. Around 45 panels will be mounted on the facade of the mountain station. The most spectacular part, the cable car, has now been scheduled for winter 2022/23, as there is less activity on the glacier during this time, thus reducing the effort required for safety work. In the final phase, the cabins will be installed and the Matter-

horn Glacier Ride II is about to undergo final approval by the Federal Office of Transport.





The construction of the Matterhorn

Glacier Ride II goes

into the next round.

#### Show

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22 Zermatt Inside

Zermatt cable cars

### Change in the ZBAG sales team

Eva Walliser will join the Zermatt Bergbahnen sales team as International Sales

Manager effective May 1, 2022. She succeeds Catherine Wichmann, who is embarking on a new professional challenge.

Eva Walliser, 36, has been working in the Central Services department and in various sales functions within the ZBAG team since 2020 Equipped with a marketing qualification and extensive professional experience in various sales positions, she will be responsible for managing key accounts, acquiring new partners, and developing long-distance markets. We are delighted to continue to rely on Eva's expertise and wish her much success in her new role.





From the editorial team

# Sustainable and environmentally friendly

The editorial team of "Zermatt Inside" is constantly thinking about the future of the magazine.

At our bi-monthly editorial meeting, we not only discuss a wide variety of topics and deadlines, but also the presentation, style, and added value we could create.

#### Paper is not just paper

For "Zermatt Inside," we now use NAUTILUS PROCYCLE – a special recycled paper made from 100 percent post-consumer waste. This paper carries leading environmental certifications such as the Blue Angel, FSC<sup>TM</sup>, and the EU Ecolabel. This gives even greater emphasis to sustainability in production and also sends a clear message about our commitment to the environment.



Show

# LOCALS ATTENTION!

Trail Running with
Martin Anthamatten and
Victoria Kreuzer on Saturday,

June 25, 2022



#### **KIDS CAMPS**

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CURIOUS? WWW.ZERMATTERS.CH/SUMMER

Zermatt History

### The stone axe in the «garden» – Relic from the Stone Age

During tunneling work for the Grande Dixence hydroelectric power plant, Jules

Pollinger discovered a Neolithic stone axe at a depth of 60 cm in the "Garten" field in May 1959. The site is located about 200 meters off

the path toward the Theodul Pass at an altitude of 2,400 meters.

The object lay in a black, charcoal-containing layer, which was not examined in detail at the time. The pointed-nosed axe is 34.3 cm long and was carved from an eclo-

This extraordinary find can now be seen in the impressive

> valuable Matterhorn Museum in Zermatt can be visited.

#### Similar finds in Brittany

Early on, researchers noticed the formal similarity of the Zermatt Stone axe with examples from faraway Brittany. Numerous large, pointed-nosed axe blades were discovered there in burial mounds and megalithic cult sites. These long stone axes were undoubtedly deposited there in a ritual context.

For a secular purpose, Neolithic people used significantly smaller, more functional blades. It was therefore originally assumed that the Zermatt-Garten axe had been imported from Brittany to the Alpine region. Recent studies by the research couple Anne-Marie and Pierre Pétrequin have now shown that the raw material for the Zermatt axe did not come from northwestern France, but from Monte Viso in northern Italy

There, the two discovered extensive quarries or quarries at 1.500 to 2.400 meters above sea level, where these long, pointed-necked tools were manufactured in the 5th and 4th millennia BC and distributed throughout Europe as highly polished prestige objects

#### In a backpack over the pass

way north from northern Italy over the main Alpine ridge. The carrier most likely crossed the Theodul Pass from the Aosta Valley . The precious

The Zermatt-Garten axe was thus in the "rucksack" of a Neolithic man on his object then found its way into the ground near Flur Garten.

The beliefs behind this ritual act of laying down remains unknown, as no written records from prehistory have been found.

After this votive offering, the unknown Stone Age man probably moved on...

#### Home with the war chest

Of particular interest are the more than 180 coins found

They allow for a precise dating of the mining accident. The most recent coin dates to 1600. Thus, the man must have died around or shortly after the turn of the century. The eight large silver coins from Milan, including one from Philip II (1554-1598), could indicate that the deceased was possibly in the service of northern Italy, presumably on his return journey to the Swiss Confederation. The remaining coins are small change from various regions, such as the Duchy of Savoy, the Margraviate of Messerano, but also from the cities of Solothurn, Lausanne, Chur, Salzburg, Friedberg, and Frankfurt.

> Neolithic axe from Monte Viso in northern Italy

Basically, two scenarios are conceivable: the axe was accidentally lost, or the prestige object was deliberately laid down . Since these pointed axe blades were often excavated at special locations such as stone cist graves, stone monuments, or landmarks (waterfalls, rocky cliffs, moors) - individually or in deposits of several pieces

\_ should also be the case for Zermatt. second scenario is more likely to apply

#### Deliberately buried?

The stone axe was probably found around 4000 BC in the Flur Garden, from where one has an excellent view of the majestic Matterhorn.



#### A notice:

Text and images are taken from the book «Focus Matterhorn - Zermatt History and Stories», 2015, rottenedition.ch

In May 1959

Jules Pollinger in

«Garden» a Neolithic

temporal axe.

**Zermatt Tourism** 

# With BIG SUMMER 2.0 to a successful summer

The end of winter also

marks the beginning of summer
—at least as far as
segment promotion is
concerned. Zermatt Tourism
is building on last year's
successes, but is
incorporating new
elements into the summer
campaign.

Zermatt Tourism intends to once again
Summer with a «BIG SUMMER» convince

The summer campaign starts on 18.

April 2022 for overseas markets such as North America and Australia and 1.

May 2022 for the national and European markets will focus on hiking, biking, family, culinary delights, and events. The focus will be on the top experiences that make the Zermatt – Matterhorn destination

has to offer: a diverse offering with the finest culinary offerings and unique outdoor opportunities. The community has a say in this: Each month, they vote to decide which offers will be tested and presented. Live broadcasts from the destination will also be included in the global promotion of the summer campaign, allowing guests to feel close to the destination despite the distance.

Thanks to optimized weather targeting, an even more weather-

More specific advertising is possible. For example, ads from sunny Zermatt can be shown to people who are currently in a rainy region.

#### Autumn challenges

In the fall, the "BIG SUMMER extended," the potential of the golden season will be more fully exploited. This season offers the opportunity to extend the promotion – however, this also requires the appropriate offerings, such as attractive opening hours for cable cars, restaurants, and hotels. The period surrounding the World Cup races in Zermatt/ Cervinia is emerging as a challenge – new offers must be created to close gaps. Zermatt Tourism is counting on

once again on an intensive and valuable cooperation with the various

Service partners.

#### Summer 2022 is set to

#### be even bigger

Despite another difficult summer last year, partly due to the inconsistency of the weather,

Zermatt Tourism achieved a turnover of over CHF 465,000 – more than half of which was generated through Google Ads. In the display segment, Zermatt Tourism recorded a 78 percent increase in sales . These successes demonstrate that the existing summer campaign is working; therefore, Zermatt Tourism is sticking with it this year and is looking forward to it with great

de and optimism for a BIG SUMMER in the destination Zermatt – Matterhorn.

