






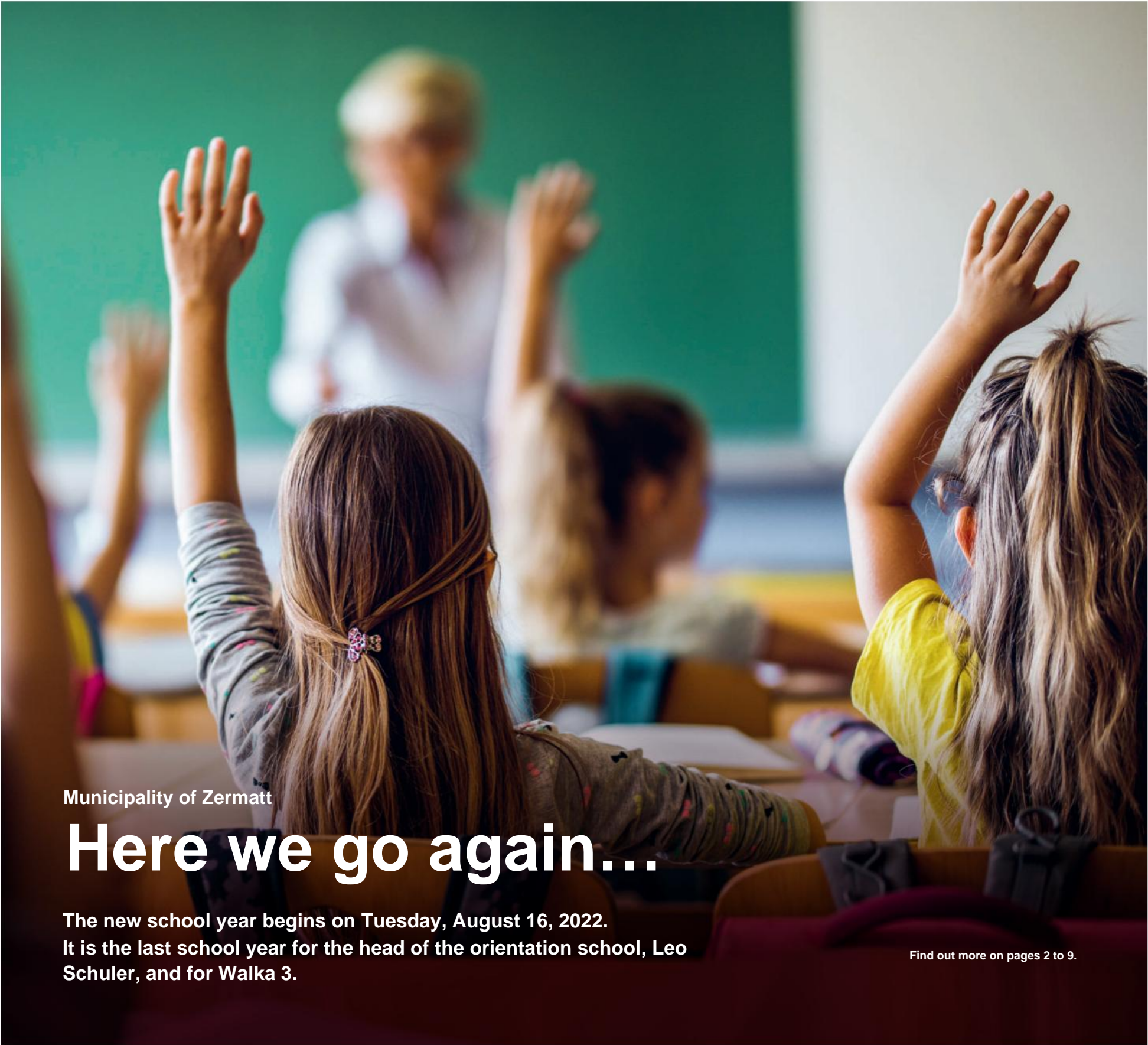
# ZERMATT INSIDE

August 2022, 20th Year, No. 4



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

<b>Municipality of Zermatt</b>  <b>Solemnly</b> After 1854 and 1964, the new municipal flag now shows the text «the lively Municipality of Zermatt» on the ribbon. Page 14	<b>Gornergrat Railway</b>  <b>Customer-friendly</b> POLARIS is the name of the five GGB's new multiple units. They are faster, smoother, barrier-free, and offer more storage space. Page 17	<b>Zermatt Citizens' Community</b>  <b>Welcome</b> Markus Marti has been with the company since 18 July new General Manager of Grand Hotel Zermatterhof and Member of the Group Management of the Matterhorn Group AG. Page 18	<b>Zermatt cable cars</b>  <b>Sustainable</b> In the Alpine Lounge at the Blauherd station, you can experience ecological sustainability firsthand in a modern look. Page 20	<b>Zermatt Tourism</b>  <b>Successful</b> Jana Lauber and Pauline Fischer were able to receive their certificate of competence as a commercial assistant EFZ in hotel-gastronomy-tourism this summer. Page 23
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Municipality of Zermatt

## Here we go again...

The new school year begins on Tuesday, August 16, 2022.  
It is the last school year for the head of the orientation school, Leo Schuler, and for Walka 3.

Find out more on pages 2 to 9.



Let's start with a review:

561 students from 23 nations and with 16

Last year, the schools in Zermatt and - under the motto "Together we are school."

Coronavirus has still kept us busy: in the Orient - tation school (OS) was tested and the Advent concert of the primary school (PS) took place without spectators in the parish church - Zermatt. In January, children from grades 5H to 10OS wore masks in class for extended periods; the reduction in isolation time was liberating for teachers, children, and parents alike. I do n't want to give the virus any more space at this point and

would much rather tell you about the great things that happened last school year.

The new subject «MIA (Media-Informatics-Application)» was - de was integrated into the subjects of German and Math for the first time. Our children are the digital professionals of the future. With Pro - The children were introduced to the digital world through projects such as creating newspapers or "BeeBots" .

In the autumn, the Clean-Up Day took place, and in the PS, homework help was launched, which was carried out by Be - enjoyed great popularity from the beginning, and the OS celebrated its 75th birthday - congratulations!

In December, the Niww Walka construction site was shut down for the winter. The concrete slab had been poured, and the groundbreaking ceremony was planned for April. Incidentally, the last school year for Walka 3 begins on August 16. In the 2023/24 school year, the last building of the old Walka will also be demolished and then rebuilt .

In the second half of the year, normality returned to school life. The primary school ski week and the secondary school ski and snow sports weeks delighted our children in perfect weather. The two award ceremonies rounded off the - this fantastic program.

And then we have Jasmin Perren as school social worker - employee and thus gave us a very committed person - son in-house. Right from the start, Jasmin designed a complete media project for the Zermatt schools over the next few years. Every child from 4H to 11OS is trained annually on important topics such as cyberbullying, sex - ting, social media, online gaming, etc., are being sensitized and strengthened. It would be nice if more parents' evenings were attended in the future.

For next year, Jasmin plans to establish a class council in every class from 7H to 11OS. I wish - I wish her much success in this and all future projects.

In April, the foundation stone for Niww Walka was laid. The students had made crafts and asked clever questions.

All of them are additions to the time capsule, which will be given a prominent place in the new school building and may not be opened until the year 2100. Christophe Darbellay, State Councillor, and Romy Biner-Hauser, Community President, were also present. President, put their good thoughts and a bottle of wine into the time capsule.

Also in April, Denise Ruffiner from the Valais Health Promotion gave us the great news that the Täsch/Randa/Zermatt school region had been included in the School Network 21 - Due to our commitment to health promotion, we have been awarded the "Healthy School" label. This label is a wonderful endorsement, but also a commitment to continue focusing on the health of our children and teachers.

Speaking of teachers, there remains a shortage of them throughout Switzerland - ware. Our neighboring communities of Täsch and Randa have not found enough teaching staff. As a school region, it concerns us all to provide all children and young people with to enable a "school" of its own. This school year, children from grades 7H and 8H from Randa and Täsch will attend classes here in Zermatt. A big thank you to the teachers of these two grades for their extra effort and flexibility.



Schools Zermatt: 561 students  
and students from 23 nations and  
with 16 native language



ity and understanding. From you, dear parents, I wish for value - Appreciation, let us take care of our teachers.

Parents and family members were finally back at the 11OS graduation ceremony . In his speech, headmaster Leo Schuler mentioned the now 30-year-old motto "Joy reigns!", and this joy permeated the entire evening. I offer my sincere congratulations and wish the 57 graduates all the best for their future.

This new school year will also be the last for our principal of the Orientation School, Leo Schuler. Having served Zermatt's schoolchildren for 40 years, Leo will retire in the summer of 2023. retired. Here's to a great senior year, Leo!

The teachers' honors and farewells took place in the courtyard at the end of June. After 33 years of service to our children, Ros - Marie Salzmann is retiring. Thank you for everything, dear Rosmarie! I wish all the departing teachers much success and satisfaction in their future endeavors.

I warmly welcome the new teachers to the school - Zermatt and wish them a successful school year. Gra - I am teaching Sarah Gruber and Nena Schnidrig to secondary school level 1 Diploma. Michel Biffiger received the teaching qualification for the fa - Fine Art Design and Technical Design at OS level.

I would like to thank the school management and the school committee for the past good school year and look forward to working with you in the new year.

"Together we are school" was the motto of last year and would also be appropriate for this new school year. But I'm looking forward to many great projects and hereby reveal the new motto: "We are full of energy." Zermatt is an energy city, and for the new school year, I wish for a great deal of "good energy" from the children and young people, the teachers, the school administration, and also the parents.

Here's to a fantastic 2022/23 school year.

Sonja Sarbach-Schalbeter





Municipality of Zermatt

School year 2022/23

Start of school  
Classes begin on Tuesday, August 16, 2022, at 9:00 a.m.

primary school			
Class	teacher	schoolhouse	Room
1/2H1	Larissa Biner	Upper Mats 8	
1/2H2	Deborah Biner	Upper Mats 3	
1/2H3	Patricia Truffer / Anja Teysseire	Upper Mats 1	
1/2H4	Linda Zengaffinen	Upper Mats 2	
1/2H5	Rebecca Truffer	Upper Mats 4	
3HA	Stefanie Lauber	Upper Mats 10	
3HB	Susanne Stampfli / Melanie Amacker	Upper Mats 18	
3HC	Vanessa Lomatter	Upper Mats 9	
4HA	Johannes Terhaar	Upper Mats 12	
4HB	Fabienne Salzmann	Upper Mats 11	
5HA	Cécile Schopferer	Walka 3	332
5HB	Jasmine Zimmermann	Walka 3	343
5HA/5HB	Cornelia Pollinger	Walka 3	331
6HA	Lara Marie Kornfeld / Christine Fux	Walka 3	333
6HB	Eveline Brantschen / Yvette Zumtaugwald	Walka 3	334
7HA	Roman Imboden	Walka 3	344
7HB	Julia Graven / Larissa Biner	Walka 3	342
8HA	Alois Summermatter	Walka 3	352
8HB	Charleen Muhs	Walka 3	353

Specialist primary school teachers			
	teacher	schoolhouse	Room
religion	Pastor Stefan Roth	Walka 3	352 / 353
religion	Tania Schnidrig	Walka 3	343 / 344
religion	Judith Schuler-Kippel	Walka 1	KLZ / 324
Textile design	Christine Fux	Walka 3	351
Textile design	Eliane Schuler	W3/OM	5 / 351
Textile design	Manuela Hunziker	Walka 3	31
Technical design	Ivo Schuler	In the yard	432
Technical design	Michel Biffiger	Walka 3	325
Special education teachers	Lucien Fux	Walka 3	341
Special education teachers	Regula Guntern	Upper Mats 16	
Special education teachers	Ines Zatta	Walka 3	354
Special education teachers	Jennifer Schumacher	Walka 3	324
Special education teachers	Alexandra Henzen	Upper Matten KLZ	
School assistance	Eliane Schuler	Walka 3	KLZ
School assistance	Melanie Prodlinger	W 3 / OM	KLZ
School assistance	Sandra Perren	W 3 / OM	KLZ
German for foreign speakers	Joëlle Kronig Willisich	Upper mats	15
German for foreign speakers	Florbela Ferreira	Upper mats	17
German for foreign speakers	Andrea Zengaffinen	Upper mats	14
German for foreign speakers	Daniela Schmid	Upper mats	14
German for foreign speakers	Gaby Fux-Brantschen	Walka 3	367
German Intensive	Katja Herbstrith	Upper mats	14 / 367

Orientation school			
Class	teacher	schoolhouse	Room
9OS1	Sarah Gruber	drift	533
9OS2	Julia Roth	drift	522
9OS3	Carla Ziegler	drift	524
10OS1	Thomas Kronig	In the yard	442
10OS2	Michel Biffiger	In the yard	441
10OS3	Patrick Zumtaugwald	In the yard	In the yard
11OS1	Nena Schnidrig	In the yard	451
11OS2	Markus Julien	In the yard	452
11OS3	Jonas Taugwalder	In the yard	453

Specialist teachers orientation school			
teacher		Schoolhouse	Room
Nicolas Eyer		drift	532
Florbela Ferreira		In the yard	435 / 411A
Anne Imboden		drift	523
Franziska Imboden		sports halls	Triftbach / In the courtyard
Alexandra Mooser		In the yard	443
Sandra Perren		drift	523 / 533
Sonja Perren		In the yard	443
Judith Schuler-Kippel		In the yard	435
Jennifer Schumacher		In the yard	411A
Ivo Schuler		In the yard	432
Heike Seihn		drift	534
Robert Zimmermann		drift	511

Municipality of Zermatt

Changes in the teaching staff

primary school  
Resignations  
Diana Aleksic (1H/2H3)  
Christina Abgottspon (TG)  
Laurene Heldner (SHP)  
Vivienne Gruber (8HB)  
Dijana Antique (5HA)  
Seiya Büchel (6HA)  
Stephanie Aufdenblatten (1H/2H)  
Pierrette Wenninger (1H/2H3)  
Rosmarie Salzmann (TG)

Admissions  
Patricia Truffer (1H/2H3)  
Anja Teysseire (1H/2H3)  
Cécile Schopferer (5HA)  
Lara Marie Kornfeld (6HA)  
Eliane Schuler (TG)  
Manuela Hunziker (TG)  
Katja Herbstrith (DfF Intensive)  
Melanie Prodlinger (school assistant)

Orientation school  
Resignations  
Martin Zumoberhaus (after vacation year)

Admissions  
Sandra Perren (school assistant)

vacation year  
Mirjam Gobba

Service anniversary  
Nicolas Eyer 10 years  
Linda Zengaffinen 10 years  
Susanna Stampfli 20 years  
Alexandra Mooser 25 years  
Leo Schuler 40 years

School commissions  
primary school  
Sonja Sarbach-Schalbetter, municipal councillor  
Anton Lauber, Deputy, Municipal Councillor  
Pastor Stefan Roth  
Andreia Filipa Da Silva Bento  
Nicole Luggen  
Sandra Perren  
Judith Bauer  
Pino Mazzone, Headmaster PS  
Alexandra Henzen, Deputy Headmaster PS  
Stefanie Lauber, teacher representative Cycle 1  
Ines Zatta, teacher representative Cycle 2

Orientation school  
Sonja Sarbach-Schalbetter, municipal councillor  
Anton Lauber, Deputy, Municipal Councillor  
Pastor Stefan Roth  
Annette Fux, Municipality of Täsch  
Aldo Brantschen, municipality of Randa  
Christa Biner  
Bianca Ballmann, Youth Work Office  
Leo Schuler, School Director OS  
Alexandra Henzen, Deputy Headmaster OS  
Sonja Perren, teacher representative



Municipality of Zermatt

School and holiday schedule for the 2022/2023 school year

School start: Tuesday, August 16, 2022, at 9:00 a.m.  
End of school: Friday, June 30, 2023, evening

Holidays  
Autumn holidays: Fri., 7 October 2022 evening to Mon., 24 October 2022 morning  
Christmas holidays: Friday, November 23, 2022 evening to Monday, January 9, 2023 morning  
Sports holidays: Friday, March 3, 2023 evening to Monday, March 13, 2023 morning  
Easter holidays: Thursday, April 6, 2023 evening to Tuesday, April 11, 2023 morning  
May holidays: Friday, May 12, 2023 evening to Tuesday, May 30, 2023 morning

Holidays  
Tue., 1 November 2022 / All Saints' Day  
Thursday, December 8, 2022 / Immaculate Conception  
Mon., 29 May 2023 / Whit Monday  
Thu., 8 June 2023 / Corpus Christi

Municipality of Zermatt

Lack of teachers – pragmatic solutions sought

Zermatt and the Täsch/Randa school region are facing a significant challenge due to a shortage of teachers

The school administration, in collaboration with the municipal and school presidents of the three municipalities, the school inspectorate, and the Department of Education, sought pragmatic solutions . Since January, the primary school administration has been searching for teachers in Switzerland and abroad.  
Due to the shortage , the proven "Partner School PH Valais" concept will be reinstated in the 2022/23 school year . Two students in training will take over a class at the Zermatt kindergarten in tandem. Students from the Täsch/Randa school region will also attend grades 7H and 8H in Zermatt. This solution, and thanks to the teachers' willingness to teach larger classes, can mitigate the teacher shortage to a minimal extent, especially since people without appropriate diplomas will be employed for very small positions in the subjects of Textile Design and Intensive German .

Project «Partner School University of Teacher Education Valais»  
In the 2019-2021 school years, the "Partner School" project was successfully implemented in Zermatt schools in cooperation with the Valais University of Teacher Education . In the coming school year , several classes in Upper Valais will again participate in the Tannheimer Tal (Tennisch) project, starting in August.  
The shortage of teachers has caused concern among those responsible for the Department of Education and the Pedagogical

The University of Valais was encouraged to optimise the project and improve the framework conditions.  
The third year of study at the Valais University of Teacher Education (PH Valais) underwent structural changes: study and practice were linked even more closely. The project aims to provide students with a "live" entry into professional life, with careful supervision and advice from the school administration, a teacher on placement, and a course that is even more closely aligned with everyday school life . Lesson preparation, parent-teacher meetings, team discussions, classroom management, joint planning, team teaching, etc., are all responsibly prepared and implemented.  
These valuable experiences are not possible in the lecture hall.  
Anja Teysseire and Patricia Truffer will teach grades 1H/2H3 in collaboration with the kindergarten team . We wish the two trainee teachers much success in combining their studies and careers.

Pupils of 7H and 8H from Täsch/Randa attend classes in Zermatt  
Despite extensive efforts, two vacant positions in the Täsch/Randa school region could not be filled for the upcoming 2022/23 school year , neither with teachers nor with PHVS students. The primary school administration has sought suitable solutions.  
In discussions with the partners involved, a pedagogically and organizationally sensible interim solution was found for the school region : four schoolchildren from 7H and the entire 8H from Täsch and Randa will attend classes in Zermatt, starting in August.  
Schoolchildren and parents have already had experience with changing schools in recent years

to Zermatt. In the 2022/23 school year, two fifth-graders each will be placed in the classes of Roman Imboden and Julia Graven, and fourteen sixth-graders will be placed in the classes of Alois Summermatter and Charleen Muhs in Zermatt. This solution is only possible because the teachers are willing to teach larger classes. They deserve praise and recognition for this extra work. Thanks to the redistribution, there will no longer be any need to teach classes with 30 children in the school region . The decision was also made due to the positive experiences made in previous school years.

In the coming school year several more Classes in Upper Valais in Tandem of teachers taught in training.



Municipality of Zermatt

# “We are full of energy”

The main theme of the Schools Zermatt in

The motto for the 2022/23 school year is "We are

full of energy." This slogan is incorporated into school and teaching

development.

Furthermore, energy is experienced with all the senses, addressed, and implemented according to

Curriculum 21 within the framework of the "Energy School" project.

Zermatt is an energy city

The municipality of Zermatt has been an Energy Town since 2016 and has committed itself to a sustainable energy policy. The goal is to increase energy efficiency through energy-saving measures, reduce the consumption of fossil fuels, and instead use locally produced renewable energy. This distinguishes a municipality that has made above-average efforts in the area of its municipal energy and climate policy – within the available scope for action.

Energy School – We are full of energy

In collaboration with the Energy City association, Zermatt schools are making "energy" their theme. Alongside various energy-related projects, the slogan "We are full of energy" will be used throughout the school year and serve as a guide for children, young people, and teachers in school and teaching development.

What is an energy school?

An energy school is a school that engages with the topic of energy in depth, regularly, and holistically—both in class and throughout its school operations. For this commitment, it can receive the "Energy School" award from the Energy City association, which can then be recognized again every four years.

Goals are:

- "Energy" as part of the Curriculum 21 in the classroom to be addressed in all subjects
- The behavior of pupils, teachers and school staff in the conscious handling of finite to change resources
- The role model function within society with the concrete commitment to climate protection
- Energy consumption and energy costs in the school building to continuously reduce
- The share of renewable energies in the total to increase energy consumption

Become an energy school

Zermatt schools undergo a year-long process to become Energy Schools and strive to meet specified criteria . The "Energy City" sponsoring association provides support and various tools. Zermatt schools embed the sustainable use of resources in the school culture (school mission statement), implement an annual program of energy activities, and integrate the topics of energy efficiency and renewable energies into their curriculum.

“We are full of energy” – part of school and teaching development

A "school full of energy" is an organization that critically examines itself and moves forward, dares to try new things, and doesn't stand still. In the spirit of quality assurance, the school administration has set itself the goal of actively engaging with its own school and teaching culture with the necessary energy and motivation, defining measures, and implementing them throughout the school year. This is done in line with the pedagogical development priorities that the Department of Education has set for the schools of Upper Valais for the 2022–2026 school years:

- Dealing with heterogeneity (diversity)
- Assessment
- Digitization
- Media and IT – implementation of the module curriculum
- Introduction, implementation and supplementation of teaching materials in German, Nature/Human/Society and Textiles, Technical and Visual Design

Based on this, the school administration has developed a four-year school program and set priorities. Dealing with heterogeneity is a high priority every year due to the diverse composition of the student and teaching staff. However, in 2022/23, the focus will primarily be on competency-based support and assessment . In 2023/24, the Zermatt, Täsch, and Randa schools plan to further develop their digital transformation efforts and consolidate the implementation of the "Media and Information Technology MIA" modular curriculum. Furthermore, the construction of the new school building "Niww Walcha" is progressing, and the recruitment of teachers with appropriate diplomas for the primary schools are issues that require considerable energy from the school administration and the local community , in keeping with the motto: "We are full of energy."



We wish you a successful school year!



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Municipality of Zermatt

# People for homework help (supervised study) wanted!

The primary school will organize homework help (supervised study) for pupils in the 2022/23 school year.

It is aimed at primary school students (grades 3-8) who need support with their homework. However, it is not tutoring.

We are currently looking for three to four people to support the children in completing their homework independently and in their learning. They will help the students (groups of eight) understand the assignments and offer tips when they're stuck. Parents are ultimately responsible for ensuring that the homework is completed.

Homework help will be provided to registered schoolchildren on Mondays, Tuesdays, and Thursdays from 4:00 p.m. to 5:30 p.m. in small groups in the temporary Obere Matten facility (TG room) and will start in the week of August 22, 2022.

Interested parties can contact the school principal Pino Mazzone (027 966 46 29) and will be informed about the general conditions and compensation.



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23<sup>TH</sup> - 25<sup>TH</sup> SEPTEMBER 2022

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FRANZ MATTHEWS Electronica DJ and multi-instrumentalist

LARA DETTA Sophisticated pop music from Zermatt

D'JAY-ME Zermatt based electronica DJ

BEN WATLING Music producer and loop station artist

VALAIS SOCIAL DJ collective & community



Municipality of Zermatt

# Smartwatches – sensible use

During the past school year, teachers and school administrators have increasingly observed that children are being equipped with smartwatches and AirTags so that parents can always know where their little ones are.



Carlos Zuniga / Pixabay

Many are lulled into a false sense of security, and children become unsettled. The school administration has defined clear rules regarding the use of cell phones and smartwatches and, as part of the annual media projects , has raised awareness among parents, children, and young people about the sensible use of digital media!

False security?

Let's briefly recall our own youth: We would wander through the village in the afternoon or build huts in the forest, play soccer in some meadow or hide-and-seek in the neighborhood, drink water from the well , or go to the "street." It rarely happened that we told our parents about it in the evening, and they would have shown concern.

Family X is considering whether to buy a color smartwatch for their older boy when he starts kindergarten. "It would give me a sense of security knowing I can see where my boy is if he comes home late," says the father.

Experts, however, explain that these devices only provide a false sense of security. AirTags, cell phones, and watches, for example, could fail due to a dead battery. Parents are sending the wrong message to their children: "You can't make it out there alone."

Parents trust their children less to be independent, but they need to be able to experience autonomy, learn that they can go out alone and therefore have to remember when to come home . This helps children develop positive self-esteem and experience the self-determined life!

Small gadgets with a big impact

The colorful smartwatches are modern, everyone has one and you can do a lot with them: They count the steps and They measure your pulse, which can be used for chatting and filming. Parents even call children during class about trivial matters. This is fun for the children, but it also poses data protection issues.

AirTags are sewn into kids' clothes or hung on their school bags in case they get lost . They can be used to track backpacks, wallets, and other items thought to be lost . Once the phone and AirTag are connected, the user can use the app within Bluetooth range to trigger an audible alarm on the tracker or conveniently locate it using a map. With a little skill , it's also possible for other phones and tablets located near the tag to transmit their location.

Teachers, classmates, or the school class are also tracked using this technology, and their current location is transmitted to parents in real time: "Class X is currently in the gym, is now on its way to the school building, has now finished class, Teacher X is still talking to my child... etc.," This violates privacy.

**Clear rules:** The school administration has defined clear rules for the use of cell phones and smartwatches and discussed them with the students. The use of digital devices is prohibited before and after school on school grounds, during recess, and during class time . All devices must be turned off on the school grounds and in the school building and stored in school bags.

Smartwatches are not worn on the wrist or are left at home, AirTags are unwanted.

As part of the various media projects, we talked to the children about opportunities and dangers in the environment.

use of digital media and sensitized parents to this topic at information evenings.

Schools encourage moderate and correct use of digital media and offer support . Therefore, it is important that parents talk to their children about the use of the internet, tablets, cell phones, tags, and smartwatches and set boundaries.

Municipality of Zermatt

# App «parentu» facilitates access to hard-to-reach parents

The app for informed parents has been used in the municipalities of Randa, Täsch and Zermatt since 2019.

The "parentu" app informs parents in 13 languages about topics such as growing up, education, and raising their children. The app provides over 300 age-appropriate content for children from birth to 16 years of age. Birthday. An evaluation by the Zurich University of Applied Sciences (ZHAW) confirms that the "parentu" app is perceived as extremely helpful by parents and professionals, even reaching those who are difficult to reach. In 2021, "parentu" was actively used by 32,000 people, and 159,000 push notifications were opened.

Evaluation confirms impact

The ZHAW evaluation summarizes the impact as follows:

- «parentu» reaches parents who do not speak foreign languages and who have little education.
  - Parents who speak a foreign language use the app's content in a similar way to non-native parents. They find the app easy to use , rate the quality of the content as good for their families, and see the app's multilingual nature as an important advantage.
- Parents with little or no educational qualifications rate the app as extremely helpful. The app meets their need for knowledge and is perceived as beneficial for their families. They rate it as attractively designed and easy to use. Around three-quarters of them feel that "parentu" supports them in integrating into their living environment.

- The implementation partners find the app helpful and supportive in their collaboration with parents. The "parentu".
- The app clearly meets the licensee's expectations regarding the quality of the factual information and as a complement to their own offerings.

App «parentu»

The licensee for the municipalities of Randa, Täsch, and Zermatt is the Regional Integration Office of Upper Valais (RIO). It coordinates the local entries under the News and Events section. The app is developed and administered by the non-profit organization "paren-tu." This organization advocates for equal access to educational opportunities for children and supports the upbringing of all children in a supportive and healthy environment.

The delivery radius for regional information is defined by the three postal codes 3920, 3928, and 3929. Further information is available at [www.parentu.ch](http://www.parentu.ch) or by contacting [eva.jenni@integration-ow.ch](mailto:eva.jenni@integration-ow.ch) at the Regional Integration Office of Upper Valais (RIO) for further details.



Download the app to your smartphone today. "parentu" is free to use, freely accessible, and ad-free. Your privacy is guaranteed.

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# Clean-Up Day 2022

**for a clean Zermatt**

Zermatt Inside 11

## Recycling centers

A big thank you for your support. We are committed to ensuring that waste disposal continues smoothly and that there are no delays to public services, especially during the container exchange.





Municipality of Zermatt

# Diverse economy and better quality of life

**Zermatt and Täsch want to become more attractive as a business location and place to live. In May 2022, both municipal councils approved a concept and implementation plan for "Location Development and Promotion in the Inner Matter Valley." A lot of work now awaits.**

**“Location development and promotion” are dazzling terms** In many places, this primarily involves attracting new companies Some people understand this with nice sweeteners, while elsewhere they stand for good local politics per se. Following the style of Täsch and Zermatt, the new location policy is intended to make the Inner Matter Valley a place to live and work, as well as an economic hub. The location will be specifically upgraded as a complement to the recently founded cooperative for the promotion of affordable housing. Joint location development and promotion is also a priority of the current tourism strategy for the "Zermatt – Matterhorn" destination. It defines more attractive living, working, and residential conditions as "positions for success" and calls for the promotion of municipal cooperation. It is important to both municipalities that the different starting points in Zermatt and Täsch with regard to living and working are always duly taken into account.

- Broad implementation plan**
- The implementation plan now provides for a total of eleven measures that will be implemented gradually starting in autumn 2022. They range from information and networking activities to marketing measures and optimization of the planning and regulatory framework and public infrastructure.
- Location development/promotion (SEF):**
- Planned measures
- Mobilization of unused or poorly used apartments (in cooperation with a new cooperative)
  - **Review of regulatory provisions and incentives in favour of** Primary residences
  - Advertising and raising awareness for living in the Inner Mattertal
  - **Coordination of recruitment, accommodation and integration** of workers
  - Promotion of meeting and leisure activities
  - Development of a strategy for attracting new companies
  - Search for research/educational institutions for presence in the Inner Mattertal
  - Coordinated mobilization of commercial premises and creation of commercial zones
  - Promotion of landscape management and biodiversity
  - Establishment/commissioning of a specialist SEF office
  - Securing SEF start-up funding with third-party funds

The first step is to advertise a motivated and communicative person who will be responsible for processing and coordinating the planned measures in a mandate or employment relationship. In the future, it will also serve as a contact and advisory center for all those who want to advance the Inner Matter Valley with entrepreneurial and other innovative ideas.

The concept and implementation plan for the new location policy were developed by a joint commission of authorities starting in mid-2021. Mario Fuchs, Annette Fux, and Judith Mooser (Täsch), as well as Romy Biner-Hauser, Anton Lauber, and Stefanie Lauber (Zermatt), participated. From now on, the commission will assume strategic management of the joint location activities and oversee the specialist office. An expansion of the commission to include key partners from the region is already being considered.

**Fair cost sharing**

Implementing the planned measures entails gross costs of a good CHF 100,000 per year, including the full costs of the specialist department and external contracts. The cost estimates do not include possible contributions from the federal government, canton, or other agencies, which should be addressed as soon as possible to co-finance individual measures. Such third-party funding would provide corresponding relief for both municipalities . Either way, the commitment is likely to be economically worthwhile, as the measures will ultimately increase jobs and income in the Inner Matter Valley.

Regarding cost sharing, the municipal councils of Täsch and Zermatt have agreed on a general distribution key at the request of the preparatory committee . According to this key key, the municipality of Zermatt will cover 60 percent of the costs, and the municipality of Täsch will cover 40 percent . The fact that the two municipalities have equal voting power on the steering committee is part of the deal.

With the launch of a joint location policy and the simultaneous establishment of a housing development cooperative, the municipalities of Zermatt and Täsch have taken a major step toward closer cooperation. However, for the success of both projects, it is important that as many local and regional companies, associations, and private individuals as possible contribute and participate in the joint activities.

Municipality of Zermatt

## News from the library ...

**Anja Meichtry will be joining the library team in August 2022. She briefly introduces herself:**

My name is Anja. I grew up in Agarn and attended primary school there. After completing my commercial apprenticeship, I spent several years in Montreux and Bern. In 2006, I moved back to Valais. I was lucky enough to find a job in Zermatt. This is where I now call home.

I've found it – I feel very comfortable. I can enjoy pursuing my hobbies: hiking, skiing, cooking, and baking. I spend a lot of time in nature with the children. Culture and reading also enrich my free time. That's why I'm all the more excited to be working in the library starting in August and to welcome you, dear readers, there. I'd like to share a few thoughts with you:

**Friendship**

Friendship – what a great word!

Have fun

Giving joy

Get joy

Sharing joy

have fun together

do things together

stick together through thick and thin

the most important thing: being there for each other

listen

help

Share time

to be happy!

See you soon – in the library or in the village

Anyia



from left: Karin Biner, Silvia Burgener Bächler and Anja Meichtry

Municipality of Zermatt

## Extended opening hours Community Library

**Monday and Tuesday:**  
10:00 – 12:00 and 16:00 – 20:00

**Thursday and Friday:**  
10:00 a.m. – 12:00 p.m. and 4:00 p.m. – 7:00 p.m. (New from 1 July 2022 also open Thursday afternoons)

**Book Bath in Zermatt:**

"Book Bath" is a bus filled with books that will stop in Zermatt from Monday, 5 to Thursday, 8 September 2022.

The bus contains approximately 400 books in German, French, and 60 immigrant languages. It is equipped with beanbags, lounge chairs, rugs, and cushions. It is a space that invites discovery and relaxation. The Bibliobus is a meeting place for reading and multilingual entertainment for children and young people. All who enjoy books are welcome.

The Zermatt Municipal Library is participating in this project. Further information will follow on our website.



**By the way:**

Starting with the new school year, the school library will also offer books in Portuguese for loan.



**imprint**

Publisher: Municipality of Zermatt (EG), Citizens' Community of Zermatt (BG), Zermatt Tourism (ZT), Zermatt Bergbahnen (ZB), Matterhorn Gotthard Bahn / Gornergrat Bahn (MGB/GGB) Editorial committee: EG: Oliver Summer matter (Coordinator), ZT: Sabrina Marcolin, BG: Claudia Beaufort, MGB/GGB: Barbara Truffer, ZB: Marc Lagger Editorial processing, advertisements, and subscriptions: rottenedition gmbh, Rico Erpen, info@rottenedition.ch, +41 79 344 16 44 Layout: pomona.media, Visp Printing: Valmedia, Visp Your opinion is important to us: inside@zermatt.ch



# The new municipal flag

The flag was blessed and inaugurated. It was then ceremoniously carried through the village by the flag bearer in procession.



The old flag from 1854 already bore this inscription, with "Zermat" spelled with only one "l," and this inscription should be preserved as a contemporary witness. Our ensign, Viktor Perren Jr., checked with this Fetzer of the Idiotikon regarding the spelling and received the following answer: An officially regulated orthography of the German language has not existed for very long; the first Orthographic Conference to establish uniform rules with participants from the German Empire, Austria, and Switzerland took place in 1876 (without result), and the Duden dictionary, commonly used as the standard, was published.



Common rules for spelling were first established in 1880, and it wasn't until the 2nd Orthographic Conference in 1901 that common rules for spelling were established. Before that, writers probably oriented themselves toward an ideal or a spelling that they considered standard (for example, the 1854 flag reads "Gemeinie" (community), not the dialectal "Gmein").

However, because there were no general rules, many variations in spelling still occurred in the 19th century without being considered spelling errors (even the spelling Zermat instead of Zermatt cannot really be considered an error).

That the 1854 Zermatt flag now reads "Ieblich" instead of "Iöblich" is not surprising, since Valais is one of the regions where the "ö" is rounded to "e" and the "ü" to "i" (hence, "Hiischer" and "mege" as most of German-speaking Switzerland). Since "Iöblich" naturally comes from "Iob" (praise), the spelling with the umlaut "ö" is obvious, but the person who inscribed the flag in the 19th century based this word on the local pronunciation.

Finally, there remained the question of the possible flag godmother. We learned that a flag godmother is only customary for club flags, but not for community flags.

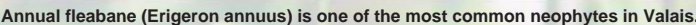


Image: Manfred Richter / Pixabay

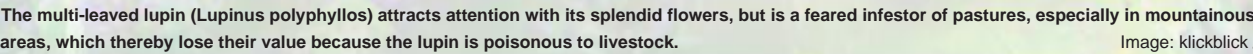


Image: klickblick / Pixabay

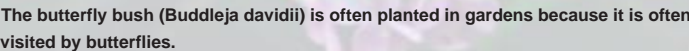


Image: István Asztalos / Pixabay

These plants are often planted as attractive garden plants and can then establish themselves in the wild . This process is considered one of the main causes of biodiversity threats. Our gardens play a major role as pathways for invasive plants such as butterfly bush, lupine, and annual fleabane.

The community looks forward to as many participants as possible.



Municipality of Zermatt

# Zermatt town planning revision: Public participation

The municipality of Zermatt is revising its town planning. The draft is available and can be viewed at the Zermatt Municipal Building Department (EWG) and on its website for 30 days starting Monday, October 3, 2022.

To present the draft, two information events will take place in the Triftbachhalle on Friday, September 30, 2022, at 3:00 p.m. and 6:00 p.m.

### Basis for the local planning revision

Following the establishment of planning zones, the preparation of the density and open space study, and the updating and supplementation of the spatial planning concept in 2019, the EWG has now prepared the draft of the local planning revision.

localt is an important concern of the council to involve the population intensively in the processof local planning revision.

Romy Biner-Hauser, Mayor

A public event was held as part of the update and expansion of the spatial planning concept. The public's expectations were reflected, and feedback and suggestions were received. Subsequently, the land -use plan (building zone plan and regulations), which is binding on landowners and is specific to each parcel, was developed . The draft of the revised land-use plan is now available.

### Qualitative development of Zermatt in the foreground

The focus of the revision is the qualitative development of Zermatt as a living space for the population and as an international tourist destination. The attractive center of Zermatt is one of the focal points of the municipality. In order to ensure that the already densely built-up area remains

To ensure that the area retains its attractiveness for future generations, targeted and forward-looking development is required. The focus is on versatile open spaces, a diverse settlement structure, good transport connections between neighborhoods (e-buses and taxis) , and a modern network of pedestrian and cycle paths.

«We attach great importance to population a Draft of onebefore, Focus on the qualitative developmentf Zermatt and also leaves sufficient scope for the next generation.»

Anton Lauber, municipal councillor

In the surrounding village areas, the focus is on high-quality preservation and careful development . The existing building structure is to be preserved. remain, their integration into the diverse natural and cultural landscape is ensured.

### Public participation

As part of the public participation process , the entire population is invited to participate in the planning process and to submit written suggestions or comments on the draft .

Two information events for public participation will take place on Friday, September 30, 2022, at 3:00 p.m. and 6:00 p.m. in the Triftbachhalle.

Public participation will then take place from Monday , October 3, 2022, to Thursday, November 3, 2022. The documents are available in the EWG Construction Department and can also be found on its website.

During the publication period, the EWG Zermatt will also offer consultation hours upon request, during which individual questions can be answered.

### Next steps: The

drafts of the zoning plan and the building and zoning regulations will be submitted to the State Council for preliminary review. The suggestions from the participation process, as well as the comments and applications from the preliminary review, will be reviewed and incorporated into the finalization of the drafts. Following this, the drafts will be made available for public consultation. The revised local planning plan will then be submitted to the general assembly. Final approval (homologation) will be granted by the State Council.

### Zermatt town planning revision: Information event on public participation

At the beginning of the public consultation, the EWG Zermatt will inform the interested public about the content and status of the local planning revision. The EWG's spatial planning working group and the project managers of the commissioned planning offices will be present.

The EWG looks forward to as many participants as possible.

When Friday, 30 September 2022 at 3 p.m. and 6 p.m.

Duration 1.5 to 2 hours

Where Triftbach Hall

Registration is not required.

Contact person: Stefanie Lauber  
Head of Construction  
Department 027 966 22 53  
stefanie.lauber@zermatt.net



Matterhorn Gotthard Railway

# «Roll-in» of the new multiple units for the Gornergrat Railway

The Gornergrat Railway will receive five new multiple units in time for its 125th anniversary next year.

On Thursday, 1 September 2022, the roll-in of the first "POLARIS" will take place ("Popular Landscape Railway In Switzerland") will take place in the presence of invited guests from Zermatt's tourism partners, project participants, and the manufacturer Stadler. A varied program centered around the POLARIS will be organized for participants, starting at the GGB station in Zermatt, followed by an entertaining ride up the Gornergrat , and concluding with the ceremonial commissioning.

The new trains are particularly customer-friendly and barrier-free. The vehicles feature low-floor entrances, a modern customer information system, faster travel, and smoother rides. Furthermore, the multi-purpose compartments offer more storage space for winter sports equipment and bicycles.

The POLARIS on the way to Zermatt.



The POLARIS during test drives on the Gornergrat.



Show





Zermatt Citizens' Community

## Welcome to Zermatt, Markus Marti!»

Markus Marti has been the new General Manager of the Grand Hotel Zermatterhof since July 18, 2022, and in his role is also a member of the Group Management of the Matterhorn Group AG, the operational arm of the Zermatt community.

Previously, Markus Marti managed the Chalet RoyAlp Hotel & Spa Switzerland (a member of the Leading Hotels of the World) in Villars-sur-Ollon and a sister hotel in Provence. The 59-year-old Swiss national from the Bern region prevailed over numerous competitors for the new position in a multi-stage application process. During his long career, Markus Marti managed several Mövenpick Hotels in destinations such as Sri Lanka, Saudi Arabia, and the Maldives. He draws on extensive experience in the F&B and Rooms sectors. "As a host, I am delighted to apply my knowledge of the resort hotel industry in Zermatt, Switzerland's most famous mountain destination." Markus Marti already has a special first season ahead of him: Due to the Ski World Cup, the summer season at the Grand Hotel Zermatterhof this year runs from June 17 to November 6, 2022.



Markus Marti:

"I am happy

on Zermatt!»



Zermatt Citizens' Community

## Rope compositions in Hotel Riffelhaus 1853

Lucerne-based artist Julian Hess creates art from various ropes, including mountain guide ropes and theater ropes. In collaboration with the Zermatt community, he has given the hotel rooms at the Riffelhaus 1853 an artistic touch inspired by the world of mountain guides.

Julia Vetter, hotel manager of the Riffelhaus 1853, gazes at the hotel's walls in amazement: "Julian Hess's paintings are a perfect fit for the Riffelhaus. Almost every room is decorated with a different painting, but they all depict the unmistakable rope towers that Julian Hess created for reflection and enjoyment. I'm excited to see how the guests react."

The artist Julian Hess was born with Down syndrome in Lucerne in 1993. Since childhood, Julian has been painting and drawing, spending a lot of time creating rope and string structures. He listens to music or audiobooks while doing this. At home, he creates constantly changing rope creations in his room almost every evening, which he occasionally photographs and exhibits.

Through a designer friend, Philipp Clemenz from Valais, who has worked closely with the Zermatt Civic Community and the Matterhorn Group AG companies for decades, the images caught the attention of Civic Community President Andreas Biner and thus made their way to the Riffelberg. "Julian Hess's images give hotel guests a conversation starter that goes beyond the view of the Matterhorn. The famous mountain guides of the past, who are also on display at the Riffelhaus, would certainly have enjoyed them."



The perfect

Start the day



Zermatt cable cars

## Gondola breakfast

After the successful "Fondue am Seil" event in mid-July 2022, the second event in the "Taste of Zermatt" series will take place on August 14, 2022.

The gondola breakfast in the new Matterhorn Express cabins offers the perfect start to the day. During the 70-minute ride via Furi and Schwarzsee, you can enjoy unforgettable views of the surrounding mountains and a breakfast of local specialties. The gondolas seat four people. It's best to follow the scent of freshly baked bread from the village and board at the Matterhorn Glacier Paradise valley station.

Or simply book directly:



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Zermatt cable cars

## Making sustainability tangible – Alpine Lounge Blauherd

**Zermatt Bergbahnen AG is the largest cable car company in Switzerland and, with approximately 280 employees, one of the most important employers in the Matter Valley. The company assumes its responsibility as an industry leader at various levels, including in all three areas of**

**Sustainability: ecology, economy and social issues. Since the beginning of the winter season in December 2019, the topic of ecological sustainability can be experienced firsthand in the Alpine Lounge at the Blauherd station.**

Directly next to the turnstile, which is used for the journey from Blauherd to the Rothorn, the infotainment area has had a new and modern look since December 2019. Here, guests can refer

len, enjoy the perfect view of the Matterhorn through the large window and at the same time become aware of issues surrounding Zermatt's natural landscape and the Zermatt Bergbahnen's use of resources .

Those who take a little time here will learn fascinating facts about the flora and fauna, the Alps, local animals, and artificial snowmaking. A wooden island has been created in the center of the room to provide seating. Four freshly upholstered armchairs from the old Kummel lift provide additional comfortable resting areas.

Right next to the entrance there is also a charging station for smartphones and a hot and cold water station.

So, if you want to know exactly what Zermatt's endemics are, what the tracks of the local animals look like, or how many smartphones can be charged per year with the solar power produced by the Zermatt mountain railways, you will find more than just fascinating answers in the Alpine Lounge at the Blauherd station.

### Mountain Care

«Think fair – act fair» is the claim of the self-created label for Sustainable souvenirs are subject to seven strict rules, of which an item must meet at least two to carry the label.

However, most items already meet more than two of the rules. Whether a contribution goes to climate protection projects, the regional production of products, or the use of recycled materials – each criterion accelerates the transformation process currently undergone by Zermatt Bergbahnen.



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Zermatt Tourism

## With the help of Image video for new employees



**Zermatt Tourism is launching an image video to counteract the shortage of staff at the destination. The nearly two-and-a-half-minute video is intended to showcase the passion and motivation of the employees and encourage potential applicants to submit their applications.**

The passion for outdoor sports, the joy of interacting with guests and service partners, and the "fascination of the Matterhorn": these are the things that unite the employees of Zermatt Tourism.

These attributes have now been summarized in an image video and are intended to motivate visitors to also establish a foothold in the Zermatt – Matterhorn destination. Zermatt Tourism has also launched the job page Applicants will now find valuable information about Zermatt Tourism and the destination Zermatt – Matterhorn, useful links, a to-do list for the first few weeks, and answers to the most burning questions from newbies.

Resort director Daniel Luggen hopes to demonstrate that a new beginning at the foot of the Matterhorn can be worthwhile: "Those who work at Zermatt Tourism benefit from working for a modern employer. Part-time and continuing education opportunities, flexible working hours and locations, legendary team events, and above all, one thing: working amidst the most beautiful mountains in Switzerland."

With this image video and the newly launched job page, Zermatt Tourism aims to set a good example for other service providers in the destination. Only with innovative and attractive approaches is it possible to recruit new, competent staff and retain good employees in the destination.

The Zermatt Tourism image video is a self-production that was developed and produced entirely in-house.



scan and discover

The new job page and the image video of Zermatt Discover tourism

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Zermatt Tourism

# New management at Zermatt Tourism: Fresh wind and lots of power

Since mid-July, the management of Zermatt Tourism has been complete again: Together with Peter Kronig, Selina Döringer and Fabrizio Gull, Resort Director Daniel Luggen wants to write the next chapter of Zermatt Tourism.

Following the departures of Christian Ziörjen and Janine Imesch, the management team is fully staffed again. Selina Döringer and Fabrizio Gull, who previously jointly led Moosalp Tourismus AG and Moosalp Bergbahnen AG, are joining the team. Döringer, the new Head of Marketing, takes over from Imesch, and Gull follows in Ziörjen's footsteps as Head of Destination Services. The Zermatt Tourism management team is complemented by long-time employee Peter Kronig, Head of HR, Staff Management & Strategy, and responsible for Corporate Development.

Resort Director Daniel Luggen is delighted to be able to work full speed ahead again with his colleagues on the management team : "The additions of Selina and Fabrizio bring a breath of fresh air to the company. With their energy and drive for further development, we will be able to further drive Zermatt Tourism forward," says Luggen. He adds: "I am also extremely pleased to welcome Peter Kronig as a member of the management team . No one else knows the company as well as he does; Peter has been working for the destination for over 26 years, and our collaboration has always been excellent."

In addition to the Management Board, the extended management of Zermatt Tourism consists of Samira Burgener, Team Leader of the Guest Service Center, Sabrina Marcolin, Content & Media Manager, Suzi Steiger-Preradovic, Head of Digital Marketing, and Jana Suter, Event Manager.



New management at Zermatt Tourism (from left): Daniel Luggen, Peter Kronig, Selina Döringer and Fabrizio Gull



column

## Skilift first!

Dear insiders

What went through your mind when you first read about an impending power shortage? And what happened when the media reported on their front pages that the mountain railways might have to be shut down next winter ?

Honestly, I wonder how things could have gotten this far in a highly developed country like Switzerland. What's going wrong here? What have we missed? Who is responsible? And what can we do to avert the predicted scenario?

Over the past few weeks, we've witnessed millions upon millions of cubic meters of water thundering through the village every day in the raging Matter-Vispa River. In anticipation of what might be in store for us, it's truly painful to see this water flowing unused into the Swiss Plateau. Why?

Well, complaining and blaming is always the wrong approach; we must act. We all know that we live from tourism, and in winter, we live primarily from skiers . If they want to shut down our ski lifts , we must do everything we can to save electricity elsewhere. But where do we begin?

With the village lights or the toaster at the breakfast buffet? Should we store the electric bike in the basement right away? Doesn't the MGB still have a steam locomotive? Bring it on! In extreme cases, we'll turn off the washing machine – it's always better to carve down the slope in a dirty ski suit than not to carve at all! What is less important to you personally than skiing? Turn it off and save our winter season!

Or is it all just scaremongering after all?

Sincerely, Daniel Luggen, Spa Director



Zermatt Tourism

is proud of Jana

and Pauline.

Zermatt Tourism

# Successful apprentices at Zermatt Tourism

Two apprentices at Zermatt Tourism received their certificates of competence as certified hotel and catering managers this summer. Both Jana Lauber and Pauline Fischer will remain with the company.

Jana Lauber and Pauline Fischer completed a three-year apprenticeship as hotel, gastronomy, and tourism management assistants – with success. Pauline also successfully completed the vocational baccalaureate and passed the Certificate in Advanced English. During their apprenticeship, the two gained insight into various departments at Zermatt Tourism: they spent their first year in the Guest Service Center, followed by positions in the Finance, Events, Digital Marketing, and Marketing Services departments. Their apprenticeship was shaped by the coronavirus measures, which temporarily forced them to work from home and homeschool. Zermatt Tourism is all the more proud of their outstanding achievements.

Zermatt Tourism congratulates both on their certificate of competence and is pleased that both apprentices will continue to work for the company – at least temporarily: Jana Lauber has been working as a Digital Marketing Manager on a permanent basis since August 1, 2022, and Pauline Fischer will remain as an Events & Animation employee until October 15, 2022 . at Zermatt Tourism.

Interested in an apprenticeship at Zermatt Tourism? An apprenticeship position for a certified hotel, gastronomy, and tourism management assistant (EFZ) is still available for summer 2023. Interested parties can contact [direktion@zermatt.swiss](mailto:direktion@zermatt.swiss).

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«The people of Valais  
work very happily and hard  
and then have even more  
more enjoyment of the product  
that results from it.

Jens Grichting  
Managing Director of the Salgesch Wine Village Association

Zermatt Tourism

## “If Zermatt could grow vines, they would probably have very good wine of their own.”

What unites many people  
from Valais? The joy

with a good drop of wine.  
For the second summer  
season in a row, the wine  
village of Salgesch is  
visiting Zermatt with  
various wineries to sharpen  
the wine knowledge of  
locals and guests alike.

Jens Grichting, Managing  
Director of  
Sal-gesch Wine Village  
Association, about the  
partnership with Zermatt,  
wine culture and the  
fascination of wine.

Jens Grichting, what connects the wine  
village of Salgesch with Zermatt?

One of them is certainly the geographical proximity;  
we're both Valais destinations – it's just a stone's  
throw away for our guests. Furthermore, we share the  
same philosophy: we both strive to be "best in class"  
and stand for very high quality.  
Of course, the restaurateurs and winemakers also  
know each other  
and winemakers very well. We greatly value the  
collaboration with Zermatt Tourism; the team is very  
dynamic and open to new ideas that offer guests  
added value and a unique experience. If Zermatt could  
grow vines, they would probably have very good wine  
of their own. But since this isn't possible, they rely on  
partners from the valley.

Who should attend a wine tasting and what  
should be taken into account?

The wine tastings in Zermatt are aimed at anyone  
interested in regional products , who wants to learn  
something about wine , or simply enjoy a good time .  
Finding the right wine isn't that complicated; it's all  
about paying attention to your own taste. Basically,  
what tastes good is good. Simply put, you first pay  
attention to the color. You hold the glass up in the air  
and observe the wine's color intensity. Then you smell  
the wine and ask yourself how it smells, swirl the  
glass, and smell it again. Then you taste. These are  
the three factors: eyes, nose, and mouth.

How did wine culture originate in Valais – or in  
Salgesch?

Since World War II, the village has developed  
into a true winegrowing village, with viticulture  
being promoted, which is naturally also linked  
to the exceptional terroir. About 10,000 years  
ago, a rockfall occurred in Salgesch, resulting  
in very nutrient-rich soils , which were naturally  
ideal for viticulture.

Afterwards, the Grand Cru, today's hallmark of Swiss  
wine, originated in Salgesch . The Grand Cru was  
introduced because people at the time wanted to  
reduce volume and increase quality.

By “maximum grams per square meter”

Restrictions made it possible to increase the quality  
of the wine.

How do Valais winemakers compare  
internationally? What can Valais wine do that  
other regions can't?

Valais certainly has a superb terroir, and its geography  
is also very interesting – there's no other place like it  
in the world. We have a very large variety of varieties,  
which is very special; in Valais, even very small,  
indigenous varieties with their own unique character  
can be cultivated. Furthermore, the roots in agriculture  
are very important; the people of Valais enjoy working  
hard and are therefore all the more pleased with the  
resulting product.

Swiss wine is unfortunately not available abroad

very well known, which is due to the quantities we can  
produce here. 99 percent of Swiss wines are consumed  
regionally. This is a good thing, as it results in fewer  
deliveries and keeps the ecological footprint low.  
We're right in line with the trend – guests increasingly  
want more products from here, from the region.

Visit to the winery from Salgesch

Anyone who is wondering how the fine wines  
of the Valais winegrowers taste in the glass  
and who has yet to consider themselves a wine professional  
Anyone who wants to wrap their wines  
has until September 2022 to do so.  
Every Thursday evening at 5 p.m., a  
winery from Salgesch will visit Zermatt  
and present its own wines:

08/11/2022  
Hotel Berghof, Domaines Chevaliers SA  
  
18.08.2022  
Turbina Zermatt, Johanniter Winery

25.08.2022  
Chalet Hotel Schöneegg,  
Domaines Chevaliers SA

01.09.2022  
Hotel Zermama, Johanniter Winery

Zermatt Tourism

## Start of ticket presale “Matterhorn Cervino Speed Opening”

From 6:00 PM on August 30, 2022, tickets  
for various categories of the Matterhorn

Cervino Speed Opening will be  
available at [www.speedopening.com](http://www.speedopening.com).

Due to track capacity and the location of the  
finish area, spectator capacity is limited to 6,000  
seats per race.  
In addition, they will only be available online in  
advance on a "first come, first served" basis .

Tickets including accommodation and ski pass  
can now be booked as packages through  
Zermatt Tourism: [www.zermatt.ch/weltcup](http://www.zermatt.ch/weltcup)

The men's downhill races will take place on  
October 29 and 30, 2022, and the women's  
downhill races on November 5 and 6, 2022. The  
first part of the races – from the start between the  
Mountain stations of the two Plateau Rosa ski  
lifts to the Italian border – can be reached from the  
The event can be watched from the ski slopes.  
A public viewing area is also planned at Testa Grigia.  
On the Italian side, the races can be followed  
from the finish area.



First cross-border

Ski World Cup races

of history

advertorial

## 50 years of Taxi & Parking Christophe



The family business from Täsch is celebrating its anniversary this year.

In addition to reliable taxi service, parking and a petrol station with a workshop, it is  
characterized by friendly  
Service and a great spirit of innovation.

Always a smile on their face, always ready to share a good joke, always in a positive mood.  
Who doesn't know them – the Leander Imesch family from Täsch, who, together with their 25  
full-time employees, reliably chauffeur guests 365 days a year and offer other car-related  
services. This year  
The family business celebrates its 50th anniversary.

"When the company was founded in 1972, we started with just one car and six parking spaces,"  
recalls Leander Imesch. Over the years, the fleet, the range of services, and the number of  
employees grew – and in 2003, the company was converted into a public limited company. In  
2013, the family established a second business in Zermatt with E-Taxi & Transporte Christophe  
GmbH. "As the first and last point of contact for guests, we were now able to offer an even  
better

Service chain. The over 80 percent of regular guests speaks for itself."

Today, the company, now in its second generation, coordinates a variety of services: short-  
and long-distance taxi service with over twenty Mercedes cars and several electric vehicles,  
a parking lot with 250 spaces, a BP gas station, a workshop, and a towing service. They are  
also partners for passenger and material transport for various events such as Zermatt  
Unplugged, the Skitest, and the Intersport Ski Festival.

Relaxing and celebrating an anniversary—that wouldn't suit the Leander Imesch family .  
Instead, they're always coming up with new ideas to improve the customer experience or make  
customer service even more comprehensive. In late summer , they'll be opening the Christophe  
Logistics Center, a new warehouse in Täsch.  
Of course, in addition to warehousing, delivery and distribution to Zermatt are also included.  
Friendly service is included, of course.

We thank all partners for their trust and cooperation.



History of Zermatt

# Pastor Ruden – Church lord and Tourism pioneer

Zermatt church lord

Joseph Ruden made  
history as a pastor,  
tourism pioneer and  
hotelier.

Joseph Ruden was born in Zermatt on September 9, 1817, the youngest child of Moritz and Katharina Ruden- Kronig. He came from an old Zermatt family. The family line has been traced back to the 15th century.

After completing his compulsory schooling in his hometown, he decided to study at the

Jesuit college in Sion. There he was considered an excellent student. In the seminary at Valeria he prepared for the priesthood.

Priest in Zermatt and Naters

On September 22, 1840, Bishop Moritz Fabian Roten ordained the young Zermatt native a priest. After his first mass in his hometown, the new priest was called to the parish of Naters for six months to serve as pastor. He served his first pastorate in Erschmatt from 1841 to 1845. In 1845,

Ruden was appointed parish priest of his home parish by Bishop Peter Joseph de Preux . He served as village priest in Zermatt for two full decades . These were the "golden years of mountaineering," culminating in 1865 with the first ascent of the Matterhorn and the tragedy that accompanied it .

On November 4, 1865, he transferred to the pastorate in Naters. At the same time, he also served as dean of Brig. In 1874 , he resigned as pastor, but continued to serve as an assistant pastor for several years. In 1879, he retired to Zermatt. From 1881 to 1882, he served as parish administrator in Zermatt. His health was already severely impaired. He died on March 7, 1882, at the age of not even 65.

Tourism pioneer and hotelier on Riffelberg

During his time as pastor of Zermatt, he witnessed the annually growing number of tourists visiting the burgeoning tourist destination. As a far-sighted man , he realized that the emerging tourism industry represented an opportunity for the local population . This economic opportunity had to be seized. As a reminder: In 1852, Josef Anton Clemenz from Visp opened the Hotel Mont Cervin. In 1853, hotel pioneer Alexander Seiler leased Josef Lauber's inn – later the Hotel Monte Rosa. He acquired the flourishing business in 1854 and expanded it.

Pastor Ruden likely anticipated the development of tourism early on. He shared the view that the community should also enter the hotel industry. However, his idea initially fell on deaf ears. So three Zermatt priests took the initiative: Joseph Ruden, Joseph Kronig, and Mathias Welschen decided to initiate the construction of a mountain hotel on the Riffelberg . It opened in 1854 and was leased to Alexander Seiler. In 1862, the builders sold the "Riffelhaus" to the community. Finally, in the 1870s, the tireless Joseph Ruden was the driving force behind the construction of the flagship hotel, the "Zermatterhof," by the community. Pastor Ruden lived to see its opening in a prime location in the village in 1879.

The Chronicler

Reverend Joseph Ruden not only made a name for himself as a parish priest and pioneer of emerging tourism . He also wrote the first chronicle of Zermatt and its history, along with family statistics. This work remains the

most important historical source about the period of feudal rule and the redemption from these foreign  
Gentlemen.



Above: In 1853, the three Zermatt village priests Ruden, Kronig and Welschen built the then legendary Hotel Riffelberg.

Below: In the 1870s, the tireless Joseph Ruden was the driving force behind the construction of the flagship hotel "Zermatterhof" by the civic community.



Pastor Joseph Ruden (\*1817)

- 1840 Priestly ordination
- 1840 Auxiliary in Naters
- 1841–45 Pastor in Erschmatt
- 1845–65 Pastor in Zermatt
- 1865–74 Pastor in Naters
- 1867–78 Dean of Brig
- 1874–78 Temporary worker in Naters
- 1878–79 Rector in Glis
- 1879 Retreat to Zermatt
- 1881–82 Parish administrator in Zermatt (4 months)
- 1882 On March 7, Rev. Ruden died

Pastor Ruden:

Author of the first chronicle about

Zermatt and its history.

Show

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The Zermatt-Furi cable car has been out of service since mid-June 2022, and dismantling work around the valley station building is in full swing.

The cable cars were dismantled by helicopter over the past few weeks, and the supports were also dismantled into their individual components.

In mid-July 2022, the sales outlets were also closed.

successfully relocated to the temporary accommodation on the opposite side of the street.

Practical and sustainable

In autumn 2023, the new valley station building is to be As well as the cable car from Zermatt to Furi , the project will be completed by the end of 2019. "During the planning, we placed great emphasis on practicality," says Markus Hasler, CEO of Zermatt Bergbahnen AG. "The entrance to the Matterhorn Express and the cable car will be at ground level and barrier-free," Hasler continues. An underground transshipment point for material transport and, with the completion of the Matterhorn Alpine Crossing, also for baggage logistics, will ease traffic congestion on Schluhmattstrasse.

The wood-clad building will also serve as the new administration building for Zermatt Bergbahnen starting in autumn 2023. New office space will be created on the floors above the ticket hall on the ground floor and the ski lockers on the first floor. The new valley station will be constructed to the Minergie-P standard.

The next construction steps

The demolition work around the Talsta building The construction work is currently still ongoing. Work is also already underway at the Furi mountain station, and Garaventa AG will begin installing the new supports for the aerial tramway at the end of September.

The new cabins

The ride in the cabins of the new cable car from Zermatt to Furi already promises plenty of fresh air . Cabins with a capacity of 100 people are planned . The highlight will be the standing platform on the roof of the cabins, which will give guests an unobstructed view of the Matterhorn and plenty of fresh air during the ride. wind offers.

From autumn 2023, the administration of Zermatt Mountain railways move in here