






ZERMATT INSIDE

August 2023, 21st Year, No. 4



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

Municipality of Zermatt  Clean Zermatt On September 15 and 16, service partners, private individuals, clubs, schools, and businesses will be working to keep Zermatt clean. Page 15	Zermatt Citizens' Community  Pampered cows The Riffelalp Alpine Cooperative opens the world's first cow hotel, the "Belle-vache Resort," on the former cow pasture at 2,200 m above sea level. Page 18	Zermatt Tourism  Personal advice At Zermatt Tourism, We are consciously committed to preserving personal guest information. Opening hours are being extended. Page 20	Zermatt cable cars  Zermatt – Furi In autumn 2023, the first AURO aerial tramway in the world began operating. A ride on the Rooftop ride to Furi becomes an attraction. Page 24	Gornergrat Railway  125 years On the Gornergrat Railway website, you can read 125 stories in the categories of people, nature, railways, technology, and fun facts. Page 32
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Municipality of Zermatt

And school starts again...

The 2023/24 school year begins on Wednesday, August 16, 2023 – with personnel changes and the partial relocation of the “Niww Walka”.

Find out more on pages 2 to 9.

Municipality of Zermatt

Let's start energetically with the review!



The last school year was all about energy.

Before school started, the teachers visited the Hydro Exploitation facility in Zmutt, and right at the beginning of the school year, the children and teachers experienced a "powerless day." The topic of "energy" was present in the classroom throughout the year and addressed through various activities. The crowning conclusion for the entire school was "Energy Day" in May. We learned a lot about the careful use of our resources, about our own energy balance , and about sustainability. Zermatt is an energy city, and now the Zermatt schools are also striving for the "Energy School" label – here are the key goals:

- energy consumption and energy costs in schools house continuously lower
- to increase the share of renewable energies in total energy consumption
- to change the behavior of pupils, teachers and school staff to consciously use finite resources

- the role model function within society with the to make concrete commitments to climate protection

The school administration and I will be happy to keep you updated regarding the label.

With so much energy, a lot was accomplished at the schools in Zermatt. In the fall, the Bibliobus visited in Zermatt, which pleased not only the school but also the FEA Zermatt. The 11OS visited the Swiss Skills in Bern and the 6H was preparing for the big performance "Sing with us" at La Poste.

The members of the class council were elected and immediately started important projects.

In November, our teachers Florbela Ferreira (WAH), Alexandra Mooser and Patrick Zumtaug-wald (Media and IT) received their CAS diplomas from the University of Teacher Education Valais – heartfelt congratulations.

Children's Rights Day was a great success. Over 80 children and young people participated. Many thanks to Jasmin Perren from the school's social work department and Bianca Ballmann from youth work for your commitment.

Also in November, Alexandra Henzen was Municipal Council as the new head of the OS Zermatt and Appointed successor to Leo Schuler. I'm very much looking forward to working with you, Axel.

We have successfully filled the positions of Deputy Head of School in Zermatt and Head of School in Täsch and Randa with Alexandra Mooser. Welcome to the Head of School, Alexandra.

The five kindergartens' Christmas in the forest was magical as always, and the carnival parade was a colorful sea of confetti. The weather gods once again favored the ski and snow sports weeks, and the 9OS and 10OS grades attended the "Your Challenge" in Martinach.

Our IT department also equipped the OS school buildings with Wi-Fi in the spring.

In May, we were able to visit our sister city, Myoko , and gain a new sister city, Fujikawagujiko . Preparations for this trip began in October, when the high school students introduced themselves to the students in Myoko via video. 29 young people from all three high school levels applied for the trip during the May holidays of 2023. And they were all accepted. Our thanks go to Daniel Luggen from Zermatt Tourism, the municipality of Zermatt, and the Myoko Club for their highly valued organizational and substantial financial support . It was an unforgettable experience for the children and the accompanying teachers – a big THANK YOU to you too.

After the May holidays, the classes of 6H spent and 5H/6H spent a week in Visperterminen as part of a school relocation , and Cornelia Pollinger launched the "Mary's Meals" backpack project there. In 11OS, the end-of-school days were celebrated together with the youth work office.

The graduation ceremony took place in the Triftbach Hall during the last week of school . It was a celebratory occasion with a An interesting supporting program, proud parents , and happy young people. I would like to take this opportunity to wish the 57 school leavers all the best for their future.

After 41 years at the Zermatt schools, our secondary school principal Leo Schuler is retiring. Thank you Leo for your Your daily dedication and appreciation for our children. Maria Kronig, the fairy godmother in the Zermatt schools' office, is also leaving us. I would also like to thank you, Maria, for your tireless commitment to the school administration and the Zermatt schools. Dorothee Petrig will be supporting us in the office starting in October. We look forward to welcoming you, Dorothee.

I wish all departing teachers much success and satisfaction in their future endeavors.

Let us look ahead: 149 students and students are attending the Zermatt Orientation School this new school year , and there are 360 children in the primary school. Finding teachers for the Zermatt schools remains a challenge. I am all the more pleased that, in addition to Nicolas Albrecht and Julia Cerri, we also have Lara Detta, Lara Brantschen, and Patricia Truffer.

We were able to hire three local teachers for the primary school. Anja Imboden, a non-certified teacher, will be teaching technical/textile design classes. I warmly welcome all the new teachers to the Zermatt schools and wish them a good start and a successful school year.

At the orientation school, we were able to plan for the new school year thanks to the flexibility of the existing teaching staff. I thank you all for this and am always delighted by your great team spirit. A big thank you also to Michelle Biner, on whom we can always count.

The next school year is just around the corner, and with it the partial occupancy of "Niww Walka" grades 1 and 2 starting in December 2023. And something else is new: We are gradually equipping our teachers and children from grade 5 through 1st grade with convertibles from Lenovo. These can be used as both laptops and tablets.

A major financial investment in our school and a great opportunity for the children and teachers.

While school operations begin in the new premises, the third building will be demolished in spring 2024. Kindergartens and childcare will be located there starting in 2025. Having education and childcare under one roof means shorter distances and smarter use of resources. Since education and childcare will also become more closely integrated organizationally, we have commissioned Katja Hächler to lead the project planning.

"Teamwork makes the dream work." I thank the school administration and the school committee for the enriching collaboration over the past year and look forward to the new challenges.

The school year is upon us with the motto: "Our path: real - digital." I am sure it will be a great school year.

Your school president – Sonja Sarbach-Schalbetter



«Teamwork makes the dream work.
I'm looking forward to a great school year."
Sonja Sarbach-Schalbetter



The last school year was
all about energy.



Municipality of Zermatt

The new school management team

Alexandra Henzen will be the new head of the Zermatt Orientation School starting in August 2023. She succeeds Leo Schuler, who is entering well-deserved retirement.

The school management team is complemented by Ms. Alexandra Mooser. She will become the new deputy head of the primary and orientation schools, with a focus on primary school in the Täsch/Randa school region. Dorothee Petrig will assume her duties as assistant to the head of school effective October 1, 2023.

School Management Schools Zermatt/
Täsch/Randa school region
Alexandra Henzen
School Management Orientation School
schulleitung.os@zermatt.ch, 027 966 46 27

Pino Mazzone
School management primary schools Zermatt, Täsch,
Randa schulleitung.ps@zermatt.ch, 027 966 46 29

Alexandra Mooser
Deputy Headteacher PS and OS
Focus on the Täsch/Randa school region
stv-schulleitung@zermatt.ch, 027 966 46 28

Maria Kronig says goodbye!



Maria Kronig says goodbye to the schools in Zermatt. She was assistant to the school administration for twelve years with a 75% workload. As the heart and soul of the school, she confidently and carefully handled a wide variety of tasks for the school administration. Whether it was organizing vaccination days and COVID tests, enrolling new schoolchildren, or working with the administration

Whether it was the department of education or secondary schools, general secretarial work, archiving—no task was too much for Maria. As a contact person for parents, schoolchildren and young people, teachers, or government agencies, Maria was a great listener and could guide them in the right direction. She writes: "Our lives are full of change! So, with a heavy heart, I have decided to make room for new energy after almost twelve years." We thank her sincerely for her reliable work. Thank you, Maria!

Leo Schuler, 41 years old, OS Zermatt



As a secondary school teacher, Phil. II (mathematical/scientific subjects), Leo Schuler taught at the Zermatt orientation school from 1982 to 2009. His passion is and was mathematics and the natural sciences. Subjects. His ability to explain complex mathematical concepts in simple terms remains fondly remembered by many of the young people at the orientation school. In 2009, Leo took over the 30% management of the OS and worked on the school management team with Hanspeter Perren and Pino Mazzone. In 2011,

he became the full-time head of the orientation schools. He says of his job that he loves the contact with people. "It's very exciting to work with young people, parents, teachers, and external agencies. You can develop visions. The young people give me an enormous amount." Milestones in his work as headmaster include the expansion of IT at the OS, the separation of the OS school buildings Im Hof and Trift, the establishment of professional school management, the exchange with schools in Japan, the introduction of school social work in the region, the implementation of the Curriculum 21, and the preparatory work for digitalization. Anyone who knows Leo knows that the values of "modesty," "respect," and "honesty" mean a lot to him. At his farewell ceremony, he emphasized that it is crucial for him that the school remains humane and that all students feel comfortable.

Thank you very much Leo!

Alexandra Henzen

Headmaster of the OS Zermatt from 1 August 2023



Alexandra Henzen has been teaching at the Zermatt schools for 28 years and knows the lessons. She holds a primary school teaching diploma and a diploma from the Swiss Federal Institute of Education (EDK) in special education. After completing her training as a head teacher, she took over operational management and personnel management of the primary schools in the Täsch/Randa school region for three years in 2020.

She was also responsible for the strategic management of school social work in the region and supported the school administration of the OS in various tasks. As of August, Alexandra will be the head of the OS on a full-time basis and will also be responsible for the support and special education in the region.

In her new role, she will demonstrate her skills and abilities, as new important tasks lie ahead, such as the implementation of the digitalization strategy. We wish Alexandra good cooperation and much success.

Welcome Dorothee Petrig



After a short training period, Dorothee Petrig will join the school management team from 1 October 2023. As an administrative assistant, she will be responsible for the administrative and responsible for the organizational areas of the schools in Zermatt, Täsch, and Randa. Ms. Petrig is ideally qualified for her new position, having previously worked as an assistant director and head of Human resources and payroll manager in various companies. We warmly welcome Dorothee!

Municipality of Zermatt

School year 2023/2024

Start of school

Classes begin on **Wednesday, August 16, 2023 at 9:00 a.m.**
On this day there are classes in the morning and afternoon.

Class distribution

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

Specialist primary school teachers			
teacher	schoolhouse	Room	
religion	Pastor Konrad Rieder	Walka 3	343/344
religion	Tania Schnidrig	Walka 3	352/353
religion	Judith Schuler-Kippel	Walka 1	KLZ/324
Textile design	Christine Fux	Walka 3	351
Textile design	Anja Imboden	W3/OM	5/351
Textile design	Manuela Hunziker	Walka 3	31
Textile design	Melanie Amacker	OM	5
Technical design	Michel Biffiger	Walka 3	325
Special education teachers	Lucien Fux	Walka 3	341
Special education teachers	Regula Guntern	Upper Mats 16/324	
Special education teachers	Ines Zatta	Walka 3 354	
Special education teachers	Julia Cerri	Walka 3	324
School assistance	Melanie Prodingler	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 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 for foreign speakers Katja Herbstrith	Upper Mats 14/367		
German Intensive vacant			

Orientation school			
Class	teacher	schoolhouse	Room
9OS1	Thomas Kronig	In the yard	442
9OS2	Patrick Zumtaugwald	In the yard	421
10OS1	Sarah Gruber	drift	533
10OS2	Heike Seihn	drift	534
10OS3	Carla Ziegler	drift	524
11OS1	Nena Schnidrig	drift	451
11OS2	Jonas Taugwalder	drift	453

Specialist teachers orientation school		
teacher	schoolhouse	Room
Michel Biffiger	In the yard	441
Michelle Biner	In the yard	443
Nicolas Eyer	drift	532
Florbela Ferreira	In the yard	411A/435
Anne Imboden	drift	523
Alexandra Mooser	drift	522
Sonja Perren	In the yard	443/435
Eliane Schuler		School assistance
Judith Schuler-Kippel	In the yard	435/452
Ivo Schuler	In the yard	532
Robert Zimmermann	drift	511

Municipality of Zermatt

Changes in the teaching staff

primary school

Resignations

Lara Kornfeld (6HA)
Cécile Schopferer (5HA)
Anja Teyssseire (1H/2H3)
Jennifer Schumacher (SHP)
Charleen Muhs (8HB)
Pastor Stefan Roth (Religious Education)
Florbela Ferreira (DF)
Eliane Schuler (SA)

Admissions

Lara Brantschen (6HA)
Lara Detta (5HA)
Nicolas Albrecht (7HA)
Julia Cerri (SHP)
Pastor Konrad Rieder (Religious Education)
Anja Imboden (Textile Design)
Patricia Truffer (SA)

Orientation school

Resignations

Mirjam Gobba
Franziska Imboden
Markus Julen
Julia Roth

Admissions

Eliane Schuler (SA)
Michelle Biner

Secretariat

Resignations

Maria Kronig

Service anniversary

Vanessa Lomatter 10 years
Rebecca Truffer 10 years
Eveline Brantschen 20 years
Alexandra Mooser 25 years
Pino Mazzone 40 years

School commissions

primary school

Sonja Sarbach, municipal councillor
Emanuel Julen, municipal councillor
Pastor Konrad Rieder (from September)
Andreia Filipa Da Silva Bento
Nicole Luggen
Sandra Perren
Judith Bauer
Pino Mazzone, Headmaster PS
Alexandra Mooser, Deputy Headteacher PS
Stefanie Lauber, teacher representative Cycle 1
Ines Zatta, teacher representative Cycle 2

Orientation school

Sonja Sarbach, municipal councillor
Emanuel Julen, municipal councillor
Pastor Konrad Rieder (from September)
Annette Fux, Municipality of Täsch
Aldo Brantschen, municipality of Randa
Christa Biner
Bianca Ballmann, Youth Work Office
Alexandra Henzen, Headmaster OS
Alexandra Mooser, Deputy Headmaster OS
Sonja Perren, teacher representative



Municipality of Zermatt

School and holiday schedule for the 2023/2024 school year

School start: Wednesday, August 16, 2023, 9:00 a.m. (full day classes)
End of school: Friday, June 28, 2024, evening

Holidays

Autumn holidays: Friday, October 13, 2023 evening to Monday, October 30, 2023 morning
Christmas holidays: Friday, December 22, 2023 evening to Monday, January 8, 2024 morning
Sports holidays: Friday, 01.03.2024 evening to Monday, 11.03.2024 morning
Easter holidays: Thursday, March 28, 2024 evening to Tuesday, April 2, 2024 morning
May holidays: Friday, April 26, 2024 evening to Monday, May 13, 2024 morning

Holidays

Wednesday, November 1, 2023 / All Saints' Day
Friday, December 8, 2023 / Immaculate Conception
Tuesday, March 19, 2024 / St. Joseph
Monday, 20 May 2024 / Whit Monday Thursday, 30 May 2024 / Corpus Christi

Compensation days

Wednesday, August 16, 2023 (all day school)
Wednesday, March 27, 2024 (all day school)

Municipality of Zermatt

People for homework help (supervised study) wanted!

The primary school will organize homework help (supervised study) for students in the 2023/2024 school year.

It is aimed at primary school pupils (3 H – 8 H) who need support in completing their homework.

However, it is not tutoring.

We are looking for people to support the children in completing their homework independently and in their learning. They will help the students (groups of 8) understand the tasks and give them tips when they get stuck.

Ultimately, the parents are responsible for whether the homework is done.

Homework help is provided for registered school children on Mondays, Tuesdays and Thursdays from 4:00 p.m. to approximately 5:30 p.m. in small groups in the provisional Obere Matten (TG room) .
Interested parties can contact the school principal Pino Mazzone (027 966 46 29) and will be informed about the general conditions and compensation.



We are looking for people who can help the children

when solving independently

help with homework.

"Our path: real – digital"

Omar Ahmad



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Christophe
Leander Imesch

Family
Leander Imesch

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Clothing collection – with a difference

The SSFA department carries out a variety of Tasks related to school and public facilities.

Offer valid until 30.09.2023

A LOOK BEHIND THE SCENES

School/Sports/Leisure Facilities (SSFA)

The SSFA is responsible for the maintenance of four playgrounds in the village. In addition to safety-related aspects, she ensures worry-free operation and is responsible for the technical maintenance and cleanliness of the playgrounds.



Municipality of Zermatt

«D'niww Walka»

Public construction site visits for young and old

The completion of the first construction phase is getting closer and closer. Curious to see what it looks like inside? Sign up for a construction site tour.



Work is already underway on the interior design, including lamps and built-in cabinets. It's high time to open the new building to residents and interested parties. If you would like to visit the new school building, please register yourself and your friends using the registration tool. The first two visiting days have been announced; additional dates will follow if there is significant interest.

On **Saturday, August 19, 2023** , and **Saturday, September 2, 2023**, guided tours for groups of up to 12 people are scheduled at 9:00 a.m., 10:00 a.m., 11:00 a.m., 2:00 p.m., 3:00 p.m., and 4:00 p.m.

Registration tool on www.niww-walka.ch/baustellenbesuche



Completion of the first construction phase is approaching

Municipality of Zermatt

Jubla Zermatt



Dear parents, children and Jubla friends

Our successful summer camp ended a few days ago , but there's still a lot planned for the near future. Like every year, we're celebrating Jubla Day, which will be something very special this year!

This year's Jubla Day will take place on September 9, 2023, the same weekend as Jumbo 2023. The Jumbo is an event

The event is organized by the Jubla groups from Upper Valais and is usually held every three years by a different group, most recently here in Zermatt in 2018. This time we are in the Rhone Valley in Turtmann.

At Jumbo, we'll experience exciting sports sessions, various workshops, and fantastic evening programs under the theme "Jublawood ." Along the way, you'll meet many Jubla friends from other groups , immerse yourself in the world of film, and create new memories. The entire event will take place from September 8th to 10th, 2023.

Further information about Jumbo 2023 and the terms and conditions of participation can **be found at www.jumbo2023.ch**.

If you're interested in joining us, please contact Simon Biner (079 949 71 27 / simon.biner@hotmail.com). We look forward to hearing from you!

Jubla Zermatt
Valentin Biner

Municipality of Zermatt

Revision of the Regulations on the first and Second home construction

The adoption of the Second Home Initiative on 11 March 2012 has fundamentally changed the situation regarding the construction and use of second homes.

Article 75b of the Federal Constitution and its implementing legislation have become a challenge, especially for those municipalities that already had their own spatial planning instruments to regulate the construction of second homes.

It is now clear to what extent the Second Home Act (ZWG) and the Second Home Ordinance (ZVV) are unable to meet the needs of the municipality of Zermatt. After approximately ten years, the effects of the abolition of these municipal regulations can be identified (including a shift in demand for second homes to older buildings, increased misuse of commercially rented primary residences, etc.). Furthermore, legal loopholes have emerged that must now be closed at the municipal level to proactively counteract undesirable developments.

Objectives of the audit

The new version of the primary and secondary residence regulations is intended to close gaps, preserve the strengths of the existing regulations wherever possible, take regional characteristics into account, and optimally utilize the remaining competencies for sustainable settlement development. The draft also contains provisions that are intended to take into account the idea of preserving and creating housing for local residents.

Information event

After the regulations were submitted to the relevant stakeholders in a consultation round in November 2020 and subsequently to the canton for an initial preliminary review, the draft is now to be presented to the public.

Information event

Revision of the regulations on primary and secondary residence construction

When: August 22, 2023 at 6:00 PM
Duration: 1 to 1.5 hours
Where Triftbachhalle Zermatt

Registration is not required.

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

imprint

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Municipality of Zermatt

Energy-efficient building envelope renovation in the Municipality of Zermatt

Invitation to an information event for homeowners and condominium owners.

Energy-efficient renovations of your home or condominium offer numerous benefits. In addition to reducing energy costs and CO2 emissions, living comfort can be significantly improved. In addition, homeowners have the opportunity to adapt their living spaces to new living situations and make their homes future-proof. The municipality of Zermatt has recognized the potential of energy-efficient building envelope renovation and is therefore inviting all interested parties to an information event.

The event, entitled "Energy-Efficient Building Envelope Renovation," will take place on September 5, 2023, at 5:00 PM in the Triftbachhalle in Zermatt. Homeowners and condominium owners in the municipality of Zermatt, as well as anyone interested in the topic, are cordially welcome. The event program promises informative presentations and practical tips. Experts from the construction and real estate sectors will provide information on planning renovation measures using the Cantonal Building Energy Performance Certificate (GEAK) and offer insights into how to successfully implement facade renovation in condominiums. In addition, the Upper Valais Energy Advisory Service will provide information on funding programs for building envelope renovation.

The event aims to provide comprehensive information on energy-efficient renovation and create incentives for implementing building envelope improvements. The municipality of Zermatt looks forward to welcoming many attendees.

Take advantage of this opportunity to improve the energy efficiency of your home while maintaining the value of your property.



Last year's information event covered the topics of photovoltaics and electromobility.

Information event «Energy-efficient building envelope renovation»

When 5 September 2023 **Time** 5:00 PM
Where Triftbachhalle Zermatt

program

- Municipality of Zermatt, Welcome
- Strassmann Gebäudehülle AG, planning renovations with the building energy certificate of the cantons (GEAK)
- REMAX Zermatt, How to successfully renovate the facade of a condominium
- Energy consulting Upper Valais, funding programs for building envelope renovation

Municipality of Zermatt

Zermatt Goods Market 2023

After a longer
Pause shows the
Zermatt commodity market in a
new look and at a new

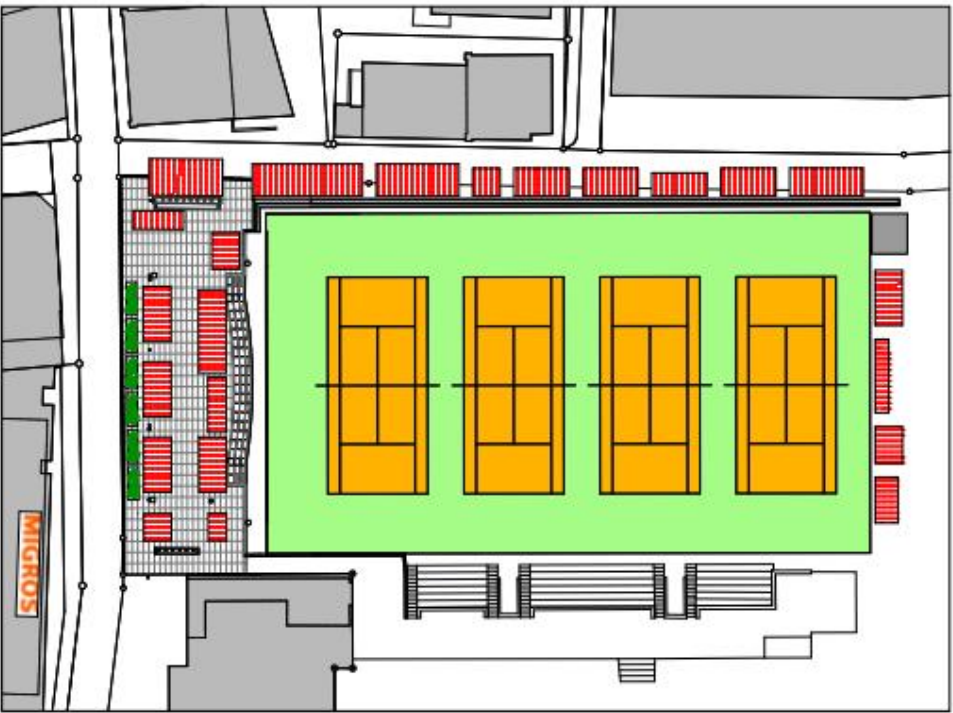
Location. The public and
guests are cordially invited to
visit the various stands with
their diverse offerings on
September 18 and 19,
2023.

The limited space on the church square
led to the relocation of the produce
market. The upgraded village square
and the redesigned Seilerwiesenstrasse
were ideal new locations.

Traditionally, the Zermatt Food Market takes place
on the Monday and Tuesday following the Federal
Day of Thanksgiving, Repentance, and Prayer. In
2023, this will be on September 18 and 19. More
than 20 market traders from near and far will present
their wares on these two days from 9:00 a.m. to 7:00
p.m. The offerings range from local and international
foodstuffs.

from bags, scarves and shoes to decoration and
jewelry.

The concept for the reorientation of the goods
market will be analyzed after this year's
implementation, with the aim of examining whether
the new location has proven successful and whether
the range of products should be expanded if
necessary.



New location for the goods market:
Stalls on the village square and in Seilerwiesenstrasse

commodity

Municipality of Zermatt

Clean-Up Day 2023

The national Clean-Up Day
– a joint project for a
clean Zermatt – will take
place on September 15-16,
2023. In addition to service
partners and private
individuals, clubs, schools,
and businesses are also
involved in this campaign to
keep the town clean.



Clean-Up Day – 10th
edition in Zermatt

Clean-Up Day is being held in Zermatt for the tenth time.
The event is being supported in the village and
surrounding area by employees of Air Zermatt AG,
Zermatt Bergbahnen AG, Matterhorn Gotthard Bahn, the
municipality of Zermatt, the Burgergemeinde Zermatt,
Zermatt Tourism, Alpin Cargo, McDonald's, Coop,
Norqain Zermatt AG, Zermatters, the Zermatt Ski Club,
the Mattertal Bike Club, and students from Zermatt
schools.

The effort is worth it!

Our campaign has already been supported by the Summit
Foundation, and in 2020 our Clean-Up Day campaign
was recognized by the IGSU (Clean Environment Interest
Group).

On Friday morning, September 15, 2023, volunteers will
collect and properly dispose of leftover waste in and
around Zermatt . In recent years, more than two tons of
waste have been collected annually and taken to the
disposal site ! This effort is definitely worthwhile.

contact

Take a stand against littering and for sustainability and
support us at Clean-Up Day in Zermatt on **September 15,
2023**. You can support this campaign as an association,
a business, or as a private individual and thus make a
direct contribution to a clean and sustainable Zermatt.

Clean-Up Day

Oliver Summermatter

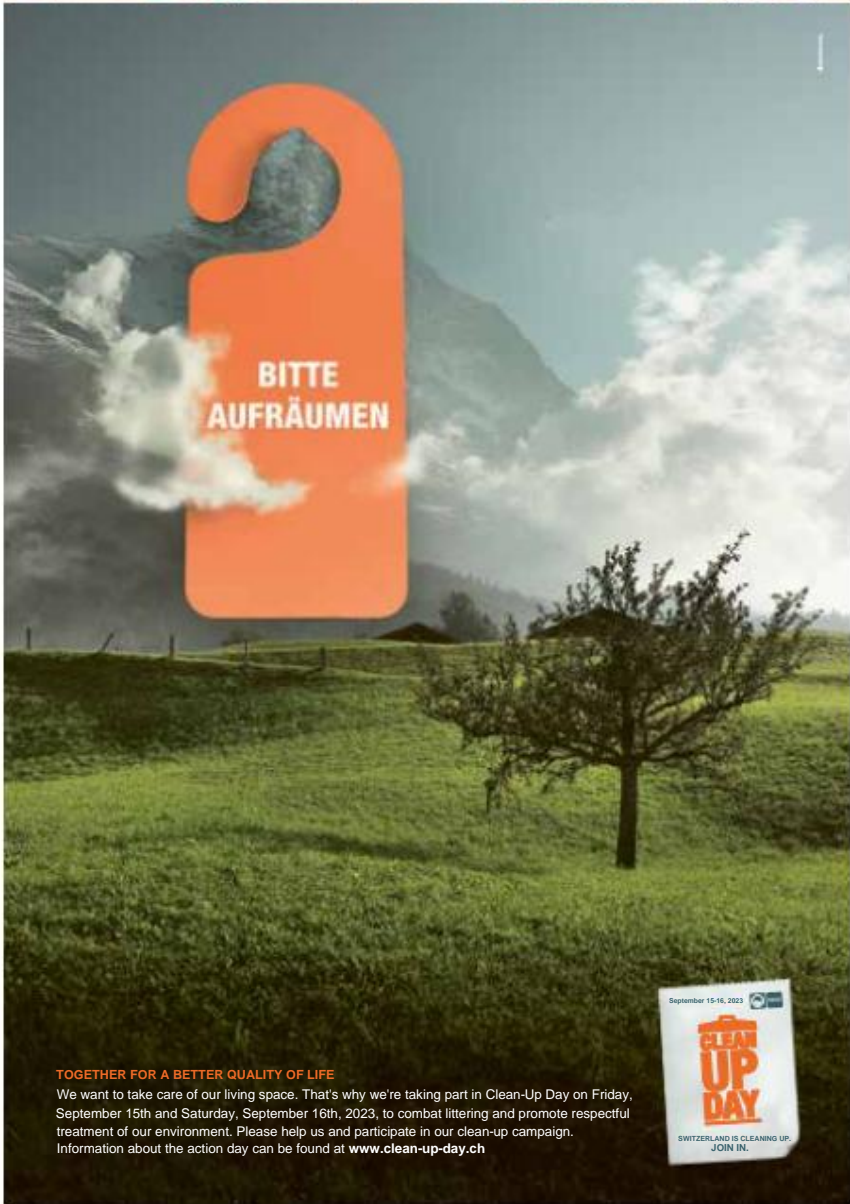
Municipality of Zermatt

027 966 22 66

oliver.summermatter@zermatt.net

www.gemeinde.zermatt.ch

Thank you very much for your support.



Municipality of Zermatt

Course on invasive Neophytes in Zermatt

This year, the municipality of Zermatt is once again offering a
course on dealing with invasive neophytes.

The course provides information about invasive species found in Valais and Zermatt, their proper removal
and disposal, and suitable replacement plants.

Registration is required to organize suitable premises.

When	September 6, 2023 at 4 p.m., approximately 1.5 to 2 hours
Length of time	
Where	Depending on the number of participants, will be announced (partly outdoors in good weather)
Cost	This event is provided by the municipality of Zermatt as an information event and is free of charge for participants.

Registration Building Department, 027 966 22 15, bauabteilung@zermatt.ch

Registration deadline : August 25, 2023

The municipality of Zermatt looks forward to as many participants as possible.

The multi-leaved lupin (*Lupinus polyphyllus*) may be an eye-
catcher in gardens. However, outside the garden fence, it crowds
out native plants with its dense, tall growth and is toxic to livestock.



Municipality of Zermatt

Contamination by operating materials, oils and Chemicals

Currently, the Zermatt Fire Department is increasingly responding to oil/chemical spills in the Zermatt area. These incidents generally involve contamination of traffic areas and soil with liquid

safe operating materials.



The interventions are very complex and lengthy . In most cases, appropriate action could prevent incidents or minimize the extent of damage.

Environmental threats and hazards

Leaking substances that could endanger the environment must be collected, contained, and disposed of as quickly as possible . In any case, once the contamination has been identified, further spread must be prevented by all means. Both soil and water bodies can be affected. In the worst case,

Contamination of drinking water can be expected. To understand: 1 liter of diesel can save up to 1 million liters Make water undrinkable! Depending on the type of substance, this can also pose a very high fire hazard and cause odor emissions. Furthermore, contaminated road surfaces are slippery and can quickly lead to accidents involving vehicles, cyclists, or pedestrians.

Intervention and coping

This year, 19 oil spill incidents have occurred in Zermatt, requiring the fire service to intervene. A total of 2 tons of binding agent and over 160 man-hours were deployed. the time spent on dealing with it.

At this point, we would like to thank the members of the fire service and their employers for their willingness and generosity .

Depending on the situation , collecting, containing and absorbing the substance can be very complex and time-consuming. When work is carried out on public roads, traffic routes must be closed for the safety of emergency personnel. In any case, every effort is made to keep disruptions as short as possible.

In addition to the fire department, the technical service of the municipality of Zermatt is often deployed with special vehicles to assist in the collection of the binding agent and then hand it over for proper disposal.

In the case of soil contamination, it must be laboriously removed and transported to a special treatment facility in Susten. In the case of contamination of flowing waters, the effort is even greater, as the substance spreads very quickly and over a large area . In such a case, fire departments in the Matter Valley and the Lonza C-Weir will also be involved.

Prevention and correct behavior

Accidents cannot be completely ruled out. However, many events could be avoided or significantly reduced through responsible action.

Vehicles should be regularly inspected for leaks of operating fluids, and loads of hazardous materials must be properly and correctly prepared and secured . During the journey, attention should be paid to any defects or losses of operating materials.

In case of detection of loss of substances, the Immediate stop of the vehicle, call the fire brigade by Call emergency number 118 and collect the leaking substances. Catch and prevent further leakage. Furthermore, other road users should be prevented from driving or walking through the substance, thus causing it to spread . If possible, clear signage should be provided using a breakdown triangle or warning posts. This procedure should also be applied when third parties observe the situation.

During ongoing interventions, the instructions and requests of the emergency services must always be followed.

Municipality of Zermatt

Church roof is being renovated

Several small holes in the church roof have caused water damage inside the church in recent years .

Since the roof has no insulation, water easily penetrates the interior. The church council Therefore, we decided to renovate the roof. There are two options available. Discussion. In the first variant, the roof must be insulated according to current standards and then covered with sheet metal as before. The second variant could be covered with solar panels. Both variants are being examined for feasibility. The cost estimate for both variants is approximately one million Swiss francs. To achieve this amount

In order to raise funds, the church council relies on donations and hopes for your generosity.

Donation account
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Church Council of Zermatt



Municipality of Zermatt

Alertswiss

In an emergency, it is particularly important to reach the affected population quickly and as directly as possible.

Alertswiss provides the relevant information

Events in Switzerland: an information hub that can protect and save lives. With the national alarm app Alertswiss, you receive alarms, warnings, and information about various hazards, such as drinking water contamination, power outages, or the risk of forest fires, directly on your smartphone.

Further information can be found here: www.alert.swiss

The municipality continues to inform about local events via the Zermatt Tourism newsletter and our

Danger app <https://gemeinde.zermatt.ch/sicherheit/app>



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Zermatt Citizens' Community

Welcome to the «Bellevache Resort» – the world's first cow hotel



The Riffelalp Alpine Cooperative was founded in 2017 by the Zermatt Civic Community and locally based private individuals with the idea of sustainably restoring the Riffelalp, a former Zermatt cow pasture, in addition to the existing Stafelalp, and reviving the tradition and culture of Zermatt.

In the initial phase, 20 "galte" cows were purchased and herded on the Riffelalp and Riffelboden alpine pastures for 90 days each summer. The animals were financed by interested private individuals. The number of cows that can be herded each year is limited, so demand quickly far exceeded supply.

Two years ago, dairy cows were added to the alpine pastures in addition to the "Galttiere" (sheep). These were brought to Zermatt by local farmers and farmers from Switzerland to the Riffelalp for their summer vacation. The basic idea was to bring dairy cattle back to the Riffelalp meadows to produce local dairy products. Since then, the milk has been processed in the village by the Horu cheese dairy.

To raise awareness of the initiative and highlight the efforts being made to continue traditional dairy farming, the world's first cow hotel is scheduled to open on Riffelalp starting in the 2024 summer season. The Bellevache Resort is located on Riffelalp at 2,200 meters above sea level and welcomes its four-legged guests with lush green meadows, unique service, and views of the Matterhorn. Starting next winter, patrons will have the opportunity to sponsor a cow's stay on Riffelalp by booking overnight stays or packages for her on the Bellevache Resort website. In return, donors will receive, among other things, a cowbell or a room upgrade at the Grand Hotel Zermatterhof, a cheese platter, or a diploma with a photo of their favorite cow, as well as other unique benefits provided by participating partners.

One day, there will be 35 cows on the mountain pasture, happy hotel guests. Shepherd and hotel director Roli and his team care for the animals with dedication and provide them with five-star service.

The day begins with a nutritious breakfast buffet for the four-legged friends. Afterwards, the animals are lovingly cared for, milked, brushed, and perhaps even given a haircut or a massage. At the Bellevache Resort, special attention is paid to their diet, and throughout the day, hotel guests are taken to the most beautiful spots with the lushest flowers.

A unique experience and a wellness oasis for the "queens", as Roli calls them calls.



Zermatt Citizens' Community

Personnel development in the Burgergemeinde companies

The Matterhorn Group and the Grand Hotel Zermatterhof have recently welcomed more female dynamism at the highest decision-making level. Since April, Commercial Director Claudia Beaufort has also been a member of the Group Management of the Matterhorn Group AG. Alexandra Marti also joined the Grand Hotel Zermatterhof as a new member of the Management Board in June .

Following a successful winter season, the Board of Directors of Matterhorn Group AG elected Claudia Beaufort as an additional member of the Group Executive Board at the end of April. "As the division head responsible for marketing, sales, revenue management, and communications for our operations, we are pleased to have this area, which is central to our economic success, represented at the highest decision-making level," says Andreas Biner, President and Chairman of the Group Executive Board. Claudia Beaufort has been working for the operational arm of the Burgergemeinde since October 2021 and has supported Matterhorn Group AG in the most successful financial year in its history to date .

At the same time, Markus Marti, General Manager of the Grand Hotel Zermatterhof, can now count on the active support of Alexandra Marti. Since the beginning of the summer season, she has been a member of the five-star hotel's management team and supports Markus Marti in the hotel's transformation and guest service. Alexandra and Markus

Marti and her husband share their passion and joy of being hosts and have been a well-coordinated team, both professionally and privately, for 25 years, complementing each other perfectly. They have lived and worked together in seven different countries and have moved a total of 15 times. "After many wonderful and adventurous years abroad,

I'm delighted to now be able to welcome the world to Zermatt. The destination is unique in its diversity of guest experiences , and it's something very special to be able to lead such a historic hotel , " says Alexandra Marti.

Alexandra Marti is a powerhouse not only when it comes to interacting with guests. The enthusiastic athlete is also a qualified fitness instructor and yoga teacher. Before moving to Zermatt, she worked as a branch manager and travel consultant at Hotelplan in Visp, where she was responsible for product development and sales strategies . "We have many plans for the hotel that we can now implement together," says Markus Marti happily.



"We are happy,
to welcome the world in Zermatt.»
Markus and Alexandra Marti

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Zermatt Tourism

The Guest Service Center

From the importance of personal advice to the tourism office of the future

Via Whatsapp, website chat, Instagram, Blogs, Trip Advisor and countless other digital communication platforms allow you to find out about your next travel

Get information quickly and easily about your destination and ask for tips on how to best navigate your way around. Why invest in a local tourist office? Zermatt Tourism has the answer.

Digital information gathering has many positive aspects – for example, the 24/7 availability of information and the diversity of this information. The downside?

Abundance, uncertainty about whether the information is accurate, and not to forget: the steady job cuts in the service sector. More and more professions where personal contact with customers is paramount are seeing their existence threatened by digital alternatives. But do virtual consulting assistants and robots really replace the experience and quality of personal consulting?

In our industry, too, tourism Tourism professionals are increasingly asking questions such as: Is there really still a need for a physical on-site guest service center? What kind of people still consult tourist information today, and what are their needs? A look at

The ticket hall after each shuttle train from Täsch is enough to have an answer. In Swiss German, we would probably say "Pumpevoll"

Guests from all over the world flock to the

term employees with questions about the easiest way to see the Matterhorn, where the Gornergrat Bahn is and whether they can also buy train tickets from them. We also ask the all-knowing a question – why do they think there should still be a tourist information center today ? Among the most diverse opinions , the dominant one is that visitors should

advice and the emotions, positive impressions and tips that come with it. You can

ask more detailed questions and receive answers than if they had to search for everything online themselves. They also point out the advantage that a tourist office can be incredibly valuable , especially for older generations who are less familiar with digital information gathering, such as social media. They also value the personal contact with guests and are happy to share their Zermatt insider knowledge with them. However , they point out that for some time now, guests' patience has decreased and their aggression has increased. There is a "subito" mentality these days, which makes it difficult for counter staff to

It is not always easy to keep their social batteries fully charged. Could a virtual consultation desk be a solution in this case?

Zermatt Tourism is committed to We are committed to receiving personal guest information on site.

We agree that investments in this area are and will remain an important component for high-quality guest service. The expansion of opening hours to an 8-to-8 operation – from 8:00 a.m. to 8:00 p.m. in the second half of summer 2023 – is one of these investments. Thus, we are once again

Twelve hours a day personally on-site for the guests and thus promotes a personal , individual and high-quality

de Guest communication and guest advice. The quality of stay on site is essential for a successful tourism destination.

Ultimately, it's the smiles and the stories that unfold on-site that are shared at home that determine whether a customer recommends the business or not. That's why we're extending opening hours and recruiting new staff accordingly.

Nevertheless, the tourism industry is also examining the potential of artificial intelligence for its usefulness. As you can see, as is usually the case in life, there are advantages and disadvantages, and it's important to weigh up where digital substitutes make sense and where they don't. Our counter staff also envision a counter in the future where they can type or speak questions and receive a precise answer from artificial intelligence. However, they don't see that this will mean the complete replacement of their services. And that's not what we're seeing.

Zermatt Tourism is no different. What would we be without our counter staff – an emotionless, faceless company where customers are processed instead of being kings and queens. What the tourist office of the future will look like will probably always remain unanswered, because change never stops, and technological advancements never stand still. But perhaps

we should stop talking about digital possibilities as substitute measures think, but rather as complementary measures, because as we all know, the middle way is usually the right one.

column

A question of curiosity

Dear insiders

"AI," "artificial intelligence," or simply "artificial intelligence": I encounter this term almost daily. The media reports and debates whether efforts to make machines intelligent are sensible, ethically correct, or perhaps even dangerous, making us computer junkies even more dependent on bits and bytes. What's the point?

Similar to humans, computers are supposed to learn, reason, and solve problems independently using data and experience—in order to be able to perform tasks ever more effectively. That sounds exciting, and yes, I can already see a few applications. But how do I go about it? The best thing to do is simply google "AI" in the old-fashioned way and then take the first steps with one of the many options.

The currently most well-known chatbot (talking robot) that uses "AI" is certainly ChatGTP. "Write me a 2,000-character column about AI in tourism." It takes a few seconds, and there's an almost perfectly worded text that I could easily have printed here instead of the one they're currently reading. Their interest is piqued, and many more queries follow. I'm amazed, but I also have to smile every now and then: My artificially intelligent robot still lacks some experience. So, on to the next step: A friend recently told me that there are "robots" that can create an image based solely on a text command. Great, in complete ego mode, I command the machine the following: "Take a selfie of me, Daniel Luggen, Zermatt's resort director, laughing in front of the Matterhorn ." Here, too, it only takes a few seconds, and then a selection of images appears.

Well, as you can easily see, my new machine friend and I still have some experience to gain.

But one thing is clear: My interest has been piqued, and I will delve deeper into the topic. Are you joining me?

Sincerely, Daniel Luggen, Spa Director





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Zermatt Tourism

From anonymous data to information

Bonfire has its own forecast and
Analysis tool developed that identifies and
answers many questions from service partners.

You can choose the period you want to use for the comparison . For example, you can select a month, a year, or a custom period with any start and end date in the past or future . This can then be viewed using a different period, using the same selection options .

The forecast and analysis tool has been available to all service partners participating in zTerminal since June 2023. For all other interested parties
Interested parties are currently being examined as to how a monthly static report will be published on www.ztnet.ch can be published.

The tool is a good example of how sharing and merging data, while taking into account the relevant data protection laws, can add value for the entire destination and the respective service partners.

What is the current capacity occupancy in the Zermatt – Matterhorn destination? How many guests are expected in the Is peak season expected? How many overnight stays were generated this year? How many days do guests stay on average in the summer? How high is the occupancy rate of my property compared to the destination or other accommodations? These are questions that concern the destination's service partners . To answer these questions, Bonfire has developed a forecasting and analysis tool.

The forecast and analysis tool offers users three different analysis charts. One allows them to view the occupancy of the destination or their own business. The other allows them to analyze the number of overnight stays and the length of stay of guests . Users can choose between actual figures, relative changes, or cumulative displays.

Accommodation providers can also compare their own establishments with those of other accommodation providers in the destination. This allows them to choose from hotels of various star categories, apartments, and mountain huts. Data protection is, of course, maintained, so that no conclusions can be drawn about individual establishments .

When evaluating data, the quality of the data is crucial. The evaluated graphics can only be as good as the data used to create them . Furthermore, the reliability increases the more service partners participate in the zTerminal (a tool for digital registration and tourist tax billing) . Any accommodation providers interested in the tool and the zTerminal are welcome to contact Zermatt Tourism's e-marketing department (e-marketing@zermatt.swiss).

The new tool promises a
Added value for the interested
ized service partner.



Graphical representation of the forecast in zTerminal

Show

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Zermatt Tourism

New faces in the Marketing management team

There is a breath of
fresh air in the
team at Zermatt Tourism.
Gradually, the vacant positions
in the Marketing
department's
management team were
filled – with both familiar
and new faces.

Now it's time for the four-person team, led by Marketing Director Selina Döringer, to get into the swing of things and tackle the challenges ahead.

Marketing at Zermatt Tourism consists of four sub-areas: digital marketing, product management & sales, marketing services, and PR & communications.

Stephanie Vogel, originally from Lucerne, has led the **Digital Marketing** team since May 1, 2023. She studied business administration with a focus on tourism in her hometown and moved to Zermatt to complete her studies. She started working in digital marketing in April 2021 and felt very comfortable in the mountains right from the start.
In addition to her love of hiking and skiing, she is very involved in club activities. In her new role, Stephanie leads an eight-person team that handles tasks such as email marketing, e-commerce, the Matterhorn app, the zTerminal, and managing Bonfire projects. Regarding her new challenge, she says: "I'm excited to take the destination to a new level with its digitalization projects and to be able to develop myself both personally and professionally."

Viviane Zellweger, originally from Zofingen, has been the new head of **Product Management & Sales** since June 15th. Zellweger is responsible for product promotion for the five segments: summer, winter, families, biking, and Matterhorn visitors, as well as overseeing international sales activities. Her five-person team consists of four product managers, each responsible for a specific segment, as well as our Japan-based employee Hideki Kaneko. Viviane holds a bachelor's degree in communication sciences and media research from Zurich. The mountains have always been Viviane's favorite of all. In summer, she can be found biking, racing, or on mountain tours, and even during her favorite season – winter – she is primarily on skis. She is thrilled to help shape the products and the future of the Zermatt-Matterhorn destination, drive sales activities in the markets, and explore every corner of the destination.

The **Marketing Services** department will continue to be headed by Camilla Wellig . A native of Graubünden, she completed her tourism studies with a focus on marketing at the University of Applied Sciences in Chur and has been working for Zermatt Tourism since May 2021. She joined the Marketing Services team and took over management of the department in March of last year. Her future five-person team will be responsible for organizing press and study trips. Journalists, influencers, and travel professionals gain valuable on-site insights into our destination through Marketing Services . They share these impressions with their audiences in the form of publications such as articles, blogs, social media content, and sales offers. This further increases the destination's awareness. Camilla is a great nature lover and therefore prefers hiking or skiing. She appreciates her varied and interesting daily routine, which involves collaborating with service partners, numerous media professionals, and tour operators from all over the world.

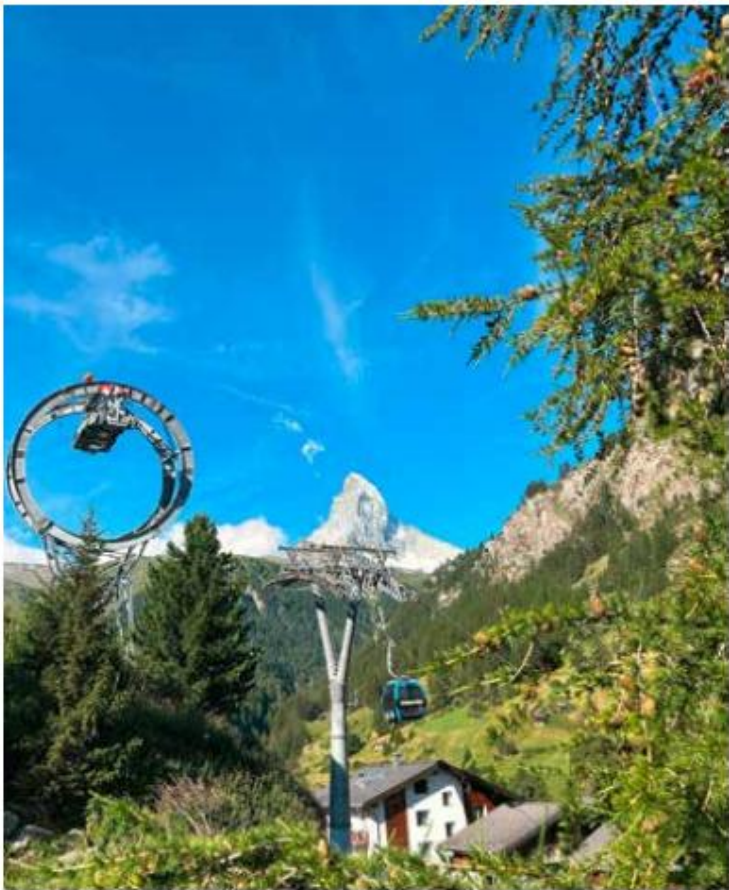
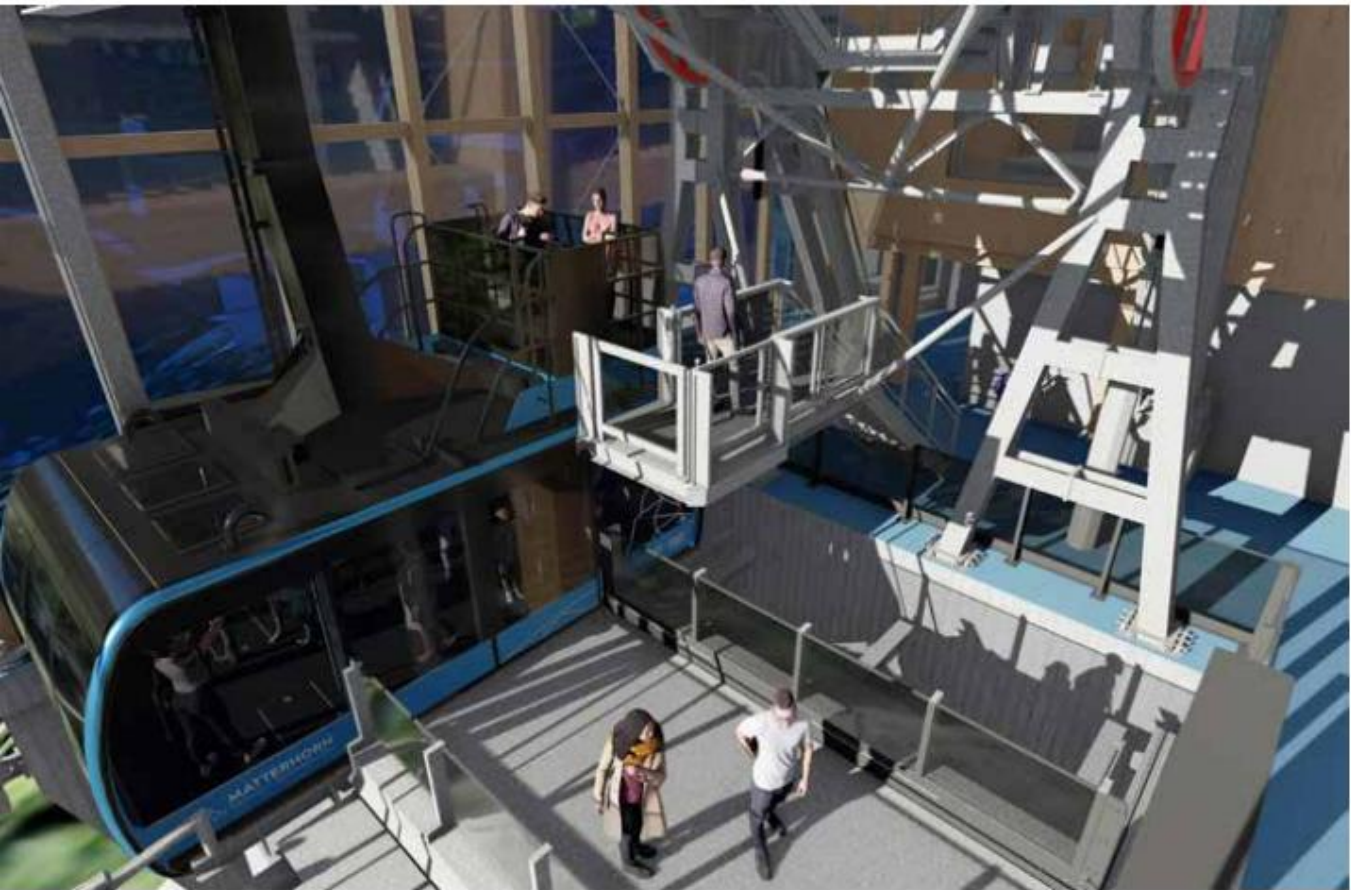
Since July 1st, the **PR & Communications** department has also had a new face. Céline Meier, originally from Lucerne, joined Zermatt Tourism at the beginning of this year as a Marketing Services intern . Céline completed her bachelor's degree in English language and literature, as well as geography, in Zurich. For her master's degree in tourism, she moved to Sion, where she discovered and fell in love with Valais. In her free time, the 27-year-old enjoys working out, dancing, improving her foreign languages, and spending time with friends and family. She finds the PR (public relations) and communications department to be an incredibly exciting field of work. Active media work involves informing both internally and externally about current events in our destination and maintaining good contacts with media professionals. Reactive media work, on the other hand, involves providing information for all types of media inquiries. Her team includes the two social media managers. Social media has become indispensable for good and efficient marketing communication, which is why we have increased our staff in this area.

You can see that the departments are as diverse as the managers, but their enthusiasm and motivation to achieve the best for this destination and to drive it forward are equally similar. Selina Döringer also looks positively to the future, saying: "I'm excited to be taking marketing for the Zermatt – Matterhorn destination to the next level with new energy and enthusiasm in the team!"

In the new constellation, we want to promote exchange between departments and strengthen the content area."



Back from left: Stephanie Vogel, Camilla Wellig, Selina Döringer
Front from left: Céline Meier, Viviane Zellweger



Zermatt cable cars

The world's first AURO aerial tramway will start operations in autumn 2023

Construction work on the new cable car from Zermatt to Furi is progressing. The AURO cable car will begin operations in autumn 2023, and the valley station, including the ticket offices, will be back in its usual location at the start of the 2023/24 winter season.

A high level of technology and safety

The abbreviation AURO stands for «Autonomous Ropeway Operation» and the AURO-pendulum railway are characterized by their operator-free. It is technically at the cutting edge, impressing with intelligent and networked technology and the highest level of safety. It is equipped with cameras and sensors that monitor the system – especially when entering and exiting the gondolas. The system independently detects situations that deviate from “normal operation.” Employees can operate the ropeway from a control center, the so-called “Ropeway Operation Center (ROC).” The perfect synergy of people and advanced technology results in high reliability. The Kummel gondola in Zermatt, the first AURO gondola in the

Switzerland put into operation.

Reinhard Lauber, Head of Technology South at Zermatt Bergbahnen, says: “In AURO operation, many monitoring tasks are performed by the technology. A ride can be released and monitored fully automatically, without the need for employees, as is the case with aerial tramways without AURO operation. The technology also ensures a 24-hour on-call service.

Hours.”

Limited space as a challenge

The valley station and the mountain station of the new Aerial trams will be barrier-free and level. The train was built directly adjacent to the existing Matterhorn Express stations. For this reason, a solution had to be found for the limited space, especially at the valley station. Together with Garaventa AG, it was decided to construct a so-called sliding platform. As soon as a cable car leaves the valley station, the platform moves to the other side to allow the oncoming cable car to enter.

Since the distance between the valley station and Since the first support is too narrow to expand from 3.7 meters to the conventional track width of 15 meters, a standard support could not be built for technical reasons, so a circular support with a suspension cable saddle in the center was chosen. This creates a sufficiently large span between the first and second supports to expand to the track width of 15 meters.

The Rooftop Ride as a Highlight From the 2024 summer season, the journey from Zermatt to Furi or vice versa will be even more exciting. Thanks to the Rooftop Ride, the view of the Matterhorn can be enjoyed from the roof of the

The view can be enjoyed from the fresh breeze, and nothing stands in the way of a perfect picture. The interior of the new cabins also offers a wonderful view of the natural landscape surrounding the Matterhorn thanks to the large glass fronts.



«The technology ensures a 24-hour on-call service.»

Reinhard Lauber

Zermatt cable cars

Enjoy a «fondue on a rope»

On September 1, 2023, the long-awaited edition of the Zermatt classic "Fondue am Seil 2023" will take place, where the enjoyment of Valais specialties

culminates in a train ride at dusk past the Matterhorn.

This experience, part of the Taste of Zermatt event series,

combines culinary delights with an alpine nature experience.



The journey begins at 6:15 p.m. at the Matterhorn Glacier Paradise valley station. During the ride to Trockener Steg, a selection of appetizers featuring local specialties is served, accompanied by delicious Valais wines. The classic main course follows at the Furi station – a cheese fondue with special breads and a spectacular view of the surrounding mountains and natural landscape. Via Aroleid, the gondola floats toward the Matterhorn, which rises mystically behind the Schwarzsee station during the ride. For a sweet ending,

A dessert variation including a Valais digestif and

Coffee served at the Schwarzsee and Furi stations during the return journey. Fresh water from the local mountains is also included.

The tables in the Matterhorn Express gondolas are set up for four people. This experience is perfect for an unforgettable end to the day with friends or family.

Book now and feel the anticipation!

matterhornparadise.ch/Fondue-am-Seil



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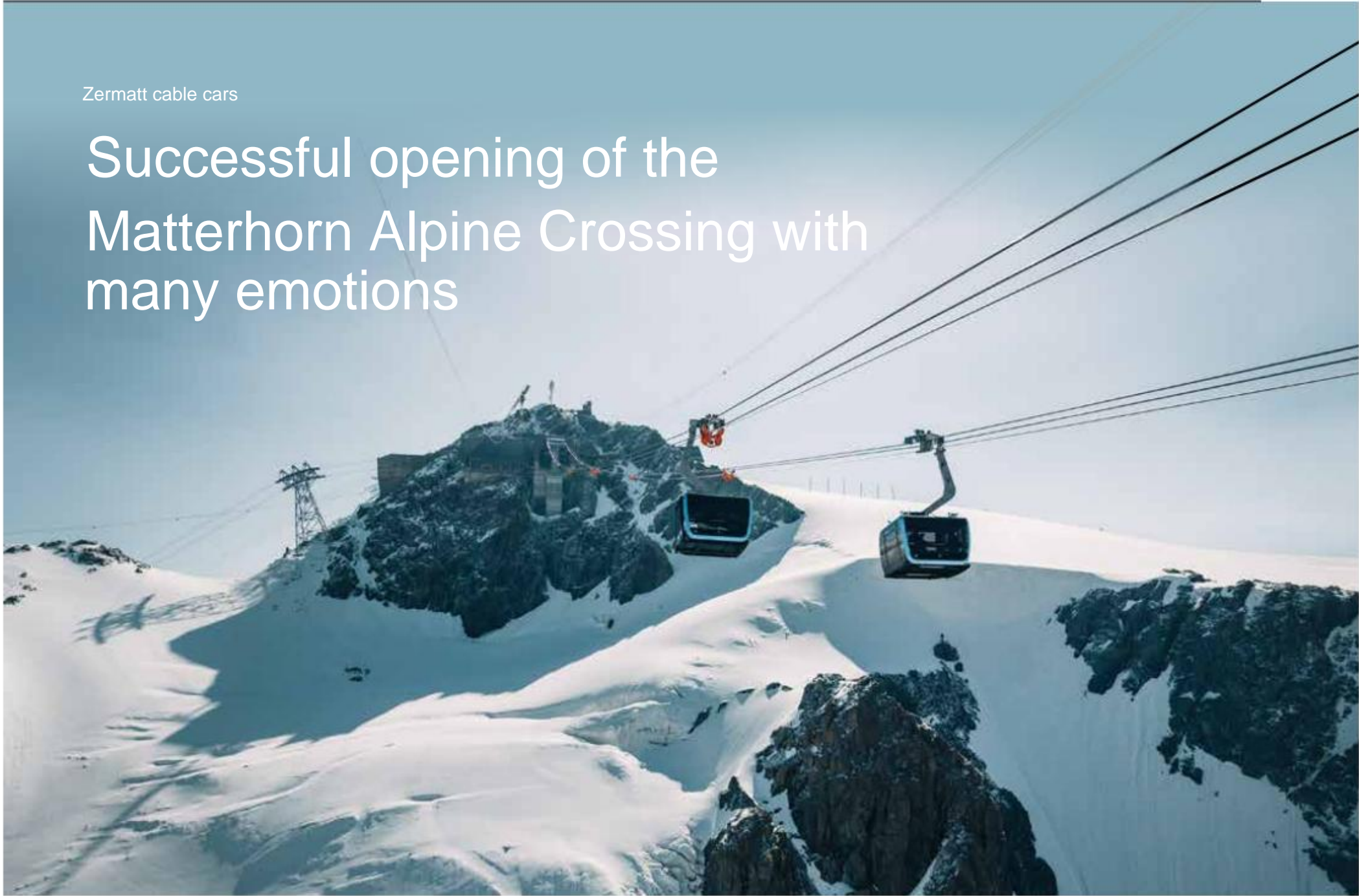
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Zermatt cable cars

Successful opening of the Matterhorn Alpine Crossing with many emotions



Since July 1, 2023, the highest Alpine crossing by cable car has been possible, bringing the two destinations of Zermatt and Cervinia even closer together. The opening ceremony of the Matterhorn Alpine Crossing took place on June 30, 2023, with numerous invited guests at the Testa Grigia station and was moderated by Michelle Hunziker. The following day, the new cable car was open to the public as part of the "Open Cable Car Day."

The opening ceremony on June 30, 2023, was a complete success, and the realization of the long-awaited dream of generations was duly celebrated. Around 350 guests gathered at the Testa Grigia station to witness the historic moment. For around one and a quarter hours, various constellations in the form of

At the end of his tenure at Zermatt Bergbahnen, he received a surprise that stirred great emotion. The Board of Directors, led by President Franz Julen, together with CEO Markus Hasler, decided to honor him as a railway patron, thus immortalizing him in the history of Zermatt Bergbahnen.

Panel discussions focused on the significance of the new connection and the new opportunities it creates. Shortly after 2:30 p.m., the moment finally arrived – the symbolic red ribbon was cut and the first ride with the new cabins became a reality. Afterwards, the

new station can be visited and a rich aperitif can be enjoyed.

An emotional moment

Anton Lauber has been head of the construction department since the merger of Zermatt Bergbahnen in 2002 and has implemented various projects. At the end of the year he will retire.

Sunshine on the Open Railway Day

On the day of the official opening, the weather was at its best. Numerous guests from

Switzerland and Italy took advantage of the opportunity to take a ride on the new cable car over the Theodul Glacier. Hardly a camera or cell phone went unused during the approximately four-minute ride between the Klein Matterhorn and Testa Grigia – the view of the Matterhorn was perfect and captured on film. As during the opening ceremony the day before, Laura Zimmermann and Lyam Cruz created a lively atmosphere in the valley station with their music.

New Annual Pass Xtended 365

The expansion of the service with the new year-round connection between Switzerland and Italy also creates a new additional ticketing offer. The annual pass can now be extended for an additional charge of CHF 400, including unlimited access to Cervinia in summer. The so-called Xtended 365 annual pass offers the opportunity to travel from Zermatt to Cervinia and back throughout the year. The CHF 400 additional charge to the current annual pass applies to both residents and guests. The current annual pass, with unlimited access to Italy in winter and all Zermatt cable cars in summer, will remain available.

Zermatt cable cars

Become part of the Care Teams Matterhorn Region

CareNet is the organization in Upper Valais that, under the auspices of Zermatt Bergbahnen and the Matterhorn Gotthard Bahn, provides support to people in the event of extraordinary events for their affiliated companies.

To supplement and ensure the organization of the "Matterhorn Region" Care Team, we are seeking cheerful and helpful individuals to serve as CareGivers. They can provide emotional, psychological, and practical support to people directly or indirectly affected by an extraordinary event. To fulfill this role, participants will complete a five-day training course in psychological emergency assistance based on the principles of emergency psychology, which is divided into two phases. The costs will be covered by CareNet, and if necessary, further support can be arranged within the organization (for example, from professional emergency psychologists).

We are looking for individuals with professional and life experience and strong social skills who can cover absences during any deployments during professional and private activities. Being easily accessible via mobile phone and email will help us assist those affected in an emergency.

Apply now and become part of the care team

Do you have any questions or do you feel addressed? Then contact Kurt Guntli, Head of Care Regio Matterhorn: kurt.guntli@zbag.ch, +41 79 220 25 05



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Zermatt Tourism

Folklore Festival in Zermatt

Tradition that brings locals and guests together

For the 53rd time, the annual folklore festival will transform our village on the second weekend in August into a vibrant hustle and bustle full of color, traditional music, joyful laughter, and conviviality. The grand parade on Saturday afternoon is the highlight of the event, with a total of 30 groups taking center stage. They will yodel, dance, play the alphorn, drum, and wave flags to their heart's content, delighting locals and visitors alike and bringing them together.



What began on a small scale in 1969 has developed over the years into a permanent fixture among the destination's top 10 events. Why exactly does this event enjoy such great popularity? It's partly the mix of diverse performances and visitors, and partly the harmonious overall package of a folklore festival in front of Switzerland's most iconic mountain.

The folklore festival in Zermatt can be described as colorful in many ways. The first thing that comes to mind are the colorful costumes of the musical groups that travel from all over Switzerland. But the diverse music in the form of flutes, drum rolls, alphorns, yodeling, the colorful flags of the various clubs, and the Swiss food offer a variety of options for every taste. Perhaps the most beautiful, colorful mix, however, is what Zermatt is generally known for: a village of locals that opens its doors to the world, offering insights into the Swiss mountains and traditions. The Folklore Festival is one of the few occasions where locals and guests sit together at the same table and toast to life.

Bianca Ballmann, head of the Mattertal Youth Services Office and also a member of the Folklore Festival's organizing committee, writes similarly in the foreword to the festival guide. For her, the Folklore Festival has always been an occasion where locals and visitors meet and spend a good time together. She marveled at the parade as a child, later became a part of it herself, and now has the honor of leading the Folklore Festival as the organizing committee president. She thanks everyone involved in the festival, as the proceeds go to a good cause.

All proceeds from the folklore festival go to the Mattertal Youth Fund. The fund supports children and young adults in the school districts of Zermatt, Täsch, and Randa. The money goes to clubs, groups, projects, and events that support children and young people.

Come along and enjoy authentic music, delicious festive food, and simply a lively atmosphere in the heart of Zermatt!



Municipality of Zermatt

Outdoor barbecue

When temperatures rise again, the general public enjoys a barbecue outdoors.

However, cantonal and regional regulations must be observed.



According to cantonal law, open fires are strictly prohibited throughout the canton of Valais. This applies to both traditional barbecues and the burning of green or construction waste. Nevertheless, barbecues in Zermatt are permitted, provided the regulations are observed.

Legal framework

Cantonal legislation stipulates in the "Forest and Natural Hazards Act (kGwNg)" that fires in or near forests are prohibited throughout the canton. Except for fire pits officially designated as such by the municipalities.

Furthermore, according to the cantonal "Environmental Protection Act (kUSG)", there is a general ban on burning any type of waste (including green waste and construction waste) outdoors. Violations of the relevant instructions will be punished, and any interventions by emergency personnel will be charged to the perpetrator. It is also important that the instructions of the authorities and emergency personnel must be followed in all cases.

General fire ban due to dry periods

As a result of prolonged dry periods, the canton may impose more extensive restrictions (general fire bans, including for barbecues, charcoal grills, fireworks, etc.). These are published in the official gazette and generally disseminated through the media.

Forest fire risk and air pollution

The reason for this restrictive approach is primarily the high risk of forest fires, wildfires (dry forests and meadows), and peatland fires in Valais, which leaves relatively little room for maneuver. However, with regard to the incineration of any type of waste (including green waste and construction waste), air pollution and, more broadly, soil pollution also play a significant role.

Barbecue fun in Zermatt and Täsch

However, outside of the general fire bans due to drought, there's no need to miss out on the barbecue fun. As already mentioned, there are official barbecue areas available. The municipalities of Zermatt and Täsch, as well as Zermatt Bergbahnen AG and the magazine "Schweizer Familie," now provide eight barbecue areas of this type in both municipalities, which are maintained and supplied with firewood during the summer.

The following barbecue areas are available:

- « Swiss Family » barbecue area near the Glacier Garden, Municipality of Zermatt
- Fireplace Glacier Garden Dossen, municipality of Zermatt
- Schweigmatten fire pit, municipality of Zermatt
- Barbecue areas Leisee of Zermatt Bergbahnen AG, municipality of Zermatt
- Fire pit at the Chrome sports field (Zen sticks), Zermatt municipality
- « Swiss Family » barbecue area near the Mettelbrücke, Municipality of Täsch
- « Swiss Family » barbecue area in the Täsch-Schali area, Municipality of Täsch
- Fireplace Schallisee, municipality of Täsch

Further information

The current risk assessment regarding forest fire danger can be found on the website of the Department for Forests and Landscape at www.vs.ch.

General fire bans issued ~~are published in the~~ Official Gazette at www.amtsblatt-vs.ch.

The ~~cantonal~~ legal provisions on this topic can be found at lex.vs.ch.

Most of the barbecue areas listed can also be found on the website www.zermatt.ch.

Show

CULINARY HIKE IN TÄSCH

Short hike through the village (approx. 2 hours)
Various supply posts along the way
Afterwards, closing party in Schali

Start: August 15, 11 a.m., Schali P2 (parking available)
Price: CHF 70 / person (children pay half)
Registration: until August 10th at kanzlei@taesch.ch / 027 966 46 66

Group start (start time will be given after registration)
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History of Zermatt

Hugo Lehner – On skis to the altar

Hugo Lehner is completely
different from Otto
Furrer. Bold, even daring -
necky and fearless -
He jumped around like a
chamois on brittle ridge rock.
Always ready to help,
always and everywhere he
was
was just needed.

His wedding in Zermatt was also legendary. To surprise his bride, Bertha Biner, at the altar, he skied from the Oberdorf in elegant curves to the church square. We often worried about him and begged him to be more careful. Ironie twist of fate. The saying goes—

The cautious Otto Furrer fell to his death on his mountain when a rope broke; the daredevil Hugo Lehner, however, died at home a year later from a long-term illness. ness in his bed.

Since the first Matterhorn film in 1928, Hugo was a constant companion and friend of Luis Trenker. So it was no wonder that Hugo proved himself a valuable collaborator in all of his films.

"Luis Trenker was with Hugo in Spitsbergen. Their ship , the Hobby , froze in a narrow fjord during the night and could not be freed. We had to

We were trying to blast a channel through the drifting ice to get out of the fjord and onto the open sea. To do this, we needed dynamite, but we didn't have any.

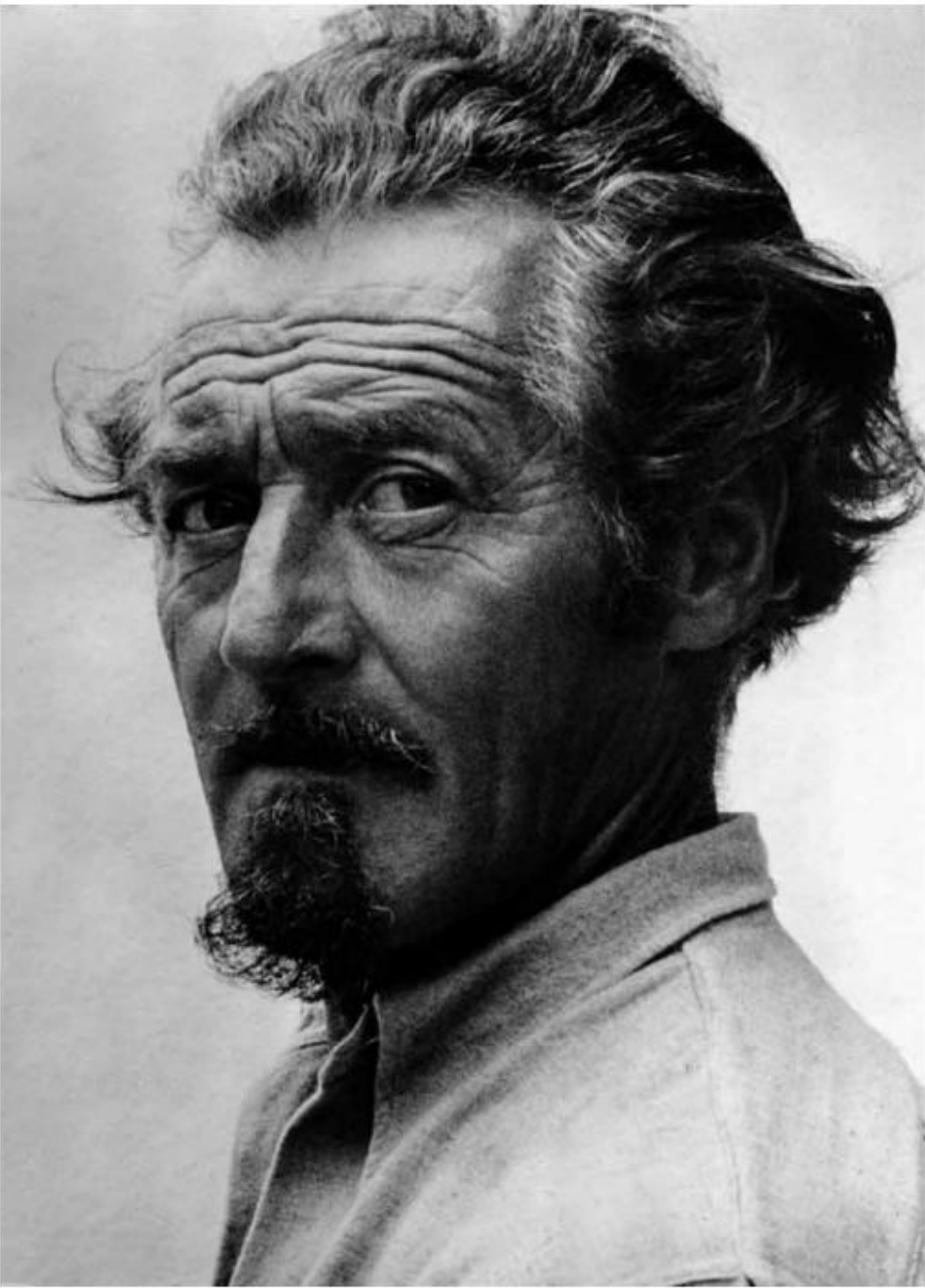
We knew that a coal mine was operating about a day and a half's march away. Explosives must be available there. The Norwegians knew the treacherous sea of ice far better than we did and therefore had no intention of venturing onto the ice. So Hugo Lehner, who always helped when help was needed, set out with a German emigrant. No sooner had Lehner left than the weather changed. In great concern,

We waited two days for his return. After three days, we went searching. Hour after hour , always following the compass, we worked our way in the direction from which Hugo must have come. And then, finally, on the fourth - Ten days after we had already given up hope , Lehner, snow-blind and completely exhausted, came out of the fog to meet us. He could hardly open his watery eyes and no longer had the strength to -

shout. If we hadn't miraculously stumbled upon him, he would never have reached our ship. As soon as he was back on his feet, we used dynamite to blast a narrow channel through the pack ice , and, to the cheers of my crew, we were able to

by» out into the ice-floe-strewn Arctic Ocean. Lars Nielsen, the dog handler, spotted three polar bears standing at the railing. He immediately rushed out with ammunition and Weir in the boat. Great excitement among the crew. The bears didn't care about our ship. Nielsen had come within almost 300 paces of them. Lying on his stomach, he aimed and fired. Hit, the large ship sank. The bear fell into the snow. The two cubs jumped into the sea. Nielsen stood up and jumped over dancing ice floes to his prey. Then a larger ice floe gap blocked his path. He changed direction, estimated the distance to the next ice floe, bounced his legs, jumped , reached the small ice floe, stood upright for a fraction of a second, and then sank between the ice floes.

Ice sheets in the icy waters. We stood there, frozen and pale with fear. My throat was choking. I couldn't call out. A shudder came over me when I saw the two young polar bears dive after us with lightning speed... That could have happened to Hugo too, when he was missing for three days. Did he have a good guardian angel? Hugo Lehner was at home in the big world. His fa - His family and especially his daughter Myriam have always missed their Hugo very much.»



Hugo Lehner (*1901)
In the 1920s and 1930s he was one of the most feared cross-country skiers and strongest patrollers on the Matterhorn - village. He was the first director of the ski school from Zermatt.

Hugo Lehner can also be called the first freerider. A track that immediately caught our attention with its extraordinary line. Over small jumps, steep slopes, between rocky gullies and mountain firs, a rider had created his rare

Autographed.

Hugo's successes

First ski school director in Zermatt

1927–1932: Swiss Champion Military Patrol Race

1928: Bronze Military Patrol Race Olympic Games in St. Moritz

1936: Winner of the Trofeo Mezzalama with Elias and Gustav Julien

1944: Downhill Champion Swiss Championship in Gstaad

Hugo as a movie star,
mountain guide
and demolition expert

A notice:
Text and images are taken from the book
«Focus Matterhorn – Zermatt History
and Stories», 2015, Rotten Verlag

«The cha nummu of the Hügo gsi si.

The damn Blagg cha hitu better

drive faster than I do myself.»



Gornergrat Railway (annual series)

Gornergrat Railway – Fascinating for 125 years 125 stories at www.gornergrat.ch/125

The Gornergrat Railway has been in existence for 125 years. In all six issues of "Zermatt Inside" 2023, we will be reporting on this historic anniversary.

As a historical retrospective, 125 stories can be read on the Gornergrat Railway website. These are divided into four categories: People, Nature, Railway and Technology, and Fun Facts. Below is a sample of each story to whet your appetite.

Nature

The landscape between Zermatt and the Gornergrat is unparalleled – we reveal some of its secrets.

Story No. 16: The Gorner Glacier – an ice giant through the ages

The Gorner Glacier is surrounded by 29 four-thousand-meter peaks and has been flowing through the Gornergrat mountains for thousands of years. Just 170 years ago, it was an impressive 16 kilometers long and stretched almost to Schweigmatten. Today, it measures around 12 kilometers, and its mass is constantly decreasing. Since the summer of 2019, it has been separated from its neighbor, the Grenzletscher.

Railway and technology

Stories from A like scrapping to Z like cogwheel: exciting background information about the Gornergrat Railway.

Story No. 9: 9 kilometers uphill

The operating length of the Gornergrat Railway is 9 kilometers and 339 meters. The tunnels and galleries They have a total length of 1,364 m, representing 14.4 percent of the railway line. They cross five bridges and short viaducts over a distance of 127 m, including the Getwing Bridge (24 m) and the Findelbach Bridge (90 m).

The entire line is equipped with Abt's cogwheel system. Around 155,000 cogs help the railway negotiate the steep route from Zermatt to the Gornergrat.



155,000 teeth from Zermatt to the Gornergrat



Around 1850, the Gorner Glacier flowed almost to Schweigmatten



The expedition members around Sir Edmund Hillary



Special exhibition at the Alpine Museum Zermatlantis

As part of our anniversary, we support and recommend the

COOP OpenAir Cinema on the Riffelalp from 18 to 26 August 2023 Start at 8 p.m.

- Fr 18.8. Mission: Impossible - Dead Reckoning - Part One, D
- Sa 19.8. Ein Mann namens Otto - A Man Called Otto, D
- So 20.8. Past Lives, Edf
- Mo 21.8. Le otto montagne - Acht Berge, Idf
- Di 22.8. What's Love Got to Do with It?, Edf
- Mi 23.8. Arielle - Die Meerjungfrau, D
- Do 24.8. Ticket To Paradise, Edf
- Fr 25.8. Indiana Jones und das Rad des Schicksals, D
- Sa 26.8. Barbie, Edf

Information and tickets are available at: www.gornergrat.ch/125

People

From pioneers to celebrities: gripping stories about people who have shaped the Gornergrat.

Story No. 57:

The first Everest climbers on the Riffelalp

In 1957, the Alpine Club London celebrated its 100th anniversary at the Riffelalp hotel resort. The highlight was the visit of Sir Edmund Hillary in August 1957. Four years earlier, the New Zealand mountaineer had achieved the first ascent of Mount Everest. Hillary was accompanied on the expedition to the world's highest mountain by Tenzing Norgay and George Band.

Fun Facts

Facts, myths and anecdotes about the Gornergrat that you probably didn't know (but definitely should).

Story No. 44: Local Collection in Zermatlantis

The Zermatt Alpine Association was founded in November 1944. Sixty years later, it was granted the building permit to construct the new Zermatt Alpine Museum near the church. A special exhibition celebrating the 125th anniversary of the Gornergrat Railway will be on display at the museum until next summer 2024. "The One and Only Gornergrat Railway" is the title of this fascinating exhibition on the long history of the Gornergrat Railway.

Various events and activities are planned for the anniversary year 2023.

These can always be found on the anniversary website

www.gornergrat.ch/125.