






# ZERMATT INSIDE

April 2025, 23rd Year, No. 2



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

<b>Municipality of Zermatt</b> 	<b>Gornergrat Railway</b> 	<b>Zermatt Tourism</b> 	<b>Zermatt Citizens' Community</b> 	<b>Zermatt cable cars</b> 
<b>trail</b> <p>The storms in June 2024 Among other things, they left damage to the Zermatt–Trift hiking trail, which is now being repaired. <b>Pages 6/7</b></p>	<b>No bike transport</b> <p>Starting in summer 2025, GGB will no longer transport bikes. Bikes can still be transported on the Riffelberg Express. <b>Page 19</b></p>	<b>Peak Track</b> <p>Capture your ski day in all its facets and compare it with the ski community: This is what the new feature in the Matterhorn app offers. <b>Page 20</b></p>	<b>New name</b> <p>The Matterhorn Group AG, one of the leading hotel and gastronomy companies in Zermatt, is now called Zermatt Hospitality <b>Page 21</b> Group AG.</p>	<b>Glacier Palace</b> <p>The entrance area of the Glacier Palace is currently being optimized to allow visitors to continue to experience the world of eternal show. ice. <b>Page 22</b></p>

Zermatt Tourism

## Zermatt Unplugged 2025

**5 days of music & enjoyment throughout the village:** The 16th Zermatt Unplugged takes place from 8 to 12 April and once again transforms the Matterhorn village into an international Music stage. With over 130 acoustic concerts by around 70 artists from all over the world, the festival expects more than 30,000 visitors.

More on page 2





In just a few days it will be that time again – the 16th Zermatt Unplugged starts!

(c) Jana Leu\_ZU24\_Florian Paul DKDLH



(c) David Biedert



(c) Julius Hatt



From April 8 to 12, 2025, Zermatt will once again become an international music stage. Over 130 shows from around 70 national and international Acts await visitors. Music lovers from all over the world travel to Zermatt to experience one of the largest acoustic festivals. But the festival not only offers a unique experience for international guests – as always, the festival is also intended to be the final highlight of a successful winter season for the local community .

A festival with national and international appeal

Since its inception, Zermatt Unplugged has established itself as the most important festival for acoustic music in Europe. With a new brand identity and a comprehensive national and international media campaign, the festival and the 2025 program have been marketed since December. In addition to traditional media channels (online and offline), exciting (media)

Partnerships are being used. For example, the festival is also being communicated nationally and internationally through a presence on SWISS aircraft.

Over 30,000 visitors, around 70 bands and artists from all over the world, as well as numerous sponsors and partners, are expected in Zermatt next week to experience the unique charm of the festival and the Matterhorn village. Together with the festival, they will generate additional added value of over eight million Swiss francs for the destination, thus having a lasting economic impact on the region.

Unplugged Pass – discounted for the Zermatt population

In addition to the main concerts, over 80 concerts and parties will take place on the twelve Unplugged Pass stages in the village and on the mountain. Up-and-coming talents from Switzerland and around the world can be discovered on these stages every day . This year, all locals can purchase the Unplugged Pass for all five days at a reduced price of CHF 50, instead of the usual CHF 85.

Ronnie Scott's Jazz Club – A legend visits Zermatt

Another highlight of Zermatt Unplugged is the pop-up of the famous Ronnie Scott's Jazz Club from London. This exclusive setting will once again be faithfully recreated at the Mont Cervin Palace and offers visitors the opportunity to experience the unmistakable jazz sound of Ronnie Scott's All Stars. On five evenings, the musicians will perform the Early Show, while the Soul Family will bring their "Soho Jazz Club vibes" to the Late Show. Admission is available with the Unplugged Pass (subject to capacity).

Taste Village – The festival heart of the village

The Taste Village and the Foyer Tent are the vibrant heart of the festival. Access to the festival grounds is free for Zermatt residents with a Blue Card.

The Taste Village offers not only numerous bars and food stalls from local vendors, but also the two restaurant chalets of CERVO and the Hoteliers Association, offering delicious food. Here, visitors can enjoy a relaxed atmosphere.

Enjoy Zermatt specialties and get in the mood for the concerts or while away the evening. The foyer tent also offers a wide selection of food and drinks, including the Lucerne Hotel Management School's Wine & Food Lounge. In the evenings, live concerts provide additional entertainment and a harmonious festival atmosphere.

Kids Village – Fun for the whole family

The younger festivalgoers are also well catered for: The Kids Village awaits with a varied program, organized in collaboration with the Mattertal Youth Office, among others. Located right next to the main tent and freely accessible, there are creative activities, a carousel, and a syrup and popcorn bar that are sure to put a smile on children's faces.

While the kids are having fun, parents can relax on the pavilion terrace and enjoy the diverse culinary offerings.

After-parties to round off the evening

In addition to the concerts, Zermatt Unplugged hosts several after-parties daily at Vernissage, Manud, Pink (Unique Hotel Post), and CERVO. International DJs play there until the early hours. All after-parties are accessible with the Unplugged Pass.

New at the 2025 Festival: Sunday Concerts

New this year are two additional concerts on Sunday, April 13th, at BEAUSITE (12 noon) and CERVO (2 pm).

This allows festival guests to end their Zermatt Unplugged experience and the weekend with music.

Thanks to the population and local partners

The festival organizers extend their sincere thanks to the people of Zermatt and everyone who has shown understanding for the unavoidable restrictions and emissions associated with the festival's setup and dismantling . "We are doing everything in our power to keep these as low as possible," explains Rolf Furrer, Managing Director of Zermatt Unplugged. "A special thank you goes to all the businesses and stakeholders in the region who are helping us make the festival an unforgettable experience for guests and artists. This includes hotels, restaurants, on-site F&B partners, infrastructure and transport service providers, the municipality of Zermatt and its employees, and Zermatt Tourism – as well as our local partners Zermatt Bergbahnen, Zermatt Hospitality Group, Gornergrat Bahn, and the Zermatt Hoteliers Association."

A big thank you also goes to the many helpers who passionately supported the festival before, during and after the five eventful days .

Zermatt Unplugged wishes everyone five fantastic festival days with many lasting encounters and musical and culinary experiences.

Municipality of Zermatt

# Instructions for the population

In the last issue of "Zermatt Inside," the series of articles on natural phenomena began with "avalanches" and presented the corresponding behavioral instructions.

This article will deal with the natural event "earthquake" and a power outage lasting several days and will present the corresponding cantonal instructions for action.

Dealing with a natural event, whether recurring or rare, requires personal preparation. Those who are prepared react more calmly and prudently to the situation.

Therefore, the municipal leadership team has decided to present natural events and the corresponding behavioral instructions. This article addresses behavior in the event of an earthquake, as well as a power outage (blackout) lasting several days.

EARTHQUAKE

**Inside a building**

- Keep calm and below the building when you are near the exit
- Seek shelter under a solid piece of furniture or door frame
- Keep away from ceiling lights, bookshelves or shelves
- Turn off gas, water and electricity as quickly as possible
- Do not take the stairs or elevator

**Outdoors**

- Stay outside
- Avoid proximity to buildings, bridges and power poles, that can collapse

**If you are in a Vehicle**

- Stay in the vehicle until the earthquake ends
- If possible, go to an open place

**After the earthquake**

- Turn off gas, water and electricity as quickly as possible
- Leave the building with evacuation equipment
- Provide assistance to injured people
- Stay away from buildings or other objects that may collapse
- Beware of aftershocks
- Listen to the radio

For more information: [www.oppe-vs.ch](http://www.oppe-vs.ch)

Department for Civil Security and Military - Civil Protection / 2023



BLACKOUT

**Take personal precautions**

- 8 hours of water per person
- Food with a long shelf life
- Gas cooker, chafing dish with alcohol or safety gas
- Candles with matches or lighter
- Battery-operated radio and flashlights (spare batteries)
- Emergency pharmacy
- Cash in small bills

**Unplug**

- Turn off computers and all other easily accessible electrical devices

**Danger**

- Elevators, automatic doors and escalators are not working
- Traffic lights no longer work
- Video surveillance and alarm systems are deactivated
- After a while, phones stop working and there is no more running water

**To do**

- Listen to the radio
- Only make phone calls when necessary
- Use drinking water sparingly

Department for Civil Security and Military - Civil Protection / 2023



EMERGENCY MEETING POINT

In the event that your community is affected by a disaster or emergency, emergency meeting points throughout the canton offer support and important information on the current situation.

**NOTFALL TREFFPUNKT**

Find your nearest Emergency meeting point at:



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

Department for Civil Security and Military - Civil Protection / 2023



Earthquake and blackout

Earthquakes are events that occur in Switzerland and are often only marginally noticed because they are usually weak and short. However, Valais has the highest seismic hazard in Switzerland. The Rhône Valley, for example, is located in zone Z3b, where tremors with an intensity of 8 to 9 are possible and can cause severe damage. An earthquake near Sion with a magnitude of 6 on the Richter scale could cause damage amounting to 4.5 to 10 billion Swiss francs.

In the western and eastern regions of Valais, earthquakes with an intensity of 7 to 8 can occur, causing moderate to severe damage.

The Visp valleys, including the Matter Valley, are located in a zone with a high risk of earthquakes. A severe earthquake can also lead to a blackout lasting several days.

Therefore, the guidelines for earthquakes and blackouts are presented. These can be found on the website of the Cantonal Office for Civil Security and Military.

(<https://www.vs.ch/de/web/sscm/documentation>) can be downloaded .

Power outage – when the lights go out (blackout)

A blackout lasting several days would have serious consequences for the population and the economy, as it would amount to a widespread shutdown. This would affect, among other things, filter systems/ pumping stations for drinking water and wastewater, businesses, transactions, lighting, heating, signaling, public and private transport, information media, communications, and telecommunications.

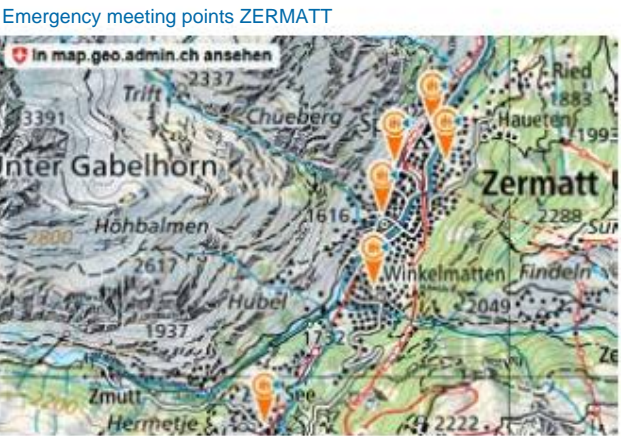
Not to mention access to the healthcare system and maintaining public order.

Emergency meeting points

In the event of an event such as a prolonged power outage or a power shortage, the usual information channels such as mobile phones, radio and television may only be available to the population to a limited extent or may no longer be available at all. The authorities must provide the population with alternative information options for these and other cases. This need was one reason why the cantons, in cooperation with the Federal Office for Civil Protection (FOCP), designed the emergency meeting points as a new and flexible tool for civil protection.

In the event of an incident, the emergency meeting points are activated by the authorities and the public is informed. The emergency meeting points serve as the public's first point of contact in the event of major incidents, disasters, and emergencies. At the emergency meeting points, the public receives information about the current situation and can make emergency calls if the usual means of communication are no longer functioning.

- NTP 1 – Community Center
- NTP 2 – Station Square
- NTP 3 – Parking Urania
- NTP 4 – Wiesti (intersection of Wieststrasse / Gryfelblatte)
- NTP 5 – Winkelmatten Chapel
- NTP 6 – Furi (ZBAG station)





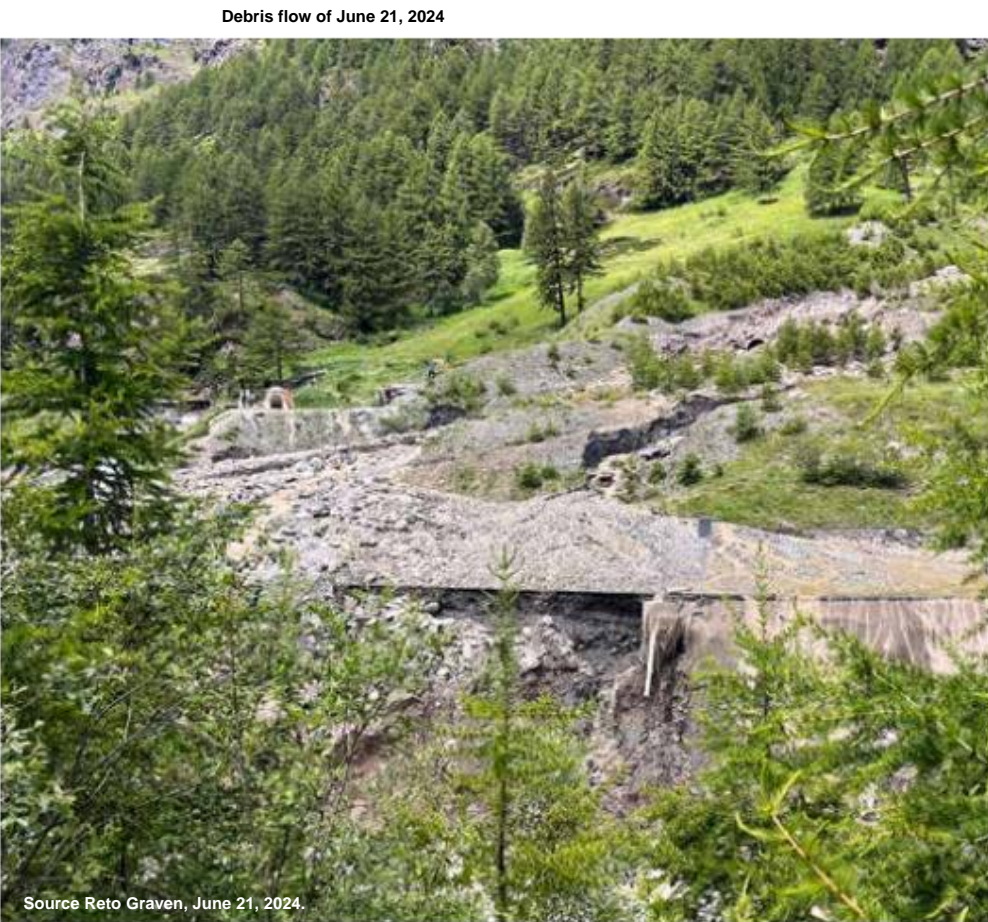
Municipality of Zermatt

# Flood protection Lüegelbach

In June 2024, the Lüegelbach stream overflowed its banks again and flooded the cantonal road in Spiss near the village entrance. Several hundred cubic meters of material were deposited on the road. Fortunately, there were no injuries.

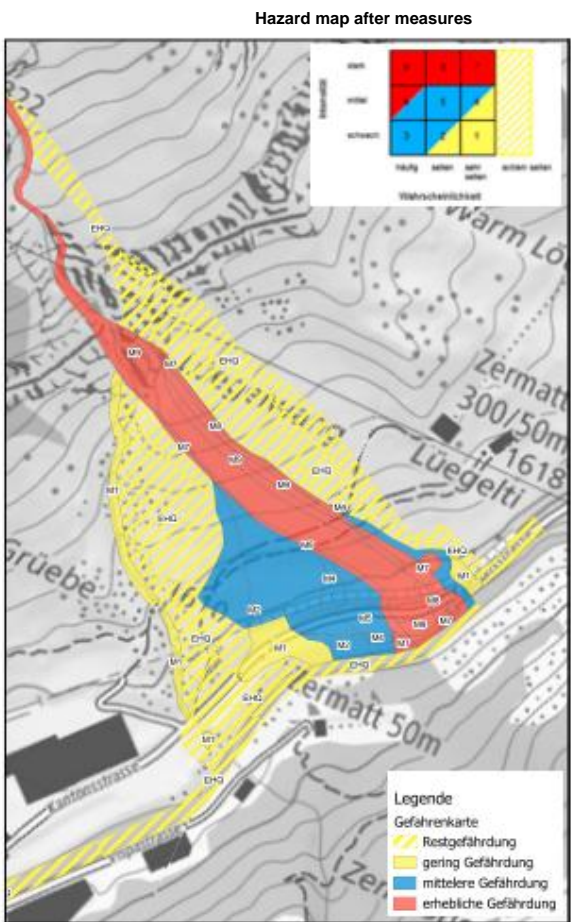


Debris flow of June 21, 2024



Debris flow of June 21, 2024

Source Reto Graven, June 21, 2024. Access road into valley and mountain side slope 1:100/1:50



Hazard map after measures

**Nature and Landscape** The planned measures affect a site listed in the Federal Inventory of Dry Meadows and Pastures of National Importance (TWW). Through optimization measures (steeper slopes, local narrowing , etc.) and the removal of the avalanche control dam, the area affected by the planned measures could be reduced from a total of 2.33 hectares to 1.52 hectares. Of this, 1.22 hectares (instead of 1.44 hectares) are located in the dry meadows and pastures. within the Federal Inventory.

As part of the project, the existing habitats and natural values were examined and mapped. The Lüegelti area is of great importance for protected, endangered , or priority plant and animal species. It therefore fulfills a balancing function in the natural environment and plays a key role in the networking of biotopes worthy of protection.

For planting after completion of the construction work, the existing vegetation sods/ Turf tiles are temporarily stored and reused. Seed from nearby locations in and around Zermatt is also used for the greening.

In addition to the measures within the project perimeter, compensation measures are also planned in the surrounding area. These consist of restoring overgrown dry meadows and pastures by clearing them of bushes and restoring their long-term value through adapted management. In addition, a GIS-based management tool will be developed that will serve as a basis and tool for ensuring the future quality of the dry water meadows in Zermatt.

During the construction phase, the work will be intensively supported by environmental construction monitoring to minimize the impact on the surrounding dry meadows and pastures.

## Hazard map after measures

The hazard map by measures shows the impact of the project on the hazard situation. Compared to the current hazard situation, the risk posed by debris flow deposits in the Spiss area due to the backflow of the Mattervispa can be significantly reduced. After the measures have been implemented, a residual risk remains for the Spiss area. Currently, this area faces a medium to significant risk. Flooding on the right and left banks of the residential area up to the Wiesti Bridge can be prevented. The significant risk (red zone) is limited to the debris flow channel area after the measures have been implemented.

However, in comparison to the event on October 15, 2000, the Vispa River did not back up this time, thus preventing major consequential damage.

## Protective measures Lüegelbach

Planning for the protection measures for the Lüegelbach stream began over 25 years ago. Unfortunately, the project suffered several setbacks over time and had to be revised accordingly.

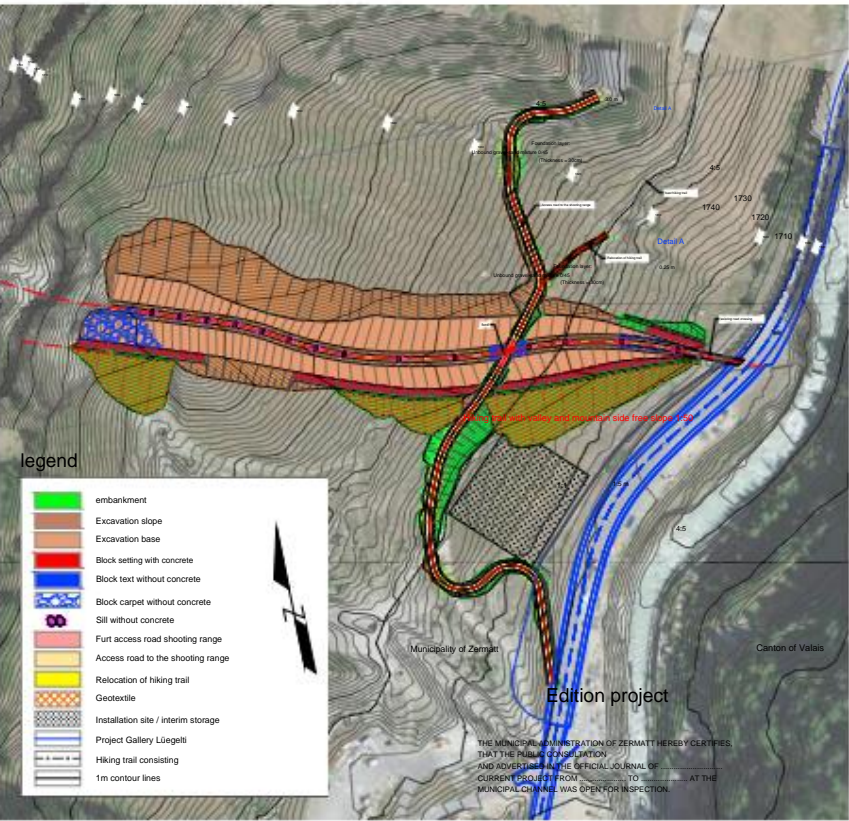
For the upcoming publication, a total of more than More than 12 variants were examined and evaluated. Last fall, the best possible solution was identified, which now serves as the basis for implementation. The main objective of these protective measures is to prevent flooding in residential and commercial areas of Zermatt, which could be caused by a backflow of the Mattervispa River as a result of debris flow events from the Lüegelbach.

The current project was carried out in close cooperation with the cantonal and federal authorities and continuously optimized. This plan envisages reconstructing the Lüegelbach stream below the rock face, heading downstream. The approximately 25-meter-wide main channel will channel debris flows of up to 25,000 m3 into the Vispa River. Due to the enormous forces of the debris flows, some embankments must be protected/reinforced with concrete blocks.

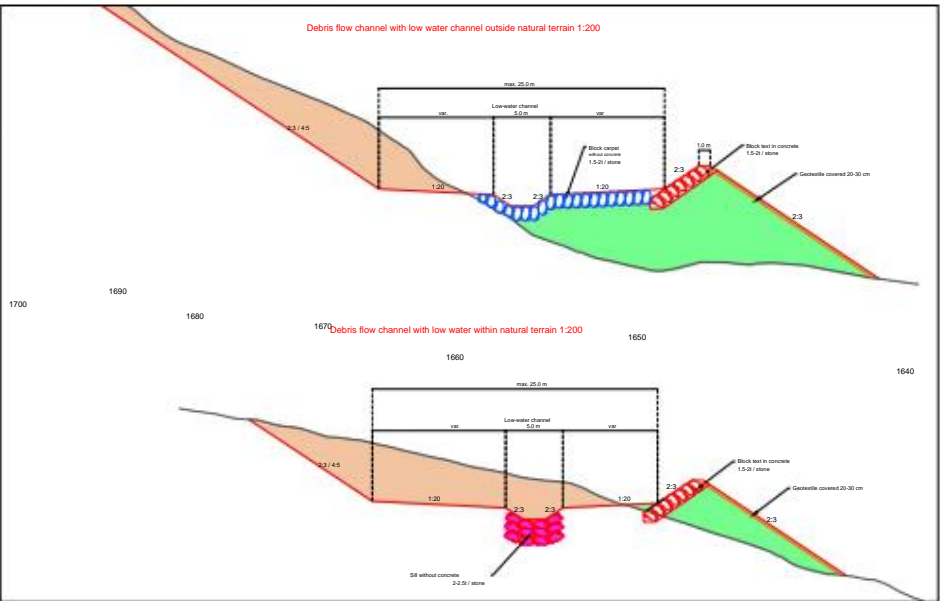
The normal flow from the Lüegelbach is channeled into the Vispa River via a low-water channel designed as naturally as possible. The natural design of the low-water channel will eliminate deficiencies in the existing Lüegelbach, such as concrete walls, concrete sills, crossings, and catchments .

The construction of an avalanche control dam along the Lüegelbach stream, now part of the municipality of Zermatt , was abandoned due to its very limited protective effect, in contrast to the massive impact on the landscape and the existing, valuable flora and fauna.

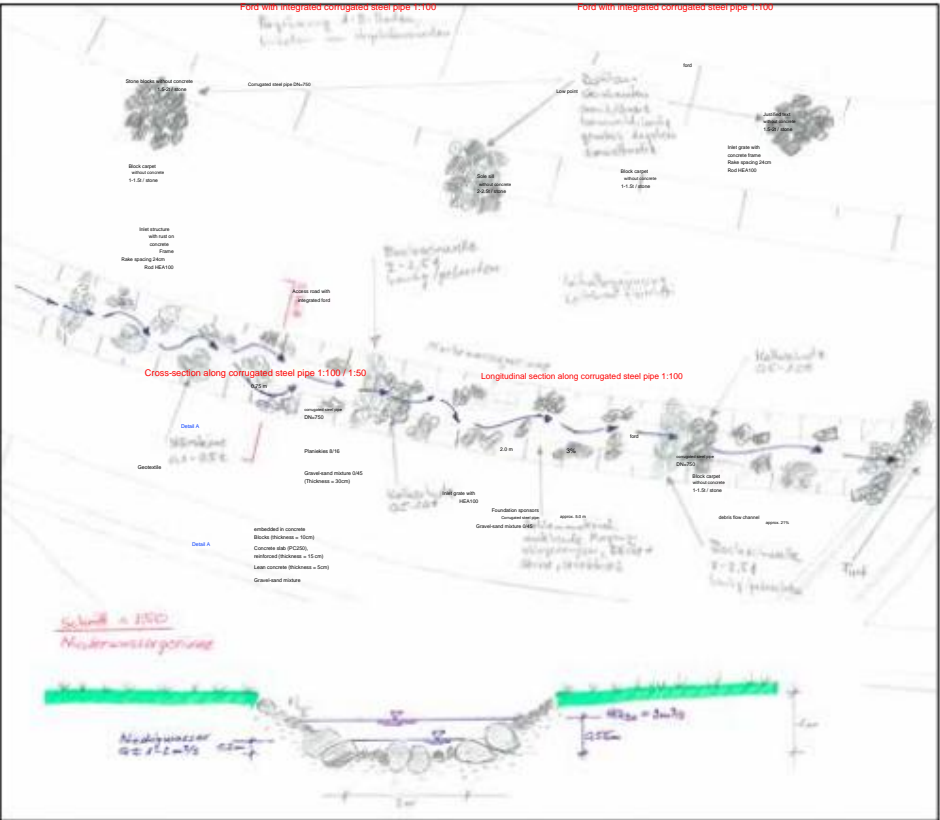
Two galleries are planned to protect the cantonal road from avalanches and debris flows in the Schusslaui – Lüegelti section. These will be planned and implemented in a separate project. The measures in the Lüegelbach stream are compatible with the two gallery projects, and the planning is being coordinated.



Situation protective measures Lüegelbach



Standard profiles Lüegelbach



Sketch design of the Lüegelbach low water channel

Protective measures Lüegelbach

Edition project

Normal profiles

All work is carried out by

environmental construction supervision

Edition project

to assess the impact on the

surrounding dry meadows and

pastures to be minimized.

THE MUNICIPAL ADMINISTRATION OF ZERMATT HEREBY CERTIFIES THAT THE PUBLIC CONSULTATION OF THE CURRENT PROJECT FROM TO AT THE MUNICIPAL CHANNEL HAS BEEN COMPLETED.

THE MUNICIPAL ADMINISTRATION OF ZERMATT

THE PRESIDENT

RUBBER STAMP

THE WRITER

## 2nd Natural Hazards Day of the Municipality

Relocation of hiking trail

Topic «FLOOD»

The EWG would like to take this opportunity to draw the public's attention to the 2nd Natural Hazards Day and **extend a warm invitation to attend.**

existing road crossing

Wednesday, 4 June 2025, from 2 pm to 8 pm in the Triftbachhalle

Various tables with information about:

- Planning measures (protective measures by the public sector / private sector)
- Operational measures / flood management
- Gomerli dam project – tbc

Lectures by guest speakers:

- Integrated risk management (4:00 p.m.)
- Project Gomerli (6:00 PM) – tbc

The detailed program will be communicated later.



Municipality of Zermatt

# Storms of June 2024 – Hiking trail Zermatt – Älterhöud – Trift severely affected

The severe weather in June 2024 brought persistent heavy rainfall in the southern parts of Valais due to persistent southerly currents.

Zermatt was particularly affected, where the Triftbach stream overflowed its banks on 21 June 2024 and caused considerable damage to Buildings and infrastructure behind and made the Zermatt – Trift hiking trail impassable.

**Damage to hiking trails**  
In addition to the damage in Zermatt, The storm severely damaged the Zermatt – Älterhöud – Trift hiking trail and the associated access to the popular mountain inns . From Zermatt, the trail leads across meadows dominated by mountain agriculture and climbs in several switchbacks through the mountain forest to the Edelweiss mountain inn. The trail then follows the Trift stream , crosses it at the Stelli Bridge , and then reaches the Trift mountain inn.

**Events of June 21, 2024**  
Below the restaurant Edelweiss came During the heavy rainfall on June 21, 2024, a severe landslide occurred that completely destroyed the hiking trail for about 200 meters. The landslide extends from the Triftbach stream in the north to the exposed rock ledges in the south and leaving behind a gully characterized by erosion and rockfall. The mountain forest in this area was completely destroyed.

Between the Hotel Edelweiss and the Trift mountain restaurant, the hiking trail was washed away in several places by the Trift stream, partly down to the rock. The Stelli Bridge was completely submerged during the event , leading to erosion of the supports and the side connecting walls . The bridge was only just about to be washed away. Unfortunately, the damage caused by the storms made several passages

The roads were so impassable that no temporary solutions could be built. The inns were no longer accessible directly. Major detours had to be taken .



The hiking trails should  
in time for the summer season  
be accessible again.

**Repair measures** The affected hiking trail sections are mainly located in steep terrain and are difficult to access. The municipality of Zermatt has called in a hiking trail construction expert who has proposed various options for repairing the

**(c) All photos: Schwydtig GmbH**  
project Zermatt-Älterhöud-Trift hiking trail  
Engineering GmbH  
Schwydtig GmbH  
Civil engineering - Geotechnics - Natural hazards

Hiking trails were inspected and measures for restoring the affected sections were developed. Initial measures in the area of the Stelli Bridge and shortly before the Trift mountain inn were thus implemented before the onset of winter .

After the snow melts in spring 2025, a metal staircase will be built below the Edelweiss mountain inn to overcome the rocky slope and bypass the landslide to the south. The staircase will bridge a steep drop of approximately 20 meters. In addition, the damaged Stelli Bridge will be dismantled and replaced with a new one. The remaining measures will be completed as quickly as possible after the snow melts so that the hiking trails are fully accessible again in time for the summer season.

Show



wir bauen - wir renovieren - wir planen

Zermatt

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1010 Zermatt

027 966 29 29

Täsch

Industriestraße 301

1010 Täsch

027 966 29 29

Visp

Industriestraße 29

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Municipality of Zermatt

# Road closures

Due to necessary renovations of sub-lines in our municipality, sections of the road must be temporarily closed.

## Staldenstrasse closed: May 1, 2025 – November 30, 2025

Starting May 1, 2025, the utility lines in a section of Staldenstrasse will be renovated. This work on the road surface will be implemented in stages:

- Stage 1: House Milestone – House Arctis (May 1 – August 4, 2025)
- Stage 2: Haus Arctis – Haus Colmar (May 1 – August 4, 2025)
- Stage 3: House Colmar – House Beausite (4 August – 30 November 2025)

### Accessibility – Restrictions

- During the renovation work , the individual road sections will be closed to through traffic.
- The shuttle service will be provided as best as possible via Staldenstrasse or Schluhmattstrasse / Kapelle Winkelmatten.
  - Parking is permitted on the entire Staldenstrasse prohibited on public land.
  - A diversion route will be signaled for pedestrians.

### E-bus operation on the Winkelmatten line – restrictions

During the entire renovation work on Staldenstrasse, the "Luchre," "Wiestiboden," and "Kapelle Winkelmatten " stops will not be served. Therefore, the electric bus to Winkelmatten will run from the "Kirchbrücke" stop via Schluh-

Mattstrasse to the stop «Wichje» and from there back to the village via the normal route.

### Waste and recyclable material disposal

The public garbage shelter "La Quinta" and the mobile collection point "Haus Colmar, Staldenstrasse" will also be partially restricted during the construction phase.

**Public collection point «La Quinta»:** This shelter will not be served between June 20 and November 30, 2025

Residents are asked to use another nearby public garbage dump.

**Mobile collection point "Haus Colmar, Staldenstrasse":** The mobile collection point will be unavailable from May 1, 2025, to August 4, 2025.

## Riedweg closure: 1 September 2025 – 13 October 2025

The drinking water pipes in Riedweg will be renovated this fall. This work will require a partial closure of Riedweg.

- Area: Bypass tunnel – Acropolis House Duration: 1 September 2025 – 13 October 2025
- Disruption: Closure due to renovation of the utility lines
- Detour: no alternative
- Pedestrians: Detour signaled



Municipality of Zermatt | Matterhorn Gotthard Railway

# Partial revision of the “train station area”



Possible development structure station roof



Creating affordable housing for locals.

As early as December 2024, the public was informed about the planned rezoning of the station roof.

Show

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Zermatt's tourism development has led to a sharp increase in demand for housing. In addition, due to the Second Home Act, apartments under the old law are increasingly being used as second homes. Locals and seasonal workers, who have little access to affordable housing, are particularly affected . The municipality of Zermatt therefore sees an urgent need for action.

To help solve this problem, BVZ Holding AG plans to make the MGBahn station roof usable for primary residences . The existing station area offers ideal conditions for high-density development in a central location. According to BVZ Asset Management AG, 76 apartments are already being rented near the station and in the Gornierhaus, more than 80% of which are used as primary residences.

Rents are considered moderate, and subletting is contractually prohibited. The new development will be exclusively primary residences.

### Contents of the partial revision

The planned partial revision proposes a rezoning from the zone for tourist buildings and facilities to a core zone (Zone KC) to allow for the construction of primary residences on the roof of the MGBahn station. This rezoning will not create a new building zone, as the site is already

is allocated to an existing building zone for tourism use. This is a change of use within an existing building zone. The Department for Spatial Development

This was confirmed during the preliminary examination.

The construction will create 70 primary residences, which must fit into the surrounding development structure. Within the new zone, the development regulations of the core zone apply. A high level of urban planning and architectural Quality is ensured by the provisions of the building and zoning regulations (including materials, roof pitch, etc.).

### About the procedure

Public participation pursuant to Article 33 of the Federal Planning Act (KRPG) has already been conducted. Public publication in the Official Gazette took place on November 15, 2024. The public had the opportunity to review the preliminary draft and submit written suggestions . During the public consultation, the municipality was informed of two concerns regarding the impact on the overall revision, as well as a request to regulate bicycle parking.

The dossier was also submitted to the canton in autumn 2024 for The preliminary examination was submitted. The latter expressed a positive opinion on the partial revision. In summary, it was concluded that the requirements for a partial revision were met.

It was determined that the rezoning does not require multiple compensation for building land, as it is a rezoning of building land and not a new zoning. Thus, the planned partial revision will not penalize other landowners by establishing additional reserve zones.

Feedback from the public and the canton's preliminary opinion were taken into account, and the dossier was adjusted accordingly. Among other things, the noise situation was analyzed and the requirements for protection against natural hazards were clarified.

Public consultation began with publication in the Official Gazette on Friday, March 14, 2025. The documents have been available for public inspection since then. The public was also informed about the partial revision at an information event on March 26, 2025. Specific questions were clarified during consultation hours on March 27, 2025.

The public review period lasts a total of 30 days. The documents can be viewed at the Building Department during regular business hours or online on the municipality's website until Monday, April 14, 2025.

After the public consultation, the population will finally be able to vote on the partial revision.



Municipality of Zermatt

# Stone by stone – start of the renovation work



The renovation of the historic traffic route, including the heart of the route between Blatten and Zum See, will begin in summer 2025.

The hiking trail, which leads from Furi via Schwarzsee and Trockener Steg to the pass, is listed in the inventory of historic transport routes in Switzerland as a site of national importance. The structure, which has been affected by gradual decay over the years—particularly the paving and dry-stone walls—must be restored with appropriate expertise, craftsmanship, and care.

Renovation work to preserve cultural assets

This summer, the municipality's technical services department, together with experienced dry-stone masons, will begin the first phase of the renovation. In addition to minor repairs in the Furi – Zum See section, the slope-side retaining walls between Zum See and Blatten will be cleared of bushes, largely dismantled, and professionally renovated.

Cultural landscape significance

A dry stone wall is always an important witness to past and present farming, culture, and human labor. Furthermore, with its countless niches, it is a valuable habitat for animals and plants. Therefore, the restoration not only restores the structure itself but also enhances the cultural landscape in its immediate surroundings.

Speech

On April 25, 2025, at 7:30 p.m., the Alts-Zermatt Association invites you to a presentation at the "Im Hof" school building. The project manager responsible for the upcoming renovation work (Adrian Kräuchi, Landplan VS AG) will speak about the inventory of historic transport routes, completed and ongoing projects in the Canton of Valais, and in particular, the history of the Theodul Pass, the renovation work, and the associated challenges of the current project.

The dry stone wall has numerous bulges and loose stones and has therefore lost stability, but also ecological and landscape aesthetic quality.

Show

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April 2025

Zermatt Inside 11

Municipality of Zermatt

# Zermatt Waste Disposal – Recycling rate above the Swiss average

Zermatt Entsorgung looks back on a successful year in 2024. A total of 8,320 tons of waste and recyclables were collected – an increase of over 4% compared to the previous year (7,987 tons). Particularly pleasing is the recycling rate of 60.43%, which is significantly above the Swiss average.

## Main factions in 2024

household waste	Kitchen waste	Waste glass	Paper and cardboard	Bulky waste
2,439 tons	1,967 tons	1,092,851 tons	tons	850 tons

Recycling rate

Thanks to the environmentally conscious commitment of the population and an efficient waste disposal infrastructure, the high recycling rate was achieved. Zermatt Entsorgung thanks all residents for their

valuable assistance and continues to encourage correct waste separation in order to protect the environment and further optimize recycling.

PET collection

The PET collection in Zermatt is having a great impact. In addition to the commercial collection point in Spiss, private households can also dispose of their PET beverage bottles at the public waste collection point. disposal sites in specially provided containers .

This measure paid off: Over 74 tons of PET were collected in Zermatt last year – equivalent to more than 2.6 million beverage bottles. For this impressive achievement, the municipality of Zermatt was awarded an environmental certificate by PET Recycling Switzerland.

**Sustainable success through PET recycling:**  
196,127 kg of greenhouse gases saved  
52,917 liters of oil consumed less

Thanks to

Thanks to the active support of the public, a significant contribution has been made to reducing emissions and conserving valuable resources. The municipality thanks everyone who participates in collecting recyclable materials and is pleased with the continued exemplary use of the collection points.

## Kitchen waste collection

Repeated incorrect disposal

The biggest challenge, however, remains the collection of kitchen waste at public waste collection points. The number of improper disposals in the containers provided for kitchen waste is increasing.

In addition to plastic, PET bottles and cutlery, glass, cardboard and other fractions are also disposed of in it.

Despite various measures (communication, posters, stickers, additional operating containers, hand dispensers), the situation has hardly improved.

For this reason, it is even being considered to abolish the collection of kitchen waste at public collection points.



Municipality of Zermatt

# Strengthening media literacy – School social work in the inner Mattertal focuses on preventive Media education



School social work in the inner Matter Valley supports children and young people in learning how to use digital media consciously and responsibly.

In our increasingly digitalized society, it is important that young people can use media competently. The school region and the school social work department of the inner Mattertal are actively committed to this.

to promote these skills and to teach students the skills to use digital media in a reflective and responsible manner .

Today, children and young people are growing up in a world where digital media plays a central role – whether through social networks, online games, or online school assignments. To best prepare them for the challenges of this digital world, school social work focuses specifically on media education.

A prevention project has already been successfully introduced and implemented in recent years . The goal is not only to teach students how to use digital media, but also to specifically strengthen media literacy. This includes critically examining information and images, conscious use of social networks, knowledge of digital rights, respectful behavior in virtual spaces, and promoting creative ways of using the internet.

Through age-appropriate, practical, and playful project sessions, students in grades 3H to 11OS are familiarized with key topics in the spring and thus actively involved in the discussion. We place particular emphasis on the reflective, yet child-friendly use of digital media. To support balanced leisure activities with and without digital media, the youth work center of the Inner Matter Valley is also involved in the upper grades.

In addition to school support, parental involvement is also a central component of media education. Parents play a crucial role in teaching their children how to use media consciously and responsibly.

They accompany their children through the digital world, help them recognize risks and opportunities, and can reflect on digital experiences together. By actively engaging with their children's media, combining education and entertainment, and exploring digital worlds together, parents not only strengthen media literacy, but also

also the relationship with their children. To provide targeted support to parents in this area, topic-specific parent evenings are offered. These will take place on **April 24, 2025, in Täsch** and on **April 28, 2025, in Zermatt** . Parents and guardians will receive a written invitation with further information.

A strong collaboration between schools, school social workers , and parents is crucial to preparing children and young people as best as possible for the digital future .



Municipality of Zermatt

# Youth Fund – financial support for young people

The Zermatt Youth Fund supports clubs, groups, and events dedicated to supporting young people. The target group includes children from preschool age to young adults up to the age of 25.

**Youth Fund Income:** The Youth Fund was established in 2011 by the Zermatt Business Association and has since been financed through the proceeds of the Folklore Festival. Additional funds come from donations or remaining balances from dissolved associations. A heartfelt thank you to everyone who contributes to supporting youth work in Zermatt.

**Application review and submission**  
The Youth Fund's five-member commission reviews all submitted applications for completeness and accuracy. Funding is awarded in April and November of each year.

**Application deadline: April 27, 2025**  
Submit applications to:  
Youth Employment Office Mattertal  
For the attention of Bianca Ballmann  
English Quarter 8, 3920 Zermatt  
Email: [mattertal@jastow.ch](mailto:mattertal@jastow.ch)  
Phone: 079 303 45 04



**Available online**  
The necessary forms and guidelines, as well as the regulations, are available online at: [www.jastow.ch/jugendfonds-der-gemeinde-zermatt](http://www.jastow.ch/jugendfonds-der-gemeinde-zermatt)

**Folklore Festival – Helping Hands Wanted**  
The Youth Fund is largely financed by the Folklore Festival. CHF 20,000 was allocated to the Youth Fund from the proceeds of the 2024 festival. The participating clubs also received financial support for their assistance.  
The next folklore festival will take place from August 9 to 10, 2025. Anyone interested in helping out can contact the youth services office.

Thank you for your support – together we support young people in Zermatt.

# YOUTH FUND

**Your club needs Training material or financial support? Then contact us**

The Youth Fund aims to support clubs, Groups or events that Promote the interests of young people, the communities of Zermatt , **Täsch** and **Randa**  
The target group is toddlers in Preschool age to young adults from maximum of 25 years.

**The fund consists of the income of the Folklore festivals and other donations together - Thank you**

**27. APRIL 2025**

**Applications to:**  
Mattertal Youth Work Center  
English Quarter 8  
3920 Zermatt  
[mattertal@jastow.ch](mailto:mattertal@jastow.ch)

Show

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Municipality of Zermatt

## Summer camp: Jubla 2025 – an adventure awaits you

Summer is approaching, and with it the long-awaited JuBla Zermatt summer camp. The organizing committee is working with great enthusiasm to create an unforgettable week full of fun, adventure, and fellowship.

### Games, fun and unforgettable experiences

Whether dancing, laughing, running, or playing—there's always something going on at summer camp. We sing together around the campfire, compete in fun competitions, and explore nature. Every day, exciting challenges and new adventures await, which are mastered with team spirit and lots of joy.

### We go to Lucerne

**Date:** July 19 to 26, 2025

**Location:** Schüpfheim, Lucerne

Behind the scenes, preparations are in full swing to ensure the camp runs smoothly. The organizing committee is planning everything with passion and dedication.

### Management team

This year, Elena Perren leads the team as OC President. Together with Valentin Biner, Sarah Perren, and Mia Cristiano , she ensures that logistics, security, and catering are perfectly organized.

### Registration

Curious? Then register now. You can find the registration form and further information at:

[www.jublazermatt.ch/sommerlager-2025](http://www.jublazermatt.ch/sommerlager-2025)

### Any questions? We're here to help.

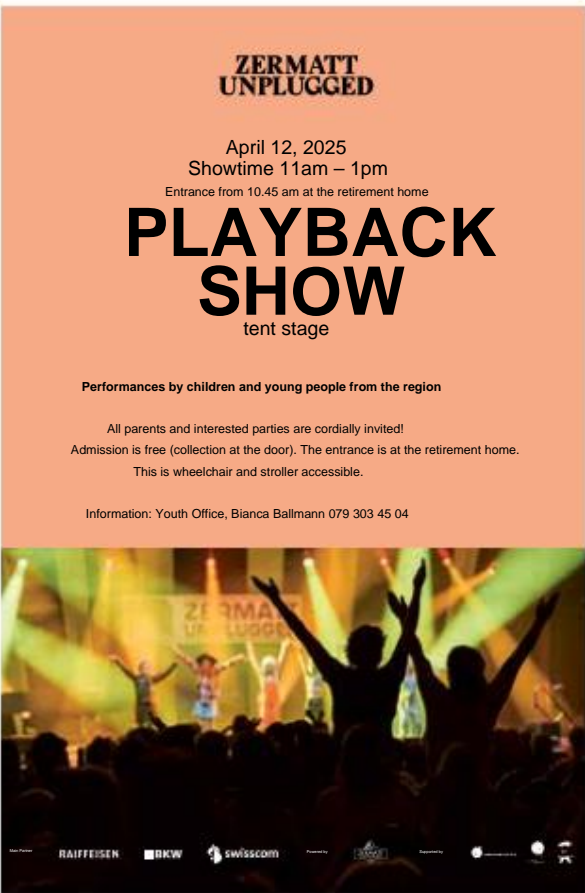
Email: [info@jublazermatt.ch](mailto:info@jublazermatt.ch)

Instagram: [jublazermatt](https://www.instagram.com/jublazermatt)

The management team of

JuBla Zermatt is looking forward to

a great time with you.



## Invitation to Playback Show 2025

### Young talents on the tent stage

On Saturday, April 12, 2025, the stage will once again be set for Zermatt's young talents!

JuBla Zermatt and the Mattertal Youth Office, with the support of Zermatt Unplugged, invite you to the popular playback show.

On the large tent stage, where the stars of Zermatt Unplugged usually perform, young artists showcase their talents – either live or with perfect playback . Groups from grades 3H to 11OS will be presenting their performances with great enthusiasm and creativity .

### Experience for the whole family

After the show, the children can spend the afternoon in the "Kids Village" – fun and entertainment are guaranteed.

### Free entry – come and be amazed!

Date: Saturday, April 12, 2025

Doors open: 10:45 a.m.

Location: Tent stage of Zermatt Unplugged

Admission: free

The entrance to the playback show is on the side of the retirement home and is wheelchair and stroller accessible.

The young artists are looking forward to a large audience – come along and enjoy a show full of music, passion, and fun!

Municipality of Zermatt

## To the glory of our Creator – The Sisters of Mary

The days are getting longer, the mountain slopes are turning green—and we look forward to hikes with magnificent views and spring flowers. Marmots peek out cautiously, and birds sing their praises to their Creator with a variety of melodies. Those who are privileged to live in wonderful mountain scenery can marvel all the more often.

Do we remember to express our thanks to the One who planned all this with hymns and prayers? He awaits and rejoices when we turn to Him personally and praise Him with all our hearts.

In many places in Switzerland – not least in the Zermatt area – you will find small, inconspicuous Sign: With a Bible verse or a song verse

is reminded of the Creator. On a hike, one climbs laboriously up many bends – the path continually reveals new vistas – and unexpectedly one finds oneself before a praise tablet.

### Around 30 praise panels in Zermatt

There are around 30 praise panels in and around Zermatt , for example, on the Gornergrat route or on the Klein Matterhorn. Those who don't go up there often need only follow the Zmuttweg trail to spot one (it's best to keep looking back toward the village so you don't miss it). Further on, on Bodmen, there's another one – and those taking the return route via the Gorner Gorge will discover two more, one of them in English. Or at the Arben bivouac , where experienced mountaineers can read: "The works of the Lord are great, a wonder to all who delight in them" (Psalm 111:2).

Still accessible to us, and a favorite spot, is the cross on Hohlleht. Seven years ago, a new praise plaque was erected here – prompted by a chance encounter with Viktor Perren Jr. while we were out tending the plaques the previous year . We love to hike the magnificent ridge trail further toward Trift.



### Where do these praise tablets come from?

The idea originated with Mother Basilea Schlink, founder of the Evangelical Sisterhood of Mary with its motherhouse in Darmstadt, Germany. The Swiss branch is located on the Hemberg in the canton of St. Gallen. ([www.kanaan.org](http://www.kanaan.org)).

### Widespread

Such panels can be found in other parts of the world, from the Grand Canyon to Kilimanjaro, and from the Norwegian fjords to the English cliffs. But it was the unique Swiss landscape that inspired them. The primary concern remains the glorification of God, for what artist is not recognized when considering their work?

Wherever the Creator is praised, blessings are unfailing for people: lives have even been saved when desperate people came across a sign at the right moment and suddenly realized: God sees me, God loves me – he has a way out for me too.

Back then, Mother Basilea could hardly have imagined how climate change would be on everyone's lips today. Nevertheless, she wrote as early as 1960:

*Oh father, let your world last a little longer and the beauty of your creation will not perish. Instead of destroying, we want to praise.*

*Yes, Father, that Your creation is not soon destroyed, grant that a crowd of praise may now honor You and praise endures destruction.*

*We ask, let countless be ignited, who all dedicate their lives to you, to glorify Your name.*

Let's use the summer months for this.



Discover

the praise boards on

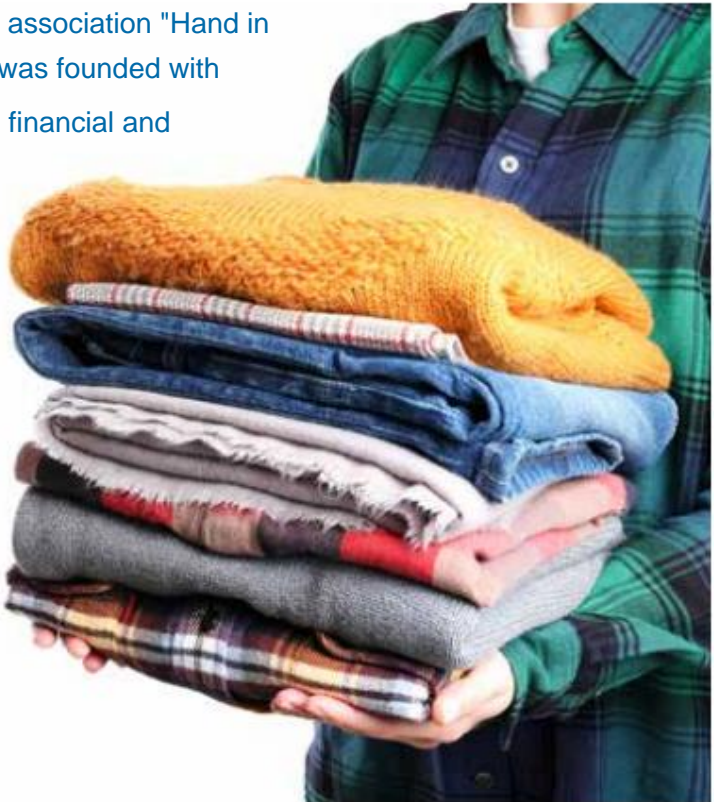
the hiking trails.



Municipality of Zermatt

# Donation and clothing collection for Eastern Europe – 15th anniversary

On October 5, 2010, the association "Hand in Hand – Your Neighbor" was founded with the purpose of providing financial and material support to the suffering or needy population of Eastern Europe, and if necessary also in Valais and other countries, especially children, the elderly, the frail, and those living alone.



Our activities over the past 15 years – thanks to your valuable support:

- about 280 tons of clothes collected
- about 90 tons of furniture collected
- in Zermatt and three other Upper Valais municipalities
- School furniture collected
- Since 2020, around 3,000 Christmas packages have been sent to Eastern Europe
- from 2022 to 2024, the operating costs of the children's home in Bocsa/Romania will be covered with around CHF 355,000
- In Zermatt, in the Mattertal, in the Saas Valley, in Brig, Naters, Raron, in the Lötschental and in Turtmann in 2022, several semi-trailer trucks of clothes were collected for Ukraine
- In 2022 together with «Upper Valais for children and our world», with the «Walliser Boten», «RRO», «Neighbor in Need» a large fundraising campaign for Ukraine in Upper Valais

Call for donations for the Bocsa children's home / Romania

Since 2022, our aid organization has contributed to the operating costs of the Bocsa Children's Center through donations and a testamentary disposition.

The Bocsa children's home, whose accounts are audited by the Einsiedeln office, was founded by Father Rolf Schönenberger. It cares for 130 children during the day. They come from socially disadvantaged, large, and poor families. In addition to hot meals, the children receive tutoring in various subjects from qualified caregivers and teachers. This facilitates their entry into an apprenticeship or into professional life.

The children's center also includes a kindergarten, distributes aid packages to needy mothers with small children, and food packages to day laborers, the unemployed, and harvest workers.

Collection day

On Friday, August 29, 2025, a gathering day with raclette and grilled food will take place on Zermatt's church square. From 3:30 p.m. to 9:00 p.m., "Z'Hansrüedi," the well-known Upper Valais entertainer, will entertain you.

Clothing collection : A clothing collection will be held on Saturday, April 26, 2025. We will collect well-preserved and clean clothes, shoes, bed linen, and towels in boxes or black garbage bags as follows:

Collection points Zermatt

**Saturday, April 26, 2025, at the following locations:**

8:00 a.m. – 12:00 p.m.: Entrance to the funicular railway workshop

8:00 a.m. – 12:00 p.m.: Entrance to Winkelmaten Chapel (please keep to the time!)

8:00 a.m. – 2:30 p.m.: Entrance to the parish center

Collection point Täsch

**Saturday, April 26, 2025**

8:30 – 11:00 a.m.: in front of the «Walliserhof» responsible: Ms. Lydia Lauber

Thank you very much for your support.

Aid organization/association "Hand in Hand – your neighbor"

Donations to the Raiffeisenbank account

IBAN No. CH93 8080 8009 8262 1832 2



## Cultural Association Dates Events

**June 5, 2025**

Concert «Glisorubles», 7:30 p.m.

Further information will follow at [www.kulturzermatt.ch/programm](http://www.kulturzermatt.ch/programm)

INFO & TICKET



As part of a CAS in «Artificial Intelligence Management for Business Value» it's time to go back to school

## Zermatt Tourism – Column The rapid Development

Dear insiders

It's been 18 months since I wrote about artificial intelligence (AI) here and had the computer generate an image of me and the Matterhorn. Admittedly, it didn't bear much resemblance back then, neither to me nor to the Matterhorn. That was a year and a half ago—given the rapid development in the field of AI, that's the equivalent of half a century. Don't worry, I won't create a new image today, although... No! Today I want to draw attention to the diverse opportunities that AI offers us.

And yes, it's about increasing efficiency, it's about fun, but not only that. Let's stick with efficiency for now. Have you already have a subscription to an LLM (Large Language Model)? If not, get one now. The basic version is free from most providers like ChatGPT, Copilot, Perplexity, or DeepSeek. It allows you to use gimmicks such as

Generating images or composing songs, support with writing, with knowledge transfer (note: LLMs are not always 100% accurate, so use your brain) and gives tips for all situations in life, be it private or at work.

That's a good start. But how can I use AI even better for myself? Well, AI is essentially nothing other than the ability of machines to replicate human intelligence based on mathematical formulas. This means that AI systems are capable of learning from experience, recognizing patterns, and responding flexibly to new situations. But to do this, these systems need data—lots of data!

Examples of AI use in tourism include analyzing hotel booking data to develop targeted marketing campaigns and better understand guest behavior.

Or optimizing operating hours and guest flows at the mountain railways. Or operating a 24/7 chatbot that responds to individual guest needs.

The more data we have, the better we can utilize artificial intelligence. And this holds immense potential: from self-driving taxis and buses to dynamic pricing and sustainable management of our destination's energy and water consumption.

The future belongs to those who are willing to explore and utilize the possibilities of artificial intelligence. Let us seize the opportunities together, develop innovative business models, and transform our destination into a lead a sustainable and successful future. Be open, curious, and courageous – the journey has only just begun.

Sincerely, Daniel Luggen, Spa Director

advertorial

# Welcome in the new Lindt Chocolate Shop in Zermatt!

After moving to Bahnhofstrasse 68, the Lindt Chocolate Shop in Zermatt warmly invites you to discover the world of chocolate – from the selection of cocoa beans to the production of melt-in-the-mouth chocolate creations.

Since 2015, Lindt & Sprüngli has had a shop in Zermatt, attracting chocolate lovers from all over the world. The combination of chocolate art and mountain panorama gives this location a unique atmosphere of enjoyment. Building on the long-standing tradition of the Lindt Chocolate Shop in Zermatt, Lindt & Sprüngli places great importance on offering customers a place where they can relax and enjoy the moment.

At the new Lindt Chocolate Shop in Zermatt, customers can enjoy fresh chocolate, produced in small batches and broken into pieces by hand. These chocolate pieces are made from the finest chocolate and high-quality



Ingredients such as Swiss milk and hand-picked nuts. Manufactured in the warmer seasons, the selection is complemented by Lindt Crema Gelata. Visitors can also indulge in a Lindt Hot Chocolate drink year-round and discover the origins of chocolate in a fun, interactive way. Another highlight of the new shop is the Maitre Station, where young and old can watch the Lindt Maitres Chocolatiers at work and experience chocolate production firsthand.

In addition to the diverse range of well-known brands such as LINDOR, EXCELLENCE, and CONNAISSEURS, the boutique offers personalized gifts and exclusive chocolate products available exclusively at the Lindt Shop Zermatt. The scent of fresh chocolate and the newly furnished sales areas ensure a multisensory shopping experience.

The move to the new premises continues a long tradition of Lindt & Sprüngli, dating back to 1845. Back then, David Sprüngli and his son Rudolf produced the first solid chocolate bar in German-speaking Switzerland in a small confectionery shop in Zurich.

In 1879, Rodolphe Lindt revolutionized chocolate production with the invention of conching, a process that makes chocolate particularly smooth and creamy. The welcoming atmosphere and first-class customer service make every purchase in a Lindt Chocolate Shop unforgettable. A visit to the new Lindt Chocolate Shop in Zermatt is now more than just a purchase – it is an immersion into the sweet world of Swiss chocolate.

art. Visit us!





Zermatt Tourism

# Mattertal.Active Initiative

## Actively shape the future of Mattertal!

What does it take to make the Mattertal Valley a place to live and experience as attractive and livable as possible? An information event will provide information and invite participation.



## THE FUTURE OF VA ISCHUM

### MATTERTAL ACTIVE PARTICIPATE

We cordially invite you to the presentation of the development steps in the living and experience area of the inner Mattertal on April 30, 2025 at 6:00 p.m. in the auditorium "Niww Walka", Zermatt, followed by an aperitif.

5.30 p.m. Door opening

6:00 p.m. Start information event

— Welcome by presenter Cloé Maria Salzgeber

— Presentation of the initiative and projects by President Dario Perren, Managing Director Nicole Diermeier, and various partners and guests, including Kevin Fux (RWO Project Manager), Samuel Anthamatten (Mountain Guide, Freeride Athlete), Klaus Tscherrig (Mountain Guide/Ski Instructor, Mountain Rescuer Air Zermatt, Member of the Avalanche Commission), Manuel Juon (Head of Infrastructure MGBahn), Roland Heinzmann (Project Manager Mattertal Tunnel), Sandro Kronig (Golf Club Manager), Angela Wohleser (Representative in Local Clubs and the Cultural Commission), and other local representatives from the inner Mattertal Valley

— Discussion with Romy Biner-Hauser, Mayor of Zermatt, Mario Fuchs, Mayor of Täsch and Frederic Imboden, Mayor of Randa and Mario Aufenblatten (President Zermatt Tourism and Hotelier Zermatt/Täsch) and Harald Burgener (Managing Director of the Zermatt Hoteliers Association)

7 p.m.

Question and answer session

approx. 7.15 pm Conclusion and invitation to the aperitif

**We look forward to seeing you!** (Registration not required)

**Free shuttle buses from Randa – Täsch – Zermatt and back.**



Outward journey

— 5 p.m.: Departure from Randa

Railroad station

— 5.10 pm: Departure from Täsch

train station

— 5.20pm: Arrival at Spiss, Zermatt

– Change to electric taxi to Aula Niww Walka

Return journey

— 2 shuttle service transports via

Zermatt Spiss – train station

Täsch to Randa train station

after the information event

staltung (departures according to

Announcement on site)

**mattertal**  **aktiv**

360outdoor-mattertal.ch

Actively shape the future: on 30 April,

from 6 p.m.,

in the auditorium «Niww Walka»

What has happened so far...

Once upon a time... a handful of people from the inner Mattertal with a vision:

to connect the living space of Zermatt with that of Täsch and Randa and to create a shared, unique experience space for residents and visitors alike. What began with a few highly motivated minds around a table quickly gained momentum, became a task force, and ultimately culminated in the founding of an association for this purpose in August 2023: the association "360 Degrees Outdoor - Living and Experience Space Inner Matter Valley" with

Representatives from the three communities as well as various outdoor service providers, the driving force from the beginning.

Since the founding of the association – which has since become the "Initiative Mattertal.Aktiv" and is chaired by Dario Perren – various workshops have been held with the goal of engaging with the respective interest groups and identifying the needs of the people of the inner Matter Valley. These meetings have resulted in individual projects that were deemed particularly valuable, and the office, headed by Nicole Diermeier, is now responsible for pursuing them. The focus is primarily on assessing feasibility, developing project-specific business cases, and addressing all planning aspects – this is the mandate of SECO and the Innoutour funding concept, which support and finance the initiative together with the RWO (Upper Valais Development Fund). The implementation of the individual projects, in turn, must take place outside of this framework and may not be financed using these funds.

However, since the ambition extends beyond planning experiences for the region, individual projects have already been implemented, such as the gentle redesign of the left bank of the Schallisee, which was enhanced last June with new barbecue areas, seating, hammocks, and sun sails and is a popular and popular local recreation area. The wooden Nature Ninja Warrior course, designed by Samuel Anthamatten, was also well received by young and old at the cantonal mountain guide festival in mid-June 2024. In keeping with the sustainable development of the adventure area, it will be permanently installed at a new location, thus becoming part of an overall concept of outdoor activities in the Täsch-Randa corridor.

What's going on?

Next steps include bringing The Edge (a virtual climbing experience on the Matterhorn with mountain guide Samuel Anthamatten and Red Bull athlete Jeremy Heitz) back home from the Lucerne Museum of Transport, thus creating an attractive indoor experience and a rainy-weather option. An exciting hybrid golf experience for everyone, a ropes course, and various nature experiences around the forest festival grounds in Randa are also being explored. These could serve as a link between the two communities, creating a cross-activity mobility concept that connects the entire inner Matter Valley. This will open up a world of nature experiences, in the spirit of holistic and gentle development that takes the needs of residents into account and thus brings added value to the region.

The new campsite in Täsch also offers a wide range of options, both in terms of different types of accommodation and gastronomy, but also in terms of leisure activities with various activities for which the campsite could serve as a kind of base camp.

Where do we want to go?

The development of an overall master plan aims to connect the inner Matter Valley region through existing and emerging offerings. The goal is to generate sustainable added value for locals beyond the tourism mandate and create year-round job opportunities. The planning will give rise to new business models, which in turn will create jobs and thus help shape the future of the inner Matter Valley.

Here's how it continues...

...and now it's your turn! How do you envision your inner Mattertal? What does it take to make this living and adventure space as attractive and livable as possible? Join us on April 30th for the "Actively Shape the Future of the Mattertal" event! You are all cordially invited to learn more about the initiative at this information event and to actively participate in the future of our unique region.

We look forward to seeing you!

Your team from the Mattertal.Aktiv initiative

Gornergrat Railway

## Gornergrat Bahn provides the bike transport

The Gornergrat stands for unique experiences in nature. To further strengthen this position, the Gornergrat is committed to a nature-oriented hiking and excursion destination starting in summer 2025 and will discontinue bike transport.

This step contributes to the sustainable development of the Gornergrat and reduces conflicts between bikers and hikers. It also improves the guest experience by providing more seating. This decision is in line with the company's strategy and strengthens the positioning of the Gornergrat as a nature-oriented destination. The GGB already took initial steps to regulate bike transport in 2020. At that time, transport was limited to the early morning and late evening hours to minimize conflicts between bikers and hikers. Analysis of recent years has shown that demand for bike transport remained low, while the bike transport facilities noticeably limited transport capacity for all other guests. Especially in the morning, the trains are often at capacity, leaving many guests unable to find a seat.

On the other hand, the facilities designed to transport up to twelve bikes were occupied by only six to seven bikes at most, even during peak months and times. On average, only one to two bikes were transported per trip on the routes where bike transport was possible.

By discontinuing bike transport, approximately 50 additional seats can be made available per hour. This is a clear advantage for the vast majority of travelers who want to experience the Gornergrat as a hiking and nature paradise.

In addition, this will defuse the existing potential for conflict on the mountain.

Zermatt remains a biker destination

For bike fans, the Zermatt – Matterhorn destination offers a variety of trails and

Routes that can be reached by other means of transport and on which the mountain world can be experienced and explored by bike. The bike routes on the Gornergrat between Zermatt and Riffelberg are also still accessible, but are no longer accessible by the Gornergrat Railway. These routes can still be explored independently.



The Gornergrat as a sustainable hiking and nature paradise



Zermatt Tourism

# Peak Track: The interactive, digital companion for the perfect day of skiing

The Matterhorn app has an exciting new feature and a significant milestone! Peak Track offers users

and users the opportunity to capture their ski day in various facets and compare it with the Zermatt ski community.



With the new Peak Track feature, Zermatt Tourism is once again meeting modern guest needs and encouraging interaction for guests during a day of skiing in Zermatt. Specifically, after creating a Peak Track account, users can analyze their ski days, piste kilometers, vertical meters skied, and lift rides. To access these statistics, a keycard must first be stored in the app.

Peak Track also offers the opportunity to upload photos of your own skiing experience and thus capture your very own memories. A future expansion is planned that will allow users to create and view so-called ski movies of themselves in the "Sandy Ground" area.

With the Peak Track feature, Zermatt Tourism is making ever-increasing The Matterhorn app represents another significant step forward in development, building on the recently established milestones of the e-bus timetable and the Aleno table reservation system. But that's by no means all. Stay tuned for further innovative developments in the daily digital travel companion for our guests from near and far.

Those who crave further comparisons can look forward to the public rankings. This list only displays users who have set their privacy settings accordingly.

Click here to download the Matterhorn App and the new Peak Track feature:



MATTERHORN APP

With Peak Track we offer  
we offer our guests a  
modern feature that  
makes the ski day measurable  
– and a personal  
A memory that lasts.

Zermatt Citizens' Community

# Matterhorn Group AG becomes Zermatt Hospitality Group AG



The Matterhorn Group AG, one of the leading hotel and catering companies in Zermatt, is presenting itself under a new name: Zermatt Hospitality Group AG. All existing obligations and contracts remain unchanged.



"Pioneering achievements over 150 years ago laid the foundation for the hotel industry and tourism in Zermatt," explains Andreas Biner, President and CEO of the Group. "As a company deeply rooted in the region, we want to reflect both our tradition and our modern orientation. Therefore, we have decided to change our name, which will further emphasize our identity as a leading hotel and catering company.

underlines.» Initial feedback from our partners and suppliers regarding the name change has been overwhelmingly positive. The company hopes to once again be perceived as one of the most attractive employers in the village and to further expand its strong position in the region.

A new chapter for Zermatt Hospitality Group AG

Zermatt Hospitality Group AG stands for an incomparable Zermatt experience that combines tradition and innovation. The group operates some of Switzerland's most renowned hotels and restaurants, which stand for outstanding service, exceptional locations, and a deep connection to the region's history. The broad offering ranges from rustic mountain huts to upscale star-rated hotels and diverse dining concepts – from cozy pizzerias to Michelin-starred restaurants.

As the largest hotel and catering company in Zermatt, Zermatt Hospitality Group AG is the operating arm of the Zermatt community. It comprises nine accommodations and 20 restaurants, including the legendary 5-star Grand Hotel Zermatterhof and the Hörnli Hut, the historic base camp for Matterhorn climbs.

Investments in the future

In 2024, the company invested 7 million Swiss francs in the comprehensive renovation of the 3100 Kulmhotel Gornergrat , which offers a unique overnight experience at an altitude of 3,100 meters. With the acquisition of the 4-star Hotel Simi in April 2025, the portfolio will grow by 42 additional rooms.

Zermatt Hospitality Group AG employs up to 450 people during peak season and recorded the most successful year in the company's history to date, with sales of CHF 44 million in the 2023/24 financial year .

Show



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Zermatt cable cars

# Maintenance work in the Glacier Palace the Matterhorn Glacier Paradise



For more than 20 years, the Glacier Palace has been one of the most fascinating attractions of the Matterhorn Glacier Paradise. Approximately 15 meters below the surface of the eternal ice stretches an impressive world of shimmering ice sculptures, glittering crystals, and mysterious crevasses. Existing ice sculptures are continually being restored, and new ones are created by ice artists. With great dedication and craftsmanship, unique ice creations are continually created, amaze-ing guests from all over the world.

Due to the constant movement of the glacier, the entrance area has changed over the years, necessitating adjustments. To facilitate access and counteract the increasing gradient, the entrance is currently being leveled and, for the first time, equipped with a staircase and a corresponding stairlift. This ensures barrier-free access and makes access more comfortable and safer for all guests.

Despite the temporary restrictions caused by the construction work , Europe's highest destination – the Matterhorn Glacier Paradise – remains open to visitors. The viewing platform , the Cinema Lounge, and the Matterhorn Glacier Paradise Restaurant remain open. It also serves as the highest starting point for a unique skiing experience.

Intensive work is currently underway in the entrance area of the popular Glacier Palace at the Matterhorn Glacier Paradise. The maintenance work, which is expected to last until the end of April, is intended to make visits even more comfortable and safe for guests. The focus is on improving the entrance area.

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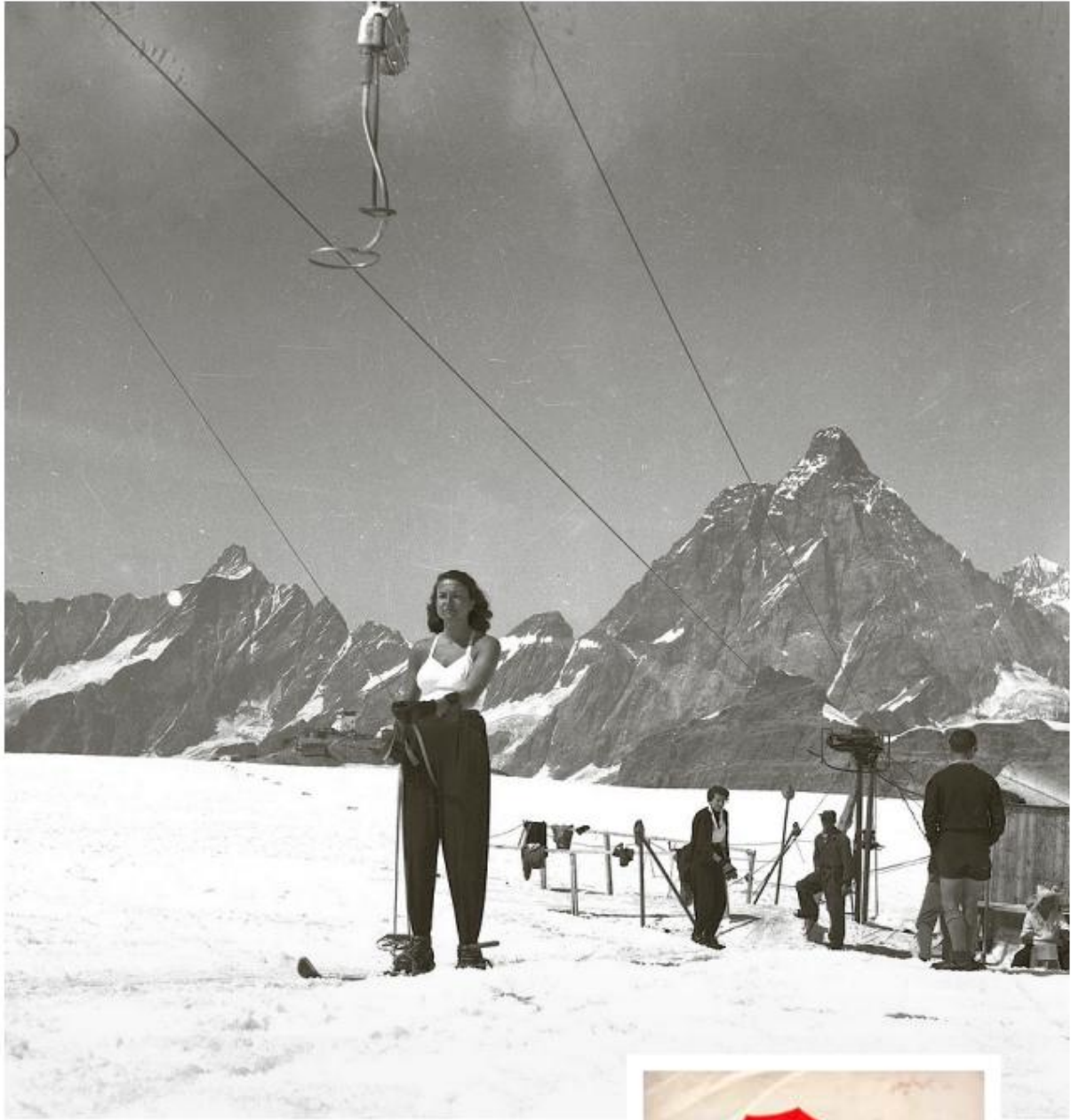
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History of Zermatt

# Skiing in a bikini Cervinia's first summer ski resort on Swiss soil



The first skiers appeared on the Theodul Pass in 1902. As early as 1923, it was decided to hold an annual international summer ski race there. The races alternated between Switzerland and Italy.

There was even a ski jumping competition on the Theodulhorn . The Valtournenchers participated in several ski races in Zermatt in the following years. This developed into A truly friendly relationship. The winter sports resort of Breuil-Cervinia didn't even exist back then; there was only an alpine pasture.

Oldest ski area  
Switzerland's most famous summer ski resort on Plateau Rosa is also the oldest in the country. The spectacular view of the Matterhorn above Zermatt was like a ma-  
As early as the 1950s, the first skiers left their tracks in the snow, even during the summer months. But it wasn't Zermatt guests who were enjoying the fun of summer snow gliding , but rather skiers from Breuil-Cervinia in Italy . At that time, the Zermatt ski area only extended as far as the current station at Schwarzsee. Access to the Theodul Glacier from Zermatt did not yet exist. However, the area was already accessible from the Italian side by the end of the 1930s via the cable car to Testa Grigia. Thus , from the 1950s onwards, the area of the Plateau Rosa, located on Swiss soil, was used by the Italians.

Operators were equipped with several glacier lifts. No fewer than six lifts were in operation three decades later.

In Zermatt hands since 1979  
In the mid-1960s, the Theodul Glacier was accessed from Zermatt via the Trockener Steg. Switzerland's longest glacier drag lift was built at the Furggsattel, followed by a continuous lift chain all the way to Testa Grigia in the early 1970s . However, it wasn't until the opening of the cable car to the Klein Matterhorn in December 1979 that Zermatt took over the entire Theodul ski area. This was a bitter blow for the Italian company Cervio SA, which had operated the facilities until then. Even the Turin press reported on it. The following summer, all remaining Italian platter lifts were replaced with more modern and efficient systems , and the ski area was expanded to the 3,899-meter-high Gobba di Rollin. To this day, this remains the highest point in the Alps accessible by cable car.



A notice:  
Text and images are taken from the book  
«Crossing borders – Zermatt/Cervinia  
through the ages»  
2024, rottenedition gmbh

Lightly dressed and happy –

Italian flair on

Zermatt territory.





Zermatt cable cars

# Redesign of the adventure playground at Leisee

Starting this summer, the adventure playground in the family-friendly adventure park on Sunnegga near Leisee will shine in new splendor.

The newly designed facility reflects Zermatt's fascinating flora and fauna and brings visitors closer to the impressive mountain world surrounding the idyllic Leisee. With a well-thought-out concept that combines play, exercise, and a connection to nature, the playground blends harmoniously into the family-friendly ambiance of the Leisee.

The playground was designed in close collaboration with one of Switzerland's leading playground manufacturers with the goal of creating a diverse, visually appealing, and sustainable play area. It combines adventure, nature experiences, and relaxation, offering locals and guests, young and old, a perfect environment for playing, exploring, and socializing. Each piece of playground equipment meets the safety standards for children's playgrounds and is unique, made from durable materials that guarantee years of fun. The wooden playground equipment was developed and produced in Switzerland – predominantly from local materials. Particular attention was paid to short transport routes and close collaboration with regional partners to ensure resource-efficient construction. This sustainable approach is in line with the strategic goals of Zermatt Bergbahnen and reflects the three pillars of sustainability: economic, ecological, and social.

The entrance area itself invites children to jump and romp around with four trampolines integrated into the lawn.

The Viking swing allows for a shared swinging experience and ensures a special level of fun. The highlight of the new facility are the two volcano towers that form the center of the new playground. The smaller tower symbolizes the world of mountain railways with a "funicular" as a climbing route. From there, a balancing course connects the entire facility in a playful way. A jungle rope bridge also leads to the larger volcano tower, where children can climb up through space nets and then whizz down a curved slide.

The top section of the tower represents an eagle's nest in which an eagle lands. Another eye-catcher is the climbing marmot, which overlooks the lake with watchful eyes. This lovingly designed play structure can be climbed from inside and outside and offers children a place to hide – while parents can still keep an eye on them. Surrounded by edelweiss jump boards and a marmot spring device, it provides an ideal area for the youngest visitors.

In addition, two speaking tubes provide a playful communication experience – conversations across the playground are thus possible in a special way. Around the playground, comfortable hammocks invite you to relax and enjoy the view of the impressive mountain scenery. Decorative wooden figures of Valais Blackneck goats and Blacknose sheep add visual accents, provide additional climbing opportunities, and are also perfect as photo subjects.

The adventure park at Sunnegga also offers barbecue areas for cozy get-togethers, the wooden ball track that opened last year, a wooden raft, and exciting water features. The blend of adventure, relaxation, and nature makes the adventure park at Sunnegga a unique place for the whole family—perfect for an unforgettable family day out amidst the Zermatt mountains.

