






ZERMATT INSIDE

October 2025, 23rd Year, No. 5



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

Municipality of Zermatt 	Zermatt Citizens' Community 	Gornergrat Railway 	Zermatt cable cars 	Zermatt Tourism 
Water in Zermatt <p>It comes out of the tap in the best quality and in impressive quantities, but what does it take to ensure that it flows naturally and reliably?</p> <p>Page 4/5</p>	Shopping at 3,100 m <p>A project is currently being developed in the 3100 Kulmhotel building on the Gornergrat that will add another facet to the Alpine world: the Summit Shopping Mall.</p> <p>Page 21</p>	Tourism and transport in balance <p>The Gornergrat Railway not only transports guests, but also plays a central role in construction and supply transport. A look behind the scenes.</p> <p>Page 22/23</p>	Smartphone ticket <p>Zermatt is the first destination Switzerland's federal government is introducing the smartphone ticket. The smartphone, which is always at hand anyway, thus becomes a practical means of access.</p> <p>Page 25</p>	Destination strategy <p>What future does Zermatt face? The guideline is now being revised, taking into account the interests of various stakeholders and the public.</p> <p>Page 28</p>

Zermatt cable cars

The new Gifhittli chairlift: State-of-the-art technology for the Matterhorn Ski Paradise

Learn more on pages 2 and 3



Zermatt cable cars

The new Gifthittli chairlift: State-of-the-art technology for Matterhorn Ski Paradise

The new construction of the chairs -
The Gifthittli cable car is in
full swing. A number of tasks
remain before commissioning
so that the latest-generation
Leitner eight-seater chairlift
can open on time for the start
of the 2025/26 winter season.

The new facility offers our
guests additional
comfort, improved -
increased efficiency and opti -
optimized operational processes.

Work on the new facility is progressing. The control
rooms, the low-voltage rooms, and the ancillary rooms in
the garage are complete, as are the parapets. The
erection of the garage building is also underway.
building and the garage hall has been completed. At the same time,
the track was aligned and adjusted. A special milestone was the
insertion of the haulage rope and the subsequent splicing of the rope,
whereby the rope ends were connected to form an endless loop. In
addition to the con-
Following the continuous installation of the electrical
cabling in the stations and the railway infrastructure, the
electromechanical equipment of the Ga -
The eight-seater chairs are then put together
and stored in the garage until electrical and mechanical
commissioning by Leitner -
The final step will be the official acceptance by the Federal Office of
Transport, which will officially open the new facility for public operation.

In the area of sustainability, the new facility is a further
A real showcase project for Zermatt Bergbahnen.
Particular attention was paid to the planning of the infrastructure -
structure for the staff, thus taking social sustainability into account. An
additional structure is being built on top of the garage with office
space, a kitchen with a lounge, a rescue station, and sanitary facilities.
The garage also offers sufficient space for the storage of piste
equipment. Furthermore,

In the spirit of ecological sustainability, solar panels for sustainable
energy generation at the stations are installed -
and the impact on nature was reduced to a minimum. In
terms of economic sustainability, there was also a
significant reduction in the consumption of materials and
resources. For example,
Part of the existing column foundations for the
new supports can be reused.



36 tons of rope transport



Gifthittli mountain station



Transport of roller batteries



In this short interview, Fabian Imboden, Head of Technology North, gives us an insight into various aspects of the new facility.

The train is equipped with the Directdrive drive and the Leitcontrol control system,
the latest technology from Leitner
permitted. What does this mean?

ZBAG has defined seven cornerstones in its strategy. The Directdrive drive system corresponds
to the cornerstone of environment and sustainability, while the Leitcontrol control system
corresponds to the cornerstone of digitalization and automation.

The Directdrive is a gearless permanent magnet motor that generates a na -
This enables virtually silent operation with minimal maintenance. Compared to conventional drives,
lubricants such as gear oil are completely eliminated.

Leitcontrol simplifies workflows and supports employees through
Fully automated processes that previously had to be activated or deactivated step by step via the
control system. The control system visualization is also user-friendly and easy to interpret, making
railway operations even more efficient and safer.

The chairlift transports around 1.2 million passengers per winter season, making it the busiest
lift in Zermatt Bergbahnen. What is the significance of the Gifthittli chairlift in the Matterhorn
Ski Paradise?

Along with the Riffelberg Express, the chairlift plays a key role in connecting the south, central, and
north sections. The facility represents a significant asset to the ski area, serving as a central link
between the various areas. In the "Central" area, it is the only activity facility and provides access
to four diverse slopes, offering guests a diverse skiing experience.

The new facility offers additional comfort, improved efficiency, and optimized operations.
What specific improvements and benefits does the new Gifthittli chairlift offer?

Compared to the previous chairlift, we have paid special attention to the boarding
area. The boarding area is now directly in the direction of travel of the chairlift -
cable car and no longer at a 90-degree angle. This gives all passengers sufficient time to line up
in front of the chairlift. In addition, the queueing area in front of the cable car has been enlarged,
and the queueing area is now better separated from the slope. This redesign has advantages not
only for guests, but also for our employees.
The view of the entry area is improved, which significantly increases safety when boarding.

In addition, the lift has 75 chairs, eight seats per chair and a maximum
With a travel speed of 6 m/s, the system has a capacity of around 3,400 people per hour, which
represents a slight increase compared to the old system.
In addition to the increased capacity, the improved ride comfort also ensures a unique experience.
Each chair is equipped with a weatherproof hood, ensuring an unforgettable ride in fine or stormy
weather.

In the area of sustainability,
the new facility is a showcase
the Zermatt mountain railways.

Municipality of Zermatt

Water in Zermatt – Behind the The backdrop of a secure supply

Whether it's the first sip in the morning, a shower after a hike, or a hotel room—water accompanies us every day. In Zermatt, it comes from the tap not only in the highest quality but also in impressive quantities. But what does it actually take to ensure that this flows smoothly and reliably?

From spring water to tap: Quality with system

The Zermatt Water Supply (WVZ) relies 100% on high-quality spring water. In recent years, the springs have been gradually rehabilitated. Today , modern monitoring devices directly connected to the control center guarantee continuous control. "Without water, there is no life as we know it," says Paul Schwery, head of the WVZ – for him, this is more than just a technical principle.

A network that lives – and ages

The pipeline network was built between 1969 and 2024 and covers a length of 47.8 kilometers. To ensure long-term safety, approximately 1% of the network is renewed annually—ideally so that all pipelines are replaced every 80 to 100 years. Renovations are often carried out in conjunction with road renewals.

Water consumption: seasonal peaks and long-term trends

In a vibrant tourist region like Zermatt, water demand fluctuates throughout the year – with peaks during peak season, when particularly large numbers of people are in the village. During peak season, the water supply center supplies up to 40,000 people with water daily. An analysis shows that consumption is rising slightly over the long term, but remains well under control thanks to ongoing optimization. The capacity of all nine reservoirs is an impressive 85% of maximum daily consumption.

Early warning system against water losses

A technical highlight is the Lorno leak detection system from HINNI. It helps identify pipe bursts or leaks early on. In the event of a disruption, the Zermatt Water Supply (WVZ) is on call 24 hours a day, 365 days a year. "Every day is special because we have to supply clean drinking water at all times," says Schwery.

Teamwork in the service of the public

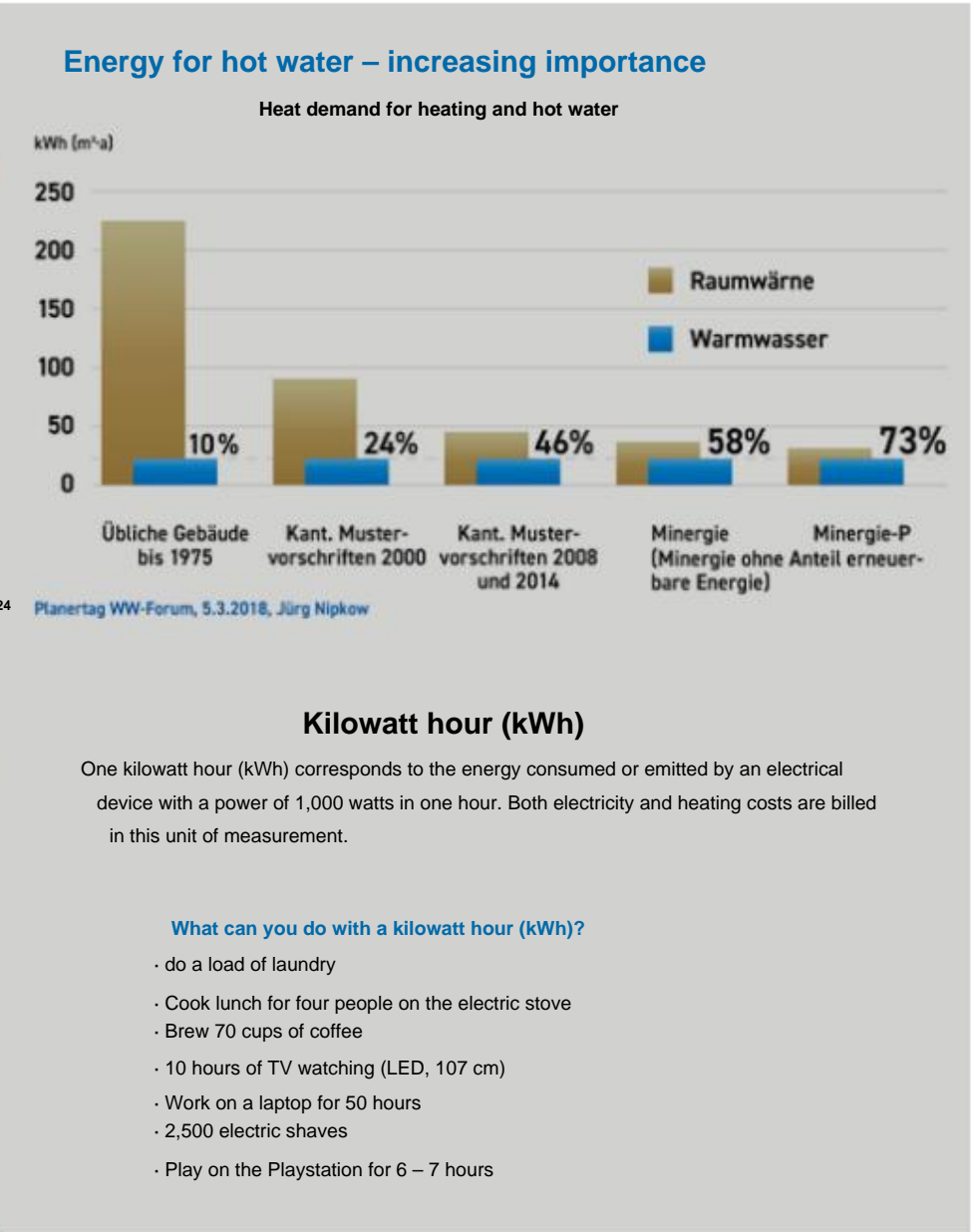
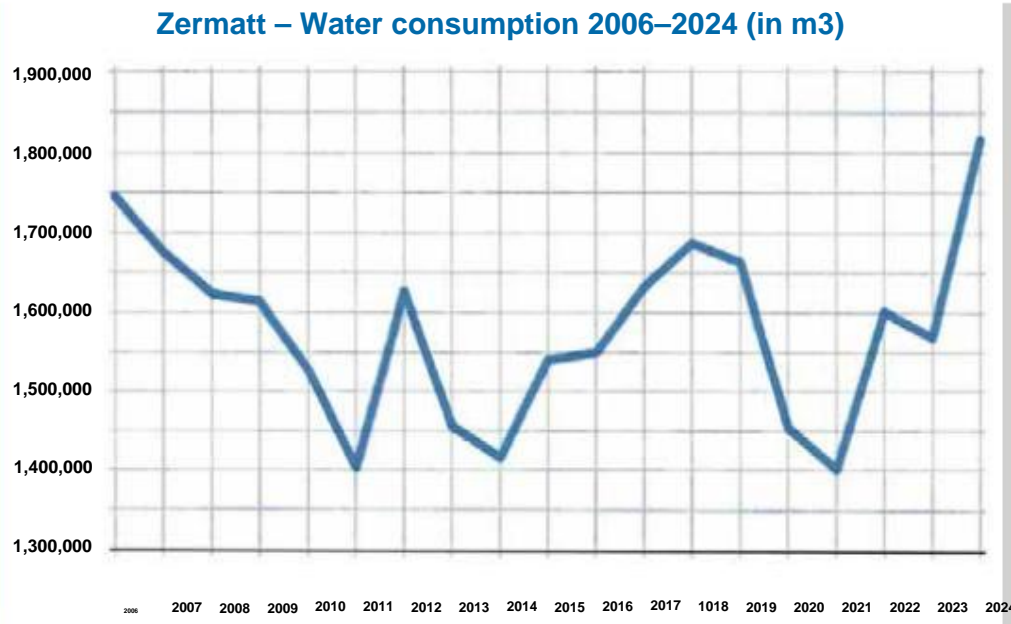
Six specialists are behind the Zermatt water supply: a manager, a deputy manager, and four operational employees. Their tasks range from changing meters and carrying out repairs to planning new pipelines. " Meeting people is also exciting – for example, during meter readings or during spontaneous assignments," says Schwery.

Saving water? Yes, with an eye on tomorrow

In a tourist destination like Zermatt, hotels and landlords are particularly challenged when it comes to conscious water use – for example, to reduce hot water costs. But it's also worthwhile for the general public to take a sustainable approach to their own consumption. Paul Schwery sums it up with an old saying: "You have to dig the well before you get thirsty."

A contribution to the Energy City Gold and a sustainable future

A secure and forward-looking water supply is a central pillar of Zermatt's sustainable development – both within the framework of its energy and climate vision and the sustainability strategy of the Zermatt living space. In the area of resource/water consumption and waste generation, the municipality is committed to using local resources – especially water – responsibly and promoting cycles. As a certified Gold Energy City, Zermatt pursues a holistic approach in which the environment, technology, and politics work together. The Zermatt Water Supply (WVZ) actively contributes its experience and infrastructure to this process – through early leak detection, targeted network renovations, and conscious water use. This creates a constant exchange between strategic direction and operational implementation – with the shared goal of securing the water resource in the long term and managing it sustainably.



Kilowatt hour (kWh)

One kilowatt hour (kWh) corresponds to the energy consumed or emitted by an electrical device with a power of 1,000 watts in one hour. Both electricity and heating costs are billed in this unit of measurement.

What can you do with a kilowatt hour (kWh)?

- do a load of laundry
- Cook lunch for four people on the electric stove
- Brew 70 cups of coffee
- 10 hours of TV watching (LED, 107 cm)
- Work on a laptop for 50 hours
- 2,500 electric shaves
- Play on the Playstation for 6 – 7 hours

Municipality of Zermatt

Use water consciously – small actions, big impact

Even though Zermatt is well supplied with spring water, it is worth using it carefully – especially when it comes to hot water, which requires a lot of energy.

Even simple measures help to reduce consumption

Our top 10 tips for saving water

1. Take a quick shower instead of a bath

A shower uses up to 80% less water than a full bath.

2. Turn off the water when soaping, shaving or brushing your teeth

Saves several liters per person – every day.

3. Use the economy button when flushing the toilet

Modern cisterns reduce water consumption per flush by up to 50%.

4. Only run the dishwasher and washing machine at full load

Most efficient in the Eco program – saves water and energy.

5. Install shower heads and aerators

They reduce the flow while maintaining comfort.

6. Leaking taps and toilet flushes repair immediately

A dripping tap can lose up to 20 liters of water per day.

7. Use rainwater in the garden

Plants can be watered with a rain barrel or cistern.

8. Water in the morning or evening – instead of in the midday heat

This means less water evaporates and the plants benefit more.

9. Save hot water = save energy

Every liter of hot water saved also reduces electricity or heating costs.

10. Use water meters or smart meters

If you know your consumption, you can save more effectively – even in hotels or holiday apartments.

Every liter counts – especially with hot water, because that saves twice: water and energy.

The "Smart Shower" program finances energy-saving showers with CO2 subsidies. Join now and save immediately!

Hot water – often underestimated in energy consumption

In the majority of households, energy consumption for hot water preparation accounts for the second largest share – after heat. By using water-saving shower heads, water consumption can be reduced by up to 50% without compromising comfort.

and save around 800 kWh of energy annually. Furthermore, the lower energy and water consumption saves between 50 and 300 francs more in the household budget.

If the processing is carried out using gas or heating oil, around 200 kg of CO2 emissions are also avoided.

«Without water there is no life,
as we know it."

Paul Schwery, Head of WVZ

Municipality of Zermatt

New construction project for affordable housing in Zermatt



The cooperative for affordable housing in the inner Mattertal can present its first project

realize: An der Riedstrasse in Zermatt, 17 modern apartments are being built – ranging from compact apartments to spacious 5.5-room apartments.

Review

At the beginning of 2025, an important milestone was reached: the building lease agreement was signed. The cooperative subsequently developed the project in detail and secured initial financing . The next step is to prepare the building permit application so that implementation can begin soon.

Financing secured

Thanks to the support of the municipality of Zermatt (EWG), the financing is on solid ground. EWG is providing equity of CHF 1.9 million through the transfer tax . This amount will be returned to EWG after the building permit expires .

Apartments for locals – not for seasonal rentals

The new apartments are aimed at people who have their permanent home in Zermatt and the inner Matter Valley. The cooperative attaches great importance to the fact that the apartments are only available as primary residences and for year-round rentals. Seasonal rentals are expressly excluded. Those who benefit from an apartment must also comply with the rental regulations and be prepared to rent the apartment for several years.

years to live in Zermatt.

An important step against the housing shortage

With this first project, the cooperative is sending a strong message.

The need for affordable housing has been high in the region for years, and the 17 new apartments on Riedstrasse will help alleviate the situation. The clear regulations in the bylaws and the building lease agreement create long-term security for all parties involved.

Thanks to supporters

The cooperative would like to express its sincere thanks to all members and supporters who have made this important project possible – in particular the municipalities of Zermatt, Täsch, Randa, the Zermatt Civic Community, the Hoteliers Association, Zermatt Bergbahnen AG, the Matterhorn Gotthard Bahn, the BVG Collective Foundation Matterhorn, the Trade Association and Zermatt Tourism.

Further information about the project and membership can be found online at: www.wohnraum-mattertal.ch

A project as important step against the housing shortage.

IMPRINT

editor
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Municipality of Zermatt

Founding of the Association of the Concessionary Community of the Grande Dixence»

Joint organization for a strong role in clarifying the 2044 reversion and the future use of hydropower – municipalities and canton establish the "Association of the Concessionary Community of the Grande Dixence".

All concession municipalities around the Grande Dixence SA and the Canton of Valais found the "Association of the concessionary community of Grande Dixence». The aim is to ensure that the water rights concessions are completed in time for the expiry of the water rights concessions on December 31st. December 2044, to create a uniform, strong starting point for the reorganization of water use and to jointly represent the interests of the concession municipalities and the regions in all issues or projects related to the use of hydropower at the Grande Dixence that have already arisen.

Twenty municipalities from the Matter Valley, the Val d'Hérens, as well as other participating concession municipalities and the Canton of Valais, have decided to establish an association. This structure will create an important A major milestone has been set for a future, stronger involvement of the concession municipalities and the Canton of Valais in the use of hydropower.

Early preparation for Concession expiration

The existing concessions of the Grande Dixence, which were granted in two stages starting in 1948 and in the 1950s , currently regulate the use of a total of over 500 million cubic metres of water from a catchment area of approximately 420 km2, two-thirds of which is now covered by glaciers.

100 kilometers of tunnels, including a 24-kilometer main pipeline at an altitude of 2,400 meters in the middle of the mountain, collect the water flowing between the Mischabelhorns, the Matterhorn, and Mont Gelé. Thirty-five glaciers thus supply the raw material for the hydroelectric power plants via 75 water intakes and five pumping stations.

These concessions from Grande Dixence expire at the end of 2044, requiring new regulations for water use . The municipalities and the Canton of Valais do not want to wait for this point in time without preparation, but rather establish clear structures early on to ensure regional added value and participation in future use , and to enable sustainable use in accordance with the cantonal "Hydropower and Energy" strategy .

Regarding the Dixence-Cleuson infrastructure, which uses the waters of the First Dixence, the Chennaz , and the Printze, the term of the concessions in favor of DIXENCE-CLEUSON AG was harmonized to December 31, 2031. To resolve the issue of the return of the concessions, the concession municipalities of First Dixence and Cleuson merged in 2021 to form a simple partnership called "Retour Dixence - Cleuson 2031." This simple partnership will continue to

remain in place.



Regionally anchored – strategically aligned
The new company will be headquartered in the municipality of Evolène, which holds the largest share of water rights in central Valais. The association consists of five members. These are the presidents of the three largest municipalities in terms of water rights: Zermatt, Evolène, and St. Niklaus, the municipality of Hérémence as the location of the dam, and a representative appointed by the State Council.

The first board consists of the municipal representatives Romy Biner-Hauser, Virginie Gaspoz, Michael Kalbermatter , Grégory Logean, and the cantonal representative Pascal Hänggi.

The Presidium acts as a co-presidium and is composed of the presidents of the municipalities of Zermatt and Evolène. The first co-presidents

The dentists are Romy Biner-Hauser and Virginie Gaspoz.

Gornerli – key project for the future
A central element of the future hydropower strategy is the Gornerli multi-purpose reservoir in Zermatt. This project, a joint initiative of the Hydropower Round Table, is to be fully integrated into the existing infrastructure of the Grande Dixence. The Gornerli reservoir will serve both electricity generation and flood protection and as a drinking water supply.

However, the project depends on several factors , in particular the progress of all procedural steps and the approval of the population of all concession municipalities and the Canton of Valais. The association's future tasks include jointly representing the interests of all concession holders vis-à-vis the current concessionaire, which will, among other things, influence the development of the supplementary concession and the residual value agreement for the Gornerli multi-purpose reservoir.

Next Steps

According to those responsible, the founding is a first important milestone. The founding of the association now marks the beginning of a series of initial measures, such as the establishment of an office , the support of studies and expert reports to evaluate the existing infrastructure and projects from the concession holders' perspective, and the establishment of the association as a permanent contact point for the current concession holder, Grande Dixence SA. Another important step will be the uniform preparation of information, communication, and public involvement through the primary assemblies of the participating municipalities.

Municipality of Zermatt

Young, motivated, in the thick of things – the learners the municipality of Zermatt

Nothing works without new talent – this also applies to the municipality of Zermatt (EWG). To ensure that our work remains competent, modern, and citizen-oriented in the future, we train young people.

One apprentice began her training in the commercial sector in 2024. Since August 2025, we have welcomed two more apprentices who have begun their training with us in the commercial sector and in IT.

Commercial training (KV)
The commercial apprenticeship lasts three years and is one of the most popular training courses in Valais. Apprentices gain insight into various administrative and business areas and assume responsibility early on. They process inquiries, handle administrative tasks, and interact with citizens. Practical experience is complemented by subjects such as business, communications, and languages at the vocational school. Upon graduation, numerous further training options and career paths are open.

Computer scientist* EFZ in the Platform development
The apprenticeship as a computer scientist in the field of The platform development program lasts four years and combines technology with practice. Learners deal with computers, networks, and servers. They install operating systems, set up networks, and ensure that all devices in a company are reliably and securely connected. During their training, they also learn how to identify and solve problems, ensure IT security, and implement new technologies. After completing their apprenticeship, many career paths are open – from continuing education and universities of applied sciences to exciting jobs in companies of all sizes.

Our learners introduce themselves



Bruna Martins

Training
Businesswoman EFZ with part-time Matura

Apprenticeship year
2

Hobbies
Playing guitar, snowboarding / skiing, reading



Eva Imboden

Training
Businesswoman EFZ with professional accompanying Matura

Apprenticeship year
Start 2025, apprenticeship year 1

Hobbies
Horse riding, gymnastics, playing the violin



Nico Lerjen

Training
Computer science specialist EFZ in the field Platform development

Apprenticeship year
Start 2025, apprenticeship year 1

Hobbies
Football, skiing, biking

What is important to us is:
The joy of contact
with people who use technology and
the versatility in the job.

What motivated you to choose this training?

Bruna: For a long time, I didn't know what I wanted to do after orientation school. My careers advisor recommended that I try out the commercial sector, as it combines many aspects that are important to me in a career: personal contact, computer work, and languages. I tried out various jobs, but I liked the municipality the best. The contact with the local community and the various laws fascinated me from the start.

Eva: I chose this apprenticeship because I enjoy working in an office and interacting with people. Furthermore, the commercial apprenticeship offers me diverse insights into different areas of a company. The apprenticeship, which also includes a part-time high school diploma, provides a good foundation and opens up many opportunities for the future.

Nico: I've always been very interested in technology. Furthermore, the career of a computer scientist is future-proof and offers many exciting development opportunities.

What has been your funniest or most surprising moment during your apprenticeship so far?

Bruna: So far, I've experienced several fun and surprising moments during my apprenticeship. I particularly remember the team outing with the Resident Services department. In the morning, we took the cable cars to Sunnegga. Afterwards, we hiked to a chalet on the Täschalp. There, we had a barbecue and spent a very enjoyable afternoon together.

Eva: There hasn't been a particularly funny moment so far, but there are always things that make us laugh.

Nico: I can't think of a specific event, but we always have fun at the office. It never gets boring because there's always something to laugh about.

Which daily task do you enjoy the most and why?

Bruna: Since I change departments every few months, there are several tasks I enjoy. My favorite, however, is issuing local ID cards (Blue Cards). I like the work because it's quick and straightforward. I also get to take photos of the locals, which I really enjoy. While the cards are being issued, I can also make small talk with the residents, which I also really enjoy.

Eva: I enjoy working with people the most—whether colleagues or customers. It's nice to see that I can help and make things easier.

Nico: I especially enjoy it when someone in the branch offices needs help or when we get to install and configure new devices. It adds variety and lets you get out of the office for a bit.

If you had a superpower for your everyday work, what would it be?

Bruna: I would love to be able to read minds. That way, I would know in advance what the person needs and could avoid misunderstandings and arguments. This would speed up my work and make it less stressful.

Eva: My superpower would be universal translator. Whether it's Spanish, Portuguese, or Chinese, I could speak and communicate with everyone instantly.

Nico: My superpower would be multitasking matrix mode. It allows me to work on ten tickets simultaneously—each with full focus and, of course, without making any mistakes.

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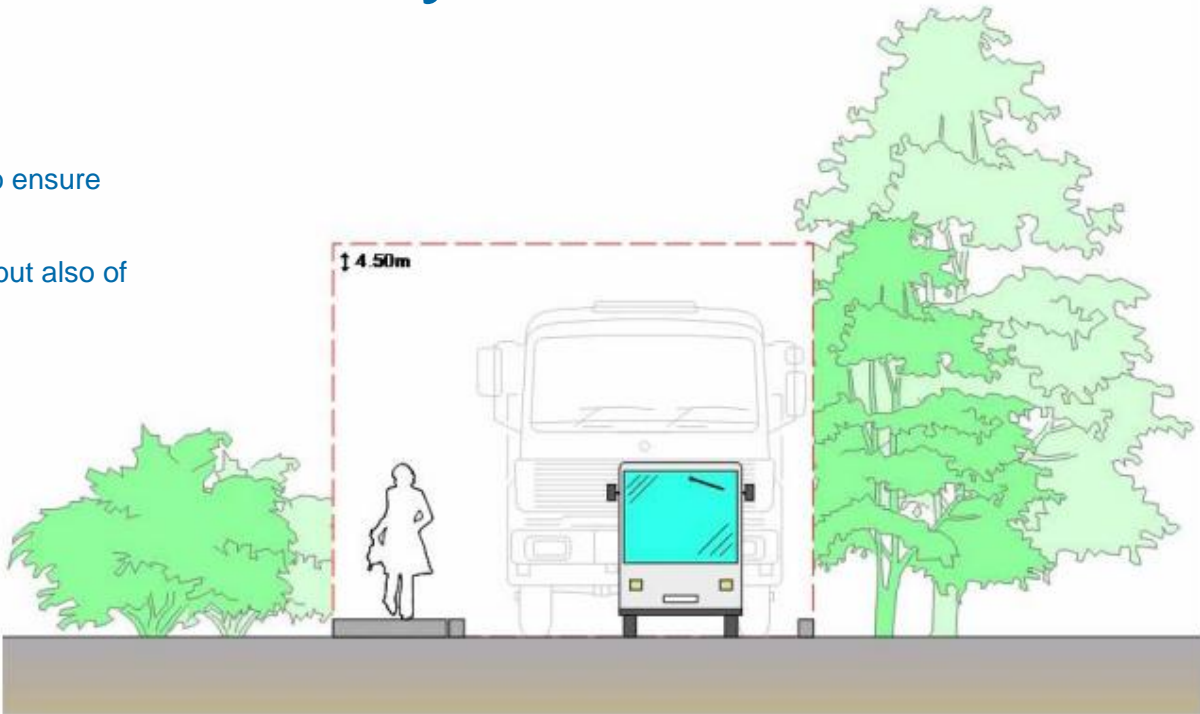
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Municipality of Zermatt

Garden care and road safety

The municipality of Zermatt reminds residents that maintaining shrubs and trees in the garden is important to ensure traffic safety on public roads and paths. Proper garden maintenance is therefore not only a matter of aesthetics, but also of safety.



Obstructed visibility and snow removal

Branches and bushes that extend beyond property lines can be a problem. They can obstruct the view of pedestrians, drivers, and other road users. This can lead to accidents and complicate snow removal by roadside services. Regularly trimming bushes and branches along roads helps prevent these problems.

It is therefore important that landowners assume their responsibility and annually trim back branches and bushes that extend into public spaces.

Obligations of landowners

According to the cantonal road law (Article 172), landowners must annually trim their branches and shrubs that extend into public traffic areas to a height of 4.5 meters above the roadway. The authorities can require complete pruning of branches if traffic safety is compromised.

Guidelines for garden care

The municipality of Zermatt draws attention to the following guidelines for garden maintenance in accordance with the cantonal road law:

• **Art. 166 para. 1 StrG:** Walls and fences must be at least be at least 1.20 metres from the edge of the cantonal roads and 60 centimetres from other roads.

• **Article 169, paragraph 1 of the StrG:** Barriers must be at least 1.50 metres apart along cantonal roads and 90 centimetres apart from other public roads .

• **Art. 171 para. 1 StrG:** Fruit trees may not be more than 3 meters (on the plain) or 2 meters (along mountain roads) from the roadside. Forest and nut trees must be planted at least Be 5 meters away.

• **Article 196, paragraph 3 of the StrG:** Snow cleared from the road must be collected from the neighboring property.

The municipality of Zermatt thanks the population for their cooperation and understanding in maintaining their gardens and ensuring road safety.

Garden care is not only

a question of aesthetics,

but also security.

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Municipality of Zermatt

November 22, 2025 – Children's Rights Day

For the fourth time, the school social work department of the inner Mattertal, in cooperation with the Mattertal youth work center, is organizing a special day for children and young people from Zermatt, Täsch, and Randa.



Children's Rights Day is all about play, fun, and shared experiences. In various age-appropriate workshops, children and young people can discover new things, develop their strengths, and be creative together. The activities are diverse, so everyone will find something enjoyable.

Parents and guardians will receive information about registration and workshops in due course.

Questions about the project: Jasmin Perren, jasmin.perren@smzo.ch, 079 618 15 08

Children's rights – why they are so important:

Children's Rights Day will be celebrated worldwide on November 20, 2025. But where do these rights actually come from, and why are they so important?

The idea of children's rights arose from the belief that children need special protection and care.

After the horrors of World War II, international thought began for the first time about how to better ensure the well-being of children. In 1989, the UN adopted the Convention on the Rights of the Child: a binding treaty signed by almost all countries in the world. This established that children are independent individuals with their own rights and responsibilities—not just "little adults."

The most important children's rights include:

- **Right to protection** from violence, exploitation and abuse need
- **Right to care** by parents or other caregivers persons
- **Right to education** and the opportunity to learn and to develop
- **Right to health**, medical care and a healthy living environment
- **Right to participate** in issues that concern one's own affect lives

Despite these clear guidelines, it is clear that many children around the world still live under difficult conditions. Poverty, war, or a lack of educational opportunities severely restrict their rights. This is precisely why it is important to continually raise awareness of children's rights – including here.

Parents, schools, and society share a responsibility to ensure that these rights are respected and implemented . Children need our protection and support today so that they can face life confidently and strongly tomorrow .

22. NOVEMBER 2025
TAG DER KINDERRECHTE

Zermatt habitat –
Dates Events

Zermatt Village Flea Market

Date: October 8, 2025

Location: in good weather sports pavilion, in
bad weather school building Niww Walka



Zermatt Christmas Market

Date: November 29, 2025

Location: Village square

Further information will be announced prior to the events .



Seniors event Zermatt

Date: December 2, 2025

Time: 2:00 PM to 4:00 PM

Location: Hotel Alpenhof

Topic: Cozy get-together with coffee and cake, aperitif

Registration by November 14, 2025:

gemeinde@zermatt.ch or phone: 027 966 22 90

Before visiting
the emergency room



144 life-threatening emergency

CANTON DU VALAIS
KANTON VALAIS

Municipality of Zermatt

New uniform
Emergency number in Valais

Since 1 September 2025, there has been a new telephone number in Valais for
medical emergencies without acute life-threatening situations: 0848 200 300.

With the introduction of the new telephone number, the
Canton of Valais and the Valais Medical Association aim to
simplify access to medical care and relieve pressure on
hospitals. The number replaces the previous chargeable
0900 numbers, which also had limited accessibility for
callers using foreign mobile phones.

The canton also recommends that in non-life-threatening
cases, you should continue to contact your family doctor first.

For serious and life-threatening emergencies, the emergency
medical number 144 remains
exist.

Further information can be found in the canton's official
announcement.

Anyone who dials this number will be connected to the
appropriate service around the clock : whether it's a doctor
for an initial telephone consultation or the relevant emergency
services such as dentists, psychiatrists , or pharmacies. This
creates a unified, multilingual solution that's easy to use,
even for guests.

MORE INFO



Municipality of Zermatt

Jubla
Zermatt

Being with friends , playing,
experiencing action-packed
adventures, camping in the
wilderness, exploring
nature, and creating
unforgettable moments:
Jubla Zermatt offers all this
and much more.



Review of Jublatag – A day full of
games, fun and community

On September 13, 2025, the time had finally come. Jubla Zermatt
successfully held its Jubla Day. This day offered the perfect opportunity to
meet new people, rekindle old friendships, and have fun together. The joy
on the participants' faces showed that many will remember this day for a
long time to come.

Preview: Blood Moon Ball

After the successful Jubla Day, we are already looking forward to our next
big event: On October 31, 2025, we invite all brave ghosts, witches, and
vampires to the Blood Moon Ball.

This evening we're celebrating Halloween with a spooky
party full of surprises. You can expect spooky decorations,
imaginative costumes, delicious snacks, and, of course, lots
of fun.

So, be sure to mark the date and get your costume ready – we look forward
to having a great time with you.

If you have any questions, please contact us at any time, also by email to:
info@jublazermatt.ch
Instagram: jublazermatt

Ewers management team.
Jubla Zermatt

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Municipality of Zermatt

Youth Fund – financial support

Applications must be submitted by October 30, 2025.

The Youth Fund aims to support clubs, groups, or events that significantly promote the interests of young people. The target group is defined as children of preschool age up to young adults up to the age of 25.

Income from the Youth Fund

The Youth Fund was established in 2011 by the Zermatt Business Association, which annually credits the proceeds from the Folklore Festival to the Youth Fund. Additional sources of income include residual amounts from club dissolutions and other donations. The Youth Fund Committee would like to express its sincere gratitude to all donors. Only through this income is it possible to support the many great offers in Zermatt.

Application review

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

Applications must be submitted by 30 October 2025

Decisions regarding financial support are made in April and November of each year. Applications can be submitted to the Youth Services Office.

Available online

The application form, guidelines and regulations are available on the website www.jastow.ch/jugendfonds-der-gemeinde-zermatt. If you have any questions, you can also contact the youth work office.

Submission of applications and any questions

All applications must be submitted to the following address: Youth Employment Office Mattertal zH
Bianca Ballmann
English Quarter 8
3920 Zermatt
or via
email mattental@jastow.ch
Phone: 079 303 45 04

Active support – Folklore Festival

The Youth Fund's funds are generated through the proceeds of the Folklore Festival. The accounts for the 2025 Folklore Festival have been completed. CHF 20,000 of this was credited to the Youth Fund. The clubs that helped during the festival also received contributions to their club coffers.

The organizers are still looking for active help for the festival from August 9th to 10th, 2025. If you are interested, please contact the youth office.

Applications are due

30 October 2025.



Municipality of Zermatt

Candle making in Zermatt – Creativity, community and pre-Christmas atmosphere

When the scent of warm wax fills the room and children's hands eagerly dip the first colorful layers into the wax, it's candle-making time again in Zermatt. The Mattertal Youth Center and the Zermatt Women's Association cordially invite you to this popular event again this year.

Mittwoch, 26.11.2025
Samstag, 29.11.2025
Sonntag, 30.11.2025
14:00 – 17:00 Uhr
Im Grünen Saal, Zermatt
(Englischer Viertel 8)

Organisiert von
Frauengemeinschaft Zermatt
Jugendarbeitsstelle Mattertal

Kinder jünger als 5H, nur in Begleitung der Eltern
✓ Schürze mitnehmen
✓ Kleidung und Schuhe weiche schmutzig werden dürfen
✓ Grundpreis mind. 100 g = Fr. 4.- pro zusätzliche 10 g = Fr. 0.40

Weitere Infos:
079 303 45 04
mattental@jastow.ch

Children from 5H upwards, teenagers, and adults are invited. Younger children are also welcome to participate— provided they are accompanied by their parents. Candle-making has enjoyed great popularity for years and has long since become an integral part of the pre-Christmas season for many families.

With patience and imagination, very personal works are created: sometimes simple, sometimes colorful, sometimes playfully decorated. Each candle is unique – and also an ideal A Christmas gift that brings warmth, light and a personal touch to your home. Costs are calculated based on the weight of the finished candles. Payment can be made conveniently in cash, with Twint , or by card. So nothing stands in the way of creative fun. "Many children are proud when they can take home their hand-made candles," say the organizers , "and it's also a wonderful opportunity for adults to pause and create something together."

Dates and location
Wednesday , November 26, 2025, 2:00 PM – 5:00 PM
Saturday , November 29, 2025, 2:00 PM – 5:00 PM
· Sunday, November 30, 2025, 2:00 PM – 5:00 PM
Green Hall, English Quarter 8, Zermatt

Anyone who wants to immerse themselves in the Christmas spirit and get involved is cordially invited to stop by. Whether alone, with friends, or as a family outing – candle-making in Zermatt promises atmospheric moments that will be remembered for a long time.

By asking
Mattertal Youth Work Center
Bianca & Telmo
mattental@jastow.ch
079 303 45 04



Zermatt Tourism

Zermatt's top chefs visit the Bürgenstock Resort

On Saturday, October 4, 2025, the Bürgenstock Resort Lake Lucerne will be transformed into a Mecca for gourmets Under the title *Chefs United – Chef Wehrle x Taste of Zermatt* , Corporate Culinary Director Mike Wehrle invites eight top chefs from Zermatt to create an evening full of culinary highlights.

The *Chefs United* event series has been bringing international chefs to Central Switzerland for years . The sixth edition will focus on the collaboration with *Taste of Zermatt* and also offer a taste of the popular Kitchen Party's 2026 revival in Zermatt.

Among those taking part are André Kneubühler from The Omnia, named "Discovery of the Year 2025" by Gault-Millau, who will be preparing an Alpine zander ceviche with verjus. Stefan Lünse from the Grand Hotel Zermatterhof , Oliver Waldispühl from Chez Vrony, and Markus Pössenberger from Restaurant @Paradise will be presenting their specialties, as will Max Mennig from Restaurant Zum See, who will be serving a Mediterranean fish soup . The lineup will be rounded out by Davide Cretoni from Cervo Mountain Resort, René Kockelkoren from Mont Cervin Palace, and Samuel Senn.

from the Sonnmatten restaurant.

Guests can expect a flying dinner with 14 interactive cooking stations in the Lakeview Ballroom – with spectacular views of Lake Lucerne. Starting at 6:30 p.m., the stations open, where the chefs not only serve their creations but also personally explain them. Champagne, fine wines, premium spirits, and refreshing beer are available – all free-flowing. Live musical acts and culinary extras such as cheese variations by Rolf Beeler, the "Swiss Cheese Pope," and exquisite dessert creations round out the evening.

For Mike Wehrle, the event is more than just a dinner: "We are delighted to be creating an extraordinary culinary encounter with our friends from Zermatt , one that not only celebrates the creativity and craftsmanship of the chefs, but also transports guests into a world full of flavors."

In addition to the eight top chefs, the hosts of Zermatt's restaurants and *Taste of Zermatt* itself will also be on hand. Guests will receive inspiration for the upcoming Kitchen Party 2026 and learn more about the destination's other culinary highlights. As a special eye-catcher, an Air Zermatt helicopter will also be visible on Bürgenberg. Thus, guests from Central Switzerland will be completely surrounded by Zermatt's charm throughout the evening.

Guests can expect a

Flying Dinner with 14

interactive cooking stations.

Zermatt Tourism

Zermatt.swiss Marketplace – New features for an even better guest experience

A lot has happened since the marketplace went live on zermatt.swiss – and development continues apace. The goal remains clear: to offer guests a straightforward, inspiring, and user-friendly booking experience – and to improve service

a strong digital sales channel for local operators.

Favorites function – save and compare offers

With the new release, it's now possible to mark offers directly as favorites. Just click on the heart – and you can save, compare, and access your favorite offers at any time . Guests can even access their favorites list without logging in and book directly from it.

Improved checkout – faster and more intuitive

The checkout process has been significantly simplified:

- **Address fields with auto-completion** save time.
- **Automatic country setting** detects location and phone number format.

- **Speech recognition** guides international guests seamlessly to the appropriate the language version of the website.
- This makes the booking process even smoother and more user-friendly .

More filters – more possibilities

When creating packages, guests can now search specifically by location, accommodation type, classification, and special features such as leisure activities or amenities. This allows them to find exactly what they need – from a cozy guesthouse to an active holiday with mountain adventures.

Partial cancellations – maximum flexibility

No longer all or nothing: The Zermatt Tourism team can

From now on, you can also **cancel bookings partially**. This allows guests to keep the remainder of their trip and not have to cancel the entire booking.

Cross-selling – inspiration directly in the shopping cart

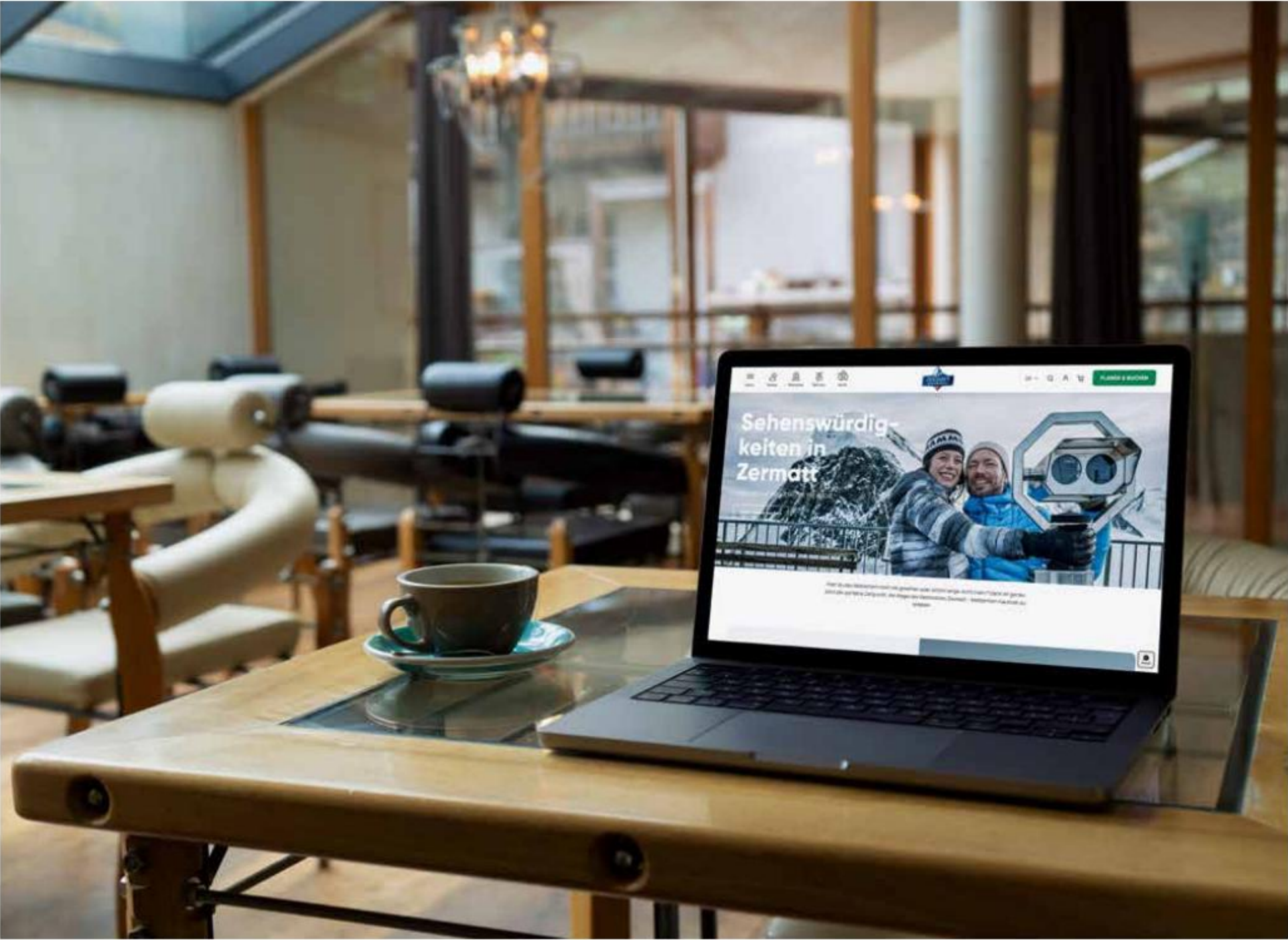
A real highlight: With the new **cross-selling feature**, guests automatically discover randomly matching offers in their shopping cart – **attractively** presented via a slider.

This creates inspiration at the right moment: Those who have booked accommodation may also find the perfect experience or a culinary evening. This not only increases the shopping basket value, but also shows guests how diverse Zermatt is – and encourages them to get to know more about the destination.

Successes and outlook

Since going live, we've already seen a 14% increase in sales and 50% more website visits compared to the old platform.

A clear sign that the new features are being well-received. And the journey continues: Our development team is already working on more exciting features that will be released in the coming months.



Zermatt Tourism

The destination’s new annual campaign

Zermatt – Matterhorn

Since October 1, 2025, the annual campaign for the Zermatt – Matterhorn destination has been presented in a new “look & feel”.

Since switching from seasonal campaigns to an annual campaign in 2023, Zermatt Tourism has been able to continuously increase its marketing figures. The 2023/24 and 2024/25 campaigns significantly exceeded expectations. The focus was on digital channels, supplemented by measures such as a prime-time TV commercial on skiing. An agile setup and targeted activities were crucial to this success.

The new annual campaign. Under the guiding principle " Zermatt. Puts a spell on you," the visual and textual design was further developed. At the same time, Zermatt Tourism’s corporate design was revised , which is consistently reflected in the campaign and modernizes the overall appearance .

The campaign focuses on selected offers from the areas of hiking, biking, skiing, families, cuisine, and sightseeing – from culinary highlights to unique outdoor experiences. Also newly integrated are the topics of sustainability and raising awareness of the

Existence of bikers and hikers – aspects that are becoming increasingly important.

As in previous years, the focus is on digital platforms such as META, Display Advertising , Google Ads and Microsoft. In addition, national and international

Marketing activities are being implemented offline and online . In addition to the seasonally coordinated advertising materials, autumnal themes are being added for the first time, which will be played out countercyclically nationally and internationally.



Zermatt Tourism – Column

Zermatt has delivered



Dear insiders

Saturday evening, two weeks before the 2025 Bike World Championships: The start list for the World Championship Short Track is here. It features the absolute world elite. Future events like the STM, and the organizational preparatory work for the Matterhorn Cervino Speed Opening paid off – whether in approaches to the logistics concept or in personnel constellations.

Not a single stone moved: no track, no bridge over the Vispa, a wild mix of building materials and knee-high grass. But in hand, a concrete plan.

What followed was a feat of strength that only Zermatt could manage. In 14 days, a world-class short track was created – without any test event, without experience with comparable races.

Tuesday afternoon, one week before the Race: The Swiss U23 women tested

For the first time ever, half-finished sections of the route were visible. The bridge over the Vis- But when the first bikes flew over the trails , it was clear – it could work.

The project culminated in two days of World Cup racing in Zermatt style: premium, sporty, successful – with a Swiss victory as the crowning glory.

This was made possible by clever synergies: for example, the track construction in conjunction with the rubble dump at the Blatten reservoir construction site. Infrastructure was cleverly planned and made available for future events like the STM, and the organizational preparatory work for the Matterhorn Cervino Speed Opening paid off – whether in approaches to the logistics concept or in personnel constellations.

After initial hesitation, the village pulled together: local helpers, six restaurants, alporn enthusiasts, Matterhorn Drummers , Bike Club Mattertal, and the Zermatt school – everyone joined in.

Zermatt has proven once again: The success of this destination is not only due to the Matterhorn

It's the solidarity within the destination, the commitment to the cause, the premium philosophy, and the pursuit of the best possible result. This is what makes Zermatt special and successful. Thank you, Zermatt – here's to many more projects in the Zermatt style.

Fabrizio Gull,
Head of Destination Service, Zermatt Tourism

Zermatt Citizens' Community

Summit Shopping Mall –

Shopping at 3,100 meters altitude

On the Gornergrat, where breathtaking views and unforgettable nature experiences are usually the focus, a project is currently being developed in the 3100 Kulmhotel building that will add another facet to the alpine world: the Summit Shopping Mall.



The first part was already completed in July 2025. opens, with full completion planned for autumn. With its innovative concept, Zermatt Hospitality Group AG aims not only to expand the offerings at the summit but also to create an experience that combines tradition, regionality, and modern lifestyle.

The Summit Shopping Mall, at an altitude of 3,100 meters, is a place where shopping becomes an experience. Exclusive products, regional specialties, and international brands with a focus on sustainability make a visit unique. Especially on days with low temperatures or inclement weather, the Summit Shopping Mall offers a welcome addition to the natural experience – a place to linger, discover, and enjoy, enriching your stay on the Gornergrat.

A carefully curated offering

The mall's concept is based on a broad but clearly selected variety: souvenirs, fashion, jewelry, regional specialties , natural cosmetics, and exclusive products available only on the Gornergrat. Visitors will find classic souvenirs with Matterhorn motifs as well as modern accessories, sustainable eyewear from VIU, and the popular bags from Qwstion.

The company is particularly proud of its own brand, “3100 Gornergrat Summit Experience,” which is available exclusively in the mall. It includes fashion items such as hoodies and T-shirts, accessories such as backpacks, drinking bottles and cosmetic bags, as well as stationery and everyday products.

The Zermatt Prime Foods line is a culinary highlight. Currently available is The regionally produced pasta "Plin" with Zermatt mountain cheese. Other regional delicacies such as cheese and dried meat will soon follow. Thus, the mall builds on the region's culinary tradition and packages it in a modern, high-quality experience.

In collaboration with Walder Chocolat from Neuchâtel, an exclusive collection of the finest chocolate was also produced. This includes the Matterhörnl chocolate.

cola gift box and the Gornergrat Relief chocolate bar – the ideal bringsel for connoisseurs from all over the world. The product selection was made by Gabriela Ri-Ribeiro, Retail Manager of the Zermatt Hospitality Group, was jointly responsible for this. "It was important to me to put together a collection that combines regional quality with a special memento.," explains Ribeiro. "This way, guests not only take a product with them, home, but a piece of Gornergrat. »

Sustainability as a guiding principle

Sustainability was at the heart of the project from the very beginning . The Summit Shopping Mall is certified according to ISO 14001:2015, bears the Valais Excellence label, and meets the requirements of Swisustainable leading. This means not only strict environmental standards, but also close cooperation with local producers and businesses. Partners such as

Puralpina, with its natural products, and Matterhorn Fleisch AG, with its regional specialties, bring authenticity to the offerings. This way, the Alpine origins remain tangible while simultaneously appealing to international guests .

More than shopping – an experience

The Summit Shopping Mall sees itself not as a traditional shopping center, but as part of the destination experience. Visitors can already experience current impressions on large screens. Soon, it will be possible to send postcards with the exclusive Gornergrat stamp. Planned

There is also a chairlift photo point that playfully stages the summit experience. The mall is also barrier-free, making it accessible for guests with limited mobility. This underscores the Zermatt Hospitality Group's commitment to providing everyone with access to this special experience.

Significance for the region

The Summit Shopping Mall is part of the Zermatt Hospitality Group's "KGO Revitalization" project . The goal is to secure the long-term appeal of the Gornergrat and create new momentum. The goal is to present Alpine culture and regional products in a contemporary way. With exclusive offers such as the "3100 Gornergrat Summit Experience" T-shirts, "Plin" pasta with Zermatt mountain cheese, and the Walder Matterhörnl, the Gornergrat becomes a worthwhile destination in any weather – and makes a visit to the 3,100-meter altitude a truly memorable one.

special experience.

Gornergrat Railway

Masterpiece between guest experience and heavy transport

The Gornergrat Railway (GGB) has in the first eight months of the year 2025 shown that it is far more than just a tourist attraction. While thousands of guests from all over the world enjoy the ride up the Gornergrat and seek the view of the Matterhorn every day, the railway was also in constant use for complex construction and heavy transport work.

porte am Berg.



Precision in dual operation

Tons of materials, machinery, and equipment had to be transported into high-alpine terrain – often under tight schedules. The fact that passenger traffic was barely noticeably disrupted is the result of precise planning and a great team effort.

"Our employees have once again demonstrated this year that they deliver top performance – both in guest service and in logistics," emphasizes Ivan Pfammatter, Head of Rolling Stock & Traction and member of the management team of MG- Bahn and GGB.

Balance between experience and logistics

The challenge lay in striking a balance: guaranteeing an unforgettable travel experience for guests, while also ensuring supplies for the construction sites and hotels. Both were achieved. The GGB thus once again demonstrates its dual strength – a tourist highlight and an indispensable lifeline for Zermatt and the surrounding mountains.

In total, this corresponds to around **700 truck journeys** that did not have to be made by road to and through Zermatt. The summer of 2025 has shown that GGB combines emotions with performance – and thus remains on course for success in the future.

Line closures autumn 2025

The scheduled maintenance work will be carried out this year from Monday, October 13, to Monday, November 10. In the Zermatt region, this work includes the following:

MGBahn			
region	Route	Duration/Date	Projects
Mattertal	Visp–Täsch	4 weeks 13.10.2025 from 00.15 until November 10, 2025, 5:00 a.m.	<ul style="list-style-type: none">Renovation of bridge trough Mühlebach BridgeInstallation of pedestrian underpass Josi curveComplete reconstruction of Randa–TäschRoad renewal Schali–Täsch

Gornergrat Railway			
region	Route	Duration/Date	Projects
Gornergrat Full Route	1 Week	Sunday, 02.11.2025 from 19.00 until Monday, November 10, 2025 at 6:00 a.m.	<ul style="list-style-type: none">Widening of the Findelbach stone tunnel Land tunnel

Facts and figures

(01.01. – 31.08.2025)



130

General cargo transport
for hotel supplies (~ 600 tons)

326



Railcar loads

for external construction sites and projects
(~ 3600 tons)

150



Railcar loads

for internal GGB construction sites (~ 1500 tons)

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Zermatt cable cars

Redesign of the shop at Matterhorn Glacier Paradise

The shop in the Matterhorn Glacier Paradise restaurant shines in new splendor after a short renovation phase. At 3,883 m above sea level, guests can expect a modern Shop design with optimized visitor guidance and a significantly enhanced shopping experience.



As part of one of the most popular excursion destinations, the souvenir shop integrated into the Matterhorn Glacier Paradise restaurant also enjoys great popularity and is considered an important part of the mountain experience. The carefully curated product range extends from exclusive items and practical mountain items to souvenirs and mementos, with a particular focus on Swissness and sustainability.

To cope with the high number of guests and the interaction of restaurant, shop and In order to best meet the needs of the guest with regard to the quality of service, a well-thought-out concept with improved Presentation areas were developed and implemented with the support of local construction companies. sets.

The result is effective product presentation, efficient visitor flow management, and additional space that allows for the expansion of the product range. The modern, inviting ambience enhances the high-quality shopping experience at Europe's highest mountain station and sets new standards for quality and service.



Guests can expect a carefully compiled assortment from exclusive articles about practical everyday objects for the mountain to souvenirs and memorabilia from Zermatt.

Zermatt cable cars

Zermatt is the first destination in Switzerland to offer Smartphone ticket

With the newly introduced smartphone ticket, Zermatt is setting a milestone in digitalization and user-friendliness. With this new service, long queues at the ticket counters are a thing of the past.

The smartphone, which is always at hand anyway, becomes a practical access medium – for a seamless digital customer experience right up until the start of the outdoor activity.

The smartphone ticket is based on Skidata's modern sMove access gates, which, thanks to innovative sensor and communication technology, enable seamless access to the mountain experience. Using this new type of ticket is made even more convenient by its integration into the Matterhorn app, available from the Zermatt – Matterhorn destination. In addition to their ticket, guests also have access to numerous other functions, such as status information on lifts and slopes, as well as live webcams and Peak Track.

Currently, the smartphone ticket is only available in the Zermatt area – the international expansion of the service is under development and will be made available soon. The ticket offerings in the web shop and at sales points are continuously being expanded. As soon as a desired ticket is available as a smartphone ticket, it automatically appears as an option during purchase. Guests decide whether they want to use their ticket on the KeyCard or on their smartphone – simultaneous use on both media is not possible.

With this innovation, Zermatt Bergbahnen, the Matterhorn Gotthard Bahn / Gornergrat Bahn and Zermatt Tourism are clearly positioning themselves as the first destination in Switzerland as pioneers in the field of innovation and digital transformation, offering guests an even simpler and more comfortable mountain experience.

Anyone who would like to test the digital ticket in the Matterhorn app can exchange their current season or annual pass from the KeyCard for a smartphone ticket (and vice versa) free of charge.

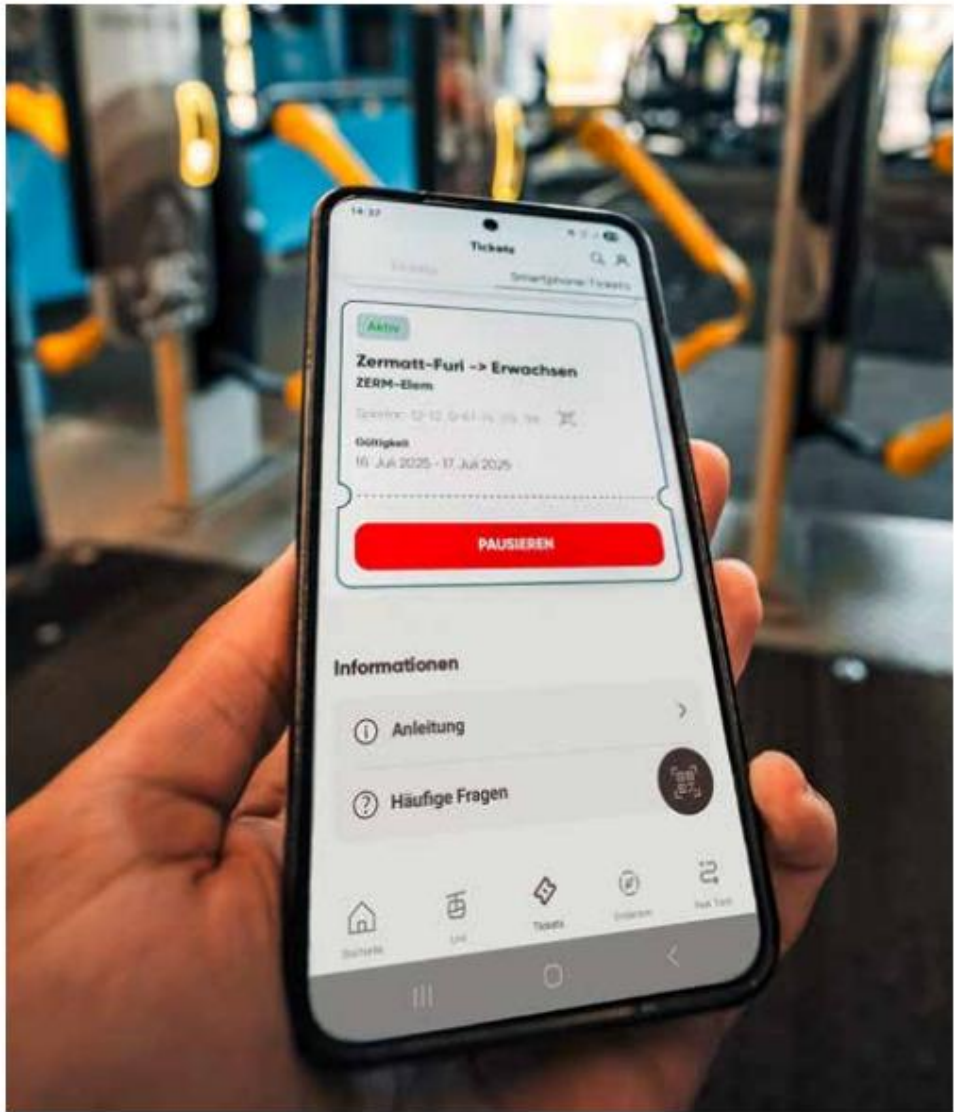
Important: Entry to Italy is currently not possible with the smartphone ticket.



MORE INFO



MATTERHORN APP



Show

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Study participants wanted!

The FFHS, in collaboration with the Upper Valais Hospital Center (SZO), ETH Zurich, and the University of Lausanne, is conducting a study on the relationship between iron and altitude. We are seeking volunteers from Upper Valais who would like to contribute to the knowledge about iron requirements at altitude and learn more about their iron status.

Prof. Dr. Diego Moretti (FFHS)
diego.moretti@ffhs.ch +41
44 512 09 20

Contact us at aria@ffhs.ch
or visit us at ffhs.ch/aria

All information about
Study here:



All data will be treated confidentially. There is no medical benefit for the test subjects. Please note that your data will be recorded if you contact Professor Moretti by telephone.

If you are not interested in participating in the study, your data will be deleted immediately.

History of Zermatt

A work of the century

The Gornergrat Railway as a masterpiece

Even before the opening of the Visp-Zermatt Railway, the Biel printer and mountain enthusiast Leo Heer-Béatrix submitted a sensational concession application on August 22, 1890. The aim of the application was to expand the Visp-Zermatt Railway to include two Zermatt high-mountain railways .

The opposition to the construction of the Gornergrat Railway was Start big because the mountain guides feared for their livelihood.



- Train station as a basis for modern tourism
- Rudolf Maag, first depot manager GGB
- Skis are not allowed on the train
- Shortly before Riffelberg



One cable car was to go to the Gornergrat and the other even to the summit of the Matterhorn . In a new application dated 10.

As of June 1895, only the Gornergrat project was pursued. The company "Haag & Greulich" committed itself to a banking consortium and the company yet to be formed to build the railway under agreed conditions. At the same time, the concessionaires were required to cede their rights to the railway company. Haag and Greulich's specifications required a lump sum of 3 million francs for the final design and construction of the railway, including the power plant and electrical systems, land acquisition and water usage rights, as well as the purchase of rolling stock and furniture.

Initial opposition

Opposition to the construction of the Gornergrat Railway was initially fierce, as mountain guides and porters feared for their livelihoods. Construction of the gigantic excursion railway, the GGB Gornergrat Railway, began in 1896. Because the Gornergrat lies at an altitude of 3,089 meters, construction time was extremely short. Over 1,000 workers were required. The construction of the excursion cable car from Zermatt to the Gornergrat took only two years. However, the terrain and altitude presented the builders with enormous challenges.

Tough working conditions

The performance of the workers at Rotenboden (2,700 m above sea level) was only half that of those in the valley. At 3,000 m above sea level, the workers had less The high altitude made it difficult, as the working conditions were almost poisonous. The name "Gifhittli" has stuck with the chairlift to this day. The construction management provided the workers with excellent care. Regular medical examinations were conducted.

The construction of the 90-meter-long bridge over the Findelbach Gorge proved to be extremely difficult . Due to time constraints, the engineers abandoned the planned stone arches; instead, an iron framework was installed on the pillars.

On August 20, 1898, the railway began operations – as the first electric rack railway in Switzerland and the second in the world.

Pioneering spirit gave rise to a unique attraction . The Gornergrat Railway was the first railway in Europe to exceed 3,000 meters above sea level.

A notice:
Text and images are taken from the book
"Crossing Borders – Zermatt/Cervinia Through the Ages," 2024,
rottenedition gmbh

Zermatt Tourism

Successful kick-off: The starting signal for the revision of the destination strategy has been given

It is the roof, foundation and compass
of the Zermatt – Matterhorn
destination: the destination strategy.

In the coming months, this important
guideline will be revised by the Zermatt-
Matterhorn Strategy Group, taking into
account the interests of various stakeholders
and the local population.

At the beginning of September, the strategy group met to kick off the strategy process. This process is being led by the renowned Zurich-based strategy consulting firm Hanser Consulting AG, which has been tasked with providing an outside perspective, taking into account in-depth analyses and current trends, and, together with the members of the strategy group, laying the foundations for a smooth and efficient process.

The kick-off in early September was preceded by bilateral individual interviews with the strategy group members throughout the summer of 2025 to gather assessments, needs, and ideas for the future positioning and development of the Zermatt-Matterhorn destination .

Central elements of the kick-off meeting at the beginning of September were defining the action plan, presenting the initial situation, adjusting the external and internal perspectives, discussing the findings from the interviews, and clarifying the need for further discussion.

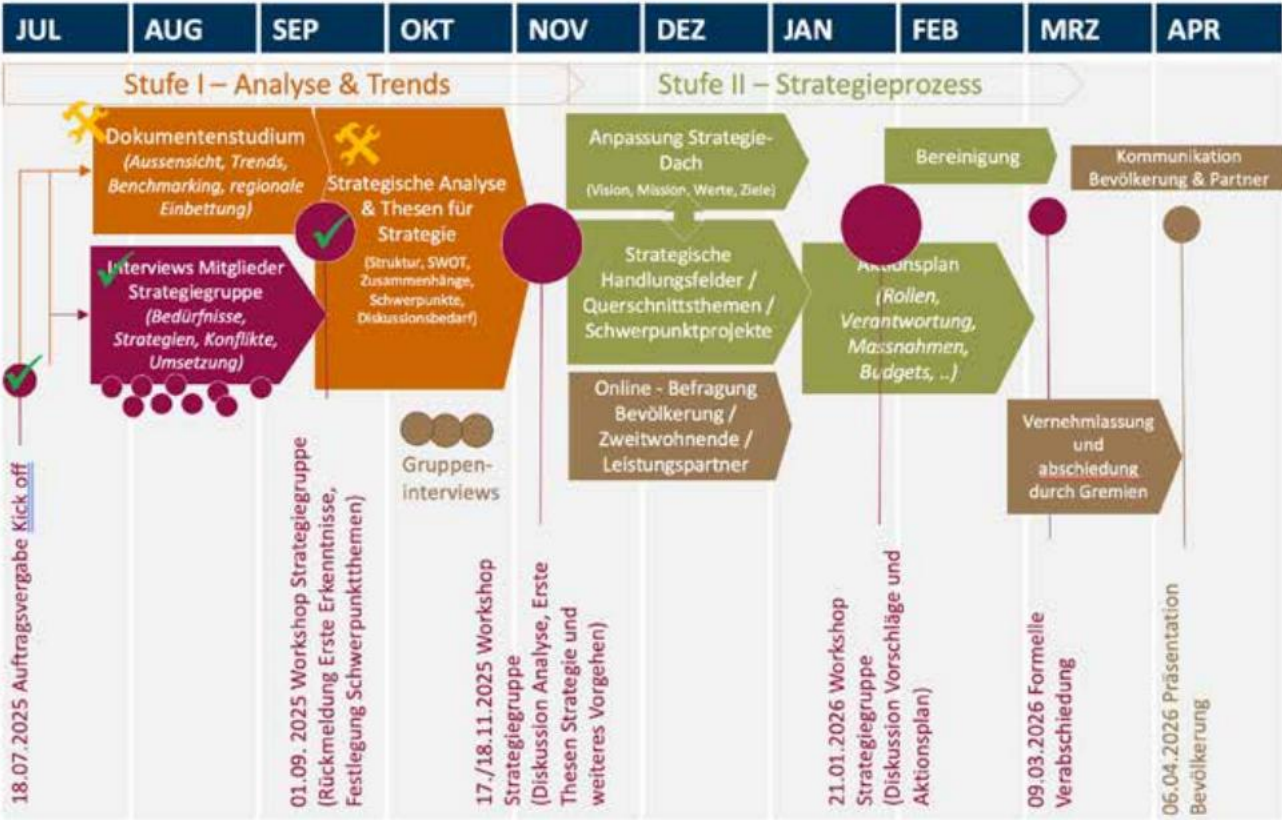
The newly founded association iischi NextGen is participating in the strategy process for the first time , aiming to contribute the needs and perspectives of the younger generation. The two representatives were already present at the kick-off meeting in early September .

The strategy process is currently in the strategic analysis and draft phases. In mid -November, the strategy group members will meet for a two-day workshop to determine the analysis, draft, and next steps in detail.

Population survey in preparation

In November and December, Hanser Consulting AG will also conduct additional group interviews with various stakeholders and prepare a population survey , which is expected to be presented to the public for participation in January 2026.

The strategy group will then meet again in January 2026 to discuss the proposals in more detail and refine the action plan before its formal adoption in March 2026 .



The revised destination strategy is scheduled to be completed by April 2026 and will then be presented to the public. The revised strategy is intended to cover a period of 10 to 15 years.

The Zermatt-Matterhorn Strategy Group will keep the public informed about further steps in the coming months.

Composition of the strategy group
Zermatt – Matterhorn

- Zermatt Citizens' Community, Leo Schuler, President
- Citizens' Community of Zermatt, Alain Kronig, Schreiber
- Municipality of Zermatt, Romy Biner-Hauser, President
- Municipality of Zermatt, Daniel Feuz, Head of the administration of the municipalities of Täsch and Randa,
- Mario Fuchs, President Täsch

- Zermatt Business Association / ZAV Philipp Fuchs, President
- Zermatt Hoteliers Association, Sebastian Metry, President
- Zermatt Hoteliers Association, Daniel F. Lauber, Board Member
- Matterhorn Gotthard Bahn / Gornergrat Bahn, Patrick Z'Brun, Chairman of the Board
- Matterhorn Gotthard Railway / Gornergrat Railway, Egon Gsponer, CEO
- Zermatt Bergbahnen AG, Franz Julen, President of the Board of Directors
- Zermatt Bergbahnen AG, Martin Hug, CEO
- Zermatt Tourism, Mario Aufdenblatten, President
- Zermatt Tourism, Daniel Luggen, Resort Director
- iischi NextGen Association, David Taugwalder, Board
- Association iischi NextGen, David Imboden, Board