



TRADITION JULEN
ZERMATT

Dear guests

Welcome to Zermatt, and welcome to Tradition Julen! Are you curious about us? We are looking forward to giving you an insight into our world with this booklet. Let us take you on a journey through the history of our family – which is also the story of Tradition Julen. We will guide you through our hotels and restaurants, our farm, and our animal world.

Our tradition has always connected farming and gastronomy. They create a link between the past and the present and allow us to make the most of the cycle of nature until this day. Taking a sustainable route into the future is a matter close to our hearts: for our children and grandchildren – and for our unique Zermatt.

We are not only grateful for our connection with history and nature, but also for the one with you, our valued guests. That is why we say “Merci” for your loyalty, your motivating words, and your enthusiasm. We are looking forward to welcoming you again soon!

Warm wishes,
Your Julen family





The Julen family: Zermatt hosts with heart and soul. From left to right: Paul Julen, Rebecca Julen, Janis Furrer, Ben Furrer, Paul-Marc Julen, Cindy Julen, Jarno Julen, Daniela Julen, Rajan Julen



This is Tradition Julen.

Tradition Julen Zermatt is a brand network spanning several tourism establishments, a farm, and an enterprise for waste disposal and energy production. For Tradition Julen, sustainability is not just very important: in fact, we live it. The gastronomic offer comprises three 4 star respectively 4 star superior hotels, each equipped with its own wellness and spa area, as well as three restaurants, including the popular and well-known Schäferstube – where guests enjoy in particu-



lar the traditional products from the own farm. And of course not to forget the Papperla Pub, the après-ski bar par excellence that also belongs to Tradition Julien. Today, 100 hectares of cultivated land belong to the farm of the Julien family. The land is mostly divided into small parcels and leased for cultivation. Up to 300 Blacknose sheep and around 20 dairy and Eringer cows are fed by these lush meadows – in the midst of nature’s beauty, at the foot of the Matterhorn.



The Julens. One family – one tradition.

Work to achieve your dreams, never give up, be innovative, and most importantly: fill everything you do with passion and joy. Anyone visiting Tradition Julen can feel that these principles are put into practice. Not just since yesterday, but for many decades now. After all, the history of the Julens, this Zermatt family of hoteliers, stretches back far into the past. Find out how it all began ...

Zermatt, 1918. Little Meinrad was standing on the train platform day by day for hours, looking for passengers that might be in need of accommodation. He was hoping for guests that he could bring to his mother's guest house to help him, his mother Pauline, and his siblings get by. That same year, his father Andreas had passed away of pneumonia after opening the guest house together with his wife in 1910. He left the indebted guest house to his family, along with a small farm with four cows. Yes, Meinrad's short life had not been an easy one! Shortly after losing her husband, his mother

was pressed by creditors. The poor woman could not pay, so the creditors wanted to take away the land left behind by Andreas – who died much too soon – to his family. It is the same land on which the Alpenhof stands today. Somehow, using her tireless creativity, Pauline managed to settle the debts and support herself and her children.

It was clear early on that Meinrad had inherited his father's head for business. Lucky for Pauline, as – even though she had achieved a lot – she needed support from her children. Meinrad and his brothers gave their all. When the family had the opportunity to purchase another plot of land, Meinrad took the chance and built the new, larger Hotel Julen in the – at that time remote – area Steinmatte in 1937. He ran the hotel together with his sister and, from 1947, also with his wife Olgi.

Zermatt on the rise.

During this time, local hoteliers began to invest in the future of their village. Until that date, Zermatt had only been reachable by guests in summer, so times were hard each winter. This was to change, and Zermatt was to become the most beautiful winter sports destination in the world! The Julen family also believed in



Meinrad Julen (1910 – 2001)

the magic that Zermatt would work on tourists and became actively involved, especially in building the cable railways. Besides their jobs in the hospitality industry, Pauline's children in this way contributed significantly to Zermatt's development as a tourist destination. And sure enough, tourism soon flourished between November and April as well, almost magically attracting flocks of tourists from near and far to this small Matterhorn village.

Pioneering spirit and courage had paid off.

Meinrad and Olgi brought four sons and three daughters into the world. And they passed on the hospitality gene to their offspring. Their son Paul began passionately working at the Hotel Julen at a young age. But

he also developed another great passion early on: in 1972, he and his brother Ruedi bought eight of the beautiful and proud traditional Valais Blacknose sheep to venture into agriculture. Paul has not lost this fascination to this day. But that is another exciting story ... (from page 64)

From generation to generation.

In 1981, Meinrad and his son Paul renovated the Hotel Julen. What else – as standing still means going backwards. And that has never been an option for the men of the Julen family. By that time, Paul had married Daniela. She also grew up in Zermatt and could not imagine anything but staying in her hometown and taking care of guests. Together, they took over the management of the Hotel Julen in the year of their marriage. Their happiness was complete when their children Paul-Marc, Sophia, and Rebecca were born. All three children were trained in the hospitality and catering industry; two of them have remained faithful to it to this day.

Yes, it seems like no member of the Julen family can escape this passion! Paul and Daniela happily ran the Hotel Julen, the Restaurant Julen, and the Schäferstube – Paul's "second home" even today. And the



Hotel Julien, 1938

Hotel Daniela, now run by Paul and Daniela's daughter Rebecca, has been in the Julen family since 1996.

In 2003, Paul and his brother Hans Peter, who along with his wife Annelise had built the Alpenhof, purchased the Papperla Pub. They could use some support, so it was convenient that Paul's son Paul-Marc decided to join the Julen family enterprises at that time. After all, there is no place like home! Besides, he had fallen head over heels in love with a girl from the region of Upper Valais – more specifically, from Visp – that had been working at the reception of his parents' hotel. Paul-Marc and Cindy became a couple. And so, Paul-Marc wanted nothing more than to stay in Zermatt: together with his Cindy.

In 2004, he officially joined the family business. Paul-Marc's skill with guests was not surprising, as he had enjoyed playing the host since he was little. Thanks to this expansion of the management team, the family had the chance to expand their enterprises. After all, the Julen family has always loved a challenge. This is also true for Cindy. She has been the woman at Paul-Marc's side from the beginning: both in private and in business. Together, they form a strong team and in 2007, they tied the knot. Family bliss came along shortly after when Jarno-Meinrad was born in 2008 and Rajan-Pierre in 2010.

In 2013, the enterprises were brought together under the umbrella brand of Tradition Julen. So over many years, the once small guest house with the small farm has grown into a large family business that is almost as typical of Zermatt as the “Hore”.

A matter of honor and luck.

In 2014, Paul-Marc and Cindy Julen were given the tempting opportunity to run the Alpenhof under the



Paul-Marc, Jarno, Rajan and Cindy

brand of Tradition Julen. A big job, but also a great joy for the family. Not taking on this hotel that was very popular with guests – and thereby risking the chance of outside investors getting involved – was not worth a second thought for traditionally-minded Paul-Marc and his Cindy. His great-grandmother had fought too hard decades earlier to keep this property in the family. Also, his uncle Hans Peter and his uncle's wife Annelise had run the hotel with so much passion, making it into something really special! It was a matter of honor and of the heart – à la Julen – to keep the Alpenhof in the family.

For someone running their hotels with so much love for the detail, it is inevitable to rearrange everything nicely from time to time and adapt to the changing needs of the guests. In this spirit, Paul-Marc, Cindy, and Rebecca Julen lovingly renovated all three hotels between the years 2014 and 2018. The Hotel Daniela even received its own wellness area: small but very nice.

Rebecca is the manager of the Hotel Daniela. She found her private happiness in 2019 when she got married to Ben Furrer. One year after, with son Janis being born, their bliss was complete. Ben has become part of the Julen family. He used to work at the mountain railways, yet taking care of his 50 Blacknose



Ben, Janis, and Rebecca

sheep is something he has always loved just as much. So it does not come as a surprise that he soon felt at ease at the farm of his father-in-law Paul and is an important part of it today. By the way: even little Janis, already seems to be really happy when surrounded by animals...



Rajan, Janis and Jarno

Even though there are only a few lines left, this is definitely not the end of the story: Paul-Marc and Cindy's children Jarno and Rajan as well as Rebecca and Ben's son Janis are at the beginning of the fifth generation of Tradition Julen. And the dreams of the Julen family are far from over. The story will go on – thanks to all our loyal as well as our new guests traveling to us each year.







1 Alpenhof



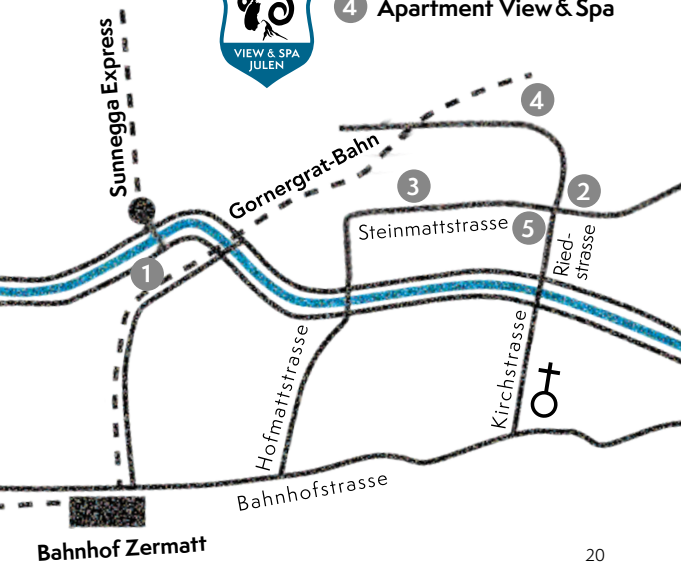
2 Hotel Julen



3 Hotel Daniela



4 Apartment View & Spa





2 Restaurant Julen



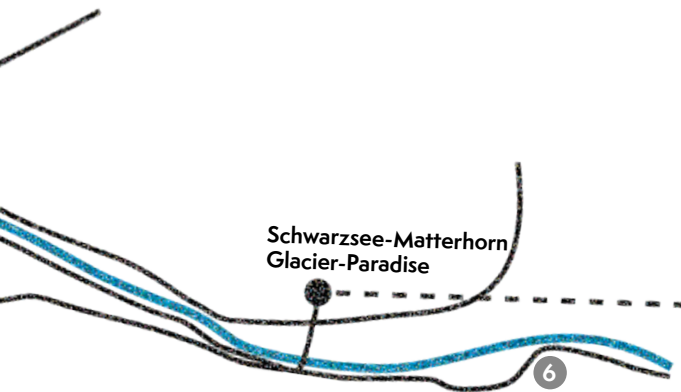
2 Restaurant Schäferstube



5 Papperla Pub

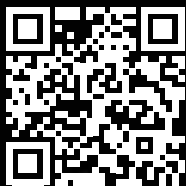


6 Sheep barn and biogas plant



Do you already know our
mascot Lambert?

www.julen.ch



LET'S TALK
ABOUT
HOLIDAYS



A woman with blonde hair, wearing a white long-sleeved shirt and a dark blue patterned vest, is seated at a wooden bar counter. She is looking down at a laptop computer in front of her. The background is a dimly lit bar with various bottles and equipment visible on shelves.

A big thank you!

All the wonderful and unique vacation experiences our guests enjoy day in, day out take place thanks to the incomparable nature of Zermatt, the great infrastructure and offers, and – above all – the great effort of our staff members.

We, the Julen family, are very proud of our team that gives their all every day. We feel that each and every one of them is very passionate about the Tradition Julen establishments and enjoys working for us. We do not take this for granted. This is why we want to thank everybody: from the apprentices that only recently decided to embark on a career in the hospitality and catering industry to those who fortunately have been members of our “family” for a very long time. Thank you for shaping and living Tradition Julen.

more than 30 years

- Annette Steger** Wellness Alpenhof
Branka Cvijic Housekeeping Alpenhof
Daniela Varonier Service Restaurant Schäferstube
Heidini Haijdin Kitchen Hotel Julen
Naser Rashiti Kitchen Hotel Julen

more than 20 years

- Carlos Batista de Freitas** Housekeeping Hotel Julen
Manuel J. Dos Santos Gomes Housekeeping Hotel Daniela
Markus Woller Kitchen Hotel Julen
Paulo Jorge Duarte da Silva Housekeeping Hotel Daniela

more than 15 years

- Adalberto Oliveira Madureira** Kitchen Alpenhof
Joe Lackner Kitchen Hotel Julen
Silvana Sandra Carbone Villano Service Hotel Daniela
Simao Pedro Pinto de Almeida Kitchen Hotel Julen

more than 10 years

- Christoph Furger** Farming
Edu Van der Mark Papperla Pub
Gabriela Schaffer Service Hotel Julen
Jenny Noonan Sales & Marketing
Marina Babic Housekeeping Hotel Julen
Samme Frenkel Kitchen Hotel Julen

Alpenhof

NATURE
PLEASURE
WELLNESS







- hotel for connoisseurs who love nature and wellness
- 61 cozy rooms
- quiet, tasteful ambience in the large lobby and the Cigar Lounge
- situated at a prime location right next to the Sunnegga valley station
- spacious and daylight wellness and spa area overlooking the mountains, including an outdoor jacuzzi and sauna

+41 27 966 55 55 · alpenhof@julen.ch



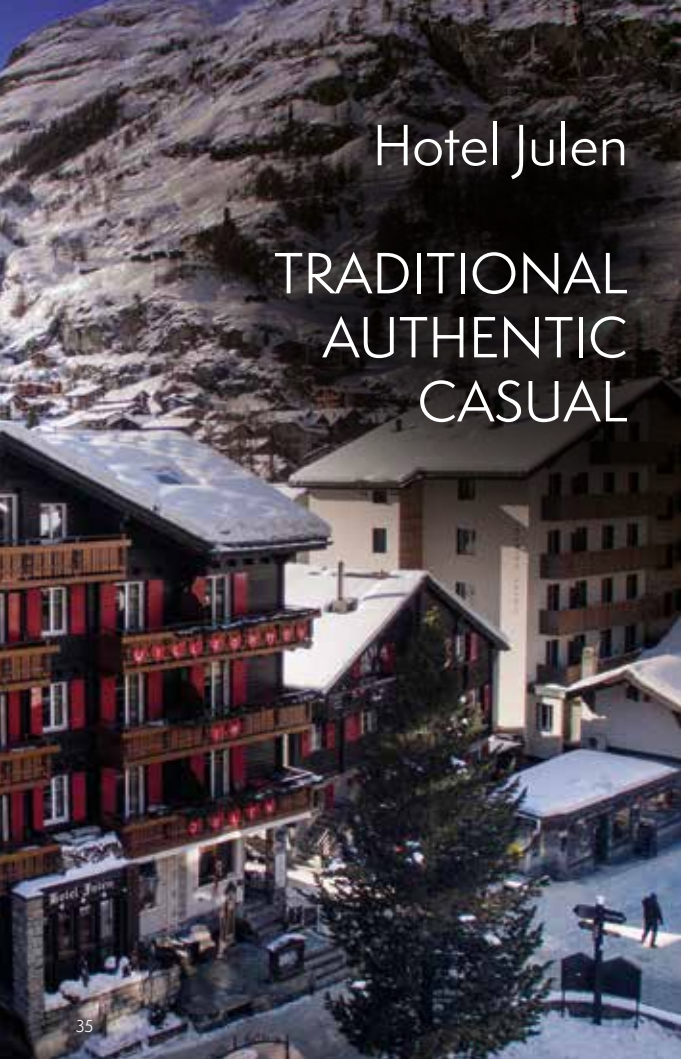










An aerial photograph of a snowy mountain town. In the foreground, a large, multi-story building with dark wood and red shutters is visible, identified as Hotel Julen. To its right is a taller, more modern building with a light-colored facade. The background shows a steep, rocky mountain slope covered in snow and sparse evergreen trees. The sky is clear and blue.

Hotel Julen

TRADITIONAL
AUTHENTIC
CASUAL

- 
- traditional hotel since 1937
 - open all year
 - 31 chalet style rooms
 - central location
 - hotel bar Julen Lounge with a traditional, classy ambience
 - large salad buffet at lunch and dinner
 - Restaurant Julen and Restaurant Schäferstube inside the hotel building
 - wellness area, large adventure pool, and gym

+41 27 966 76 00 · hotel@julen.ch



Hotel Daniela



WARM PLEASANT SWISS

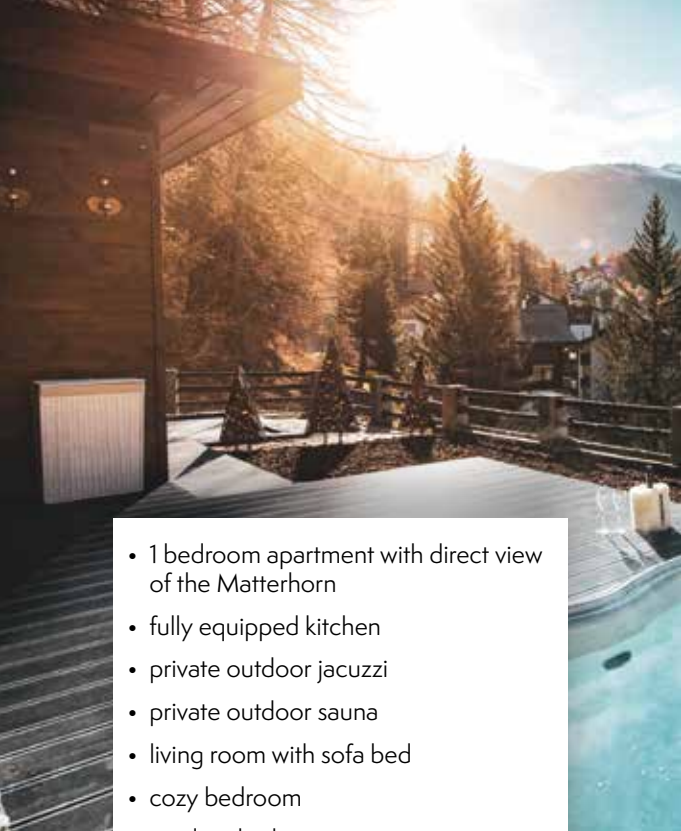




- informal ambience
- open all year
- 23 bright and friendly single, double, and family bedrooms, some of them with a fireplace
- central but quiet location
- Gädi SPA with Fire View jacuzzi and Alpine Mist steam bath

+41 27 966 77 00 · daniela@julen.ch





- 1 bedroom apartment with direct view of the Matterhorn
- fully equipped kitchen
- private outdoor jacuzzi
- private outdoor sauna
- living room with sofa bed
- cozy bedroom
- modern bathroom
- garden space with lounge

+41 27 966 76 00 · hotel@julen.ch





- open all year
- cozy feel-good atmosphere
- morning snacks for workers
- rich salad buffet
- lamb specialties from our own breeding
- ideal for family festivities
- lunch and dinner à la carte and daily changing menus
- large dessert buffet every Thursday evening in winter

+41 27 966 76 00 · hotel@julen.ch








- open all year in the evenings
- traditional furnishing and cozy ambience
- raclette, cheese and meat fondue
- meat specialties from the woodburning grill
- lamb specialties from our own breeding
- exquisite variety of Valais wines

+41 27 966 76 00 · hotel@julen.ch



- 
- open from 6:00 until 9:00 p.m.
 - quiet and classy ambience
 - refined, homestyle cuisine
 - rich salad buffet
 - exquisite cheese buffet in winter
 - Eringer beef and veal specialties
 - daily superb 5-course menu

+41 27 966 55 55 · alpenhof@julen.ch





- from June to April, 3:00 p.m. until 2.00 a.m.
- après-ski and evening parties with DJs or live music
- guinness on tap
- large selection of bottled and lager beers
- après-ski on the terrace
- smoking room

+41 27 966 76 00 · hotel@julen.ch





Cigar Lounge
Alpenhof

Summit chasers.

Would you like to know firsthand what it feels like to be on the very top of the Matterhorn? Daniela Julen and her son Paul-Marc know the feeling. Daniela conquered the “Hore” in 1985, Paul-Marc in 2021. In their eyes, no path was too stony for this unforgettable experience – just as for the happiness of their guests.



4478 m
above
sea level



The 4th generation loves and lives Tradition Julen, too.

In the past couple of years, the fourth generation has taken over the management of all Tradition Julen enterprises. This shift has changed nothing about the company's values or its love for tradition. When talking to Paul-Marc (Poli) Julen, his wife Cindy, and his sister Rebecca, this becomes very apparent.

How well did the generational change go?

Paul-Marc: I think it is safe to say that we have done a great job. It certainly helped that our parents accompanied us very closely and we were able to grow into our roles slowly.

Rebecca: That is true. We experienced every day how warmly our parents treated their guests. Also, we grew up with valuable core values. So today, acting in a similar way as our parents comes naturally to us.

Cindy: Whenever necessary, we can also count fully on the support of my parents-in-law and of uncle Hans Peter and aunt Annelise – be it in one of the enterprises or as a family.



How is Tradition Julen organized today?

Paul-Marc: Each of us is the responsible host of one of the three hotels. In the background, we use the synergies of the brand network with everyone contributing their strengths.

Rebecca, you have been the manager of the Hotel Daniela since 2015. What do your guests appreciate?

Rebecca: When I first started working at the Hotel Daniela, I was 20 years old. It became clear to me that I feel at ease in this hotel. I can grow here. Some of the



staff members still work here, which creates a casual, straightforward, and nice atmosphere. This is exactly what everyone likes about the Daniela – from the guest to the staff member.

Paul-Marc: The Hotel Daniela is very charming and Rebecca renovated it incredibly nicely.

Cindy: Besides, Rebecca's guests are enthusing over her breakfast buffet.

Paul-Marc, you manage the oldest of the hotels: the Hotel Julen. How did your guests react to the renovation in 2018?

Paul-Marc: You can feel the change the minute you enter the hotel: everything seems much more open and bigger. At a second glance, however, you realize that

the traditional and warm elements were preserved in spite of the modern elements. To Mama and me, it was very important that above all, the warmth and the welcoming atmosphere would not be lost. This is of course also true for both our restaurants inside the house, the Julen and the Schäferstube.

Rebecca: Paul-Marc did a great job! It is the little things that count. For example, the Christmas tree that still stands at the same place as it used to.

Cindy: Poli made a more than successful renovation without it having a negative impact on the atmosphere or the ambience. This passionate and energetic work was accomplished not least thanks to the help and the great taste of my mother-in-law Daniela.

What do guests like best about the Hotel Julen?

Paul-Marc: The chalet style of the rooms: this is tradition, coupled with modern technology. But they also like the view of the Matterhorn. In some of the rooms, you can enjoy it while sitting on the bed.

Rebecca: The Julen has always been the living room of our family. Guests can feel that.

Cindy: This is why locals like coming to the Julen, too. They like talking politics. In the earlier days, they discussed with Meinrad Julen, then with Paul, and now with Poli.



Cindy, the Alpenhof is your home. What does this hotel offer to its guests?

Cindy: The Alpenhof has always been family-run. There are different room categories and spacious suites for couples or families. Guests also appreciate its daylight wellness area as well as the close proximity to the Sunnegga train. Our guests always find a quiet corner to withdraw in – be it in the Cigar Lounge or at the Piano hotel bar. Our little guests have plenty to discover too: the ice rink in winter and the trampoline in summer.

Paul-Marc: We were allowed to take over the Alpenhof from my uncle Hans Peter and my aunt Annelise in 2014. Since they had established a great family-run hotel, we were able to benefit from dear regular guests and numerous long-term staff members.

Rebecca: Indeed. I did my apprenticeship at the Alpenhof back then and I still treasure the familiar faces of guests and staff members.

How do you deal with the responsibility towards your staff members?

Paul-Marc: We have over 120 staff members and we are proud that we can employ most of them under annual contracts – this is rare in Zermatt. It means that they have a social responsibility because they integrate themselves into the community, have their families join them, and tend to stay longer in Zermatt. This is a part of being sustainable. And as there is a lack of skilled personnel, it is more important than ever. In addition, our guests benefit from higher quality.

How do you manage the double burden: hotel and family?

Rebecca: The Daniela is a bed-and-breakfast so I have a lot of time to spend with my family. Janis enjoys the

two days he spends at the day nursery. On the other days, I sometimes work from home. However, if things do get tight, he loves to spend time with his dad Ben on the tractor or in the farm.

Paul-Marc: The double burden should not be underestimated. Fortunately, we found a good way to deal with it. The Hotel Julien remains our living room and the children go in and out of our hotels as if they were at home. However, it is still a challenge. Us men of the Julien family would be in trouble without our women.



They have been doing incredible things for generations so we can bring everything together. We don't take this for granted.

Cindy: It is quite a balancing act between family and business sometimes, but I think we manage pretty well. Sunday is our family day. The guests understand that our priorities sometimes lie with family matters.

How do you keep a guest satisfied nowadays?

Rebecca: My goal is to offer a nice and carefree vacation. I'm doing my best to achieve it. But of course, it is up to each and everyone to be happy and – above all – to want to be happy! (laughing)

Cindy: The guest should be able to let go and enjoy a carefree time with good food. It is about relaxing: with some luxury, yet consciously sustainable.

Paul-Marc: In this fast-changing, artificial world, our guests should have the possibility to hold on to genuine values. By going back to basics, they let go of their daily life, enjoy nature, refuel, and relax. We have stood for these values for four generations. I feel honored to continue working on them and I would be thrilled to pass them on to the next generation.

A flock of sheep is grazing in a mountainous landscape at sunset. The sheep are in the foreground and middle ground, with some looking towards the camera. The background features rolling hills and mountains under a sky with soft, golden light from the setting sun. The overall mood is peaceful and scenic.

Passionate about

A large flock of sheep is grazing in a grassy field during sunset. The sun is low on the horizon, creating a warm, golden glow and long shadows. In the background, there are dark, rugged mountains under a cloudy sky. The sheep are scattered across the field, some facing the camera and others with their backs to it.

farming.

Sheep, cows, a biogas plant, and a big heart for animals and nature. This is all characteristic of Tradition Julen's farming. It is a labor-intensive oasis where the circle closes ... and where the members of the Julen family like to re-energize as often as they can.

“When the alpine meadows are lush green, when the mountain flowers are in bloom, and my sheep are grazing peacefully in front of the snow-covered mountains, having their wool washed white by a summer thunderstorm, I am perfectly happy. That, to me, is home.” Paul Julen’s eyes sparkle. The animals he has so much passion for are really something else. They have spiral-shaped horns, long white wool, black spots on their legs, and not to forget: the black coloring on their head.

When Paul Julen acquired eight of the traditional Valais Blacknose sheep in 1972, he did not suspect how big of an influence they would have on his life. Today, he takes care of up to 300 animals, depending on the time of year. The Blacknose sheep spend the time from June to the end of September on the alp. Paul Julen: “The meadows are all located between 1600 and 3000 meters above sea level. There, the sheep are moving around freely and are happy.” To keep them from moving away too far, once a week they get the so-called “Gläck”. This is a mixture of salt and hard bread that is always placed on stones in the same place. “For us shepherds, these are the most emotional moments. What could be more beautiful than an animal in the open nature,” the entire family agrees. In particular, Paul’s son Paul-Marc, Paul’s

daughter Rebecca, and her husband Ben share the passion for the proud Blacknose sheep. They enjoy visiting the animals together with their father and Paul's three grand-children Jarno, Rajan, and Janis which gives them a possibility to recharge their batteries for everyday life.



Paul and his Blacknose sheep

A lot of work for “little” yield.

What sounds so peaceful is actually a lot of work. Over 180 tons of hay are harvested for the winter from over 700 parcels of land. A lot of it is done by hand. Besides, every year, the Julen family has



100 lambskins tanned. This allows their restaurant guests to sit comfortably. Moreover, many people like to buy the lambskins as a souvenir. The approximately 1200 kg of wool that the sheep produce each year are made into blankets and mattresses for the hotel beds.

Blacknose meat is a special treat for guests and is served in the restaurants of the Julen family. "One



The Blacknose sheep before and after the shearing

of the reasons it tastes incomparably good is that the animals find the best herbs in this high altitude,” Paul Julen explains. Even if he always finds it difficult to take his animals to the slaughterhouse – it is an integral part of this life. And when around 200 young animals frolic during lambing season every year, the cycle is complete. The shepherd knows many of his animals by name. The most beautiful ones are groomed and nurtured for the annual Miss Zermatt competition. It



The Julens and their “queen”

is not uncommon for a Julen sheep to bring the title home, making the whole family proud.

A place for cows.

Paul Julen’s love of animals could also no longer resist cows. “I am still more of a shepherd than a cattle farmer,” he smiles, “but I have grown to really enjoy them. It is lovely to watch them roaming in free nature.” There is no doubt: Paul Julen has also fallen in love with his cows. Apart from the original brown cattle, a second

breed had to join the farm: the Eringer cows. They are a popular cow fighting breed that is mostly known in the Valais as well as in the neighboring regions of Italy (Aosta) and France (Haute Savoie). The animals are very well adapted to mountainous terrain, robust, and able to walk in the mountains almost as well as the sheep. And they are just as beautiful to look at, making the shepherd's heart also sing for cows.

Biogas for Zermatt.

"The biogas plant was definitely our most turbulent project to date!" says Paul Julen. But he would not be Paul Julen if he had given up halfway. It paid off, and the plant is successful: The Julen family now uses Zermatt's bio-organic waste, manure, and slurry to produce their own CO₂-neutral electricity. The fact that the ecological cycle of food within Tradition Julen is now closed is very important to this hotelier and farmer as well as to his nature-loving family. Sustainability in actions and mindset goes without saying for the Julens.

With the biogas plant, Paul Julen wants to give something back to his home. "My ancestors, me, and even my children – we have all benefited so much from Zermatt. I wanted to return the favor," he explains. And as a man of action, he actually did it. The biogas plant

produces around 900 000 kilowatts of electricity each year when running normally. As a comparison: the average Swiss household uses around 2500 kilowatts a year.

“Sustainability is a fundamental business goal of Tradition Julen. By linking farming and tourism, we create sustainable ways for the future. This sets the foundation for the next generation so that they can continue writing the family history,” Paul-Marc Julen says.

Closing the circle.

Ever since the biogas plant is operating, the natural cycle within Tradition Julen is being used in an optimal and environmentally friendly way. The manure of the animals and 1700 tons of bio-organic waste per year are used to obtain methane gas through the biogas plant, the enterprise for waste disposal and energy production. The bio-organic waste stems from all gastronomy businesses in the destination of Zermatt that bring it to the biogas plant of the Julen family. The methane gas then is burned in a motor that drives a generator. Thereby, the generator produces CO₂-neutral energy. It is approximately the equivalent of the average annual consumption of around 300 Swiss families. What is left over from this process is being distributed as fertilizer on the fields around

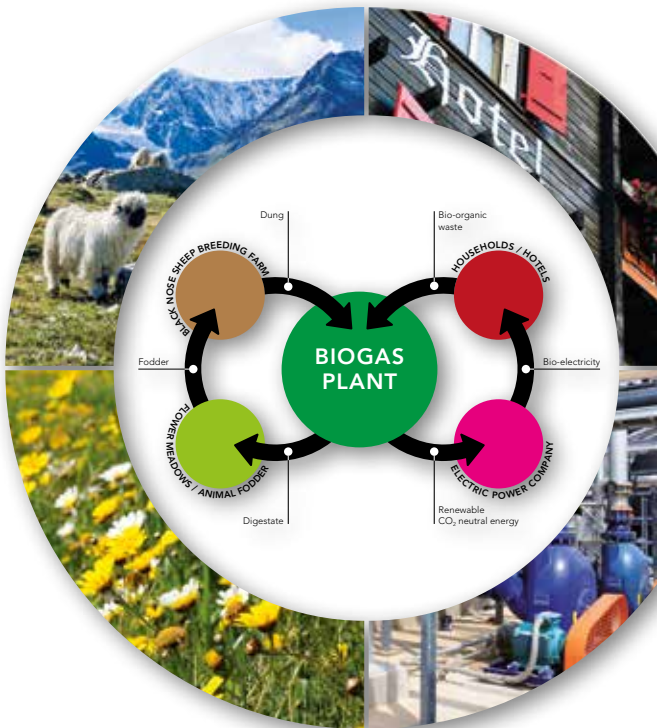


Paul-Marc and Paul in front of the biogas plant

Zermatt, Täsch, and Randa to improve the yield of the hay harvest. Also, they use it in the Rhone Valley region to produce food by using less artificial fertilizer. This is how the circle of food and nutrients eventually closes. In any case, the output is positive. The guests also appreciate the homemade products that result from farming like the meat, the woolen blankets, the lambskins – or the possibility to experience an unforgettable visit to the farm and the adorable Blacknose sheep. The biogas plant not only forms its own circle, but also builds a bridge between the past – the time of self-suppliers and farmers – and the modern

present. It is intended to show that there are indeed alternative, gentle ways to live our modern lives – like using the product of the biogas plant: CO₂-neutral electricity. What is needed is respect for nature, the will to tackle such projects with plenty of passion and joy, and to actually make them happen.

People from all over the world – people in the industry as well as tourists – are interested in visiting the plant and learning about Paul Julen's experiences. He is happy to pass on his knowledge. He himself loves to "feed" the biogas plant and see which products boost electricity production which ones lower it. "Operating the plant requires finesse and experience. It is exciting to learn more and more. I am also very pleased about how interested the hotel guests are. I like to show them how it all works and how we close the cycle within Tradition Julen. I have to say, I am a little proud of this," he smiles.







Pay once, enjoy unlimitedly.

What does that mean?

A carefree vacation!

Tradition Julen Zermatt offers an exclusive, all-inclusive package that leaves nothing to be desired. From culinary delights and wellness to the free use of all mountain railways – with this exclusive Zermatt experience, you benefit from 100 % planning security in terms of costs. Credit card and cash? You can leave them well and truly in the safe of your dream hotel room.

Arrive, take a deep breath, and spend a care-free vacation at Tradition Julen – in the fresh and healthy mountain air of Zermatt.



UNLIMITED PLEASURE AT THE MATTERHORN

- unlimited consumption from our all-inclusive drinks menu
- all-inclusive drinks menu at the Papperla Pub between 4:00 and 7:00 p.m.
- free use of the spas and pools in all Tradition Julen hotels
- free soft drinks in the minibar and free coffee from the Nespresso machine
- Tea Time from 4:00 until 5:00 p.m. at the Hotel Julen and the Alpenhof
- unlimited Wi-Fi
- transfer service from Zermatt railway station or taxi stand to the hotel

SUMMER

WINTER

- peak pass
- golfing
- breakfast, lunch, and dinner at the restaurants Julen or Alpenhof



- ski pass for magical days on the slopes of Zermatt
- winter sports equipment rental: skis, snowboard or sledge
- breakfast and dinner at the restaurants Julen or Alpenhof



Time for you. Since 1910.



Tradition Julen
Riedstrasse 2
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