Background Information

Digitalisation

INSIDE LAAX App: Radically Digital

LAAX is original, radical and digital. In collaboration with the internal spin-off company Inside Labs, the destination successfully pursues its mission of creating unforgettable alpine experiences. The destination's app "INSIDE LAAX" significantly contributes to the fact, that LAAX is known as a future shaper in the tourism industry. Thanks to the successful collaboration with Inside Labs, LAAX was the first winter destination to offer a digital solution in the form of an app, which makes guests' experiences even more unforgettable.

"INSIDE LAAX" is not a conventional information platform, but rather focuses on user engagement. The app offers numerous features. In winter, guests can follow their daily performance on the mountain. By collecting badges, they are motivated to spend more time on the slopes. Visitors of the destination can also use the app to buy a lift ticket and reserve a parking space. Thanks to the Blueline upgrade, which can be purchased with the app, visitors can skip the queue at the lifts. But that's not all, the popular "friends function" enables skiers and snowboarders to compare their performance on the mountain directly in the app. Thereby, challenging each other and competing for top positions on the leaderboard.

EXPLORE

Explore is your personal homefeed. Here you will find all the information you need, always up-to-date. And with the search function you can discover the destination in no time: here you can search for the nearest ATM or the bus timetable. In various restaurants, the app can also be used to book a table or order food using the Mobile Ordering function. Payment accures through the app - using collected INSIDE points or a credit card.

Activity Guide
App users can utilize the activity guide to easily find out what else there is to discover in LAAX. Whether relaxing or active - there is something for everyone.

Dining
The app also improves the dining experience. The open restaurants of the region can be explored via the app. Then guests can conveniently book a table via the app or order takeaway food in some of the restaurants. From this season on, in the three largest mountain restaurants - GALAAXY, Nagens and Vorab - food can be ordered directly from the app and is then served comfortably at your seat. This eliminates the need to queue, more comfort and less contact is the motto. In addition, the Q-Alert system, which shows users of the INSIDE LAAX app the number of guests at the respective lifts in real time, will also be introduced in the three restaurants mentioned above. In this way, guests can see how many people are currently in the restaurant.

Premium Features
In addition to the free features, the app offers premium features, which offers a number of helpful functions. Thus making the skiing experience even more enjoyable. Premium also allows users to see how many guests are currently in the ski area.

TCKET SHOP

From the winter season 20/21 on, LAAX will only offer day and half-day tickets for purchase via the App and in the web shop. Thanks to these digital solutions, winter sports enthusiasts will not only get to the mountain faster, but also more safely. Contact points are minimised and queues won't happen anymore. The ticket goes directly to the smartphone, with which you can then pick up your keycard at one of the INSIDE LAAX pick-up stations. Other offers such as merchandise or special deals are also available in the shop at the touch of a button.

INSIDE Point Rewards
With "INSIDE Rewards" guests can enjoy great benefits. The various activities in the app, such as buying tickets, making table reservations or completing surveys, are rewarded with so-called INSIDE points. The collected points can be redeemed for attractive offers in the INSIDE LAAX app. Such as a bike or hiking ticket in summer, a premium subscription upgrade in the INSIDE LAAX App with access to all features, or a souvenir from the "Original" Shop.

PLAY
The entire LAAX playground unfolds under PLAY. As soon as a Keycard is connected, the individual LAAX adventure begins. Under this category, users can find their personal number of ski days, lifts and altitude metres, badges and points collected and much more. Those who like a challenge can connect with friends. Who collects the most badges, has the most ski days and tops the leaderboard?

LAAX is Digital
Together with Inside Labs and the INSIDE LAAX App, the Weisse Arena Gruppe wants to build up long-term customer relationships and show appreciation to guests with an attractive reward programme. Since the 2016/17 winter season, the app is available to guests and has been very successful. Since its launch, the app has gained over 202,000 users. The app has already won two gold awards at the "Best of Swiss App" Awards. In October 2019, it also received the Swiss Mountain Award 2019 for innovation in the mountain railway industry.

Reason enough to further strengthen the app's positioning with a redesign. For the 2019/20 winter season, the app received a fresh look, thus insuring even more comfort and functionality.

"INSIDE LAAX is the platform that enables us to be truly customer-oriented. By knowing each individual guest, we are able to offer convenience, radical transparency and WOW moments". - Reto Gurtner, Chairman of the WAG and Inside Labs.

INSIDE LAAX is another important step in the digital transformation of the customer journey. For instance, online ticket sales increased from CHF 2.8 million, before the start of the app in 2015/16, to over CHF 8 million in the 2018/19 winter season.

Digitalisation arrived in LAAX long ago. Just 4 years after the advent of the World Wide Web, the first Internet café opened its doors at the valley station of the LAAX ski resort. Today, the digital age is omnipresent in LAAX. As an innovative first mover, the destination also proves digital progressiveness with the introduction of the first standardised 5G network in a ski resort worldwide.

"We have also seen that visitors not only actively use INSIDE LAAX on the mountain, but long after their return as well - thus building a bridge to their next stay," Kristian Paasila, CEO and co-founder of Inside Labs.

About LAAX:
The winter destination LAAX in Graubünden, with 224 km of pistes, 4 snow parks and 5 snow-covered valley runs, is one of the largest ski areas in Switzerland. From Zurich, it takes a mere 90 minutes by car. Winter sports and ski holidays are more than skiing and snowboarding, snow and sun: Winter holidays in Flims Laax Falera are experience and relaxation, adventure and distraction, enjoyment and community, sport and lifestyle.
www.laax.com/en

Stay up to date with the **INSIDE LAAX App**.

Further information and **images** for editorial purposes can be accessed at our **media office**. We are happy to inform you about news via our website or via our social media channels **Facebook**, **Instagram** & **YouTube**.

You have questions and would like to know more? Please feel free to contact us!

Media contact:

Weisse Arena Gruppe
LAAX Media Office
Via Murschetg 17
7032 Laax
Switzerland
Telephone: +41 (0)81 9277 026
E-mail: medien@laax.com