Background Information

Radical. Original.

LAAX the Winter Sports Resort: Greenstyle, Freestyle, Lifestyle

Those who travel to LAAX can expect more than just a typical winter holiday. LAAX is all about a way of life. It is based around a unique natural landscape and over 224 kilometres of slopes. With passion and originality, the destination combines the unparalleled mountain landscape, active winter sports, and an urban lifestyle. On the mountain, visitors can expect a mix of slopes spanning all levels of difficulty, four snowparks, and the world's largest halfpipe. What makes holidays in LAAX so simple? Here, everything is available from a single provider – from design hotels, modern restaurants, the Freestyle Academy and lift tickets. Behind all offers and activities lies an insatiable desire to be unique and to do so in harmony with nature.

Radical LAAX: Greenstyle

Greenstyle Concept

Environmental protection and sustainable use of natural resources have been some of the most important objectives in LAAX for many years. The sustainability concept Greenstyle was introduced in 2010 for this purpose. Based on the motto 'reduce, reuse, recycle', the skiing and snowboarding region has been following a radically green course ever since, thus making it a pioneer in sustainable tourism. The goal is to use natural resources efficiently and therefore ensuring fantastic winter holidays in the snow for future generations.

In addition to numerous projects and measures, such as consistent rubbish separation, solar-powered mountain lifts, and hydroelectric power, in the winter season 2018/19, the Riders Hotel became the first purely vegetarian restaurant in the destination. In the kitchen, the restaurant's team is also committed to greater sustainability. In collaboration with Kitro, a fully automatic food

waste management solution, it is declaring a war on food waste. The successful cooperation inspired other restaurants in the destination to team up with Kitro as well.

In 2016, after implementing numerous projects and measures, the Greenstyle Foundation was established to institutionalise sustainability efforts. This was made possible, through a collective effort from companies and dedicated people from the region.
www.laax.com/en/info/greenstyle

LAAX Sets New Trends
The award-winning freestyle resort is more than just an industry pioneer in terms of sustainability. LAAX has been forward thinking for many years and continues to surprise with new concepts. Digitally, the skiing and snowboarding region is also a future shaper. As one of the first winter sports resorts, LAAX introduced online bookings in the 90s, launched the interactive INSIDE LAAX App in 2015 and installed comprehensive WLAN coverage on the mountain. The app, with over 235,000 users, has successfully established itself in the industry. This demonstrates the relevance of the digital offering of a ski resort. In the winter of 2018/2019, Swiss network operator Sunrise commissioned the first standardized 5G network in a ski resort on the Crap Sogn Gion (2,252m above sea level) - a world premiere happening in LAAX.

GALAAXY
The GALAAXY is a prestige project that is breaking new ground. The over 50-year-old mountain station on the Crap Sogn Gion received a complete facelift in 2017. Which integrated it into the casual urban design of the destination. The outer facade now features a modern digital camouflage pattern. A lot changed on inside too. Design elements that reflect the urban lifestyle of the region and its close connection to nature give the GALAAXY its unique character and its rooms a cosy charm. The Weisse Arena Gruppe is thus bringing the metropolitan trend of transforming public areas into urban living spaces to the mountains for the first time.
www.laax.com/en/ski-resort/galaaxy

Right to the Top: Freestyle

The Skiing and Snowboarding Region
LAAX is located in the Swiss canton of Graubünden and consists of the villages of Flims, Laax and Falera. Unmatched in the Alps, these three mountain villages have developed their own young, casual style and have become a hotspot of urban living. Skiers and snowboarders can enjoy 224 kilometres of action across a diverse mix of blue, red and black slopes. Over 70 per cent of these slopes lie at an altitude of between 2,000 and 3,000 metres, making LAAX one of the most reliable skiing and snowboarding regions in Switzerland with lots of fresh powder. In addition to traditional skiing and snowboarding, LAAX also offers alternative winter sport. Such as three sledge runs, 62 kilometres of double-track cross-country ski trails and around 100 kilometres of winter hiking trails The extensive infrastructure consisting of 28 lifts, modern rental options and digital services, such as WLAN across all areas, round off the offer.

The World's Leading Freestyle Hotspot
LAAX is freestyle through and through. It is one of the best freestyle resorts in the world and has been the undisputed leader in Europe for years. This is not only confirmed by professionals who

train in LAAX, but also by the World Ski Awards which named LAAX the ‘World’s Best Freestyle Resort’ five times in a row. What do freeskiers and snowboarders love about LAAX? Plenty of action, excellent training conditions thanks to perfectly shaped as well as newly developed obstacles and kickers, and a one of a kind vibe. Here, they can find the world’s largest halfpipe, four snow parks with over 90 obstacles, and an Olympic-size Kicker Pro-Line. Freestyle in LAAX is not just a trend, but rather a tradition. From the very beginning, the ‘wild folks’ on their boards have not only been tolerated but actively encouraged. Furthermore, the most important snowboard contest in Europe takes place in LAAX - the famous LAAX OPEN.

The freestyle hotspot offer elements on the mountain, as well as in the valley. With the Freestyle Academy, LAAX has created Europe's first indoor freestyle hall and thus the perfect bad weather alternative. In June 2019 the Freestyle Academy was revitalized after renovations and now offers additional elements, such as a Vert Ramp, several Skate Ramps, Fivesquare Freestyle Trampolines, and a small Parkour. It is also the ideal meeting point for gentle training sessions after dark.
www.laax.com/en/ski-resort/freestyle-ski

Original LAAX: Lifestyle

Community
With an average visitor age of 38, LAAX is the youngest skiing and snowboarding region in the Alps. LAAX is also particularly young in spirit. As LAAXers like to say, freestyle is not a question of age, but rather of state of mind. In LAAX, you are among like-minded people, learning from each other and with each other. Everyone who comes here is welcome and warmly received into the LAAX community. This creates a feeling of belonging and the desire to return as soon as possible.

Urban Food
With more than 30 restaurants, LAAX also shows variety in culinary terms. In addition to traditional Swiss cuisine, with dishes such as creamy cheese fondue, spicy raclette, and regional Bündnerfleisch, guests can also enjoy urban restaurants. Pasta, Pan-Asian cuisine, fresh burgers, and open fire polenta are only some of the specialities offered on the mountain and in the valley. The culinary concepts in LAAX reflect the times. In the 2017/18 winter season, the Juicery on the Crap Sogn Gion opened. Thus supplying skiers and snowboarders with fresh vitamins directly on the slope. The Caffè NoName and the restaurant in the Riders Hotel mainly focus on vegetarian cuisine. Most products come from the region and the surrounding area. In addition, the restaurants Casa Veglia and Capalari improved their offers and inspire with new concepts. The Casa Veglia, which is part of the rocksresort, scores with Swiss specialities and a traditional interior with a twist. While he Capalari focuses on original Graubünden specialities and interior design in the regional style. From the winter season 20/21, the three large restaurants on the mountain - GALAAXY, Nagens and Vorab - are waiting for hungry winter sports enthusiasts with a new concept: in the former self-service restaurants, orders are now placed directly at the table using the INSIDE LAAX app or e-kiosks and meals are then served directly to the table.

Hotels
Like the destination itself, the hotels are unique and original. Whether urban casualness in the

Riders Hotel, uncomplicated standard in the signinahotel or elegant minimalism in the rocksresort Design Hotel™. The ski-in/ski-out concept of the rocksresort is particularly convenient for guests and is therefore very popular. The existing nine buildings, with a total of 143 apartments in various sizes, will be extended by two more houses and an underground car park. With the rocksresort and other diverse accommodation options, LAAX offers a suitable holiday stay for every taste.
www.laax.com/en/accommodation

Families
Families have always played an important role in LAAX. It is with good reason that the Swiss Tourism Federation awarded the destination with the "Families Welcome" seal of approval. In LAAX, families with small children, as well as teenagers or multi-generation families are in good hands. Kids gain their first experience on skis or snowboards at the LAAX School, try out freestyle tricks or test the Freestyle Academy. All while parents can relax and pursue their own plans on the slopes, choosing form activities such as winter hiking and snowshoeing or a relaxing day in the spa. Even the very little ones are cared for in the snow kindergarten and the Ami Sabi snow wonderland. In LAAX, nothing stands in the way of a relaxing family holiday.
www.laax.com/en/activities/skiing-holidays-with-children

Background: Weisse Arena Gruppe

The Weisse Arena Gruppe is an integrated service company that stands behind the operation of the LAAX ski resort and sees itself as a provider of alpine leisure experiences. The company includes the mountain cableway company, hotels and restaurants, the rental and sale of sports equipment, a ski and snowboard school, the Freestyle Academy, Europe's first freestyle indoor hall, bike rental and guiding, as well as a management company. In addition, the Weisse Arena Gruppe is responsible for the marketing of the destination Flims Laax Falera.

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!

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