

# Press Kit Summer 2022



# Flims Laax Falera. History & Brands.

The destination of Flims Laax Falera – or LAAX for short – originally developed from summer tourism, with Flims and the healing waters of Lake Cauma at the very centre. Later, the region developed into a popular winter destination, with the centre shifting up the mountain to LAAX and the Crap Sogn Gion mountain station.

The destination offers a variety of year-round tourism offers to different target groups – whether in winter or summer. In this way, the destination's potential is fully exploited.

The destination's brand strategy uses the strengths of the two brands, Flims and LAAX, all year round. While Flims is renowned for hiking, culture and nature, and is perceived as the quieter location, LAAX, on the other hand, represents action, adventure and community and is seen as the louder and more bustling of the two destinations. This strategy reflects the tradition and history of the multifaceted destination Flims Laax Falera and uses authentic brand names that relate to the region. The Weisse Arena Gruppe, founded in 1996, is responsible for the year-round marketing of the destination.



# The Weisse Arena Gruppe. The Company Behind the Resort.

The Weisse Arena Gruppe, based in Laax, Graubünden, was formed in 1996 through the merger of the Crap Sogn Gion Mountain Railways in Laax and the Flims Mountain Railways in Flims.

The business model of the Weisse Arena Gruppe, with its five wholly owned subsidiaries and numerous brands, is unique in the Alpine region. The group includes a mountain railway company, various hotel and restaurant businesses, sports and rental shops, a ski, snowboard and bike school, as well as a management and construction company.

As an integrated service provider in the tourism and leisure industry, the group is responsible not only for the operation of the winter sports area, but also for the year-round marketing of the entire destination of Flims Laax Falera. Learn more →



# LAAX.

## The Summer Destination.

### **More than just summer holidays.**

Summer holidays don't always have to be by the seaside; there is also a lot to experience in the Grisons mountains. The destination of LAAX lies in the middle of one of the most unique and varied landscapes in the Alps. Natural phenomena such as the Flims landslide, the Rhine Gorge and the UNESCO World Natural Heritage Site "Tectonic Arena Sardona" are all within reach here, while crystal-clear mountain lakes and gentle alpine whirlpools offer refreshment on hot summer days.

Guests have around 250 kilometres of signposted hiking trails to explore the local geo- and biodiversity, be that a leisurely stroll to a challenging high-altitude tour. If you're not walking here, you're probably on your bike. Whether easy cross-country trails, action-packed freeride descents or challenging enduro tours: the bike trail network covers 330 kilometres and offers something for every level.

### **Surfing in the Swiss Alps.**

In winter months, the world's best freestylers fly through the air and glide through half pipes in LAAX. However, there is also plenty of action in summer for freestylers to surf over asphalt or wooden waves - whether in the skate park at Prau la Selva, the skatebowl and snakerun at the rocksresort or in the Vert Ramp at the Freestyle Academy. Or how about a skate session at 2,252 m above sea level on Crap Sogn Gion in the GALAAXY Park?

The destination also offers plenty of variety for the youngest adventurers: modern playgrounds, a treetop path, a high ropes course, a via ferrata, numerous fire pits and much more ensure that no one is bored. ➡



# News – Summer 2022



## New Segnes Bike Trail

New season, new trail! The Segnes Trail is a flowing enduro trail marked in red and leads over 2.7 kilometres, at 310 metres in altitude from the Segnes Hut at 2,100 metres directly to the Runca Trail. Mountain bikers will be able to enjoy the new trail from August 2022. ➡



## Freestyle Academy Goes to the Circus

On 1,200 m<sup>2</sup>, the legendary Freestyle Academy offers a top-class playground. After almost 12 years, it will be demolished in spring 2022 and completely rebuilt by 2024. A huge circus tent at the Prau la Selva sports centre in Flims will serve as a temporary home for the freestyle hall from July 2022. ➡



## Sleeping under the stars in the UNESCO

Spend the night in the open air at 2,100 m above sea level in the middle of the Tectonic Arena Sardona UNESCO World Heritage Site and have a geo guide explain the formation of the Alps to you - a unique nature experience and a must for outdoor fans and geology enthusiasts! ➡



See what LAAX  
has in store for you.





# For Nature Lovers. On Foot through LAAX.

LAAX lies in the midst of one of the most unique and varied landscapes in the Alps, offering many sights to discover, especially on hikes. From an easy walk through deep green forests to a challenging summit climb into the striking high mountains, the hiking trail network of around 250 kilometres has it all. Geology enthusiasts will find particularly exciting sights here.

9,500 years ago, the Flims landslide shaped the local landscape. Among other things, the Rhine Gorge or "Ruinaulta" in Romansh and the famous Lake Cauma were formed.

The striking Glarus Overthrust in the Sardona tectonic arena occurred much earlier: 10-20 million years ago, the African and European continental plates shifted over each other – a phenomenon that is visible in very few places anywhere else in the world. For this reason, the area of around 32,800 hectares was designated a UNESCO World Heritage Site in 2008. ➡





# Our Top 3 Nature Experiences



## Water trail “Trutg dil Flem”

The hiking trail “Trutg dil Flem”, which was awarded the Prix Rando, leads along the river “Flem” for 13 kilometres from Unteren Segensboden to Flims. Along the way hikers cross 7 award-winning bridge constructions by Graubünden bridge builder Jürg Conzett. Especially on hot days, the hike along the water is the perfect choice. ➡



## The Rhine Gorge from above

A must-see for guests in LAAX is a trip to the Rhine Gorge, which emerged from the Flims landslide around 9,500 years ago. The 400-metre-deep and 13-kilometre-long gorge can be explored from all possible directions: 7 platforms, including “il Spir” near Conn, provide unique insights into the rocky abyss. ➡



## With a GeoGuide through the UNESCO

On an easy hike, GeoGuides reveal the secret of the Glarus Thrust, the Tschingelhörner and the Martinsloch. They explain the formation of the Alps in an exciting and vivid way, which is more visible in the Tectonic Arena Sardona than almost anywhere else in the world. ➡



# For Mountainbikers. Adventures on Two Wheels.

LAAX is pure mountainbike adventure. From a leisurely ride along crystal-clear mountain lakes to a challenging enduro tour with spectacular views, the destination offers everything your biking heart desires. 330 kilometres of designated routes provide almost endless fun on two wheels.

Those who not only want to have fun, but also learn something new, will find optimal training conditions in the destination: Skill areas with simple obstacles and pump tracks, which are accessible free of charge, sharpen your feeling for riding and your balance. Or you can go on a discovery tour with an instructor from the LAAX School and get useful tips and tricks along the way to improve your own riding skills.

E-bikes are also the best way to get from A to B in the destination. An extensive network with 14 charging stations ensures that even longer tours can be tackled in a relaxed and carefree manner. ➡





# Our Top 3 Bike Experiences



## Runca Trail: Fun and flow

At 7.6 km, the award-winning Runca Trail is one of the longest flow country trails in Europe. This trail is characterised by its versatility: All obstacles can be rolled and are placed in such a way that an almost endless increase in riding skills is possible. It is therefore perfect for beginners and experienced bikers alike. ➡



## Vorab Trail: From the glacier to the lake

The single trail descent leads through the alpine rocky landscape on the Vorab glacier at almost 3,000 metres over alpine meadows to Alp Sogn Martin. After a short climb, the route joins the Nagens Trail and finally leads down to the valley at 1,100 metres. Those who long for refreshment after the long descent can extend the tour to Lake Cauma. ➡



## E-Bike Culinary Trail: A joyride for taste buds

Pick up speed, experience the spectacular nature on wheels and enjoy the regional cuisine with a 3-course menu. The E- Bike Culinary Trail leads from Flims through idyllic forest landscapes to Sagogn and via Castrisch along the impressive Rhine Gorge to Valendas and back to Flims. Whether it's a leisurely feast or a sporty bike ride - pure enjoyment is guaranteed! ➡



# For Daredevils. Upside Down in LAAX.

In winter months, the world's best freestylers fly through the air and glide through half pipes in LAAX. However, there is also plenty of action in summer for freestylers to surf over asphalt or wooden waves - whether in the skate park at Prau la Selva, the skatebowl and snakerun at the rocksresort or in the Vert Ramp at the Freestyle Academy.

If you want to combine action with a view, you don't have to look far: Switzerland's oldest via ferrata, the Pinut, is located directly above Flims. Climbing the Pinut along the rocky flank of the Flimserstein is a nature experience with thrills, but almost no risks.

And if you want to cool down a bit more during the hot months, go on a river rafting tour through the Rhine Gorge. ➡





# Our Top 3 Action Experiences



## River Rafting through the Rhine Gorge

A thrilling experience: the section of the Rhine from Ilanz to Reichenau is considered one of the most fascinating stretches in Europe for canoeing, kayaking and river rafting. Not least because of the unique view into the Rhine Gorge. From the water, the steep cliffs and rugged rocks can be viewed in detail. ➡➡



## GALAAXY Park at 2,252 m.a.s.l.

In winter, LAAX is the leading freestyle resort in the Alps. In order to live up to this reputation in summer too, a freestyle paradise for slackline, trampoline and parkour enthusiasts was created in 2019 at the GALAAXY Park. The Ninja Warrior Park and the children's playground round off the offer especially for children and teenagers. ➡➡



## Pinut: Switzerland's oldest via ferrata

The Pinut via ferrata was first mentioned in writing as early as 1739. It has existed in its present form since 1907 and was completely renovated in 2007. Through caves, via ladders and stairs, it goes uphill over three almost vertical rock steps. The route contains hardly any technical difficulties and is therefore also suitable for children as young as 12 years and via ferrata beginners. ➡➡



# For Families. Fun for Young and Old.

The Swiss Tourism Association (STV) awards the “Family Destination” seal of quality to holiday resorts that are aware of the wishes and needs of families and gear their offers accordingly. The destination of LAAX has already been awarded the seal several times and is one of the most family-friendly holiday regions in Switzerland. And rightly so: young and old alike can expect varied experiences here that will have them raving about their stay for a long time to come.

Wood carving, building dams, roasting bread over the fire - some of the adventures of our childhood are just as exciting today as they were in the past. Children discover the destination in a unique way with the magician and storyteller “Ami Sabi”. Since 2011, he has been delighting children from the age of four with stories and songs, giving them a loving insight into the local flora and fauna. ➡





# Our Top 3 Family Experiences



## Ami SABI Summer Wonderland

In the Ami SABI Summer Wonderland and in the Ami SABI Workshop, children between the ages of 4 – 12 learn about the local flora and fauna in a playful way. The magician Ami SABI tells his tales with creative songs and stories, written especially for the destination by the Graubünden artist Linard Bardill. ➡



## Kids Party at Lake Laax

Two days just for kids: On 23 and 24 July 2022, 46 great attractions await the destination's youngest guests at the Children's Festival in the village of Laax. With a boat taxi on Lake Laax, face painting, a reed maze, a wood workshop, a carousel and many other special highlights, are all designed with kids in mind. ➡



## Freestyle Academy Goes to the Circus

On 1,200 m<sup>2</sup>, the legendary Freestyle Academy offers a top-class playground for learning tricks, improving skills and simply having fun. After almost 12 years, it will be demolished in spring 2022 and completely rebuilt by 2024. A huge circus tent at the Prau la Selva sports centre in Flims will serve as a temporary home for the freestyle hall from 25 June 2022. ➡



# Events – Summer 2022



## Swiss Enduro Series

On Sunday, 12 June 2022, the best enduro bikers in Switzerland will compete at the first stop of the Swiss Enduro Series in LAAX. With the Swiss Enduro Series, Enduro races of national importance will be held for the first time, with the aim of facilitating the jump into the World Enduro Series. ➡



## Alp-Descent Flimserstein

On Saturday, 17 September 2022, the traditional alpine procession from the Flimserstein alp will take place. Decorated in garlands of flowers, the cows make their way after the alpine summer over the steep Scala Mola into the Bargis valley and on to Flims. The alpine festival is accompanied by an open-air restaurant and music in various locations. ➡



## Discovery Days

Discovery Days will take place for the 5th time from 22 - 24 September 2022. Travellers, photographers, authors, explorers, filmmakers, journalists and researchers will talk about their adventures around the world. At the end of the festival, a jury will award prizes to the best presentations. ➡





**Greenstyle.  
For the Sake of Our Nature.**



# Background: Climate Change in the Alps.

Anyone understandably concerned with climate change in Europe inevitably takes a look at the Alpine region. Here, temperatures have risen twice as much as the global average over the last 100 years. According to a forecast by the Intergovernmental Panel on Climate Change, the winter season will shorten by one to two days every two years. This development can already be observed: whereas only a few years ago, guests could rely on an early start to the season at the end of October, today the snow often doesn't fall until November.

This is also noticeable in LAAX: the snow line has risen, the snow comes later and the summers are getting warmer. For regions which rely on the natural environment, ever-changing climate conditions are a challenge. As a holiday destination, LAAX is aware of its responsibility towards the environment and nature, so future generations can enjoy wide, perfectly groomed slopes and white snowy landscapes in the winter months.



# Our Motto.

## Reduce. Reuse. Recycle.

Since 2008, the entire electricity demand of the Weisse Arena Gruppe has been covered 100% by Swiss hydropower. However, not only the Weisse Arena Gruppe, but the entire destination of LAAX is pursuing an ambitious goal: to become the first energy self-sufficient Alpine destination and to cover 100% of its energy needs with climate-friendly, regional sources.

In order to achieve this vision, a special sustainability concept called “Greenstyle” was implemented in 2010. Since then, numerous measures, large and small, have been implemented to protect the local environment according to the guiding principle “reduce, reuse, recycle”. By means of a 7-point plan, the destination is also to be transformed from an energy consumer to an energy producer. ➡





# How We Roll.



## We build CO2-neutral

As a world first, only fully electric construction machinery and transport vehicles were used in the construction of the Nagens Bike Trail. The result is a 6-kilometre-long enduro trail that was planned and built with respect for flora and fauna and thus in the spirit of Greenstyle. It was ceremoniously opened in August 2020. ➡



## We convert our buildings

Precisely because our region is so rich in sunshine, we are constantly increasing the proportion of solar power. With the installation of photovoltaic systems on the roof of the Arena Express and on the planned valley station of the Flem Xpress, the Weisse Arena Gruppe will more than double its own solar power production on the building stock. ➡



## We pass on our knowledge

Many climate and nature protection projects have developed over the past 12 years. In Reto Fry's Greenstyle book, all initiatives, background information, successes and much more will be available in one place for the first time. The book will be published in spring/summer 2022 and will serve as a guide on how mountain tourism can take place in harmony with nature. ➡



# How We Involve Our Guests.

## **Clean-Up Day.**

Our piste patrollers can tell us a thing or two about how much rubbish is revealed under the melting snow in spring. For guests who would like to make their contribution to a clean environment in LAAX, a public Clean-Up Day takes place every year in June.

On this day, everyone from the destination, including guests, work together to protect and preserve local nature. In groups and equipped with rubbish bags, they go into the area together and free the winter sports area from carelessly discarded rubbish and equipment that has been left lying around. ➡

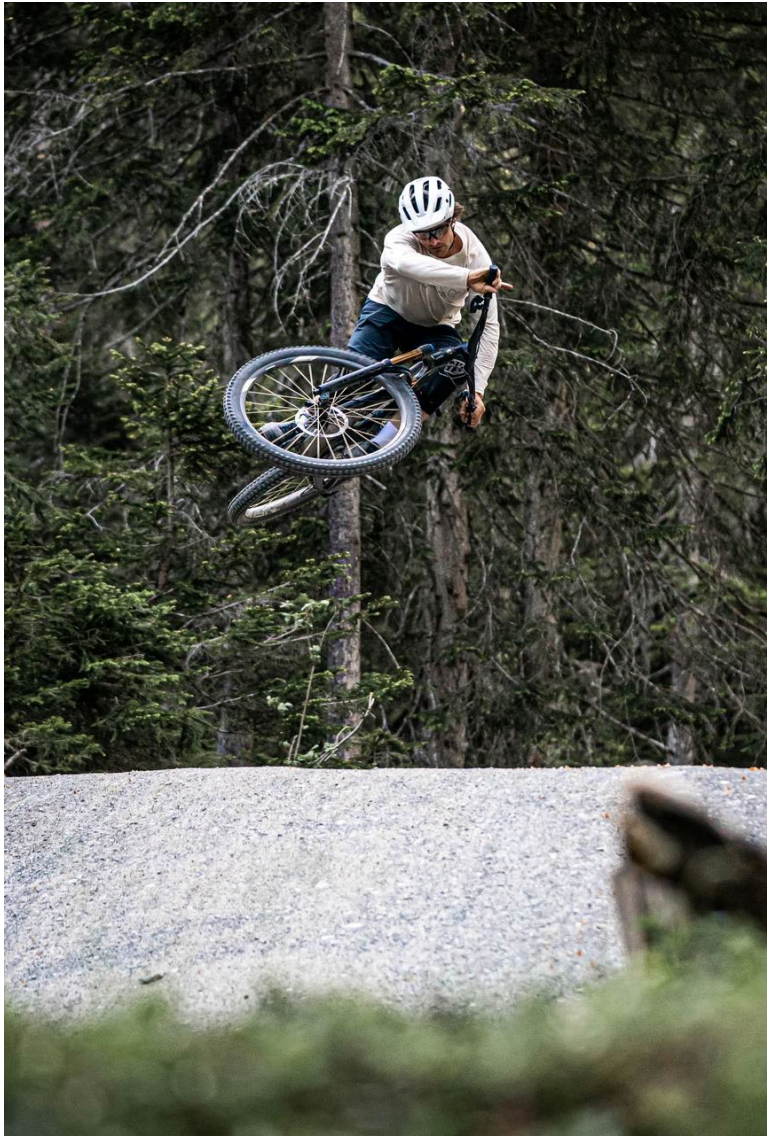
## **The Last Day Pass.**

In the next 30 to 35 years we have to expect that the local Vorab Glacier in LAAX will have completely disappeared due to the effects of man-made global warming.

We believe that it is worth fighting for this very special place and setting an example to stop man-made, unchecked climate change.

How can our guests contribute to this? By buying a “Last Day Pass”” These locally produced cards support climate protection projects that work to slow down the melting of the local Vorab Glacier and postpone the day it disappears for good. ➡







# We look forward to assisting you with your research.



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