

Press Kit Summer 2023



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 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 Ski Lifts in Laax and the Flims Ski Lifts 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 ski lift 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 mountains of Graubünden. 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 Natural World Heritage Site Tectonic Arena Sardona are all within close 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.

During the 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 trampoline 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 walkway, a high ropes course, a via ferrata, numerous public fire pits and much more ensure that no one is bored. ➡

News – summer 2023



Long-distance hike Segnes Trek

The new Segnes Trek is a 6-day long-distance alpine hike in the UNESCO World Heritage Tectonic Arena Sardona. The hike starts in Reichenau on the Rhine and leads to the Segnes Pass, into Glarus to the Martinsmad Hut and back via the Segnes Hut to Flims. The highlight: 4 out of 5 overnight stays are at over 2000 metres. ➡



Climbing garden Crap la Tgina

Not far from the upper Segnesboden lies the new climbing garden Crap la Tgina at 2,350 metres in the middle of the UNESCO World Natural Heritage Tectonic Arena Sardona. There are 42 routes in difficulty levels from 3a to 6b for beginners and advanced climbers. The ascent from the Segnes hut takes about an hour on foot. ➡



LAAX unlimited – pay as you go

This summer there is a new day ticket in LAAX: With the new pay as you go process, guests only pay for as many lifts as they actually used. Depending on the weather, mood and desire, they can do several laps, but maybe only one – this way, guests always ride with the fairest and best price. ➡

New hotels – summer 2023



Pure luxury at Casa Mulania in Laax

The old Maissen Grisons traditional house at the Laax Murschetg valley station is reopening as Casa Mulania after a renovation phase of around two years. The four modern flat suites in the newly renovated chalet allow guests to enjoy an exclusive all-inclusive holiday of a special kind and offer living quality of the highest standard. The highlight: a personal chalet manager who reads every wish from the guests' eyes. ➡➡



Flem Mountain Lodge in Flims: A biker's dream

The Flem Mountain Lodge in the middle of Flims offers everything a mountainbiker's heart desires. 23 cosy rooms, a holiday flat, fine food, the best coffee and the perfect infrastructure for mountain bikers. The twins and former professional bikers, Caro and Anita Gehrig, fulfilled a long-standing dream by opening the first Bike Lodge in the destination. This way they can help shape the dynamic local bike culture in their very own way. ➡➡

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 Natural World Heritage Site in 2008. ➔



Our top 3 nature experiences



Trutg dil Flem water trail

The Trutg dil Flem water trail leads along the river Flem on 13 kilometres from the lower Segensboden to Flims. Along the way hikers cross 7 award-winning bridges by Graubünden bridge builder Jürg Conzett. Especially on hot days, the hike along the water and in forest sections is the perfect choice. ➡



The Rhine Gorge from above

A must 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 abyss. ➡



With a GeoGuide through the UNESCO

GeoGuides reveal the secrets of the main Glarus tectonic overthrust, the Tschingelhörner and the Martinsloch on an easy hike. 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. Learn more →



Our top 3 bike experiences



Segnes and Runca Trail: Fun and flow

The Segnes Trail is a flowing enduro trail and leads from the Segnes Hut directly to the Runca Trail on 2.7 kilometres and over 310 metres in altitude. At 7.6 km, the award-winning Runca Trail is one of the longest flow country trails in Europe. This trail is particularly characterised by its versatility. This combination is perfect for experienced bikers. ➡



Vorab Trail: From the glacier to the lake

The rocks of the Vorab Glacier have been polished by ice and water – an impressive work of natural art and at the same time a playground for mountain bikers. The single trail descent leads through the alpine rocky landscape and across alpine meadows to Alp Sogn Martin. This is followed by a short climb to Mughels, where the route joins the Nagens Trail. ➡



E-Bike culinary trail

Pick up speed, experience the spectacular nature on two 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.

Learn more →



Our top 3 action experiences



River rafting through the Rhine Gorge

A thrilling experience: the Rhine section 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 on 2,252 metres

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 has been created in summer 2019 with 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 was first mentioned in writing as early as 1739. It has existed in its present form since 1907. In 2007 it was completely renovated. Through caves, via ladders and stairs, it goes uphill over three almost vertical rock steps. The route does not contain any technical difficulties and is therefore also suitable for children over the age of 12 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. [Learn more ➡](#)



Our top 3 kids activities



Ami Sabi summer wonderland

In the Ami Sabi Summer Wonderland and in the Ami Sabi Workshop, children between the ages of 4 and 12 learn many exciting things about the local flora and fauna in a playful way. The magician Ami Sabi conveys the content with creative songs and stories, written especially for the destination by the Graubünden artist Linard Bardill. ➡



Sleeping under the stars at Crap Sogn Gion

A special highlight for the youngest outdoor and nature lovers: On Mount Crap Sogn Gion, at 2,252 metres above sea level, children between the age of 7 and 14 get the chance to sleep under the starry sky and admire the mountains and stars. They're accompanied by the wizard Ami Sabi and his friends who tell them adventurous night-time stories. ➡



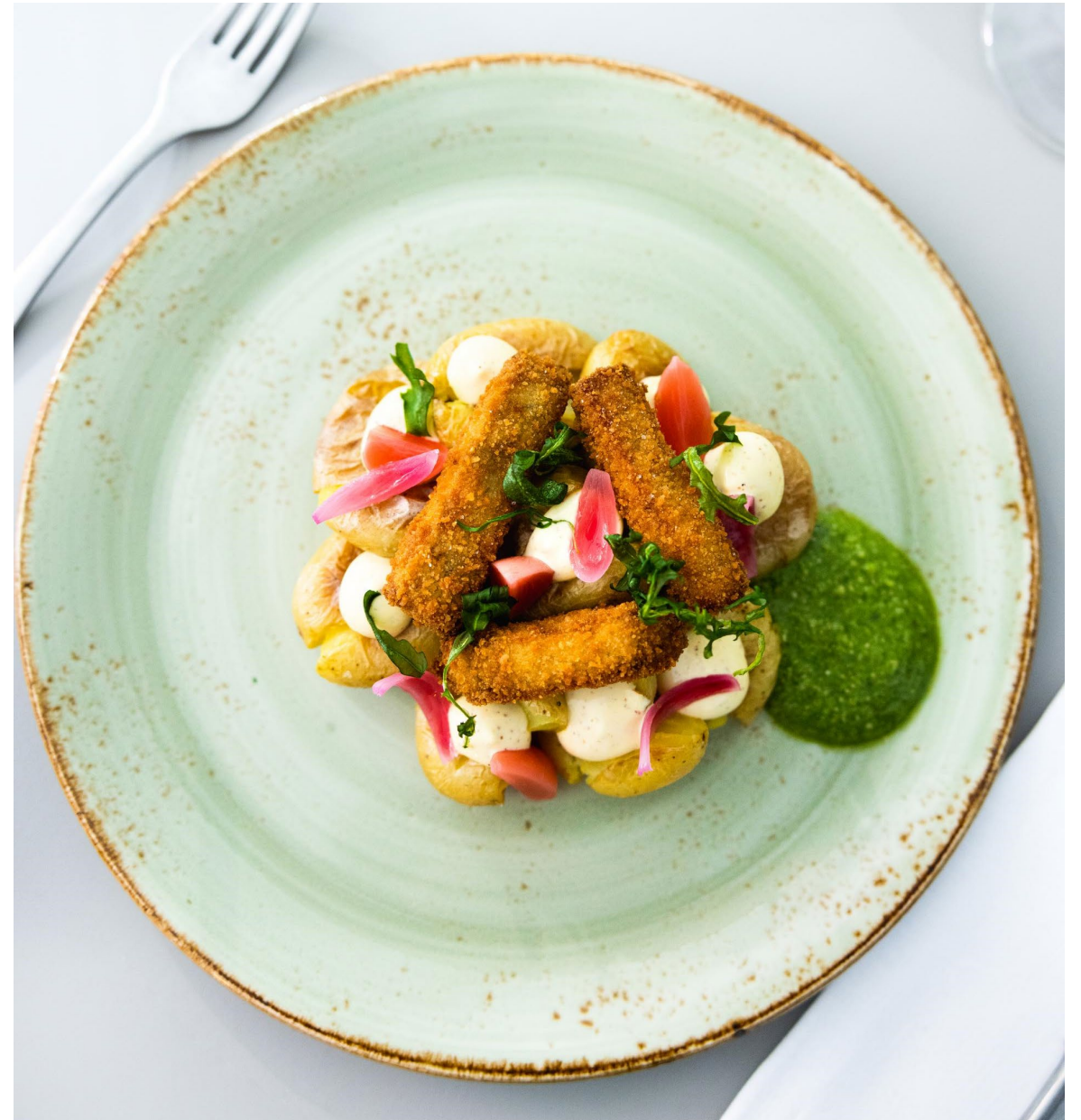
Freestyle Academy: Freestyle for everyone

On 1,500 m², the legendary Freestyle Academy offers a playground to learn tricks and have fun – whether for children, teenagers or adults. In January 2023, the new KIDS Freestyle Academy was opened at STENNA Flims. So even the youngest kids from 0 – 8 years can enjoy the action on trampolines, skate ramps, slides and wooden waves. ➡

For those who take it easy. Culinary delights and relaxation.

The culinary offer in the destination of Flims Laax Falera is diverse. Whether Graubünden specialties, pan-Asian cuisine or hearty burgers - here all guests will find something to suit their taste. Wherever possible, the establishments focus on sustainability and regionality.

But you can not only indulge in culinary delights, but also in various offers. An invigorating bath in the natural pond, a warming visit to the hammam or forest bathing in the fairytale Flims forest – all this and much more allows guests to switch off, find peace and recharge their batteries. Guests can get to know nature better during a relaxing walk on the treetop walkway. The path winds from the forest floor to the treetops and is also perfect for families. Those who want to combine exercise and culinary delights can walk from dish to dish on one of the culinary trails while strolling through the forests and mountains of Flims Laax Falera. ➡



Our top 3 relaxing activities



The world's longest treetop walkway

The Senda dil Dragun, the longest treetop walkway in the world, not only connects the two districts of Laax Murschetg and Laax village. The 1.56-kilometre-long footbridge offers our young and old guests the opportunity to experience the Laax forest at eye level with the trees. ➡



Forest bathing at Flims forest

Strolling around in the fresh morning air, pausing to take in the surroundings – that is forest bathing in the Flims forest. You consciously perceive the smells and sounds of nature. During a guided forest stay of about 1.5 hours, guests can bring their soul, mind and body into harmony. ➡



Pure relaxation with the Spa Around pass

With the new Spa Around wellness pass, guests can enjoy 10,000 square metres of pure relaxation. An invigorating bath in the natural pond, a warming visit to the hammam or a gentle spa treatment – all this and much more can be experienced in selected establishments in LAAX. ➡

Events – summer 2023



Swiss Enduro Series

From 12 – 13 August 2023, the best enduro mountainbikers in Switzerland will compete at the stop of the Swiss Enduro Series in LAAX. With the Swiss Enduro Series, Enduro races of national importance are held with the aim of facilitating the jump into the World Enduro Series. ➡



Descend of the cows from Flimserstein alp

On Saturday, 16 September 2023, the traditional alpine procession from the Flimserstein alp will take place. After the alpine summer, the colourfully decorated cows make their way down the steep Scala Mola into the Bargis valley and on to Flims. The alpine festival is accompanied by festivities and music in various locations. ➡



Discovery Days

Discovery Days will take place for the 6th time from 21 – 23 September 2023. People who travel, photograph, write, discover and research will talk about their adventures all over the world. At the end of the festival, the best presentations will be awarded prizes by a jury. ➡



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.

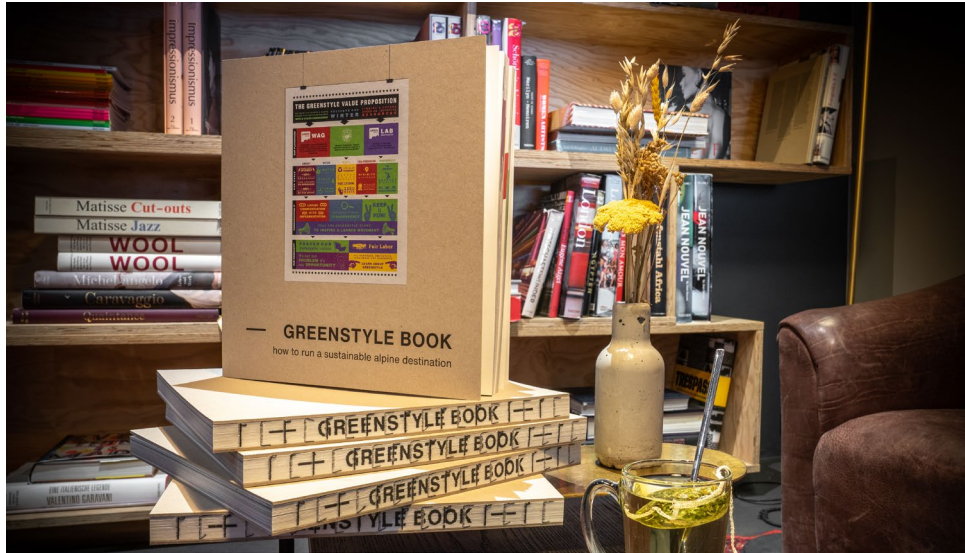
Reduce. Reuse. Recycle.

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 6-point plan, the destination is also to be transformed from an energy consumer to an energy producer. Learn more ➡



How we roll.



We pass on our knowledge.

During a decade, a lot of knowledge accumulates. The 10th anniversary of our sustainability strategy was the impetus for the Greenstyle Book "how to run a sustainable alpine destination" and thus the decision to share our experiences and visions with others. For the first time, the Greenstyle Book bundles all initiatives, backgrounds, successes and much more and reflects the vision of a sustainable alpine destination. ➡



We are converting our buildings.

Standing still is not an option. With new solar plants on the roof of the Arena Express (2023) and on the planned valley station of the FlemXpress (2024), the Weisse Arena Group will more than double its own solar power production on the building stock. The STENNA Flims also wants to jump on the solar express train and is planning a PV system on the roof.

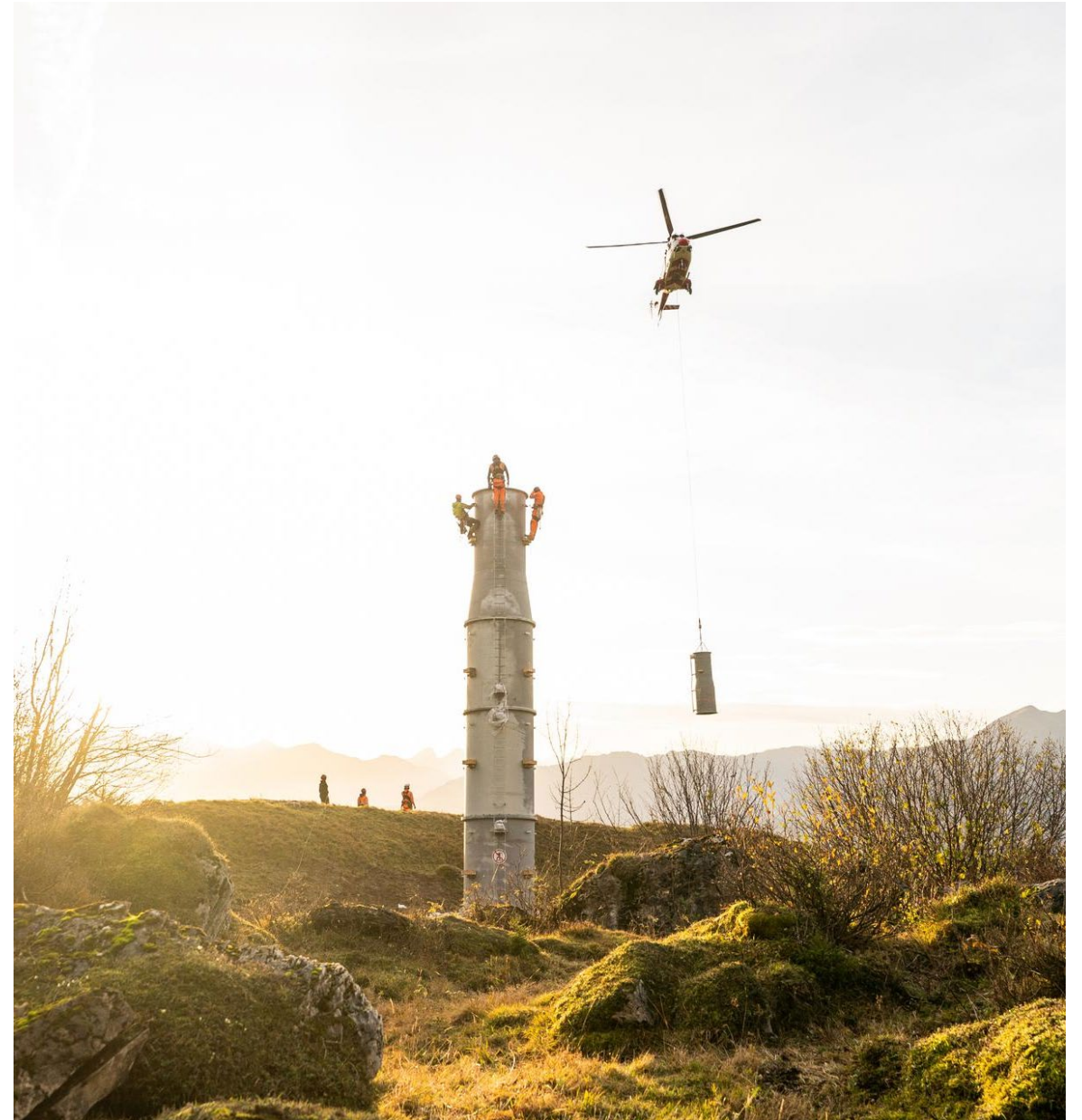
FlemXpress.

Lift construction reinvented.

With the FlemXpress, the UNESCO World Heritage Site Tectonic Arena Sardona in an innovative and sustainable way. and sustainable way. The train connects Flims via Foppa, Startgels to the Segneshütte hut and from there optionally to Nagens or Cassons. The railway is a pioneering project pioneering project: it is the world's first fully automatic and fully automatic and demand-driven. The two sections Flims-Foppa and Foppa-Startgels will be realised by the end of 2023.

Facts & figures

- The revolutionary ropetaxi system is expected to save up to 50% energy, as the gondolas do not rotate continuously on the rope as usual, but are parked in the station until they are called by passengers
- The system was developed by the Swiss company Bartholet Maschinenbau AG.
- The capacity for each gondola is 10 passengers
- The maximum transport capacity is 1'500 persons per hour →



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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