

Press Kit Winter 2023/24



Flims Laax Falera.

History & Brands.

The destination of Flims Laax Falera originally developed from summer tourism, with Flims and 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 of the two villages. 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 Group, founded in 1996, is responsible for the year-round marketing of the destination.

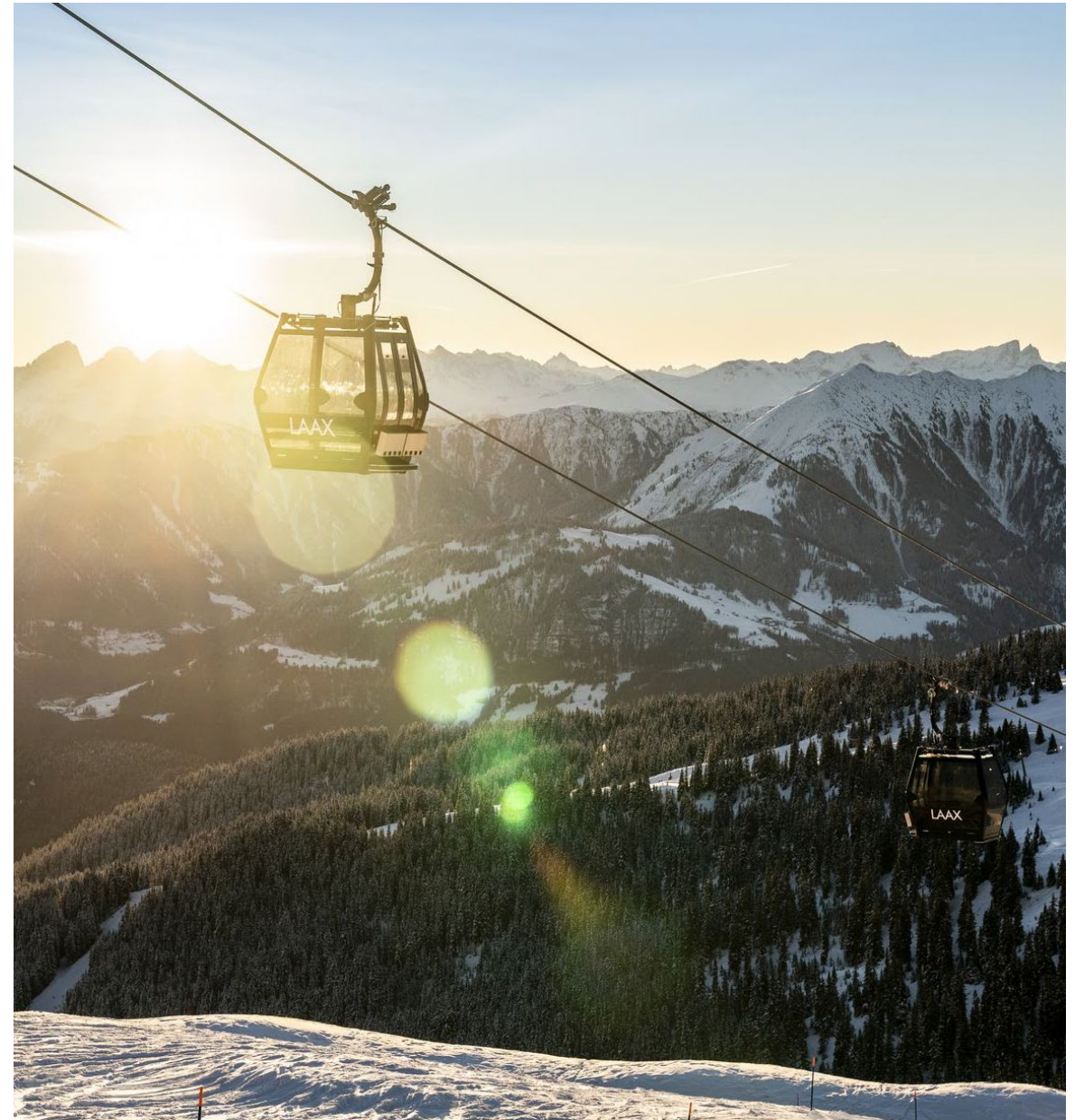
Weisse Arena Group.

The Company Behind the Resort.

The Weisse Arena Group, based in Laax, Graubünden, was formed in 1996 through the merger of the Crap Sogn Gion Ski Lift Company in Laax and the Flims Ski Lift Company in Flims.

The business model of the Weisse Arena Group, with its six 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 →



Flims Laax Falera.

The Winter Destination.

More than just winter holidays.

Winter sports enthusiasts can look forward to 224 kilometres of pistes with a mix of blue, red and black runs. Over 70 per cent of pistes are between 2,000 and 3,000 metres above sea level, making LAAX one of the most snow-sure ski areas in Switzerland. 28 modern lifts take guests quickly up the mountain.

Action-hungry skiers also have five snowparks, an Olympic-sized pro kicker line, a minipipe and the world's largest halfpipe at their disposal for their enjoyment.

Away from the slopes and parks, LAAX also has three toboggan runs, 62 kilometres of double-tracked cross-country ski trails and around 100 kilometres of winter hiking trails.

Learn more ➡

Digital forerunner in tourism.

LAAX has also been an industry pioneer in terms of digitalisation for years: as one of the first winter sports resorts, online bookings were introduced back in the 90s, the interactive LAAX app was launched in 2015, and area-wide Wifi was also installed on the mountain. With over 435,000 users, the app has successfully established itself and has proven to be a useful companion for tourists in the destination.

In winter 2018/19, the network operator Sunrise also launched the first standardised 5G network in a winter sports region on Crap Sogn Gion (2,252 m above sea level), a world premiere in LAAX. Learn more ➡

News – Winter 2023/24

FlemXpress gondola lift

After 15 years of planning, the dream becomes reality: the new gondola lift in Flims, the FlemXpress, is under construction with the first two sections opening in December 2023. The FlemXpress is a fully automatic and on-demand gondola lift with several stations that leads from Flims to the Tectonic Arena Sardona UNESCO Natural World Heritage Site. The new technology called “Ropetaxi” was developed specifically for this project by the Weisse Arena Group and the company Bartholet Maschinenbau AG and exists nowhere else in the world. If no gondolas are occupied, they are not on the track. They are instead parked in the stations waiting to be called like a taxi. Passengers simply select one of five stations where they want to get off, then their gondola arrives moving autonomously in the station and brings them to their destination.

Follow the construction via the video diary →





See what LAAX has in
store for you.

For Action Lovers. Upside Down in LAAX.

Freestyle is not just a trend in LAAX, but a tradition. Freestyle is also not a question of age, but rather of attitude. LAAX offers action and fun for guests of all ages. This is also proven through multiple awards, such as "World's Best Freestyle Resort" at the World Ski Awards. They're part of the World Travel Awards which are considered the Oscars of the travel industry.

What awaits freestylers in LAAX? Five snowparks with over 90 obstacles, the Olympic-sized Pro Kicker Line, a minipipe and the world's largest halfpipe. In the valley, budding professionals and experts alike also get their money's worth in the legendary Freestyle Academy LAAX, Europe's first indoor freestyle hall. The academy, which is around 1,500 square metres, combines the concentrated freestyle expertise of LAAX all year round and regardless of the weather. [Learn more →](#)



Our Top 3 Action Experiences



Free60 Natural Snowpark

The latest addition to the snowparks LAAX: the Free60 Natural Snowpark. It's located in unprepared terrain on a safe slope between Crap Sogn Sogn Gion and Plaun and offers two runs with obstacles made of wood from the surrounding area. ➡



Freeriding on Marked Routes

For those who want to float through fresh powder snow but don't feel experienced enough to plan their own routes, the yellow-marked freeride routes in LAAX are the perfect place to go. These are controlled and safe and offer just as much fun and riding quality. ➡



Freestyle Academy LAAX

Built across 1,500 m², the legendary Freestyle Academy LAAX offers a world-class playground to learn tricks, improve skills and simply have fun. Whether beginner or pro, old or young – everyone is welcome. Until summer 2024, the hall is getting a remake and will become even bigger and better. ➡

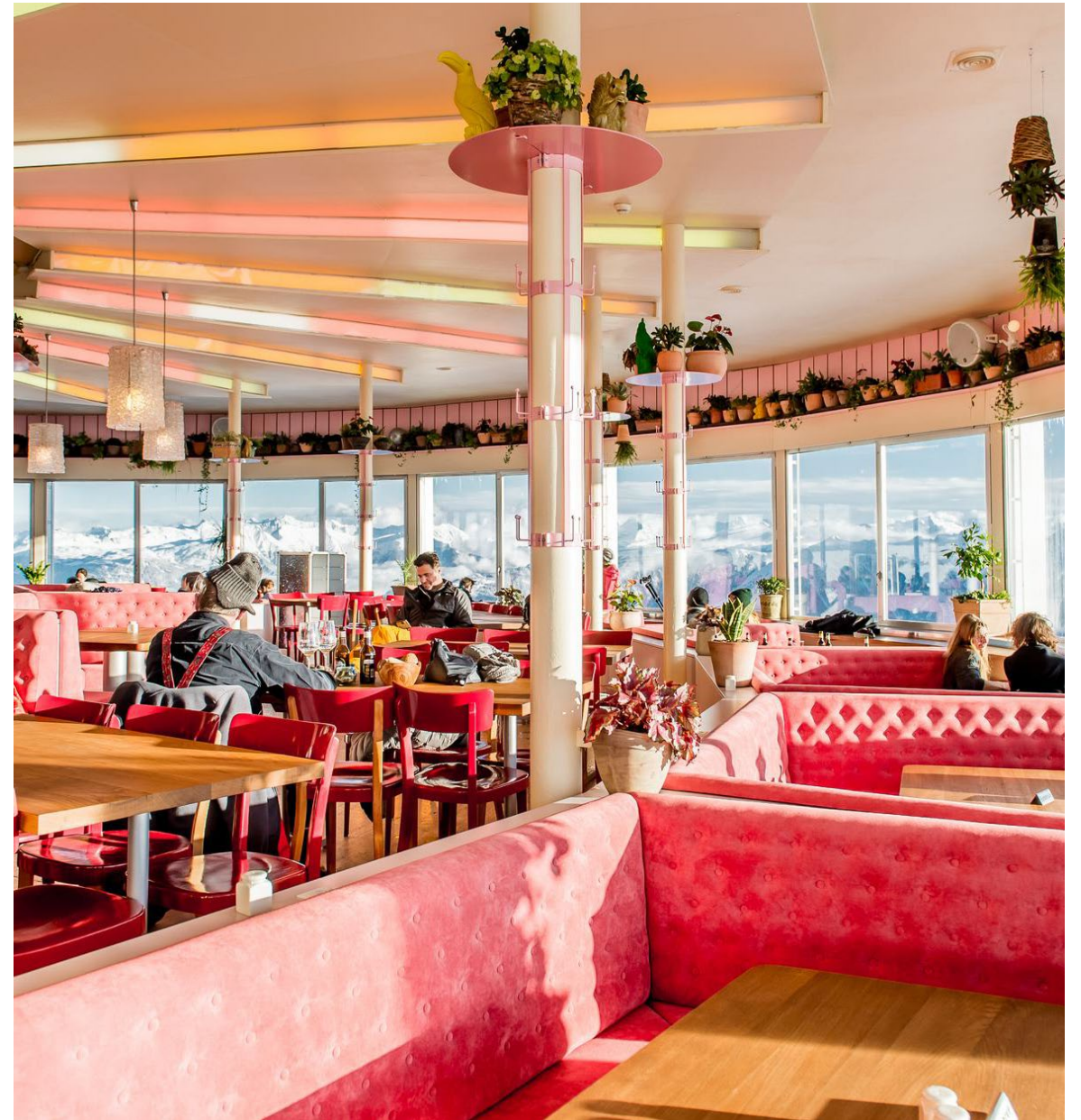
For Gourmets. Get A Taste of LAAX.

Whether it's Graubünden specialities, pan-Asian cuisine, Gault-Millau award-winning creations or hearty burgers – all guests will find something to their taste in LAAX. Local gastronomy is creative and varied both in the valley and on the mountain, in a traditional and sometimes unusual ambience.

GALAAXY, the Vorab restaurant, the Tegia Curnius or the Berghaus Nagens all offer quick, tasty, and easy meals.

Guests can round of their day in style at restaurants such as s'nani, Tegia Larnags, Camino or the Grandis Ustria da vin.

Those who prefer vegetarian or even vegan dishes are well catered for in the Riders Restaurant. See what else the destination has to offer ➡



Our Top 3 Culinary Experiences



Culinary Trail “Forest & Winter”

Those who like to be active but still enjoy a tasty meal can simply walk from course to course on the Culinary Trail and let themselves be spoilt with traditional delicacies. ➡➡



Vegetarian Cuisine at Riders Restaurant

The first vegetarian restaurant in LAAX experiments with traditional techniques and flavours. The fresh ingredients from regional producers give the dishes a local twist. ➡➡



Traditional cuisine at Ustria Startgels

Situated right in the middle of the ski resort, Ustria Startgels not only impresses with its spectacular view, but also with its tasteful serving of traditional, regional dishes such as a hearty polenta served with quality meat from the region. ➡➡

For Families. Fun for Young and Old.

The Swiss Tourism Association (STV) awards the "Families Welcome" seal of quality to holiday resorts that are aware of the wishes and needs of families and gear their offers accordingly. Flims Laax Falera has already been awarded the seal several times and can count itself among the most family-friendly regions in Switzerland. And rightly so: young and old can expect varied experiences here that will leave them raving long after their stay.

In particular, the "Ami Sabi" children's programme, which was developed especially for the destination with the song and story writer Linard Bardill from Graubünden, delights the youngest guests time and again – in winter and in summer. The wizard, Ami Sabi, teaches children exciting facts about the local flora and fauna in a playful way. Learn more ➡



Our Top 3 Family Experiences



Ami Sabi Snow Wonderland

In Ami Sabi Snow Wonderland, children learn not only how to ski, but also a lot of exciting facts about the local flora and fauna in a playful way. The wizard Ami Sabi tells his stories with creative songs and magical tales. ➡



Night Sledging from Foppa to Flims

When darkness falls, things really get going in Foppa, near Flims: on a slope specially prepared for tobogganing, guests speed down the mountain before heading for a delicious cheese fondue in the mountain restaurant. ➡



Lantern Path from Falera to Laax

For those who like it a little quieter, the lantern trail is the place to head. Around 300 Sonnenglas® lanterns shine through the winter night, allowing guests to feel the true magic of the region and forget the hustle and bustle of everyday life for a short while. ➡

Event Highlights – Winter 2023/24



LAAX OPEN FIS Snowboard & Freeski World Cup

From 16 to 21 January 2024, the world's best freestyle snowboarders and skiers will compete in the park and in the superpipe at Crap Sogn Gion. The LAAX OPEN is one of the biggest and most renowned freestyle contests in the world and part of the FIS World Cup Tour. ➡



KIDS LAAX OPEN

Switzerland's biggest freestyle contest for kids and teenagers will take place from 16 to 17 March 2024. Over 350 kids from more than 17 countries participate each year in the disciplines snowboard halfpipe and slopestyle as well as ski halfpipe and slopestyle. ➡



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. There, 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 snow 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 and the snow comes later. For regions known for their winter sports tourism, the changing climate conditions are a challenge. As a winter sports destination, LAAX is aware of its responsibility towards the environment and nature, because future generations should still be able to 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 Group has been covered 100% by renewable energy from Switzerland. However, not only the Weisse Arena Group, but the entire destination of Flims Laax Falera is pursuing an ambitious goal: to transform from an energy consumer to a producer and cover 100% of the destination's 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 larger and smaller measures for environmental protection have been implemented annually according to the guiding principle "reduce, reuse, recycle". All these measures were summarised in the "Greenstyle Book" published in 2022 and thus made accessible to the public at a glance.

Learn more →



What We Do.



We prepare slopes energy-efficiently

All of LAAX has been digitally mapped to the centimetre. The destination therefore knows exactly where snow lies. Piste machine drivers and the snowmaking team can work more economically and ensure that technical snow is only made in the necessary places.



We convert our buildings

The greatest potential for energy-saving measures lies in existing buildings. Plus-energy buildings produce more energy than they draw from the outside. The energy required for heating and hot water is generated in or on the building itself, e.g. through solar and photovoltaic systems.



We make conscious decisions

Greenstyle doesn't stop with machinery and buildings, we also choose textiles from responsible and sustainable manufacturing when it comes to our choice of employee clothing. For example, all our employees wear blusign®-certified clothing from Burton.

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.

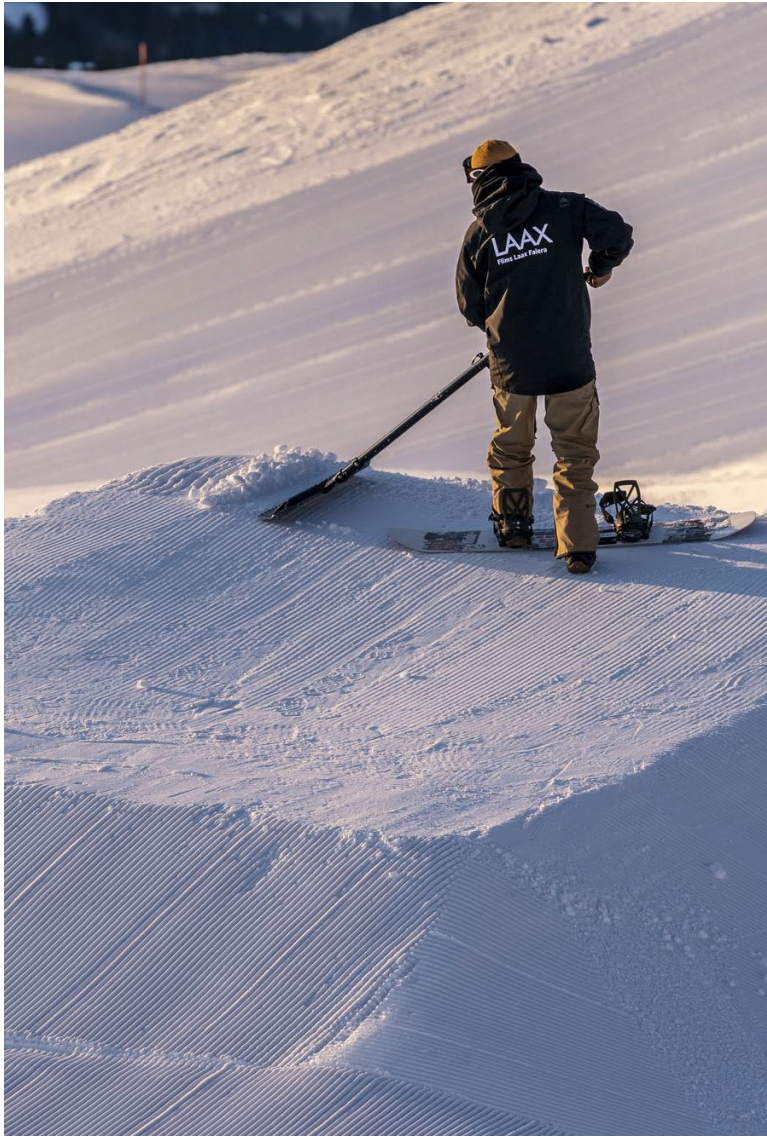
Learn more ➡

The Last Day Pass.

In the next 30 to 35 years we have to expect that the pre-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 at while setting an example to stop man-made, unchecked climate change.

How can our guests contribute to this? By buying a Last Day Pass, they support climate protection projects that work to slow down the melting of the local Vorab Glacier and postpone the day it disappears for good. Learn more ➡



We look forward to assisting you with your research.



Films Laax Falera

PR/ Media

+41 81 927 70 26

medien@laax.com