



Press Kit Summer 2025

LAX

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This is LAAX

LAAX is located at 1,100 m above sea level in the Canton of Graubünden in Switzerland and is one of the most modern year-round destinations in the Alps. The region is a popular destination for outdoor fans, active families and freestylers in both winter and summer. 224 kilometers of slopes, 29 lifts and 5 snow parks with the largest halfpipe in the world ensure plenty of fun and action in the snow. What is a freestyle paradise in winter transforms into an adventure playground for young and old in summer – surrounded by the most impressive natural Alpine landscape. One of the most spectacular highlights is the Rhine Gorge, often referred to as the “Swiss Grand Canyon”, with its dramatic rock formations and the Rhine river meandering through the middle of it. Also unique: the UNESCO World Heritage Site Tectonic Arena Sardona, where you can marvel at how the Alps were formed – a fascinating geological journey through time. Anyone longing to cool off on hot summer days cannot miss the famous Lake Cauma with its turquoise-blue, crystal-clear water. Amidst all this natural beauty, there are 330 km of bike trails and 250 km of hiking trails that invite guests to explore the most beautiful corners of the region.



Getting there

By plane

LAAX can be reached from Zurich International Airport in under two hours. LAAX can also be reached quickly from Basel and Friedrichshafen airports.

By car

From Zurich or Basel, follow the A13 highway in the direction of Chur and then take exit no. 18 in Reichenau. Then follow route no. 19 and you will be in LAAX within 20 minutes.

By public transport

Switzerland is known for its reliable, extensive public transport network. Thanks to this, getting to LAAX is very straightforward. First take the train to Chur, the capital of the Canton of Graubünden, and from there take the PostAuto bus directly to LAAX (stop “Laax GR, Bergbahnen”) – the journey only takes 30 minutes. Alternatively, you can take the Rhaetian Railway (RhB) through the impressive Rhine Gorge to Ilanz. There is also a direct PostAuto bus connection from there to LAAX. All connections can be found on the [SBB](https://www.sbb.ch) website or in the app.

Activities

A woman with blonde hair, wearing a white dress and a grey cardigan, stands on a large, dark rock in the middle of a calm lake. The sun is low on the horizon, creating a warm, golden glow across the water and the surrounding forest. The background is filled with dense evergreen trees, and the foreground is blurred with green foliage, creating a sense of depth and tranquility.

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Top 3 Bike Experiences



Segnes & Runca Trail: fun & flow —

The Segnes Trail is a varied enduro trail for advanced bikers. At 3.7 km and over 310 meters in altitude, it leads from the Segnes Hut directly to the start of the Runca Trail. At 7.6 km, this is one of the longest flow trails in Europe and is characterized in particular by its versatility: Rookies roll over easy waves, pros jump over doubles, tables and waves.

Vorab Trail: from the glacier to the lake —

This trail is a must for enduring, experienced bikers who appreciate variety. The route starts in an alpine rocky landscape at the Vorab Glacier and leads downhill across lush alpine meadows and rooty passages. At times it leads into the Nagens Trail and can be extended from Flims into the depths of the Rhine Gorge, so that bikers end up covering 22 km and over 2,000 meters in altitude.

Never End Trail: downhill action —

The legendary Never End Trail is not for the faint-hearted: on the 7 km long freeride route from Crap Sogn Gion to Laax, bikers descent over 1,100 meters in altitude. Initially rocky and alpine, the trail gradually winds its way through rooty passages down into the valley. Northshore elements are combined with wild nature and jumps with flowing sections – pure action and variety.



Top 3 Action Experiences

Action on the rocks Park Tower —

The rocks Park Tower provides the ultimate adrenaline rush in summer with three different activities: daredevils can plummet from a height of 30 meters at a controlled speed on the vertical drop. On the zipline, they fly across the rocksresort and those who like speed take the 73-metre-long slide to the base of the tower. Thrills are guaranteed!



Surf feeling at rocksresort Park —

Those who like to spend their vacation in the Swiss Alps instead of by the sea, can still experience that surfing feeling here. The rocksresort park is home to the urban surf wave and the Snakerun, where they can surf over asphalt waves on skateboards, scooters or BMX bikes. There is also a playground, a ninja park, trampolines and a multicourt for basketball and football.



Catching air at the Freestyle Academy —

Since 2010, the legendary LAAX Freestyle Academy has been offering a top-class playground to learn tricks, improve skills or simply have fun on 2,000 m². No matter what level or age – everyone is welcome. The hall was completely rebuilt and reopened in 2024. It houses various areas for skateboarding, trampolining and parkour.



Top 3 Nature Experiences



UNESCO Heritage Sardona —

The collision of the two continents of Africa and Europe formed the Alps. In the UNESCO World Heritage Site of Sardona, this history of formation is more monumental than anywhere else. Due to its geological significance, the area of around 32,800 hectares has been designated a UNESCO World Heritage Site. The rugged Tschingel peaks, the Martinsloch and the lower and upper Segnesboden characterize this spectacular landscape.

Hiking by the water: 'Trutg dil Flem' —

The award-winning Flims Water Trail leads on 13 km from the lower Segnesboden past unique gorge landscapes to the village center of Flims, always along the 'Flem' river. Seven individually designed bridges by the famous Graubünden bridge builder Jürg Conzett are crossed along the way. Passages in the forest and occasional splashes of water provide refreshment on hot summer days.

Treetop walk 'Senda dil Dragun' —

With a length of 1.56 kilometers, the "Senda dil Dragun" (the path of the dragon) is the longest treetop walk in the world. On five platforms, it offers interesting facts about nature in the region and serves as an educational trail to raise awareness of the local flora and fauna. Kids can experience the trail in a playful way: There are five adventurous marble runs combined with exciting audio stories from the world of Ami Sabi the wizard.



Top 3 Experiences for Kids



Ami Sabi Summer Wonderland —

Only in LAAX: in the Ami Sabi Summer Wonderland and in the Ami Sabi Workshop, children aged between 4 and 12 learn about the local flora and fauna in a playful way. The wizard Ami Sabi conveys the content with creative songs and stories, which were written especially for this program by the well-known Graubünden artist Linard Bardill.

A day at picturesque mountain lakes—

Lake Cauma is considered the pearl of Flims. The turquoise-blue, crystal-clear water invites visitors to cool off on hot summer days. A large playground, paddleboards, pedal boats and much more guarantee an eventful day for the whole family. Hidden deeper in the Flims forest is Lake Cresta. It may be a little less well-known, but it is at least as beautiful.

Biking for kids: learn through play —

Under professional guidance, even the youngest guests in LAAX learn everything they need for mountain biking, from the basics to riding on the trails. The lessons are designed differently depending on the level and the course content is taught in an imaginative and age-appropriate way. LAAX School courses are available for children from the age of 4.



News

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News

Marble run 'Botsch la Bova' —

The new 'Botsch la Bova' marble run trail leads from Foppa to Flims. Eight marble runs and Ami Sabi's story provide fun and games. The FlemXpress gondola lift takes visitors comfortably from Flims to Foppa to the starting point of the trail. The trail is also accessible with baby carriages.

Details —

- Opening on July 5, 2025
- Playful hiking for children
- Accessible with baby carriages
- Accessible by gondola lift

Biketrails LAAX with new additions —

Two new flow trails for beginners and families are being built this summer/fall. The area around Foppa in Flims offers the ideal terrain for the two new bike trails.

Details —

- Construction during summer/fall 2025
- Accessible from 2026
- Suitable for beginners and families
- Accessible with the gondola lift



Events

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Events

Biketrails LAAX Social Ride —

- July 5, 2025
- “Summer Sender” kick-off with jump session, minibike race, DJ and BBQ

LAAX Vintage Days —

- August 1 – 2, 2025
- Market with 20 selected sustainable labels, complemented by talks and workshops

Riders Artist Residency—

- July 5 – 13, 2025
- Artist residency at the Riders Hotel with four selected artists and vernissage on July 12, 2025

Swiss Enduro Series —

- August 15 – 16, 2025
- Enduro bike race with various stages and event hub at rocksresort



Accommodations

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Hotel —

- 13 houses with 248 modern and fully equipped apartments
- Concept 'buy to use and let'
- Built to Minergie standard
- High-quality, natural building materials
- 4-star hotel service from the neighboring signinahotel

Food —

- 7 restaurants in the immediate vicinity
- From Italian and Asian to GaultMillau restaurants
- 3 bars & 2 cafés in the middle of the resort

Extras —

- Located directly at the LAAX valley station
- Souvenir and sports shops in the middle of the resort
- LAAX School for bike lessons, daycare, Ami Sabi summer wonderland and much more
- 20% discount on LAAX School offers for rocksresort guests
- Spacious outdoor area with skate bowl, snake run, playground, trampolines, multi court for football and basketball and ninja park
- rocks Park Tower with new zipline and vertical drop
- Freestyle Academy with 2,000 m² of indoor action



Hotel —

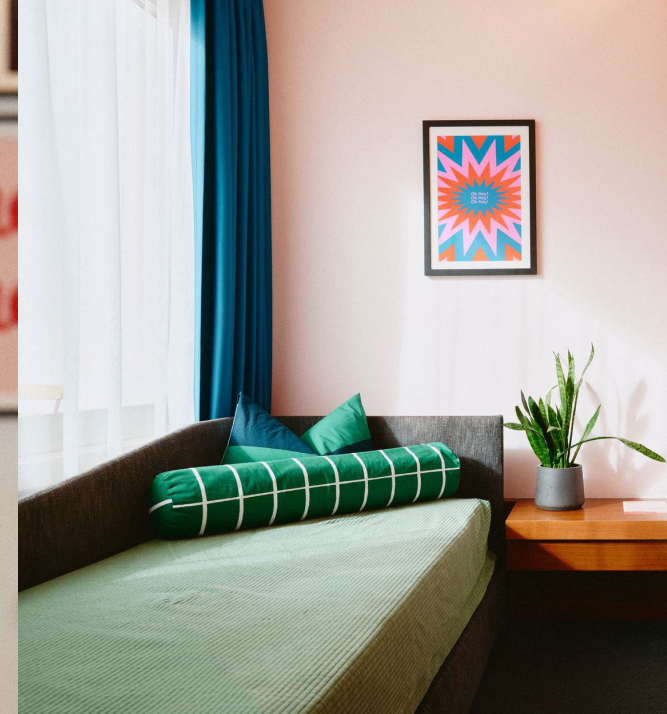
- 57 modern and stylish rooms
- Double rooms to studios for up to 4 people
- Built in 2001 to Minergie standard
- Renovated in 2017 with a focus on sustainability

Food —

- Creative vegetarian-vegan cuisine in the Riders Restaurant
- Special focus on seasonal, regional and organic products
- With bar, lounge and summer terrace

Extras —

- Only a few minutes' walk to the LAAX valley station and the rocksresort
- Certified bike and trail running hotel
- 140 m² gym, a yoga room and a varied range of courses
- Changing art exhibitions in the hotel's own Art Space
- Regular concerts in the Riders Lobby with free admission
- Legendary Riders Club in the basement for up to 700 people (only in winter)



signinahotel

Hotel —

- 4-star hotel with 66 rooms
- Chalet design on the outside, pop art on the inside
- Located right next to the LAAX valley station and the rocksresort
- Each room with a balcony

Food —

- Ristorante Camino with Italian cuisine
- Camino Bar for aperitifs and refreshing drinks
- Other restaurants in the immediate vicinity of the rocksresort

Extras —

- Fitness and spa area with indoor pool, saunas, steam bath and various massage offers
- Small KIDS Freestyle Academy room for children to play in
- “Curtgin Grond” conference room
- Free e-bike rental for guests



casa**mulania**

Hotel —

- Traditional Swiss chalet at rocksresort with modern accents
- 4 luxurious, fully equipped apartments with 1 to 2 bedrooms

Food —

- French and Grisons cuisine in the GaultMillau award-winning Mulania Brasserie on the ground floor
- Restaurants and bars of the rocksresort in immediate vicinity

Extras —

- Tailor-made concierge service available on request
- In the immediate vicinity of the rocksresort and the LAAX valley station



Accommodations on the mountain

Segnes Hut —

- Located at 2,100 m above sea level in the middle of the UNESCO World Heritage Site of Sardona
- Open in summer and winter
- Reachable in 45 minutes on foot from Alp Nagens (shuttle bus from Laax Murschetg to Alp Nagens)
- Comfortable double to four-bed rooms with shared bathroom
- Breakfast and dinner in the restaurant with regional specialties and large sun terrace
- Numerous leisure activities in the immediate vicinity, such as hiking, biking, climbing and UNESCO visitor pavilion

TCS Glamping —

- Located at 2,000 m above sea level on Alp Nagens
- Open from the end of June to mid-September
- Arrival and departure by shuttle bus included in the overnight price
- 20 comfortably furnished cotton tents (20 m²) with electricity, heating, coffee machine and private “Kompotoi” toilet
- Two luxurious tent suites (65 m²) with additional comforts such as a fridge and large terrace
- Breakfast boxes and dinner in the Stalla restaurant with regional specialties included in the accommodation price
- Numerous leisure activities in the immediate vicinity, such as hiking and biking



Gastronomy

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Wide selection of restaurants and bars —

The culinary concepts in LAAX are modern, varied and creative. The Caffè NoName and the Riders Restaurant focus on vegetarian cuisine, while LAAX shows its international side at the IKIGAI, the Ristorante Camino and the Mulania Brasserie: whether Asian, Italian or Austrian – the menu is always refined, varied and consciously sustainable.

From exquisite to cozy and simple —

Whether it's a cozy mountain hut with rustic charm or an elegant dinner in a GaultMillau award-winning restaurant – in LAAX, alpine down-to-earthness meets culinary sophistication. Here, enjoyment, style and the scenic experience merge into a unique overall experience for every taste – authentically prepared, creatively interpreted and served with great attention to detail.

Regional and international —

In addition to traditional Swiss cuisine with classics such as creamy cheese fondue, spicy raclette and homemade Capuns, LAAX also offers a modern, urban world of indulgence: fresh pasta, aromatic pan-Asian dishes, juicy burgers and hearty polenta straight from the open fire. The culinary variety ranges from Alpine home cooking to international specialties.



Contact

**We look forward to supporting
you with your research.**

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