

Segments

JUNGFRAUJOCH

BUSINESS MODEL AND ENVIRONMENT

The Jungfraujoch – Top of Europe segment is the strategic hub of the company. The main attraction is the highest railway station in Europe. It is located at 3,454 metres above sea level, within the Swiss Alpine Jungfrau-Aletsch UNESCO World Heritage site. Visitors can experience a high alpine world amidst imposing mountain peaks, glaciers and snow. The rack railway from Lauterbrunnen and Grindelwald to the high alpine meeting point of Kleine Scheidegg, and that continues through the massifs of the Eiger (3,970 metres above sea level) and Mönch (4,108 metres above sea level), is internationally positioned as one of the most important tourist attractions in Switzerland. The International High Alpine Jungfraujoch and Gornergrat Research Station Foundation contributes to the attractiveness of the Jungfraujoch through its presence and research results. The importance of the segment can be measured by the transport income of CHF 100.3 million. Sales are divided between Jungfraubahn AG and Wengernalpbahn AG (information on the subsidiaries can be found in the financial report).

With Jungfraujoch – Top of Europe, a comprehensive natural experience is marketed as a comprehensive offer from a single source. With some supplementary services, the offer is only based on services provided by partners (e.g. tours in the area of mountaineering, snow fun, the Mönchsjochehütte). Restaurants are currently leased to third parties. It is currently being fully integrated into the offer and into the operation of the segment in two steps (Kleine Scheidegg end of 2017 and Jungfraujoch end of 2019). The Jungfraujoch is open 365 days a year. In order to ensure quality, the number of visitors is limited to 5,000 persons per day (+/- 10%). A seat reservation system has also ensured travel comfort since 2016.