

Segments

PROSPECTS

The experience mountains are expanding their successful outdoor offers and Soft Adventure activities. With the opening of the rapid mountain bike descent to Lauterbrunnen in the summer of 2017, the Mürren Railway is introduced to a new audience. The First Railway is expanding the Flyer line with the new Glider. On 1 August 2017, the Harder will open an extension to the restaurant.

This segment remains closely linked to the success of the tourism industry. Weather also plays an important role in terms of demand. Within these basic conditions, however, the products of the segment are very well positioned and can also be combined with other segments. This good starting position also suggests that the company will continue to grow.



experience mountains