

Segments

CURRENT SITUATION: MARKET ASSESSMENT BASED ON RESULTS

In 2016, the second best result was achieved in the history of the Jungfrau Railway, both in terms of visitor numbers and transport income. Although the terrorist attacks in Europe, unrest in Turkey and the refugee situation had a significant impact on the number of visitors, especially group tours from Asia, a total of 916,500 guests travelled to the Top of Europe in 2016. Transport income in the Jungfrauoch segment decreased by 7.6 per cent from the previous year. Nevertheless, the 100 million mark was reached for the second time. To this end, it was important that the company intensified its cultivating of the Asian markets in order to strengthen the Jungfrauoch – Top of Europe brand. The international tourism market is growing, the Swiss tourism market is stagnating, and the European markets are suffering from the strong Swiss franc. Jungfrauoch – Top of Europe is therefore focusing strongly on overseas markets. Remaining particularly important, despite the increasing number of individual visitors, is the business-to-business segment with tour operators.

Two factors are barriers for the segment: The limited capacity of the Jungfrau Railway and long travel times, which contradict the acceleration trend, from Interlaken, Lauterbrunnen or Grindelwald. In order to break these "shackles", the utilisation of the intermediate season («ten months high season») is being promoted and the V-Cableway is being realised, which significantly shortens the travel times to the Jungfrauoch.