

Segments

WINTER SPORTS

BUSINESS MODEL AND ENVIRONMENT

The JUNGFRAU Ski Region is a cooperation product in which the Jungfraubahn Group holds more than 60%. Twelve companies together form the JUNGFRAU Ski Region subscription alliance. The ski areas include Grindelwald-First, Kleine Scheidegg-Männlichen and Mürren-Schilthorn sub-areas. Winter sports enthusiasts can use their subscriptions throughout the entire destination. Measured by the 909,000 ski visits, this ski resort is one of the largest in Switzerland.

The JUNGFRAU Ski Region earns approximately half of its winter sports income from visitors on winter holidays in the region. The region is distinguished internationally with an incomparable natural experience and a varied range of slopes with a variety of long valley runs. The ski areas are directly accessible from the historic resorts of Grindelwald, Wengen and Mürren. The region has a top position with its winter hiking and sledging facilities.

Day trippers, who form the other half of the winter sports customers, are more focused on the sporting activity. This is reflected in the requirements for the quality of the slopes, as well as the capacities of the feeder systems and transport routes (parking). There remains a strong focus on children. They generally pay 50% of the list price and travel free on Saturdays, accompanied by an adult.

Jungfrau Railways is the specialist for feeder systems and service facilities, slopes and fun parks in the ski area. The remaining parts of the value chain are only covered selectively. Rental of equipment is promoted in a joint enterprise with local sports retailers (Intersport Rent-Network). Cooperation with the regional economy, hoteliers, the retail trade and local tourism organisations is accordingly close.