

Segments

ADVENTURE MOUNTAINS

BUSINESS MODEL AND ENVIRONMENT

The «experience mountains» are a strategic supplemental offer. They are growing steadily in importance, and they accounted for nearly 11% of Group revenues in the 2016 financial year. The segment is designed to create added value for the entire region. Jungfrauoch – Top of Europe can be even better positioned and sold in an intact holiday and leisure environment. The goal is to create a good basis for the tourism industry. The Jungfrau Region is particularly distinguished by the close-knit network of mountain railways. The experience mountain segment includes the following attraction points:

- Grindelwald-First, Top of Adventure
- Harder Kulm, Top of Interlaken
- Winteregg-Mürren, Top of Family

The Jungfrau Railway Group complements its offer with the following cooperations: Kleine Scheidegg-Eiger glacier (from the segment Jungfrauoch – Top of Europe), Schynige Platte-Bahn (a railway of the alliance partner Berner Oberland-Bahnen AG), Grindelwald-Männlichen Gondola Cableway (holding of 35.5%), the Wengen-Männlichen Aerial Cableway and Autoverkehr Grindelwald. The connecting element for these excursion destinations is the multi-day «Jungfrau Travel Pass». This pass opens up the wide range of excursion destinations for visitors with a validity of up to six consecutive days.