

Segments

CURRENT SITUATION: MARKET ASSESSMENT BASED ON RESULTS

The Jungfrau Railway Group registered positive results with the experience mountains. With an increase of 16.8%, transport revenues were once again significantly increased. The First Railway booked an increase of 22.7%. The Harder Railway increased its transport revenues by 17.4%. The Lauterbrunnen-Mürren mountain railway booked a 6.1% increase in transport income. A total of nearly CHF 13.3 million was generated on the experience mountains, which was almost CHF 2 million higher than the previous year.

Harder Railway is benefiting from intensive cross-marketing with the JungfrauJoch. With good visibility from the centre and the limited time requirements, the mountain is increasingly becoming a «must» for every visitor to Interlaken, thus also opening up markets beyond the Jungfrau Railway. The fact that the other excursion destinations are also developing positively is due to the fact that they are actively taking up the trend towards athletic, fun activities in the open air. With the First Cliff Walk and the mountain carts at the Soft Adventure area, the First Railway can successfully position itself for everyone. Winteregg is continually strengthening its attractions for the young children.