



JUNGFRAUBAHN HOLDING AG

# OUR RESPONSIBILITY 2016



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# FOR THE REGION

*For the region*

## JUNGFRAU RAILWAYS AS AN EMPLOYER

Jungfrau Railways (an alliance of Jungfraubahn Holding AG and Berner Oberland-Bahnen AG) is one of the largest employers in the Jungfrau region. At the end of 2016, the alliance companies had a total staff of 782, divided into 593 full-time and 189 part-time positions. 536 employees (full-time and part-time) were employed by Jungfraubahn Holding AG (Jungfraubahn Group).

Jungfrau Railways attaches great importance to the education and training of employees. A total of 34 apprentices are being trained in various areas. The company is a firm believer in further training of employees and, depending on feasibility and type of further training, this is partly or fully financially supported. Internal training is offered free of charge and includes office or language courses as well as leadership seminars.

### Employees and apprentices of Jungfrau Railways



*Leadership seminar Griesalp 2016*

*For the region*

## JUNGFRAU RAILWAYS AS A TAXPAYER

The success of Jungfraubahn Holding AG (Jungfrau Railways Group) also means annual tax revenues for the Jungfrau Region. In the financial year 2016, taxes amounted to CHF 7.9 million. Some CHF 2 million of this was comprised of communal and church taxes from the canton of Berne and over CHF 400,000 from the canton of Valais. The Jungfrau Railways Group makes annual tax payments to the following municipalities: Grindelwald, Gündlischwand, Interlaken, Lauterbrunnen, Lütschental, Unterseen, Wilderswil and Fieschertal (Valais canton).

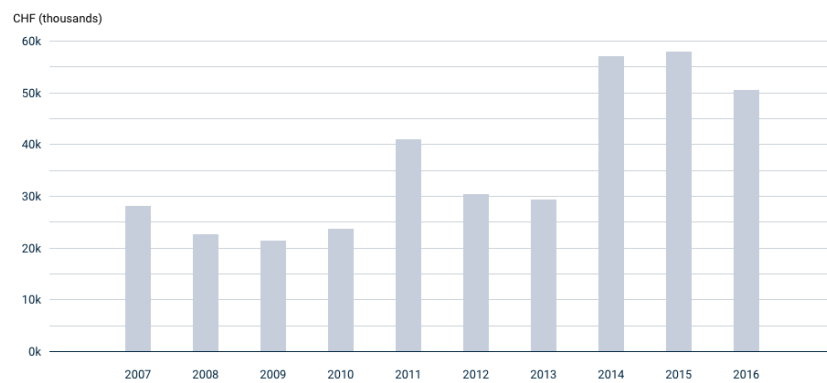
Federal taxes	in CHF	%
Berne canton taxes	2,386,406	30.2%
Berne canton municipal and church taxes	3,032,499	38.3%
Valais canton and municipal taxes	2,050,225	25.9%
Total	443,870	5.6%
<b>Gesamttotal</b>	<b>7,913,000</b>	<b>100.0%</b>

*For the region*

## JUNGFRAU RAILWAYS AS AN INVESTOR

Over the last ten years, Jungfrau Railways has invested CHF 362,187 million in infrastructure and projects in the Jungfrau Region, generating work for local and regional companies. One of the major ongoing projects in 2016 was the renovation of the Lauterbrunnen station with a total investment volume of approximately CHF 10 million. In all its projects, Jungfrau Railways attaches importance to assigning work to local companies whenever possible.

### Cash flow from investment



*For the region*

## **JUNGFRAU RAILWAYS AS A SPONSOR**

Jungfrau Railways pursues a clear sponsoring strategy in order to continuously strengthen its brand awareness as well as its image, while at the same time taking its responsibilities seriously as the region's economic engine. Jungfrau Railways is a major or main sponsor of many events, and as a railway company it takes on transport services to a great extent. This means not only financial but also personnel effort, which is only possible thanks to the great performance of the staff.

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*«We have been able to rely on a successful partnership with Jungfrau Railways as the main sponsor for 25 years. Together, we have been able to steadily expand the global success of the Jungfrau Marathon. Every year, thousands of happy runners can enjoy the most beautiful marathon in the world.»*

*Toni Alpinice, President of the Organising Committee, Jungfrau Marathon*

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## For the region



*Toni Alpinice, President of the Organising Committee, Jungfrau Marathon*

Jungfrau Railways is a major or main sponsor of the following events (list not complete):

Event	Sponsorship category
Eiger Bike Challenge	Main sponsor
Eiger Ultra Trail	A-Sponsor/Carrier Partner
Freestyle.ch 2017	Main sponsor
Top of Europe Ice Magic	Presenting Partner
International Inferno Ski Races	Silver sponsor
International Lauberhorn Ski Races* (explanations below)	Partner
Jungfrau Marathon	Main sponsor
Oberländisches Schwingfest [Highland Wrestling Festival] Grindelwald 2017	Main sponsor
OL World Cup Grindelwald 2017	Main sponsor
Top of Europe Trophy	Title sponsor
Unspunnen Festival 2017	Main sponsor
Interlaken Classics	Concert sponsor



*For the region***Sponsor of the Jungfrau Marathon & presenting partner of Top of Europe Ice Magic**

*Jungfrau Railways' sponsorship of the Jungfrau Marathon*

**\*Jungfrau Railways as official partner of the International Lauberhorn Ski Races**

Jungfrau Railways is the official partner of the International Lauberhorn Ski Races. A new cooperation agreement was signed in 2014 between Lauberhorn Organising Committee, Jungfrau Railways and the Jungfrau Ski Region. The contractually assured mutual benefits in kind amount to CHF 1.8 million and are offset to the same extent. They mainly concern the areas of transport and advertising. Worldwide broadcasting has given the Lauberhorn Ski Races an important value for winter sports in the Jungfrau region. Regarding the transport services provided, the International Lauberhorn Ski Races are the biggest event for Jungfrau Railways. Some 1,946 tonnes of material were transported by the Wengernalp Railway for the Lauberhorn Ski Races in 2016.

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***«Jungfrau Railways is our most important regional partner. Its services for all rail transport and for the preparation of slopes are of vital importance for the Lauberhorn Ski Races.»***

***Urs Näpflin, President of the Organising Committee, International Lauberhorn Ski Races***

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## *For the region*



*President of the Organising Committee, International Lauberhorn Ski Races*

The railway not only transports materials but also the spectators. A Lauberhorn ticket on race days includes unlimited travel on the railway lines from Interlaken Ost via Lauterbrunnen and Grindelwald to Kleine Scheidegg as well as on the Innerwengen chairlift. Skiers can buy combi ski passes for one or two days. Holders of a Sportpass for the Jungfrau Ski Region will receive admission to the Lauberhorn race at a special rate. For children up to 15 years, a visit to the event is free when accompanied by a paying adult. They will also receive a free ski pass.



*WAB in use at the International Lauberhorn Ski Races 2016*

### **Local initiatives and projects**

In addition to the sponsorship of major events, Jungfrau Railways attaches great importance to supporting local and regional institutions, initiatives and projects. These include cultural and sporting clubs, ski clubs or projects

## *For the region*

and events related to the activities of Jungfrau Railways or the region. The support takes the form of advertisements in newsletters, raffle prizes or competitions and/or monetary contributions. Through this support, Jungfrau Railways wants the local population to share in its success, secure the survival of these associations and enable the creation of local initiatives and projects.

With annual contributions for memberships in associations/organisations in the areas of tourism, winter sports, nature, the environment, the economy and public transport, Jungfrau Railways seeks to promote the attractiveness of the entire region.



# FOR REGIONAL VALUE CREATION

*For regional value creation*

## INCREASE IN NUMBER OF OVERNIGHT STAYS

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*«Jungfrau Railways brings a lot of guests to our hotel. Jungfrauoch – Top of Europe is the main destination and is a must see for many travel groups. Harder is a popular summer destination. The fact that it is not open during the winter occasionally disappoints our guests.»*

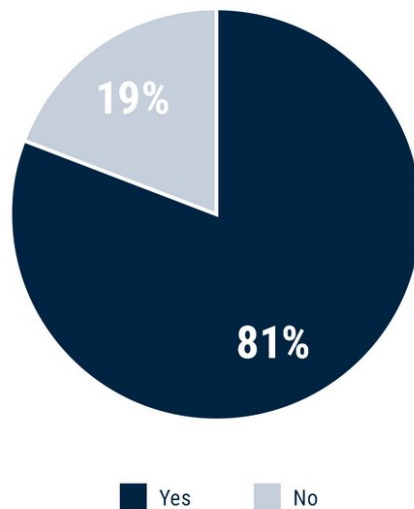
*Céline Simon, Hotel Beau Rivage, Interlaken*

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*Céline Simon, Hotel Beau Rivage, Interlaken*

A market research study, conducted in 2013/2014 by the company Z-Analyse, shows that over four-fifths of Jungfrauoch visitors stay in the Jungfrau Region. On average, 74% of their customers visit the Jungfrau Region because of the Jungfrauoch – this figure is 87% for Asian customers. This makes the Jungfrauoch – Top of Europe, together with the Jungfrau Railway, the main attraction and the central USP (Unique Selling Proposition) of the entire Jungfrau Region.

*For regional value creation***Overnight stays in the region**

Question: Do / did you stay overnight in the region?

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*«Jungfrau Railways brings us the guests. The attraction would not exist in Interlaken without them. Above all, we have many honeymooners from Arab countries, whose highlight is a trip to the Jungfraujoch – Top of Europe, and many Arab families also visit the destination.»*

**Ronny Deutsch, Hotel Interlaken, Interlaken**

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*For regional value creation*

Ronny Deutsch, Hotel Interlaken, Interlaken

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*«It is good for our guests that they can visit all the mountains like the Jungfrauoch – Top of Europe, Harder or First. In winter, fewer guests book classic skiing holidays with us, but we are well-equipped in the summer, mainly with Arabic and Indian guests. In the main season, a visit to the Jungfrauoch is the main attraction, often self-booked or recommended by tour companies and travel agencies.»*

*Dominique Horne, Hotel Metropole, Interlaken*

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*For regional value creation*



*Dominique Horne, Hotel Metropole, Interlaken*

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*«Jungfrau Railways brings us a lot of guests. They offer them the chance to take excursions and enjoy the view. Particularly Asian guests visit our region regardless of the weather, and they also enjoy any alternative offers that are available in the area.»*

*Agnieszka Lanz, Aspen alpine lifestyle hotel, Grindelwald*

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*For regional value creation*

## INVESTMENTS IN WINTER SPORTS

In the 2015/2016 and 2016/2017 seasons, Jungfrau Railways has invested more than CHF 5 million in winter sports. At the beginning of February 2016, the reigning Olympic champion Iouri Podladtchikov and the first half-pipe snowboard Olympic champion Gian Simmen opened the new half-pipe at Grindelwald-First. The 120 metre long, 5.6 metre high and up to 22 metre wide pipe is currently the only one in the entire Bernese Oberland. In the Grindelwald-Wengen ski area in the 2016/2017 season, the power of the snowmaking equipment for the ski run as well as the slalom slope of the Lauberhorn Ski Races has been increased. For this purpose, new snow-makers have been procured, a cooling tower built and the pumping power increased. Jungfrau Railways have contributed 1 million towards the overall costs of 2.5 million Swiss francs. In addition, a further section with snowmaking technology has been developed, so that the valley piste to Wengen can be covered in snow throughout this season.



*Half-pipe, Grindelwald-First*

### Promotional measures to strengthen winter sports in 2016

The list is not exhaustive and is limited to measures that are expected to continue in 2017 (2017/2018 season).

#### Offers & promotions 2016

#### Contents

Earlybird Skipass	Winter sports enthusiasts who book a 2 to 14-day winter sports pass online at an early stage enjoyed a discount of up to 20%. Info: <a href="http://www.jungfrau.ch/en-gb/jungfrau-ski-region/earlybird-skipass/">www.jungfrau.ch/en-gb/jungfrau-ski-region/earlybird-skipass/</a>
Free Skipass	With overnight stays longer than one night between Monday and Friday, winter sports enthusiasts receive the ski pass free of charge from their hotel in the Jungfrau Ski Region. Info: <a href="http://www.jungfrau.ch/skipass-geschenkt">www.jungfrau.ch/skipass-geschenkt</a>
Children ski free of charge on Saturdays	Up to three children (6 to 15 years) receive a free day pass on Saturdays, if an adult buys a one-day or afternoon ticket at the list price. Info: <a href="http://www.jungfrau.ch/en-gb/jungfrau-ski-region/children-free-ski-saturday/">www.jungfrau.ch/en-gb/jungfrau-ski-region/children-free-ski-saturday/</a>

## For regional value creation

[gb/jungfrau-ski-region/children-ski-free-of-charge-on-saturdays/](http://gb/jungfrau-ski-region/children-ski-free-of-charge-on-saturdays/)

### Season Pass Plus

Jungfrau Ski Region Season Pass holders can buy an additional ticket for CHF 125 (children CHF 65) for a season ticket, and obtain unlimited free personal day tickets in the Adelboden-Lenk winter sports area. With the additional "Season Pass Plus" card, there are also reductions on sports passes with a validity of 14 days in the following Ski World Cup winter sports areas:

- 100% discount in Levi (FIN)
- 50% discount in Kitzbühel (AUT)
- 50% discount in St. Moritz - Engadin (SUI)
- 50% discount in Lake Louise (CAN)

Infos: [www.jungfrau.ch/en-gb/jungfrau-ski-region/saisonabo-plus/](http://www.jungfrau.ch/en-gb/jungfrau-ski-region/saisonabo-plus/)

### Cooperation with Sölden

Jungfrau Railways and Sölden entered into a cooperation in October 2016 in order to create synergies and to profit from mutual expertise. Season pass holders get a 20% discount in the respective partner area.

Winter sports marketing is promoted through mutual advertising on site, at events and World Cup races.

### Additional collaborations:

#### **Zermatt:**

#### Zermatt

20% discount in the partner area with a season pass from the Jungfrau Ski Region

#### Meiringen

#### **Meiringen:**

50% discount in the partner area with a season pass from the Jungfrau Ski Region

#### Gantrisch

#### **Gantrisch:**

- Jungfrau Ski Region season pass holders in the Gantrisch ski area receive a 1-day Sportpass for CHF 15 per person.
- "Gantrischpass" season pass holders receive a 1-day Sportpass for Grindelwald-Wengen subject at the following conditions:
- Season start until mid-December: 1-day Sportpass for Grindelwald-Wengen for CHF 15 per person
- Mid-December to mid-March: 50% off a 1-day Grindelwald-Wengen Sportpass
- From mid-March until season end: 1-day Sportpass for Grindelwald-Wengen for CHF 15 per person
- If the ski operations are closed due to lack of snow during the winter season in the Gantrisch ski region, then owners of Gantrischpass season tickets can obtain the 1-day Sportpass for CHF 15 instead of CHF 32.

## For regional value creation

Info: [www.jungfrau.ch/en-gb/jungfrau-ski-region/jungfrau-ski-region-collaborations/](http://www.jungfrau.ch/en-gb/jungfrau-ski-region/jungfrau-ski-region-collaborations/)

Coop 2f1	30% discount when shopping at Coop for purchases over CHF 100.
Snow 'n' Rail	<p>Rail and ski pass combo offer</p> <p>20% discount on return travel with public transport to Lauterbrunnen, Wengen or Grindelwald.</p> <p>Up to 20% discount on a 1-day ski pass for a sub-region (Grindelwald-Wengen or Mürren-Schilthorn) or on a 2-day ski pass for a sub-region or for the entire Jungfrau Ski Region.</p> <p>15% discount at Intersport Rent.</p>
Raiffeisen	50% discount for Raiffeisen customers
Bus driver promotion	50% promotion for bus travel providers
Seelital	Snow guarantee for the Seelital ski area: Holders of a Seelital season pass receive a 50% discount on ski passes in the Jungfrau Ski Region. If there are no operations in the Seelital ski area, then day passes for the Jungfrau Ski Region are available for CHF 10.
SCL Tigers flyer action 2016	Distribution of flyers at selected SCL-Tigers ice hockey games with 30% discount on ski passes
<b>Performances and events</b>	<b>Contents</b>
SCB sponsorship	Presence at the ice hockey stadium via a winter advert on the Videotron and sponsorship of the spectators
SCL Tigers sponsorship	Presence on winter sports TV in the stadium as well as naming rights platform
TV advert	Production of a TV advert for the Jungfrau Ski Region. Broadcast on SRF 1 and SRF 2 in three waves. Broadcast of a winter TV advert to promote the areas of Grindelwald-Wengen on TeleBärn.
Official partner int. Lauberhorn Ski Races	Contractually, CHF 1.8 million was invested in natural resources. They mainly concern the areas of transport and advertising. (Details 1.4 Jungfrau Railways as sponsor and supporter)
Events in the Jungfrau Ski Region with the support of the Jungfrau Railways	<ul style="list-style-type: none"> <li>• Men's Europa Cup downhill races at Lauberhorn</li> <li>• UK Titan Telemark Championship, Mürren</li> <li>• International Lauberhorn Ski Races, Wengen</li> <li>• Snow and Safety Day for all Grindelwald-First</li> <li>• International Inferno Races, Mürren-Schilthorn</li> </ul>

## *For regional value creation*

- Los Perros Volantes, White Elements Snowpark, Grindelwald-First
- Velogemel World Cup, Grindelwald-Bussalp
- Grand Prix MIGROS: children's ski races with entertainment at Männlichen
- Audi Snowboard Series: Slopestyle & half-pipe, White Elements Snowpark, Grindelwald-First
- Swiss Freeski Open: Slopestyle & half-pipe, White Elements Snowpark, Grindelwald-First
- Horischlitten Races, Kleine Scheidegg, Alpiglen-Grindelwald
- Bärlirennen, Grindelwald-First
- Company Ski Championships
- GrindelwaldRace (alpine touring)
- FIS Telemark World Cup
- International SAS pentathlon, Grindelwald-First
- Vertical Up (Uphill Lauberhorn running race), Wengen-Lauberhorn
- The Jam, White Elements Snowpark, Grindelwald-First
- Donatoren races of the Association of International Lauberhorn Races, Wengen

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### Jungfrau Railways' own events

- Half-pipe events on Grindelwald-First
- Popular downhill race «King of the First Hill», Grindelwald-First
- End of season event: «I'm a treasure, get me out of here!» 2016 and «The Winter Final» 2017, Grindelwald-First
- SnowpenAir concert Kleine Scheidegg\*

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### **\*Jungfrau Railways as event organiser: SnowpenAir concert**

Since 1989, at the end of the winter season, Jungfrau Railways has organised the world's highest open air concert in the snow. «SnowpenAir» attracts up to 10,000 spectators every year to Kleine Scheidegg and thus to the Grindelwald-Wengen ski area. SnowpenAir generates approximately CHF 5 million annually and fills the hotel beds in Grindelwald and Wengen at the end of the season. National and international media report on the event and disseminate images and videos via all possible channels.

*For regional value creation*



*SnowpenAir Kleine Scheidegg*

*For regional value creation*

## INVESTMENTS IN THE FUTURE

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*«Jungfrau Railways is the most important economic engine of the Jungfrau Region. We maintain a fantastic cooperation. They support us in a variety of situations, such as in opening up new markets or joint visits to trade fairs as well as the provision of off-season activities. With up to 800 employees, they are an important employer for the region. There is a lot that we wouldn't have without Jungfrau Railways, especially in Interlaken.»*

*Sven Briseid, Hotel City Oberland, Interlaken*

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*Sven Briseid, Hotel City Oberland, Interlaken*

### **The V-Cableway generation project**

The Grindelwald-Männlichen Gondola Cableway and Jungfrau Railways are planning to build a V-Cableway that will provide access to both the Eiger Glacier as well as Männlichen. From a common terminal in Grindelwald Grund, a tricable gondola runs to the Eigergletscher and a ten-person gondola runs to Männlichen.

The V-Cableway will have a connection to public transport via the Bernese Oberland Railway at the new



## *For regional value creation*

Rothenegg station. The travel times to Jungfraujoch and the ski area will be significantly shortened by 47 minutes. Thanks to the direct public transport connection, there has been a shift in traffic from road to rail. With its eight components, the V-Cableway project is designed for the entire Jungfrau Region.

The V-Cableway project is a strategic project that strengthens the competitiveness of Jungfraujoch – Top of Europe and the Jungfrau Ski Region. The excursion to the Jungfraujoch is one of the best known and most popular tourist trips in Switzerland on the international market, and it is therefore a significant economic factor for the canton of Bern with a nationwide influence. The Jungfrau Ski Region is one of the largest and most popular ski regions in Switzerland.

### **V-Cableway project overview**



*The eight elements of the V-Cableway project*

### **Purpose and goal**

The project targets the main objectives of quality and future. The V-Cableway secures the medium and long term successful future of tourism throughout the entire Jungfrau Region as a top year-round destination in Swiss tourism. It strengthens the competitiveness of the Jungfraujoch as a beacon known worldwide, and it helps the winter sports destination reach the top position in international competition. With the direct connection to public transport, a clear reduction in arrival times as well as a shift from road to rail are achieved.

## For regional value creation

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***«Jungfrau Railways' presence is keenly felt. Grindelwald and Wengen should be very grateful for this. It is especially because of the planned major V-Cableway project, as the Männlichen Railway cannot otherwise be renewed, that Jungfrau Railways is very important. Many of our guests visit the Jungfraujoch – Top of Europe or go on ski holidays in the Jungfrau Region. These are mainly visitors from England or Asia who come to the region for one night or a longer stay.»***

**Matthias Pfäffli, Hotel Schöneegg, Wengen**

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### ***Economic impact of the V-project***

The final report from Ecoplan[1] shows that the V-Cableway project is of great economic significance for the Jungfrau Region and especially for Grindelwald. A significantly positive impact on employment and value creation is expected in the construction phase as well as during the operational phase:

- Between 182 and 592 jobs can be secured or created in Grindelwald with the project. The resulting value added is between 30 and 67 million Swiss francs.
- Between 342 and 776 new jobs will be created, and there will be 53 to 105 million Swiss francs of added value generated throughout the canton of Bern.
- The project generates total annual tax revenues of 11 to 14.6 million Swiss francs.
- If the V-Cableway project is not implemented, then the situation in Grindelwald will not remain the same as it is today. A reduction in demand should be expected to a greater or lesser extent. In all scenarios without a V-Cableway, labour and value losses are expected.
- Pure replacement investments in the GGM are not enough to halt the downward trend in ski tourism. The ski area would basically remain unchanged. There would be no terminal, no car park and no direct connection to public transport through the Rothenegg station.
- The V-Cableway project is an important component for allowing Grindelwald and the Jungfrau Region to be positioned as premium destinations.
- The sightseeing tourism to the Jungfraujoch is an important pillar for tourism in the entire Jungfrau Region.
- The improved public transport connection greatly increases the attractiveness of the railway and leads to reduced traffic on the roads.



For regional value creation

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*«The Jungfrau Region with the Eiger, Mönch and Jungfrau is a point of attraction. Jungfrau Railways takes you to the Jungfraujoch – Top of Europe and thus to the heart of the region. Jungfrau Railways brings many visitors to the entire Jungfrau Region. As a pharmacy, we benefit from the fact that many of these visitors inquire about the health risks of a trip to the Jungfraujoch. The area of cosmetics primarily benefits from visitors from Asia. We get a lot of customers in the evening, often after a visit to the Jungfraujoch. In summary, it can be said that every activity helps to revive the region.»*

Dr. Peter Portmann, Dr. Portmann Pharmacy, Interlaken

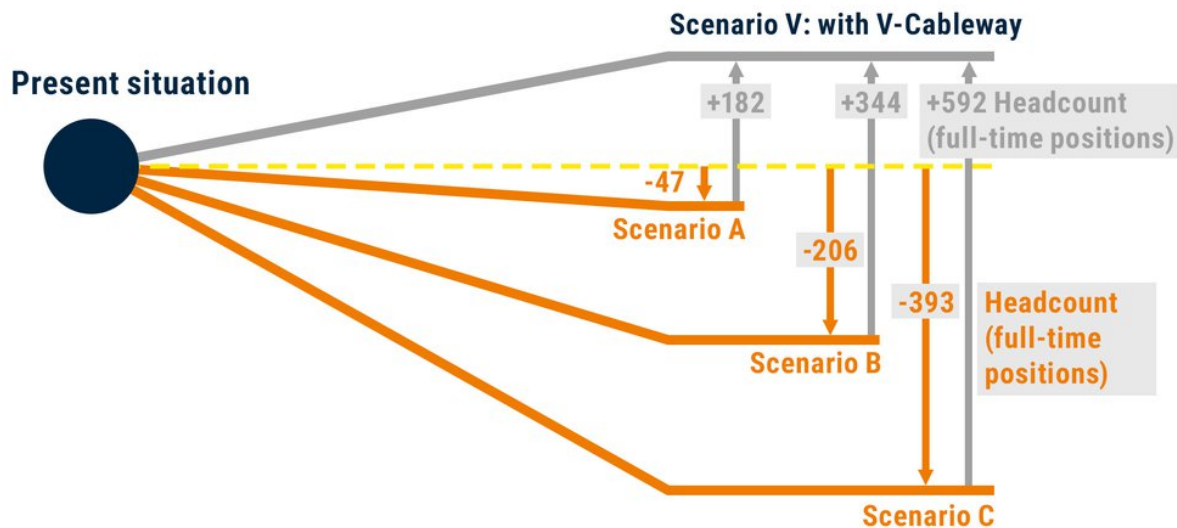
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Dr. Peter Portmann, Dr. Portmann Pharmacy, Interlaken

## For regional value creation

### Impact and development scenarios of the V-Cableway project



**Scenario A:** without V-Cableway project, with replacement construction GGM

**Scenario B:** without V-Cableway project, without replacement construction GGM

**Scenario C:** without V-Cableway project, without replacement construction GGM, with break-in hotel business

	Present situation (Status Quo)	Scenario A: without V-project, with replacement construction GGM	Scenario B: without V-project, without replacement construction GGM	Scenario C: without V-project, without GGM, with break-in hotel business	Scenario V: with V-project
Visitors JUNGFRAU Ski Region (Skier Visits)	1'000'000	▼ -8% (-80'000 Skier Visits)	▼ -25% (-254'600 Skier Visits)	▼ -39% (-388'000 Skier Visits)	▲ +15% (+150'000 Skier Visits)
Visitors summer tourism (GGM)	92'000	▲ +5% (+4'600 visitors)	▼ -16% (-14'720 visitors)	▼ -29% (-27'000 visitors)	▲ +30% (+27'600 visitors)
Visitors Jungfraujoeh	800'000	unchanged	unchanged	unchanged	▲ +19% (+150'000 visitors)
additional drop in sales of hospitality sector	-	-	-	▼ -13% (in total approx. -25%)	-

[1]

Source: Ecoplan final report on behalf of the canton of Bern, 1 April 2014



# FOR THE ENVIRONMENT

*For the environment*

## PRINCIPLE

A pristine environment and nature are of great importance to Jungfrau Railways. It therefore attaches great importance to behaving in an environmentally conscious and nature-friendly manner in its daily work and the implementation of its projects.

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*«We try to make every project as environmentally friendly as possible and to minimise the environmental impact, causing as little disruption as possible to wildlife areas. We keep the construction time to a minimum by optimising our processes. We focus on minimising noise emissions and using machines with the latest technologies, such as particle filters. We also take the environment into consideration during maintenance and modification work. We install LED lights and, as far as possible, make modifications according to the latest Minergie standards.»*

*Thomas von Niederhäusern, Infrastructure Department, Jungfrau Railways*

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*For the environment*



*Thomas von Niederhäusern, Infrastructure Department, Jungfrau Railways*

## *For the environment*

# BAN ON HELICOPTER TRANSPORTS

Whenever possible, Jungfrau Railways does without helicopter flights for its construction projects or transport services. This also applies to the restoration of retaining walls, reconstruction works on avalanche galleries and further buildings along the railway tracks.

Helicopter flights are forgone primarily due to the company's environmental policy. Noise or the impact of air bumps in the area of construction sites and their surroundings are other reasons against the use of helicopters. They are used where there is no railway connection or the transport goods are not suited to railway transport due to their nature or size.

### **New construction of Pavilion Restaurant Harder Kulm**

Thanks to a transport cableway, it was possible, and remains possible, to do without helicopter flights for the new construction of the «Pavilion Restaurant Harder Kulm». It was installed together with the Unterseen Civic Community, which uses the same track for logging in lower Harder. The required helicopter flights can thus be reduced from 2,500 rotations to a maximum of 120 rotations. This corresponds to nearly five per cent of the usual number and relates to flights for the transport of prefabricated carpentry elements as well as larger components, such as ventilation and air conditioning systems, which are not suitable for cableway transport.



*Harder Kulm transport cableway*

### **SnowpenAir concert Kleine Scheidegg**

When you travel to SnowpenAir, it's by train. This also applies to the bands – from the local opening bands to the international headline acts. In addition, the 50 to 60 tonnes of material for stages, barriers, toilets, etc. are only transported by train from Grindelwald Grund to Kleine Scheidegg and from there by snow groomers to the festival area. The preservation of the environment takes precedence over the logistical requirements that railway transport entails.

## *For the environment*

### **Lauberhorn Ski Races**

The spectators and most of the material at the International Lauberhorn Ski Races are taken to their destinations by train. Some 1,946 tonnes were transported by the Wengernalp Railway for the Lauberhorn Ski Races in 2016. The following comparisons show the central importance transport by train:

Helicopters instead of trains:

If only helicopters were used for all transport instead of trains, 2000 flights would have to be made.

Trucks instead of trains:

In order to provide the material transports for the Lauberhorn Ski Races with trucks, 78 trips with fully loaded 40-tonne trucks would be required. This comparison is purely theoretical, especially since transport by truck to the car-free village of Wengen would not be possible.



*Lauberhorn Ski Races goods transport with Wengernalp Railway*



## For the environment

# REPLACEMENT MEASURES IN THE FIELD OF CONSTRUCTION & INFRASTRUCTURE

Why are replacement measures necessary? In Switzerland, all major construction projects must undergo an environmental impact assessment prior to approval. Among other things, this assesses whether sensitive vegetation types or rare animals are affected by the construction. In its construction projects, Jungfrau Railways places the greatest importance on nature and the surrounding areas. If there is any impairment, however, appropriate «replacement measures» are provided in the immediate vicinity as compensation.

Jungfrau Railway Group	Replacement measures in 2016
Harderbahn AG	Reforestation for the new construction of the Harder Pavilion of around 140 m <sup>2</sup> on the land of the Unterseen municipality as well as 800 m <sup>2</sup> on the land of the Ringgenberg municipality
Wengernalpbahn AG	Extension of the Rohrfluh crossing station: Reforestation on site of a total of 1,134 m <sup>2</sup> due to temporary and permanent clearings
	Redesign of Lauterbrunnen train station: Reforestation of 640 m <sup>2</sup> for provisional construction site entrance and extension of railway operating area
Jungfraubahn AG	Clearance of the Guggi glacier foreland with aspiring Bernese mountain guides (3.7 tonnes of scrap iron and civil waste in 2016, 2.7 tonnes in 2015)



*Clearance of the Guggi glacier foreland with aspiring mountain guides*



*For the environment*

## ENERGY EFFICIENCY IN WINTER SPORTS

### Slope and fleet management with snow depth measurement

In order to offer the best prepared slopes for customers every day, Jungfrau Railways invests millions annually in snowmaking systems and snow groomers. At the same time, they focus on energy efficiency. Among others, the Pistenbully E+ with diesel-electric drive is used here, which is far more environmentally friendly and uses less fuel. High costs are constantly optimised with highly efficient snow makers. With the SnowSat slope and fleet management system, the technical snow making can be optimised and resources protected thanks to snow depth measurement. The system, from the company Kässbohrer, determines the exact position of the piste vehicle in the ski area by means of satellites. Using the position and the known terrain model beneath the snow, the exact depth of the snow under the vehicle can be calculated. The current data is displayed directly to the driver via a screen in the vehicle. In this way, he knows where and how much snow there is at any given time, he can optimally distribute this over the slope and manage the snow deposits better. This results in an optimisation of the technical pruning and protection of the resources. The potential savings are approximately 15 to 25 per cent. The system also achieves an even better slope quality. The device makes navigation easier for the driver and warns of obstacles when there is poor visibility.

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*«Our snow groomers are equipped with a new SnowSat tool. This is a snow depth measuring system that efficiently uses energy and resources. With the same amount of energy, better slope ratios can be achieved, time saved and expensive artificial snow can be better used. We make every effort to use the machines as efficiently as possible on a daily basis. This requires proper planning, in order that the right time can be set for the operation and the vehicles can be reliably maintained.»*

*Benjamin Wenger, technical maintenance worker, Jungfrau Railways snow groomer garage*

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*For the environment*

Benjamin Wenger, technical maintenance worker, Jungfrau Railways snow groomer garage

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***«All of our ski slopes are checked daily in the early morning. We perform these checks with skiers whenever possible and only use the snow bike in emergencies. This is different for rescues. We use snow bikes in this case. With 400 to 500 accidents per ski season, a different type of rescue would be inconceivable.»***

***Hansruedi Burgener, head of the Avalanche, Piste and Rescue Service, Jungfrau Railways***

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## *For the environment*



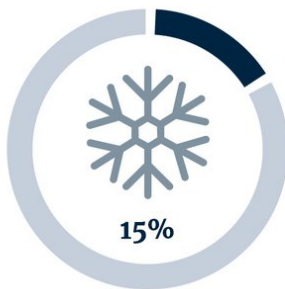
*Hansruedi Burgener, head of the Avalanche, Piste and Rescue Service, Jungfrau Railways*

### **Protection against land damage**

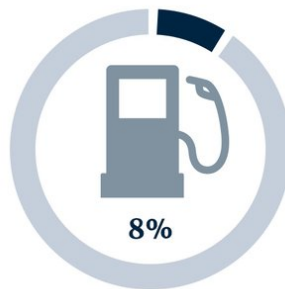
Every day, SnowSat records the depth of the snow cover and vehicle data such as fuel consumption, engine data and tracks, and it saves this for later evaluation. Knowledge about the snow cover prevents land damage. At the end of the season, the areas can be precisely cleared of snow to the very last centimetre, in order to create optimal conditions for the development of the vegetation as soon as possible.



*Pistenbully E+ with diesel-electric drive*

*For the environment***Snow production**

15% less man-made snow  
Snow produced only as needed  
Real-time display of snow depth in the vehicle  
Accuracy of snow depth measurement to within  
+/- 3 cm

**Fuel**

8% less fuel consumption  
Saving thanks to optimized routes and more  
economical driving  
Real-time display of tracks taken

**Time saving**

5% less operating time  
Reduction through analysis and optimization of  
operating tasks

*Advantages of the SnowSat system*

*For the environment*

## PROMOTION OF UNESCO WORLD NATURAL HERITAGE

Jungfrau Railways was the co-initiator of the idea to make the Jungfrau-Aletsch area the first UNESCO World Heritage Site in the Alps. It has supported UNESCO Swiss Alps Jungfrau-Aletsch (SAJA) since its inception. Jungfrau Railways takes its responsibility for the UNESCO World Natural Heritage Site seriously and attaches great importance to its care and protection. It intensified its collaboration with the SAJA Management Centre as part of the opening of the World Nature Forum in the summer of 2016, and at the same time it granted an extension of the existing support for the strengthening of the label starting in 2017. During the realisation of the V-Cableway, it will fully respect the goals and provisions of the World Heritage Site in planning, construction as well as after the commissioning.

### World Nature Forum und UNESCO-Label



*Jungfrau Railways carriages at the World Nature Forum (Valais)*



*For the environment*

## PROMOTION OF PUBLIC TRANSPORT OFFERS

### Swiss Pass

When the public transport Swiss Pass was launched in the year 2015, Jungfrau Railways was one of the first and largest ski destinations around. It promotes the link between public transport and winter sports. The Swiss Pass emphasizes its goal of getting winter athletes off the road and onto the railway. Jungfrau Railways appreciates that their customers who travel by public transport can activate their winter sports pass directly on the Swiss Pass. With the integration of additional services on one card, the Swiss Pass promotes the convenience that is increasingly in demand and offers the customer added value with the extended offer.



*Into the Jungfrau Ski Region with the Swiss Pass*

### Snow 'n' Rail

In order to further promote travel by public transport, the Jungfrau Ski Region is part of the «Snow 'n' Rail» offer from SBB and RailAway. It is one of the 40 most popular ski resorts, offering the ski pass at a discounted rate in combination with a public transport ticket.

## For the environment

Das Mitfahrбилет  
Ausflugsideen  
Mythos Gotthard  
**Snow'n'Rail**  
Snow'n'Rail  
Skimiete  
SwissPass  
Spartipps  
Zusatzzüge

### Jungfrau Ski Region.



Wintersport bei Eiger, Mönch und Jungfrau: Vor dieser einzigartigen Kulisse erwartet Sie das sonnige Schneeparadies der Jungfrau region mit über 200 Pistenkilometern.

In der sonnigen Region Grindelwald-First warten Snowpark, Skicrossstrecke und eine neue Halfpipe auf Sie. Auf der Kleinen Scheidegg können Sie die Lauberhorn-Wellcupabfahrt live unter die Bretter nehmen oder auf der SpeedCheck-Piste Ihre persönliche Bestzeit messen. Auf dem Männlichen und im Gebiet Mürren-Schilthorn können Sie Ihr eigenes SkiMovie auf der Filmpiste drehen. Am Eigergletscher erwarten Sie verlockende Pulverschneefahrten. Und am Schilthorn in Mürren testen Sie die «Inferno-Teufelsabfahrt». All das und noch viel mehr erwartet Sie diesen Winter in der Jungfrau region. Willkommen zum Wintersportvergnügen vor einer der schönsten Bergkulissen der Schweiz.

[Online kaufen](#)

**Verschiedenes**

- E-Gutscheine
- RailAway Gutscheine
- Broschüren
- Wallpaper

**Downloads**

- Broschüre Snow'n'Rail 5 MB

**Kontakt**

Auskunft zum Angebot:  
Rail Service  
0900 300 300  
(CHF 1.19/Min. vom Schweizer Festnetz)  
oder an Ihrem Bahnhof.

[Feedback an RailAway](#)

**Bedingungen**

- AGB
- Snow'n'Rail

Snow 'n' Jungfrau Ski Region Rail Offer (print screen offer page sbb.ch)

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