



JUNGFRAU

TOP OF EUROPE

JUNGFRAUBAHN HOLDING AG

ANTICIPATION 2018

Part 2: For our partners

FOR OUR PARTNERS

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Thanks to the V-Cableway, the Jungfrau Region, and in particular Grindelwald, will be more attractive as a holiday destination and for day visitors. It secures the tourist future of the entire region.

SUCCESSFUL TOURISM

With the new state-of-the-art facilities, it has been possible to increase the long-term competitiveness and attractiveness of the winter sports destination. Ski school and winter sports hire operators are benefiting from the increased guest traffic in winter. The Jungfrauoch – Top of Europe is strengthened as a world-famous beacon, which ensures a considerable number of visitors throughout the year for Grindelwald and the Jungfrau Region.

The rapid access to the ski area and the Jungfrauoch ensures a top position for the Jungfrau Region as a year-round destination. Tourism organisations and the hotel industry will benefit from this.

Facilities of the latest standards



Shopping in Terminal Grindelwald

The holiday resorts are boosted in summer and winter, particularly the hotel industry, non-hotel accommodation and commerce. Wengen is more accessible with the new WAB rolling stock and the Wengen shuttle, and it is thereby more attractive to holiday visitors and locals alike.

The improved public transport connection makes Grindelwald, Wengen and the entire Jungfrau Region more attractive for day trippers and overnight guests in the summer and winter.

“New things are emerging – as a hotelier in Grindelwald, it is a real pleasure to follow the construction progress of the generation project every day. I am convinced that the V-Cableway will help to give the desired impetus to upcoming hotel projects.”

Stefan Grossniklaus, President of the Grindelwald Hoteliers Association and owner of the ASPEN Alpin Lifestyle Hotel



Stefan Grossniklaus, Präsident Hotelierverein Grindelwald und Gastgeber ASPEN Alpin Lifestyle Hotel

PREMIUM DESTINATION

The V-Cableway project is an important component for allowing Grindelwald and the Jungfrau Region to be positioned as premium destinations in summer & winter.

The realisation of the new railways creates new products of a high-quality standard, makes the entire region more attractive, and provides an increased level of awareness.

The tour with the longest continuous cogwheel railway in the world is maintained. The new panorama trains on the Wengernalp Railway and the decongestion of guest flows will make them even more attractive.

“The V-Cableway will reposition the Jungfrau Region in the international winter market and make it one of the top winter sports destinations in Europe. This will bring new guests to the Swiss ski schools of "Kleine Scheidegg" and "Interlaken". The uphill journey itself is a great experience. I am convinced that the first-class groomed pistes of the Männlichen and Kleine Scheidegg valley slopes will also expand the training areas of the ski schools and will therefore be used several times a day. This will be a great added value for our guests.”

Marcel Homberger, CEO Swiss Ski & Snowbaord School Kleine Scheidegg and Interlaken



Marcel Homberger, CEO Swiss Ski & Snowbaord School Kleine Scheidegg und Interlaken

The Jungfrauoch – Top of Europe offering remains competitive. As a result, winter sport in Grindelwald and Wengen can be developed and the existence of the First Railway can be protected at the same time.

Through the decongestion of Grindelwald Grund, Lauterbrunnen and Kleine Scheidegg, quality is improved for individual guests. The decongestion of traffic increases the comfort for overnight guests and promotes the region's attractiveness as a holiday destination.

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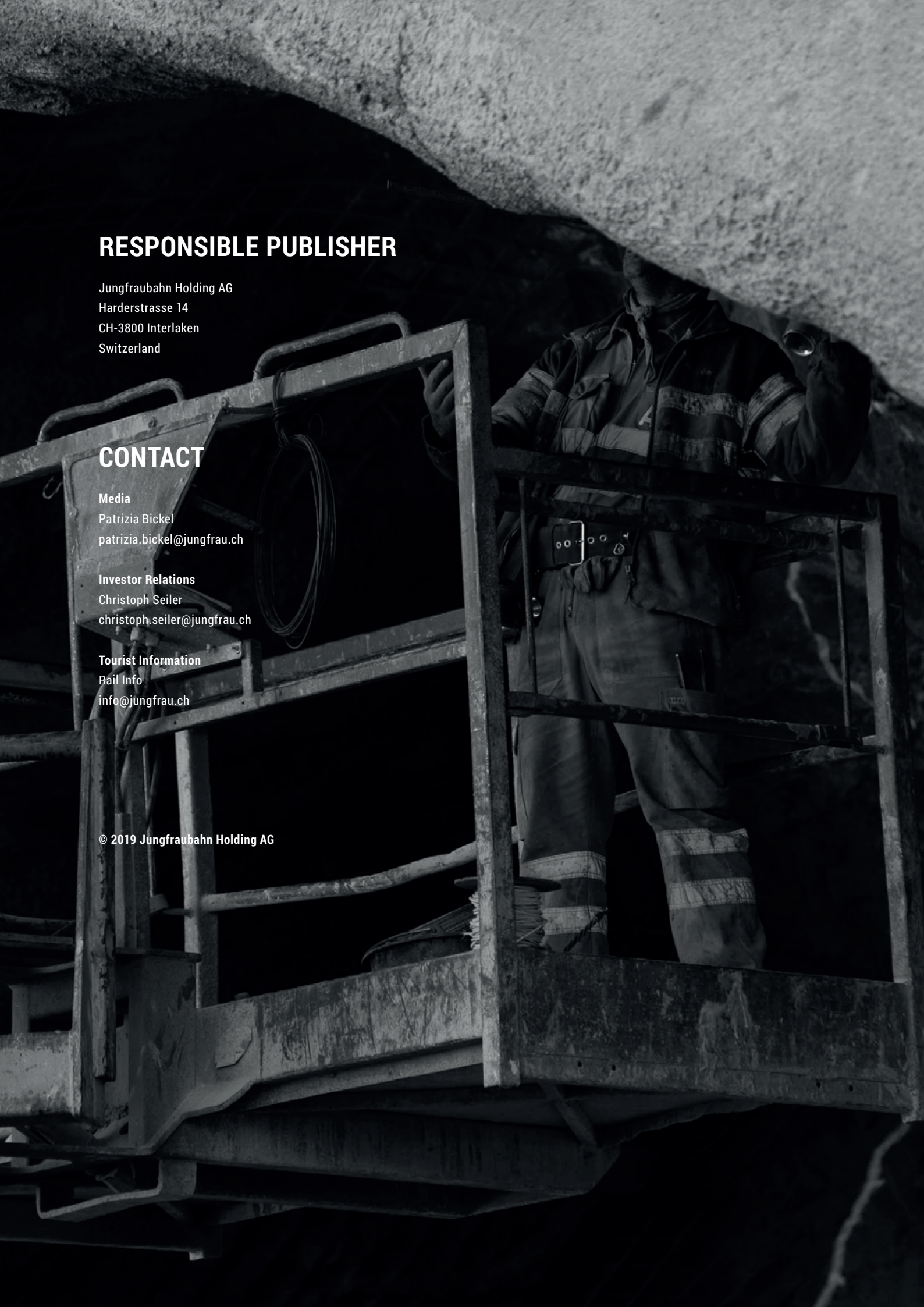
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