



JUNGFRAU  
TOP OF EUROPE

JUNGFRAUBAHN HOLDING AG

# ANTICIPATION 2018





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# FOR THE REGION

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Not only the railways, but the entire Jungfrau Region will benefit from the realisation of the V-Cableway. The increased attractiveness of the location and higher visitor numbers will have a positive effect on business and accommodation. New jobs will be created.

## ECONOMIC IMPACT

The V-Cableway project has great economic significance for the Jungfrau Region and above all for Grindelwald. A significantly positive impact on employment and value creation in Grindelwald and in the canton of Bern is expected in the construction phase as well as during the operational phase [17].

### Grindelwald

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.

The municipality of Grindelwald receives additional tax revenues of CHF 1.7 to 2.5 million per year. Around CHF 1 million is allocated to the rest of the Jungfrau Region.

### Canton of Bern

In the canton of Bern, between 342 and 776 new jobs will be created, and there will be 53 to 105 million Swiss francs of added value generated.

The project generates total annual tax revenues of 11 to 14.6 million Swiss francs.

### [17]

Final report Ecoplan study of 1 April 2014

## VALUE CREATION DURING THE CONSTRUCTION PHASE

The project is generating a large number of contracts, especially for the regional construction industry. By the end of 2018, orders totalling CHF 100.5 million were already granted to companies from the Bernese Oberland. This corresponds to 95% of the order value at the end of 2018 (excluding Garaventa cable cars).

Ecoplan's final report commissioned by the canton of Bern on the "Economic impact of the V-Cableway project on the canton of Bern" predicts that an added value of CHF 7 million will be generated in Grindelwald during the three-year construction phase. The project creates or safeguards 61 full-time positions during this time, according to the study. Local businesses will also benefit. There will be additional demand in the catering and hospitality industry from the foreign construction workers staying in the area [18].

### [18]

Final report Ecoplan study of 1 April 2014

#### V-Cableway construction site images



*Construction work at the Eigergletscher*

By the end of 2018, a total of 36 companies/consortia received orders for the realisation of the V-Project. 26 of these were from the Bernese Oberland. At the end of the year, a total of 220 workers (planners & construction workers) were working on the project.

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***"Orders remain in the region and secure jobs for our employees. We are proud and grateful to have a strong company such as Jungfrau Railways in our region. The new V-Cablway ensures the future of the valley."***

*Ruedi Brawand, CEO Brawand Zimmerei AG in Grindelwald*

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## PROMOTION OF THE ATTRACTIVENESS OF THE LOCATION

With the V-Cableway project, prospects are created for generations to come in the Jungfrau Region.

The V-Cableway ensures the competitiveness of the Jungfraujoche – Top of Europe and thus the future of a beacon of tourism for the Jungfrau Region and all of Switzerland.

Thanks to the new trains, Grindelwald will become significantly more attractive as a destination.

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***"A monumental and unique project that will cause a stir far beyond the national borders. The excursion to the Jungfraujoche is already spectacular in itself. Being able to reach Eigergletscher in a few minutes with the new tricable gondola will increase its attractiveness and is a must-see for every visitor to the Bernese Oberland."***

*Mario Wüsch, Chairman of the Board of Directors / CEO Bucher Travel*

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*Mario Wüsch, Chairman of the Board of Directors / CEO Bucher Travel*

The V-Cableway strengthens the competitiveness of the Jungfraujoche – Top of Europe and Grindelwald as a winter and summer destination. The year-round visitor volume increases the business opportunities in Grindelwald.

The new terminal offers business spaces with direct access to the flow of customers. Around 50 jobs will be created with the shops there.

The project increases guest attendance for day and holiday guests. Catering providers, businesses and the hotel industry will also benefit from this.

With the creation of additional jobs, Grindelwald will be more attractive as a place of residence.



## TRAFFIC DECONGESTION

The V-Cableway will bring a reduction in individual motorized traffic, resulting in less traffic on the road. The significantly improved connection to the public transport system through the “Grindelwald Terminal” station on the Bernese Oberland Railway (alliance partner of Jungfraubahn Holding AG) greatly increases the attractiveness of the railway. The shift to rail is the path of the future.

### **Bernese Oberland Railway with stop at Terminal Grindelwald**



*Direct stop at Terminal Grindelwald from the Bernese Oberland Railway*

The shorter travel times, the direct public transport connection, the new facilities, the new rolling stock and the terminal building with shops, bistro and ski depots provide guests with more quality and comfort. The region thus remains competitive internationally in future.

# **FOR OUR PARTNERS**

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## FOR OUR PARTNERS

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.

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***“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*

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*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.

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***“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*

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*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.

# FOR OUR GUESTS

# FOR OUR GUESTS

## FOR OUR GUESTS

Thanks to the V-Cableway, our guests can enjoy state-of-the-art facilities and benefit from significant travel time savings to the Jungfrauoch – Top of Europe and ski slopes. A direct public transport connection, car park, ski depots and attractive shopping opportunities offer maximum comfort in the Grindelwald terminal.

## 47 MINUTES FASTER

Day guests benefit from a significantly shorter journey to the ski area and the Jungfrauoch – Top of Europe. The 47 minutes gained bring the ski slopes much closer to the Swiss cities.

### Overview of travel time reduction: Arrival by public transport

Connection public transport	2015	today	V-Cableway	Change
Grindelwald Grund - Jungfrauoch	1h27'	1h10'	45'	43' less
Lauterbrunnen - Jungfrauoch	1h45'	1h28'	1h28'	17' less
Interlaken - Jungfrauoch	2h17'	2h00'	1h30'	47' less
Bern – Jungfrauoch	3h18'	3h01'	2h31'	47' less
Bern – Eigergletscher (Slope)	2h36'	2h31'	1h49'	47' less
Zürich – Jungfrauoch	3h20'	4h3'	3h33'	47' less
Zürich – Eigergletscher (Slope)	3h38'	3h33'	2h51'	47' less
Bern – Männlichen (LWM)	2h16'	2h16'	1h53'	23' less
Bern – Männlichen (GGM)	2h31'	2h31'	1h53'	38' less



**Arrival by public transport: Winter sports destinations in comparison**

Connection public transport	today	V-Cableway December 2020	Difference
<b>Bern – Eigergletscher (Slope)</b>	2h31'	<b>1h49'</b>	
Bern – Zermatt (Village)	2h08'	2h08'	+ 19'
Bern – Gornergrat	2h51' 2h59'	2h51' 2h59'	+1h02' +1h10'
<b>Zürich – Eigergletscher (Slope)</b>	3h33'	<b>2h51'</b>	
Zürich – Davos, Parsenn (Slope)	3h 3h15'	3h 3h15'	+0h09' +0h24'
Zürich – Arosa, Tschuggenhütte (Slope)	3h02'	3h02'	+0h11'
Zürich – St. Moritz	3h02'/3h21'	3h02' 3h21'	+0h11' +0h30'

There is a parking garage with around 1,000 parking spaces with direct access to the terminal for those not travelling by public transport.

Thanks to the reduced travel time to the Jungfrauoch – Top of Europe, international sightseeing tourists have plenty of time to visit another Experience Mountain such as First – Top of Adventure or to take part in winter sports after the Jungfrauoch.

## MAXIMUM COMFORT ALL YEAR ROUND

At the Grindelwald railway station, guests can choose between boarding the WAB, the longest continuous cogwheel railway in the world, with attractive seats. Alternatively, they can travel via the BOB in just a few minutes to the Terminal Grindelwald stop, where they can directly board the new cable cars. The comfort of the ascent and descent has improved for the guests thanks to the decongestion of customer flows.

If you want to take a break in the terminal, you can enjoy shopping in branded stores or buy dinner from a retailer. Of course, rental of winter sports equipment and clothing is also on site.

### Grindelwald Terminal



*Shopping shortly before riding the Eiger Express*

## SUMMER BENEFITS

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**«Enhancements in infrastructure enable us to go to our clients worldwide with improved offers and the advent of the V-Bahn project in the Jungfrau Region is a perfect example. The region is already immensely popular amongst our guests but the opening of the new V-Bahn will raise standards even higher, in both summer and winter, thus allowing us to continue to provide exactly what our clients are looking for.»**

*James Wilson, Business Development Manager, STC Switzerland Travel Centre Ltd.*

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*James Wilson, Business Development Manager, STC Switzerland Travel Centre Ltd.*

The popular hiking routes between Männlichen and Kleine Scheidegg or below the Eiger North Face are made much easier and faster with the railways. The starting point of the Eiger Trail can be reached in 15 minutes using the new Eigerexpress tricable gondola without having to change trains.

**Hiking paradise in front of Eiger, Mönch and Jungfrau**

*Kleine Scheidegg – Meeting point of the Alps*

Kleine Scheidegg is relieved of people travelling to the Jungfraujoch and is therefore more attractive for excursion guests and hikers. It becomes the meeting place of the Alps.



## WINTER BENEFITS

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**«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. 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 be used several times a day thanks to the V-Cableway. This will represent major added value for winter sports enthusiasts.»**

*Marcel Homberger, CEO Swiss Ski & Snowboard School Kleine Scheidegg & Interlaken*

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*Marcel Homberger, CEO Swiss Ski & Snowboard School Kleine Scheidegg & Interlaken*

From Grindelwald Terminal, the Eiger Glacier station and the ski slopes can be reached in just 15 minutes. Thanks to the rapid return transport by the tricable gondola Eigerexpress to the mountain, the attractive valley runs can be used multiple times. The ski shuttle from the Grindelwald Terminal to the First Railway provides a direct bus connection between the two ski areas, making Grindelwald much more attractive as a ski holiday destination.



*Skiing in front of Eiger, Mönch and Jungfrau*

Transport to the Kleine Scheidegg ski resort and to the Jungfraujoche can be guaranteed even in difficult weather conditions. This enables certain weather-related service interruptions to be alleviated with the WAB. The holiday guest is able to complete the scheduled ski day/excursion safely.

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