

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: www.jungfrau.ch/en-gb/jungfrau-ski-region/earlybird-skipass/
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: www.jungfrau.ch/skipass-geschenkt
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: www.jungfrau.ch/en-

For regional value creation

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/

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/

Coop 2f1	30% discount when shopping at Coop for purchases over CHF 100.
Snow 'n' Rail	Rail and ski pass combo offer
	20% discount on return travel with public transport to Lauterbrunnen, Wengen or Grindelwald.
	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.
	15% discount at Intersport Rent.
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
Performances and events	Contents
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"> • Men's Europa Cup downhill races at Lauberhorn • UK Titan Telemark Championship, Mürren • International Lauberhorn Ski Races, Wengen • Snow and Safety Day for all Grindelwald-First • International Inferno Races, Mürren-Schilthorn

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

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*

***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