

Media Release

## Andermatt-Sedrun and Disentis ski areas join forces Joint marketing through joint organisation

*Andermatt/Sedrun/Disentis, 04 July 2018* – With the founding of a joint marketing company, the two mountain cableway companies Andermatt-Sedrun Sport AG (SkiArena Andermatt-Sedrun) and Disentis Bergbahnen AG are better exploiting the potential of their linked ski region. The goal is to promote Andermatt-Sedrun-Disentis as a skiing, hiking, biking and tourism destination through this new company. The promotional organization is open to other tourism partners within the geographical market area.

The ski link between Andermatt and Sedrun will be open in both directions for the winter season 2018/19. At the same time, Bergbahnen Disentis AG is commissioning its new link from Sedrun to the Disentis ski area. The linked ski region from Andermatt to Disentis via Sedrun offers the two cableway companies new opportunities for the future. Because of this, they have founded a marketing company that now promotes both areas jointly within Switzerland and abroad. As part of a feasibility study, it will also be clarified how Milez (SkiArena Andermatt-Sedrun) and the valley station of the cableway into Disentis ski area can be directly connected for skiers.

The two companies Andermatt-Sedrun Sport AG and Bergbahnen Disentis AG expect the joint marketing of the Andermatt-Sedrun-Disentis ski, hiking, biking and holiday region by the new company Andermatt-Sedrun-Disentis Marketing AG to intensify their presence in the key markets and further increase the number of guests. The two ski areas together have around 180 km of slopes and a modern and efficient infrastructure. Marcus Weber, Chairman of Bergbahnen Disentis AG, says: "Joint marketing allows us a stronger position in the relevant markets." Samih Sawiris, Chairman of the Board of Andermatt-Sedrun Sport AG, adds: "This partnership is unique and strengthens both ski areas in a competitive market."

In addition to the joint market presence, further joint products are planned to augment the current offers such as season passes and multi-day tickets. Andermatt-Sedrun-Disentis Marketing AG is open to new partners, be it from the tourism field, local communities, or companies in the region. The bundling of marketing competencies in a jointly coordinated marketing plan will enable the companies to serve new target markets and thus bring new guests to the Andermatt-Sedrun-Disentis region.

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Founded a new joint marketing organisation (from left): Franz-Xaver Simmen, delegate of the Board of Directors of Andermatt-Sedrun Sport AG, Marcus Weber, Chairman Bergbahnen Disentis AG, Samih Sawiris, Chairman Andermatt-Sedrun Sport AG and Andermatt Swiss Alps AG, and Augustin Vincent, Vice Chairman Bergbahnen Disentis AG.

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### **Bergbahnen Disentis AG**

Bergbahnen Disentis AG was founded in 1969 with the aim of developing tourism in Disentis and its ski area, which extends up to 3,000 metres. The majority of shares of Bergbahnen Disentis AG are held by private investors. Today, Bergbahnen Disentis AG operates the Disentis ski area, all the local mountain restaurants, and two ski or bike shops. About 70 people are employed during the winter season.

### **Andermatt-Sedrun Sport AG**

Andermatt-Sedrun Sport AG, a subsidiary of Andermatt Swiss Alps AG, currently operates the ski areas of the Gemsstock, Nätschen-Gütsch, and Sedrun-Oberalp. The overall project to merge the two ski areas of Andermatt and Sedrun into over 120 kilometres of pistes includes the construction of a total of 14 lifts, ten in the first phase (four new, five replacements, and one refurbishment) and four in the subsequent second phase (three new and one replacement). At the same time, snowmaking systems, new pistes, and restaurants are also being built. The investment in the first phase totals about CHF 130 million. The new SkiArena Andermatt-Sedrun will be the largest ski area in Central Switzerland and, thanks to its diversity and assured snow, one of the most attractive in Switzerland.

[www.skiarena.ch](http://www.skiarena.ch)