

Media Release

Rainer Flaig new CEO of Andermatt-Sedrun Sport AG Experience and marketing power for SkiArena Andermatt-Sedrun

Andermatt, 26 October 2018 – Rainer Flaig, to date active in Saas Fee, has been named new CEO of Andermatt-Sedrun Sport AG. In this position he follows Silvio Schmid, who after overseeing the completion of the Andermatt-Sedrun ski-area merger will take other tasks and a new position in the company.

With Rainer Flaig, Andermatt-Sedrun Sport AG has gained an experienced expert as new CEO. Rainer Flaig (56) leads the Saastal Bergbahnen AG since 2010. He has operational experience as CEO of Saastal Bergbahnen AG, as CEO of Lenzerheide Bergbahnen AG and as CEO of Pilatus Bergbahnen AG. He is trained in mechanical and industrial engineering and holds an Executive MBA from the University of St. Gallen. The exact time of starting work is still open.

Rainer Flaig launched the well-recognized and successful "Winter card for 222 francs" campaign in Saas Fee, which led to a paradigm shift in the pricing policy of the industry and a massive increase in the number of guests. Samih Sawiris, Chairman of the Board of Andermatt-Sedrun Sport AG, sees great potential for SkiArena Andermatt-Sedrun: "In Saas Fee, Rainer Flaig has proven that he can understand the market well and with innovative measures has created a product that not only attracted more guests to the ski region but also benefits the entire destination."

Andermatt Swiss Alps AG

From vision to destination: Andermatt has become a year-round destination in recent years. Apartment buildings, hotels and chalets are available, the 18-hole Scottish-flavoured golf course presents a welcome challenge to golfers, and the SkiArena is not only the most modern ski resort in Switzerland but the largest in Central Switzerland, with slopes from Andermatt to Sedrun and Disentis. The 5-star deluxe hotel The Chedi Andermatt radiates special magic with its perfect combination of alpine authenticity and urban sophistication.

More apartment buildings and hotels are to be built in the next few years.

www.andermatt-swissalps.ch | www.andermatt-facts.ch

SkiArena Andermatt-Sedrun

With over 120 kilometres of pistes and 22 lifts, SkiArena Andermatt-Sedrun is the largest ski resort in Central Switzerland, extending to the nearly 3,000-metre-high Gemsstock and over the Schneehüenerstock and Oberalppass to Sedrun in the canton of Grisons. The ski link from Andermatt to Sedrun has been completed for the winter season 2018/19.

The eight mountain restaurants of the SkiArena offer culinary delights under the motto "Mountain Food". Whether a children-friendly menu, traditional fondue or a refined pasta dish – every guest can find what they like in the restaurants of the SkiArena.

www.skiarena.ch

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