

Media Release

Head of Andermatt-Sedrun-Disentis Marketing AG appointed Pascal Schär takes over newly created position

Andermatt/Sedrun/Disentis, 30 November – Pascal Schär, previously successfully engaged in Saas-Fee, will now take over the management of Andermatt-Sedrun-Marketing AG. The two companies Andermatt-Sedrun Sport AG and Bergbahnen Disentis AG expect the joint marketing strategy to strengthen their presence in key markets and further increase the number of guests.

Pascal Schär (38) has previously been CEO of Saastal Tourismus AG. From 2004 to 2006 he was Head of Public Service at Sedrun Disentis Tourismus, so he knows the region very well. Together with the new CEO of Andermatt-Sedrun Sport AG, Rainer Flaig, he launched the high-profile, broadly successful campaign "Winter card for 222 francs" in Saas-Fee, which ushered in a paradigm shift in pricing in the ski resort industry and boosted the number of winter guests at the destination Saas-Fee/Saastal by over 20 percent. Pascal Schär will begin in his new position on 1 February 2019.

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 increase their presence in key markets and further increase the number of guests. The two ski areas together have around 180 km of slopes and modern, efficient infrastructure. The two companies are convinced that with Pascal Schär's experience this goal can be achieved.

Andermatt-Sedrun-Disentis Marketing AG is open to new partners, be it from the tourism sector, local communities or companies in the region. The bundling of marketing expertise in a jointly developed marketing plan will enable the companies to address new target markets and thus bring new guests to the Andermatt-Sedrun-Disentis region.

Andermatt Swiss Alps AG

From vision to destination: Andermatt has become a year-round destination in recent years, with apartment buildings, hotels and chalets, the 18-hole Scottish-flavoured golf course, which presents a welcome challenge to golfers, and the SkiArena, which 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 Schnehüenerstock 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 – everyone can find what they like in the restaurants of the SkiArena.

www.skiarena.ch

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 a lofty 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 regional mountain restaurants, and two ski or bike shops. About 70 people are employed during the winter season.

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