

Media release

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Practical project on community building in Andermatt and Val Bregaglia

Andermatt Swiss Alps, Bregaglia Engadin Turismo and the University of Applied Sciences of the Grisons are teaming up to develop sustainable communities in mountain destinations. A practical guide is to be developed by the end of 2025.

Many Swiss mountain destinations are facing the challenge of invigorating a town all year long. Community building is an approach for counteracting this problem. Communities are networks of locals, owners of second homes, guests, workers and employers. These networks can boost the attractiveness of the destination and bring the population closer together.

Establishing and developing communities

Community building has not been a subject of much research so far. In the pilot regions of Andermatt and Val Bregaglia, this practical project co-financed by Innotour will study how communities in mountain regions can be established and developed in a targeted manner. Andermatt Swiss Alps and Bregaglia Engadin Turismo are representing the pilot regions.

Over the next three years, the two pilot regions will develop a strategy for community building under the guidance of the University of Applied Sciences of the Grisons. This will include implementing individual pilot projects and testing them in practice. At the end, a practical guide will be created for the mountain destinations.

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Andermatt Swiss Alps AG – Welcome home.

Andermatt Swiss Alps AG, with registered office in Andermatt, plans, builds, and develops the year-round destination of Andermatt. In 2009 Andermatt Reuss came into being, with apartment buildings, hotels, and chalets. The Andermatt Swiss Alps Group owns The Chedi Andermatt and Radisson Blu Reussen hotels, an 18-hole, par-72 championship golf course and the Andermatt Concert Hall. A close partnership is in place with Andermatt-Sedrun Sport AG (SkiArena Andermatt-Sedrun, the gastrobrand Mountain Food, the sports shop Gleis 0 and the Swiss Snowsports School Andermatt) and its majority shareholder Vail Resorts, Inc. for developing the destination. Vail Resorts, the world's largest operator of ski resorts, and Andermatt Swiss Alps are together pursuing the vision of becoming "The Prime Alpine Destination". They are committed to an intact environment and a sustainable future that will offer coming generations an extraordinary home. During high season, Andermatt Swiss Alps and Andermatt-Sedrun Sport AG have more than 1,000 employees working at the locations in Altdorf, Andermatt and Sedrun. Andermatt Swiss Alps AG is owned by Samih Sawiris (51%) and Orascom Development Holding AG (49%).

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Val Bregaglia – simply authentic

Lying embedded between the Upper Engadine and Lake Como is Val Bregaglia, consisting since 2010 of the consolidated municipality of Bregaglia. Val Bregaglia leads from alpine Maloja (1,800 m) into the Mediterranean Castasegna (690 m), extending further on the Italian side to Chiavenna (330 m). It is a borderland and region of contrasts: Surrounded by rugged granite peaks, it offers an imposing mountain landscape that is ideal for hiking and climbing. The valley features a string of authentic mountain villages that evoke the Italian way of life. The southern slopes of the lower zones adorn Europe's largest chestnut groves. With its great diversity, Val Bregaglia is also the valley of high art: It is the homeland of the Giacometti family, whose most famous member is Alberto Giacometti. Giovanni Segantini, who was enchanted by light and landscape, painted here as well. Today, the valley is still home to numerous artists from near and far. A valley tailor-made for taking a break from the demands of daily life.

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University of Applied Sciences of the Grisons

As an agile university, the University of Applied Sciences of the Grisons promotes dynamic thinking and proactive action. Thanks to this mindset, it is helping to shape the future in a sustainable manner. Teaching and research are interdisciplinary in nature and geared towards practical challenges in business and society. It trains its over 2,300 students to become highly qualified, responsible individuals. The UAS Grisons offers a range of study and further education programmes in Architecture, Civil Engineering, Computational and Data Science, Digital Supply Chain Management, Information Science, Management, Mobile Robotics, Multimedia Production, Photonics and Tourism. Its specific areas of research include applied future technologies, development in Alpine regions, and entrepreneurial management. Moreover, it also takes part in living laboratories. The participation of all university members contributes to the further development of the university of applied sciences and its quality as an institution of higher learning. fhgr.ch