

# Media release

Andermatt, 1 June 2023

## **Andermatt Swiss Alps Group with new website architecture: New websites geared to the needs of target groups**

**Andermatt Swiss Alps has a new web presence. The company has turned one website into three: a corporate website and two product websites for golf and real estate. By separating these websites, Andermatt Swiss Alps is able to gear content precisely to the needs of the respective target groups.**

This month, the Andermatt Swiss Alps Group is debuting a fresh, modern appearance online. Two product websites are geared to the special needs of guests and customers, and a corporate website focuses on the company's development. To complement the existing product websites for [The Chedi Andermatt](#), [Radisson Blu Hotel Reussen](#) and [Andermatt Alpine Apartments](#), separate websites have been created for the [Andermatt Golf Course](#) and [Andermatt Real Estate](#).

The centrepiece of the new corporate website is the 3D map. It shows the development of the Andermatt Reuss village quarter and the Dieni resort and renders the vision of the Prime Alpine Destination tangible in a model. Future owners will receive information about the current status of their home. Another important element of the new website is sustainability, which has a high priority at the company. Measures and initiatives of Andermatt Responsible will now be listed under a separate menu item on the website.

### **New real estate website - 'A vision for Swiss Alpine living'**

The new Andermatt Swiss Alps Real Estate website has been created to showcase the Andermatt Swiss Alps 'vision for Swiss Alpine living'. Featuring a new design, and brand-new content, the website brings to life the unrivalled lifestyle and wide-ranging benefits that come with owning a home in Andermatt. The site also provides the latest information on new property launches and insights into the craftsmanship and attention to detail that go in to creating each new home in Andermatt.

### **New look for the Andermatt Golf Course**

The Andermatt Golf Course not only has a new website but also a new corporate design. The updated appearance will be officially presented at the open day on Sunday, June 4. The website is tailored to golf enthusiasts and provides everything golfers need to know about the course and the services.



Responsible for the corporate website and the Andermatt Golf Course website: Stefan Kern, Chief Communication Officer and Imke Tödter, Digital Communications Manager / Project management in collaboration with the digital agency [DEPT](#)

Responsible for the property website: Thomas Rendell, Marketing Director Real Estate in collaboration with the agencies [Six](#) and [Interiorculture](#)

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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 villas. 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 Swiss Snowsports School Andermatt and the sports shop Gleis 0) 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 enable coming generations to have 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-swissalps.ch](http://andermatt-swissalps.ch)

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