



Media Release

## Harry John new Head Destination Marketing at Andermatt Swiss Alps

*Andermatt, 21 January 2019* – **Tourism expert Harry John will assume the new position of Head Destination Marketing at Andermatt Swiss Alps AG on 1 February 2019. The 53-year-old from Leukerbad was most recently responsible for the development and management of BE! Tourismus AG.**

With the newly created position of Head Destination Marketing, Andermatt Swiss Alps AG intends to coordinate and strengthen the positioning and marketing of its various brands and companies (Andermatt Swiss Alps, SkiArena Andermatt-Sedrun, The Chedi Andermatt, Radisson Blu Reussen, Andermatt Concert Hall, Andermatt Swiss Alps Golf Course) both nationally and internationally. As a proven expert, Harry John has been hired for this position. John will take up the position as Head Destination Marketing and Member of the Board of Directors on 1 February 2019.

Harry John has many years of experience in the development and positioning of destinations. Between 2013 and 2018, with BE! Tourismus AG, he led the promotional organisation in canton Berne, and between 2000 and 2011 Montreux-Vevay Tourism, winning the Milestone for Brand Launch and Destination Management with Montreux Riviera in 2009. The tourism graduate with national and international experience will use his know-how in tourism, marketing and sales to guide the continuing development of the Andermatt Swiss Alps destination and the brands.

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### Andermatt Swiss Alps AG

From vision to destination: Andermatt has developed into a year-round destination in recent years, with apartment buildings, hotels and chalets, the Scottish-style 18-hole golf course, which presents golfers with a welcome challenge, and the SkiArena, which is not only the most modern ski resort in Switzerland but also the largest in Central Switzerland, with pistes from Andermatt to Sedrun and Disentis. The 5-star deluxe hotel The Chedi Andermatt, with its perfect combination of alpine simplicity and urban sophistication, radiates a special magic, as does the Radisson Blu Reussen, with public indoor pool and wellness and fitness area. More apartment buildings and hotels will be built in the coming years.

[www.andermatt-swissalps.ch](http://www.andermatt-swissalps.ch) / [www.andermatt-facts.ch](http://www.andermatt-facts.ch)

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