

Media Kit

Ski Resort Connection Arosa Lenzerheide



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Summary Report Arosa Lenzerheide

The idea of a connection of the two ski resorts Arosa and Lenzerheide existed since the early 1970s. Only the Urdenal separated the geographically close snow sports areas from each other. The distance is only 2 km as the crow flies. Already on 1 June 2008 the voting entitled of the municipality Arosa agreed in the secret ballot vote with 613 Yes to 114 No the ski resort connection Arosa-Lenzerheide with a yes-share of 84.3%. On 27 November 2011 the inhabitants of Lenzerheide followed suit: 58% of the voting population of the municipality Vaz/Obervaz said "yes" to the zone plan change. Thus they gave green light for the ski resort connection Arosa.

With 225 kilometres of ski slopes after the ski resort connection, Lenzerheide (before 155km) and Arosa (before 70km) is now the largest contiguous ski region of Grisons. In addition, the winter sports area Arosa-Lenzerheide is one of the top 10 ski resorts in Switzerland. The ski area gains decisive in attractiveness and reputation. Before both Arosa and Lenzerheide were among the medium-sized areas. The Arosa Bergbahnen AG built a double aerial tramway from Hörnli to Urdenfürggli for the ski resort connection Arosa-Lenzerheide. The Lenzerheide Bergbahnen AG completed the project with two new 6-seater chairlifts for the connection to the aerial tramway. The construction of all facilities followed an ambitious timetable: Already for the winter season 2013/2014 the Ski Resort Connection Arosa-Lenzerheide was opened and filled thousands of snow sports athletes with enthusiasm.

Challenges of all kinds

On 19 September 2012 more than 120 folders had been submitted to the federal office of transportation for the approval procedure. The ground-breaking ceremony on the Urdenfürggli in Lenzerheide and on the Hörnli Arosa took place in Mai 2013. The weather conditions were decisive and determined the short construction timetable of only one summer season. It took the excavator three weeks to dig its way from the Mottahütte (2,283 m) to the Urdenfürggli (2,283 m), due to the vast amount of snow at the beginning of the construction period. The incident delayed the construction plan for a few weeks. But this was not the only astonishing feats of logistics. A special vehicle carried the four support cables in 10 hours per rope from Valbella to the Mottahütte – and not to mention that the streets were simple forest roads with a width of 3 metres. A normal car needs 30 minutes for the same distance. The vehicle with the cable weighed 105 tons, the cable alone 75 tons.

A cargo cable car (load capacity of eight tons) supplied the construction site on the Urdenfürggli from the Hörnli. Keep in mind: each station required 1500 m³ of concrete. Because the aerial tramway has no support poles, the stations must be even more stable and massive. The total weight of both stations amounts to 10,000 tons, which roughly equals the weight of the Eiffel tower in Paris. The nasty weather conditions at the beginning (only a period of three months was free of snow), a geological challenging subsoil and a rockslide, which shut down the train connection between Chur and Arosa and therefore aggravated the supply, deferred the construction works. And yet, the aerial tramway was inaugurated with only one month delay.

Connecting Lifts Lenzerheide

For the ideal access to the aerial tramway, the Lenzerheide Bergbahnen AG built two new 6-seater chairlifts with covers. Within only two days helicopters (Kamov and Superpuma) carried the support poles for the two chairlifts to the top of the mountain. With a load capacity of three to three and half tons the helicopters reached their limits. During the construction period it was mainly the lower chairlift that caused quite a headache. A stayer sunk a few millimetres, so that ground anchors had to be integrated. But thanks to the fast development of the construction the two chairlifts were still able to start their operation as planned on 14 December 2013.

At a first glance, they look like normal chairlifts. And yet, they are different. The power unit of the upper chairlift for example, is not located at the hill station, as it would normally be the case. The infrastructure



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is situated at a central location at the bottom. Moreover, at a second glance the Photovoltaic construction becomes visible. The Lenzerheide Bergbahnen AG operate the first chairlifts in Switzerland with integrated solar panels on their roofs. The 378 modules reach a performance of 92 kWp and generate an output of roughly 108,503 kWh.

Milestones Aerial Traway

Official ground-breaking ceremony: May 2013

Installation of the cargo cable car: April/May 2013

Cable transportation: September/October 2013

Cable linkage work: September – beginning December 2013

Cabin transportation: November – December 2013

Dismantling of cargo cable car: beginning December 2013

First ride with the Urdenbahn (without guests): 20 December 2013

Approval: December 2013 – January 2014

Opening: 18 January 2014

Milestones Chairlifts

Official ground-breaking ceremony: May 2013

Flying poles: mid-August 2013

Cable linkage: September/October 2013

Installation of chairs: End October 2013

Opening: 14 December 2013



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Project description Connection Lift Hörnli-Urdenfüggli

The Steurer Seilbahnen AG, commissioned by the Arosa Bergbahnen AG created two column-free, parallel aerial tramways between the Hörnli (2,494.00 m a.s.l., Area Arosa) and the Urdenfüggli (2,562.00 m a.s.l., Area Vaz/Obervaz). With this design, the concerns of environmental organizations are taken into account to impact the Urdenal and the Urdenfüggli as little as possible. The ropes of the new lift facilities span the entire Urdenal; they are hardly noticeable in the landscape. The cabins remain parked in the station «Hörnli» if not operating.

The most important data at a glance:

Horizontal path length	1673.90 m
Difference in altitude	68.00 m
Travel route	1694.00 m
Travel speed	12.0 m/s
Travel time approx. (incl. 120 s station time)	316 s
Conveying capacity	1700 P/h
Vehicle capacity	150 + 1 pers
Support rope diameter (2 per track)	76 mm
Traction rope diameter	42 mm
Drive motor	855 kW

2-lift solution

The 1.7 km long connection lift overcomes just 70 meters difference in altitude and is set flexible to different capacities, which allows a cost-effective operation. In off-peak times with low passenger numbers one lift can be stopped, power consumption, and the wear will be reduced accordingly. Also for any irregularities two independent lifts are optimal: if one lift fails due to technical reasons, the operation can be maintained with the other.

The rope guidance with two traction rope loops and wind on the track is just as sophisticated as the efficient management of power consumption during operation. The Steurer Seilbahnen AG has found innovative solutions for it. The routing of the rope loop will be constructed so that the tension cables are retracted to the track of the parallel lift. Thus the rope loop is guided safely and a possible contact of the traction rope and counter rope is recognized, the drive is switched off automatically.

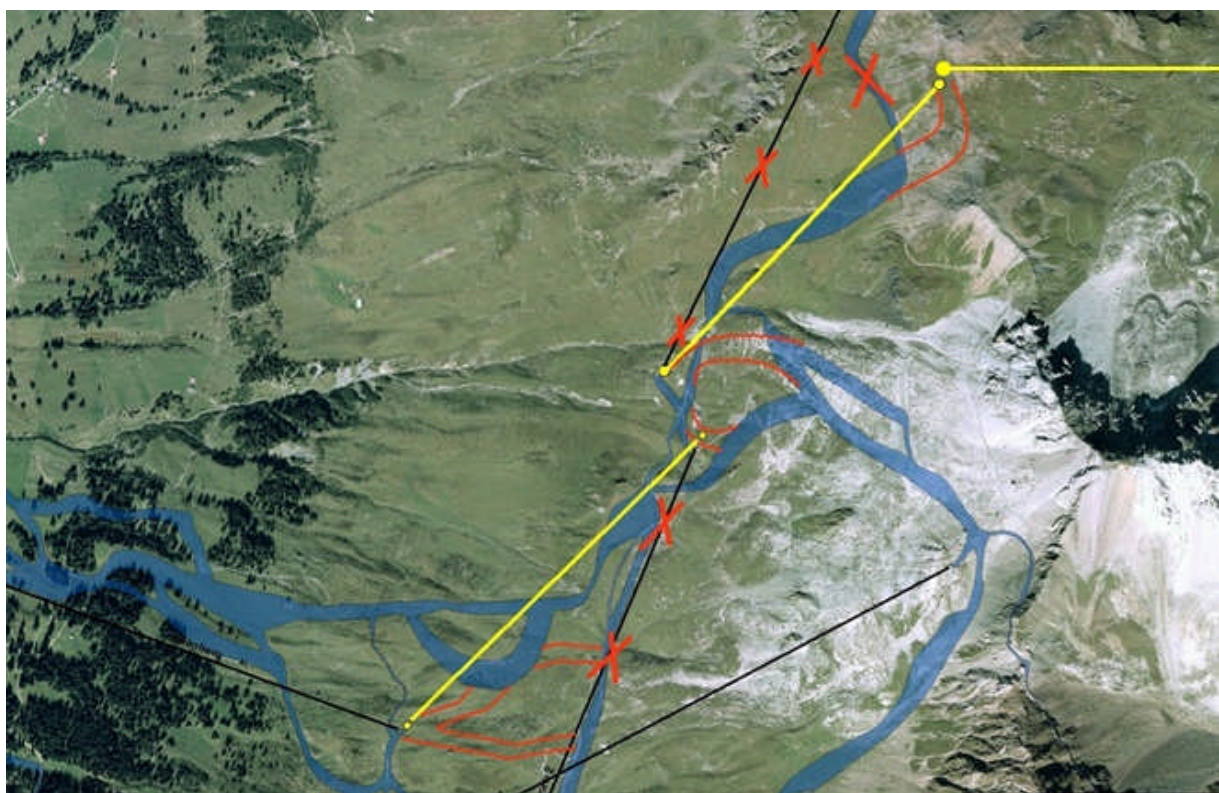
Energy Management

To keep the operating energy as low as possible, the travel programs of the two lifts are matched to each other. The rides are controlled in such a way that the generator power of the one tramway is optimally linked with the motor power of the other. This prevents that at full load unnecessary amount of energy is consumed from the roadway center.

The construction of the connection lift Hörnli-Urdenfüggli costs CHF 20.0 million.

Project Description Development Lifts Lenzerheide

The Lenzerheide Bergbahnen AG (LBB) built two new 6-seater chairlifts for the optimal development of the connection lift to Arosa. A chairlift connects the mountain station of the chairlift Heimberg with the Mottahütte. The second facility leads from the Valley Station Schwarzhorn to the Urdenfürggli. The lifts were built by the cable car manufacturer Garaventa AG. At the same time two outdated facilities were removed. The two independent chair lifts offer a maximum of flexibility, since they can be opened and closed separately, in particular in difficult weather and snow conditions. In addition, the LBB is planning the east-west connection, a chair lift over the cantonal road for connecting the two sides of the valley Heidner. With the three planned new chairlifts LBB improves their slope offering and modernizes at the same time their existing lift facilities.



Adjustments to the lift facilities and slopes for the ski resort connection



Visualization of the adjustments in the area of the Mottahütte



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6-seater chairlift Heimberg-Mottahütte

The chairlift Heimberg-Mottahütte guarantees the continuously floor independent connection of the Mottahütte and serves the unbundling of the slope systems. It also replaces the existing ski lift Weisshorn II.

The most important technical data:

Horizontal path length	865.63 m
Difference in altitude	287.60 m
Travel route	921.32 m
Travel speed	5.0 m/s
Travel time	3.54 min
Conveying capacity (Initial/Final Stage)	1'800/2'200 P/h
Number of chairs with hoods	35/43 pc
Diameter conveying cable	47 mm
Supports	9 pc
Drive motor	315 kW

6-seater chairlift Mottahütte-Urdenfürggli

The chairlift Mottahütte-Urdenfürggli replaces the current Schwarzhorn chairlift. The valley station of the new chairlift remains on the place of the current Valley Station Schwarzhorn. The mountain station was relocated 325 m to the south towards Urdenfürggli. The already very popular Schwarzhornpiste was optimized with the new lift.

The most important technical data:

Horizontal path length	848.68 m
Difference in altitude	309.50 m
Travel route	909.56 m
Travel speed	5.0 m/s
Travel time	3.50 min
Conveying capacity (Initial/Final Stage)	1'800/2'200 P/h
Number of chairs with hoods	35/43 pc
Diameter conveying cable	45 mm
Supports	10 pc
Drive motor	334 kW



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Winter Brand Arosa-Lenzerheide (Marketing Plan)

Focus Common Marketing Arosa-Lenzerheide

- Clear focus of the measures taken on joint marketing communication by means of a step-by-step approach
- Bundling of marketing resources in the «alpine snow sports» to produce the highest possible advertising pressure in the markets
- Establishment of a simple and efficient organization, without creating - not necessary - formal structures
- Development of new markets according to target market definition
- Establishment of the image as top winter sports resort in Europe in the areas size, service, lifestyle and snow
- Increase of the unsupported reputation by 10 % in Switzerland and Germany

With the ski resort connection the two destinations Arosa and Lenzerheide enter into the «Champions League» of the Swiss winter sports on offer. The guests are presented with a new winter sports area, with over 225 km of slopes, with modern facilities, a wide range of ski downhill, and numerous gastronomy services, distributed on two valleys.

As a common brand Arosa-Lenzerheide the ski area positions itself as a new top winter sports resort in Europe in the areas size, service, lifestyle, and snow. The new offer is aimed at «alpine snow sports enthusiasts» and «active winter guests».

In all communication activities within the framework of the ski resort connection the two destinations Arosa and Lenzerheide appear with the same logo Arosa Lenzerheide. The (pre-) campaign, with which the ski resort connection is being advertised, runs under the slogan «Something is coming together» - thus, on the one hand, the emergence of the ski resort connection is made, on the other hand also as a visual indication on the connection lift - the heart of the connection. The slogan of the main campaign is «Switzerland has a new dream couple» and the protagonists LenzerHEIDI and GIGI of Arosa represent the romantic union of both ski areas. As of 18 January 2014 the inauguration of the connecting aerial tramway was communicated with the slogan «make way».



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Economic Importance of the Ski Resort Connection

Both Arosa and Lenzerheide had to accept a painful decline in the core business winter - which accounts in the long-term average for nearly 75% of the total overnight stays - in the past 20 years. Arosa lost 160,000 overnight stays (-16 %), Lenzerheide lost even 28% of all overnight stays. In the initial admission a similar gloom picture is shown.

It must be assumed that the downward trend continues in the future. Independent studies show that the entirety of guest partaking in winter sports is steadily declining. As a result the competitive struggle among the individual providers intensifies, resulting in a cutthroat competition. At most large companies and small niche players remain, medium-sized companies disappear the longer the more.

To continue to operate successfully, it is crucial to meet the needs of the modern winter sports guest. Yet what does this guest wish for? According to the Mountain Management Study «Best Ski Resorts 2009/2010» conducted in Winter 2009/2010 in 40 top ski resort in the Alps with 18,000 snow athletes the most important criterion for the choice of the ski resort is the size of the ski area and the range of slopes. In second place is the snow certainty.

With 225 kilometers of ski slopes and 42 facilities, Arosa (before 70km) and Lenzerheide (before 155km) is the largest contiguous ski region of Grisons since the ski resort connection. In addition, they are one of the top 10 ski resorts in Switzerland. A total of 42 facilities (14 in Arosa and 28 in Lenzerheide, not including the children facilities) in a snow certain area, the ski area gains decisive in attractiveness and reputation.

The approximately 1,960 hotel beds in the entire destination Lenzerheide are not sufficient for a good utilization of the ski area Lenzerheide, which has capacity for more than 18,000 skiers. Of central importance for the Lenzerheide is therefore the connection of the around 5,500 hotel beds from Arosa. This allows the ski area, especially during the week from Monday to Friday, to be significantly better utilized. In Arosa, however, the bigger ski area will bring more winter sports enthusiastic guests in the Arosa hotels and helps to ensure that the large number of hotel beds will be maintained long-term. Overall, this is a winning situation for both destinations.

The University of St. Gallen examined the economic impact of the ski resort connection on behalf of the mountain railway. The study concludes that the competitiveness of Lenzerheide and Arosa will be strengthened, investments will be made more targeted, and the national economy will improve through the connection. This leaves valuable jobs in the tourism and economy sustainably maintained.

Both for Arosa as well as for Lenzerheide the ski resort connection builds an essential foundation in order to remain competitive in the future and to have the necessary investment power.



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History of the Ski Resort Connection

The discussions for a ski resort connection between the ski resorts Arosa-Lenzerheide-Tschiertschen were held for more than 40 years. After intensive planning preparations the Federal Council approved on 19 September 2003 as an important milestone the cantonal structure plan, which placed the connection Lenzerheide/Rothorn and Arosa over the area Urtdental on the stage of intermediate result.

The linking of the ski areas Arosa and Lenzerheide was originally planned as a skiing benefit with two chairlifts and associated lopes in the Urtdental. The environmental organizations fought against this. The mountain railways Arosa and Lenzerheide, the communities affected by the impacts of the ski resort connection as well as the environmental organizations agreed in the autumn of 2007 in a coordination process to a direct areal railway connection over the inner Urtdental between Motta (ski area Lenzerheide) and Hörnli (ski area Arosa). The mountain railways do without masts, new slopes, and tourist transport installations in Urtdental.

The project of the connection lift without supports is part of the overall concept for the area Arosa-Lenzerheide, included in the regional structure plan Mittelbünden/Nordbünden. In addition, particularly in the area Churwalden / Parpan / Lenzerheide several measures to optimize the ski areas are included, such as the access platform Churwalden for day-trippers or the east-west link of the ski areas in the area Parpan and Valbella.

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Tschiertschen

An opening up of the community Lenzerheide via Farurtal is not in question. The smaller ski area Tschiertschen remains unchanged in its present size. The mountain Arosa, Lenzerheide, and Tschiertschen have, however agreed on the operational and marketing cooperation. Thus the ski season in Lenzerheide is secured.