

## *LAAX - Winterwonderland of Switzerland and Europe*

### *A must-visit allure for Chinese tourists and skiers*



Laax - The winter destination of LAAX in Graubünden (Switzerland) is not only the largest ski region in the area, it is also the place in the Alps, and is constantly expanding its range of products for visitors. Last season, two brand new chairlifts, one of them designed by Porsche Design Studios were built to suit guests' needs. Also new are the extended slopes and the LAAX+ booking portal, where fans of winter sport can always obtain the best prices for day lift passes. Families and freestylers are quite clearly top priority at LAAX - attractive accommodation, a unique ski school for kids, ski and snowboard courses for all ability levels and a broad range of freestyle offerings. The beginner area, with its snow park, is unique in the Alpine region. This is where beginners can make their first attempts to ski and snowboard, under their own steam or with professional instruction, on the excellently prepared slopes.

LAAX proves that winter sport means much more than just skiing and snowboarding - winter sport is experience and relaxation, adventure and escape, enjoyment and companionship, sport and style. And this is precisely why LAAX stands out - as the largest inter-connected winter sports region in the Swiss canton of Graubünden. The destination, consisting of the Flims, Laax and Falera villages, presents itself as a modern, dynamic and family-friendly winter resort. Only 90 minutes from Zurich Airport, LAAX offers boundless freedom on 235 kilometers of slopes, in four snow parks and in Europe's biggest half pipe. 70 per cent of the slopes are at an altitude of 2000 to 3000 meters, so that between the start of December and the end of April, LAAX is one of the regions in the Alps with the best guarantee of snow for skiing and snowboarding.

It is not only modernization

LAAX is continually improving the infrastructure in the mountains so that winter sport enthusiasts can enjoy the full diversity of the region even more. 2011 saw LAAX laying the first foundation stone for the multi-stage, large scale "Revolution on the Mountain" project by opening the Alp Dado 6-seater chairlift. Sustainable expansion of the ski region continues on in the 2012/2013 season - two new, state-of-the-art 6-seater chairlifts take ski and snowboard fans up the mountain even faster and with greater comfort. An absolute design highlight is a world exclusive - the 6-seater Lavadinas-Fuorcla Sura chairlift, designed by Porsche Design Studios. The chairs automatically rotate by 45 degrees at the exit point, by means of a pivot in the mounting attachment. This gives passengers an unhindered view of the breath-taking mountain panorama. The heated seats of the new designer lift, powered by solar panels, provide even more comfort. All the wood used for the new lift systems comes from the local region. Also new is considerably more relaxed boarding due to no barriers and no moving walkways at the lift stations, and slowed down arrival. For the

upcoming winter season LAAX improved their freestyle skill by creating the biggest kicker pro-line there is in Europe. Besides this huge effort to stay the number 1 freestyle resort LAAX has also revised and updated their slopes for beginners. Slopes are wider and level out.



LAAX for newcomers: skiing and snowboarding made easy

Beginners are fully catered for in LAAX. The special "LAAX for beginners" programme quickly teaches beginners the important basics in ski and snowboard course, and they are able to have fun on the slopes from the very start. The 4-hour beginner course includes professional tuition, a one-day lift ticket, rental equipment and lunch together on the mountain. It doesn't matter whether this is your first time on skis, whether you are learning new freestyle tricks or are brushing up your technique - there is a suitable course for everyone. Please visit [www.laax.com](http://www.laax.com) to book your course. Initial experience can be put to the test in the beginner snow park- here winter sport fans can expect a range of different obstacles of varying difficulty levels over a length of 300 meters. Visitors can find the best offers for day lift tickets in the LAAX+ online shop under [plus.laax.com](http://plus.laax.com) - making the LAAX experience available for CHF 39 instead of 73 CHF (roughly 32 instead of 61 Euros).

#### MORE VARIETY

LAAX is so varied that it is more than just a winter resort. It is an exciting, sun-drenched holiday destination, where everyone can find what they are looking for. For young freestylers there are 4 snow parks, Europe's largest half pipe and international events. Skiers and snowboarders can enjoy 235 km of perfectly prepared pistes, suitable for beginners or those with more experience. Families too are well catered for by our varied range. This means you can really get the most out of winter on our broad pistes at a resort that is one of the best in Europe for reliable snowfall.

#### MORE FREESTYLE



The best in freestyle: LAAX is Europe's leading freestyle resort.

There are 4 snow parks in all, including the unique freestyle piste and Europe's largest half pipe, so beginners and pros can find the perfect park. The freestyle snowboard elite comes together every year at the Burton

European Open to compete for the title in the super pipe and in the slope style. The European Freeski Open also brings the members of the international scene to LAAX. There is plenty of fun and entertainment off-piste as well, with many events and concerts. LAAX is impressively diverse, with a young, dynamic lifestyle.

## MORE FAMILY FUN



LAAX makes it easy for families to enjoy exciting yet relaxing holidays. The Snow Wonderland is a unique skiing school centred around the magician Ami Sabi. In his wonderland, the children hear stories, sing songs and learn a lot about the forest, the animals and the mountains. And they also have great fun learning to ski. Up-and-coming freestylers can enjoy the snow parks and the Freestyle Academy. There are crèches for small children. This means that parents can enjoy some time on their own, on the piste or just enjoying some well-earned time together.