



Switzerland.



Switzerland.

Swiss Talk with LAAX.

A photograph of three women sitting on a grassy hillside, looking out over a valley. The woman on the left is wearing a maroon long-sleeved shirt and sunglasses. The woman in the middle is wearing a yellow long-sleeved shirt. The woman on the right is wearing an orange long-sleeved shirt. They are sitting on a colorful blanket. In the background, there are rolling hills, a valley with a lake, and a blue sky with white clouds. The text "Housekeeping guidelines." is overlaid on the right side of the image.

Housekeeping guidelines.



Switzerland.

Housekeeping.

- You can use the **Q&A** box during the whole webinar to ask any questions you might have. Please use **ONLY** the Q&A box and not the chat function.
- The whole presentation will be available on our media corner:
www.MySwitzerland.com/media
- If you have any other questions or comments, do not hesitate to contact us through the following e-mail : media.northamerica@switzerland.com / nyc.trade@switzerland.com

Our Media Team North America.



Switzerland.



Divine Bonga
Head of Media & Communications
North America and Tristate
New York



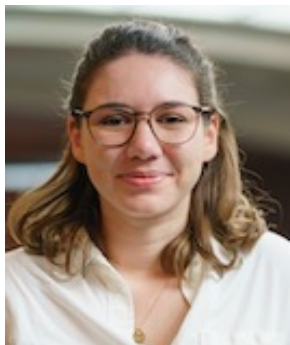
Laura Fairweather
Media Relations Manager Canada and
Midwest
Toronto



Fabio Zurmühle
Social Media Manager North America
Media Relations Manager Eastern USA and Texas
New York



Manuela Hess
Media Relations Manager West Coast
Los Angeles



Patricia Bauer
Support Media and Promotion
New York



Matteo Zala
Support Media and Promotion
New York



Switzerland.

**Answer to the questions that will appear on your screen
for a chance to win a Swiss surprise package.**



Switzerland.

Switzerland is closer than you think.

Weekly direct flights from North America to Switzerland operated by **SWISS** and **Edelweiss**.

Flights to **ZRH** from (SWISS):

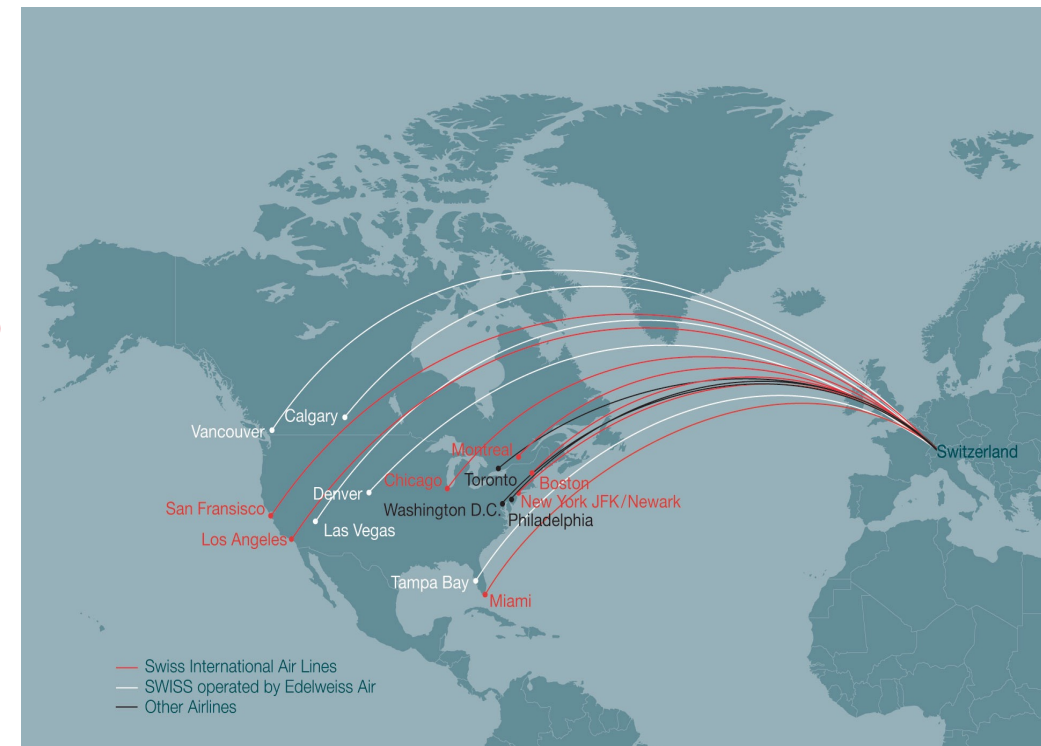
- NY (JFK) 14x/weekly
- NY (EWR), Miami, Boston, Chicago 7x/weekly
- Washington DC 7x/weekly (starting March 28th, '24)
- Los Angeles 7x/weekly (6x/weekly in Dec. & Mar.)
- San Francisco, Montreal 6x/weekly
- Toronto 5x/weekly (seasonal, from May 10th, '24)

Flights to **GVA** from (SWISS):

- NY (JFK) (7x/weekly)

Flights to **ZRH** operated by Edelweiss Air:

- Tampa 2x/weekly Summer 2023
- Las Vegas 3x/weekly Summer 2023
- Vancouver 4x/weekly Summer 2023
- Denver 3x/weekly Summer 2023)
- Calgary 2x/weekly Summer 2023
- On hold: San Diego, Orlando





Switzerland.

Transporting sports equipment.

No extra charge for your sports equipment on flights operated by SWISS International Air Lines.





Welcome to LAAX

28 September 2023

Martina Calonder, Reto Poltera & Andri Ragetti



LAAX
Switzerland

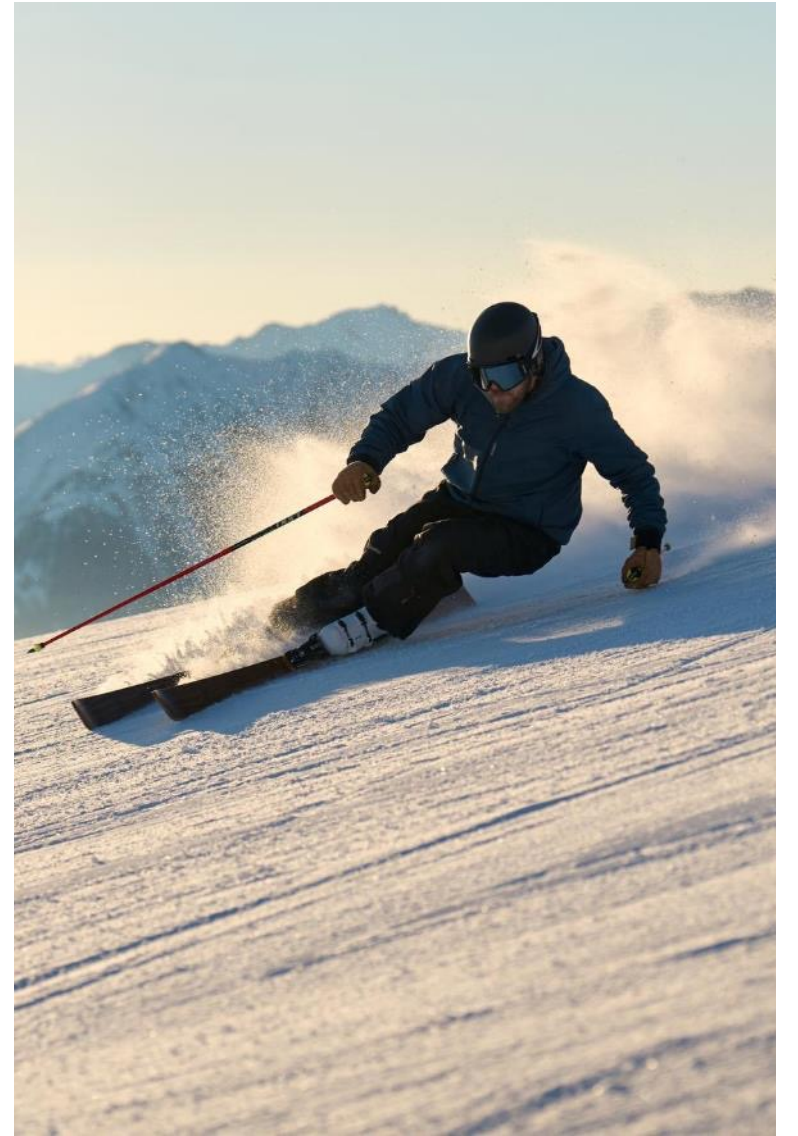


Where is LAAX?









LAAX news



FlemXpress

- World novelty, on-demand gondola lift
- System was developed by the local lift company and a regional gondola manufacturer
- Total of five sections, first two sections will open this winter



Freestyle Academy

- Europe's first indoor freestyle base gets a makeover with a bigger and better hall
- Skating, jumping and climbing in one unique area
- Training ground for freestyle athletes, olympians, kids and adults



Reto Poltera

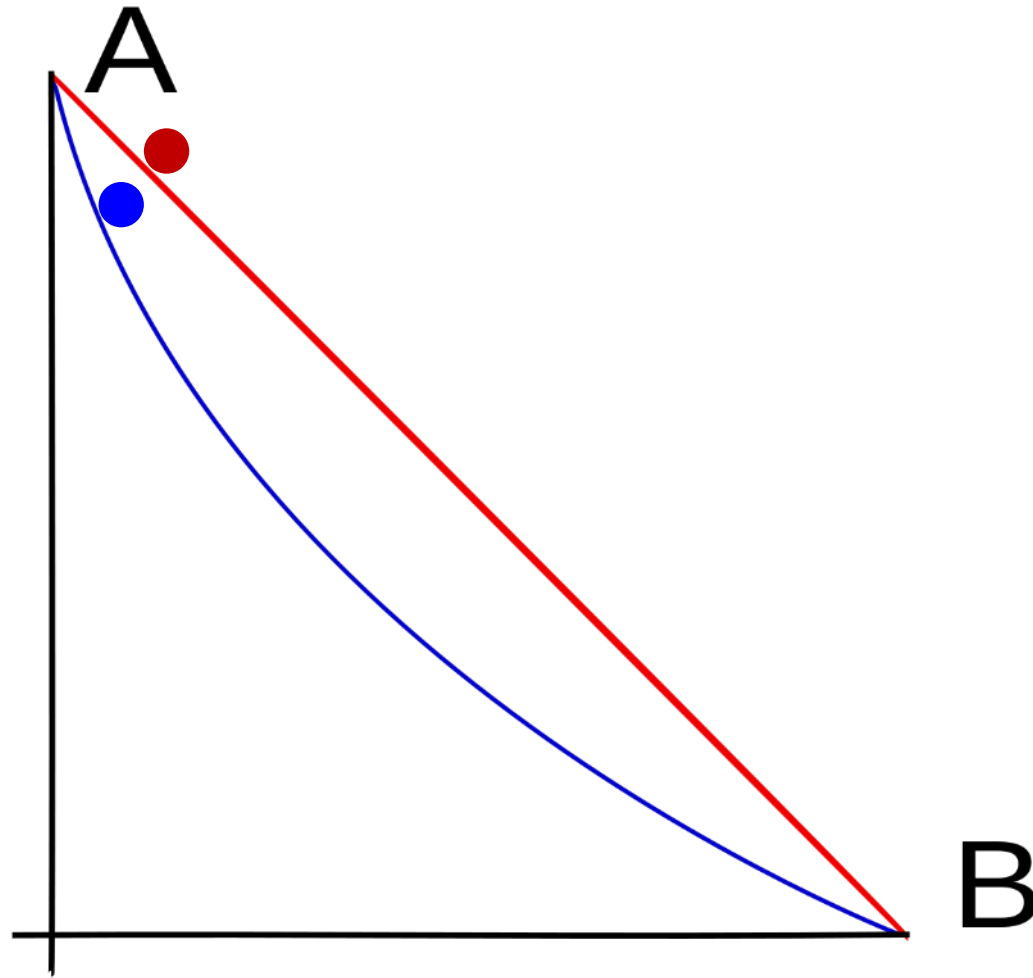
Freestyle Mastermind

Reto Poltera

- Former pro snowboarder, passionate surfer and skatesurfer
- Member of the management board of LAAX for many years
- Key driving force behind all things freestyle in LAAX



It's all about the transition

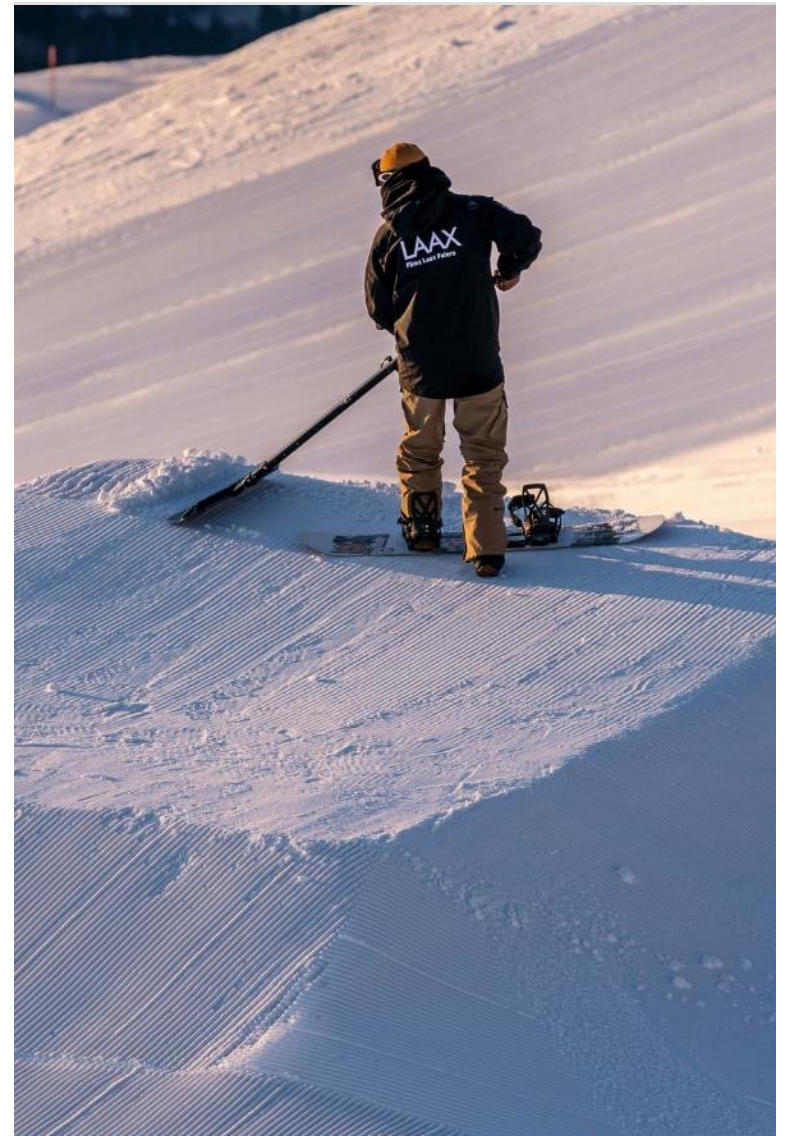














LAAX events



LAAX OPEN

Europe's biggest annually held freestyle contest for freestyle snowboarders and since 2023 skiers as well. The halfpipe night finals mark the highlight of the event.



KIDS LAAX OPEN

Switzerland's biggest freestyle newcomer contest for kids and teens aged 5 – 18. 360 kids from 17 nations participate each year.



Andri Ragettli

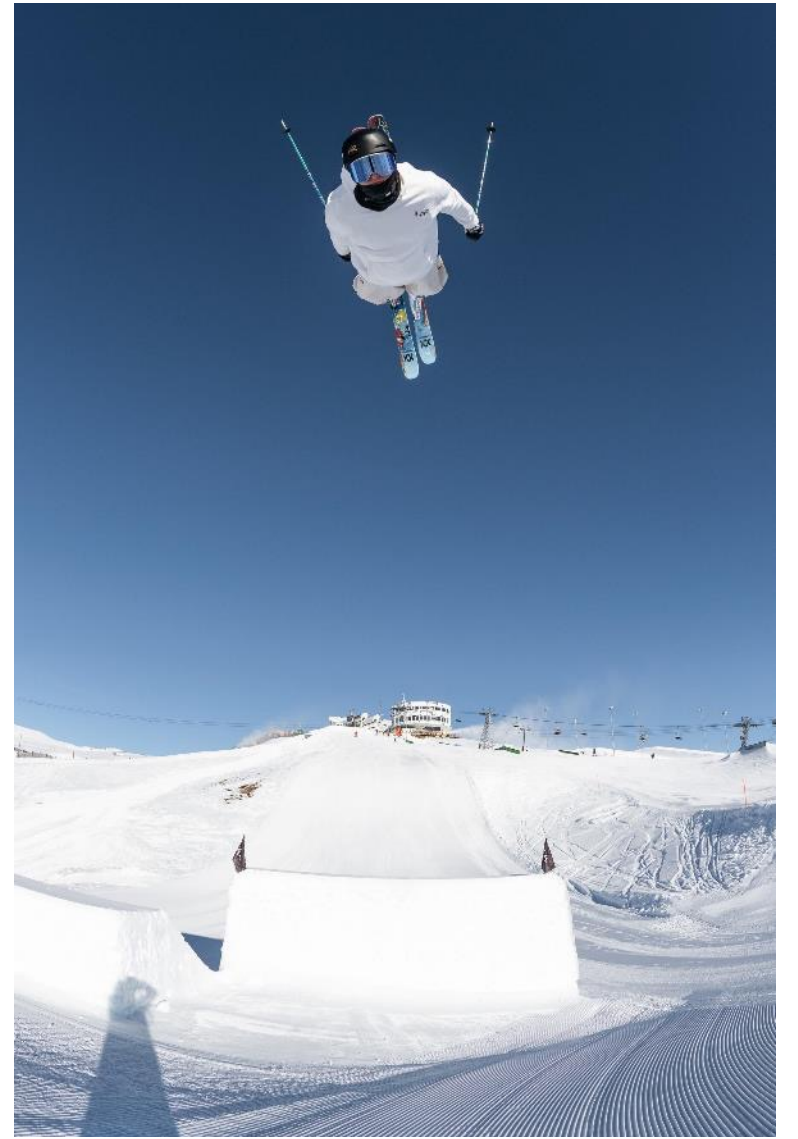
Professional Freestyle Skier

LAAX

Andri Ragetti

- 25-year-old local professional freestyle ski athlete
- 11x Worldcup winner, slopestyle World champion, 3x X-Games gold medallist and Olympian
- Grew up in the snow parks of LAAX





We look forward to assisting you with your research.

LAAX

PR/ Media

Martina Calonder

+41 81 927 70 26

medien@laax.com



LAAX

Sales Manager

Judith Kuiper

+41 76 274 70 32

Judith.Kuiper@laax.com



Thank you for your attention.
We are at your disposal
for any questions.

Please use Q&A box.



Switzerland.