

Facts & Figures of Engadin St. Moritz Tourismus AG

English

Maloja
Sils
Silvaplana
St. Moritz
Celerina
Pontresina
Samedan
Bever
La Punt
Chamues-ch
Madulain
Zuoz
S-chanf
Zernez

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1 General information about Engadin St. Moritz

1.1 Location

- 57 km-long high valley 1,800 metres above sea level
- Situated in the south of Canton Grisons and follows the River Inn from Maloja to the Engadine lake plateau as far as Brail
- Source of the River Inn – alongside the mightiest glacier in the Eastern Alps, the Morteratsch, and the only mountain above 4,000 metres in the Eastern Alps, the 4,049 metre high Piz Bernina
- Its glaciers make this an important source of water for Europe
- Borders the regions of Engadin Scuol Samnaun Val Müstair, Val Poschiavo, Bergell
- Home to 11 district municipalities (Sils i.E./Segl, Silvaplana, St. Moritz, Celerina/Schlarigna, Pontresina, Samedan, Bever, La Punt Chamues-ch, Madulain, Zuoz und S-chanf)

1.2 Geographic data

- Area: 828.45 square km
- Valley elevations range from 1,450 to 1,800 metres
- Lowest point Zernez 1,450 metres
- Highest point Piz Bernina 4,049 metres

1.3 Climate

- Very pleasant climate due to its dry air and its sunshine

1.4 Time zone

- Central European Time (GMT +1 hour)
- Summer time (+1 hour) end of March to end of October

1.5 Currency

- Swiss Franc
- Euro and US Dollars accepted by larger businesses and hotels

2 Population

2.1 Inhabitants in each municipality by 31.12.2016

(Source: Amt für Wirtschaft und Tourismus Graubünden (short: AWT))

Total Upper Engadine district: 17'013

Total incl. Maloja and Zernez: 18'906

Sils	714
Silvaplana	1'054
St. Moritz	5'084
Celerina	1'499
Pontresina	2'197
Samedan	2'980
Bever	616
La Punt Chamues-ch	745
Madulain	216
Zuoz	1'214
S-chanf	694
Maloja	353
Zernez	1'540

2.2 Language

- The two official languages are Rhaeto-Romansh and German
- The Rhaeto-Romansh Putér dialect is spoken in the Upper Engadine (Sils to S-chanf)
- Italian and German are spoken in Maloja

3 Education

- Höhere Fachschule für Tourismus (tourism college) Samedan
- Academia Engiadina Samedan
- Lyceum Alpinum Zuoz
- Berufsschule Oberengadin Samedan
- Scoula Sportiva (specialised school for sports and music) Champfèr

4 Economy

4.1 GDP region Maloja (municipality Upper Engadin and Bregaglia) (AWT 2014)

Nominal GDP at market rates: 1.744 milliard CHF

Per person: 93'275 CHF

Share of cantonal GDP: 12.6%

4.2 Added value from tourism (AWT 2014)

Tourism in Switzerland generates a direct added value of around CHF 16.4 milliard, representing a 68% share of the region's entire economic output. (As of 2015)

4.3 Federal tax revenue from the municipality Upper Engadin (AWT 2014)

Upper Engadin district (Average 2014/15) (natural persons):

Income tax and tax on assets: 102'805'932 CHF (proportion from the canton: 20.2%)

Tax on earnings and tax on capital: 14'611'236 CHF (proportion from the canton: 17%)

4.4 Number of persons employed in the Engadin (STATEN 2015)

Total (incl. Maloja/Zernez)	18'079
Total Upper Engadin	16'367
Sils i. E.	892
Silvaplana	876
St. Moritz	7'145
Celerina	962
Pontresina	1'874
Samedan	7'145
Bever	298
La Punt Chamues-ch	243
Madulain	68
Zuoz	781
S-chanf	279
Zernez	822
Maloja	890

4.5 Employment data by sector

Agriculture and forestry	413 (2.28%)
Industry and manufacturing	3'079 (17.03%)
Service industry	14'587 (80.68%)

Maloja
Sils
Silvaplana
St. Moritz
Celerina
Pontresina
Samedan
Bever
La Punt
Chamues-ch
Madulain
Zuoz
S-chanf
Zernez

5 Public transport

5.1 Engadin Bus

Routes all year

Route 1: Samedan – Pontresina – St. Moritz, Bahnhof – St. Moritz Bad – Corvatschbahn

Route 2: Lagalbbahn* – Diavolezza* Pontresina – Celerina – St. Moritz Dorf – Sils – Maloja (* winter only)

Route 3: Ortsbus St. Moritz (Station – Dorf – Bad)

Route 4: St. Moritz, Station – Silvaplana – Sils – Maloja – (Chiavenna – Lugano)

Route 6: Chamues-ch – Samedan – Celerina – St. Moritz Dorf – St. Moritz Bad – Corvatsch – Furschellas – Sils

Route 7: Chamues-ch – Madulain – Zuoz – S-chanf – Parc naziunal* – Cinuos-chel – Brail – Zernez (* summer only)

Route 9: St. Moritz, Station – St. Moritz Bad, Youth Hostel – St. Moritz Bad, Signalbahn (combined with route 3 during summer)

«Hahnensee-Express» (Linie 8) during winter season

St. Moritz Bad Signal – Champfèr Guardalej – Surlej Corvatschbahn

Passenger numbers

2'919'650 (in 2017)
(includes St. Moritz village bus service)

5.2 Postbus

Routes from Upper Engadin

St. Moritz - Castasegna - Chiavenna
 St. Moritz - Lugano (Palm Express)
 St. Moritz - Julier - Chur (Julier Route Express)
 Pontresina - Ospizio Bernina - Poschiavo - Le Prese
 Pontresina - Bernina Diavolezza - Livigno

Passenger numbers

372'276 (in 2017)

5.3 Rhaetian Railway

"Rhaetian Railway in the Albula/Bernina landscapes" since July 2008 UNESCO World Heritage Site

Bernina Express

Chur – Tirano
 St. Moritz - Tirano

Glacier Express

St. Moritz - Zermatt

Passenger numbers

Glacier Express: 220'797 (2017)
 Bernina Express: 220'000 (2017)

6 Overnight stays (source: BfS)

6.1 Total overnight stays

Average overnight stays (hotel and non-hotel accommodation)

- 2.1 million (summer)
- 2.3 million (winter)

6.2 Overnight stays – hotel business only

Winter 2016/17

Total Engadin St. Moritz	811'996
Maloja	15'814
Sils	95'260
Silvaplana	44'226
St. Moritz	363'048
Celerina	64'266
Pontresina	144'831
Samedan	22'459
Bever	10'411
La Punt Chamues-ch	3'646
Madulain	1'215
Zuoz	22'247
S-chanf	keine Zahlen vorhanden
Zernez	19'794

Summer 2017

Total Engadin St. Moritz	740'579
Maloja	7'008
Sils	100'784
Silvaplana	32'010
St. Moritz	291'880
Celerina	42'492
Pontresina	152'524
Samedan	28'059
Bever	9'610
La Punt Chamues-ch	3'570
Madulain	1'418
Zuoz	23'064
S-chanf	2'176
Zernez	45'691

Year 2017

Total Engadin St. Moritz	1'560'077
Maloja	22'869
Sils	197'037
Silvaplana	74'517
St. Moritz	666'054
Celerina	105'176
Pontresina	297'985
Samedan	51'651
Bever	20'408
La Punt Chamues-ch	7'046
Madulain	2'761
Zuoz	46'166
S-chanf	3'610
Zernez	64'264

6.3 Total overnight stays – inland / outland (Winter 2016/17)

Guests from Switzerland: 50%

Guests from outside Switzerland: 50%

6.4 Total overnight stays – inland / outland (Summer 2017)

Guests from Switzerland: 60%

Guests from outside Switzerland: 40%

6.5 Total overnight stays – inland / outland (Year 2017)

Guests from Switzerland: 54%

Guests from outside Switzerland: 46%

6.6 Average length of stay in Engadin St. Moritz**Winter 2016/17**

3.6 nights

Summer 2017

2.5 nights

Year 2017

2.9 nights

7 Hotels

7.1 Hotels in Engadin St. Moritz (Engadin St. Moritz, April 2018)

Total hotels: summer: 152, winter: 153

7.1.1 Breakdown by number of stars

5 star: 9

4 star: 24

3 star: 44

2 star: 5

Not rated or without indication: 71

Swiss Lodge: 14

7.1.2 Breakdown by village

Maloja	7	1 **** 6 unclassified
Sils	18	1 ***** 1 ****+ 2 **** 1 ****+ 5 *** 1 **+ 1 ** 6 unclassified
Silvaplana	8	1 *****+ 1 ****+ 1 **** 2 *** 1 ** 2 unclassified
St. Moritz	38	5 *****+ 3 ****+ 3 **** 2 ****+ 12 *** 13 unclassified
Celerina	11	1 ****+ 2 **** 1 *** 7 unclassified

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 S-chanf
 Zernez

Pontresina	25	1 ***** 2 ****+ 2 **** 5 ***+ 6 *** 1 **+ 2 ** 6 unclassified
Samedan	9	2 **** 1 ***+ 1 *** 1 ** 4 unclassified
Bever	6	1 ***+ 1 *** 4 unclassified
La Punt Chamues-ch	3	1 ***+ 2 unclassified
Madulain	1	1 unclassified
Zuoz	6	1 ***** 1 **** 2 *** 2 unclassified
S-chanf	2	2 unclassified
Zernez/Brail	13	1 ***** 1 ***+ 2 *** 9 unclassified

7.2 Number of hotel beds in Engadin St. Moritz (source: BfS)

Total beds (Year 2017): ca. 13'430
 5-star: 2'120
 4-star: 2'908
 3-star: 3'126
 2-star: 928
 Not rated or without indication: 4'344

Maloja
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 Madulain
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 Zernez

7.3 Number of hotel beds per village (Year 2017)

Maloja	836
Sils i. E.	1'363
Silvaplana	673
St. Moritz	5'249
Celerina	898
Pontresina	2'379
Samedan	494
Bever	248
La Punt Chamues-ch	90
Madulain	26
Zuoz	378
S-chanf	49
Zernez	769

7.4 Country of origin of guests, high-volume markets (hotels only)

Winter 2017/18	50% Schweiz 21% Deutschland 5% Italien 13% others
Summer 2017	60% Schweiz 10% Deutschland 3% Italien 18.8% others
Year 2017	53% Schweiz 16% Deutschland 5% Italien 10.5% others

8 Non-hotel accommodation

8.1 Holiday apartments in the Engadin (source: AWT, 2016)

Locality	Apartments	Beds
Maloja	148	615
Sils	214	792
Silvaplana	292	1'129
St. Moritz	317	1'264
Celerina	160	700
Pontresina	251	950
Samedan	158	620
Bever	74	318
La Punt	180	718
Madulain	48	279
Zuoz	146	656
S-chanf, Cinuos-chel	25	99
Zernez	64	278
Total	2'077	8'418
Online booking available	586	

Summer Winter

8.2 Private rooms (Engadin St. Moritz, March 2018)

Total private rooms	22	22
Total rooms	64	64
Total beds	114	114

8.3 Group accommodation (Engadin St. Moritz, March 2018)

Total group accommodation	30	26
Total sleeping berth	2'136	1'903

8.4 Mountain huts (Engadin St. Moritz, March 2018)

Mountain and scenic restaurants	55	57
Lower Alpine lodges	7	1
Mountain shelters & SAC mountain lodges	15	10
Total	77	68

8.5 Camping grounds (Engadin St. Moritz, March 2018)

Total camping grounds	9	4
Total campsites	1'372	362

Maloja
 Sils
 Silvaplana
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 La Punt
 Chamues-ch
 Madulain
 Zuoz
 S-chanf
 Zernez

9 Gastronomy

9.1 Restaurants

Winter 2017/18

Total Engadin St. Moritz: 349

of which with Gault Millau-Points

27 (total 388 points)

of which with Michelin Stars

9

Summer 2018

Total Engadin St. Moritz: 349

of which with Gault Millau-Points

21 (total 285 points)

of which with Michelin Stars

2

9.2 Night life: bars, night clubs

Total bars Winter

97

Total bars Sommer

82

Total night clubs

6

(Vivai, Pampa, Hemingway's Club, Kings Club, Dracula Club, Suite Club)

10 Culture

10.1 Museums

- Forum Paracelsus, St. Moritz
- Mineralien- und Fossilien Museum, St. Moritz
- Museum Engiadinais, St. Moritz
- Mili Weber-Haus, St. Moritz
- Berry Museum, St. Moritz
- Segantini Museum, St. Moritz
- Bob-Museum, Celerina
- Museum Foto Flury, Pontresina
- Museum Alpin, Pontresina
- Chesa Planta Museum, Samedan
- Kulturarchiv Oberengadin, Samedan
- Kaffee-Museum Caferama, Zuoz
- Nationalparkzentrum, Zernez
- SILS MUSEUM – Kulturstiftung Andrea Robbi, Sils
- Kubus – Kulturbüro, Sils
- Nietzsche Haus, Sils
- Chiesa Bianca, Maloja
- Alpine Kunst Ausstellung – Hotel Schweizerhaus, Maloja
- Turm Belvedere, Maloja
- Atelier Segantini, Maloja
- Casa al Larasc – Vitale Ganzoni, Maloja

10.2 Galleries

- Galerie Andrea Caratsch, St. Moritz
- Galerie Gmurzynska, St. Moritz
- Galerie Heilbad St. Moritz Bäder AG, St. Moritz
- Galerie Karsten Greve, St. Moritz
- Galerie Robilant + Voena, St. Moritz
- Galerie Stefan Hildebrandt, St. Moritz
- Kunstgalerie Central, St. Moritz
- The St. Moritz Design Gallery, St. Moritz
- Vito Schnabel Gallery, St. Moritz
- Art Jed Gallery AG, St. Moritz
- Atelier eve-line, Pontresina
- Atelier Gisela Gredig, Pontresina
- Creative Box, Pontresina
- Galerie Palü, Pontresina
- Galerie Roseg, Pontresina
- L'Atelier – Gian Giovanoli, Pontresina
- Plattner & Plattner Art Gallery, Pontresina
- Atelier Giuliano Pedretti, Celerina
- Atelier Turo Pedretti, Celerina
- Atelier Reto Grond, Sils Maria
- Galerie Fex, Val Fex (Sils)
- Galleria Chesina, Sils Maria
- Atelier Segantini, Maloja
- Casa al Larasc – Vitale Ganzoni, Maloja
- Galleria Maurizio, Maloja
- Stalla Madulain, Madulain
- La Suosta, Madulain
- Photo Art Gallery, Zuoz
- Galerie La Laterna, Zuoz
- Galerie Tschudi, Zuoz
- Galleria Monica de Cardenas, Zuoz
- Kunst im Castell, Zuoz
- Lleshi Art, Zuoz
- Galerie Peter Vann, S-chanf
- Galerie von Bartha, S-chanf
- Galerie 107, S-chanf
- Atelier-Galerie Elena Denoth, Zernez
- Galerie Rudolf Mirer, Zernez

10.3 Libraries

- Dokumentationsbibliothek, St. Moritz
- Leihbibliothek St. Moritz, St. Moritz
- SAC Bibliothek (Museum Alpin), Pontresina
- Biblioteca da Samedan / Bever, Samedan
- Chesa Planta Rätoromanische Bibliothek, Samedan
- Ludoteca, Samedan
- Bücherschatz, La Punt
- Biblioteca La Plaiv, Zuoz
- Biblioteca publica, Zernez
- Biblioteca Engadinaisa, Sils
- Öffentliche Bibliothek, Maloja

10.4 Cinema

- Cinema Rex, Pontresina
- Cinema in the Hotel Castell, Zuoz

10.5 Casino

- Casino St. Moritz Bad (B casino)

11 Wellness, leisure pools and spa baths

11.1 Public wellness facilities, pools and baths

- Bellavita Adventure Pool & Spa, Pontresina
- Zernez Family Pool
- Mineral bath & spa Samedan
- Ovaverva Bath, Spa & Sportcentre St. Moritz

11.2 St. Moritz mineral springs

- St. Moritz mineral springs – The Medical Therapy Centre St. Moritz Spa

11.3 Wellness facilities hotels

Public wellness facilities at hotels include:

- Palace Wellness – Badrutt's Palace Hotel, St. Moritz
- Grand Hotel des Bains Kempinski, St. Moritz
- Kulm Spa, St. Moritz
- Grand Hotel Kronenhof, Pontresina
- Saratz Day Spa, Pontresina
- Hotel Castell Hamam, Zuoz
- Hotel Waldhaus, Sils
- Hotel Schweizerhof, Sils

12 Sporting activities

12.1 Summer

Walking paths	580 km
Via ferrata	2 (Piz Trovat (2 route), La Resgia)
Climbing garden	17
Mountainbike trails	400 km (easy, medium, difficult)
Inline trail	14 km
Nordic walking trails	225 km
18-hole golf courses	2 (Zuoz-Madulain and Samedan)
9-hole golf courses	1 (near the Kulm Hotel, St. Moritz)
6 greens with driving range	1 (near the Romantik Hotel Margna, Sils)
Swimming lakes	5 Lägh da Cavloc (near Maloja) Lej Nair and Lej Marsch (near St. Moritz Bad) Lej da Staz (between St. Moritz and Celerina) Golf lakes (Samedan)
Rope park	1 (Pontresina)
Alpine tours and mountaineering	various offers (Bergsteigerschule Pontresina)
Water sports	Kitesurfing, Sailboarding, Sailing, and Canoeing on the Engadin Lakes

12.2 Winter

Altitude ski area	1,716 - 3,303 metres above sea level
Total descents	87, of which: 20% easy (18 descents) 70% medium (60 descents) 10% difficult (9 descents)
Night slopes	4.2 km Corvatsch (Switzerland's longest illuminated night ski slope) 0.5 km Skilift Survih, Samedan 0.5 km Languard, Pontresina
Longest descent	10 km glacier descent (Diavolezza-Morteratsch)
Full moon descents	5 km slope Diavolezza
Freeride	Alpine Safety Center, Diavolezza Freeride areas: - Lagalb to La Rösa-Val Arlas (Diavolezza)
Slopes for unregulated skiers	Georgi (Corvatsch) Sass Corviglia (Corviglia) Collinas (Diavolezza)
Ski areas	4 (Corviglia, Corvatsch, Diavolezza/Lagalb, Zuoz)
Snow Parks	3 (Corviglia, Zuoz and Corvatsch)
Halfpipes	1 (Snow Park Corvatsch: Superpipe, 6.8m/22ft)
Snow sport schools	10 Swiss Snowsports, numerous private

Cross country skiing trails	up to 230 km: 234 km classic & 242 km skating 8 km floodlit trails in St. Moritz (skating), Pontresina (skating) & Zernez (classic)
Winter walking trails	150 km regional
Tobogganing slopes	4.2 km on Muottas Muragl with 705 metre difference in altitude; 8 other smaller tobogganing slopes. 18 km in total
Natural ice fields	13 (includes 1 ice way in Madulain)
Snowkite	Lake Silvaplana, Lago Bianco

13 Mountain railways

13.1 Summer

4 mountain railway companies

Number of facilities	Total 13 6 cable railways, 1 cable car, 3 funicular railways, 3 chair lifts
Mountain restaurants	55 restaurants; 2 mountain hotels

13.2 Winter

10 mountain railway companies

Number of facilities	Total 58 7 cable railways, 3 funicular railways, 1 cable car, 21 chair lifts, 26 ski lifts (8 beginners' lifts)
Transportation capacity	65,000 persons / hour
Mountain restaurants	57 restaurants; 2 mountain hotels

13.3 The 9 mountain railway companies

- Engadin St. Moritz Mountains AG *, St. Moritz (Areas covered: Corviglia, Muottas Muragl)
- Corvatsch AG*, Silvaplana (Areas Corvatsch, Furtschellas, Diavolezza/Lagalb)
- Sessel- und Skilifte AG Pontresina*, Pontresina
- Sessel- und Skilifte Zuoz AG, Zuoz
- Skilift Müsella AG, La Punt
- Skiliftgenossenschaft Survih, Samedan
- Skilift Aela Maloja AG, Maloja
- Skilift Cristins, Silvaplana (Silvaplana municipality)
- Skilift S-chanf-Bügls, S-chanf

*also runs in summer

14 How to get there

14.1 Rail

Zurich HB to St. Moritz – 3 hours 21 minutes. Rhaetian Railway (RhB) from Chur

Tirano to St. Moritz with the Bernina Express – 2 hours 22 minutes

14.2 Car

Zurich - St. Moritz 200 km 3 hours

Milan - St. Moritz 175 km 3 hours

Munich - St. Moritz 280 km 4 hours

Basel - St. Moritz 280 km 4 hours

Only vehicles with 4-wheel drive or those fitted with tyre chains are permitted on the passes in snow conditions.

14.3 Car transport

Car transport Vereina (Klosters Selfranga - Sagliains)

14.4 Shuttles

Engadin St. Moritz Express

Frequency: on demand

Route: Milano – St. Moritz – Milano

Zurich – St. Moritz – Zurich

Contact: www.engadin-stmoritz-express.com

14.5 Air

By car from airport

Zurich 215 km

Basel 290 km

Lugano 180 km

Geneva 480 km

Munich 280 km

Frankfurt 590 km

Friedrichshafen 210 km

Innsbruck 190 km

Milan 175 km

Bergamo 195 km

Engadin Airport for private aircraft and air taxi connections to national and international destinations.

15 The Tourism Strategy

The Engadin St. Moritz Tourism Organisation (Tourismusorganisation Engadin St. Moritz – TO ESTM) was responsible for marketing the region for a decade from 2007. The organisation was created following the merger of the tourist offices of the 11 municipalities of the Upper Engadin, to operate under the aegis of the local administrative sub-district. The abolition of the sub-districts at the end of 2017 as part of the administrative reorganisation of Graubünden required the creation of a new entity. Engadin St. Moritz Tourismus AG (ESTM AG) was founded with the approval of all the municipalities and took over the responsibilities of the TO ESTM from 1 January 2018. The board of directors of ESTM AG launched a strategy process, with the involvement of partners, locals and guests, and reviewed the existing strategy, which dated from 2006. On 14 December 2017, the board of directors adopted the new strategy of ESTM AG and presented it to the public.

On average, Engadin St. Moritz Tourismus AG employs about 60 staff.
CEO: Gerhard Walter

15.1 Separate positioning of St. Moritz and Engadin

The St. Moritz and Engadin brands are positioned apart and marketed separately by the teams responsible, as the travel motives for St. Moritz and the Engadin are different. St. Moritz is positioned with the word “extraordinary”, and the Engadin with the phrase “dream destination”. The company brand of Engadin St. Moritz remains unchanged and is responsible for both brands.

St. Moritz

The positioning of St. Moritz derives from the 12 mega-trends and 12 travel motives that Germany’s Zukunftsinstitut has identified for the coming years. The board of directors of ESTM AG believes that in future for St. Moritz, the key travel motives will be status, participation and curiosity. St. Moritz must develop from the alpine destination / holiday resort of previous positioning to the focus of an extraordinary metropolitan lifestyle in the mountains. The definitive concept here is “extraordinary”. This word serves to specify the “programme” for St. Moritz as a tourism destination: it should not be seen as a claim. This will be defined at a subsequent stage.

Engadin

The positioning of the Engadin, too, is based on the 12 mega-trends and 12 travel motives of Germany’s Zukunftsinstitut. The board of directors of ESTM AG believes that for the Engadin, the key travel motives will be vitality, self-actualisation and slowing down. The Engadin should develop from the high valley of previous positioning to a dream destination at an altitude of 1,800 m. The definitive concept here is the phrase “dream destination”. This phrase serves to specify the “programme” for the Engadin as a tourism destination: it should not be seen as a claim. This will be defined at a subsequent stage.

15.2 Key markets

High-volume markets: Switzerland, Germany, Italy

These markets account for approx. 70% of hotel overnights and are developed in a focussed way according to the new twin-brand strategy.

Growth markets: USA, UK, Russia, Japan

ESTM has already achieved success in these markets, which show further growth potential. They account for approx. 20% of hotel overnights. ESTM will create alliances in order to develop these markets.

Partner markets: China, India, GCC, Scandinavia, Austria, Canada, Brazil / Latin America

ESTM has already achieved initial success in these markets, which are highly promising. Further development relies on the acquisition of partners; these markets are therefore developed only when partners are active together with ESTM in the fields of B2B / B2C / meetings, incentives and events.

15.3 Strategic areas of business

The Board of Directors has identified four year-round themes, four winter themes and six summer themes.

All-year themes

- Consistent implementation of the twin-brand strategy for St. Moritz and the Engadin
- Acquisition and execution of meetings and incentives with high added value
- Concentration on top events relevant to the brands
- Concentration on lifestyle and cultural themes relevant to the brands

Winter themes

In addition, there are 4 winter themes under the strategic banner “1,800 m above sea level”: Ski, Nordic, Hiking and Ice.

Summer themes

The 6 summer themes come under the strategic banner “Trail”: Bike, Hiking, Alpinism, Running, Water and Golf.

Tourism awareness

In order to promote tourism awareness among partners and in the population, ESTM AG will subsequently engage in boosting hospitality and strengthening collaboration for the success of all in the Upper Engadin.