

Press release

World's largest halfpipe to open in LAAX

Swiss ski resort extends freestyle facilities

Laax, 17 October 2014 – LAAX, Europe's leading freestyle destination, is set to kick off the winter season with a truly sensational development: the opening of the largest permanently operated halfpipe in the world. With the new halfpipe totalling 200 metres in length and 6.90 metres in height, the Swiss freeski and snowboard resort is setting a new standard for winter sport, and on 6 December 2014, a grand opening party is being held to celebrate the new superpipe going into operation. A special feature of the new facility is that not only will it be open to professional athletes, but also to all guests of the ski resort.

A superpipe of superlatives

LAAX is soon to become the proud location of the world's largest permanently operated halfpipe. It will debut in the 2014/2015 winter season and remain open throughout the entire period from December to April. The halfpipe, now extended by 60 metres to 200 metres, is of Olympic standard, and with a height of 6.90 metres, is unique worldwide. The halfpipe is situated in the NoName snowpark and thus directly in the heart of the ski resort. The official opening will take place on 6 December 2014.

With the construction of the superpipe, LAAX is setting a new global benchmark. Reto Poltéra, a member of the management board of Weisse Arena Gruppe, is convinced the facility will be a great success: "Our philosophy has always been to take an idea that one step further. By building the superpipe, we are setting the bar high, stretching the limits of what's possible and establishing a new standard for freestyle sport." Another unique feature of the halfpipe is that not only will it be available to professionals, but can also be enjoyed by amateur freestyle fans throughout the whole winter.

LAAX leading the way for freestyle

Last season, too, saw LAAX blazing a trail with the unveiling of a new pro kicker line. This new superpipe is the next logical step for the resort and a further demonstration of LAAX's claim to be the leading freestyle destination in Europe. Thanks to the infrastructural development and the early start to the season, LAAX is perfectly positioned to offer national and international associations an outstanding training environment – with facilities of Olympic standard. It is therefore no surprise that, following the extension of the halfpipe, Swiss-Ski has now chosen LAAX as its national freestyle training base.

More illustrations of superpipe: <http://bit.ly/WAG-aktuell>

More informations about LAAX: www.laax.com/en

Pictures: www.weissearena.com/en/media/downloads

Facebook: <https://www.facebook.com/laax>

About the Weisse Arena Gruppe

The Weisse Arena Gruppe has its headquarters in Laax in the Swiss canton of Graubünden and is an integrated provider of services in the tourism and leisure sector, with a particular emphasis on Alpine holidays. The Group includes a ski-lift-operating company, hotel and catering businesses, hire and sale of sports equipment, a ski and snowboard school, the Freestyle Academy (Europe's first indoor freestyle facility), mountain bike hire and tour guiding and a management company. It is responsible for marketing the holiday destination of Flims Laax Falera. Winter-related products and services are placed under the LAAX brand, summer-related products and services under the Flims brand. It holds the "Family Destination" seal of quality from the Swiss Tourism Association and has been awarded the "Approved Bike Area 2013" seal of quality from Mountain Bike Holidays for best infrastructure and quality of service. It also won the "Fun and Snowboard Park" category in the recent "Best Ski Resort Awards".

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