

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: 764 square km
- Valley elevations range from 1,660 to 1,800 metres
- Lowest point S-chanf 1,660 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 31.12.2017 (Source: Websites of the individual municipalities)

Total Upper Engadine district:	16'575
Total incl. Maloja:	16'885
Sils	675
Silvaplana	1'115
St. Moritz	4'994
Celerina	1'506
Pontresina	2'195
Samedan	3'679
Bever	598
La Punt Chamues-ch	712
Madulain	209
Zuoz	1'207
S-chanf	685
Maloja	310

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 Upper Engadin	16'367
Total incl. Maloja	17'257
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
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 Silvaplana
 St. Moritz
 Celerina
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5 Public transport

5.1 Engadin Bus

Routes all year

Route 1: Samedan–Pontresina–St. Moritz–(Champfèr)–Corvatsch

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

Route 4: St. Moritz Bahnhof–Silvaplana–Sils–Maloja

Route 6: Chamues-ch–Samedan–Celerina–St. Moritz (Champfèr)–Corvatsch–Furtschellas–Sils

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

Route 9: St. Moritz Dorf–Bahnhof–Bad–Youth Hostel

«Hahnensee-Express»
(during winter season)

Route 8: St. Moritz Bad Signal – Champfèr Guardalej – Surlej Corvatschbahn

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

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

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 2017/18

Total Engadin St. Moritz	826'245
Maloja	16'076
Sils	98'388
Silvaplana	40'255
St. Moritz	397'714
Celerina	56'096
Pontresina	153'725
Samedan	24'483
Bever	10'827
La Punt Chamues-ch	2'820
Madulain	1'333
Zuoz	23'413
S-chanf	1'115

Summer 2018

Total Engadin St. Moritz	787'798
Maloja	6'788
Sils	106'814
Silvaplana	27'692
St. Moritz	310'329
Celerina	44'226
Pontresina	172'592
Samedan	29'339
Bever	11'439
La Punt Chamues-ch	3'275
Madulain	1'380
Zuoz	24'286
S-chanf	2'016

Year 2018

Total Engadin St. Moritz	1'643'138
Maloja	23'525
Sils	206'947
Silvaplana	69'018
St. Moritz	712'844
Celerina	101'393
Pontresina	328'113
Samedan	53'480
Bever	22'603
La Punt Chamues-ch	6'113
Madulain	2'574
Zuoz	47'941
S-chanf	3'227

6.3 Total overnight stays – inland / outland (Winter 2017/18)

Guests from Switzerland: 48%
 Guests from outside Switzerland: 52%

6.4 Total overnight stays – inland / outland (Summer 2018)

Guests from Switzerland: 58%
 Guests from outside Switzerland: 42%

6.5 Total overnight stays – inland / outland (Year 2018)

Guests from Switzerland: 52%
 Guests from outside Switzerland: 48%

6.6 Average length of stay in Engadin St. Moritz

Winter 2017/18	Summer 2018
3.59 nights	2.47 nights

Year 2018
 2.95 nights

7 Hotels

7.1 Hotels in Engadin St. Moritz (Engadin St. Moritz, Summer 2019)

Total hotels: summer: 134, winter: 135

7.1.1 Breakdown by number of stars

5 star: 7

4 star: 25

3 star: 40

2 star: 4

Not rated or without indication: 58

7.1.2 Breakdown by village

Maloja	8	1 **** 7 unclassified
Sils	18	1 ***** 1 ****+ 2 **** 1 ***+ 5 *** 1 **+ 1 ** 6 unclassified
Silvaplana	9	1 *****+ 1 ****+ 2 **** 2 *** 1 ** 2 unclassified
St. Moritz	37	4 *****+ 3 ****+ 4 **** 2 ***+ 13 *** 11 unclassified
Celerina	11	1 ****+ 2 **** 1 *** 7 unclassified

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Pontresina	26	1 ***** 2 ***** 2 **** 5 *** 7 *** 1 ** 8 unclassified
Samedan	10	2 **** 1 *** 1 ** 6 unclassified
Bever	5	2 *** 3 unclassified
La Punt Chamues-ch	4	1 *** 3 unclassified
Madulain	1	1 unclassified
Zuoz	6	1 ***** 1 **** 2 *** 2 unclassified
S-chanf	1	1 unclassified

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

Total beds (Year 2018): ca. 13'900
 5-star: 2'120
 4-star: 2'908
 3-star: 3'138
 2-star: 928
 Not rated or without indication: 4'828

7.3 Number of hotel beds per village (Year 2018)

Maloja	836
Sils i. E.	1'363
Silvaplana	629
St. Moritz	5'214
Celerina	857
Pontresina	2'379
Samedan	494
Bever	246
La Punt Chamues-ch	78
Madulain	26
Zuoz	378
S-chanf	49

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

Winter 2017/18	48% Schweiz 21% Deutschland 5% Italien 26% others
Summer 2018	58% Schweiz 10% Deutschland 3% Italien 29% others
Year 2018	52% Schweiz 16% Deutschland 4% Italien 28% 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
Total	2'013	8'140
Online booking available	626	

8.2 Private rooms (Engadin St. Moritz, April 2019)

	Summer	Winter
Total private rooms	13	13

8.3 Group accommodation (Engadin St. Moritz, April 2019)

Total group accommodation	23	22
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8.4 Mountain huts (Engadin St. Moritz, April 2019)

Mountain and scenic restaurants	54	57
Lower Alpine lodges	8	1
Mountain shelters & SAC mountain lodges	10	8
Total	72	66

8.5 Camping grounds (Engadin St. Moritz, April 2019)

Total camping grounds	9	4
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9 Gastronomy

9.1 Restaurants

Around 300 restaurants, in the winter of 2018/19, 26 restaurants will have 383 GaultMillau points and 7 Michelin stars. In the summer of 2019, 19 restaurants have a total of 268 GaultMillau points and 1 Michelin star.

9.2 Night life: bars, night clubs

Total bars winter	93
Total bars summer	80
Total night clubs	6
(Vivai, Pampa, Hemingway's Club, Kings Club, Dracula Club, Suite Club)	

10 Culture

10.1 Museums

20 museums incl. National Park Center

10.2 Galleries

A total of 58 galleries

10.3 Libraries

A total of 11 libraries

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
- 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	88, 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 220 km (skating and classic), 3.5 km floodlit trails in St. Moritz (skating) and Pontresina (skating)
Winter walking trails	140 km regional
Tobogganing slopes	4.2 km on Muottas Muragl with 718 metre difference in altitude; 6 other smaller tobogganing slopes. 14 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 10 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.