

# Gstaad as skiing destination: today, tomorrow and in 2050

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GSTAAD

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COME UP – SLOW DOWN

# Initial situation: Snow Compass Switzerland

The following analysis “Winterprofilierung” is based on the Swiss Snow Compass, which was developed in collaboration with Swiss Cableways and Swiss Tourism - <https://www.stnet.ch/de/kompass-schnee/natuerliche-schneedecke/>. The following outcome has been defined:

- Winter sport is still possible in Gstaad in 2050.
- Thanks to the many north-facing slopes, snow sports will still be feasible in Gstaad with additional, more powerful snow-making systems – but later in the season and for a shorter period.
- The number of snow-making hours available may lead to a late opening of the valley slopes in future.
- The natural snow cover in the ski area will form later and melt away sooner.
- Snow in the village will become rarer, less abundant and arrive later.

# Key findings - Analysis

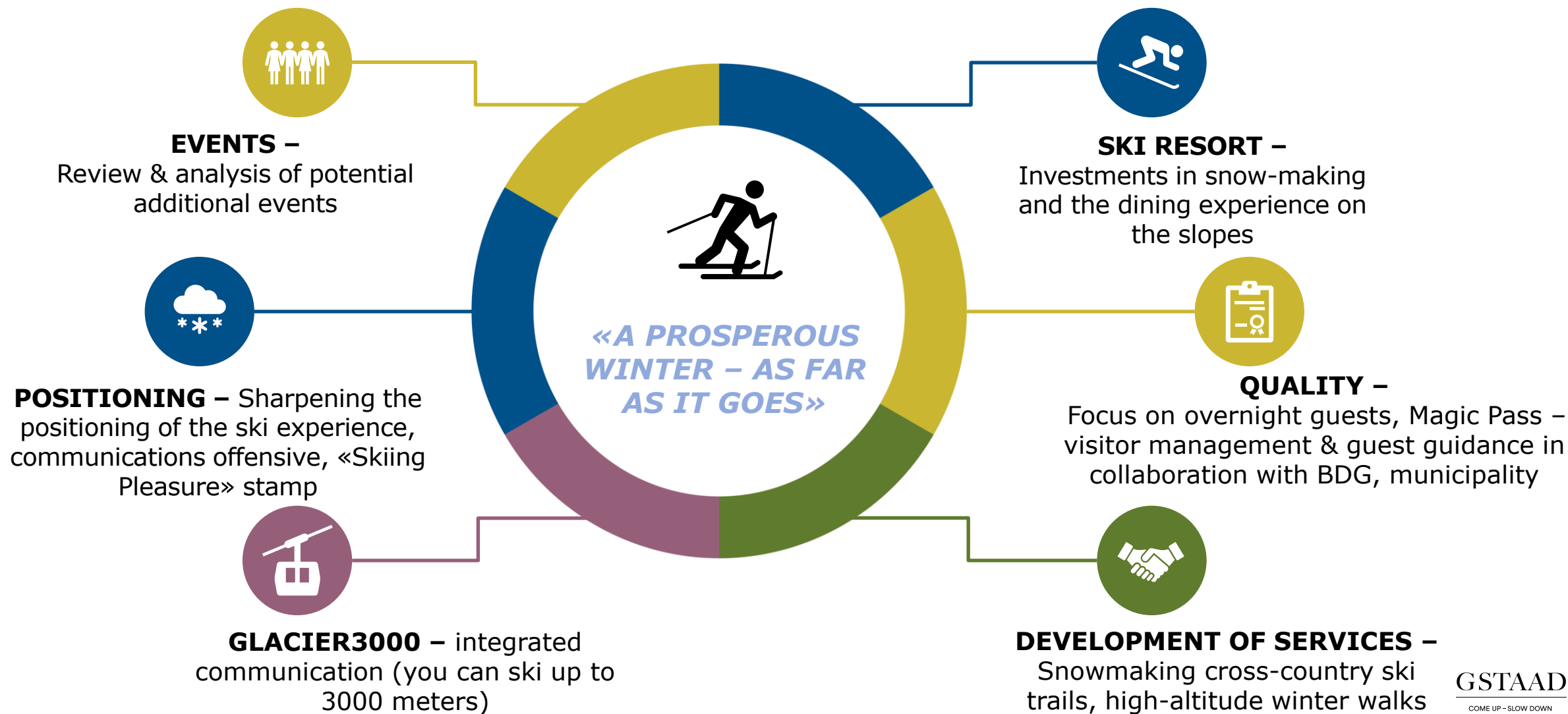
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Gstaad Saanenland Tourism has launched a comprehensive analysis in collaboration with a wide range of service partners, such as the BDG.

This winter profiling exercise has resulted in the following key findings:

- The long-term trend in Swiss ski tourism (skier days) is on the decline.
- Gstaad grows in the summer and makes its money in the winter.
- March(the end of the season) shows the first slight of weakness.
- Gstaad's winter season is competitive both nationally and internationally.
- Gstaad's unique selling points (USPs) for winter are the village, the landscape and nature. The destination's strategic positioning is appropriate.
- Guests' expectations regarding snow conditions are rising. Gstaad is responding to this development with targeted investments and a wide range of winter activities.
- Skiers with high sporting ambitions tend to choose other ski destinations. The holiday region Gstaad, on the other hand, appeals particularly to leisure-oriented guests for whom skiing is part of a varied holiday experience.
- The holiday region Gstaad appeals to premium and leisure guests as well as winter sports enthusiasts. This broad positioning is a strength, but requires a constant balancing act between different guest expectations and usage needs.
- The USA und GCC are distant markets with attractive winter potential.

# Measures



*We are investing today in the winter experiences of tomorrow and laying the foundations to ensure that snow sports remain an integral part of our region for generations to come.*



# Stamp Skiing Pleasure

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## Purpose of the stamp

- A simple and clear way of communicating the guarantee of snow and positioning Gstaad as a ski destination.
- A unifying element for all regional service providers, designed for consistent and repeated use across the destination. By communicating Gstaad's snow reliability, it reinforces confidence in skiing, creates a shared mindset that winter sports remain an integral part of the destination and strengthens brand awareness both within and beyond the region.
- We ski from November to April: see opening times for Glacier 3000 and BDG.
- The stamp is used exclusively for communications relating to the SKIING theme.



# Skiing Pleasure stamp versions

## LOGO CASE:

Skiing Pleasure with Magic Pass:

<https://gstaad.px.media/share/1786603879cmfBLaXX3lS0q>

Skiing Pleasure:

<https://gstaad.px.media/share/1786603895kRlcAbJ4GihTUO>



Skiing Pleasure stamp in combination with the Magic Pass (blue on a white background / white on a transparent background)

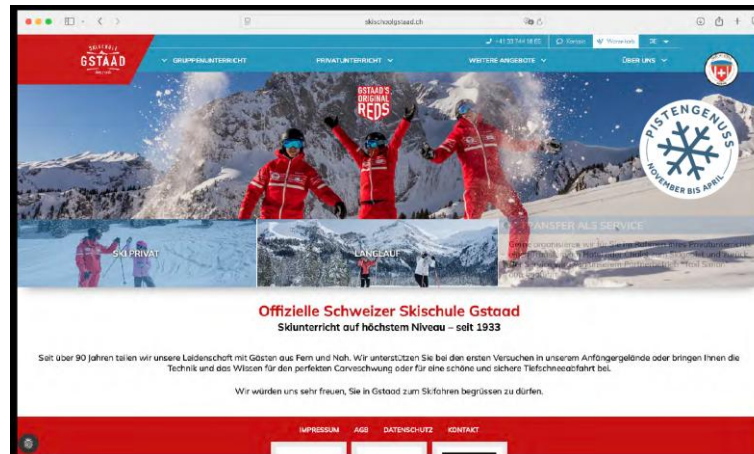
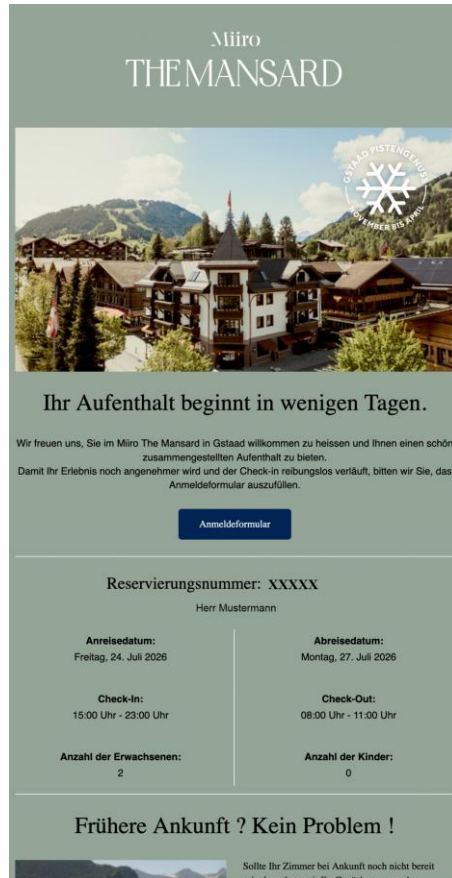


Skiing Pleasure stamp without Magic Pass (blue on a white background / white on a transparent background / white on a blue background)



Gstaad Skiing Pleasure stamp (blue on a white background / white on a transparent background / white on a blue background):  
For use in places where the sender is not immediately identifiable, e.g. in a car

# Application examples



See Toolbox auf [partner.gstaad.ch](https://partner.gstaad.ch)

# For questions



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