

Press Release

Date: Thursday, 21. November 2024
Topic: Tourism, Marketing
Link: [lenzerheide.swiss](https://www.lenzerheide.swiss)

Lenzerheide: Welcome to «world of wonders» (W.O.W.)

The Lenzerheide holiday region is reinventing itself to become a «world of wonders» - a world of alpine experiences that takes adventure and nature to a new level. With W.O.W., Lenzerheide is positioning itself as one of the most versatile year-round destinations in Switzerland. We create W.O.W. moments in our world of wonders. Here, in a breathtaking natural setting, guests and locals experience outdoor highlights that inspire, surprise and delight. Lenzerheide is thus continuing its strategy for the future, which it launched in 2020 with «Bike Kingdom». The repositioning and sharpened brand image are the result of successful regional collaboration.

W.O.W. combines a variety of summer and winter activities, making the region a year-round destination with a diversity that is virtually unrivalled in Switzerland. «Our aim is to fascinate people - be it through adrenalin-fuelled experiences, inspiring encounters or pure relaxation in breathtaking nature,» says Marc Schlüssel, CEO of the Lenzerheide holiday region. These include established offers such as the ski area Arosa Lenzerheide, the Magic Forest and the unique LIGHT RIDE sledging experience, as well as new offers such as the W.O.W. Plaza, a meeting place in the heart of Lenzerheide, the outdoor spa in summer or pop-up winter glamping. «Our guests can discover something new, challenge themselves and surpass themselves every day in a world of wonders. Or they can simply take a deep breath and treat themselves to some time out in the beautiful natural surroundings,» says Schlüssel.

Together into the future

With W.O.W., Lenzerheide is creating a framework for creative implementations, exciting stories and the integration of existing offers. W.O.W. is not only an experience, but a mindset and an incentive for service excellence. The whole region is working together - from hotels and restaurants to mountain railways and local partners. «This project is the result of a regional collaboration that shows what is possible when everyone pulls together,» says Schlüssel. This not only makes destination marketing not only more efficient, but also more sustainable and future oriented.

An inspirational success story

The Lenzerheide holiday region has long been a stage for top performances. The 2025 Biathlon World Championships, which will be held in the region for the first time, will be another highlight in this impressive success story. With major events such as the UCI Mountain Bike World Cup, the FIS Ski World Cup Final and many other top events, Lenzerheide has established itself as a sports and events destination, but it's not just about sport: The success of the Magic Forest, which delights visitors every year with its unique blend of magical atmosphere and first-class musical acts, has set new standards. In summer, the Bike Kingdom transforms Lenzerheide into a mecca for mountain bike fans from all over the world - a perfect mix of adventure, community and adrenaline. With world of wonders, Lenzerheide is now going one step further: a world of experiences that fascinates guests of all ages and redefines Lenzerheide as a year-round destination. Here tradition meets innovation - for unforgettable experiences in the midst of alpine nature.

The adventure area is complemented by supra-regional offers from Chur, Brambrüesch and the Albula region. «With the Albula Line, the UNESCO World Heritage Site and Parc Ela, we are appealing to even more international guests and expanding our offer in a targeted manner,» says Schlüssel.

Freeskier Nico Vuignier and Didier Cuche battle it out on the mountain

To mark the start of W.O.W., Lenzerheide is presenting a captivating film: freeskier Nico Vuignier and skiing legend Didier Cuche show in gripping scenes what makes the region so unique. This film accompanies the winter season and sends out a strong signal for the world of wonders that is Lenzerheide. A sneak peek of the film is now available. The film will premiere on 27 November.

Lenzerheide – Find your W.O.W.

It remains exciting! For further information, please contact:

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