



Mountain summer 2024

**More visibility – more success**

 **APG|SGA**  
Out of Home Media

# Contents

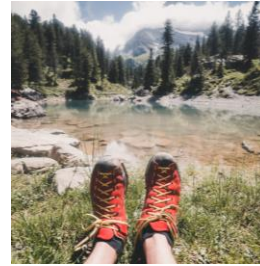
- **People are increasingly drawn to the mountains**
- Attractive audience for your offer
- Unique advertising environment for your brand



«They are right in front of us, the gifts of nature that are so abundant in our country.»



# Switzerland - the Alpine paradise





# Successful summer season 2023

**10%** 

More guests in the mountain communication space compared to previous years.

**25%** 

of the total annual turnover is generated between March and October.

**15%** 

more sales growth was generated throughout Switzerland.

**23,9 Mio** 

Increase of 6% in hotel overnight stays in the months of May to October.

# Mountain summer in figures

**25**



Top mountain destinations also offer attractive summer areas in addition to the APG|SGA year-round offer.

**275**



Sites for sale  
Big Poster & F12P

**3 883**



metres above sea level is our highest summer site: the Digital Mountain Screens in Zermatt

**65 000**

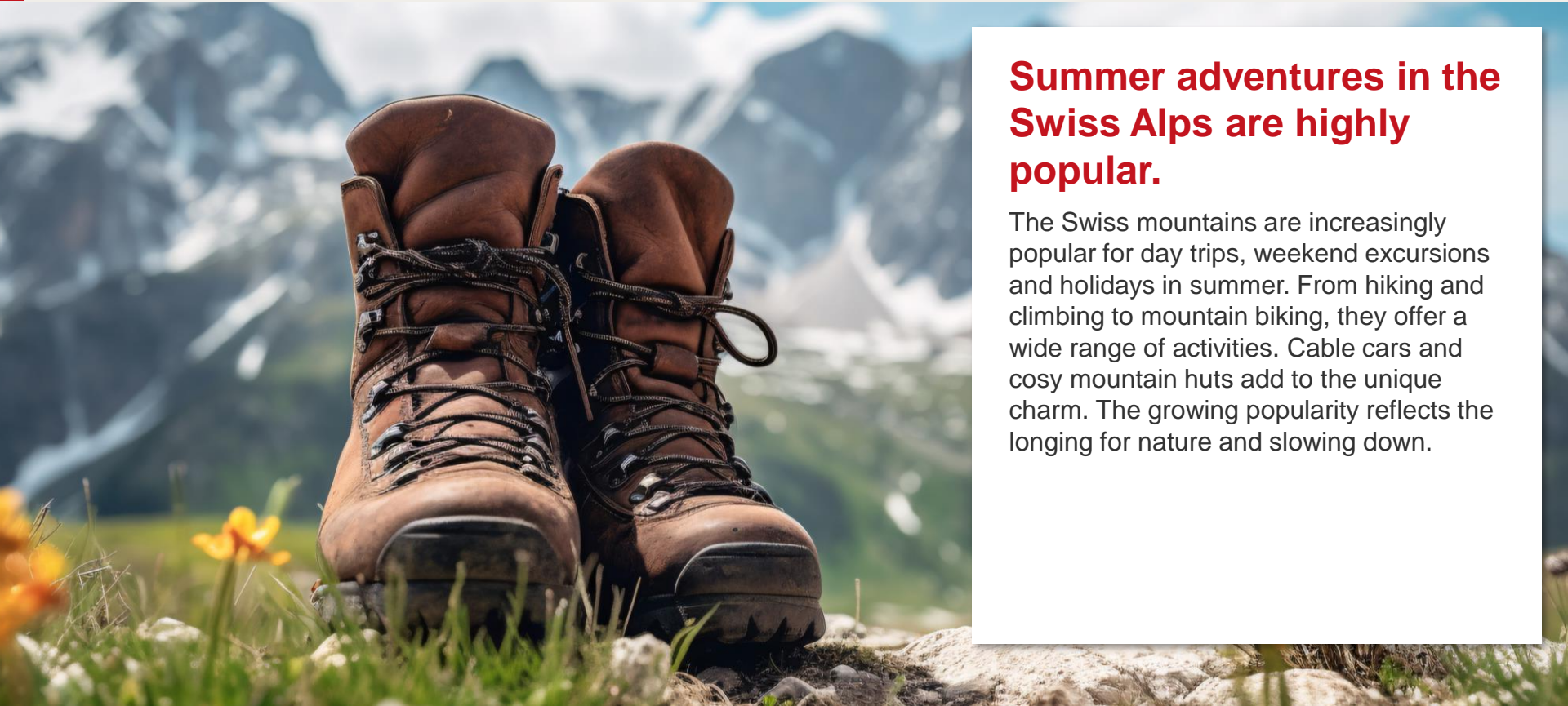


kilometres of hiking trails that lead right through the mountain communication space

# Reasons for the increasing importance of summer tourism



## Close to nature and versatile



### **Summer adventures in the Swiss Alps are highly popular.**

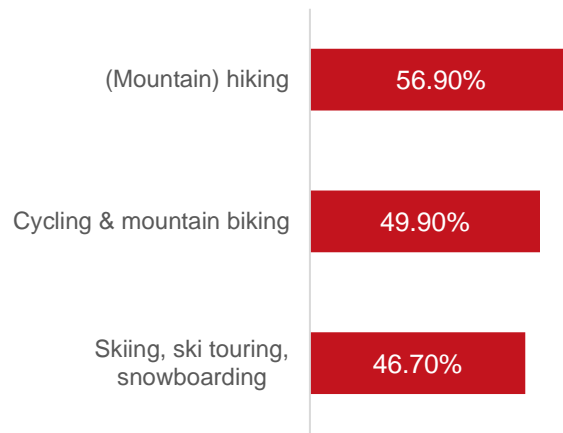
The Swiss mountains are increasingly popular for day trips, weekend excursions and holidays in summer. From hiking and climbing to mountain biking, they offer a wide range of activities. Cable cars and cosy mountain huts add to the unique charm. The growing popularity reflects the longing for nature and slowing down.

# The most important sports ground in Switzerland



## Nature is Switzerland's biggest sports ground

Top 3 population shares in all sports:





# Positive development of mountain railways



## Variety of sports activities in summer

In summer, mountain regions offer a varied infrastructure with hiking trails, mountain bike trails, paragliding launch sites and via ferratas. The offer is aimed at a wide range of visitors, from families to adrenaline enthusiasts.



## Hiking is becoming increasingly popular

The younger generation is discovering the joy of nature. Hikers are getting younger, there are suitable routes for every level. Hiking is inexpensive, does not require expensive equipment and is accessible to everyone. It improves fitness and reduces stress.



## Year-round offers create more security

Seasonal fluctuations are a thing of the past - mountain railways are active all year round. Climate change is giving summer business an additional boost, while the Swiss population is increasingly focussing on the wide range of summer offers.



## Stronger sales in summer

Since 2008, summer passenger transport has recorded an increase in revenue of 73% (2020/21), while winter revenue has fallen by 26%. Summer now accounts for around 25% of total revenue. This positive development emphasises the importance of the summer months in mountain tourism.



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# Hiking is the No. 1 Swiss national sport



## Hiking in Switzerland

57% of Swiss people go hiking.



## Gender difference

59% of women hike. The figure for men is 55%.



## Hiking is popular in all language regions

59% in D-CH  
50% in F-CH  
53% in I-CH

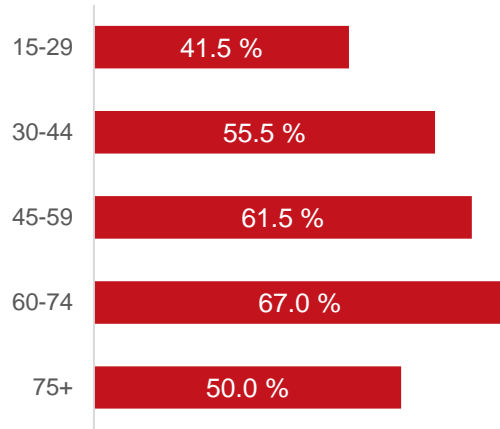


## Frequency of exercise

199 million hours per year are spent hiking in Switzerland.

# Millennials and Gen Z discover the mountains for themselves

**Hiking is also increasingly appealing to the younger age group**





# Other summer sports are gaining in importance



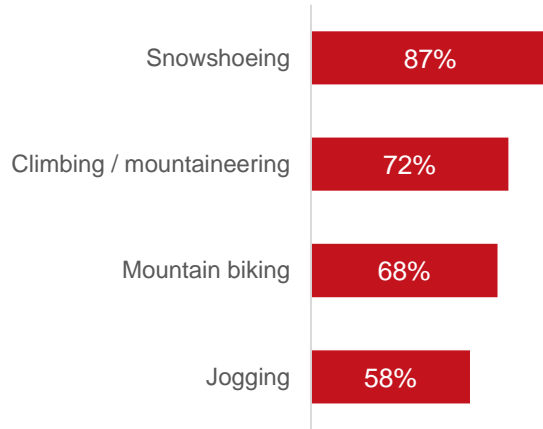
## The favourite sports of the Swiss

- Hiking
- Mountain biking
- mountaineering
- Climbing
- bouldering
- trail running
- Paragliding
- etc.



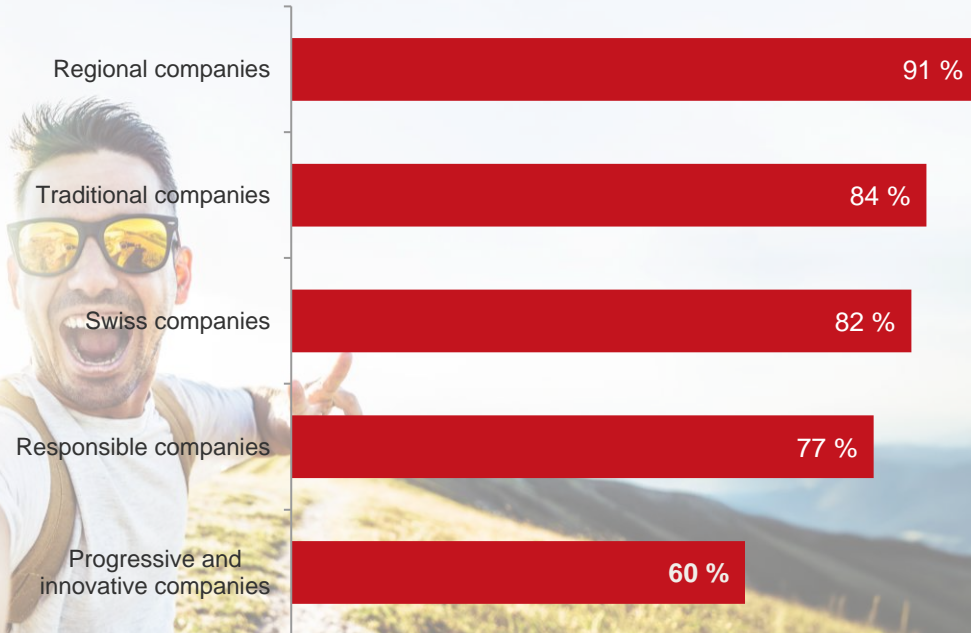
# Hikers are also mountain bikers, and vice versa

## Polysportive: Proportion of «hikers» in the corresponding sport



# An audience that is receptive to suitable advertising

In your opinion, how well do adverts for the following types of company fit into the mountain region?





# An audience that is open to your offer

In your opinion, how well do adverts for the following product categories or sectors fit into the mountain region?



# An audience that likes to invest in quality

## **People with an affinity for mountain sports belong to the group of higher earners and wealthy individuals**

- High purchasing power
- High propensity to spend
- High affinity with brands



# New mountain summer offer



# Schindler Aufzüge and APG|SGA create a new offering in the Hotels segment



# Elevator ePanel - many views for sure



## Modern & contemporary

### Screen in the hotel lift

Portrait format 9:16

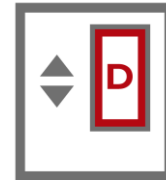
Full HD resolution

### Format

32" Display

### Loop

Repetition frequency every 60 seconds, including 20 seconds of the hotel's own content



# Targeted approach of hotel guests



## Elevator ePanels

### Number of digital spaces

Over 100 screens in 3 and 4 star hotels

### Booking unit

10"

### Broadcasts per week

10 080

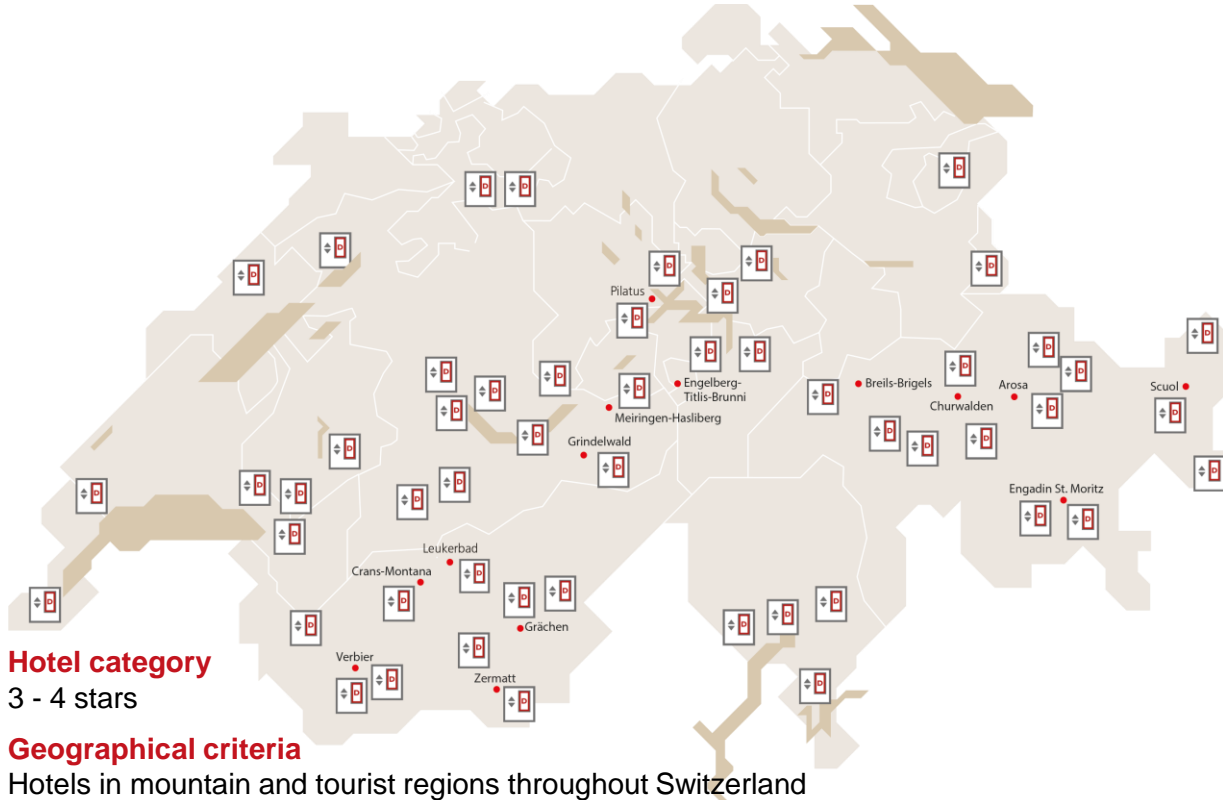
### Weekly rate per hotel

CHF 50 / 100 / 150

The three price levels are based on the number of lift rides and screens.



# Locations of the Elevator ePanels



# Tourism - an important economic sector



## Important economic factor for Switzerland

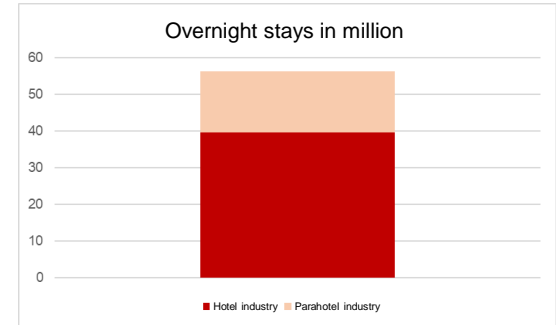
Tourism in Switzerland makes a significant contribution to added value.

Industries	billion CHF
Pharmaceutical and chemical industry	114.6
Metal and machine industry	62.7
Transit trade	37.2
Watch industry	21.7
Financial services	21.3
Tourism (tourism balance)	17.8

# Overnight stays - mainly in hotels

## The hotel industry is the most important form of accommodation

The hotel industry generated 39.6 million overnight stays in 2019. The para-hotel industry 16.7 million\*.



\* Parahotel industry: holiday flats, campsites, youth hostels, agrotourism, bed & breakfast

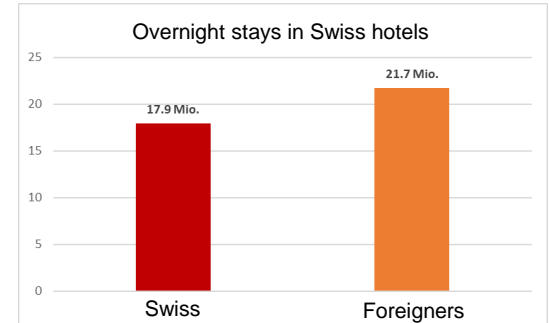


# Swiss tourists - an important part of value creation



## Your own country is the most popular destination

Around 90 per cent of Swiss people take at least one trip a year, with their own country remaining the most popular travel destination.

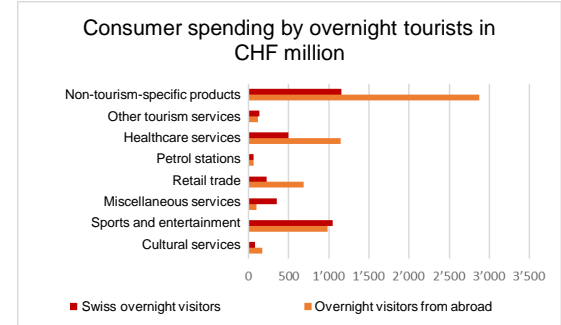


# Hotel guests - a profitable target group



## Leisure mode opens the wallet

In holiday and leisure mode, people are very happy to spend.





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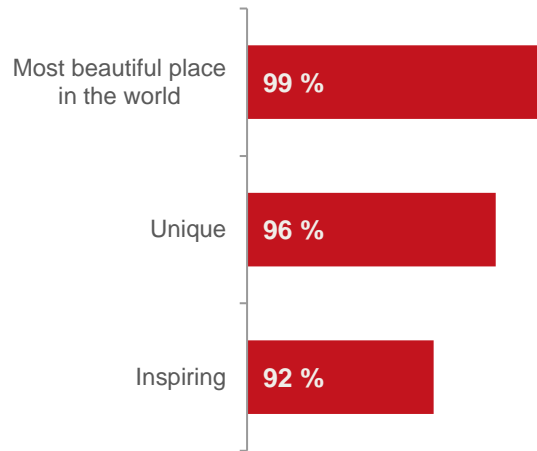




«Dream conditions for advertising: an image-rich environment & a receptive target group with purchasing power.»

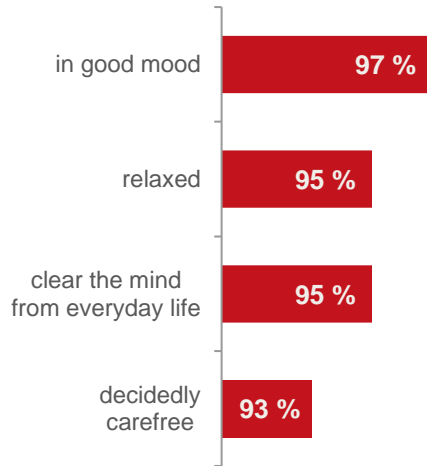
# Unique communication space

## Attitudes towards the Swiss mountains



# An environment that creates the best atmosphere

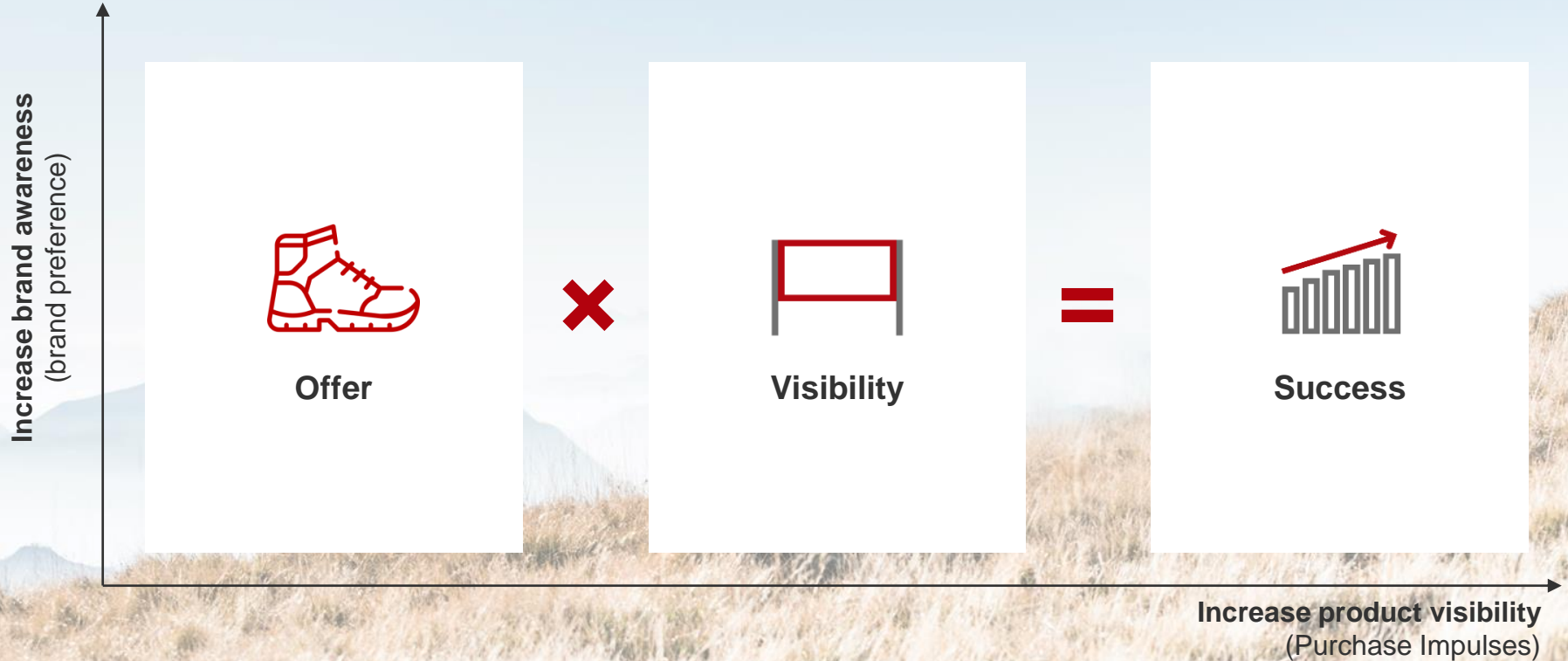
## Well-being in the mountain region





# Advertising in the mountains

# The function of outdoor advertising in the mountains



# Mountain summer 2024 offer



# F12P – Elegant presence

## Facts and figures

### Dimensions

278 x 130 cm

### Location

In and around valley, middle and mountain stations, in car parks and at railway stations

### Materials

High-quality printing on weatherproof canvas



# F200P Pano – Positioned in a pioneering way

## Facts and figures

### Dimensions

118,5 x 171,4 cm

### Location

In and at valley, middle and mountain stations

### Materials

High-quality printing on weatherproof canvas



# BigPoster – Arouse great emotions

## Facts and figures

### Dimensions

Individuelle Grössen

### Location

In and around valley, middle and mountain stations, waiting rooms and exterior facades

### Materials

High-quality printing on weatherproof canvas





# Mountain ePanel – Attract attention

## Facts and figures

### Format

Screens ab 70" in Full-HD Qualität

### Location

In and at valley, middle and mountain stations, and at railway stations

### Destinations

Arosa, Lenzerheide, St. Moritz, Täsch and Zermatt

### Loop

60 seconds



# Elevator ePanel – Full attention

## Facts and figures

### Format

Screens from 70" in Full HD quality

### Location

In and at valley, middle and mountain stations, and at railway stations

### Destinations

Arosa, Lenzerheide, St. Moritz, Täsch and Zermatt

### Loop

60 seconds



# Mountain Screens Zermatt: Exclusive branding

## Facts and figures

### Format

Screens 46" in Full HD quality

### Location

In and at valley, middle and mountain stations

### Quantity

Total 33 Screens

### Loop

120 seconds





# Summer season 2024



Jan

Feb

Mar

Apr

Mai

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Mid-season

Summer season

**Delivery of the print data**  
by no later than  
19.04.2024 (KW 16)  
guarantee a notice in  
the tact.

**Assembly of the  
advertising material**  
by week 27\* at the  
latest

\* If the print data is delivered on time by week 16, the poster will be posted by week 27. Installation orders will be carried out as quickly as possible, taking into account opening hours, accessibility and weather conditions.

# Summer season 2024



# Special offer: All summer at an all-inclusive price

10 seconds, prices for the respective network in CHF and gross

Area	Destinations	Number of screens	Summer season price	Special offer
ePanel	Arosa/Lenzerheide	7	11 375	7 900
ePanel	St. Moritz	8	14 904	10 400
ePanel	Zermatt	4	18 267	12 600
Screens	Zermatt – TimeInformation	12	19 000	13 900
Screens	Zermatt – SlopeInformation	5	7 593	5 300
Screens	Zermatt – Sunnegga-Stollen	16	8 357	5 800
<b>Total</b>	Arosa/Lenzerheide, St. Moritz, Zermatt	52	79 496	29 800





# Conclusion

«Your offer x visibility = success.»

# This is what the mountain summer 2024 offers

An exciting audience, who is interested in your offer.



A limited offer at an affordable seasonal price




The ideal advertising opportunity,

to inspire people in the area for your offer.





A person with a backpack is standing on a grassy hill, looking out over a vast mountain range at sunset. The scene is bathed in warm, golden light. The person is wearing a white t-shirt, blue jeans, and a dark backpack. The mountains in the background are layered and hazy, creating a sense of depth and scale. A semi-transparent dark red banner is overlaid across the middle of the image, containing the main text.

# More visibility - more success

APG|SGA, Allgemeine Plakatgesellschaft AG

[Contact us](#)