

Press kit winter 2025/26

October 2025



Mountain adventures easy to reach.

Simple and convenient to reach.

Flims Laax is easily accessible – both by car and public transport. The drive from Zurich takes about 1.5 hours, making it an attractive destination for day trips and weekend getaways.

With public transport, you can take the train to Chur, where seamless bus connections to Flims Laax are available. For international guests, the proximity to Zurich Airport ensures excellent connectivity.

Within Flims Laax, a convenient bus system transports guests for free between different parts of the resort and the valley stations of the cable cars, making local mobility especially comfortable.





Year-round destination in the Grisons Alps.

Action meets relaxation.

Set against a stunning mountain backdrop, Flims Laax offers the perfect blend of adventure and relaxation.

- Ski Resort: Over 216 km of ski slopes.
- Freestyle: 5 snow parks featuring more than 90 obstacles, an Olympic-sized Pro Kicker Line, a mini-pipe, and the world's largest halfpipe.
- Freeride: Ideal conditions for deep-snow enthusiasts with marked and avalanche-safe freeride routes.
- Winter hiking and cross-country skiing: More than 100 km of winter hiking trails and cross-country ski tracks.
- Snowshoeing and sledding: Explore the snowy landscapes and enjoy sledding fun for the whole family.

Flims Laax A scenic marvel.

The diversity of Flims Laax is truly exceptional. One key reason for its many natural highlights is the largest rockslide in Europe, which occurred 10,000 years ago, creating a sun terrace on ancient landslide debris. The power of this geological event is evident everywhere.

Natural treasures

- <u>UNESCO World Heritage Site</u>: Tectonic Arena Sardona.
- Rhine Gorge: Viewing platforms and breathtaking landscapes.
- <u>Lakes</u>: Relax at the pristine lake Cauma and lake Cresta, featuring crystal-clear, turquoise waters.





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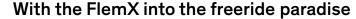
For action lovers. Upside down in Flims Laax.

Freestyle is not just a trend in Flims Laax, but a tradition. It's also not a question of age, but rather of attitude. The ski resort LAAX offers action and fun for guests of all ages. This is also proven through multiple awards, such as "World's Best Freestyle Resort" at the World Ski Awards. They're part of the World Travel Awards which are considered the Oscars of the travel industry.

What awaits freestylers in LAAX? Five snowparks with over 90 obstacles, the Olympic-sized Pro Kicker Line, a minipipe and the world's largest halfpipe. In the valley, budding professionals and experts alike also get their money's worth in the legendary Freestyle Academy LAAX, Europe's first indoor freestyle hall. The academy, which is around 2,000 square metres, combines the concentrated freestyle expertise of LAAX all year round and regardless the weather.

Top 3 winter action experiences





The final FlemX section up to the Cassons mountain station is in operation. Freeriders can once again enjoy the popular off-piste runs down to Segnes (2.2 km / 400 m vertical) and Startgels (2.8 km / 800 m vertical). Playful, open terrain included.



Whoop De Doo Snowpark

The new Whoop De Doo Snowpark is designed for pure freestyle enjoyment. With its waveshaped features, the park brings the smooth, flowing experience of a pump track directly to the snow.



Freestyle Academy LAAX

Spanning 2,000 m², the legendary <u>Freestyle</u> <u>Academy LAAX</u> offers a top-tier playground to learn tricks, improve skills, and simply have fun. No matter your level or age – everyone is welcome here.

Top 3 active experiences





Flims Laax offers scenic <u>cross-country skiing</u> trails for all levels, winding through snow-covered forests and picturesque lakes.

Whether you enjoy classic or skating style, the trails provide a peaceful winter experience in stunning alpine surroundings.



Winter Culinary Trail: A feast for the senses

Enjoy winter nature, explore Grison culinary traditions, and indulge in delicious food on the culinary trail. Starting in Flims, the trail leads you to lake Cauma, Conn, through the Flims forest to Trin Mulin, offering scenic views and stories along the way. A 3-course menu of traditional dishes adds to the experience.



Ice Skating in Flims Laax

Flims Laax offers fantastic <u>ice skating</u> experiences for all ages. Glide across beautifully maintained outdoor or indoor rinks, surrounded by stunning mountain views. The rinks provide a magical atmosphere to enjoy the winter season, even after the sun sets.



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Top 3 nature experiences





Millions of years ago, the African and European continental plates collided, a phenomenon that is particularly visible in this region. From the Segnesboden, the UNESCO World Heritage Site Sardona unfolds. This unique and protected landscape can be explored on three different snowshoe trails.



Rhine Gorge

9,500 years ago, the Flims rockslide shaped the extraordinary landscape, including the Rhine Gorge (Ruinaulta in Romansh). From the II Spir platform near Conn, visitors can enjoy a breathtaking view, while the hike between Versam and Valendas takes you right through the majestic gorge.



Treetop path Senda dil Dragun

«Senda dil Dragun» is the longest treetop walkway in the world and offers guests the opportunity to experience Flims Laax from a whole new perspective! With its five adventure locations, four informative platforms with seating, five marble run installations and the Action Tower, the treetop walk is an interactive nature experience.

Top 3 tranquil and relaxing experiences







Latern path

The <u>lantern path</u> guides visitors through the snowy landscape from Falera to Laax village, casting a warm, magical glow along the way. This atmospheric winter hike allows you to leave behind the noise and stress of everyday life, offering a peaceful and enchanting experience.

Flims forest

On the debris of the Flims rockslide lies the Flims forest with its four lakes. It is one of the largest contiguous forests in Graubünden, wild and uniquely magical. Massive boulders and erratic stones scattered throughout the forest create an enchanting fairytale atmosphere.

Pure Relaxation with Spa Around

With the <u>Spa Around</u> wellness pass, guests can enjoy a total of 7,000 square meters of pure relaxation. A revitalizing dip in the numerous indoor and outdoor pools, a visit to the hammam, or a soothing spa treatment – all of this and more can be experienced at select establishments in the destination with just one pass.

Culinary Delights From Capuns to Pad Thai.

The <u>culinary scene</u> in the Flims Laax Falera destination is diverse and exciting. Whether you're craving traditional Graubünden specialties, pan-Asian cuisine, or hearty burgers, there's something for every taste. Wherever possible, the establishments prioritize sustainability and regional products.

Must-try dishes in Flims Laax include classic local favorites like Capuns, Pizokel, Maluns, and pear ravioli. For the best regional experiences, visit restaurant Conn near Flims, the restaurant s'nani, or the Riders restaurant.

If you're in the mood for international flavors, head to Ikigai in Laax, one of the many pizzerias, Suay Thai in Flims Waldhaus, or La Muna in the Hotel Adula.





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For Families. Fun for Young and Old.

The Swiss Tourism Association (STV) awards the «Families Welcome» seal of quality to holiday resorts that are aware of the <u>wishes and needs of families</u> and gear their offers accordingly. Flims Laax has already been awarded the seal several times and can count itself among the most family-friendly regions in Switzerland. Young and old can expect varied experiences here that will leave them raving long after their stay.

In particular, the «Ami Sabi» children's programme, which was developed especially for the destination with the song and story writer Linard Bardill from the region, delights the youngest guests time and again — in winter and in summer. The wizard, Ami Sabi, teaches children exciting facts about the local flora and fauna in a playful way.

Top 3 exciting experiences for kids





Learning to ski is a world of fun in Flims Laax: In the <u>Snow Wonderland</u>, with its unique atmosphere based around the magician Ami Sabi, kids hear stories, sing songs, and learn about the forest, animals, and mountains. Along the way, they joyfully learn to ski.



Night sledging from Foppa to Flims

When darkness falls, things really get going in Foppa, near Flims: on a slope specially prepared for <u>sledging</u>, guests speed down the mountain before heading for a delicious cheese fondue in the mountain restaurant.



Freestyle Academy Kids at the Stenna Center

At the Stenna Center in Flims, children aged 0–8 can enjoy a <u>freestyle facility</u> with trampolines, an airbag, and a skate park. Parents can relax in the café while watching their little ones try their first jumps and flips.



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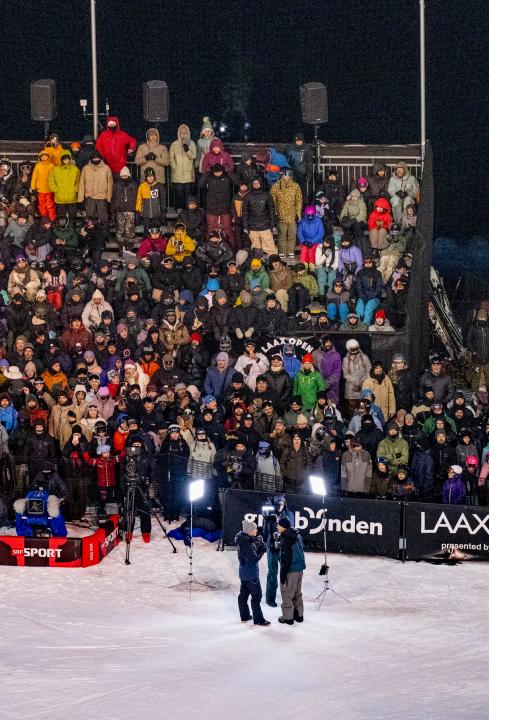


FlemX:Opening of the Final Section

With the FlemX, the UNESCO World Heritage Site Tectonic Arena Sardona is accessed in an innovative and sustainable way. This pioneering project is the first cableway in the world to operate on demand. Guests select their destination themselves, which the gondola then automatically travels to. In the winter season 2025/26, the final section from Segnes to Cassons will go into operation.

Key facts

- The revolutionary ropetaxi system is expected to save up to 50 % in energy, as the gondolas rotate on the cable only on demand.
- The system was developed by the Swiss company Bartholet.
- Each gondola can carry 10 people.
- The transport capacity is 1,500 people per hour.



Events that inspire.

• 28–30 November

Season Opening

• 14 December

Christmas Market Flims Waldhaus

• 5–6 December

Film Festival Flims

• 14–18 January

Laax Open

28 February–1 March

Banked Slalom LAAX

• 4–8 March

Freeride Festival

• 4–8 March

Laax Women's Celebration Days

• 6–8 March

Kids Laax Open

• 19–21 March

The Snow League

We look forward to assisting you with your research.

Flims Laax

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Press images

