

P R E S S R E L E A S E

CUBE SAVOGNIN reflects on past successes as it kicks off 5th winter season

- **117,000 overnight stays since its opening**
- **Plus of 2.1 per cent in the past 12 months**
- **Overnight stays in summer approx. 13 per cent behind winter figures**
- **Ski in – Ski out: The slopes don't get any closer than this**

Savognin/Vienna, 12 November 2009 – Since its grand opening in December 2005, CUBE SAVOGNIN has already registered 117,000 overnight stays. The hotel has been able to record an additional plus of 2.1 per cent in the past year alone – despite the economically difficult times, as Rudolf Tucek, CUBE founder and chairman of the board of directors of CUBE SAVOGNIN, pointed out at a press conference today in which he reflected on a very successful past.

For many years, the Savognin holiday region has aimed for sustainable growth of its tourist offer while simultaneously driving investments. The completion of the CUBE sport and lifestyle hotel with 76 rooms (270 beds) was just one of many projects that also included snow facilities and an extended network of mountain bike trails. “We were convinced that the provision of additional hotel beds would only be successful if the region also expanded its offer. The figures which we can present today show that we did the right thing,” Leo Jeker, a member of the board of directors of CUBE SAVOGNIN and of Savognin Bergbahnen AG, said at the press conference. “CUBE and NTC, the New Technology Center, are responsible for directly and indirectly creating an added value of CHF 3.5 to 4 million a year for the entire region.”

In addition to its 117,000 overnight stays, CUBE SAVOGNIN has above all achieved one thing: establishing a trend towards the “mountain summer”. During the winter months of December through April, the hotel registers over 20,500 overnight stays – and the summer is close behind with 18,000 overnight stays. The present figures show that the Alps are an attractive destination not just in winter but that the summer months are also becoming increasingly popular with both national and international guests. “We offer an experience in the great outdoors and not in some fantasy world,” says Leo Jeker as a convinced representative of the tourism industry in Grisons. Rudolf Tucek adds: “It can rightly be said that CUBE attracts new guests who have never before been to Savognin.”

“This requires linking the services of hotels, ski lifts, sports providers, and ski and bike schools in order to create an all-in-one offer,” Rudolf Tucek argues. “Of sole importance for the guests is the holiday experience, no matter how many providers there are at work behind the scenes.”

Also positive is that CUBE attracts visitors of all ages and target groups. The functionality of the hotel means that everyone – young or old, families or sports fanatics – can enjoy their stay at CUBE at the same time, with sports and exercise as the common denominators.

Ski in – Ski out, or Bike in – Bike out: There’s no faster way of getting at the fun and excitement

From CUBE SAVOGNIN, fun and excitement are right at your doorstep – in summer and in winter. At CUBE, there’s no need for long trips by ski shuttle and you don’t have to lug your gear around. Here the winter sports enthusiast will find over 80 kilometres of downhill runs with some extra-wide pistes that are up to eleven kilometres in length. And as a special feature, all equipment can be stored in the CUBE showroom, a sort of anteroom to the actual hotel room with hooks to hang and display the gear – 100% security included.

The CUBE Concept

CUBE means unconventional architecture and urban design in the middle of the Alps. CUBE means open-minded community and non-stop entertainment. An innovative sport programme offering the latest fun and trend sports in addition to the classic types of sports, summer and winter, rounds off the concept.

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