

  **La Braye**  
  **Vue d'Enhaut**

# THE MOUNTAIN, REIMAGINED

Presentation of the **LA BRAYE**  
rehabilitation project



Regional development project 2026 – 2050

Version 2, April 2026

The images are for illustrative purposes only

# The mountain reimaged

## La Braye is reinventing itself



### Gentle & inclusive family-friendly activities

#### A development designed with respect for nature and its inhabitants

- > Two ski runs maintained, including one with artificial snow
- > Year-round hiking trails with panoramic picnic areas
- > Educational trails with changing themes
- > Fun trails with marble games
- > Relaxation area, playground, and alpine garden
- > Small zip line from age 4



### Memorable moments to share throughout the year

#### Activities designed to be experienced time and time again.

- > Mountain biking introduction for young children
- > Family-friendly flow trails
- > Large zip line starting from the restaurant and integrated into the chairlift route
- > Tree-top adventure course and net park



### A vision towards the future

#### The foundations are in place for a La Braye that lives up to your expectations

- > Natural lake, a driver of diversification
- > Winter ice trail
- > Fun track and evolving play areas
- > Guaranteed snow cover for safe activities
- > Modernized cable car for a unique travel experience
- > A first immersive, story-driven adventure from train to summit



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**A place for sharing**

Designed for both young and old, at the heart of everyday moments.

# The mountain reimaged

## Snapshot of the projet

### Hospitality

- > Renovated restaurant with 150 seats
- > Rooftop of approximately 200 m<sup>2</sup>
- > Multi-purpose event space for 80 people
- > Total event capacity of ~300 people

**300**  
Donating  
members

**95'000**  
visitors  
per year

### FUN FUN FUN

- > 5 km of zip lines
- > 3 bike trails open to all
- > 8 km of ski and dualski runs
- > 25 km of hiking trails
- > 4 panoramic picnic areas

- > A leisure lake with multiple uses
- > Ice track & sunbathing areas
- > A place of contemplation for everyone



- > Peripheral areas of the Pays-d'Enhaut: +6% population growth by 2030
- > Projected tourism growth of +10% by 2030
- > +25% to 50% increase in visitor numbers in the Vaud Alps during summer 2025
- > +35% activity growth in Gstaad linked to the Magic Pass

### Key numbers

- > Un projet de CHF 30M
- > EBITDA of + CHF 600k/year
- > Revenue exceeding CHF 4M
- > 70% reinvested locally
- > 15-20 full-time jobs

**100% green energy**



- > Up to 400 ascents per hour
- > The most immersive cabin in Switzerland



- > New ski lift
- > Dismantling of three infrastructures

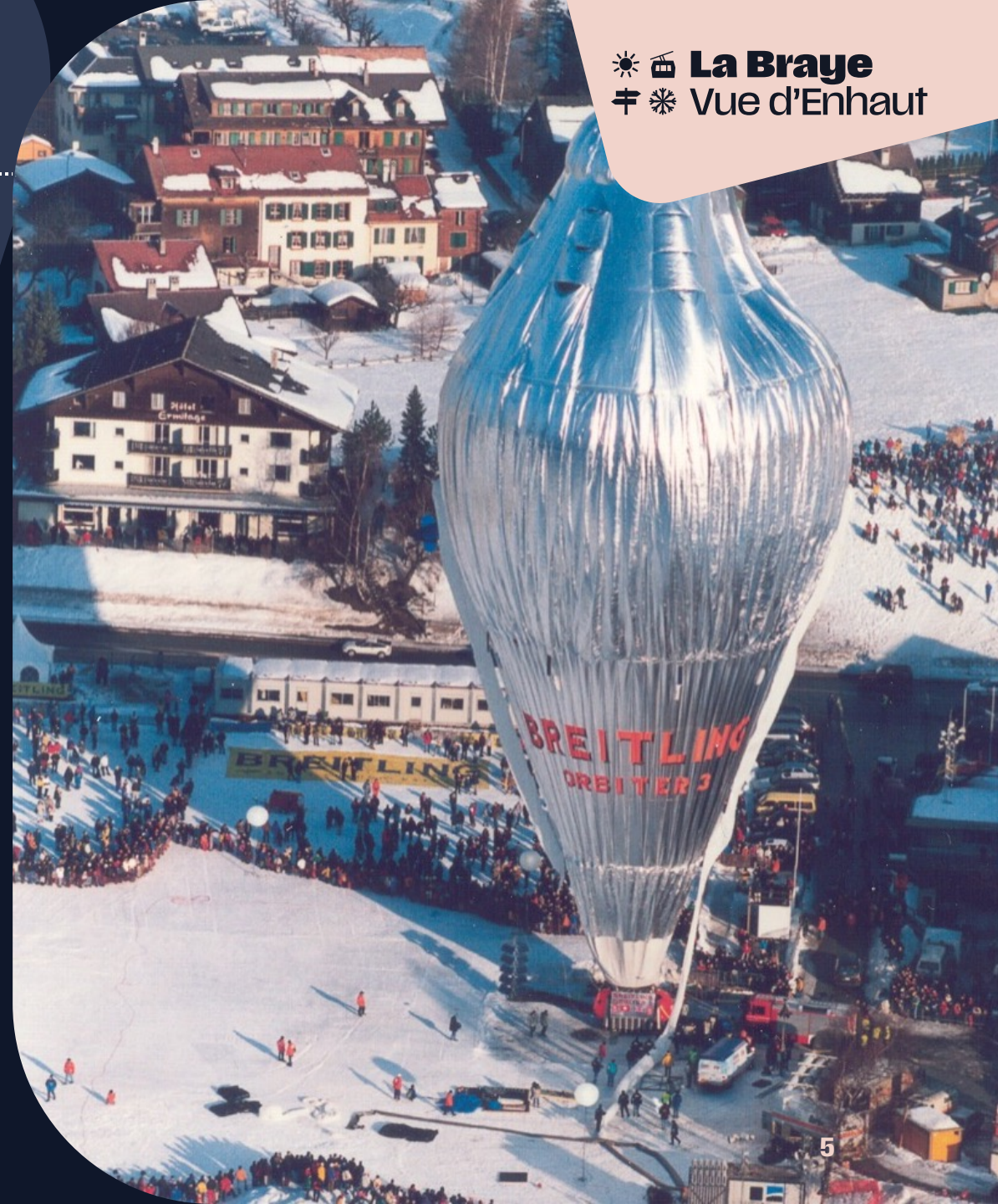
**UP  
&  
DOWN**

# Why La Braye

## A tourist destination with strong potential

**The Pays-d'Enhaut: a pioneering destination since 1850, birthplace of winter sports and the first European resort to use snow cannons**

- > An iconic domain established in 1957
- > Stand out in the region with a unique offering
- > Direct and seamless access by train and car from Lausanne, Bulle, and Fribourg
- > Population base of over 3 million people within 2 hours by train or road



# Project DNA

## Local roots & positive impact



### **Local stakeholders at the heart of the project**

The project mobilises businesses, artisans and talents from the Pays-d'Enhaut to ensure an authentic local connection.



### **Support for mountain agriculture**

The enhancement of the pastoral landscape is inseparable from the maintenance of active local agriculture, which is integrated into the project.



### **Respect for residents and tourist heritage**

A key player in regional development, La Braye sees the modernisation of its ski lifts as an essential lever for preserving over a century of tourist heritage.



# A strategic vision

## For the population

**La Braye is once again becoming a place for people to meet and share experiences**

- > A request expressed by the inhabitants of the Pays d'Enhaut
- > A local collective with more than 300 members
- > Support from the local council, businesses and local stakeholders
- > Complementary to the regional tourist offering
- > Strong demand from mountain schools in the region



### **Preserving associative control**

The La Braye Vue d'Enhaut association retains a majority stake and guides long-term strategy.



# A strategic vision

## For a sustainable economy

### A living mountain, compatible with current economic realities

- > A four-season model reducing dependence on snow
- > Activity spread throughout the year
- > Direct and indirect local benefits
- > A project scaled to remain manageable



### Transition toward 4-season tourism

Between 1.4 and 1.7 billion were invested in Switzerland in 2025 in four-season tourism projects



 **La Braye**  
 **Vue d'Enhaut**

**La Braye**

**Praz-Perron**

**Château-d'Œx**

# A strategic vision

To enhance and preserve the natural site



## Harmonious development

La Bray is developing while respecting the landscape and mountain agriculture, preserving sensitive areas, and relying on a responsible approach based on consultation and environmental studies.



## Immersion in natural and cultural heritage

The site and its natural surroundings are enhanced through educational trails and experiences rooted in the region, fostering connections with local know-how.

# A strategic vision

## To be accessible to all

### Inclusion and accessibility at the heart of the project

- > Activities accessible from an early age
- > Infrastructure and trails designed for people with reduced mobility
- > Trails designed for all levels and all abilities
- > A place for intergenerational encounters
- > A strong social value for the region and its inhabitants



### Family market and soft tourism

The gentle, inclusive, four-season positioning responds to strong structural demand, beyond passing trends.



# A strategic vision

## For sustainable diversification

### Equipment designed to last

- > Refurbished and modernized lifts, and the dismantling of former infrastructure
- > A rich offering of anchor year-round experiences plus seasonal activities
- > Multi-purpose buildings at the heart of the development
- > A self-sustaining approach, prioritising reliable equipment, controlled consumption and the use of green energy
- > A project that can be operational within two years, designed to evolve and develop sustainably over ten years



### A credible long-term vision

A hybrid structure, progressive self-financing, and transparent governance: a solid project driven by sustainable values.



# A unique experience

## To transport you

### A fun experience from Lake Geneva to La Braye

- > An immersive cable car ride from Château-d'Œx
- > A transition between valley and mountain designed as a time to discover the Pays-d'Enhaut
- > An experience that connects visitors to the cultural identity of the region
- > The cable car becomes an experience in its own right



### An iconic and innovative project

Strong partnerships with technology and storytelling experts to make the journey a next-generation experience.

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**A sustainable access network**

Several hundred thousand passengers reach the Pays-d'Enhaut by train each year.

# A unique experience

## For summer thrills

### An environment which adapts to your pace and preferences

- > Mountain bike flow trails for adults and children
- > Discovery trails with different themes
- > Marle run trail
- > Alpine garden
- > Tree-top adventure park and climbing wall
- > Play areas, relaxation areas and picnic areas



### Intergenerational shared spaces

Games, relaxation, trails and zip lines: places designed for generations to come together.



# A unique experience

## For winter thrills

### The mountains for progressing beyond the snow garden

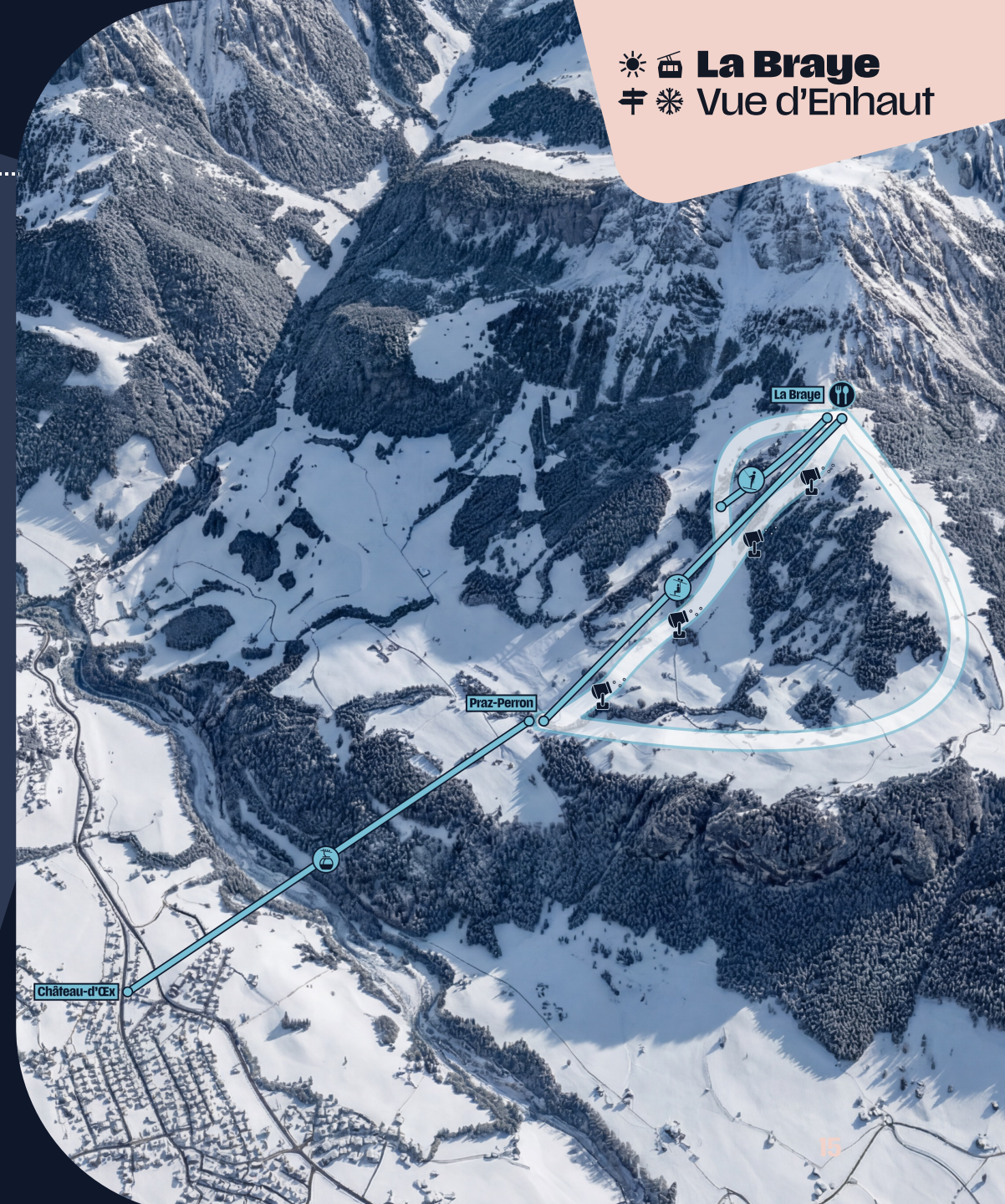
- > Two preserved and simplified slopes, one of which is covered with artificial snow
- > Sustainable snowmaking
- > Trails for snowshoeing
- > Areas dedicated to hikers
- > Fun track for children



### Strong societal value

A whole section of the estate is dedicated to gentle winter sports, which limits the impact on farmers' land.

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# A unique experience

## For thrills in the air

**At La Braye, everyone can discover the air at their own pace**

- > Flagship attraction: a large panoramic zip line
- > A small zip line accessible to toddlers, for a safe first aerial experience
- > Tree-top adventure courses and suspended nets, blending into the landscape
- > A progressive range of activities, from fun to thrilling, suitable for all ages and all tastes



### **Panoramic views**

Exceptional panorama over valleys and peaks, with a unique vantage point during the International Balloon Festival.



# A unique experience

## Thrills for everyone

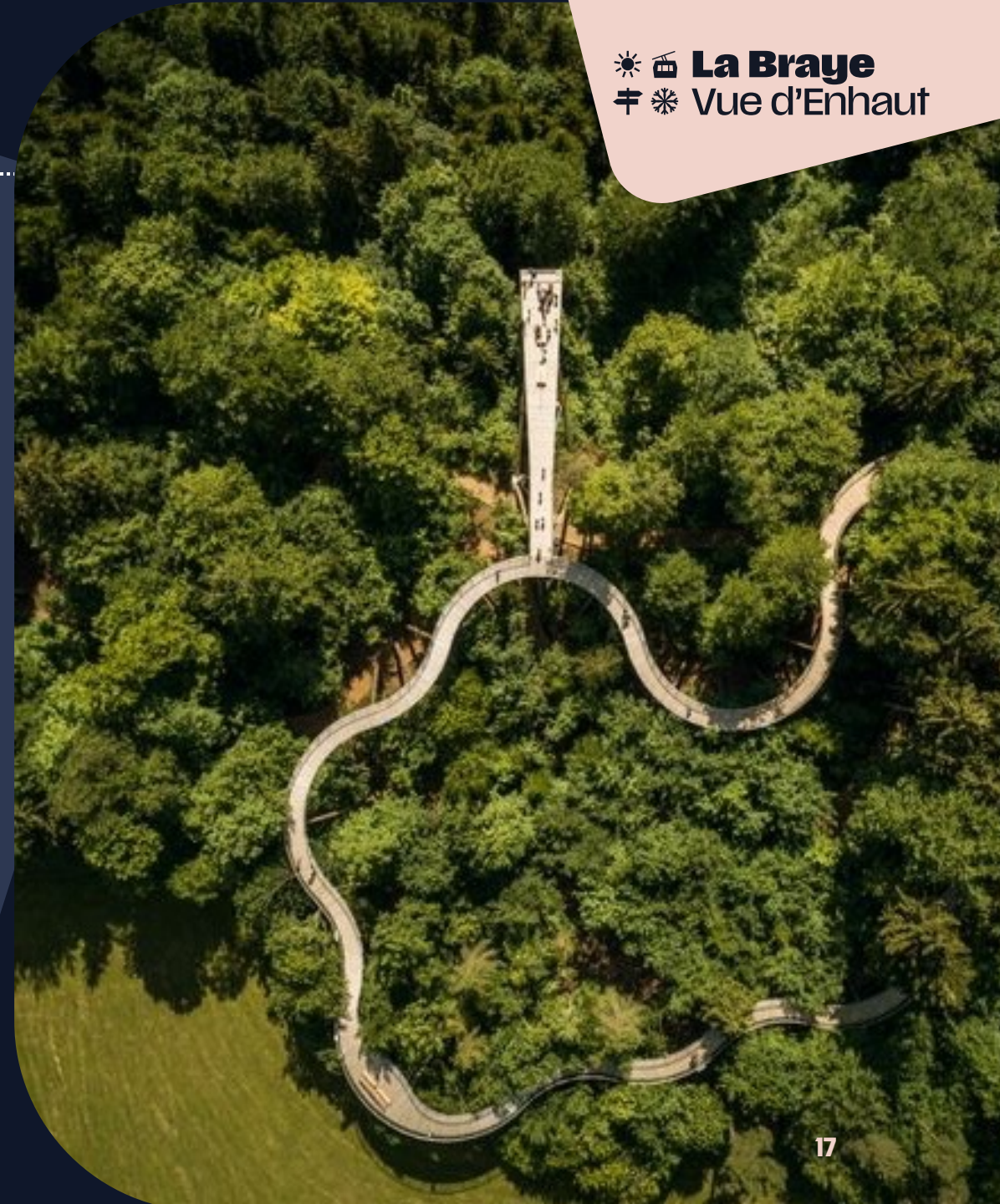
### The treetop walk, a peaceful experience

- > The first canopy walkway in the Pre-Alps
- > A trail accessible to all, year-round
- > Panoramic views and exceptional perspectives
- > A tourist and educational attraction



### Routes and facilities for people with reduced mobility

Experiences designed to accommodate people with reduced mobility.



# A unique experience

## To share memorable moments

### Event versatility at the heart of the project

- > The renovation of an existing building, showcasing the heritage and history of the site
- > A multifunctional space for events and seminars
- > Traditional, local and friendly catering
- > A modern and welcoming meeting place open all year round
- > A terrace and panoramic rooftop offering a 360° view
- > The starting point for the zip line, reinforcing the central role of the building





**Building smart, preserving tomorrow**

Sustainable buildings that consume less and preserve resources.

# A vision for the future

## To protect & preserve

### An essential long-term investment

- > A multifunctional water reserve for fire safety and agriculture
- > A place that is alive all year round, hosting simple summer and winter activities
- > A support for sustainable snowmaking
- > A tool for resilience in the face of climate change
- > A strong image of sustainability, serving the community



# Why invest

## A visionary, concrete and responsible project

**CHF 30 million over 10 years**



### **Public funding**

mobilised for public infrastructure and structural facilities



### **A contribution of private capital**

targeted at activities that generate operating revenue



### **Tax-deductible donations**

enabling sponsors and partners to be involved in the project to finance investments accessible to all



### **Leveraged funds**

securing part of the project's financing and generating additional resources for investors

# How to invest

## An innovative & secure hybrid model

**La Braye is a regional project, collectively supported and designed to last**

### Public funds – CHF 3M

Minimum contribution from local authorities (Confederation, Canton, Municipality) to support the general interest of the project.

### Tax-deductible donations – CHF 6M - CHF 9M

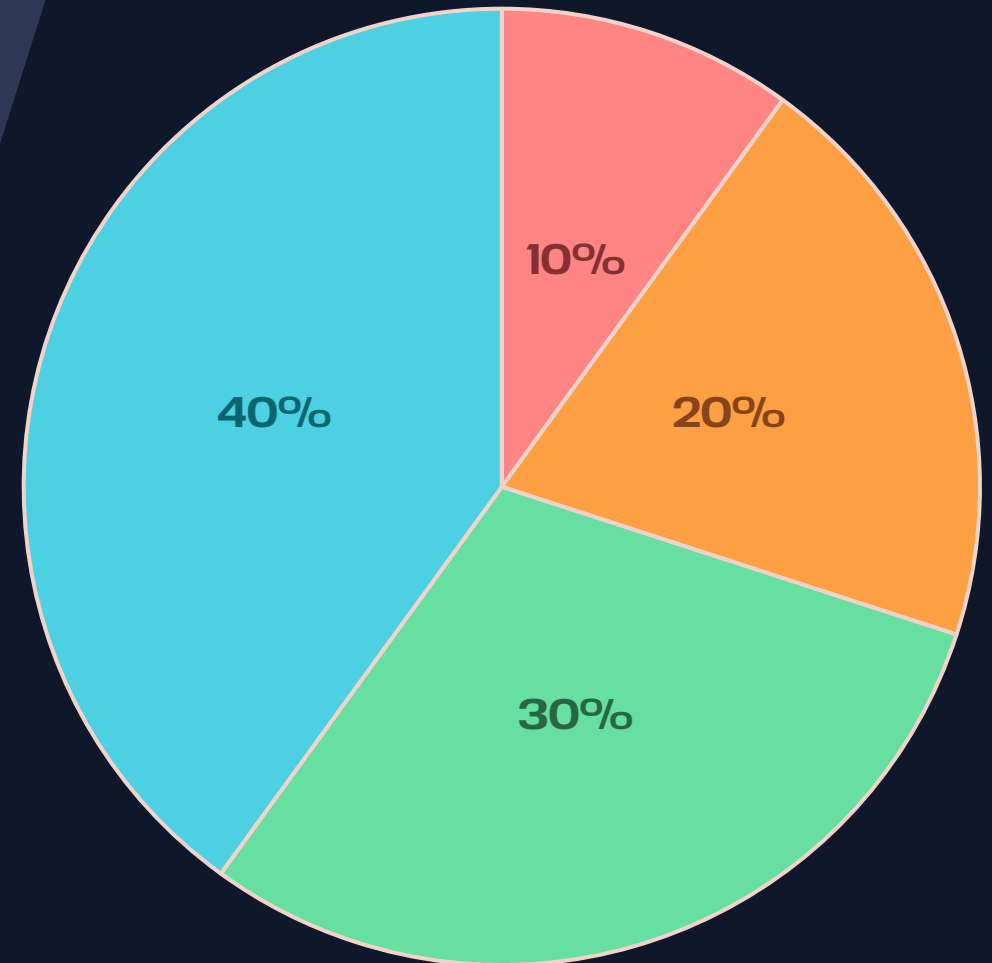
Collected via the La Braye pour Tous Association, these funds finance equipment with a high social impact.

### Private investment – CHF 6M - CHF 9M

Capital increase for TCO SA, the operating structure, guaranteeing financial soundness and credibility.

### Invested donations & lombard effect – CHF 12M

Leveraged banking arrangement: donations invested to generate secured credit without diluting control.



# Invest

To make decisions together & for the long term

  **La Braye**  
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## **A collective, structured and long-term project**

A project driven by the region, with open and committed governance, bringing together local stakeholders, partners, and authorities around a shared and sustainable vision for La Braye.

### **Access Business Plan**

<https://finthesis.io>

Username: info@labraye.com

Password : VueDenhaut1660\*

# Together

Supported by professionals

## Strategy & administration



## Construction & catering



## Activities & technologies

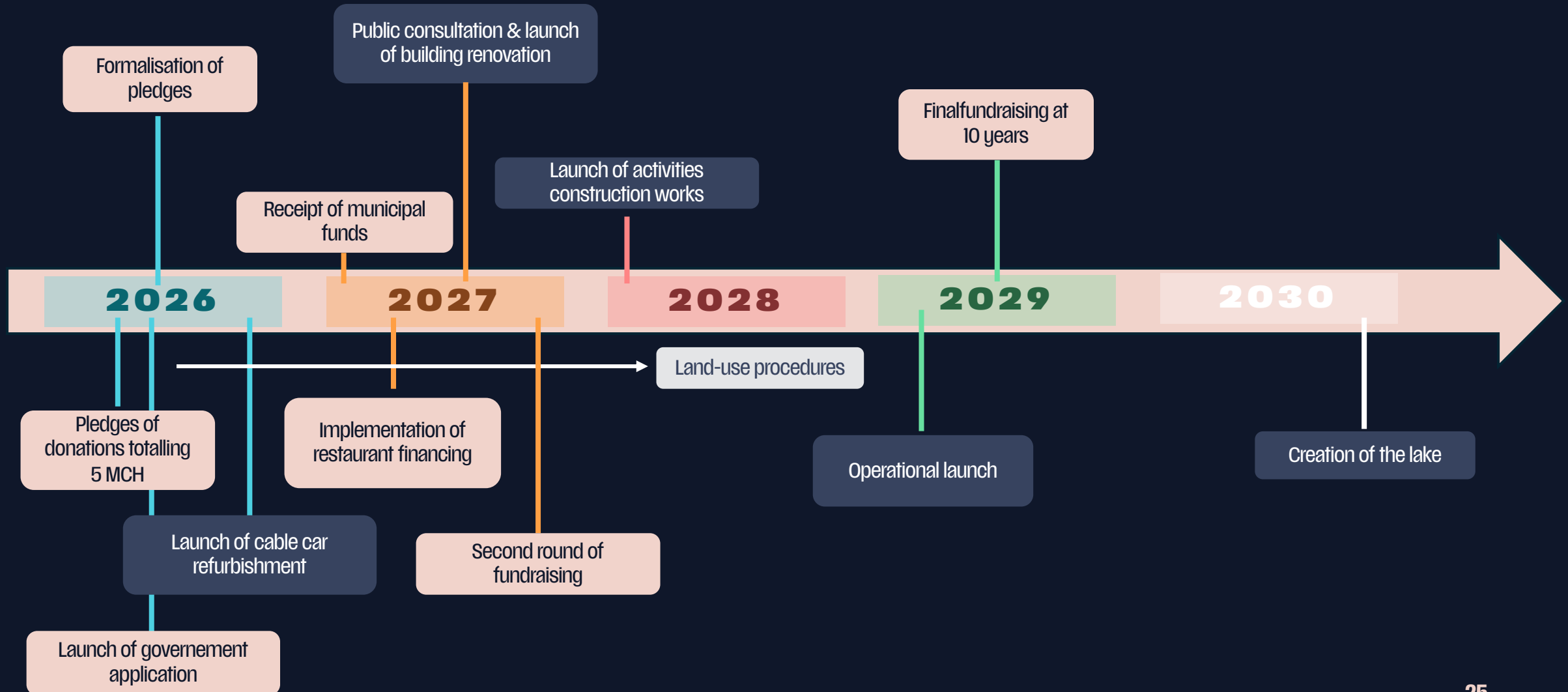


## Communication & local partners



# The project over time

## Key stages of development





## TOGETHER LET'S BRING THIS PROJECT TO LIFE

### THE COMMITTEE

Yves Roch **President**  
+41 78 780 77 77

Nicolas Pasquier **Vice-president**

Eugène Campiche **Vice-president**

Yves Schweizer **Treasurer**

Laetitia Roch **Secretary**

Peian Wong **Member**

Nicolas Weber **Member**

André Bach **Member**

Felipe Gonzalez **Member**

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