

☀️ 🏠 **La Braye**
⚡ ❄️ **Vue d'Enhaut**

THE MOUNTAIN, REIMAGINED

Presentation of the **LA BRAYE**
rehabilitation project

Regional development project 2026 – 2050

Version 6 , August 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 m²
- > 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

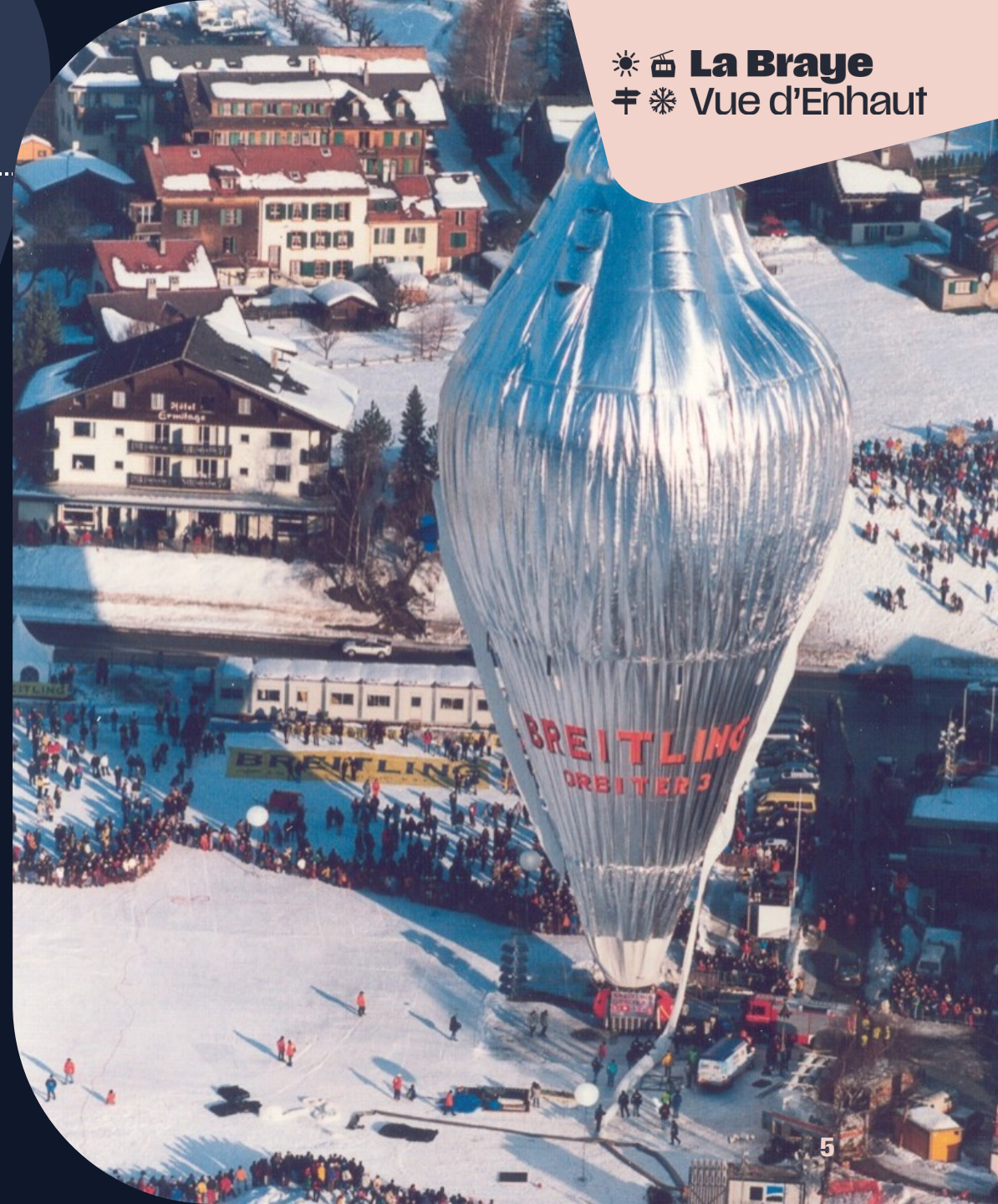
**UP
&
DOWN**

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



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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



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La Braye

Praz-Perron

Château-d'Œx

A strategic vision

To enhance and preserve the natural site



Harmonious development

La Braye 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.

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A unique experience

For winter thrills

The mountains for progressing beyond the snow garden

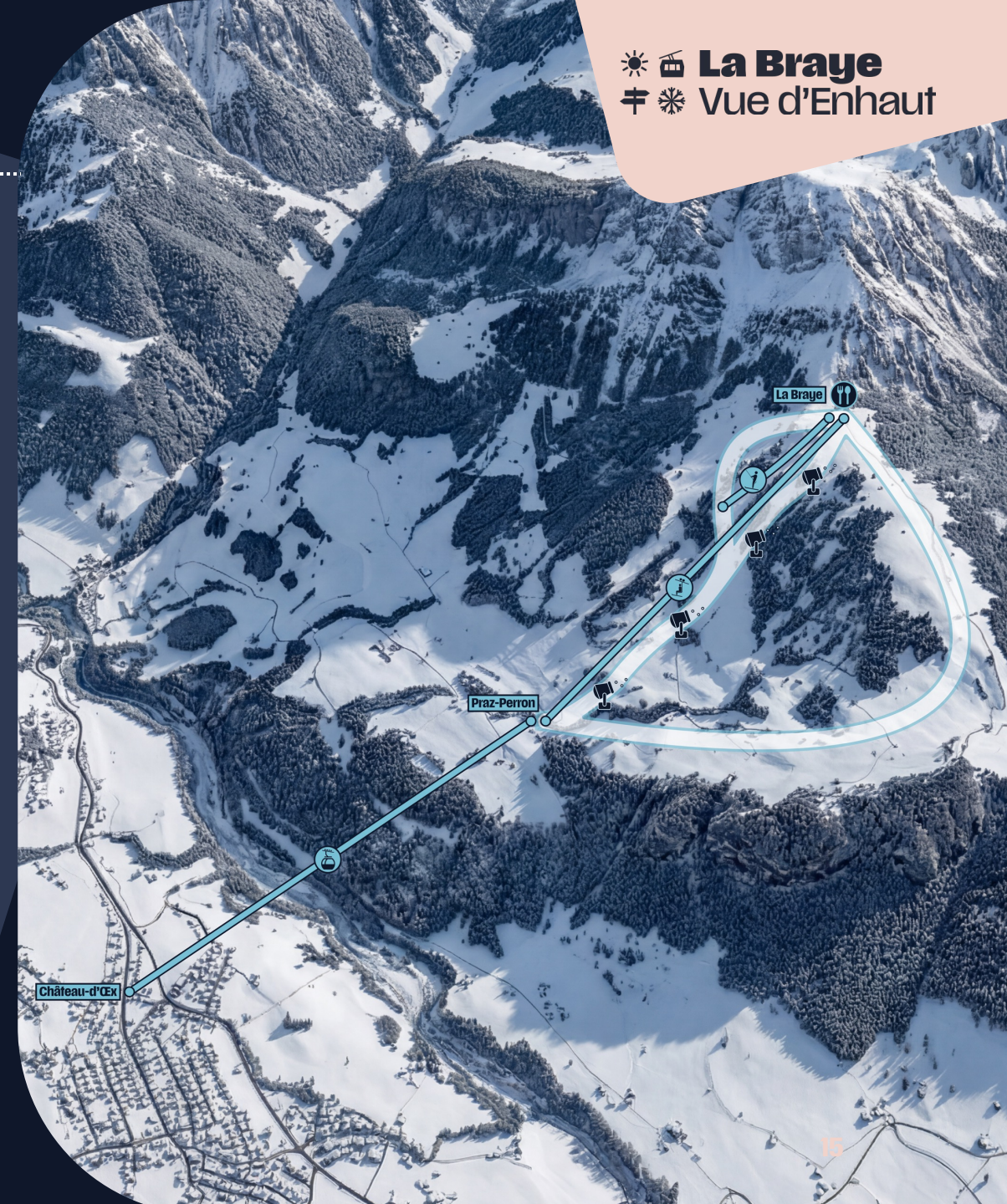
- > Two preserved and simplified slopes, one of which is covered with artificial snow
- > Sustainable snowmaking
- > Trails for snowshoeing
- > Areas dedicated to hikers
- > Fun track for children



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.

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A unique experience

Thrills for everyone

The treetop walk, a peaceful experience

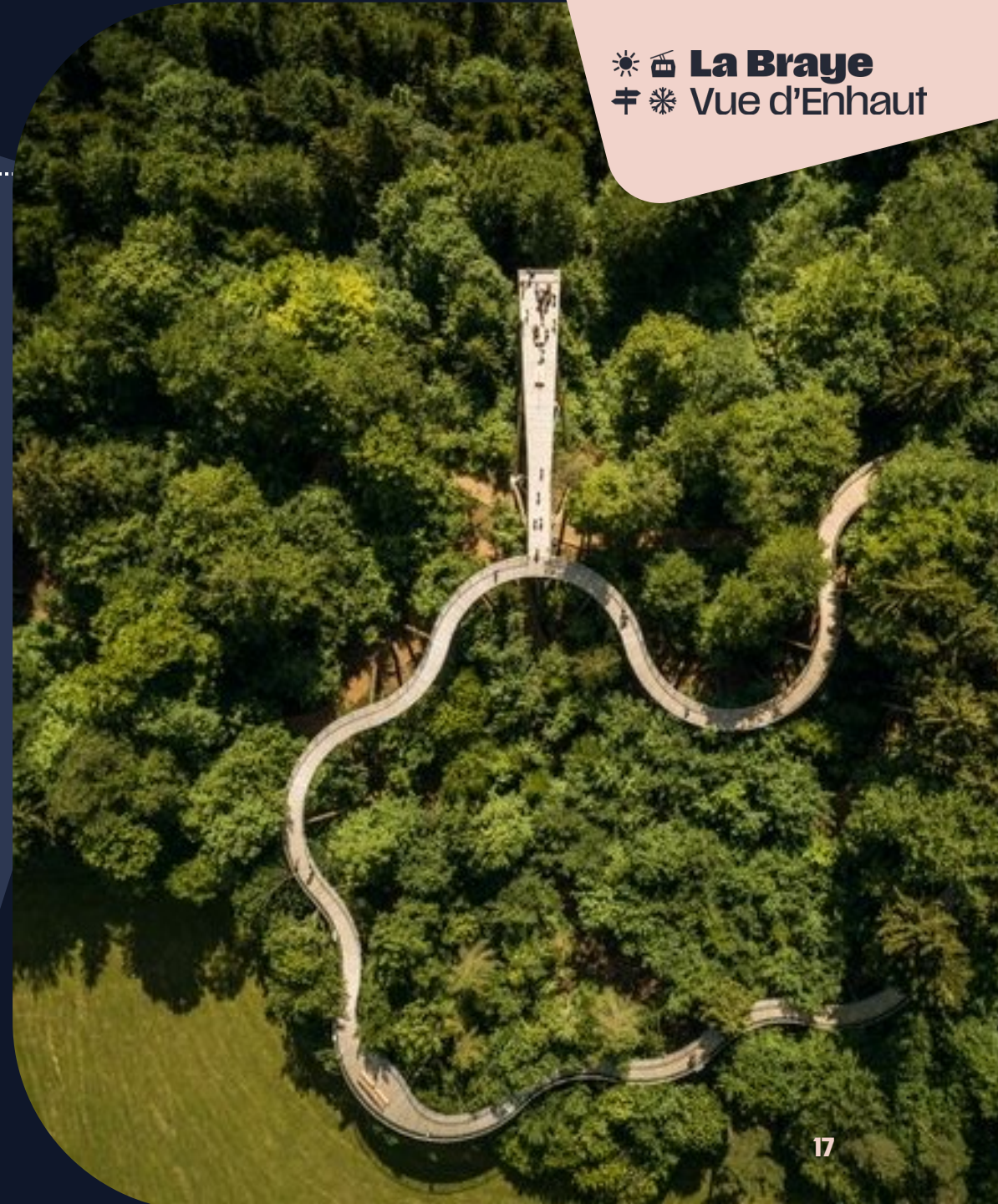
- > The first canopy walkway in the Pre-Alps
- > A trail accessible to all, year-round
- > Panoramic views and exceptional perspectives
- > A tourist and educational attraction



Routes and facilities for people with reduced mobility

Experiences designed to accommodate people with reduced mobility.

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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



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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



Invest

To make decisions together & for the long term

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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*

Choose your commitment

Become part of La Braye's revival

THE GUARDIANS

FOR GENEROUS SOULS WHO WISH TO PASS ON A LEGACY TO FUTURE GENERATIONS

- > Preserving a natural heritage
- > Donations from CHF 500.-
- > Tax-deductible
- > Your name associated with the project

LES PIONEERS

FOR THOSE THAT BELIEVE IN THE PROJECT'S ECONOMIC POTENTIAL

- > Become a co-owner of the journey
- > Shares from CHF 50'000.-
- > Equity participation
- > Long-term vision

THE BUILDERS

FOR THOSE WHO WISH TO PROVIDE CRITICAL FUNDING AT KEY MILESTONES

- > Accelerating the rebirth
- > Loans from CHF 500'000.-
- > Interest rate of approximately 2%
- > Term of 5 to 10 years

CHF 30 MILLION

TO BE RAISED OVER 10 YEARS

Together

Supported by professionals

Strategy & administration



Construction & catering



Activities & technologies

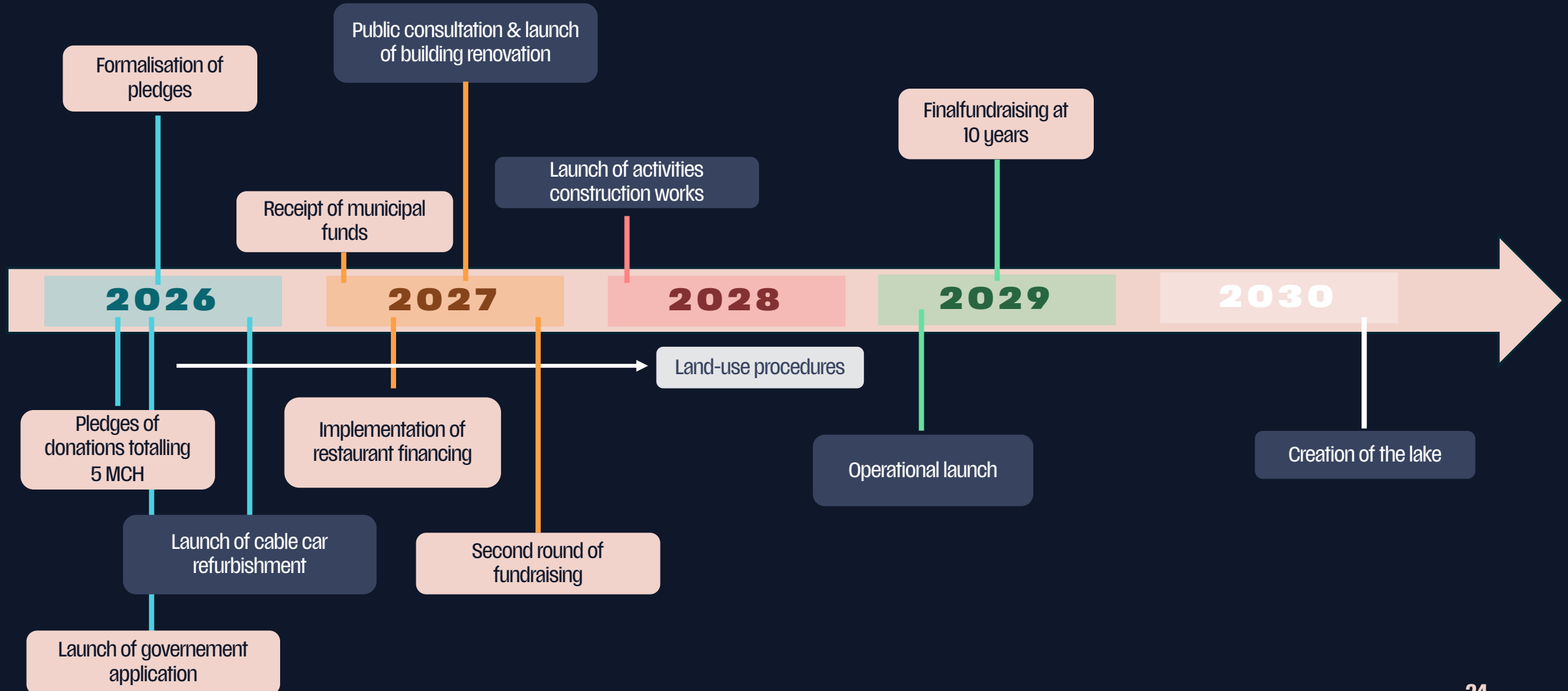


Communication & local partners



The project over time

Key stages of development





TOGETHER LET'S BRING THIS PROJECT TO LIFE

THE COMMITTEE

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Peian Wong **Member**

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