

## Press information

### AlpNet visits Graubünden Ferien

St. Moritz, 13th February 2017

During the FIS Alpine World Ski Championships, AlpNet (the association of eight leading tourism organisations from the European alpine region) visited St. Moritz, the competition venue. On the 12th February 2017, Martin Vincenz the CEO of Graubünden Ferien, used this opportunity to invite the leading members of AlpNet to meet at the "Bündner Stübli". Currently the association is headed by the CEO of Tirol Werbung, Josef G. Margreiter. AlpNet's members include the tourism organisations: Graubünden Ferien, Tirol Werbung, BE! Tourism, Luzern-Vierwaldstättersee, Rhône-Alpes Tourisme, IDM Südtirol – Alto Adige, Trentino Marketing and Valais Promotion.

The aim of the association is to strengthen and develop Alpine tourism. The goals will be reached by sharing experience, insights and knowledge; also commonly organised studies and panel discussions. Furthermore an important part of their work is in public relations and running of B2B-platforms. A meeting is held on the 13th February 2017 by the association in the House of Switzerland.



**Bild (vlnr):** Damian Constantin (Wallis), Bettina Haas (AlpNet - Generalsekretariat, HMC), Martin Vincenz (Graubünden Ferien), Marcel Perren (Luzern Tourismus), Annie Martinez (Rhones-Alpes Tourisme), Josef G. Margreiter (Tirol Werbung), Harry John (BE! Tourismus)

**Bild zum Download:** <http://www.hmc.travel/wp-content/uploads/AlpNet.jpg>

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**Your contact for questions**

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