

EXPLORE UNIQUE POP-UP OPPORTUNITIES

CURATED POP-UP VENUES





Embrace this chance
to showcase your brand
and join our spirited
community for up to
12 months.



THE VISION

The new community brings together ambitious modern infrastructure, a range of homes across apartments and chalets, hotels, a premium ski resort and a concert hall — all built to the highest sustainable standards.

Andermatt Alpine Apartments meet the growing demand for property in the region, offering an impressive range of options, from studios to spacious penthouses, all ideal as second homes or investments.

Residents and guests will come from 42 new apartment buildings housing 900 apartments, as well as 28 exclusive villas and six hotels.

The golf course and the concert hall act as anchors and cultural landmarks for the development, marking us out as more than a premium ski resort to an all year-round destination.

Sustainability underpins the development, the real estate and its place infrastructure. We champion the latest energy-saving technologies and put the clean air and water at the heart of what we do.

Samih O. Sawiris brings 33 years of town planning experience to the region in a story that spans 9 destinations, 33 hotels and seven marinas over three continents.



An aerial photograph of a mountain valley covered in snow. In the center, a small village is illuminated by warm, golden lights, contrasting with the cool blue tones of the twilight sky and the surrounding snow. The mountains are rugged and snow-covered, with some rocky outcrops visible. The overall scene is serene and picturesque.

WHY ANDERMATT

Andermatt is the hidden gem in the Swiss Alps and the central point of departure for the Alpine region.

A charming and beautiful village set in a pristine mountain valley landscape with wonderful views of the mountains peaks. Andermatt Swiss Alps is rewriting its reputation from a strictly military village to a chic all-year-round destination, hosting sophisticated travellers from all over the world.

GUESTS POTENTIAL
GROWTH UP
54% BY 2030

POPULATION
GROWTH UP
23% BY 2030

150,000
approx.
DAY VISITORS ARE
EXPECTED IN ANDERMATT
PER ANNUM.



SWITZERLAND'S CROSSROADS

Andermatt is the central point of departure for the Alpine region

ZURICH AIRPORT

By Car 1 hr 40 mins
By Train 2 hrs 20 mins

MILAN AIRPORT

By Car 2 hrs 15 mins
By Train 4 hrs 10 mins

LUGANO

By Car 1 hr 20 mins
By Train 2 hrs 5 mins

LUCERNE

By Car 55 mins
By Train 1 hr 50 mins

CULTURE

all year-around events & experiences



500 kilometers of marked hiking trails



ANDERMATT/REUSS

40 plus crystal clear lakes



WINTER SPORTS

plus world renowned off-piste skiing on the Gemmstock, piste skiing plus crosscountry



GOLF

Award-winning 18 hole championship golf course



WELLNESS

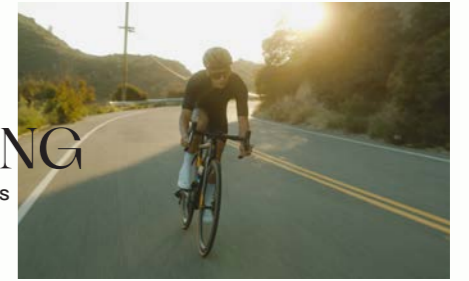
A variety of pools, saunas, steam baths & personalised wellness treatments

PARAGLIDING



CYCLING

biking over passes



CLIMBING

plus boulder-scrambling & sport-climbing



RUNNING

plus trail running

CAR TOURING



3 three Michelin-starred restaurants

ENERGY IN EVERY SEASON

We benefit from an unrivalled range of indoor and outdoor activities — 365 days a year.

EASY TO REACH

Located in the heart of Switzerland, Andermatt is accessible from everywhere.

90-MINUTE DRIVE
FROM ZURICH

2 HOURS FROM MILAN

4 HOURS FROM MUNICH

45 MINUTES FROM
PRIVATE AIRPORT BUOCHS

ATTRACTIVE DESTI- NATION

By offering winter and summer activities, Andermatt is developing as a truly integrated destination.

EVENTS & EXPERIENCES

GASTRONOMY

HOSPITALITY

CULTURE

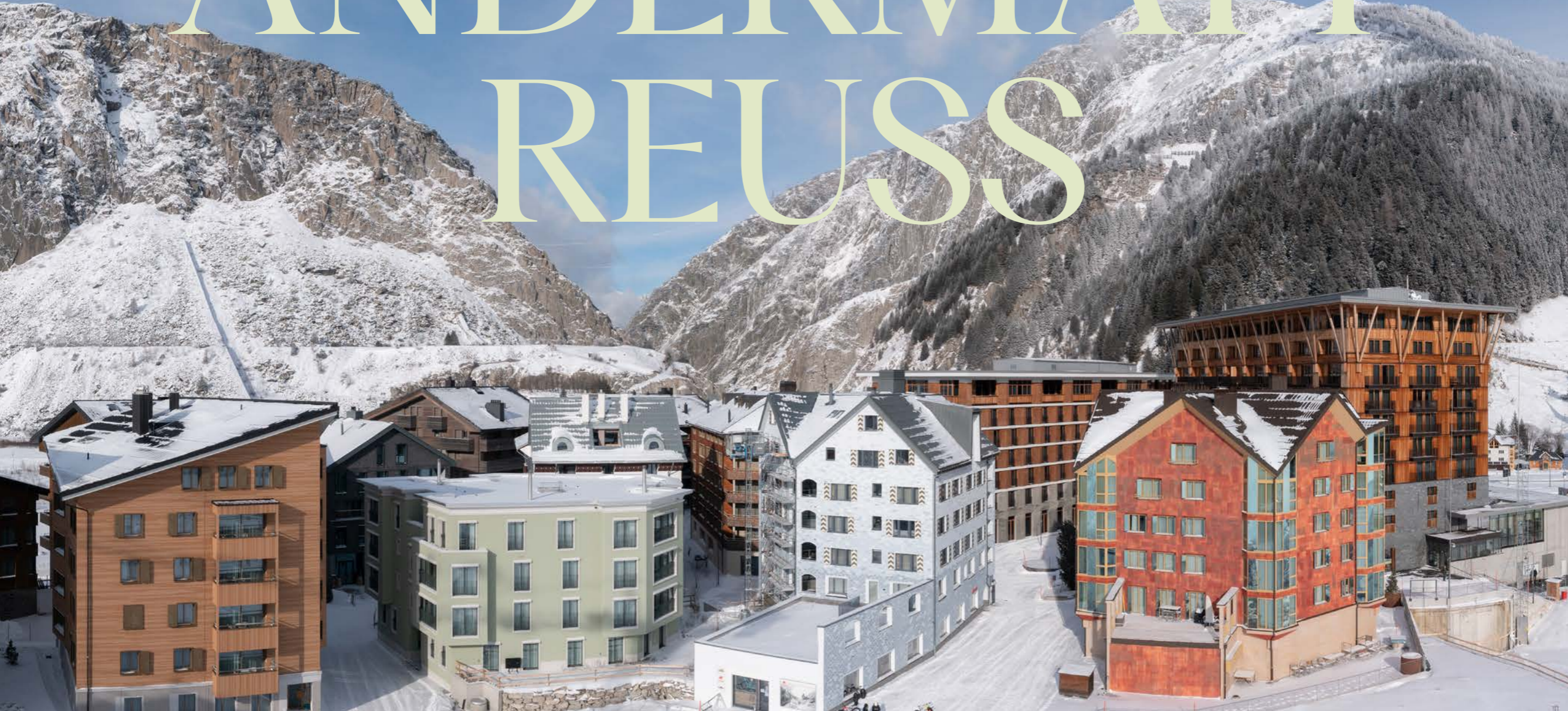
PRISTINE ALPINE LANDSCAPE

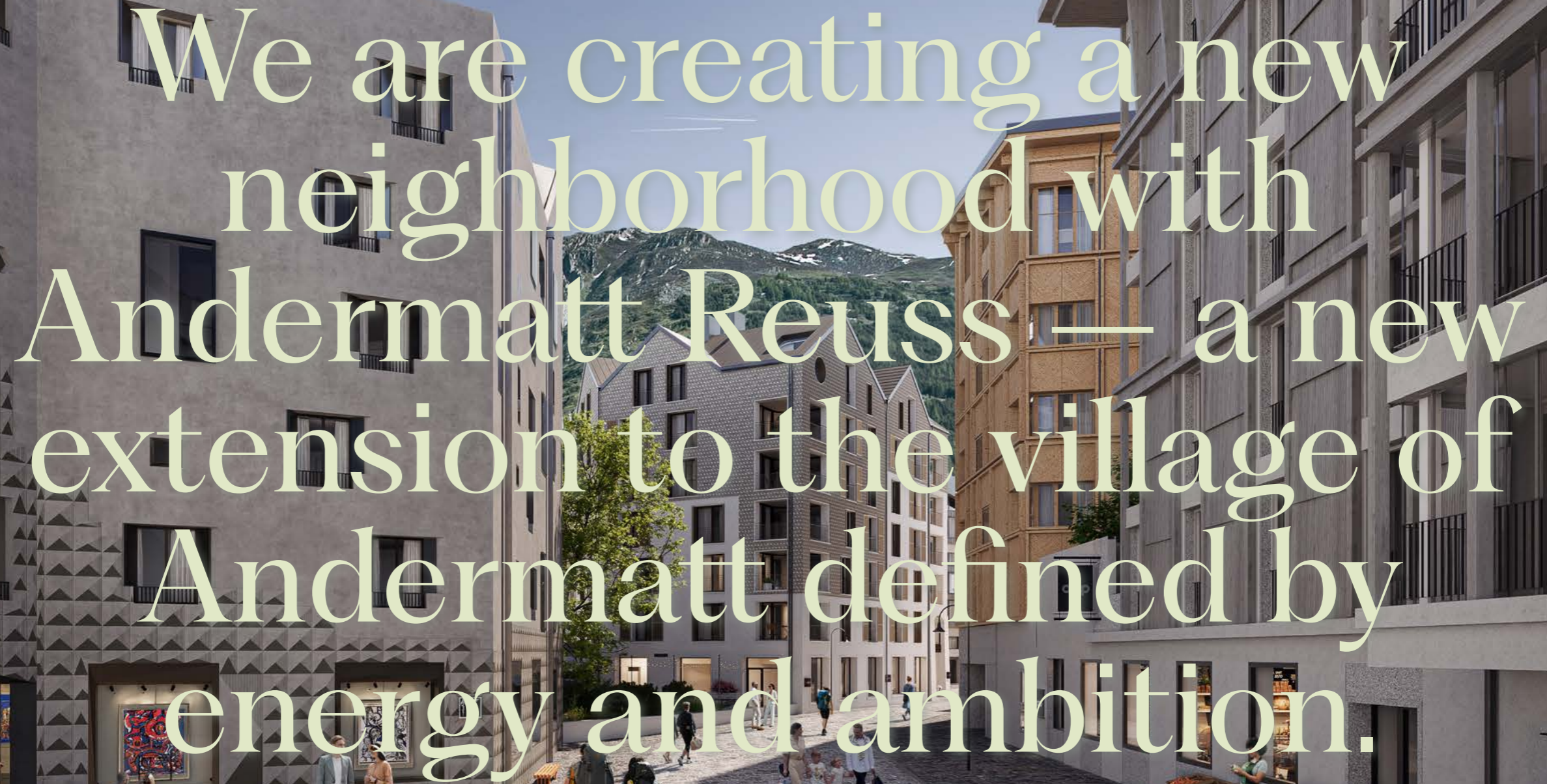
Andermatt is well known for its top air and water quality — the Gotthard region is Europe's water tower

Peaceful and well
preserved environment perfect
for hiking, cycling or skiing

more than 40 crystal clear
lakes and source of Rhine,
Rhone, Reuss and Ticino rivers

ANDERMATT REUSS



An architectural rendering of a modern residential street in Andermatt Reuss. The scene shows a cobblestone-paved pedestrian street lined with multi-story buildings. On the left, a building features a facade with a repeating geometric pattern of triangles. People are walking and sitting on benches along the street. On the right, a building has a 'coop' logo on its facade. In the foreground, there are wooden crates filled with fresh produce and flowers. In the background, more modern buildings and snow-capped mountains are visible under a clear blue sky.

We are creating a new neighborhood with Andermatt Reuss — a new extension to the village of Andermatt defined by energy and ambition.

EXPLORE US. JOIN US. DEFINE US.

Andermatt Reuss is a uniquely aspirational retail and gastronomy destination — a powerful source for exploring peak moments in life.

Offering exceptional, unconventional 360° Alpine experiences, 365 days a year.



A CHF 2 billion project by Andermatt Swiss Alps is transforming this once small military village into a leading year-round Alpine destination. Andermatt Reuss lies at the heart of the largest development project of its kind anywhere in the Alps.

By amplifying the distinctive qualities that Andermatt is known and loved for, we continue to draw from its natural environment and rich culture to provide a new extension to the old village offering exceptional retail, gastronomy, culture, leisure and wellbeing. All servicing over 900 new apartments and six 4 & 5-star hotels.

As a valued brand partner, we will support you in growing your business with us and extending the life of Andermatt Reuss beyond the mountains, into off-piste experiences.

The new district will be home to a diverse mix of forward-thinking international brands, local and regional independent businesses, and cultural events. What unites all our brands and experiences across retail and gastronomy is excellent customer service, understated luxury and adventure, and a sense of being inspired by the uniquely Alpine quality of life.



THE MASTERPLAN



Within this vibrant district
we are excited to offer
two exclusive pop-up spaces
at Furkagasse 5 and 10.

A photograph of a clothing store interior. A wooden rack is filled with various garments, including jackets, blouses, and dresses in colors like black, grey, orange, beige, red, pink, blue, and white. The store is decorated with several potted plants, including a large green plant on the left, a smaller one in the center, and a tall one on the right. A person's legs and feet are visible on the right side. The text 'YOUR POP-UP POTENTIAL' is overlaid in a large, light green, serif font.

YOUR
POP-UP
POTENTIAL

RETAIL SPACES



A prime opportunity in an amazing location with ever increasing footfall. Your space to do business in a growing community.

THE OPPORTUNITY

This is an opportunity to explore what the landscape has to offer and rediscovering the summit of your potential.

Join the mix: Fashion, Watches & Jewellery, Sports, Homeware, Beauty, Services, Food & Supermarket and Restaurant

- GET A FEEL FOR ANDERMATT WITH HIGH VISIBILITY AND LOW RISK
- GAIN ACCESS TO AN INCREASINGLY AFFLUENT POPULATION OF INTERNATIONAL VISITORS AND RESIDENTS
- A SHORT TERM OPTION TO TEST OUT THE LOCATION IN A MODERN AND FULLY EQUIPPED SPACE

Andermatt has long been recognized as a destination for high-performance sports and activities. This same ethos is embodied in our new pop-up units, which are constructed to the highest standards of sustainability. These units are complemented by excellent logistics and delivery services. Additionally, each space includes a generous communal area with a tea kitchen and its own storage.



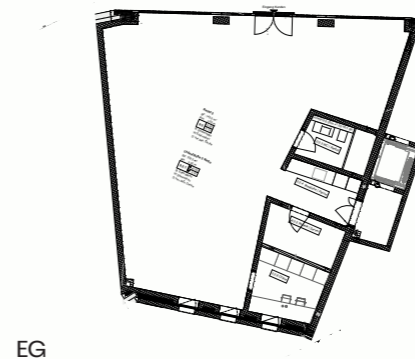
FURKA- GASSE 5

4e6.1 House Vera
Retail

TOTAL AREA:
181 m²

GROUND FLOOR:
135 m²

BASEMENT:
46 m²



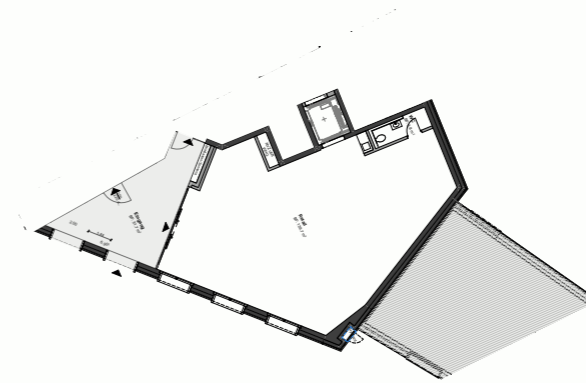
FURKA- GASSE 10

4e3.3 House Yara
Retail

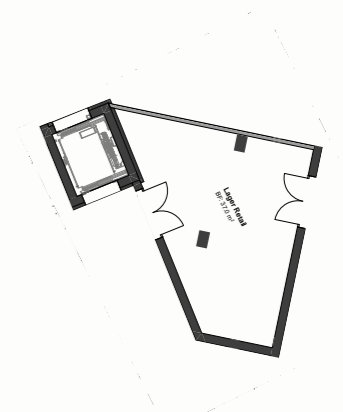
TOTAL AREA:
172.6 m²

GROUND FLOOR:
134.9 m²

BASEMENT:
37.7 m²



EG



UG

SPORTING AND OUTDOOR ADVENTURE



Andermatt is not just a destination;
it's a starting point for adventure
and sports enthusiasts.



Our goal is to equip residents and visitors with everything they need for days filled with fun, adventure, and high-performance activities.

We understand the diverse needs of our active community and tourists, which is why we are focusing on this dedicated space to meet the demand for high-quality gear suitable for all seasons and times of the day. Whether it's skiing in winter, hiking in summer, or anything in-between, our 180m² sports pop-up space is designed to cater to every sporting need.

We want you with us, to be part of this dynamic and growing community in Andermatt.

FASHION AND HOMEWARE

This compact yet versatile space is a treasure trove for those looking to discover unique fashion pieces and exquisite accessories.

Whether your strength lies in elegant menswear, chic womenswear, or the fine craftsmanship of homeware, this pop-up offers an intimate setting to highlight your collections.



Perfectly situated to attract a discerning clientele, this space is an ideal platform for brands that cater to style-conscious individuals.

BEAUTY LUXURY RETAIL



Engage with an audience that values the epitome of luxury and sophistication.



Here, in this 42m² pop-up, your brand can become an integral part of an experience that caters to those who seek not just quality but also exclusivity in beauty, luxury, and eyewear.

This boutique area is offering a stage for showcasing your products to our spirited community.

THE NEIGHBORHOOD OF FURKAGASSE



03

Victorinox - the largest knife manufacturer in Switzerland has also found it's way to Andermatt.



01

Andermatt Swiss Watches — The exclusive boutique for watches, jewellery and writing instruments in Andermatt, Switzerland.



02

Igniv by Andreas Caminada — The renowned Swiss chef Andreas Caminada will bring the Igniv concept to Andermatt Reuss.



04

noobaa — Is the name suggests, designed as a noodle bar and is a popular meeting place for friends of pan-Asian cuisine.

Join a blossoming neighborhood of a visionary all year round destination at the heart of the Alpine village of Andermatt.

OUR HOTEL GUESTS

The Chedi Andermatt



Number of units:	
Hotel rooms	51
Residences	69
Number of guest nights	58'585
Occupancy	55-75%
Average stay	2.4

Radisson Blu Reussen Hotel



Number of units:	
Rooms	179
Residences	65
Number of guest nights	74'526
Occupancy	50-60%
Average stay (nights)	2.03

Andermatt Alpine Apartments



Residences in rental programme	180
Number of beds	312
Numbers of guest nights	28'965
Occupancy	40-42%
Average stay (nights)	3.4

The Alpinist



Number of hotelrooms	164
Number of apartments	66
Parking bays	99
Restaurant & co-working spaces (m ²)	1426
Spa & gym area (m ²)	2480
Saleable area (m ²)	16'207

OUR REAL ESTATE OWNERS

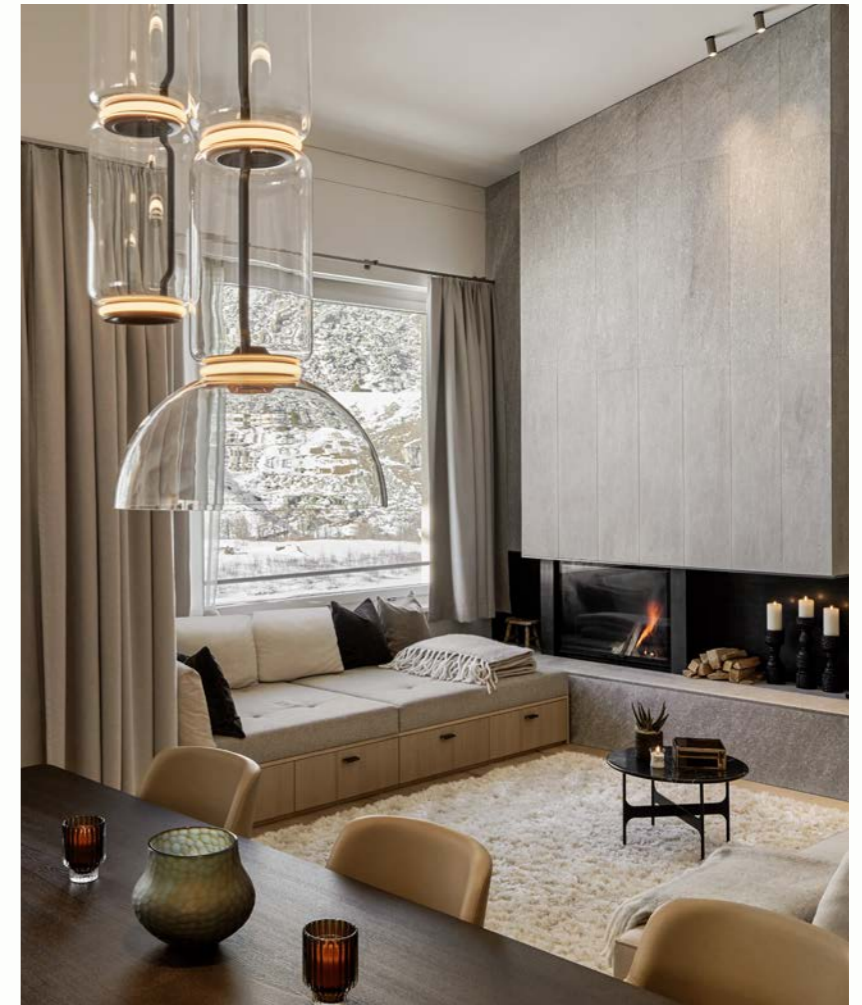
This thriving community primarily consists of high net worth individuals.



Over 560 properties have been sold to date. They have a worth more than 805 million CHF. 100% completed residential units are sold.

With an average age of 52, 69% of residents are based in Switzerland, while 31% are international.

The community is primarily associated with finance, pharmaceuticals, and technology industries. Their interests encompass Alpine skiing, design, gastronomy, and fashion.



OUR VISITORS



01

Vail Resort —
World's largest ski resort operator
with 149 million CHF in capital
investment. 17 million annual skier
visit the Vail resort.

Andermatt has central switzerland's
largest and most modern ski area.
It is 180km long and has 33 ski lifts



02

Winter activities —
Besides world class skiing a wide
range of activities awates, including
sleigh riding, cross-country skiing,
and ice skating.

Andermatt, cherished by a diverse and
discerning global audience, anticipates
welcoming approximately 150,000 day
visitors annually.



03

Experience the world-famous
Gotthardpass, an iconic road cycling
destination.

Delight in our award-winning 18-hole
championship golf course, voted the
best in Switzerland, perfect for golf
enthusiasts.

Nature lovers can indulge in a hiking
paradise, boasting over 500 km of
scenic trails to explore.

JOIN US



Visit us as we enter the
next exciting new phase of
Andermat Reuss
Thank you!

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