

Nangijala

Bar & Café



CROWDFUNDING

The time has come to refresh Nangijala and make your favourite hostel, bar and restaurant even better. We want to bring new ideas, new energy and a new level of quality to Nangijala. The person to do it is Stefanie Schmid, backed by the current Nangijala team. Stefanie is an experienced hotel manager and has some great ideas for how to improve Nangijala, but she needs help to finance her project. We thought a good way to do that would be to ask our wonderful, loyal customers who have helped to make Nangijala such a success over the years –other words, you!



OUR VISION

Nangijala will still be the Nangijala you know and love. The aim is not to make any dramatic changes but to refine it, expand it and actively promote it to new customers. The most important aim will be to attract more off-season guests. We can do this with an enhanced summer / spring event program and increased marketing. With Stefanie bringing her skills and experience to the business, Nangijala will be able to reach new heights. One of the original Nangijala co-founders, Viktor Andersson, will be staying on for a one-year transition period to ensure a smooth handover.

EVENTS

Nangijala will focus on attracting more groups of guests with an enhanced activity and event program. On the agenda will be guided mountain bike tours, bike camps, yoga retreats, snow-shoe hikes, corporate workshops, and local wine and food tours.

MENU

We'll continue to develop our international cuisine and increase focus on Nangijala as a stand-alone restaurant / dining location. The goal is to be the best international restaurant in the region, while still keeping prices affordable.

LOCAL PARTNERS

Strengthening ties with local suppliers and companies is key to Nangijala's ongoing success. As part of the Disentis community we believe in working together for mutual benefit, through joint marketing, special event collaborations and promotions.

MARKETING

A little bit of strategic marketing goes a long way. Targeted print and online ads, improved SEO on the website, increased social media activity and exposure on the right online booking platforms will attract more international and multi-day guests.

LONG TERM

Nangijala has the potential to expand in another resort. This would make Nangijala visible to a much wider market, and open up the possibility of developing it as a retail / lifestyle brand.

THE TEAM



STEFANIE SCHMID

Stefanie is a professional hotel manager with over 10 years' experience in the hospitality sector. A mountain sports enthusiast who understands the demands of today's Alpine tourism market, Stefanie is known for bringing a personal touch and an eye for detail to every project she is involved in. Having been a member of the Nangijala team during its first year of operations, she is already familiar with key aspects of the business and has excellent contacts around Disentis. Bursting with ideas and possessing the skills and experience to make them happen, Stefanie is the perfect person to take Nangijala forward into a successful new era.



VIKTOR ANDERSSON

Viktor is one of the original co-founders of Nangijala and a key creative force behind the hostel's unique business concept and design. During eight years of business Viktor has built up an expert knowledge of the region, forging strong relationships local suppliers and developing a loyal client base of regular customers and repeat guests. A passionate snowboarder and mountain biker, Viktor has extensive knowledge of the local trails and backcountry slopes, and has helped make Nangijala a popular hub for outdoor sports enthusiasts in the Surselva region.



SAM TINSON

A public communications expert with years of international marketing experience (including as Marketing Director of the Disentis-based ski brand Zai AG), Sam will be coming on board to help push the Nangijala brand to new customers. A Disentis resident and loyal Nangijala customer, he is passionate about maintaining the original 'soul' of Nangijala while helping the business reach its full potential.



ABOUT NANGIJALA

Nangijala is a 17-room, 42-bed hostel, bar and restaurant that punches way above its weight among budget accommodations in the Swiss Alps. Since opening for business in 2008, its combination of cool Nordic style, friendly atmosphere and first-rate service has established it as a popular hub in the region's thriving mountain tourism scene. Situated on the busy tourist route between Zurich, Andermatt and Tessin, close to national rail connections, Disentis Bergbahnen and scenic mountain trails, Nangijala is a popular destination for hikers, bikers, climbers and campers during spring and summer. In the colder months it comes into its own as a lively base for skiers and snowboarders visiting Disentis3000 ski area.



HOSTEL & GUEST HOUSE

Nangijala hostel is fully equipped for today's active Alpine tourist market. Facilities include a ski room, bike garage with cleaning area, universal Wi-Fi, off-street parking, steam sauna suite and comfortable common areas with full self-catering. Guests can choose between cosy rooms in the main restaurant building, or for an extra level of comfort book into the modern (2012) eco-designed Nangijala Guest House, designed by renowned local architect Stefan Coray.



RESTAURANT

Nangijala's restaurant is a stand-alone success story in its own right, and not only because of its famous homemade burgers. The kitchen specialises in artisan foods prepared using locally sourced, seasonal ingredients (a refreshing alternative to the tired 'fondue and salad buffet' offered by many hotels in the region). The cellar is lovingly stocked with a broad range of local and international wines and selected craft beers, and a spacious sun terrace adjoining the restaurant makes it a popular lunch spot in warmer months.

BAR

Nangijala is one of the most popular apres-ski spots in Disentis, and the centre of the booming freeride scene for which Disentis is famous. From Thursday to Saturday in winter Nangijala is a buzzing live music venue, with upcoming bands and DJs from Switzerland and beyond keeping the joint jumping into the small hours. For those wanting a break from the dance floor there's a separate wine bar, which can be hired for private events and doubles as a coffee shop and reception area during the daytime. Being located just outside of local residential zones, Nangijala is permitted under local law to stay open until 3am at weekends.



HOW CAN YOU HELP

SHORT TERM INVESTMENT

You know that you will visit Nangijala within the next five years. Why not invest now and get a voucher worth more than you paid for it.

INVESTMENT	VOUCHER
CHF 3'000	CHF 3'500
CHF 5'000	CHF 6'000
CHF 10'000	CHF 12'500

The voucher is valid for five years and only for accommodation and breakfast, not the restaurant. Voucher is valid all year except Christmas / New year and the three weeks of Swiss sport vacation, which is usually in February.

LONG TERM INVESTMENT

You want to stay in Nangijala for several years? Then the long term investment is perfect for you since you get a new voucher every year and if you don't use it, you automatically get an interest rate of 2% paid out to your account at the end of every april.

INVESTMENT	INTEREST OR VACATION VOUCHER / YEAR
CHF 50'000	CHF 1'000 interest or a CHF 1'500 voucher
CHF 100'000	CHF 2'000 interest or a CHF 3'500 voucher
CHF 200'000	CHF 4'000 interest or a CHF 8'000 voucher

Voucher is valid for accommodation, breakfast and restaurant. The investment will start at 5 years, after 5 years we will start to pay you back within another 7 years. By investments above CHF 200'000 we are open to discuss other conditions.

GET INVOLVED

This is your chance to be part of the Nangijala project. If you're interested to find out more please contact Stefanie or Viktor.

For more information about crowdfunding Nangijala please visit www.nangijala.ch/crowdfunding

Expressions of interest should be sent to: info@nangijala.ch or
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