

INTERLAKEN – what a wonderful world!

It's not unusual for a town to be on a river, lake or an ocean. But for it to sit between two lakes may well be unique. Interlaken - between Lake Thun and Lake Brienz - can boast such a privileged position. And there's more. Interlaken is also in the heart of the magnificent Jungfrau Region mountain world and affords views of the world-famous icy icons, the Eiger, Mönch & Jungfrau.

Interlaken's trump card as a holiday resort is without doubt its privileged position in the heart of the Bernese Oberland with its numerous sightseeing attractions. Interlaken, easy to reach by rail and road, is the starting point for an array of excursions: cruises on Lakes Thun and Brienz, outings to the many summits and vantage points in the Jungfrau Region and Alpine foothills made accessible by mountain railways and aerial cableways. The highlight of every stay in this region has to be an excursion to Europe's highest-altitude railway station, the Jungfrau-Joch-Top of Europe at 3,454 metres above sea level. The Ballenberg Open-Air Museum near Brienz, St. Beatus Caves above Lake Thun, Trummelbach Glacier Falls, Schynige Platte with its Botanical Alpine Garden, train trips, for example to Lucerne, Bern and Montreux and spectacular bus tours over Alpine passes are only a few of the countless other attractions.

Three anniversaries and one premiere

The year 2012 in Interlaken is marked by three anniversaries. First and foremost, the history-steeped Jungfrau Railway celebrates its centenary. The opening 100 years ago made a definitive contribution to the touristic development of the region. Now famous far and wide, the William Tell Open-air Theatre can also celebrate a 100-year-old success story. The Jungfrau Marathon, considerably younger but equally of major importance to Interlaken, celebrates its 20th edition in September 2012. It rates the most beautiful mountain marathon in the world. And extremely promising is the premiere of the International Firefighter's Fest in May 2012. The first Code 3800 event is an absolute must for all fans of hot action and spectacular heroics.

Mecca of adventure sport

Whether on water or rock – Interlaken can boast a vast variety of leisure activities in a conveniently compact area. In recent years, the town has become a veritable mecca of adventure sport. The topographical features make it possible for guests to get a rush of pure adrenaline in the air, on water and on the ground. Paragliders circling over Interlaken and then landing on the Höhematte meadow are now almost part of Interlaken's everyday scene. And no wonder – the mountains around the Bödeli offer numerous, easily reached take-off points. Anyone who fancies being even more of a high-flier can book a sky-diving session and admire the scenery from a greater height. River rafting, canyoning and hydrospeeding are cool offers on the region's rivers. Zorbing promises fun and action rolling over pastures in a transparent plastic ball. Mountain-bike tours and hikes along well-marked trails make for near-to-nature experiences – with the majestic lake and mountain world always in your sights. Furthermore, Interlaken is flying the flag for electro-mobility and sustainable tourism.

Interlaken – in the midst of winter!

Interlaken is quite simply a summer holiday destination second to none. But this holiday region in the heart of the beautiful Bernese Oberland has plenty to offer in winter too. Winter guests have the choice of three Top Ski areas - each one easily reached with a free ski bus. The small but superb ski areas of Beatenberg and Habkern are perfect for families, and winter walkers and sledging fans will also be in their element. A rich range of excursions and favourable winter rates at 65 hotels round off Interlaken's attractive winter offers for guests.