

## Interlaken – pure Switzerland with a shot of adrenalin

Lake steamers carving wakes on blue-green waters, cows grazing in flower-filled Alpine meadows, picturesque villages full of wooden chalets decorated with carvings and eternally white mountain summits reached by rail and cableway – picture-book Switzerland comes to life in Interlaken. But that's by no means all: both pleasure seekers and adventure addicts will find an impressive palette of activities on offer in this unique natural setting. And the jam-packed events calendar is certain to provide that extra-special holiday highlight.

A lively town with an Alpine flair between two lakes and at the foot of the world-famous Eiger, Mönch & Jungfrau massif: welcome to Interlaken! With excellent rail and road links, the resort in the heart of the Bernese Oberland has for decades been one of the most popular points on every trip to Switzerland. Interlaken offers guests a choice of around 65 hotels from simple to simply luxurious. Fans of the more casual scene can check in to one of 7 hostels and backpackers lodges. As the 'gateway to the Jungfrau', Interlaken is the ideal starting point for excursions into the Jungfrau Region's unique mountain world. The white giants can be admired at close quarters and in comfort by rail or cableway. The Jungfraujoch awards views of a fascinating glacier world and is also Europe's highest-altitude railway station. The Schilthorn offers stunning views and an authentic film set. It gained international fame as the location for the legendary James Bond film, "On Her Majesty's Secret Service".

### 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. The Water Sports Centre in Neuhaus completes the offer. 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.

### **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 20<sup>th</sup> 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.

### **Sounds, stars, dinner cruises and much more**

In the summer months, Interlaken sets the scene for culture as well as sport. Several events already enjoy a long tradition and are as much a part of Interlaken as the acclaimed view of the Jungfrau massif. For example Friedrich Schiller's dramatic play about national hero William Tell, which has been performed on the stunning natural stage in the Rugen woods in nearby Matten since 1912. A variety of concerts, from classical to rock, traditional to trendy, in an elegant ambience or under open skies, delights audiences of all ages. One particularly popular highlight is provided by the free open-air concerts under the motto «Timeless Swissness». Jazz fans are also well catered for from July to September. Every Thursday evening, jazz bands take the stage and treat their audience to free performances of «Timeless Jazz».

Switch off! Escape daily routine, clear your mind and relax; all possible with a wonderful Dinner Cruise on Lake Brienz from Interlaken. During the cruise, guests enjoy incomparable views of the imposing mountain world and the picturesque fishing villages dotted along the side of the lake. Brand-new Arabian halal delicacies as well as Indian specialities or a crisp barbecued kebab with cool drinks will cater for culinary treats.

### **Idyllic retreats**

At the entrance to the two Lütschine Valleys, the village of Wilderswil offers guests cosy hotels and gourmet cuisine. The attractive resort was once home to the Barons of Unterseen and the ruins of their castle can still be seen today. The holiday village of Beatenberg sits on a supremely sunny terrace high above Lake Thun. The summit of the Niederhorn, Beatenberg's 'own' mountain, offers truly sensational views of the Eiger, Mönch & Jungfrau and the exciting downhill trip can then be made by scooter bike. For those who prefer to enjoy the Interlaken summer in a quieter manner, we recommend the neighbouring

villages. Only ten minutes' drive from Interlaken, Bönigen offers balmy summer nights by the lake and wooden chalets with wonderful carvings. Brienz, at the other end of the lake of the same name, is THE picture-postcard carving village. Another must is the extremely popular Ballenberg Open-Air Museum just outside Brienz. The tiny mountain village of Habkern has fascinating moorland landscapes to explore - and is off the beaten tourist track! Back on Lake Brienz, the idyllic fishing village of Iseltwald is renowned for its fine fish dishes. And last but not least, Ringgenberg-Goldswil offers an inviting chance to cool off on hot summer days. The Burgseeli natural lido, a tiny lake in an idyllic setting between the two villages, is the perfect place for a refreshing swim.

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#### Image archive at [www.interlaken.ch](http://www.interlaken.ch)

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#### Event Highlights Summer 2012

18 – 20 May	1 <sup>st</sup> Int. Firefighter's Fest – Code 3800, <a href="http://www.code3800.ch">www.code3800.ch</a>
7 – 8 June	14 <sup>th</sup> Swiss Economic Forum, <a href="http://www.swisseeconomic.ch">www.swisseeconomic.ch</a>
15 – 17 June	7 <sup>th</sup> Greenfield Festival, <a href="http://www.greenfieldfestival.ch">www.greenfieldfestival.ch</a>
29 June – 1 Juli	19 <sup>th</sup> Int. Trucker & Country-Festival, <a href="http://www.trucker-festival.ch">www.trucker-festival.ch</a>
30 June – 7 July	10 <sup>th</sup> Jungfrau Music Festival, <a href="http://www.jungfrau-music-festival.ch">www.jungfrau-music-festival.ch</a>
27 – 29 July	13 <sup>th</sup> Interlatina – Latino Festival, <a href="http://www.interlatina.ch">www.interlatina.ch</a>
27 – 29 July	9 <sup>th</sup> International Busker Festival, <a href="http://www.gauklerfest-interlaken.ch">www.gauklerfest-interlaken.ch</a>
1 August	Swiss National Day celebrations with folklore parade & grand firework display, <a href="http://www.interlaken.ch">www.interlaken.ch</a>
2 – 5 August	26 <sup>th</sup> Lake Brienz Rock Festival, <a href="http://www.brienzerseerockfestival.ch">www.brienzerseerockfestival.ch</a>
17 – 18 August	Inferno Triathlon, <a href="http://www.inferno.ch">www.inferno.ch</a>
7 – 9 September	20 <sup>th</sup> International Jungfrau Marathon, <a href="http://www.jungfrau-marathon.ch">www.jungfrau-marathon.ch</a>
21 September	Cheese distribution tradition in the Justistal, <a href="http://www.interlaken.ch">www.interlaken.ch</a>
14 October	56 <sup>th</sup> Lake Brienz Race, <a href="http://www.brienzerseelauf.ch">www.brienzerseelauf.ch</a>

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### Seasonal events, summer 2012

13 May – 21 October	Lake & Castle Ticket on Lake Thun, <a href="http://www.interlaken.ch">www.interlaken.ch</a>
13 May – 21 October	Sunset Cruise on Lake Thun, <a href="http://www.interlaken.ch">www.interlaken.ch</a>
11 May – End of June	Indian Dinner Cruise on Lake Brienz, <a href="http://www.interlaken.ch">www.interlaken.ch</a>
20 June – 18 July & 22 August – 12 September	Halal Cruise on Lake Brienz, <a href="http://www.interlaken.ch">www.interlaken.ch</a>
3 July – 31 August	Swiss BBQ Cruise on Lake Brienz, <a href="http://www.interlaken.ch">www.interlaken.ch</a>
June – August	Folklore Evening on Harder Kulm, <a href="http://www.harderkulm.ch">www.harderkulm.ch</a> or <a href="http://www.jungfraubahn.ch">www.jungfraubahn.ch</a>
23 June – 7 September	William Tell Open-Air Theatre Interlaken, <a href="http://www.tellspele.ch">www.tellspele.ch</a>
July / August / September	Interlaken in Concert: Timeless Jazz, <a href="http://www.interlaken.ch">www.interlaken.ch</a>
July / August	Interlaken in Concert: Timeless Swissness, <a href="http://www.interlaken.ch">www.interlaken.ch</a>

### Top Links

Interlaken holiday region	<a href="http://www.interlaken.ch">www.interlaken.ch</a>
Jungfraujoch – Top of Europe	<a href="http://www.jungfrau.ch">www.jungfrau.ch</a>
Schilthorn – Piz Gloria	<a href="http://www.schilthorn.ch">www.schilthorn.ch</a>
Cruises on Lakes Thun & Brienz	<a href="http://www.bls.ch/schiff">www.bls.ch/schiff</a>
Adventure sport	<a href="http://www.interlaken-adventure.com">www.interlaken-adventure.com</a>
Bernese Oberland	<a href="http://www.berneroberland.ch">www.berneroberland.ch</a>
Switzerland Tourism	<a href="http://www.myswitzerland.com">www.myswitzerland.com</a>
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Road conditions	<a href="http://www.tcs.ch">www.tcs.ch</a>