



Interlaken – a winter fairy tale for ski fanatics and sledging fans

Three top ski regions within easy reach, a wide range of winter activities to suit all tastes, hot adrenaline kicks for cold winter days and a richly varied event calendar – the Interlaken holiday region in the heart of the Bernese Oberland is where winter dreams come true!

Interlaken is so much more than a summer resort. The town also makes an impact in winter with its central location and attractively priced choice of accommodation. Fancy skiing in a top winter-sport region while enjoying the amenities of an appealing small town? Interlaken has it all! The holiday resort is the ideal starting point for excursions into the Jungfrau Region's winter-sports paradise. A skibus takes guests comfortably and quickly to the valley stations of this stunning region at the foot of the Eiger, Mönch & Jungfrau massif. The small but select ski areas of Beatenberg, Habkern and Axalp are ideal for families and winter-walkers and sledging fans will also be in their element, whether by day or night. A Snow Fun Park, countless piste-side snack bars and valley runs with stops at cool après ski bars: the heart of every winter-sports fan will jump for joy!

Free skibus

Holiday guests with an Interlaken Guest Card and a ski pass can enjoy free return travel from their hotel to the nearby ski areas of the Jungfrau Winter Region and Axalp. This year, the bus to Grindelwald will stop in Zweilütschinen, an extra stop allowing guests to change to the train for Lauterbrunnen (connection guaranteed) and thus reach the Mürren-Schilthorn winter-sport region with ease.

Switzerland's longest New Year's Eve

There's hardly anywhere where the turn of the year is celebrated more extensively than in Interlaken. The three-day event of superlatives is a blend of elegance, romance, partying and tradition, guaranteeing an unforgettable way to ring in the New Year. The stylish Gala Dinner on New Year's Eve is a splendid way for guests to ring in 2012. On the afternoon of 1 January, the Touch the Mountains open-air concert with stars from the Swiss music scene and some 20,000 enthusiastic spectators promises the perfect start to 2011. The crowning highlight to the day is a spectacular firework display followed by an unforgettable after-party with entertainment and a buffet à discrétion in the Spycher Folklore Restaurant at the Casino-Kursaal. On 2 January, the focus is totally on tradition and customs. The masked Potschen figures who run through Interlaken's streets in the Harder Potschete procession to drive out evil spirits are

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impressive if also a little scary. This popular annual custom never fails to fascinate local people and guests from all over the world.

Family skiing packages on Axalp and Beatenberg

Whether an absolute idyll on Axalp or the sunny plateau with a fabulous mountain panorama on Niederhorn: these two charming ski regions offer romantic huts, restaurants and a variety of pistes to suit skiers of all ages. Interlaken's guests enjoy free travel to Axalp with the skibus. Both family-friendly skiing areas are well developed and the new skiing packages make them particularly attractive.
<http://www.interlaken.ch/unterkunft/packages.html#c1277>

Après-Ski for connoisseurs

Calling all gourmets: the Tasty Treats Tour through Interlaken will be available for groups (on request) from October 2011 to April 2012. Sample local products at a butcher's shop, bakery and wine store: sheer indulgence! The offer is ideal for company events and family celebrations where a highly unusual kind of aperitif is called for.

Special offers and insider tips

Calling all night owls: Starlit sledging PLUS invites you to an evening of sledging on the Niederhorn (16 December 2011 – 16 March 2012). The offer includes a thrilling sledging session on a starry winter's night including a mouth-watering fondue in the mountain restaurant and a warming glass of mulled wine. An unforgettable experience is guaranteed! In addition, the new evening sledging offer in Saxeten has a romantic touch.

A trip to Axalp during the winter months is also particularly recommended for non-skiers. One insiders' tip is the Wednesday snowshoe tour along the snow-covered Woodcarving Trail. The views of Lake Brienz are equally as amazing as the carved wooden figures in their winter garb. After the hike on snowshoes, guests enjoy chäsbrätel – a delicious, regional melted-cheese specialty – on ruggedly romantic Chruttmättli. Spicy mulled wine also provides a warm-up along the way! A detour to Ruedi Rubi, the host at the Restaurant Chemihüttli, is certain to be an experience to remember.

In addition to its well-known attractions, the Interlaken holiday region also has countless insider tips lined up: in Beatenberg, a special kind of relaxation is offered with bathing to soothing sounds. And an intriguing evening stroll is guaranteed when aroma specialist Markus Metzger leads his guests to an energy hotspot where he celebrates an incense ritual. On a search for that mystical winter atmosphere, the trail leads to the Ballenberg Open-Air Museum, where the centuries-old buildings with their history-

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steeped facades are clad in winter white. For night-time sport, why not take part in a pleasant snowshoe trek by moonlight from the idyllic mountain village of Habkern. A delicious cheese fondue and aromatic mulled wine is certain to satisfy hunger and thirst. Those preferring a daylight tramp through deep snow can enjoy the endless expanse of Lombachalp above Habkern: a paradise for nature lovers and far from any hustle and bustle. A “hot” horse-drawn carriage ride is an unashamedly romantic adventure; warmly wrapped in blankets, guests enjoy a cheese fondue as the coachman drives the team through a landscape blanketed in deep snow. A winter hike with lamas in Beatenberg, cross-country ski instruction on Lombachalp and a fun afternoon on the open-air ice rink in Brienz show just how varied winter can be in the Interlaken holiday region.

Top Events

1 January 2012	Touch the Mountains	Firework display and open-air concert taking place in the heart of Interlaken	www.interlaken.ch
2 January 2012	Harder-Potschete	Interlaken turns in to a place full of tradition when “Hardermannli” and his followers visit Interlaken	www.harderpotschete.ch
13 – 15 January 2012	82. Int. Lauberhorn Races	Skiing pure in front of the beautiful scenery of Eiger, Mönch and Jungfrau	www.lauberhorn.ch
17 – 18 January 2012	10. Int. Alpensymposium	Leading figures out of economy, politics and society meet at “Europe’s summit conference”	www.alpensymposium.ch
18 – 21 January 2012	69. Int. Inferno-Race	The world’s biggest amateur skiing race at the legendary Schilthorn	www.inferno-muerren.ch
3 March 2012	3. Wine Festival	a summit meeting of selected top wine producers, accompanied by a selection of culinary delicacies	www.congress-interlaken.ch
24 March – 8 April 2012	52. Interlaken Classics	Where you meet the worlds stars of tomorrow	www.interlaken-classics.ch
31 March 2012	SnowpenAir Kleine Scheidegg	National and international music acts in front of unique alpine landscape	www.jungfrau.ch

Top Offers

October 2011 – 31 March 2012	Tasting Tour (for groups only)	Unique tasting tour of regional products	www.interlaken.ch
3 – 18 December 2011	Jungfrau Ski Package	2 nights from CHF 185.- in double room, incl. ski pass & breakfast	www.interlaken.ch
17 December 2011 – 18 March 2012	Family Ski Package Beatenberg	3 nights from CHF 295.- in double room, incl. ski pass & breakfast	www.interlaken.ch
17 December 2011 –	Family Ski Package Axalp	3 nights from CHF 295.- in	www.interlaken.ch

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9 April 2012		double room, incl. ski pass & breakfast	
16 December 2011 – 16 March 2012	Moonlight Sledging	Sledging by moonlight on Niederhorn with delicious Swiss Cheese Fondue	www.interlaken.ch
17 December 2011 – 18 March 2012	Sledging Fun	Daily sledging fun on Niederhorn with lunch or a snack	www.interlaken.ch
December 2011 – March 2012	Snow shoe tour Axalp, above Brienz	Snow shoe tour with Swiss mulled wine and “Chäsbrätel” a cheese dish	www.brienz-tourismus.ch

Top Links

Interlaken Tourism	www.interlaken.ch
Jungfrau Railways	www.jungfrau.ch
Schilthorn Cableway	www.schilthorn.ch
Niederhorn Cableway	www.niederhorn.ch
Interlaken Adventure	www.interlakenadventure.com

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