



MEDIA RELEASE

SWISS DINNER CRUISE ON LAKE BRIENZ

Interlaken, 5 July 2005 The Indian Dinner Cruise now has an authentic Swiss successor. Interlaken Tourism has teamed up with the BLS Shipping Company, Gastro-Lac AG and sponsors Mystery Park and Swisssouvenir by Albert Schild (local traditional woodcarving business) to present a Swiss Dinner Cruise on Lake Brienz. The culinary cruise will cast off on Tuesday and Friday evenings during July and August and promises to provide entertaining highlights for international guests and local people alike.

The last Indian Dinner Cruise for this year took place on 28 June. The offer, initiated for the second year running by Interlaken Tourism in cooperation with the Schilthorn Aerial Cableway, St. Beatus Caves and the BLS Shipping Company, was a hit not only with Indian guests. Over 850 guests from inside and outside Switzerland booked to go on the Lake Brienz cruise, an average of 50 persons per trip.

After the Indian Dinner Cruises were held in May and June last year to suit the holiday period of our Indian guests, loud voices were heard asking for a matching product for the peak season in July and August. The concept of rounding off a delightful day excursion with a relaxing evening cruise and buffet meets guest requirements and has proved very popular.

The Swiss Dinner Cruise, initiated by Interlaken Tourism in cooperation with the BLS Shipping Company, Gastro-Lac AG and sponsors Mystery Park and Swisssouvenir by Albert Schild, will meet these requests and supply an authentic Swiss ambience: an evening cruise on ruggedly-romantic Lake Brienz, with magnificent views of mountains, picture-postcard villages and waterfalls (including the famous Giessbach Falls), a light buffet with assorted Swiss specialities and – to mark this year's Unspunnen Festival - toe-tapping musical entertainment by Swiss folk-music groups. In contrast to the Indian Dinner Cruise which was primarily aimed at individual travellers from India, the Swiss Dinner Cruise is intended to cover a wide guest segment and also attract local people.

Interlaken Tourismus

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Swiss Dinner Cruise: Facts & Figures

Boat: MS Interlaken

Dates:

Tuesdays & Fridays

July: 5, 8, 12, 15, 19, 22, 26, 29

August: 2, 5, 9, 12, 16, 19, 23, 26, 30

Departure:

20.00 hrs from landing stage, Interlaken Ost

Arrival:

21.30 hrs at landing stage Interlaken Ost

Prices:

Adults: CHF 49.00 (with Swiss Pass CHF 45.00)

Children age 6-12: CHF 25.00

Children to age 5: free

Inclusive:

Cruise, light buffet with Swiss specialities

Drinks not included.

Ticket reservation:

Reservations and advance ticket sales up to 12.00 hrs on the day of the cruise.

No ticket refunds will be given. Tickets available from Interlaken Tourism; BLS

Ship Station, Interlaken Ost; various hotels and tourism offices.

Information, reservations, tickets:

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