

SWISS NATURE EXPERIENCE

Sales Manual



greatest glacier of the alps

WELCOME

Aletsch Arena – nature as far as the eye can see. The Aletsch Glacier in the Jungfrau-Aletsch UNESCO World Heritage Site in the Swiss Alps is the biggest and longest glacier in the Alps. Its ice and rock masses stretch over 23km and cover a surface area of 85km² from the north flanks of the Eiger, Mönch and Jungfrau to the Aletsch Arena in Valais. The ice sheet is up to 900m thick. Experience the glacier in all its magnitude and fascination from the lookout points of Moosfluh, Bettmerhorn and Eggishorn.

Matterhorn

Weisshorn

Aletsch Forest

Mont Blanc

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Aletschhorn

Jungfrau

Jungfraujoch

Mönch

Eiger

Aletsch Glacier



Place to be



How to reach the Aletsch Arena

The Aletsch Arena is easily accessible by private and public transport. The roads and passes are well developed, and the Matterhorn Gotthard Bahn (MGBahn) railway line passes through beautiful and very varied countryside. The famous Glacier Express travels through the Goms region as it plies between St. Moritz/Davos and Zermatt.

Special stopover offers in Basel:

Bookable at: basel.com/aletscharena



Door-to-door service (travel without luggage):

sbb.ch/baggage

How to get there with public transport

International rail connections:

Milan-Brig, Paris-Basel-Berne-Brig

National rail connections:

By Swiss Federal Railways (SBB) Basel-Berne-Brig, Geneva-Lausanne-Sion-Brig, Zurich-Berne-Brig.

Connections with the Matterhorn Gotthard Bahn (MGBahn) in Visp/Brig and from Göschenen to the Mörel, Betten valley and Fiesch stations.

Regional rail connections:

Half-hourly service – Zermatt/Visp/Brig/Mörel/Betten Valley Station/Fiesch

For more information, visit: sbb.ch, mgbahn.ch

How to get there by car

From western Switzerland: Take the A9 highway from Lake Geneva towards Brig-Furka

From Milan/Italy: Drive through the Simplon Pass, which is open all year round, or use the Brig-Iselle car transport service

From Germany: Travel via Basle-Berne-Thun-Kandersteg (Lötschberg car transport service)-Goppenstein-Brig continue towards Furka; or via Zurich-towards Gotthard Furka car transport service (Realp-Oberwald)-continue through the Goms region towards Brig

Distances

Airport

Milano Malpensa
Berne-Belp
Zurich
Geneva Cointrin
Basel

Public transport

2h 30min
2h 40min
3h 15min
3h 30min
3h 40min

Car and coach

2h 15min
2h 30min
3h 20min
3h 30min
3h 30min

Zermatt

Saas-Fee

approx. 2h
approx. 2h

1h 35min
1h 20min

General information

Language

German

Currency

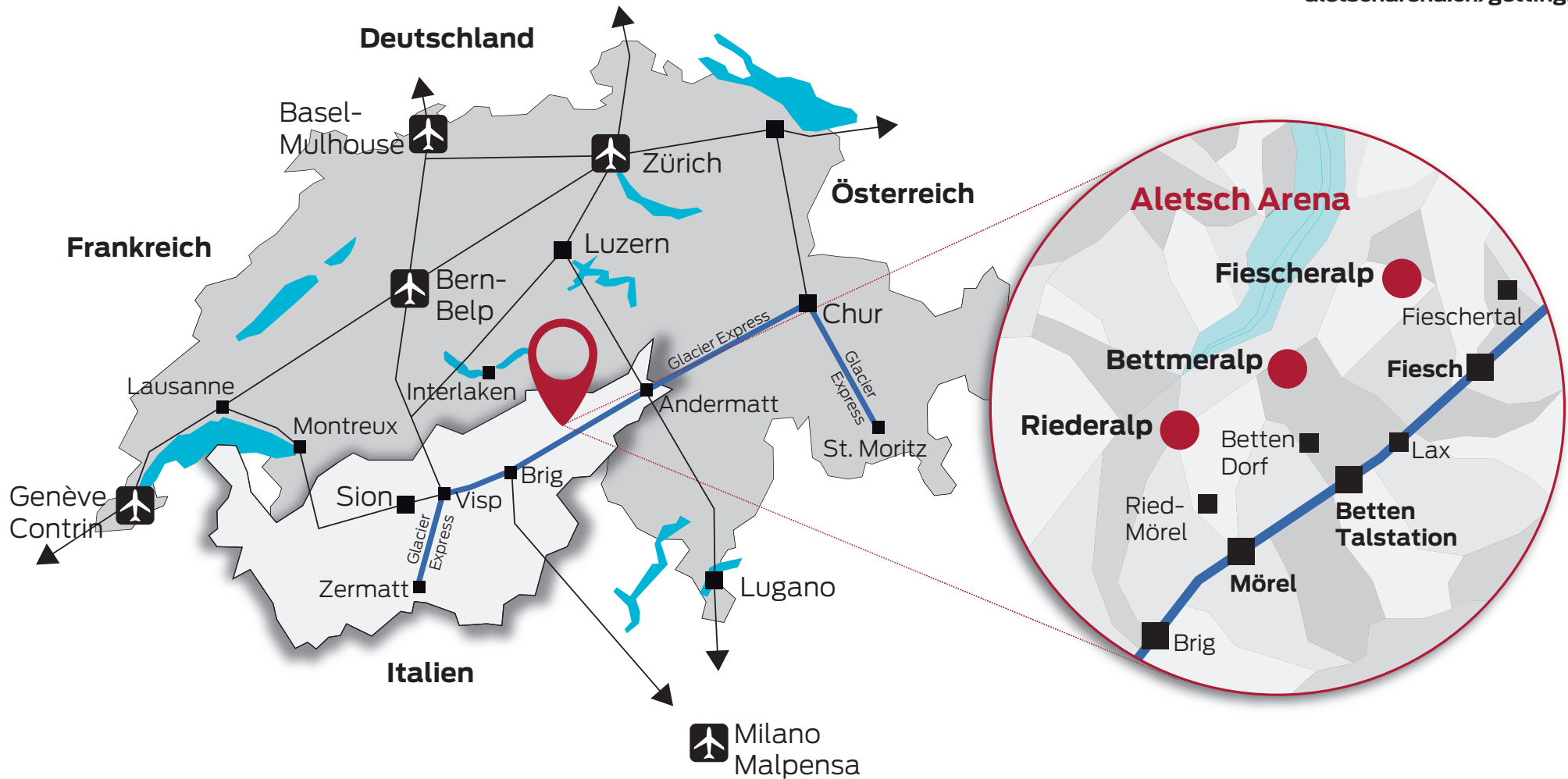
Swiss franc (CHF)

Time zone

Central European Time (CET = UTC +1)

Swiss public transport ticket finder: swisstravelsystem.com

Timetables: sbb.ch



The Aletsch Arena with the Aletsch Glacier (the largest glacier in the Alps) is one of the highlights of the Grand Tour of Switzerland and of the Glacier Express Line.



The destination



Auto Car
Zug Train
Parkplatz Parking
Autofreie Orte Carfree resorts

Brig
 Milano
 Bern
 Montreux
 Genève

Glacier Express

Furkapass
 Grimselpass
 Nufenenpass
 Luzern
 Zürich

Season dates for cableways

View Points – Moosfluh, Bettmerhorn, Eggishorn:

Winter December until Mid-April
Summer June until end of October

Feeder cableways (Rieder alp, Bettneralp, Fiescheralp):
 Operate all year round. aletscharena.ch/timetable

For groups: trips to the view points with prior reservation can be booked all year round!

Travel times to vantage points

Moosfluh 40 minutes
Bettmerhorn 40 minutes
Eggishorn 25 minutes

These journey times include the travel time from the Mörel valley station (Moosfluh), Betten valley station (Bettmerhorn) and Fiesch (Eggishorn) to the respective viewing point.

Transport capacities

Feeder line/plateau:

Moosfluh: 2'400 pers./h
 Bettmerhorn: 2'400 pers./h
 Eggishorn: 500 pers./h

Parking
 For buses and cars at the valley stations in Mörel, Betten valley station and Fiesch. Free coach parking.

For details & prices, see: aletscharena.ch/cableways



RIEDERALP

Bettmeralp

fiesch eggishorn



Tranquil / away from it all

Facts

At an altitude of between 718m and 2.333m
1'230 inhabitants (Riederalp-Mörel-Breiten)
14 hotels, 650 holiday apartments,
1 group accommodation facility
300'000 overnight stays per year

Highlights

View point/new Gletscherbahn Moosfluh lift
New lift middle station at Blausee
platform & energy spot Moosfluh
Switzerland's first nature conservation centre
established in 1933
Protected Aletsch Forest
Aletsch Pro Natura Centre/villa Cassel
Suspension bridge
Alpine Museum
Salina Maris, the only Swiss-accredited
Alpine therapeutic brine bath
Skiing by night
Childrens entertainment programme

Celebrities

Art Furrer: the inventor of acrobatic (freestyle) skiing

Authentic / vivacious

Facts

At an altitude of between 1,200m and 2,647m
412 inhabitants (Bettmeralp)
10 hotels, 843 holiday apartments,
3 group accommodation facilities
350'000 overnight stays per year

Highlights

Bettmerhorn view point
Energy spot Bettmerhorn
Glacier World exhibition at Bettmerhorn viewing point
Sports centre
Rope park
Landmark: the "Maria zum Schnee"
(Mary of the Snows) chapel
Bettmersee Lake
Skiing by night
Snowpark/halfpipe
Bars and night spots
Childrens entertainment programme

Celebrities

Bernhard Stucky: former Spa Director at Bettmeralp

Passionate about sports / easy to reach

Facts

At an altitude of between 1,050m and 2,869m
1'607 inhabitants (Fiesch Eggishorn)
18 hotels, 369 holiday apartments,
13 group accommodation facilities
370'000 overnight stays per year

Highlights

Eggishorn view point
Energy spot Eggishorn
Circular trail Eggishorn (from summer 2016)
Fiesch sports and holiday resort,
certified Swiss Olympic training base
Via ferrata & ropes park
Mecca for hang gliders and paragliders
14 km sledding run
Obergoms cross-country paradise
with over 100 kilometres of ski runs
Villages own bell founder
Childrens entertainment programme

Celebrities

Kilian Volken: extreme mountaineer

Overview Hotels

Category	Beds
4 stars ****	244
3 stars ***	892
2 stars **	118
No category	320

Accommodation	Quantity
Group accommodation	2'356
Pensions	28
Youth hostel	1
Swiss Olympic Training Base	1
Camp sites/tent parks	3

Holiday apartments

Category	Beds
5 stars *****	252
4 stars ****	1'075
3 stars ***	3'791
2 stars **	550
1 star *	92

History



Historic milestones

- 1203** First mention of Fiesch as a locality
- 1243** First mention of Bettmeralp as a locality
- 1314** First mention of Riederalp as a locality
- 1697** Construction of the Maria zum Schnee chapel, the Bettmeralp landmark
- 1812** First ascent of the Finsteraarhorn
- 1856** Hotel Jungfrau was built on the Fiescheralp
- 1884** Construction of the Riederfurka – the oldest hostelry in the Aletsch region
- 1902** Villa Cassel was built by Sir Ernest Cassel, the banker
- 1933** Aletsch Forest became a nature conservation area (Bettmeralp); 20 huts, inhabited in summer only
- 1949** Construction of the first railway on the Bettmeralp
- 1974** Switzerland's first Nature Conservation Centre opened





Group experiences / Available tours

Relax

Viewing points (Moosfluh, Bettmerhorn, Eggishorn)
 Glacier World exhibition at Bettmerhorn
 viewing point
 Alpine therapeutic brine bath
 Bettmersee Lake (lake for bathing & boat rental)
 Lake Blausee
 Energy spots on the viewing peaks of
 Moosfluh, Bettmerhorn and Eggishorn
 Aletsch forest
 Wellbeing- lucky stones and energy spots
 Eggishorn sunrise trips incl. breakfast

Active

Hiking (summer) & winter hiking
 Guided hiking and glacier tours
 Glacier panorama trail
 Via ferrata and rope parks
 Culinary tour for gourmets
 Paraglider and tandem flights
 Mountain bikes, scooters
 Marked snowshoe tours
 Marked walking routes
 skiing
 Guided herb-gathering excursions

Culture

Alpine Museum with cheese-
 making dairy, butter production
 Aletsch Pro Natura Centre
 Alphitta (mountain inn)
 Guided tour of the locality
 (circular tour of Fiesch village)
 Bettmerhorn and Eggishorn
 art exhibition

Aletsch Arena Inside

For groups and tour operators

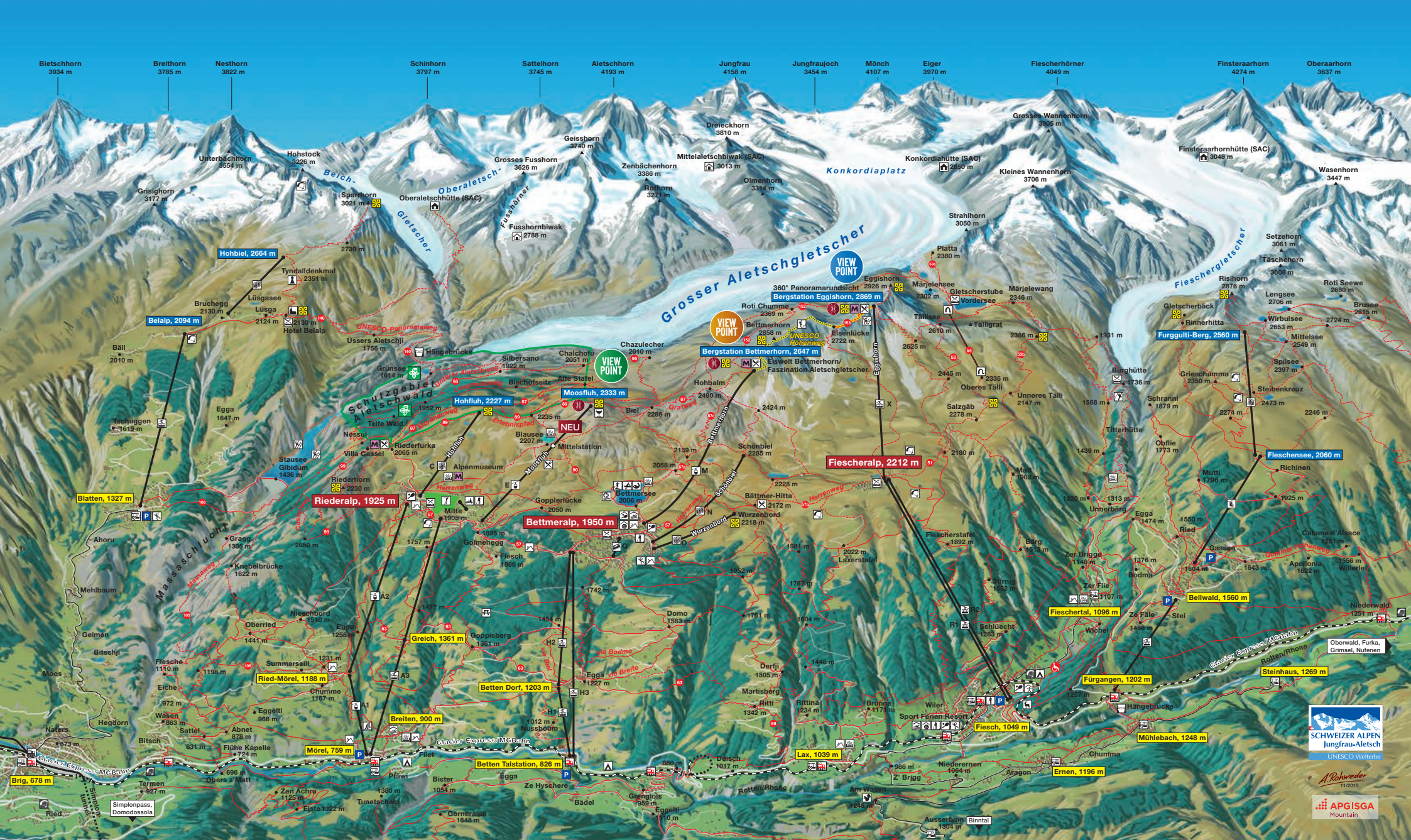
The Aletsch Arena provides individual tour guides for groups on request. The guides are local, authoritative and extremely knowledgeable about the landscape, people and history of Riederalp, Bettmeralp and Fiesch-Eggishorn. Aletsch Arena Inside: a big plus for all group and excursion operators. aletscharena.ch/groups



Create your own customised experience. We will be delighted to assist you, so please don't hesitate to get in touch:

Contact:

+41 27 928 58 64
sales@aletscharena.ch





aletscharena.ch/sport-summer

Summer / winter infrastructure

- | | |
|---|--|
| 1 alpine thermal brine bath | 2 sports centres |
| 3 pharmacies | 9 tennis courts |
| 13 bars | 12 wellness facilities |
| 4 discos | 10 coach parking areas |
| 10 ATMs | 2'300 parking spaces for passenger cars |
| 21 mountain guides | 1 multimedia exhibition on Bettmerhorn |
| 9 luggage transport services | 1 circular trail on Eggishorn viewing point (from summer 2016) |
| 1 golf course | 3 energy spots on Moosfluh, Bettmerhorn and Eggishorn viewing points |
| 3 creches (winter) | 13 children's playgrounds |
| 12 grocery shops | 6 exhibitions |
| 3 rental services for children's requisites | |
| 69 restaurants | |
| 8 sports shops | |
| 5 tourism offices | |
| 6 laundries | |

Summer activities

- | | |
|---|--|
| 1 lake bathing area with boat rentals | 4 minigolf courses |
| 1 suspension bridge | 4 mountain bike rental services |
| 2 entertainment programmes for children | 7 Nordic walking trails |
| 2 rope parks | 13 playgrounds |
| 3 beach volleyball pitches | 9 tennis courts |
| Guided glacier tours | 1 scooter ("trottinette") rental service |
| 2 eBike rental services | 6 locations with table football |
| 1 fishing area | 1 Vita Parcours fitness trail |
| 3 fitness centres | 4 museums |
| 1 golf course | 1 animal park |
| 9 barbecue sites | 1 fun park |
| 3 indoor swimming pools | 11 themed trails |
| 1 climbing wall | |

General information summer

- | | |
|-----------------------------|--|
| Hiking trails | 317 kilometers
1,5h Moosfluh (Moosfluh - Riederfurka - Riederalp)

3 h Unesco high-altitude trail (Bettmerhorn - Eggishorn)

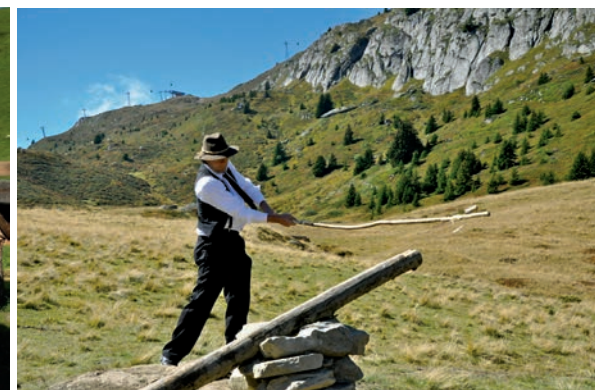
5 h suspension bridge (Belalp - Riederalp) |
| | For more hiking recommendations, see: aletscharena.ch/wandern |
| Mountain bike routes | 100 kilometers |
| Mountains with views | Moosfluh 2'333 m
Bettmerhorn 2'647 m
Eggishorn 2'869 m |
| Transport facilities | 7 aerial cableways
2 gondola lifts
2 chair lifts |

Events



Top Events at Aletsch Arena

June	Aletsch Half Marathon, Bettmeralp Eggishorn sunrise trips
July	Mythos Aletsch Hiking Night, Riederalp Harlekin Circus, Riederalp Lake Weekend, Bettmeralp Eggishorn sunrise trips Guided glacier & hiking tours
August	Cultural Festival, Riederalp Grand Alpine Dairymens Gala with Procession Gratzug, Fiesch-Eggishorn Aletsch Golf Tournament Week, Riederalp Cassel Festival at the Aletsch Pro Natura Centre Eggishorn sunrise trips Guided glacier & hiking tours
September	Folklore music festival, Riederalp Gilihusine (traditional game), Bettmeralp Aletsch Arena Trophy (classic car round-up), Fiesch-Eggishorn Eggishorn sunrise trips Guided glacier & hiking tours
October	Full moon campfire stories, Bettmeralp Eggishorn sunrise trips
November	Gommer Advent market, Fiesch
December	Winter openings, Aletsch Arena



Guest programme (for individual guests and groups)

- Glacier tours
- Skiing
- Hikes
- Winter hiking
- Tandem paragliding
- Butter- and cheese-making
- Herb-gathering excursions
- A look behind the scenes of a cable railway
- MTB tours
- Snowshoe tours

- Golf taster courses
- Sledging/airboarding
- Sensory experiences
- Glacier adventures
- Gletschi kids' entertainment programme

List not exhaustive



Day-trip packages (for groups of 10+ persons)

(at least two days in advance booking required, prices incl. 8% VAT, contact details see back page of Sales Manual)

Aletsch Hiking Pass: 1–21 days of free travel on all Aletsch Arena lifts and cableways plus Morel – Betten valley station – Fiesch – Furgangen train route (sample price 1 day CHF 49.-, with Swiss Travel Pass CHF 30.-)

Moosfluh Package

CHF 51.00/ca. EUR 45.00 per person

Included

- Cable car/gondola transfers, Mörel – Riederalp – Moosfluh and return
- 3-course lunch in Mörel or Riederalp

Highlights

- Viewing platform with view of Aletsch Glacier
- Starting point for various hikes (incl. easy hikes, e.g. Aletsch forest, Villa Cassel)
- Moosfluh energy spot
- 15 min. walk between Riederalp Mitte – Moosfluh station

VIEW POINT

Bettmerhorn Package

CHF 51.00/ca. EUR 45.00 per person

Included

- Cable car transfers, Betten Station – Bettmeralp – Bettmerhorn and return
- 3-course lunch at the Bettmerhorn Mountain Restaurant
- Free parking for bus

Highlights

- Lookout platform with view of Aletsch Glacier
- Starting point for various hikes (e.g. UNESCO high-altitude trail, glacier panorama trail)
- Free admission to multimedia exhibition Glacier World
- Bettmerhorn energy point
- 30min. walk between Bettmeralp station – Bettmerhorn station, passing Chapel "Maria zum Schnee"

VIEW POINT

Eggishorn Package

CHF 51.00/ca. EUR 45.00 per person

Included

- Cable car transfer, Fiesch – Eggishorn and return
- 3-course lunch at the Alpenlodge Restaurant
- Free parking for bus

Highlights

- View of entire length of Great Aletsch Glacier
- Starting point for various hikes (e.g. UNESCO high-altitude trail, glacier panorama trail)
- Eggishorn energy spot
- Quickest way to a view point without walking

VIEW POINT



14 Winter panorama



Ski area – open December to Mid-April

- 7 aerial cableways
- 3 gondola lifts
- 8 chair lifts
- 14 surface lifts
- 1 magic carpet
- 1 halfpipe
- 4 fun parks
- 1 snow park
- 4 children's parks
- 1 racing trail with timekeeping
- 1 photo zone
- 1 boardercross (BX)
- 5 ski huts
- 1 natural ice rink
- 2 sledding runs
- 5 ski schools
- 1 combination lift (gondola/chairlift)
- 1 funicular railway
- 3 snowgarden
- 1 giant slalom with video recording

General information

- Transport facilities** 36 (transport capacity: 41'000 pers./h)
- Altitude of ski area** 1'845 to 2'869 meters above sea level
- Kilometers of ski runs** 104 km:
42 km easy, 50 km moderate, 12 km difficult
- Winter hiking trails** 86 km
- 4 snowshoe trails** 15 km
- Sledding trails** 14 km
- Cross-country trails (classic & skating)** 7 km



Car-free ski-in-ski-out resorts

Riederalp / Bettmeralp / Fiescheralp



Gornergrat - Zermatt



Saas-Fee



Basel



Staumauer Grand Dixence



Brig Stockalperschloss



Basel:

Stopover offer
basel.com/aletscharena

Glacier Express:

glacierexpress.ch



Domodossola



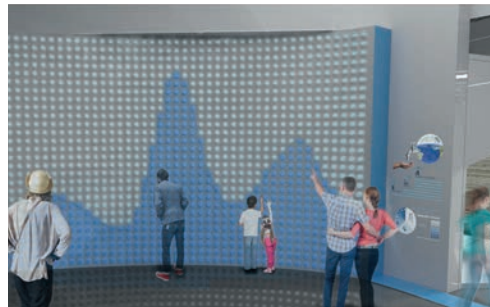
Mailand



World Nature Forum

In September 2016 the World Nature Forum in Naters opens its doors. The interactive exhibition in the visitor center of the UNESCO World Heritage Swiss Alps Jungfrau-Aletsch is an exciting indoor adventure for the whole family. One of the highlights is a huge panorama cinema in which you will experience never seen sceneries. In the historical wagon of the Jungfrau Railway you will travel virtually along the never realized railway section from the Valais up to the Jungfrauoch.

worldnatureforum.com





Aletsch Arena App:
aletscharena.ch/apps-summer

Social Media:



/aletscharena



/aletscharena

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UNESCO World Heritage
Swiss Alps Jungfrau-Aletsch
World Nature Forum