



Media trip program

Dates: 25. – 28. January 2023

Switzerland Tourism BeNeLux
2 Groups à max. 8-9 persons

Destination(s)

Interlaken & Adelboden-Lenk-Kandersteg

Participant(s)

- Mrs/Mr
- Mr/Mrs
- Mr/Mrs
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- Mr/Mrs
- Mr/Mrs
- Mrs Saar Claeys, Switzerland Tourism
- Ms Leonie Masselink, Switzerland Tourism

Main theme

Winter: Skiing and other winter activities

SWISS: The airline of Switzerland is the top choice for travels to Switzerland

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- All benefits and services: mytsnet.com/areaofvalidity

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Thanks to the public transport protection plan, you can sit back and relax while you travel through Switzerland. For the latest information on Swiss public transport and current protective measures, please visit mytsnet.com/corona and sbb.ch/corona





Day 1: Wednesday, 25. January 2023

	Train Amsterdam/Brussels/Luxembourg – Basel SBB
	Train Basel SBB – Thun or Spiez for Apéro. The journalists and guides divide into 2 groups, one is going to Interlaken, one to Adelboden-Lenk-Kandersteg






Group 1: SKIER heading to Adelboden


	Train and bus to Adelboden
	Check-in to your Hotel
	<p>The Cambrian</p>  <p>Dorfstrasse 7 CH-3715 Adelboden T +41 33 673 83 83 info@thecambrianadelboden.com www.thecambrianadelboden.com</p> <p>Situated amid the pristine scenery of the Swiss Alps, and with stunning mountain views in every direction, “The Cambrian” offers the kind of location that tense desk huggers to spend their days dreaming about. Whether you`re here for the unsurpassed skiing on the slopes of the Bernese Oberland, to fill your lungs with all that clear, snow-tinged air in the forests and cow-flecked pastures of the surrounding hillsides, or simply to indulge in the hotel`s high-end dining or unwind in its award-winning spa, you`re sure to leave Adelboden in a relaxed and rejuvenated state.</p>
	Get equipped with ski material
	<p>Meeting with an employee of Tourism Adelboden-Lenk-Kandersteg. Dinner at Hotel. Bryn Williams at The Cambrian</p>  <p>At our Bryn Williams at the Cambrian Restaurant we use only the very best local products and cook it simply with care and imagination. You can graze through our seasonal menu and savour a taste of the Alps. Our offering is informed by our culinary journeys in London and Wales which illuminate our hotel's Swiss and Welsh influences.</p>
	Overnight in Adelboden





Day 2: Thursday, 26. January 2023

	Individual breakfast at your hotel
	Meet your guide(s)
09:00	<p>Explore the Ski Region Adelboden-Lenk</p>  <p>We provide you with free skipasses to check out more than 210 km (130 miles) of international-standard pistes with around 60 % of the main areas with guaranteed snow. Adelboden-Lenk in the Bernese Oberland is one of the largest and most attractive snow sports regions in Switzerland.</p>
13:00	<p>Lunch at mountain restaurant “Bühlberg” (or similar – TBA)</p> <p>The mountain restaurant Bühlberg is located at 1’664 meters above sea level, at the heart of a beautiful mountain landscape, offering its guests an excellent choice of authentic and seasonal home-cooked dishes. During the day, customers benefit from a cozy indoor restaurant as well as the most beautiful sun terrace of Lenk with stunning views of the Wildstrubel, Wildhorn and Plaine Morte mountains.</p> 
16:30	Short break at the hotel
18:00	<p>Visit of the art space of Adelboden artist Björn Zryd</p>  <p>The footprints of the winners of the Audi FIS Ski World Cup Adelboden are set in plaster immediately after the competitions. Björn Zryd then chisels the plaster casts into stones that stand on the Adelboden village square.</p> <p>His paintings, in which he interprets traditional subjects in a modern way, are widely known. He has exhibited his paintings in countless exhibitions over the past 20 years. Anyone who has ever seen a Zryd-cow will rediscover it in various places throughout the Bernese Oberland.</p>






20:00	<p>Meeting with an employee of Skiregion Adelboden-Lenk at the Restaurant “Alte Taverne” (or similar – TBA) Alte Taverne</p>  <p>If you are looking for a charming and cozy restaurant with its origin “mountains vibe”: that’s the place to go! Selected meat specialities are served here, lovingly prepared on the charcoal grill or the 800-degree beef oven.</p>
	Overnight in Adelboden

Day 3: Friday, 27. January 2023


	Individual breakfast and Check-Out. Leave your luggage at the hotel, it will be transported for you.
08:30	Gondola ride up to Tschentalp
	<p>Visit the Giant Swing - a seat above the clouds</p>  <p>The giant swing hangs from a five-metre rope and carries you far into the air. It is located a few metres from the Tschentalpbahn mountain station. The perfect spot for a selfie in front of a magnificent mountain panorama!</p>
Afterwards	Back to the hotel. Get your ski equipment
10:30	Meet your guide(s)
	<p>Second day of skiing in the Adelboden-Lenk ski area</p>  <p>A very special highlight is the FIS Ski World Cup in January on the world famous “Chuenisbärgli”. Today you will ski down the steep slope yourself.</p>
	Lunch in the ski area
	Your guide leaves you at the bus station



<p>16:28</p>	<p>Take the bus from Adelboden, Boden to Adelboden, Unter dem Birg</p> <p>16:28 ● Adelboden, Boden Wendeplatz</p> <p>○ (+)</p> <p> B 232 23235 Direction Adelboden, Unter dem Birg</p> <p><input checked="" type="checkbox"/> (♿)</p> <p>16:38 ● Adelboden, Unter dem Birg</p>
	<p>Gondola to Engstligenalp</p>
<p>Afterwards</p>	<p>Warming tea and check-in at the Engstligenalp mountain hotel for a special overnight adventure. Deposit your ski material in the hotel.</p>
<p>20:00</p>	<p>Dinner at the fondue igloo</p>  <p>Enjoy fondue in the largest snow igloo restaurant in Europe. Important: warm clothes are required. At temperatures between -3°C and +3°C, ski gear and well-isolated winter boots are far better here than jeans, jackets, and sneakers.</p> <p>Fun fact: The igloo was constructed by using huge balloons, filled with air, and then covered with snow. The balloons were then removed and what remained was the structure of the igloos.</p>
	<p>Spend the night in the coolest hotel room – Overnight stay in a sleeping igloo</p>  <p>Bergbahnen Engstligenalp AG Unter dem Birg CH-3715 Adelboden T 41 33 673 32 70 info@engstligenalp.ch www.engstligenalp.ch</p> <p>Have you always dreamed of spending the night in an igloo? Dreams come true on Engstligenalp: you can spend a unique night in the artistic sleeping igloos made of snow and ice. And in the coolest hotel room!</p> <p>If you're not sure whether you'll be too cold to spend the night in a snow hotel, we can reassure you: With a temperature between -3 °C and +3 °C, it's cold, but with ski underwear, a hat and our extra-warm sleeping bags, you'll be prepared for a night on the ice. And when the sun slowly rises again over the mountain peaks, you'll feel fresh and refreshed - and ready for another exciting day on Engstligenalp. If it still gets too cold in the sleeping igloo, you can find a place to sleep in the Wildstrubel annex in an emergency.</p>



Day 4: Saturday, 28. January 2023

	Breakfast at Berghotel Engstligenalp
	Check-out
Morning	<p>Explore the ski region of Engstligenalp – or “snow-laxing” (unguided)</p>  <p>The perfectly groomed pistes below you, the bright blue sky above you and the endless expanse in front of you: this is how the Engstligenalp snow sports area presents itself. The reward is a breathtaking view or a delicious lunch in the restaurant of the mountain hotel. On the slopes, ready, go!</p> <p>If you prefer to take some time off and lean back, you may discover the winter hiking trails on the Engstligenalp after a long breakfast.</p>
	Gondola ride down to the valley and return of the rental equipment
	Departure by bus and train to Belgium, Luxembourg or The Netherlands
	End of trip



Group 2: NON-SKIER heading to Interlaken

	Train to Interlaken
	Check-in to your Hotel.
	Overnight in Interlaken

Day 2: Thursday, 26. January 2023

	Individual breakfast at your hotel
	Meet your guide(s)
Morning	Winter Kayaking
Afternoon	Hot Tug (if enough availability)
	Dinner & Overnight in Interlaken

Day 3: Friday, 27. January 2023

	Individual breakfast at your hotel
Morning/afternoon	Snowshoeing Stockhorn
Evening	Starlight sledding Niederhorn
	Overnight in Interlaken

Day 4: Saturday, 28. January 2023

	Individual breakfast at your hotel and Check-out
	Time at leisure
	Departure by train to Belgium, Luxembourg or The Netherlands
	End of trip



Additional information

- **www.MySwitzerland.com**
Official Website of Switzerland Tourism with thousands of ideas what to do in Switzerland
- **Twitter & Instagram:** please always use @myswitzerlandNL, #toeaanZwitserland or #besoindeSuisse and #INEEDSWITZERLAND
- **www.swissworld.org**
General information about Switzerland (people, culture, economy, politics, history, science, environment, leisure and geography)
- **www.swissinfo.ch**
General information and news about Switzerland
- **<https://sam.myswitzerland.com/>**
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