



SHERLOCK HOLMES IN SWITZERLAND

1891 - 1968 - 1978 - 1987 - 1988 - 1991- 2005 - 2012

“To me it is always 1891, the year in which the news of my fateful encounter in Switzerland with Professor Moriarty stunned the world.

In September 2012 I shall interrupt my retirement in Sussex, assume again the mantle of the World’s foremost consulting detective and return to Switzerland. My object is to retrace once more, in the company of my friends in the Sherlock Holmes Society of London, the steps that led to the momentous struggle at the Reichenbach Falls.”

Sherlock Holmes.

Dear Mr Holmes,

We're sure your inbox is overflowing lately, and hope you'll excuse yet another fan letter. No doubt you are aware of your recent – and deserved – rise in popularity. Yes you, Sherlock Holmes, the world's most beloved detective, are not merely a clever sleuth. You are officially a sexy celebrity, too.

First, Robert Downey Jr and Jude Law took to the big screen in Guy Ritchie's *Sherlock Holmes* in 2009 and 2011, saving England from an evil plot. More recently, the BBC mini-series *Sherlock* captivated the country (and 180 international markets), won a BAFTA for Best Drama Series, and is now in production for a third series. In this latest modern-day version, you laid down your pipe to investigate with the internet and navigate by GPS – and savvy sleuthing prevailed.

What do the old and new have in common? The legendary Sherlock Holmes, Dr Watson and your arch nemesis Professor Moriarty – all hung out in Switzerland. Indeed, Sir Arthur Conan Doyle was a pioneering skier and made an indomitable contribution to the birth of winter sports and tourism in Switzerland.

This September, we are honoured to welcome you, Sherlock, and the members of the Sherlock Holmes Society, in a pilgrimage to Interlaken and then on to Meiringen, setting of “The Final Problem”. We hope you will enjoy your visit to the authentic and mysterious sites, including the Reichenbach Falls, the literary precipice where Moriarty pushed you over the “creaming, boiling pit of incalculable depth”. Or did he?

Sherlock, there is even more to uncover as you leap from Victorian times straight into the 21st century. We welcome you all to take part in the transformation -- though we like to think it's no mystery why the world keeps coming back to experience the natural beauty of Switzerland. Like solving a good mystery, it truly is elementary.

Welcome to Switzerland.

Yours most sincerely,

[Jürg Schmid]

CEO

Switzerland Tourism

DAY ONE - SUNDAY 9TH SEPTEMBER 2012

“Come, Watson, come!” he cried. “The game is afoot.
Not a word! Into your clothes and come!”

06.45 Assemble (in costume) and check-in at Heathrow Airport
(Terminal 1)

Media and photo call

08.50 dep. London Heathrow Airport by SWISS flight LX 317

11.35 arr. Zurich Flughafen



Luggage will be deposited at the Radisson BLU Hotel at Zurich Airport and then transported by road direct to your hotel in Interlaken

Pilgrims arriving from other places should report to the reception desk of the Radisson BLU Hotel at Zurich Airport where they can hand in their luggage, which will be transported by road direct to their hotel in Interlaken

In deference to Sir Arthur Conan Doyle the pilgrims will be given a Caledonian welcome in the Swiss style. Mr. Sherlock Holmes and his entourage will be entertained au style écossais during lunch



DAY ONE - SUNDAY 9TH SEPTEMBER 2012

12.30 Lunch at Radisson BLU Hotel, Zurich Airport
Hosts: Switzerland Tourism and Unique Zurich Airport

Welcome to Switzerland

by Mrs. Daniela Bär,
Member of the Executive Board of Switzerland Tourism,
Zurich

14.40 dep. Zurich Flughafen by Swiss Federal Railways

15.58 arr. Bern. Change trains

16.04 dep. Bern by BLS Railway

16.52 arr. Interlaken West

Pilgrims from other countries can travel direct to Interlaken, if they prefer, using their Swiss Pass for their journey to Interlaken

**Interlaken celebrates the
100th Anniversary of the Jungfrau Railway and the
Centenary of the first open air William Tell performance**
*(The Tell Spiele have been performed each year
in Interlaken since 1912)*

Grand procession via the Höheweg to Interlaken Ost
with the combined Brass Bands of Interlaken and Unterseen
and with horse drawn carriages, vintage cars and
local folklore groups, including William Tell
and his son Walter with their companions and foes

DAY ONE - SUNDAY 9TH SEPTEMBER 2012

The procession will pause at the Hotel Victoria-Jungfrau where Her Majesty Queen Victoria will be ceremonially greeted by the General Manager, Mr. Stefan Bollhalder, and the staff of the hotel named after her

Official Welcome to Interlaken

by The Mayor of Interlaken, Mr. Urs Graf

Mr. Sherlock Holmes conveys greetings
to the citizens of Interlaken from

The Right Worshipful The Lord Mayor of Westminster

Vin d'honneur

The procession continues along the Höhweg to Interlaken Ost

Check-in at your hotel in Interlaken

20.00 Dinner at Hotel Royal St. Georges, Interlaken

Overnight at your hotel in Interlaken

DAY TWO - MONDAY 10TH SEPTEMBER 2012

“I play the game, for the game’s own sake”

10.21 dep. Interlaken Ost by Zentralbahn

10.34 arr. Brienz

10.40 dep. Brienz by BLS lake steamer

10.50 arr. Giessbach See

By funicular to Giessbach Hotel

Visit to the Giessbach Falls

12.30 Lunch in the banqueting room of Hotel Giessbach. Mrs Hudson will provide a traditional Baker Street entertainment for the pilgrims

In the twilight of his mortal existence His Eminence Cardinal Tosca will hear the confession of Mr. Helmi Sigg, the author of “Sherlock Holmes and the Giessbach Fall” as to a transgression so grave that it may be beyond absolution. Any pilgrims inadvertently over hearing the confession will be vicariously bound by the Seal of the Confessional upon pain of indefinite sojourn in Purgatory

Inspired by their surroundings The Reverend Dr. Shlessinger and Miss Violet de Merville will spontaneously dance a stately minuet



By funicular to Giessbach See

DAY TWO - MONDAY 10TH SEPTEMBER 2012

14.50 dep. Giessbach See by BLS lake steamer



During the voyage on Lake Brienz the Ceremonial Burial at Sea of His (late) Eminence Cardinal Tosca will take place, conducted with the usual obsequies by The Reverend Dr. Shlessinger

15.53 arr. Interlaken Ost

On foot to the Schlossgarten

16.30 Presentation of the Victoria Cross by Her Majesty Queen Victoria to the Swiss citizen Corporal Christian Ferdinand Schiess for his conspicuous bravery at the Battle of Rorke's Drift in the Zulu War

19.00 dep. Interlaken by funicular to the Harder Mountain

19.30 Dinner at the Harder Restaurant

Welcome by The Mayor of Unterseen,
Mr. Margot Simon

Mr. Sherlock Holmes conveys greetings
to the citizens of Unterseen from

The Right Worshipful The Lord Mayor of Westminster

Folklore Entertainment

Reminiscences by Mr. Beat Hassenstein about Interlaken's past including the tragic story of how a monk's worldly indiscretion reduced him to a stony silence

Return to Interlaken by Harder funicular

Overnight at your hotel in Interlaken

DAY THREE - TUESDAY 11TH SEPTEMBER 2012

“Just look up the trains in Bradshaw”



**CELEBRATING THE 100TH ANNIVERSARY
OF THE JUNGFRAU RAILWAY**

- 08.35 dep. Interlaken Ost by Bernese Oberland Railway
08.55 arr. Lauterbrunnen. Change trains
09.07 dep. Lauterbrunnen by Wengernalp Railway
09.50 arr. Kleine Scheidegg

“The Game is on High!”

(with British and Swiss participation)

Welcome by Mr. Urs Kessler,
Chief Executive Officer of the Jungfrau Railway

**Unveiling of a plaque to mark the Centenary of the
Inauguration of the Jungfrau Railway in 1912**

Vin d’honneur

The train of events is likely to be rudely interrupted by a dastardly plot to de-rail the Centenary Celebrations which has all the hallmarks of Professor Moriarty. All the ingenuity of Sherlock Holmes will be required to gauge the threat and avoid the festivities hitting the buffers.

- 11.30 dep. Kleine Scheidegg by Jungfrau Railway
12.22 arr. **Jungfraujoch – Top of Europe**

DAY THREE - TUESDAY 11TH SEPTEMBER 2012

12.30 Lunch at Glacier Restaurant

Entertainment by the Belle Epoque Choir from Eastern Switzerland

An opportunity to enjoy The Alpine Sensation on the Jungfrauoch, including a visit to The Ice Palace, containing the ice sculpture by Oscar Meunier (alias Mr. John Doubleday), showing Sherlock Holmes on the eve of the death struggle at the Reichenbach Falls with Professor Moriarty on the 4th May 1891



15.00 dep. Jungfrauoch by Jungfrau Railway

15.50 arr. Kleine Scheidegg. Change train

16.03 dep. Kleine Scheidegg

16.42 arr. Grindelwald. Change train

16.49 dep. Grindelwald by Bernese Oberland Railway

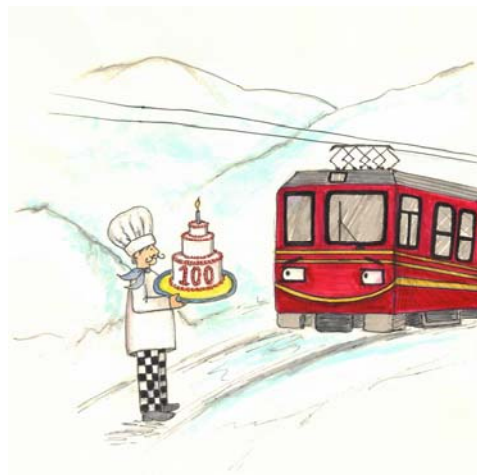
DAY THREE - TUESDAY 11TH SEPTEMBER 2012

17.24 arr. Interlaken Ost

19.30 Dinner at Hotel Du Lac, Interlaken

A kinomategraph show recalling the highlights of the great 1968 Pilgrimage “In the footsteps of Sherlock Holmes”

Overnight at your hotel in Interlaken



DAY FOUR - WEDNESDAY 12TH SEPTEMBER 2012

*“He was a late riser, as a rule”
“There can be no question, my dear Watson,
of the value of exercise before breakfast”*

Free day at leisure for sightseeing, shopping, hiking or individual excursions by train, boat and Alpine Postal Coaches



Optional dinner at your hotel (at your own expense)

Overnight at your hotel in Interlaken

DAY FIVE - THURSDAY 13TH SEPTEMBER 2012

*“I am glad of all the details,
whether they seem to you to be relevant or not”*

Hand in luggage at your hotel,
which will then be transported by road to Meiringen



- 07.45 dep. Interlaken Ost by special steam train graciously engaged
by His Majesty The King of Bohemia at the expense of
his Privy Purse
- 09.00 arr. Meiringen
- 09.15 dep. Meiringen
- 09.30 arr. Innertkirchen
- Group I*
- 9.40 dep. Innerkirchen by Alpine Postal Coach
- 10.10 arr. Handeck bus station
- 10.30/11.00 Ascent on the Gelmer funicular (106% gradient, steepest
funicular in the world) to Lake Gelmer. Stroll along Lake
Gelmer
(each funicular journey will carry max. 24 people)

DAY FIVE - THURSDAY 13TH SEPTEMBER 2012

- 11.15/11.45 Descent by funicular to Gelmerbahn Station
(each funicular journey will carry max. 24 people)
Walk across the Handeck Swing Bridge to Hotel Handeck
- 12.30 dep. Handeck Gelmerbahn by Alpine Postal Coach
- 13.00 arr. Hotel Grimsel Hospiz
- 13.15- 15.15 Lunch at Hotel Grimsel Hospiz
- 15.15- 16.15 Explore Grimsel Hospiz and its surroundings
(Visitor Centre, short walks, photo opportunity)
- 16.19 dep. Hotel Grimsel Hospiz by Alpine Postal Coach
- 17.14 arr. **Meiringen**

Group II

- 9.40 dep. Innerkirchen by Alpine Postal Coach
- 10.30 arr. Hotel Grimsel Hospiz
- 10.30- 11.30 Explore Grimsel Hospiz and its surroundings
(Visitor Centre, short walks, photo opportunity)
- 11.30- 13.00 Lunch at Hotel Grimsel Hospiz
- 13.15 dep. Hotel Grimsel Hospiz by Alpine Postal Coach
- 13.45 arr. Hotel Handeck
- 13.45 Walk across the Handeck Swing
Bridge to the Gelmer Funicular



DAY FIVE - THURSDAY 13TH SEPTEMBER 2012

- 14.30/15.00 Ascent on the Gelmer funicular (106% gradient, steepest Funicular in the world) to Lake Gelmer. Stroll along Lake Gelmer
(each funicular journey will carry max. 24 people)
- 15.15/15.45 Descent by funicular to Gelmerbahn Station
(each funicular journey will carry max. 24 people)
- 16.36 dep. Handeck Gelmerbahn by Alpine Postal Coach
- 17.14 arr. **Meiringen**
Check-in at your hotel in Meiringen
- 19.00 Conan Doyle Square

Mr. Sherlock Holmes will be pleasantly surprised by the arrival from Kandersteg of a group of mountain guides and other villagers (including a mule) who accompanied him on his most recent crossing of the Gemmi Pass. They will bring greetings from the Mayor of Kandersteg and entertain the Great Detective with a musical divertissement

Official Welcome to Mr. Sherlock Holmes

the world famous Honorary Citizen of Meiringen,
by The Mayor of Meiringen, Mr. Hans-Jakob Walther,
and The Mayor of the Dorfgemeinde of Meiringen,
Mr. Kaspar Brügger

Mr. Sherlock Holmes conveys greetings
to the citizens of Meiringen from
The Right Worshipful The Lord Mayor of Westminster

DAY FIVE - THURSDAY 13TH SEPTEMBER 2012

Vin d'honneur

Musical Entertainment by local brass band, including the Sherlock Holmes March composed by Mr. Hans Kuenzler and conducted by Mr. Marcel Kuhn

Inspection of the brass band by His Majesty The King of Bohemia, Mr. Sherlock Holmes and Dr. Watson



**Re-affirmation of Mr. Sherlock Holmes's
Honorary Citizenship of Meiringen**

Response by Mr. Sherlock Holmes

Inspection of the ten coloured panels depicting the events of The Final Problem, situated near the statue of Sherlock Holmes and the English Church (which houses the Sherlock Holmes Museum) and the Victorian bench donated by the Sherlock Holmes Society of London in memory of Lady Eva Brackwell (Eileen Holman) and John Turner (Theo Wyler)

20.00

Dinner at Hotel Englischer Hof (Parkhotel du Sauvage)
Overnight at your hotel in Meiringen

DAY SIX - FRIDAY 14TH SEPTEMBER 2012

“Things must be done decently, and in order”

- 08.21 dep. Meiringen by Zentralbahn
- 08.55 arr. Interlaken Ost, change train
- 09.05 dep. Interlaken Ost by Bernese Oberland Railway
- 09.39 arr. Grindelwald
- Exploring Grindelwald: Guided tour through Grindelwald in four groups, accompanied by local mountain guides in historic costume and short visit to the Grindelwald Heimat Museum
- 11.09 dep. Grindelwald Kirche by Alpine Postal Coach
- 11.19 arr. Grindelwald, Oberer Gletscher
- 11.30 Lunch at Hotel Wetterhorn
- Performance by alphorn players
- Welcome by The Mayor of Grindelwald,
 Mr. Emanuel Schläppi
- Mr. Sherlock Holmes conveys greetings
 to the citizens of Grindelwald from
 The Right Worshipful The Lord Mayor of Westminster
- 13.19 dep. Grindelwald, Oberer Gletscher by Alpine Postal Coach
via Grosse Scheidegg
- 14.05 arr. Hotel Rosenlauri
- A half hour's walk up inside the spectacular Glacier Gorge and a thirty minute stroll back on a picturesque trail
- 16.03 dep. Gletscherschlucht Rosenlauri by Alpine Postal Coach

DAY SIX - FRIDAY 14TH SEPTEMBER 2012

16.39 arr. Meiringen

Sherlock Holmes Path option: For those feeling fit and with suitable footwear, there will be an option to leave the Postal Coach at Zwirgi, above the Reichenbach Falls, and follow the path down to the ledge where the fateful struggle took place, thereafter continuing on the route, first identified by Tony Howlett, to the lower station of the funicular and so into Meiringen. Although the path will be taken downhill, rather than the Canonical uphill, it may prove an easier option for those who wish to explore the route

19.30 Dinner at Hotel Englischer Hof (Parkhotel du Sauvage)

“His Original Last Bow: Plotting the Demise of Sherlock Holmes”. An illustrated talk by Herr Von Bork

Overnight at your hotel in Meiringen



DAY SEVEN - SATURDAY 15TH SEPTEMBER 2012

“Come, friend Watson, the curtain rings up for the last act”

IT IS ALWAYS 4TH MAY 1891

09.12 dep. Meiringen by Alpine Postal Coach and by the historic funicular (opened 1899) to the

Reichenbach Falls

The scene of the fateful encounter between Mr. Sherlock Holmes and Professor Moriarty, on 4th May 1891, in which Moriarty was killed and Holmes was erroneously believed to have died

**Re-enactment in accordance with tradition
of the Death Struggle between
The Great Detective and The Napoleon of Crime**



Descent to the lower station on the Reichenbach funicular

DAY SEVEN - SATURDAY 15TH SEPTEMBER 2012

- 12.00 Requiem with funeral music by the Meiringen Brass Band, conducted by His Majesty The King of Bohemia and laying of a wreath at the Memorial Stone of Sherlock Holmes
- 13.00 Leichenmahl (Lamentation Meal) - The melancholy air will be lifted by a photographic opportunity at which the pilgrims will be invited to say "Swiss Cheese!"

THE RETURN OF SHERLOCK HOLMES

Hallelujah Brass Band

- 14.30 Triumphant return of the pilgrims in horse drawn carriages and historic Post Buses to the Hotel Englischer Hof, Meiringen
- 19.00 Aperitif in the gallery of the English Church, which will have on display an exhibition, entitled Alternative Realities, of works by Mr. Oscar Meunier, including paintings and maquettes of his statues of Sherlock Holmes in Meiringen and at Baker Street Station and of Charlie Chaplin in Vevey
- 20.00 Dinner at Hotel Englischer Hof

Tribute to John Turner (Theo Wyler) and
Lady Eva Brackwell (Eileen Holman)
by His Majesty The King of Bohemia
(Mr. Guy Marriott,

President of The Sherlock Holmes Society of London)

Magic Lantern Presentation by Mr. John Doubleday on
"The Life and Works of Oscar Meunier"

Overnight at your hotel in Meiringen

DAY EIGHT - SUNDAY 16TH SEPTEMBER 2012

“Watson, I think our quiet rest in the country has been a distinct success,
and I shall certainly return much invigorated to Baker Street tomorrow”

Farewell

Hand in luggage at your hotel, which will then be transported by road to Zurich Flughafen

- 11.30 Farewell Lunch at Restaurant Roessli
12.46 dep. Meiringen by Zentralbahn over the Brünig Pass
14.04 arr. Lucerne, change train
14.10 dep. Lucerne by Swiss Federal Railways
15.13 arr. Zurich Flughafen
Check-in of passengers and luggage
17.10 dep. Zurich Flughafen by SWISS flight LX 326
17.50 arr. London Heathrow Airport

SWITZERLAND, INTERLAKEN AND MEIRINGEN
- WHERE IT IS ALWAYS 1891 -
WISH YOU “AU REVOIR !”

Front cover taken from a coloured Paget drawing created by Lynn Goode
Original artwork for booklet by Jean Upton
Booklet design and layout by Robert Ellis

The Pilgrimage “The Immortal Sherlock Holmes” has been organised by
The Sherlock Holmes Society of London
in collaboration with
Interlaken Tourism and Haslital Tourism
and with the support of Switzerland Tourism

Our partners:

Local authorities	Community of Meiringen Dorfgemeinde Meiringen Community of Interlaken Community of Unterseen Community of Grindelwald
Transportation	Swiss International Airlines Swiss Travel System Switzerland Travel Centre
Partners	Ballenberg Steam Train BLS Bernese Oberland Navigation Grandhotel Giessbach Grindelwald Bus Jungfrau Railways Kraftwerke Oberhasli AG, Grimselwelt PostBus Switzerland Ltd Reichenbachfall Funicular Rosenloui Glacier Gorge Sherlock Holmes Museum Meiringen Switzerland Cheese Marketing AG zb Zentralbahn AG Zurich Airport, Flughafen Zürich AG
Accommodation	Hotel Carlton-Europe, Interlaken Hotel Du Lac, Interlaken Hotel Interlaken, Interlaken Hotel Royal St. Georges, Interlaken Alpin Sherpa Hotel, Meiringen Das Hotel Sherlock Holmes, Meiringen Hotel Alpbach, Meiringen Parkhotel Du Sauvage, Meiringen
Folklore Groups, Mountain Guides, Jodelchor, Brass Band, Orchestras	

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