

## **The Schilthorn experience – adrenaline and relaxation**

Mürren – Schilthorn: your destination for active summer recreation

**The Mürren – Schilthorn region is a summer paradise for mountain lovers, sports fans and adventure seekers. Hikers and mountain bikers can take advantage of an extensive network of trails. There's a via ferrata for those with a head for heights, James Bond's footsteps to retrace and a children's adventure playground to explore. And all this against a stunning Alpine backdrop starring the Eiger, Mönch and Jungfrau.**

**Visitors to the Schilthorn summit enjoy unparalleled panoramic views of a high alpine landscape and the UNESCO World Heritage site with the Eiger, Mönch and Jungfrau peaks – making it the perfect destination for a memorable excursion, a company celebration with that special touch, a relaxed family celebration or a journey back in time to the world of Secret Agent 007.**

The Schilthorn area stands for *View* – unforgettable views, especially from the Schilthorn summit, *Thrill* – adrenaline-fuelled experiences, for instance on the SKYLINE WALK observation walkway or on the cliff path THRILL WALK at Birg Station, and for *Chill* – total relaxation in the unspoilt and tranquil mountain landscape, particularly at the Allmendhubel. Mountain lovers and sports enthusiasts will find everything their hearts desire all year round in the Schilthorn area.

Stand on the spacious observation deck on the 2970-metre-high Schilthorn summit and you'll be treated to breathtaking views: Surrounded by a magnificent array of peaks like pearls on a string, you can feast your eyes on more than 200 mountains from here. Nowhere else is the view of the UNESCO World Heritage site with the Eiger, Mönch and Jungfrau more stunning. The Bernese and Valais Alps rise regally upwards. At the foot of the mountains lie the glistening blue waters of Lake Thun. Beyond this, the expanse of the Central Plateau stretches towards the rolling mountain ranges of the Jura massif. Good visibility provided, you can even see as far as the Mont Blanc massif in France and Germany's Black Forest.

## **Wraparound views in every respect**

The world's first revolving restaurant beckons connoisseurs to the Schilthorn summit. The newly renovated table service restaurant is fitted out in pale wood and rotates around its own axis in 45 minutes, allowing guests to watch the Alpine panorama slide silently by. Even the 32-minute journey there is a visual treat. Panorama cabins glide past thundering waterfalls and sheer rock faces to the village of Gimmelwald. The stretch to Mürren takes in pretty alp meadows and views of the lush valley floor. From Mürren, the journey continues to Birg Station, which is perched on a prominent rock spur, and from there up to the summit.

In summer, visitors can get really up close with the mountain landscape and marvel at the 360-degree views from the PIZ GLORIA VIEW observation deck. An almost 80-metre pathway leads along the northwest side of the summit to the deck. The fixed photo point on the deck allows you to take your picture against the backdrop of the three legendary peaks Eiger, Mönch and Jungfrau and the revolving restaurant – a great souvenir of your visit.

On the Schilthorn Ridge, far from the summit hustle and bustle, three View Lounges invite you to linger. The spacious and cosy wooden seating areas are sheltered from the wind and offer room for up to four people to enjoy the tranquillity and soak up the views.

Summer Sunset is the name of our offer that ensures romantic moments from July to August: The cable cars of the Schilthorn Cableway run up until 20.25 in the evening. A visit to the Schilthorn summit combined with a tasty Sunset Menu in the 360° revolving restaurant is an unforgettable experience. At 2970 meters above sea level, overlooking a horizon of more than 200 peaks including the Swiss Skyline of the Eiger, Mönch and Jungfrau, the evening atmosphere is incomparably beautiful.

### **Follow in the footsteps of Secret Agent 007 – James Bond**

And when you've had your fill of the glorious scenery from the observation deck, BOND WORLD invites you to follow in the footsteps of Secret Agent 007, aka James Bond.

From October 1968 to May 1969, the Schilthorn was a pivotal film location for the iconic James Bond movie "On Her Majesty's Secret Service". The revolving restaurant served as arch-villain Blofeld's headquarters and was called Piz Gloria – a name it has kept to the present day. The interactive exhibition on the first floor of the summit centre addresses seven of the film's key scenes and provides general background information such as a world map featuring all BOND locations.

The tour through the attraction allows visitors to immerse themselves in the movie and discover film-related details and trivia, catch a glimpse of the original screenplay and try out their own James Bond skills. All the key scenes are represented – from James throwing his hat skilfully onto the coat hook in Miss Money Penny's office to the exhilarating bobsleigh ride. Exciting BOND moments also beckon in the helicopter simulator in the original chassis of a decommissioned Air Glaciers Alouette III that flew to the Schilthorn on its very last flight.

A very special cinematic experience beckons on the Schilthorn peak – this is where visitors can truly immerse themselves in the 007 romantic action thriller: Launched in December 2018, the new panoramic cinema opens up superlative viewing dimensions: The 12-metre-wide, curved screen projects ultra-sharp images and draws the audience even deeper into the action. Succumb to the suspense, emotion, impressions, sequences that encapsulate the essence of the film, sensational mountain images, thrilling stunts and action scenes – it's all there!

BOND WORLD enhances the attractiveness of the Piz Gloria and offers a superb alternative attraction in poor weather. George Lazenby as James Bond is present throughout the summit, in the revolving restaurant, on the outdoor terrace and with surprise appearances in the washrooms...

A visit to BOND WORLD featuring numerous attractions and an in-house cinema is free of charge.

Agent James Bond 007 has once again left fresh tracks on the Schilthorn. The world's first 007 WALK OF FAME pays tribute to the actors and behind-the-scenes contributors involved in the filming of "On Her Majesty's Secret Service". Other celebrities from the world of James Bond 007 also have pride of place on the Schilthorn! An information board honours each of the personalities with a photo, signature and handprints in steel accompanied by a personal message. The panels form the 007 WALK OF FAME on the Schilthorn summit, a unique way to pay homage to the legendary James Bond film.

The 360-degree revolving restaurant beckons with the generous James Bond 007 brunch or a delicious lunch – for instance the special 007-themed burger – while the stunning panorama glides silently by. And in 2019, we shall be celebrating the 50<sup>th</sup> anniversary of the classic movie in style!

### **THRILL – at Birg**

SKYLINE THRILL perfectly describes the Birg middle station. Enjoying pride of place on the rock massif, 2677 metres above sea level and about 1000 metres above the village of Mürren, it is the ideal starting point for hikes of all difficulty levels. SKYLINE stands for the impressive mountain scenery you can admire from Birg with views of the world-famous trio: Eiger, Mönch and Jungfrau. THRILL stands for the adrenaline rush; explore the steep rock landscape in safety for the ultimate mountain experience.

Start with a visit to the SKYLINE WALK observation deck: it takes you over the vertical abyss, provides an incredible panorama and views into the void. The platform is a continuation of the Birg terrace. Constructed from steel and glass with a grated floor, the square design blends seamlessly into the landscape around the exposed Birg station and the irregular rocky landscape.

From the Birg terrace, the cliff pathway THRILL WALK leads down into the vertical walls of the imposing rock massif. The steel structure clings to the rock, and then swings under the observation platform and the cable car to end below the cable car station.

Whilst on Birg, check out the Birg Bistro and enjoy great snacks and drinks in front of the Swiss Skyline of the Eiger, Mönch and Jungfrau. The takeaway station is particularly popular with our guests, who can build their own American hot dog or hamburger according to taste. The sunniest terrace far and wide invites guests to linger thanks to windbreaks, stylish pink bean bags and a spacious layout.

### **An exclusive touch for incentives and events**

The Schilthorn is the ideal location if you wish to lend your meeting or evening function that special touch. The Piz Gloria revolving restaurant can be booked for exclusive use for larger events with up to 350 guests. The SKYLINE TAKE AWAY on the same level as the viewing terrace has multi-purpose uses and offers space for up to 200 guests – tailor-made for an aperitif with stunning mountain views.

The Birg Bistro at Birg station has room for 80 guests. Featuring a trendy interior design that reflects the surrounding mountains, Birg Bistro offers the ideal venue for cocktail parties or other events amidst the grandeur of the Alpine landscape. The large sun terrace can also be incorporated into your function.

### **Hiking trails to suit all difficulty levels**

The Mürren – Schilthorn area spoils hikers with unrivalled Alpine views. An extensive and well-maintained network of hiking trails weaves through the picturesque mountain landscape at the foot of the Schilthorn. The 1907-metre-high Allmendhubel is the ideal starting point for a wide range of hikes, and among these the themed trails warrant a special mention:

The Northface Trail runs from the Allmendhubel down to Blumental, from where it's a short ascent through wooded slopes carpeted in alpine roses, followed by a ramble across the wide Schiltalp meadows back to Mürren. Information panels along this around two-hour hike document the history of the famous north faces of the surrounding peaks.

The Mountain View Trail from the Allmendhubel to Grütschalp runs parallel to the mountain chain past the Maulerhubel and the rear of the Dorenhubel to Pletschenalp, and from there over meadows and through woodlands to Grütschalp Station. Hiking time: just over 1 1/2 hours.

The redesigned FLOWER TRAIL adds to the botanical feel created by the adventure playground FLOWER PARK on the Allmendhubel. It starts above the Panorama Restaurant. Learn about the world of mountain flowers, meadows and herbs during a 20-minute saunter around Allmendhubel paths (suitable for strollers). During the walk you can observe up to 150 different species of mountain flowers.

### **As sure-footed as a mountain goat?**

Gentle hikes aside, you'll find several more demanding options around the Schilthorn if you're thirsting for a more challenging experience. The routes from the Schilthorn to Alp Poggangen or past the Grauseeli down into the picture-pretty Schilttal come highly recommended. They both start out in a rugged, high-alpine landscape far above the treeline and descend by way of meagre mountain meadows into the verdant, flower-carpeted valley pastures. Mountain bikers and Nordic walkers are also superbly catered for with dedicated trails – whether you prefer a rapid descent or a more leisurely tour against the backdrop of the Eiger, Mönch and Jungfrau.

Buy a Mürren – Schilthorn Holiday Pass (May – October) to get the most out of the hiking region's many attractive options. This ticket entitles the holder to four or six consecutive days of unlimited travel on all transport facilities in the Mürren – Schilthorn and Isenfluh area.

### **Adrenaline rush on the via ferrata**

Thrill-seekers with a head for heights really shouldn't miss the Mürren – Gimmelwald via ferrata. This excellently secured "iron way" runs for more than 2.2 kilometres, covering 300 altitude metres from Mürren down to Gimmelwald. You'll need to be vertigo-free and sure-footed when you stand – always secured by a rope – 600 metres above ground in the Mürrenfluh. What an adrenaline rush! More thrills are guaranteed by the 80-metre rope suspension bridge at the end of the route and a 60-metre Tyrolean traverse, which may be used only when accompanied by a mountain guide. And from Gimmelwald, it's a comfortable trip with the Schilthorn aerial cableway back to Stechelberg or Mürren.

### **Schilthorn – in the air**

The Mürren – Schilthorn area is also popular with paragliders and base jumpers. In summer, the Schilthorn cableway gives paragliders close access to the official launching spot at Wurmegg – it's just a five-minute walk from Mürren station. Take off and glide past the 700-metre-high Mürrenfluh down to Stechelberg, where there's a landing site right next to the cableway valley terminus. Detailed information on flight zones and up-to-the-minute flying conditions is available on the notice board at the valley terminus in Stechelberg. And if you'd like to experience for yourself what flying like a bird feels like, tandem flights with professional instructors are also available.

### **For families and hikers: Allmendhubel FLOWER PARK and SKYLINE CHILL**

The Allmendhubel is not only the starting point for many hikes – Mürren's local mountain is also a great place for families and leisure seekers. Located at 1907 metres above sea level, you'll be spellbound by the picture-postcard views of the Eiger, Mönch and Jungfrau.

While the adults enjoy a delicious meal at the cosy panorama restaurant with its huge sun terrace, the little ones can let off steam in the FLOWER PARK adventure playground. The attraction at the Allmendhubel is the gateway to a fantasy world of giant alpine flowers, grasses and oversized insects. This is where children can fly with butterflies, explore a marmot burrow or try their hand at milking and cheese making – forging a connection with the plant life, animals and mountain farming. Living on an alp is a true adventure!

SKYLINE CHILL is the perfect choice if you wish to relax after your hike or simply wind down and enjoy the incomparable views. Relax on the curved wooden loungers and take in the high-alpine surroundings.

### **A sporting spectacle with daredevil athletes**

The Schilthorn sets the stage for the longest and most daredevil "everyman" ski race in the world in winter; in summer it's the scene of one of the most gruelling mountain sports

contests. The Inferno Triathlon is a challenge of superlatives: a 3.1-kilometre swim in Lake Thun is followed by 97 kilometres on a racing bike to Grindelwald, overcoming a total ascent of 2145 metres. Athletes then swap their race cycles for mountain bikes for the 30 kilometres over the Kleine Scheidegg to Stechelberg (1180 metres ascent). The last stage is by far the toughest: a 25-kilometre fell run with 2175 metres ascent to the finishing line at the Schilthorn. A truly infernal test of endurance.

### **Schilthorn EXPLORE APP – virtual travel companion with mountain views guaranteed**

The 360-degree panoramic views from the Schilthorn Piz Gloria peak are considered unique in the Alps. This and our belief that the travel industry is strongly influenced by the dynamism of mobile communication have led to the creation of the Schilthorn EXPLORE APP. Our app is your personal virtual travel companion, supplying information on the surrounding mountains and points of interest and making the peaks visible in all weathers – allowing you to capture that perfect image, rain or shine.

### **2017 – 50 years of Schilthorn Cableway!**

Schilthorn Cableway took the top cableway section into operation on 12 June 1967, and has now provided aerial cable car access to the Schilthorn summit and the world-famous Piz Gloria revolving restaurant for 50 years.

Fast forward half a century and Schilthorn Cableway now transports more than 4 million passengers a year and has added numerous attractions, activities and experiences to its offering.

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