



Interlaken Tourism – 26 November 2023 / cef

Press release

Interlaken: Nothing could be more Swiss

This is a landscape dominated by lakes Thun and Brienz as well the majestic peaks of the Eiger, Mönch and Jungfrau. Perhaps you come for adventure or relaxation, you have a preference for urban charms or the wilds of nature, you want to get active in the Adventure Capital of Europe or would rather take it easy on a boat or train ... whatever the case, Interlaken and its sights are easily accessible by bus, train and boat – and much of what makes Switzerland so attractive is right here.

Turquoise Lake Brienz resembles a shining emerald on one side of Interlaken, while deep blue Lake Thun sparkles sapphire-like on the other; green hills, dramatic cliffs and mighty mountain slopes tower all around. Deep in the valley, the magnificent snow-capped Jungfrau glows alongside the world-famous Jungfrauoch - Top of Europe. The indescribably and uniquely beautiful landscape that surrounds Interlaken has been entrancing guests from Switzerland and all over the world for decades.

Interlaken: In the heart of Switzerland

Although Interlaken is in the heart of nature, the holiday region and its attractions are easily accessible. By train, the region is an hour from Bern, two hours from Lucerne, Basel and Zurich, and three hours from Geneva and Milan. Situated in the middle of the country, Interlaken is directly linked to the busy network of punctual Swiss trains as well as the national road network. There are direct links from all of Switzerland's major cities and airports as well as numerous European centres.

Interlaken: New rail experiences

A long-held dream came true in December 2022 when the GoldenPass Express opened up a direct connection from Montreux to Interlaken. The wonderfully panoramic route takes in Lake Geneva, Gstaad and the typically Swiss Simmental valley, also passing Lake Thun on the way to Interlaken. The line is an extension to the equally memorable Brünig line that links Lucerne and Interlaken.

Meanwhile, the new Eiger Express has been in operation for a number of months, transporting guests even faster to the Jungfrauoch – Top of Europe. The ultra-modern tricable car between Grindelwald and the Eiger Glacier has cut the journey time by fully 47 minutes. The train directly connects the Bernese Oberland Railway in the valley with the Jungfrau Railways more than a thousand metres higher up. From Eiger Glacier station, the train carries passengers up through a tunnel more than a century old to the snows and ice of the world-famous Jungfrauoch.





Interlaken: Hotel's own nature park by Giessbach Falls

Water is a big part of the Interlaken holiday region. Without a doubt, one of the most memorable watery experiences comes in the shape of the Giessbach Falls at Lake Brienz, where a roaring brook tumbles 14 levels and 500 metres as it thunders into Lake Brienz. There is even a straightforward walking path behind one of the waterfalls. Back here, the view opens onto the quite surreal sight of the Grandhotel Giessbach and the forests and waters of hotel's own nature park.

Interlaken: Alpine wine-growing in Spiez

Alpine viticulture in Spiez is an unexpected delight – and a tradition that surely surprises many visitors from around the world. The village itself is proud to be part of the «most beautiful bay in Europe». In the middle of this very bay, at the foot of the castle, are the vineyards. Highlight of the wine year is the «Spiezer Läset» harvest festival in mid-September, after which the vines change colour significantly, shining out brightly high above the bay. Meanwhile, the first snows lend a dusting of icing sugar to the Niesen, which rises above Lake Thun like a pyramid – the crowning glory on a mesmerising scene. Needless to say, the fine wines can also be sampled by visitors to Spiez.

Winterlaken: A magical world of winter adventure

The special magic of Interlaken during winter will warm any heart, despite the low winter temperatures. The snow gently dusts the mountains in a soft, white wintry blanket. The alpine landscapes, the dense forests and the more elevated idyllic villages are transformed into an exhilarating winter landscape. Winter enthusiasts can choose amongst a variety of activities such as: winter hikes, snowshoe tours, heliskiing, winter kayaking, skydiving or days spent sledging or skiing.

Interlaken: Winterlaken Labyrinth

In Interlaken used and unsold Christmas trees get a new lease of life. Interlaken Tourism works with the local population and businesses to create a sustainable Labyrinth from disused fir trees. The Winterlaken Labyrinth is an eco-friendly experience for visitors and locals alike. Already for the second year in a row, old Christmas tree will find a second home on the big meadow Höhematte in Interlaken where the Labyrinth is erected. In the wintry maze, visitors will encounter various blind alleys, figures, and other surprises. A fun experience for people of all ages. At the beginning of March, once they have provided an entertaining diversion, the trees are passed on to fisheries, farms, and animal parks for further use.

For further information about the Holiday Region Interlaken, please visit the website of Interlaken Tourism www.interlaken.ch/en and to get access to our media kit including photos, please click [here](#).