

SALES MANUAL

PILATUS - 2,132 OPPORTUNITIES ABOVE SEA LEVEL



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1. THE MOUNTAIN WITH THE BEST SALES ARGUMENTS

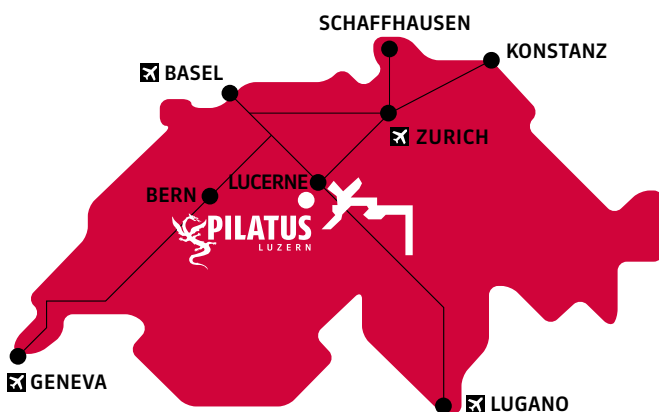


The list of arguments for a visit to Mt. Pilatus is long. Just getting there is amazing, but the restaurants are a persuasive reason along with the panoramic views, which are in a league of their own.

IN BRIEF:

- World record: The steepest cogwheel railway in the world takes you up from Alpnachstad to Mt. Pilatus.
- In the heart of Switzerland, just 10 minutes from Lucerne, and you can get there easily by train, bus and car
- 2,132 opportunities above sea level and accessible from two sides (Kriens and Alpnachstad)
- 2 hotels, 5 restaurants, 5 shops and a range of seminar spaces
- Unique Golden and Silver Round Trip
- Fantastic views all the way to the Black Forest in Germany, the Jura Alps in France and all around the Swiss Alps, as well as a beautiful view of the city and Lake Lucerne
- Open 365 days a year, including hotels and restaurants
- Loads of summer and winter activities
- One contact person for all bookings

GETTING TO LUCERNE:



TRAVEL TIME BY TRAIN:

- From Zurich airport to Lucerne: 1 hour
- From Basel airport to Lucerne: 1.5 hour
- From Geneva airport to Lucerne: 3 hour

1.1 THE GOLDEN ROUND TRIP



The «Golden Round Trip» tour takes you via the Panorama Gondolas, cable car, cogwheel railway and ship to the the most spectacular spots at Mt. Pilatus as well as to the summit. This round trip tour will show you the amazing variety of Lucerne's local mountain.

IN BRIEF:

- The starting point for the «Golden Round Trip» tour is right in the heart of Switzerland, in Lucerne.
- Take Bus No. 1 directly from the train station to Kriens. It takes about 15 minutes.
- Get off the at bus stop at «Kriens, Zentrum Pilatus» and walk to the valley station. It takes about 10 minutes by foot.
- Take the Panorama Gondolas via Krienseregg up to Fränküntegg. It takes 30 minutes and there are 4-person gondolas which run all year long (except during maintenance)
- Continue on the «Dragon Ride» cableway to Pilatus Kulm. The ride takes around 5 minutes and the cableway departs every 15 minutes. Capacity is 55 guests and it runs all year long (except during maintenance).
- The large terrace is superb to enjoy the breathtaking panorama, views of the alpine massif and delicious meals from both restaurants.
- Ride the steepest cogwheel railway in the world from Pilatus Kulm to Alpnachstad. The trip down takes about 40 minutes, (the trip up takes 30 minutes). Every car has capacity for 40 guests and the maximum capacity per ride is 200 passengers. The cogwheel railway leaves every 40 minutes and operates between 8:10 a.m. – 5:45 p.m.
- Take the ship from Alpnachstad to Lucerne on Lake Lucerne. Trip takes 50-90 minutes and operates between 8:38 a.m. – 5:57 p.m.
- The round trip can also be easily done in the opposite direction.

FACTS:

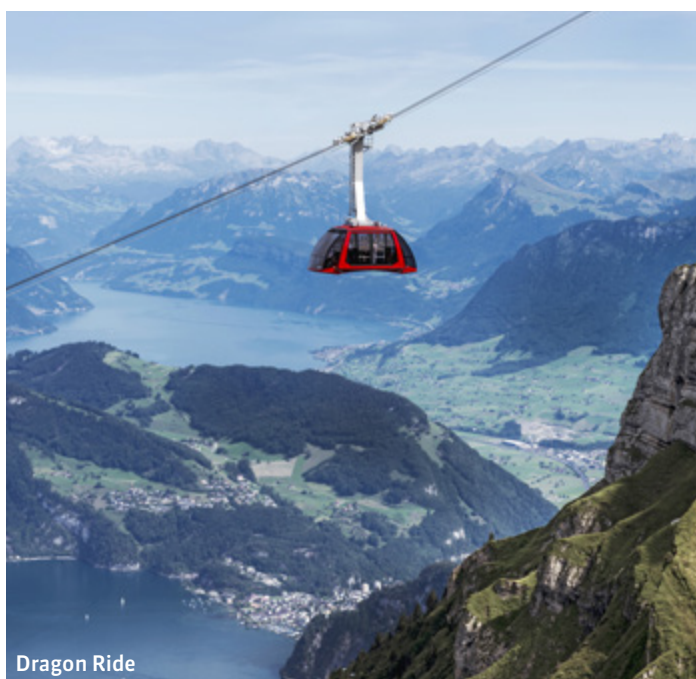
- From mid-May to mid-October
- Full-day or half-day excursions
- Available as a group trip

Impressions of the Golden Round Trip <https://youtu.be/ZT4tN-bgGio>

1.2 THE SILVER ROUND TRIP



Cogwheel Railway



Dragon Ride

The «Silver Round Trip» is as diverse as the Mt. Pilatus itself. Take the Panorama Gondolas, the cableway, the cogwheel railway and the train to discover all of the facets of Lucerne's local mountain.

IN BRIEF:

- Route is similar to the «Golden Round Trip»
- Instead of taking the ship you ride with the Zentralbahn railway from Alpnachstad to Lucerne. It's a 20-minute ride (only possible from mid-May to mid-November), either full-day or half-day excursions.
Operating times between 7:42 a.m. – 7:29 p.m.
- The round trip can also be easily done in the opposite direction.

FACTS:

- From mid-May to mid-November
- Full-day or half-day excursions
- Available as a group trip

2. PILATUS KULM HOTELS



Pilatus Kulm Hotels

2.1 OVERNIGHT STAYS

Rooms at the Hotel Bellevue possess modern elegance and views of the Alps and the Lake Lucerne valley.

Its uniqueness has distinguished the landmarked Hotel Pilatus Kulm *** since 1890. Renovations in 2010 to the 27 spacious guest rooms and three new Junior Suites rang in a new era.

IN BRIEF:

- 20 comfortable Standard Double rooms with shower/bath/TV/telephone, also bookable as a single
- 27 Superior Double rooms with all the necessary comforts, also bookable as a single
- 3 Junior Suites
- Special winter and summer packages available

FACTS:

- Located on top of Mt. Pilatus at 2,132 meters above sea level
- Open 365 days a year
- Prior reservation is required

2. PILATUS KULM HOTELS



Standard double room | Hotel Bellevue



Junior Suite | Hotel Pilatus-Kulm



Hotel Bellevue



Superior double room | Hotel Pilatus-Kulm

INCLUDED IN TOUR OPERATOR OVERNIGHT PRICE:

- Round trip ticket up and down the mountain
- Welcome beverage with cheese from the mountain and Swiss wine
- Ascent and descent (panorama gondolas, aerial cableway «Dragon Ride» [all year around] as well as the world's steepest cogwheel railway from May to November)
- 4-course dinner in the Restaurant Pilatus-Kulm
- Hearty breakfast buffet in the Restaurant Pilatus-Kulm

2. PILATUS KULM HOTELS



2.2 SEMINARS AND BANQUET ROOMS

Ideal location for workshops, seminars and banquets at the Hotel Pilatus-Kulm, with a fantastic backdrop for extra inspiration. All rooms are equipped with the latest technological infrastructure.

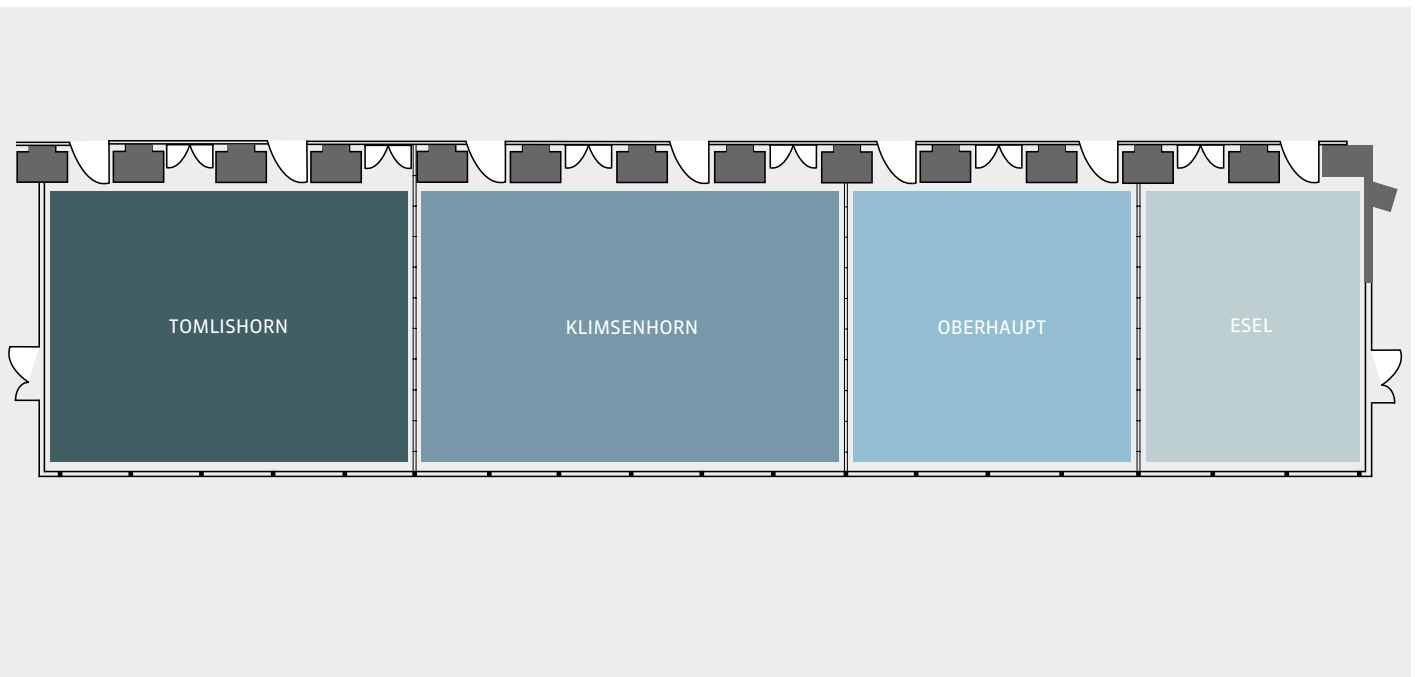
IN BRIEF:

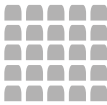



- «Gipfelsaal»: space for over 160 seats, can be divided into four rooms upon request (Tomlishorn, Klimsenhorn, Oberhaupt and Esel)
- «Mythen Foyer»: standing room for over 80 people
- «Dragon Forum»: space for over 150 seats
- There are countless possibilities for an unforgettable programme of events
- Extra rides from/to Alpnachstad outside of regular scheduled times are available upon request for a fee
- Discounts for trips up and down from Kriens or Alpnachstad
- Upon request, ascent and descent transport of equipment via Kriens or via Alpnachstad (only in summer) to Mt. Pilatus

FACTS:

- Located on top of Mt. Pilatus at 2,132 meters above sea level
- Open 365 days a year
- Prior reservation is required
- Special event program possible

OVERVIEW OF ROOMS



Raum Room	Fläche in m ² Area in m ²	Länge Length	Breite Width	Höhe Height				
Gipfelsaal*	227.5	32.5	7	2.9	160	60	60	160
Tomlishorn*	65	9.3	7	2.9	40	16	16	40
Klimsenhorn*	75	10.7	7	2.9	50	18	18	50
Oberhaupt*	50	7.1	7	2.9	30	10	10	30
Esel*	38	5.4	7	2.9	20	6	6	20
Dragon Forum	–	15	9	2.9–4	150	–	80	–
Mythen Foyer **	120	12	10	2.9	50	–	–	80 standing
Cheminée Saal	96	12	8	2.9	–	–	–	60
Dohlenstübli	48	6	8	2.9	–	–	–	30
Queen Victoria	213.75	22.5	9.5	4.5	–	–	–	120

* Der Gipfelsaal kann auf Wunsch in vier Räume (Tomlishorn, Klimsenhorn, Oberhaupt und Esel) unterteilt werden.

* The Gipfelsaal can be partitioned into four rooms (Tomlishorn, Klimsenhorn, Oberhaupt and Esel), if desired.

** Das Mythen Foyer kann nur zusammen mit dem Dragon Forum gebucht werden.

** The Mythen Foyer can only be booked together with the Dragon Forum.

2. PILATUS KULM HOTELS



2.3 THE PANORAMA GALLERY

The spectacular covered Panorama Gallery includes the Ibx Bar and stretches over the expanded panorama terrace with over 1,000 sq. m. weather-safe space.

IN BRIEF:

- Depending on the type of occasion, space for up to 200 people.

FACTS:

- Located on top of Mt. Pilatus at 2,132 meters above sea level
- Open 365 days a year
- Prior reservation is required

3. RESTAURANTS ON THE MOUNTAIN



Queen Victoria Hall



Cheminée Saal, Pilatus-Kulm

3.1 RESTAURANT PILATUS-KULM

Guests have been enchanted by the Restaurant Pilatus-Kulm since its opening in 1890. Just like back then, the unique ambiance here at 2,132 meters will bedazzle you. The seasonal menu primarily features dishes made from fresh regional ingredients. The diverse spaces are exceptionally suited for banquets and comfortable meals.

IN BRIEF:

- The Queen Victoria Hall from the Belle Epoque was built in 1890 and seats up to 120
- Cheminée Saal has a pleasant charm with space for up to 60 seats
- The Dohlenstübli has a cozy ambiance with space for up to 30 seats
- Sun terrace with expansive views of the Alps and space for 150 seats
- Culinary option: Fondue

FACTS:

- On top of Mt. Pilatus at 2,132 meters above sea level
- Open 365 days a year
- Reservations possible (except on the terrace)

3. RESTAURANTS ON THE MOUNTAIN



3.2 RESTAURANT BELLEVUE

This stylish self-service restaurant offers traditional Swiss dishes and international delicacies along with salads and desserts.

IN BRIEF:

- Bright and appealing restaurant with seating for 160
- Outdoor seating with views of the Alps and seating for 200
- Culinary highlight: Pilatus z’Nacht (Pilatus Dinner)

FACTS:

- On top of Mt. Pilatus at 2,132 meters above sea level
- Open 365 days a year
- No reservations possible

3. RESTAURANTS ON THE MOUNTAIN



Ibex Bar



Restaurant Fräkmüntegg

3.3 IBEX BAR AND PANORAMA GRILL

The Ibx Bar is a take-away operation with a large drinks and snack offering located in the gallery that connects the areas of the facility. In summer the Panorama Grill is also open on the roof of the Panorama Gallery.

FACTS:

- On top of Mt. Pilatus at 2,132 meters above sea level
- Ibx Bar: Open 365 days a year
- Panorama Grill: only open in summer

3.4 RESTAURANT FRÄKMÜNTEGG

Wood and stone define the styles of this self-service restaurant that celebrates Swiss cuisine. A variety of different «Röstis» (hash browns), fresh salads from the buffet, homemade cakes with fresh fruit, and delicious desserts round out the tasty assortment.

IN BRIEF:

- Restaurant with large panorama windows and seating for 120
- Terrace with stellar views of mountains and the rope park, with seating for 120
- Pre-orders available for groups, serving main courses, cheese fondue and «Tatarenhut» (meat) fondue experience
- Culinary highlights: Sunday brunch, «Tatarenhut»

FACTS:

- Located at Fräkmüntegg middle station
- No reservations possible
- Closed during the gondolas maintenance work

3. RESTAURANTS ON THE MOUNTAIN



Restaurant Krienseregg



Restaurant Chalet

3.5 RESTAURANT KRIENSEREGG

The family-friendly restaurant Krienseregg is dedicated to pizza and pasta. The self-service restaurant is located right next to the middle station and the PILU-Land playground - ideal for an excursion with children.

IN BRIEF:

- Cosy restaurant with seating for 54
- Terrace views of Mt. Pilatus with seating for 80
- The adventure playground PILU Land (free) is below the restaurant
- Culinary highlight: Pizza and Pasta

FACTS:

- Located at the Krienseregg middle station
- Group reservations possible
- Closed during the gondolas maintenance work

3.6 RESTAURANT CHALET

The charming Restaurant Chalet in Alpnachstad serves its guests fresh and hearty dishes. Some traditional treats adorn the menu here, especially the PILU Drachenwurstli (Dragon sausages) for kids.

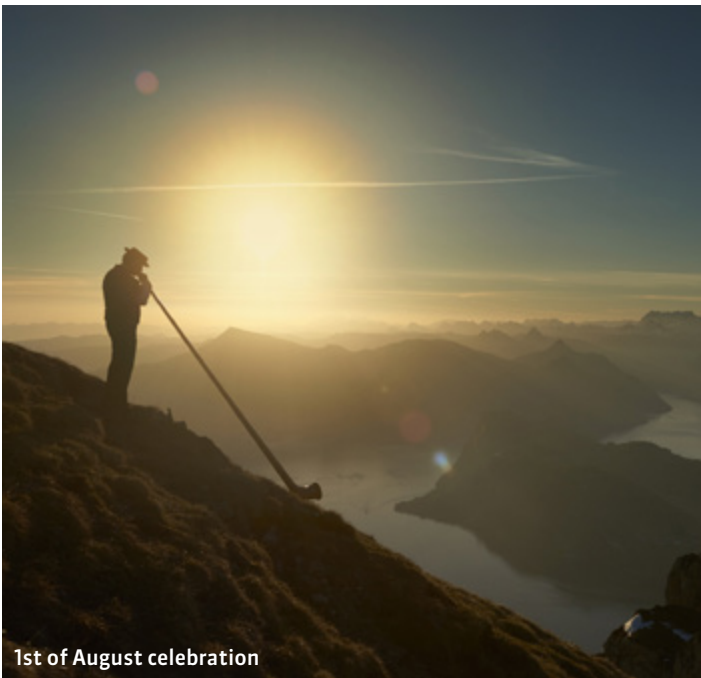
IN BRIEF:

- The Restaurant, with seating for 35
- Outdoor seating with views of the valley station of the steepest cogwheel railway in the world, with seating for 100
- Extra kiosk outside for snacks

FACTS:

- Located near the valley station of the cogwheel railway in Alpnachstad
- Open from mid-May to mid-November
- Group reservations possible

4. 2,132 OPPORTUNITIES ABOVE SEA LEVEL – SUMMER AND WINTER



4.1 SUMMER ACTIVITIES

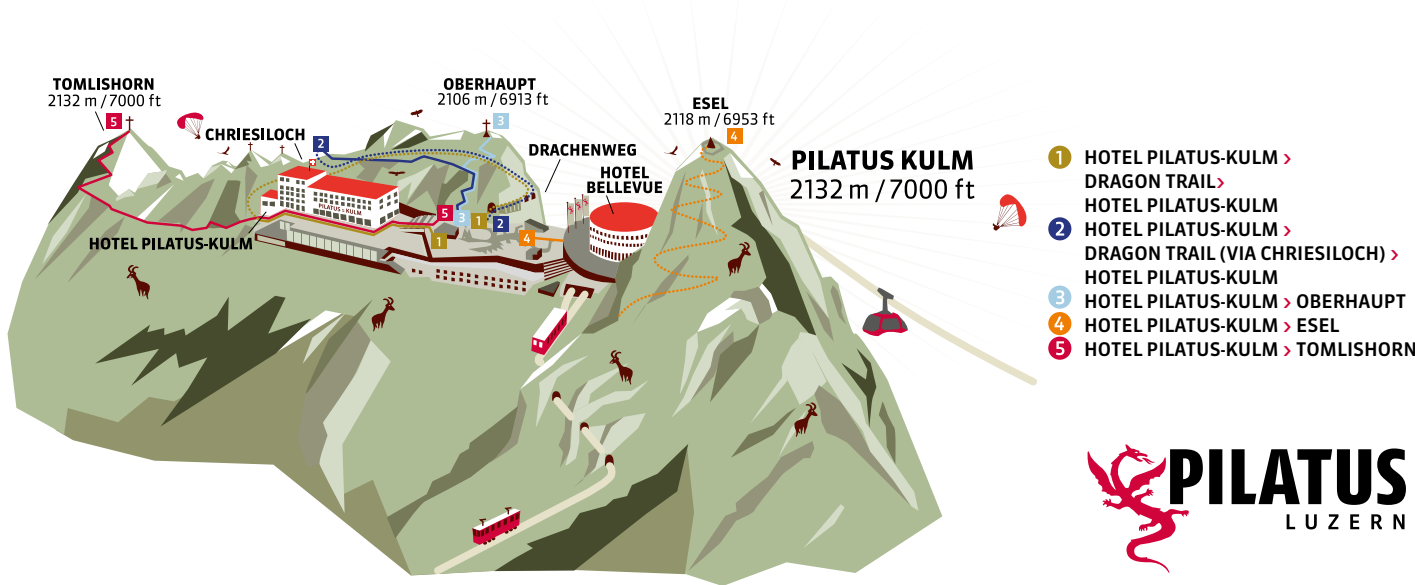
Mt. Pilatus is an adventure mountain. Especially in summer, there are loads of free ways to discover the mountain. Exciting activities round off the offering and visitors can dive into the fascinating world of Mt. Pilatus.

4.1.1 SUMMER ACTIVITIES ON PILATUS KULM

Hiking on and around Mt. Pilatus is fun for everyone. The signposted trails take you to a variety of secluded spots. The Dragon World takes you into a magical history.

IN BRIEF:

- The Flower Trail: Hike through the wildflower garden on top of Mt. Pilatus, with 200 info panels in German and English about flowers. Also hike towards the Tomlishorn.
- The Dragon Trail and other peak hikes (Esel: 10 minutes, Oberhaupt: 10 minutes, and up to the highest peak, the Tomlishorn: 35 minutes for each stretch of trail)



4. 2,132 OPPORTUNITIES ABOVE SEA LEVEL – SUMMER AND WINTER



Ibex Safari

4.1.2 IBEX SAFARI

For over 60 years now these «kings of the Alps» have been living on Mt. Pilatus. Accompanied by local experts you can observe the large ibex colony (up to 100 animals) and find out all kinds of things about these beautiful animals that you won't read in a book.

IN BRIEF:

The Ibex Safari package includes:

- Ascent and descent Kriens/Alpnachstad–Pilatus Kulm–Kriens/Alpnachstad
- Welcome beverage before a wonderful stroll
- Information and guided tour with a local experts
- 4-course evening meal in the Restaurant Pilatus-Kulm
- Accommodation at the Pilatus Kulm Hotels
- Morning coffee or tea before heading out on the safari
- Hearty breakfast buffet in the Restaurant Pilatus-Kulm
- Gift book «Steinbock» by Rudolf Käch

FACTS:

- On top of Pilatus Kulm
- Group trips on request
- June to October
- Experts speak German (English on request)

Impressions from the Ibex Safari: <https://youtu.be/z5Wt98I7bFY?list=PLI6Y9NPe217VFS0dr2m7pmWjzs2RclGi9>

4. 2,132 OPPORTUNITIES ABOVE SEA LEVEL – SUMMER AND WINTER



4.1.3 PILATUS Z'NACHT

Dinner at the Restaurant Bellevue on Pilatus Kulm is for connoisseurs. The dishes here will dazzle your palate and the impressive evening atmosphere is unmatched.

IN BRIEF:

The Pilatus z'Nacht package includes:

- Exquisite dinner at the Restaurant Bellevue on top of Pilatus Kulm
- Ascent and descent from/to Alpnachstad

FACTS:

- On top of Pilatus Kulm
- Getting there and back: Ride up from Alpnachstad according to the timetable, with an extra trip down to Alpnachstad at 10:15 p.m.
- Every Saturday from June to September
- Reservations required

4.1.4 ASTRONOMY EVENINGS

The stars at your fingertips. Marvel at planets, star systems and the Milky Way through a professional telescope and enjoy an outstanding 4-course menu at the Restaurant Pilatus-Kulm.

IN BRIEF:

The Astronomy Evening package includes:

- Ascent and descent
- Welcome beverage
- 4-course evening meal at the Restaurant Pilatus-Kulm
- Stargazing and an introduction to astronomy
- Accommodation at the Pilatus Kulm Hotels
- Hearty breakfast buffet

FACTS:

- On top of Pilatus Kulm
- Group trips on request
- Experts speak German (English and French on request)

4. 2,132 OPPORTUNITIES ABOVE SEA LEVEL – SUMMER AND WINTER



Rope Park



Pilu Rope Park

4.1.5 THE LARGEST ROPE PARK IN CENTRAL SWITZERLAND

In the Pilatus Rope Park you can practice your dexterity, jump into an abyss and build your courage on 10 different parcours with differing levels of difficulties. Great for young and old adventurers and families.

IN BRIEF:

- 10 parcours with balance and climbing challenges as well as zip-lines from easy to difficult
- Monkey Trees: climbing enthusiasts climb up to 14-meter-high platforms on selected trees
- Power fan: 20-meter free fall secured by a rope

FACTS:

- Located directly at Fränküntegg middle station
- No special knowledge or skills required
- Includes instructions for all visitors
- End of April until October
- Group booking possible
- Check the weather: Depending on the weather, the rope park may be closed for safety reasons or a decision may be made to close it during operation
- Maximum 3-hour stay
- Minimum age is 8 years, minimum height is 120 cm, maximum weight of one person is 120 kg

4.1.6 THE PILU ROPE PARK

The PILU Rope Park is a climbing adventure for children aged 4-8. It is equipped with 7 climbing stations and is perfect for gathering some first impressions of the sport.

IN BRIEF:

- For children aged 4-8
- 7 climbing stations

FACTS:

- Located directly at Fränküntegg middle station
- End of April until October
- Check the weather: Depending on the weather, the rope park may be closed for safety reasons or a decision may be made to close it during operation

4. 2,132 OPPORTUNITIES ABOVE SEA LEVEL – SUMMER AND WINTER



Treetop Path



Dragon Glider

4.1.7 WHAT'S NEW AT FRÄKMÜNTEGG

The Dragon Glider, Treetop Path and the Drachenalp grill and kiosk are all new and worth a visit! Starting in summer 2019 we'll feature the Drachenalp, a covered BBQ shelter with a kiosk operation set up for all visitors at Fräkmüntegg who wish to use it. The Drachenalp is also an arrival point for the new Dragon Glider.

IN BRIEF:

- Dragon Glider
 - Comfortable paraglider seat
 - Max. 12 km per hour
 - 500 meters in length
 - Exit point at the Drachenalp
- Treetop Path
 - A narrow wooden footbridge leads you from tree to tree
 - Safely protected by safety nets
 - 13 nests to hang out in
- Drachenalp
 - Large covered BBQ area
 - Integrated kiosk

FACTS:

- Located at Fräkmüntegg middle station
- The Dragon Glider can be paid for at the site
- The Tree top path is free



Drachenalp

Impressions of what's new at Fräkmüntegg: <https://youtu.be/-ZyUwi-NVXk>

4. 2,132 OPPORTUNITIES ABOVE SEA LEVEL – SUMMER AND WINTER



Tree Tent



Summer tobogganing

4.1.8 THE TREE TENT PACKAGE

Sleep between trees in hanging tents in a Tree Tent! It's a truly extraordinary experience, sleeping suspended above the ground.

IN BRIEF:

The Tree Tent Package includes:

- Ascent and descent Kriens-Fräkmüntegg
- Exclusive rope park access (5–8 p.m.)
- BBQ, salad and dessert buffet for dinner in the Restaurant Fräkmüntegg (from 8:00 p.m.)
- Overnight in a «Tree Tent»
- Breakfast at the Restaurant Fräkmüntegg (from 7:30 a.m.)

FACTS:

- Located at Fräkmüntegg middle station
- June to August
- A total of 15 tents available, maximum 2 adults and one child per tent

4.1.9 SUMMER TOBOGGANING

The longest summer toboggan run in Switzerland is at Mt. Pilatus, or more precisely at Fräkmüntegg: 1,350 meters long.

IN BRIEF:

- Length: 1,350 meters
- Starting point is 10 minutes on foot from Fräkmüntegg middle station
- For children 2 years of age and older

FACTS:

- External subcontractor
- Located at Fräkmüntegg middle station
- Information: www.rodelbahn.ch
- Contact: Tel. +41 41 630 33 21 / info@rodelbahn.ch

4. 2,132 OPPORTUNITIES ABOVE SEA LEVEL – SUMMER AND WINTER



PILU Land



The Dragon's Moor

4.1.10 PILU LAND

This playground is a paradise for children. Romping, playing, balancing, climbing – great for cutting loose. Have some food at one of the many picnic areas, at a BBQ station or in the restaurant.

IN BRIEF:

- Inviting picnic areas
- Adventure playground (free)
- Open all year
- Family-friendly Restaurant Krienseregg with a huge outdoor terrace

FACTS:

- Located directly at Krienseregg middle station and the Restaurant Krienseregg
- Open 365 days a year
- Free

4.1.11 THE DRAGON'S MOOR

Along the loop trail you'll find out all kinds of stuff about the history, flora and fauna of Mt. Pilatus. You'll explore moors, mosses, creeks and meadows and even get to go barefoot on a trail designed just for that purpose.

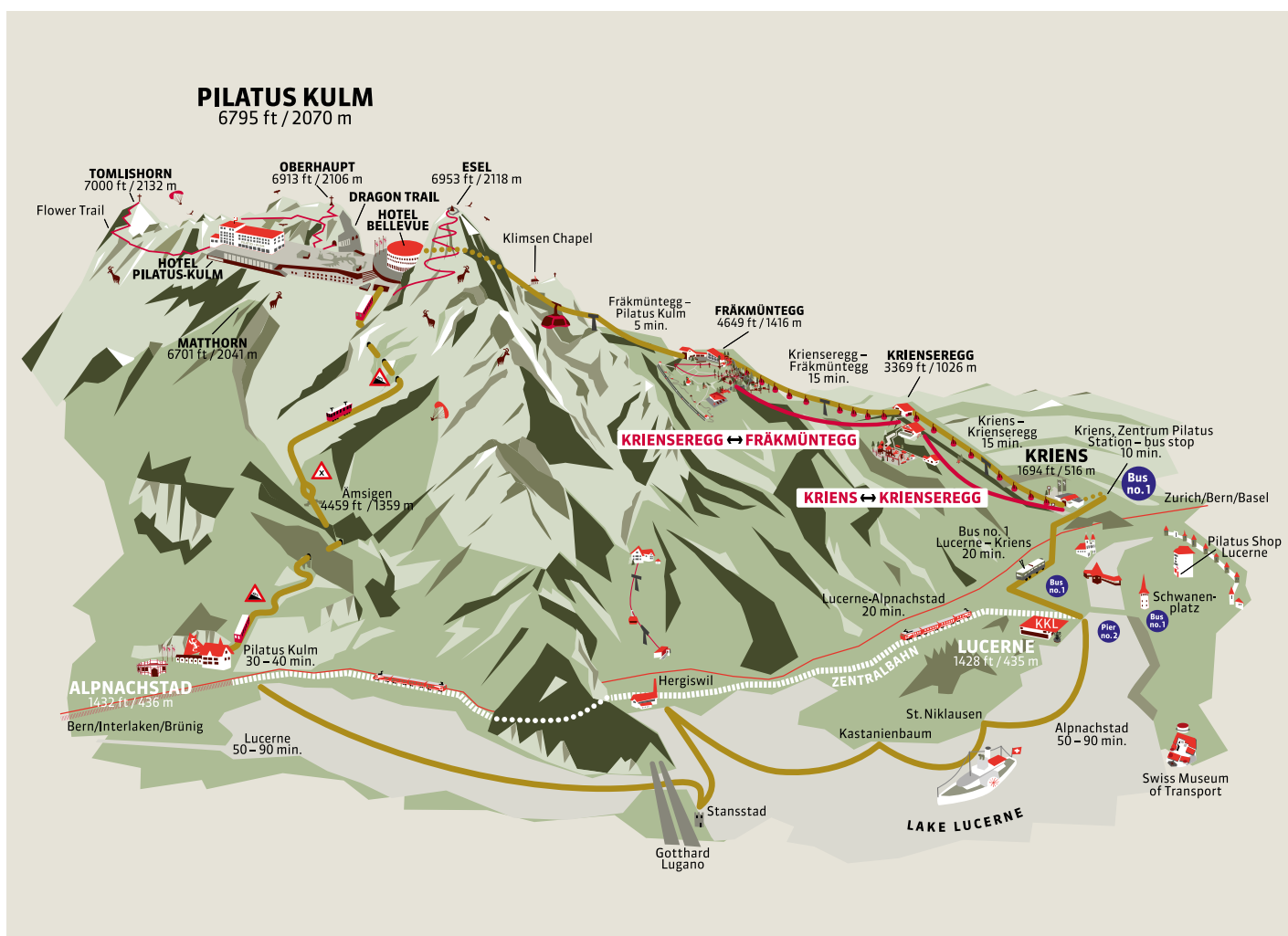
IN BRIEF:

- Protected highland moors
- Information panels in German
- Loop trail 1.5 hours
- Barefoot trail

FACTS:

- Located directly at Krienseregg middle station
- Open 365 days a year
- Free

4. 2,132 OPPORTUNITIES ABOVE SEA LEVEL – SUMMER AND WINTER



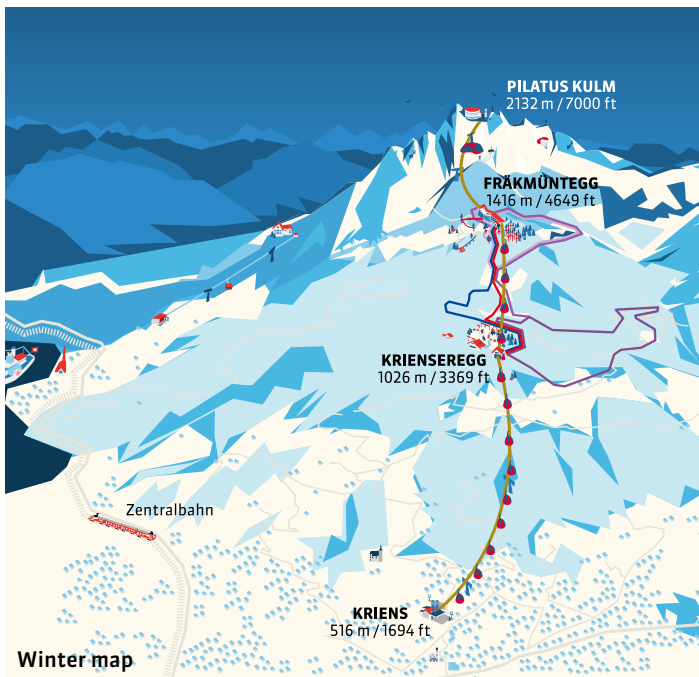
4.1.12 PILATUS - A HIKER'S PARADISE

It's pure enjoyment atop Mt. Pilatus and a fascinating journey of discovery. The hiking trails range from easy to alpine, offering something for everyone from families, school groups and seniors to club outings and nature lovers.

IN BRIEF:

- Hikes from easy to alpine (from Kriens, Fränküntegg or Alpachstad)
- Loads of short, panorama routes on Pilatus Kulm (between 10–40 minutes per hike) as well as a flower trail with information panels
- Well marked hiking trails where it's easy to go out on your own without a guide
- Playing it safe: A hiking guide can be booked by Bucher Travel if you would like to do that (www.buchertravel.ch)

4. 2,132 OPPORTUNITIES ABOVE SEA LEVEL – SUMMER AND WINTER



4.2 WINTER ACTIVITIES

Winter on Mt. Pilatus, and that means: getting some fresh air, getting some exercise and enjoying yourself. The mountain will enchant you, whether you go sledding, go for a snowshoe hike, have a fondue feast or visit the Christmas market.

Winter impressions on Mt. Pilatus: <https://youtu.be/tsxeVrU789A>

4.2.1 SLEDDING

You'll sled from Fräkmüntegg to Krienseregg on natural, snow-covered descents of varying lengths and difficulty levels.

IN BRIEF:

- Natural snow-covered sledding slopes
- Runs: 3.2 km, medium to difficult and 4.8 km, easy
- Sleds can be rented at the site

FACTS:

- Located directly at Krienseregg gondola station
- Rental shop for helmets, children's seats and sleds at Kriens valley station
- Open from December to March (depending on snow conditions)
- Group reservations possible
- Deposit of CHF 50.00 for families and groups, liability rests with one person

4. 2,132 OPPORTUNITIES ABOVE SEA LEVEL – SUMMER AND WINTER



Snowshoeing



Fondue Feast

4.2.3 SNOWSHOEING

Between Krienseregg and Fräkmüntegg there are three marked snowshoe trails that take you through snowy winter forests and over snowy glades.

IN BRIEF:

- 3 marked trails
- Trails between 3.3 and 5.4 km
- Snowshoes and poles can be rented on spot

FACTS:

- Directly at Krienseregg gondola station
- Rental shop for snowshoes and poles at the valley station in Kriens
- Open from December to March (depending on snow conditions)
- Group reservations possible, groups of 10 or more recommended

4.2.4 FONDUE FEAST

The Chretzenalp at Mt. Pilatus makes the cheese that is used for the homemade cheese mixture in the fondue feast. Pure enjoyment.

IN BRIEF:

The fondue feast includes:

- Ascent and descent Pilatus-Kulm
- A portion of fondue made of the homemade cheese mixture and a small mixed salad

FACTS:

- At Restaurant Pilatus-Kulm
- November to March
- Reservations required

4. 2,132 OPPORTUNITIES ABOVE SEA LEVEL – SUMMER AND WINTER



Christmas market



Sunday brunch

4.2.5 CHRISTMAS MARKET

Every year in November there is a Christmas market on top of Mt. Pilatus. The market has about 50 stalls and is the highest market of its kind in Europe.

IN BRIEF:

- Highest Christmas market in Europe
- 3 days, from Friday afternoon to Sunday afternoon
- About 50 market stalls
- Takes place mid-November

FACTS:

- On top of Mt. Pilatus
- Depending on the weather, you can arrive from Alpnachstad and Kriens

4.2.6 SUNDAY BRUNCH

Enjoy these superb natural surroundings while having a brunch at Restaurant Fräkmüntegg. The fresh mountain air is included.

IN BRIEF:

Sunday brunch includes:

- Ascent and descent Kriens-Fräkmüntegg
- Hearty brunch buffet with drinks
- Fresh mountain air

FACTS:

- At Restaurant Fräkmüntegg
- Sundays from 10:30 a.m. – 2:30 p.m.
- From November to March
- Reservations required
- Can be superbly combined with sledding fun or a snowshoe hike

4. 2,132 OPPORTUNITIES ABOVE SEA LEVEL – SUMMER AND WINTER



«Tatarenhut» fondue experience



Ice sculpting

4.2.7 TATARENHUT EXPERIENCE

The Restaurant Fräkmüntegg has something special on offer for your Saturday lunch: Tatarenhut à discrétion. After that there's sledding fun or a snowshoe hike on the menu if you want.

IN BRIEF:

Tatarenhut Experience includes:

- Ascent and descent Kriens-Fräkmüntegg
- Tatarenhut à discrétion: variety of meats, sauces and other side dishes

FACTS:

- At Restaurant Fräkmüntegg
- Saturdays from 12 p.m. – 2:30 p.m.
- From November to March
- Reservations required
- Can be superbly combined with sledding or a snowshoe hike

4.2.8 OTHER ACTIVITIES

Other activities at Mt. Pilatus include wood carving, beer brewing or igloo building. These activities can also be organised on request.

5. WHAT'S UNIQUE ABOUT MT. PILATUS



View of Lake Lucerne

Mt. Pilatus is shrouded in history and legends. And it was also a refuge for famous people like Queen Elizabeth.

5.1 HISTORY AND LEGENDS ABOUT MT. PILATUS

There are loads of legends related to the Pilatus massif. One of the famous ones goes like this: Once in autumn a young man on Mt. Pilatus fell into a deep cavern and found himself lying between two dragons. But they didn't do anything to him. When spring came, one of the two dragons left its winter grounds and flew off. The other one insinuated that the time had come to move out. The dragon crawled to the exit, extended its tail toward the man, and pulled him out of the cavern.

5.2 HOW DID MT. PILATUS GET ITS NAME?

In the Middle Ages, Mt. Pilatus was called «Mons fractus» (broken mountain), Frakmon or Fräkmund. Only later was the existing name «Pilatus» connected with the Roman prefect in Jerusalem, Pontius Pilate. The legend was born that Pontius Pilate found his final resting place in the mountain lake called «Pilatussee», a body of water that has since silted up. Everywhere they have tried to bury Pilate's body there were heavy storms. As such, a high mountain like the Frakmont was selected, where there is still inclement weather, of course. Every Good Friday, the Roman prefect of Judaea is said to rise from his grave and make his way in full regalia to the court. Until the 16th century, the city council of Lucerne forbade anyone to climb the mountain under the threat of penalties. Pilate was not to be disturbed – and no tempests should be conjured up. If somebody risked enraging Pilate's ghost, by throwing a stone into the lake, for example, horrible storms would be stirred up that destroyed everything in their paths, even all the way down to Kriens.

This legend was known way back in Christian antiquity and made more well known throughout the Middle Ages. Its popularity contributed greatly to the common name «Fräkmünt» being slowly but surely replaced in the 15th century by the name «Pilatus». It was registered as such for the first time in 1475.

5. WHAT'S UNIQUE ABOUT MT. PILATUS



5.3 QUEEN VICTORIA AND OTHER CELEBRITIES

In 1868, Queen Victoria rode her mule «Flora» up to Mt. Pilatus and spent the night with entourage in the Hotel Bellevue. The Hotel Pilatus-Kulm opened in 1890 and in 2010 the landmarked building was completely renovated. The «Queen Victoria» dining room was named in honor of the queen and is available to our hotel and group guests. Among the most illustrious guests at the Hotel Pilatus-Kulm was also Richard Wagner.

5.6 PILU THE MASCOT

PILU is the mascot of Mt. Pilatus and is very popular with both young and old. He is just as red as his «great-great-great-great-great-great-great grandfather» on the Pilatus label. But he's muuuuuch more helpful and funnier! That's why you find him everywhere on Mt. Pilatus where something is going on. He's also available as a plush toy to take home and dream about the next trip to the wonderful natural landscape of Mt. Pilatus.

5.7 PILATUS SHOPS

The Pilatus shops have loads of souvenirs and other products for you from our own Pilatus collection. You can find something here as a gift for people at home or as a personal remembrance of the trip to to Lucerne's home mountain.

SHOP LOCATIONS:

- Pilatus Shop Lucerne: Hirschenplatz 10, 6004 Lucerne
- At the valley station in Alpnachstad and in Kriens as well as on Pilatus Kulm
- Swiss Lion Watch Shop on Pilatus Kulm

6. MEDIA | CONTACTS | HOW TO GET HERE



6.1 SOCIAL MEDIA

- Official photos: <https://elvis.abaecherli.ch/app/#/s/8BIVU-DNwf>
- Facebook: www.facebook.com/PilatusLuzern or @PilatusLuzern
- Instagram: www.instagram.com/pilatus/ or @pilatus
- YouTube: www.youtube.com/PilatusLuzern or Pilatus-Bahnen AG
- Use our hashtag #pilatus
- Website: www.pilatus.ch
- Contact: SocialMedia@pilatus.ch or +41 41 329 11 11

6.2 CONTACT DETAILS

Inquiries regarding contracts and pricing:

- Tobias Thut
Director Marketing and Sales
Member of the executive board
tobias.thut@pilatus.ch
- Christof Rigert
Sales Manager Hotels/MICE
christof.rigert@pilatus.ch

6 MEDIA | CONTACTS | HOW TO GET HERE



6.3 HOW TO GET HERE

- **To the valley station in Kriens**

Getting to Kriens/Lucerne to the Panorama Gondola

Address: Schlossweg 1, 6010 Kriens

By car or coach: motorway A2 toward Lucerne, take the exit Luzern Süd/Kriens. Parking spaces available.

- **To the valley station in Alpnachstad**

Getting to Alpnachstad to the steepest cogwheel railway in the world

Address: Brünigstrasse 2, 6053 Alpnachstad

By car or coach: motorway A8 toward Sarnen/Interlaken, take the exit Alpnachstad. Parking spaces available.

- Parking in Kriens and Alpnachstad available (free for coaches), limited capacity

Subject to change without notice.

Kriens, January 2022