

SALES MANUAL

PILATUS - 2,132 OPPORTUNITIES ABOVE SEA LEVEL



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1. THE MOUNTAIN WITH THE BEST SALES ARGUMENTS

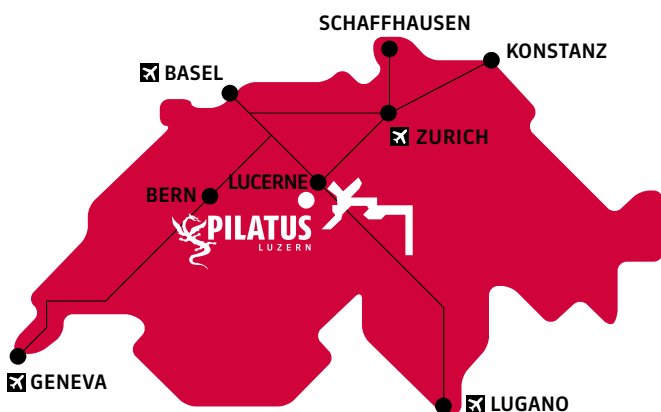


The list of arguments for a visit to Mt. Pilatus is long. Just getting there is amazing, but the restaurants are a persuasive reason along with the panoramic views, which are in a league of their own.

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
- Plenty 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, the aerial cableway «Dragon Ride», 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 at the bus stop «Kriens, Zentrum Pilatus» and walk to the valley station. It takes about 10 minutes by foot.
- Take the Panorama Gondolas via Krienseregg up to Fräkmüntegg. It takes 30 minutes and there are 4-person gondolas which run all year long (except during maintenance).
- Continue on the aerial cableway «Dragon Ride» 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 a various range of food offers.
- Ride the steepest cogwheel railway in the world from Pilatus Kulm to Alpnachstad. The descent takes about 28 minutes (the ascent takes 19 minutes). Every railcar has capacity for 48 guests and the maximum capacity per ride is 188 passengers. The cogwheel railway leaves every 35 minutes.
- Take the ship from Alpnachstad to Lucerne on Lake Lucerne which takes around 50-90 minutes.
- 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



The «Silver Round Trip» is as diverse as Mt. Pilatus itself. Take the Panorama Gondolas, the aerial cableway «Dragon Ride», 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 travel by train (Zentralbahn) from Alpachstad to Lucerne. It is a 20-minute ride.
- 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. REDESIGN OF THE COGWHEEL RAILWAY



PILATUS-BAHNEN AG has invested 55 millions to continue operations on the «Drachenberg» (dragon mountain) for the next 40 years. From summer 2023, eight new railcars will transport the guests on the original route of the steepest cogwheel railway in the world.

The timeless, first-class design of the trains with 360-degree panoramic windows will make the ride up Lucerne's local mountain even more exhilarating. An innovative control system and other technical innovations ensure greater comfort and more sustainable operation.

IN BRIEF:

- In the new railcars, maximally large glass fronts provide a 360-degree panoramic view and an even more spectacular experience.
- The new railcars will operate in double traction.
- A second platform is being built in Alpnachstad. This will allow passengers to board the eight railcars at the same time without additional shunting.
- Boarding and alighting will be possible on both sides of the railcars.
- In order to offer as many seats as possible, the small driver's desk will be lowered when not in use. Four passenger seats are eliminated in the occupied driver's cab.
- Thanks to a new lift and a widened waiting hall, the Pilatus Kulm mountain station meets the latest standards for accessible travel.

FACTS:

- Route: Alpnachstad - Pilatus Kulm (commissioned 1889)
- Height difference: 1635 m
- Length of railway line: 4618 m
- Ascent: 19 min (previously 30 min); max. 15 km/h (previously max. 12 km/h)
- Descent: 28 min (previously 40 min); max. 12 km/h (previously max. 9 km/h)
- Frequency (new): every 35 min
- Operating time (season): May to November
- Rolling stock (new): 8 passenger railcars in double traction for 48 passengers each.
Maximum capacity per ride: 188 passengers.

3. PILATUS KULM HOTELS



Pilatus Kulm Hotels

3.1 OVERNIGHT STAYS

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

The historic mountain Hotel Pilatus-Kulm **** has been a unique landmark since 1890. The renovations undertaken in 2010 have taken the 27 spacious Superior rooms and three Junior Suites to a new league.

IN BRIEF:

- 20 comfortable Standard double rooms equipped with all necessary comforts, located at the Hotel Bellevue ***
- 27 Superior double rooms in «Alpine Chic» design, located at the historic Hotel Pilatus-Kulm ****
- 3 spacious Junior Suites in «Alpine Chic» design, located at the historic Hotel Pilatus-Kulm ****
- 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

3. 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:

- 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)
- Welcome aperitif with cheese from the mountain and Swiss wine
- 3- or 4-course dinner in the Restaurant Pilatus-Kulm
- Rich breakfast buffet in the Restaurant Pilatus-Kulm
- Porterage service for luggage CHF 5 per piece, oversized luggage CHF 8 per piece. Prior booking is required.

3. PILATUS KULM HOTELS



Seminar & banquet rooms

3.2 SEMINAR 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 state of the art infrastructure.

IN BRIEF:

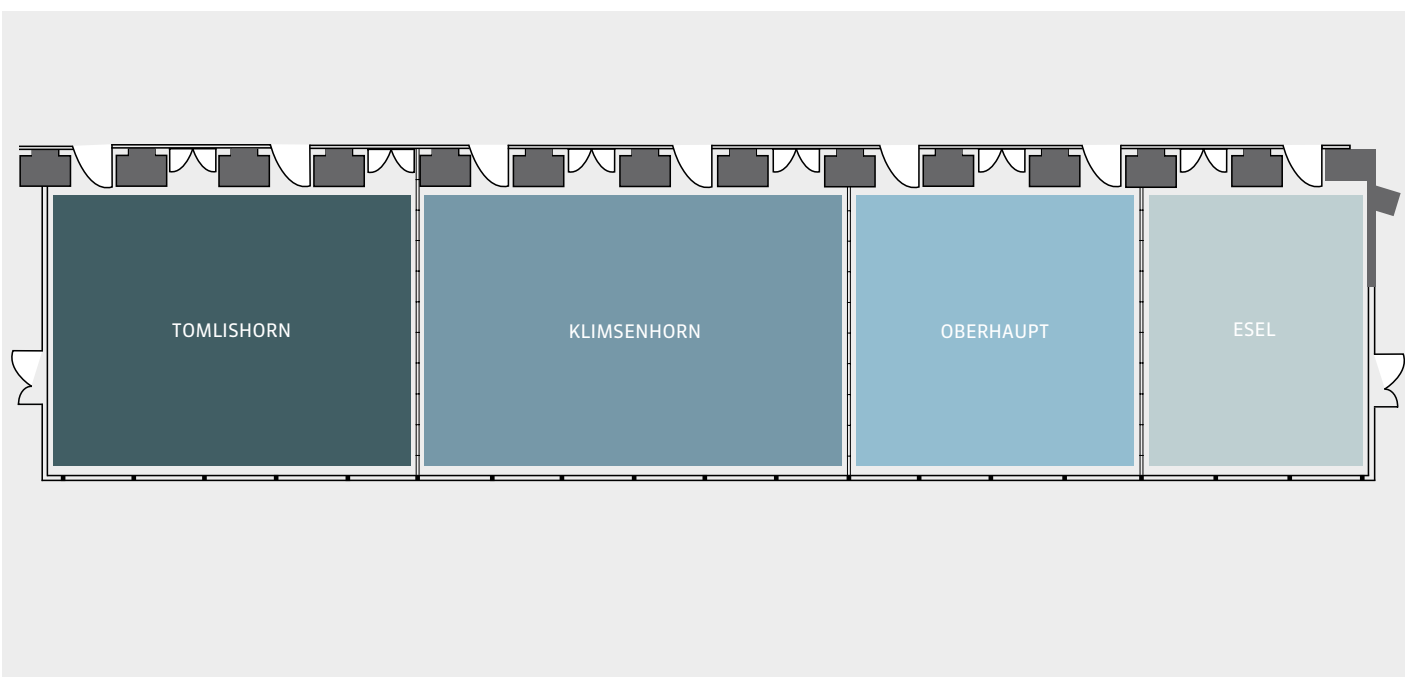
- «Gipfelsaal»: space for up to 160 guests, can be divided into four rooms upon request
- «Mythen Foyer»: standing room for up to 80 guests
- «Dragon Forum»: space for up to 150 guests
- There are countless possibilities for unforgettable supporting programmes
- Extra rides from/to Alpnachstad outside of regular scheduled times are available upon request for a fee
- Discounted rates for ascents and descents from Kriens or Alpnachstad to Pilatus Kulm
- Winter special rates for seminars from November until April





FACTS:

- Located on top of Mt. Pilatus at 2,132 meters above sea level
- Open 365 days a year
- One contact person for all bookings
- Various supporting programmes

Event program: <https://www.pilatus.ch/en/discover/seminars/framework-programs>

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	–	–	–	130

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

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

3. PILATUS KULM HOTELS



3.3 THE PANORAMA GALLERY

The spectacular, covered Panorama Gallery includes the Ibex 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 guests

FACTS:

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

4. RESTAURANTS ON THE MOUNTAIN



Queen Victoria Hall



Cheminée Saal, Pilatus-Kulm

4.1 RESTAURANT PILATUS-KULM

Guests have been enchanted by the Restaurant Pilatus-Kulm since its opening in 1890. Just like back then, the unique ambiance 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 130 guests
- The Cheminée Saal has a pleasant charm with space for up to 60 guests
- The Dohlenstübli has a cosy ambiance with space for up to 30 guests
- Sun terrace with expansive views of the Alps and space for 150 guests
- Authentic regional and seasonal cuisine
- A-la-carte service

FACTS:

- On top of Mt. Pilatus at 2,132 meters above sea level
- Reservations recommended. No bookings possible on the terrace.

4. RESTAURANTS ON THE MOUNTAIN



4.2 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 up to 160 guests
- Outdoor seating with views of the Alps and seating for up to 200 guests
- Swiss and international dishes
- Self-service buffet restaurant

FACTS:

- On top of Mt. Pilatus at 2,132 meters above sea level
- No reservations possible

4. RESTAURANTS ON THE MOUNTAIN



Ibex Bar



Restaurant Fräkmüntegg

4.3 IBEX BAR AND PANORAMA GRILL

The Ibx Bar is a take-away operation with a large drinks and snack offering located in the Panorama Gallery. 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

4.4 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 up to 120 guests
- Terrace with stellar views of the mountains and the rope park, with seating for up to 120 guests
- Pre-orders available for groups, serving main courses, cheese fondue and «Tatarenhut» (meat) fondue experience
- Authentic Swiss cuisine including Rösti specialities
- Self-service buffet restaurant

FACTS:

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

4. RESTAURANTS ON THE MOUNTAIN



Restaurant Krienseregg during Winter



Restaurant Chalet

4.5 RESTAURANT KRIENSEREGG

The family-friendly restaurant Krienseregg serves Pinsa (special kind of Pizza), Pizza and regional 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 up to 54 guests
- Terrace views of Mt. Pilatus with seating for up to 80 guests
- The adventure playground PILU-Land (free of charge) is below the restaurant
- Pinsa (special kind of Pizza), Pizza and regional Pasta
- Self-service restaurant

FACTS:

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

4.6 RESTAURANT CHALET

The charming Restaurant Chalet in Alpnachstad serves its guests fresh and hearty dishes. Take a seat under the lime trees and enjoy regional sausages, pretzels, salads and a variety of beers.

IN BRIEF:

- Restaurant with seating for up to 35 guests
- Outdoor seating with views of the valley station of the steepest cogwheel railway in the world, with seating for up to 100 guests
- Regional snacks and beers
- Self-service restaurant

FACTS:

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

5. 2,132 OPPORTUNITIES ABOVE SEA LEVEL – SUMMER AND WINTER



Alphorn blower over Lake Lucerne



Winter view from Pilatus Kulm

5.1 SUMMER ACTIVITIES

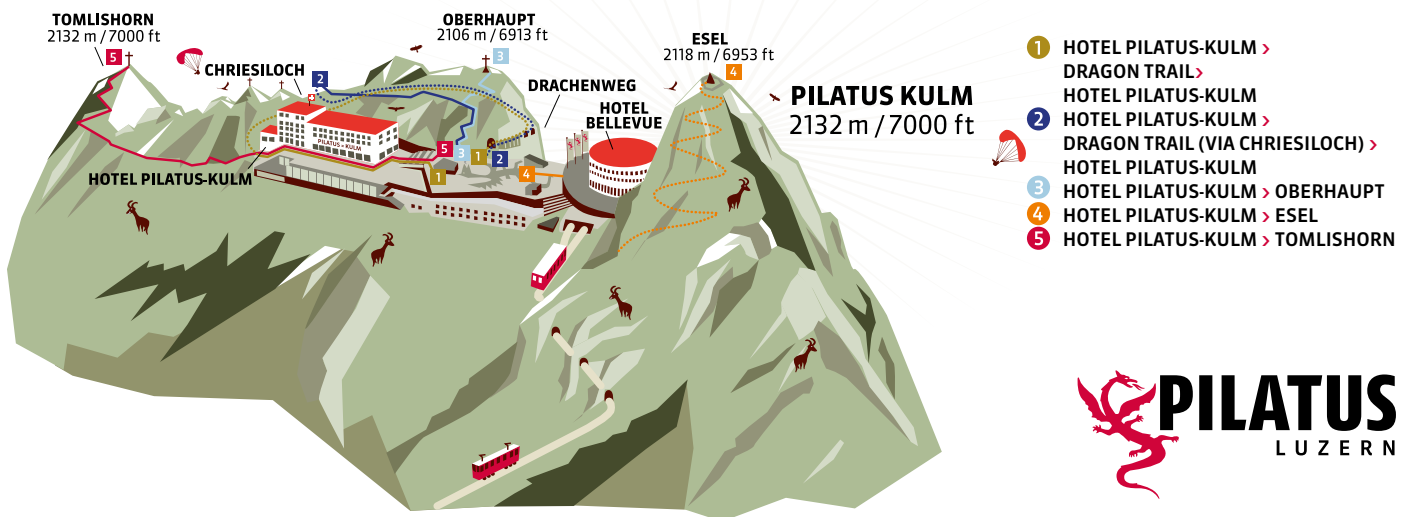
Mt. Pilatus is an adventure mountain. Especially in summer, there are plenty of free ways to discover the mountain. Exciting activities allow visitors to dive into the fascinating world of Mt. Pilatus.

5.1.1 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. Bad weather or not in the mood for hiking? Then discover our Dragon World.

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. The Flower Trail will lead you towards the Tomlishorn.
- The Dragon Trail and other peak hikes (Esel: 10 minutes, Oberhaupt: 10 minutes, and up to the highest peak, the Tomlishorn: 40 minutes per way)
- Dragon World: Experience the dragon saga in the «Dragon World» in the Mythen Foyer on Pilatus Kulm in a fascinating tour. The tour is designed interactively, with games and fascinating effects that invite you to linger and marvel.



5. 2,132 OPPORTUNITIES ABOVE SEA LEVEL – SUMMER AND WINTER



5.1.2 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 Fräkmüntegg 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 may have to be closed during operation
- Maximum 3-hour stay
- Minimum age is 8 years, minimum height is 120 cm, maximum weight of one person is 120 kg

5.1.3 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 Fräkmüntegg middle station
- End of April until October
- Check the weather: Depending on the weather, the rope park may be closed for safety reasons or may have to be closed during operation

5. 2,132 OPPORTUNITIES ABOVE SEA LEVEL – SUMMER AND WINTER



Treetop Path



Dragon Glider

5.1.4 OTHER SUMMER ACTIVITIES AT FRÄKMÜNTEGG

The Dragon Glider, Treetop Path and the Drachenalp grill and kiosk have all been opened in summer 2019 to make your visit at Fräkmüntegg even more fun! The Drachenalp is a covered BBQ shelter with a kiosk where you can stock up to make your own BBQ at the available BBQ facilities. The Drachenalp is also the arrival point of the Dragon Glider.

IN BRIEF:

- Dragon Glider - a gentle ride through the forest
 - Fly Line with comfortable paraglider seat
 - No skills required
 - Max. 12 km per hour with integrated automatic brakes
 - 500 meters in length
 - Exit point at the Drachenalp
- Treetop Path
 - Wide walking ropes lead you from tree to tree
 - Protected by safety nets
 - 13 nests to hang out and learn about the forest and its inhabitants through various educational displays
- Drachenalp
 - Large covered BBQ area
 - Integrated kiosk

FACTS:

- Located at Fräkmüntegg middle station
- The Dragon Glider can be paid on site
- The Treetop Path is free of charge



Drachenalp

Impressions of Fräkmüntegg: <https://youtu.be/-ZyUwi-NVXk>

5. 2,132 OPPORTUNITIES ABOVE SEA LEVEL – SUMMER AND WINTER



Tree Tent



Summer tobogganing

5.1.5 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 from 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

5. 2,132 OPPORTUNITIES ABOVE SEA LEVEL – SUMMER AND WINTER



PILU-Land



PILU our friendly mascot playing with children

5.1.6 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
- 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 of charge

5.1.7 THE DRAGON'S MOOR

Along the loop trail you will learn many things about the history, flora and fauna of Mt. Pilatus. You will explore moors, mosses, creeks and meadows and even get to walk barefoot on a trail designed just for that purpose.

IN BRIEF:

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

FACTS:

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

5. 2,132 OPPORTUNITIES ABOVE SEA LEVEL – SUMMER AND WINTER



Hiking on Mt. Pilatus

5.1.8 PILATUS - A HIKER'S PARADISE

Hiking on Mt. Pilatus is a great way to enjoy the nature and the views. 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, Fräkmüntegg or Alpnachstad)
- Lots 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 that can be easily done without a guide
- Playing it safe: a hiking guide can be booked by Bucher Travel if desired (www.buchertravel.ch)

Hiking trails: <https://www.pilatus.ch/en/discover/hiking-on-the-pilatus>

5.1.9 TRAILRUNNING

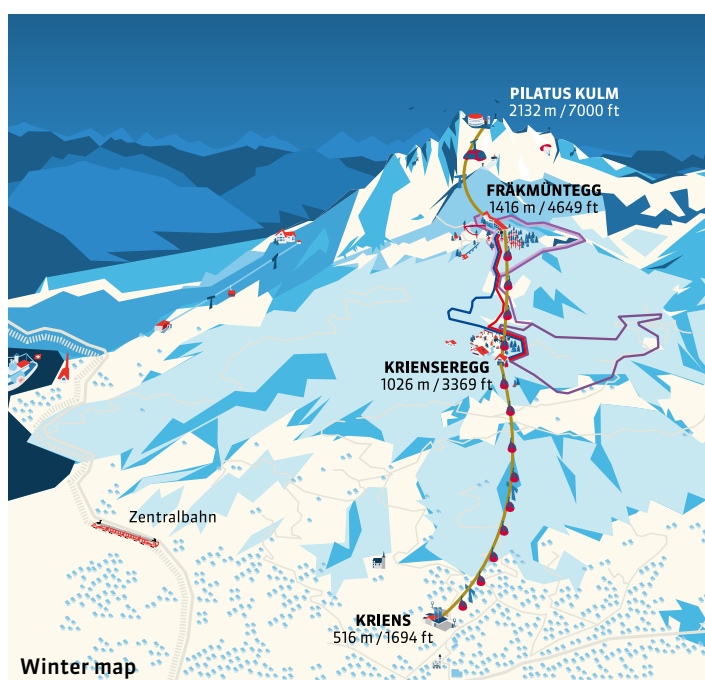
With its various trails, Mount Pilatus is a paradise for all trail runners, and time spent outdoors can be enjoyed with all the senses. Running in the countryside is an excellent whole-body workout and no two steps are alike.

IN BRIEF:

- The next Swiss Trailrun Pilatus will take place on Saturday, 24 June 2023.

Trailrunning trails: <https://www.pilatus.ch/en/discover/activities/trailrunning>

5. 2,132 OPPORTUNITIES ABOVE SEA LEVEL – SUMMER AND WINTER



5.2 WINTER ACTIVITIES

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

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

5.2.1 SLEDGING

You can sledge from Fräkmüntegg to Krienseregg on natural, snow-covered descents of varying lengths and difficulty levels.

IN BRIEF:

- Naturally snow-covered sledging slopes
- Runs: 3.2 km, medium to difficult and 4.8 km, easy
- Sledges can be rented on site

FACTS:

- Rental shop for helmets, children's seats and sledges
- Open from December to March (depending on snow conditions)
- Group reservations possible
- Deposit a credit card/ID for families and groups, liability rests with one person

5. 2,132 OPPORTUNITIES ABOVE SEA LEVEL – SUMMER AND WINTER



Snowshoeing



Fondue at Pilatus Kulm

5.2.2 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 the spot

FACTS:

- Rental shop for snowshoes and poles
- Open from December to March (depending on snow conditions)
- Group reservations recommended from 10 or more participants

5.2.3 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 Kriens - Pilatus-Kulm
- A portion of fondue made from our homemade cheese mixture and a small mixed salad

FACTS:

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

5. 2,132 OPPORTUNITIES ABOVE SEA LEVEL – SUMMER AND WINTER



Fondue Gondola



Christmas market

5.2.4 FONDUE GONDOLA

Float up into the air and feast on the delicious cheese fondue during the gondola ride from Kriens over Fräkmüntegg and back to Krienseregg. After the approximately 45-minute cheese feast, you will have numerous opportunities to discover Mount Pilatus. For example with a nice snowshoe hike, a sledge ride or a pleasant walk back to Kriens.

IN BRIEF:

- Included in the offer:
 - Day pass: Kriens – Fräkmüntegg – Kriens
 - Local cheese fondue including drinks (2.5dl white wine per person and mineral water)
 - Voucher for a coffee / tea at Restaurant Krienseregg or Fräkmüntegg

FACTS:

- Online reservation required until 24h in advance.
- Every Saturday and Sunday, from December 2022 until March 2023.

5.2.5 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 ascend from Alpnachstad and Kriens

6. PILATUS RAILWAYS ARE TAKING CARE OF ITS ENVIRONMENT



Ibex on Mt. Pilatus

Sustainability is very important to us and we try to balance the guest experience with sustainability in all areas of our business.

We place particular emphasis on the recycling process and consistently separate our waste (waste paper, glass, plastic, etc.). Whenever possible, we avoid waste and therefore do not use unnecessary packaging (e.g. for breakfast). Our disposable tableware is all biodegradable. In catering, we consider local suppliers and food when purchasing. We are a member of the United Against Waste association. This association is an industry association in the food sector and is actively committed to reducing food waste throughout the food industry. The common goal is to halve food waste in the industry. For an innovative and forward-looking industry.

Our water on Mount Pilatus is of excellent drinking water quality. For this reason we serve our own Pilatus water in glass bottles in our Pilatus-Kulm restaurant. The water is bottled on site and can be carbonated on request. Our hotel guests can enjoy spring-fresh drinking water directly from the tap in their room.

In addition, we pay great attention to consumables such as cleaning agents, guest amenities, etc., which we source organically and from sustainable production. We clean the rooms with special fibres and cloths and use cleaning agents that are quickly and easily degradable by the environment.

With the design of the new cogwheel railway, it is possible to reduce power consumption by 30 percent thanks to recuperation. We obtain external electricity from ecological production.

PILATUS-BAHNEN AG participates in the sustainability programme of Switzerland Tourism. At present, we have achieved Level I and are striving to achieve Level II as soon as possible.

The signet Swisstainable (fusion of the two terms «Swiss» and «Sustainable») is a visualisation that expresses the commitment to sustainability in the Swiss tourism industry. The signet will be integrated into the communication.



Details: <https://www.myswitzerland.com/en-ch/planning/about-switzerland/sustainability/>



7. 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 Victoria.

7.1 HISTORY AND LEGENDS ABOUT MT. PILATUS

There are a lot of legends related to the Pilatus massif. A very well-known story is the following: Once in autumn a young man on Mt. Pilatus fell into a deep cavern and found himself lying between two dragons. But they did not harm 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.

7.2 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 name "Pilate", which probably already existed, associated 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. Wherever they tried to bury Pilate's body before, there were heavy storms. For this reason, a high mountain like the Frakmont was chosen, where storms rage regularly anyway. Every Good Friday, the Roman prefect of Judaea is said to rise from his grave to sit in judgment in full regalia. Until the 16th century, the city council of Lucerne had forbidden 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, for example, by throwing a stone into the lake, horrible storms would be stirred up that destroyed everything, as far down as to Kriens.

This legend was already known in Christian antiquity and became more widespread throughout the Middle Ages. Its popularity contributed greatly to the common name «Fräkmünt» being slowly but surely replaced by the name «Pilatus» in the 15th century. The name "Pilatus" was first documented in 1475.

7. WHAT'S UNIQUE ABOUT MT. PILATUS



7.3 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.

7.4 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 grandfather» on the Pilatus logo. But he is muuuuuch more helpful and funnier! That is why you find him everywhere on Mt. Pilatus where something is going on. He is also available as a plush toy to take home and dream about the next trip to the wonderful natural landscape of Mt. Pilatus.

7.5 PILATUS SHOPS

A wide range of souvenirs and products from our own Pilatus collection are available in the Pilatus Shops. Be it as a gift for the people at home or as a personal remembrance of the excursion to Lucerne's local mountain - there is something for every occasion.

SHOP LOCATIONS:

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

8. MEDIA | CONTACTS | HOW TO GET HERE



View from the summit of Mt. Pilatus

8.1 FURTHER RESOURCES & SOCIAL MEDIA

- Trade Website: www.pilatus.ch/en/trade
- 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

8.2 CONTACT DETAILS

Inquiries regarding contracts and pricing:

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8. MEDIA | CONTACTS | HOW TO GET HERE



Cogwheel Railway Alpnachstad - Pilatus Kulm

8.3 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 of charge for coaches), limited capacity

Subject to change without notice.

Kriens, September 2022