

Summer on the Schilthorn: Adrenalin and relaxation

Mürren – Schilthorn. The area symbolises **VIEW** – breathtaking vistas, **THRILL** – adrenaline-fuelled experiences, **CHILL** – pure relaxation in the enchanting mountain landscape. In all seasons, visitors from all over the world come here to enjoy a wealth of activities or simply soak up the peace and tranquility in an exceptional and genuine atmosphere.

The cable car operated by Schilthorn Cableway Ltd. connects the Lauterbrunnen Valley from Stechelberg with the idyllically situated, car-free mountain villages of Gimmelwald and Mürren, before ascending via the middle station at Birg to the 2,970-metre-high Schilthorn summit. The half-hour ride alone is a thrilling experience, as the cabin climbs past thundering waterfalls, sheer rock faces, over lush meadows and craggy alpine landscapes; always accompanied by unimpeded views of the **UNESCO World Heritage Site** with the Eiger, Mönch and Jungfrau.

VIEW from Schilthorn

Surrounded by more than 200 alpine peaks and embedded in a pristine mountain environment, **Piz Gloria** is located at 2,970 metres above sea level. The instantly recognisable summit building takes pride of place on the Schilthorn summit. Those who let their eyes wander can enjoy a breathtaking 360° panorama: the Eiger, Mönch and Jungfrau and other peaks of the Bernese and Valais Alps majestically join one another. On the other side, the shimmering blue waters of Lake Thun, the pretty Swiss central plateau and the mountains of the Jura chain stretch out towards the horizon. If the visibility is good, you can even see as far as the Black Forest in Germany or the Mont Blanc massif in France.

Somewhat away from the summit hustle and bustle on the Schilthorn ridge, three spacious **view lounges** invite guests to linger. These cocoon-like wooden structures allow up to four people to enjoy the tranquility and the views together sheltered from the wind.

On the way back, the **Piz Gloria View observation deck** beckons. The circular steel platform reveals views of the summit building against a backdrop starring the iconic peak trio.

Diners can watch the scenery glide by while enjoying a delicious table-served meal at the **360°-Piz Gloria Restaurant**, which rotates around its own axis in 45 minutes. The culinary offers range from simple snacks to typical regional dishes. Highlights include the generous James Bond Brunch, which is served daily until 2 pm, the specially branded 007 Burger or the Piz Gloria afternoon platter.

Located below the 360-degree revolving restaurant on the same level as the Skyline **Take Away**, the **Skyline Top Shop** is a spacious and modern souvenir store offering an attractive selection of functional Schilthorn clothing and 007 memorabilia. The product range includes sunglasses, caps and other practical souvenirs. Typical Swiss products of different brands complete the offer.

On the track of James Bond

From October 1968 to May 1969, the Schilthorn was the main filming location for "**On Her Majesty's Secret Service**". The revolving summit restaurant served as the headquarters of James Bond's arch-

nemesis Blofeld and was called "Piz Gloria" – a name it has kept to the present day. Visitors can dive straight into the action in **Bond World**, the interactive exhibition dedicated to the movie, which features 7 key scenes and plenty of film-related trivia. Catch a glimpse of the original screenplay and try out your own James Bond skills. Exhilarating Bond moments beckon during a fast and furious bobsleigh ride or a helicopter simulator flight in the original chassis of the decommissioned Air Glaciers Alouette III. Other attractions include background anecdotes from cast and crew members, locals and historical press reports.

The integrated **Bond Cinema** offers a relaxing interlude after the bustle of Bond World. The 12-metre-wide, curved screen projects ultra-sharp images of scenes and spectacular stunts from the James Bond classic, alternating with sensational aerial footage of the magnificent mountain world. The Bond Cinema seats around 35 people.

The Bond World and Cinema are an excellent option in poor weather. Admission is free of charge.

On the Schilthorn, even the toilets have a James Bond theme. Visitors enjoy a welcome worthy of Secret Agent 007 as soon as they step over the threshold. In the gents' toilets, silhouettes of the famous Bond Girls strike a pose on the smoked glass cubicle doors while audio from the movie is played over loudspeakers. In the ladies' toilets, a hypnotic interplay of lights and a soothing, lulling voice echoes the corresponding scene from the film. Special effects include George Lazenby as Bond and Bond Girl Diana Rigg surprising the unsuspecting hand-washing guest with an appearance in the mirror above the hand basin and humorous movie one-liners. In the gents' urinals, men are invited to "shake, not stir." In short, these facilities are so quirky that they won the **World Toilet Tourism Award** in 2018.

On the Schilthorn ridge, 9 information panels currently form the world's first **007 Walk of Fame**. Paying tribute to the cast and behind-the-scenes contributors to the iconic James Bond movie "On Her Majesty's Secret Service", each panel features a photo, signature, handprint in steel and a personal message, enabling the protagonists to leave their mark at the legendary Bond filming location.

THRILL – Spine-tingling sensations at Birg

THRILL stands for spine-tingling sensations, exploring the rugged mountain landscape and the ultimate mountain feeling. Nowhere is this experience more authentic than at Birg station: perched majestically on the rock massif, the station building stands at 2,677 metres above sea level –over 1,000 metres above the village of Mürren. Built as an extension of the spacious sun terrace, the **Skyline Walk** observation deck is suspended over the vertical abyss, with panoramic vistas and exhilarating views into the void. Constructed from steel and reinforced glass with a grated floor, its angular design blends seamlessly into the craggy landscape.

At the opposite end of the terrace is the entrance to the **Thrill Walk**, which leads down onto the perpendicular walls of the imposing rock massif. The steel structure clings to the rock before swerving under the observation deck and cableway to end below the cable car station. Features including a crawl-through tunnel, glass-bottomed floor, tight-rope and a cattle grid add to the excitement on this spine-tingling adventure.

Visitors who prefer a more soothing pace can enjoy refreshments at the **Birg Bistro** before soaking up the tranquility on the spacious sun terrace. The Burger Station, where guests can build their own hamburger to taste, is particularly popular. And for dessert, don't miss the homemade cakes, which are baked every morning. A small selection of tasty snacks and beverages completes the culinary offering against the Swiss Skyline starring Eiger, Mönch und Jungfrau.

CHILL-ing moments on the Allmendhubel

Those who prefer peace and relaxation are best served on the somewhat smaller local mountain, the Allmendhubel. The family excursion destination at 1907 metres above sea level can be reached in just four minutes by funicular from Mürren. While the grownups enjoy a delicious meal at the cosy **panorama restaurant Allmendhubel** with its spacious sun terrace, the little ones can let off steam in the **Flower Park** adventure playground. A gateway to the fascinating alpine environment, this expansive play meadow beckons with a wealth of interesting facts about the flora and fauna of the Alps. This is where children can explore a marmot burrow, fly with butterflies, milk cows and try their hand at cheesemaking. Solid timber structures take on the shape of giant flowers and oversized insects. Its colourful and imaginative design transforms this playground into a spectacular world of wonders. Life on an alp is a true adventure!

Pleasure-seekers can take in the unrivalled views of the stunning alpine peaks on one of the adjacent curved wooden loungers. The **Skyline Chill loungers** are the perfect spot to relax and unwind!

The Flower Trail is the perfect sequel to the Flower Park adventure playground. The tour, for young and old, provides lots of exciting information about the world of mountain flowers, meadows and herbs in a playful way. The trail takes about 20 minutes on a wide footpath around the Allmendhubel. Over 150 different mountain flowers such as gentians, alpine roses and edelweiss can be discovered along the way. The trail is also suitable for prams.

Hiking trails to suit all tastes

An extensive and well-maintained hiking trail network criss-crosses the stunning mountain landscape in the Mürren-Schilthorn area. The 1,907-metre-high Allmendhubel is the perfect starting point for numerous hikes, among which the following themed trails warrant a special mention:

The **Northface Trail** leads from Allmendhubel down to Blumental, from there, it's a short ascent through wooded slopes carpeted with alpine roses, followed by a ramble across the Schiltalp meadows and back to Mürren. Twelve information panels have been installed along the two-hour hiking trail, providing interesting facts about the history of the famous north faces of the surrounding mountains.

The **Mountain View Trail** runs parallel to the mountain chain past Allmendhubel to Grütschalp. It takes around two hours to complete the hike past Maulerhubel, to the rear of Dorenhubel and from there to Pletschenalp. From here, the route weaves over meadows and through woodlands to the Grütschalp station. Insiders' tip: Although hiking in the opposite direction (Grütschalp to Mürren) is more strenuous, it offers fantastic views of the impressive rockface of the Eiger, Mönch and Jungfrau throughout the hike and you can enjoy a recreational break in the Panorama-Restaurant Allmendhubel as a reward.

Gentle hikes aside, experienced hikers will also find several more challenging routes in the Schilthorn area. The routes from Schilthorn to **Poganggen Alp** or from Birg via **Grauseeli** down into the picturesque **Schilttal** valley come highly recommended. They both start in a rugged alpine landscape far above the treeline and descend over alp meadows into the verdant, flower-carpeted valley pastures.

Thrill-seekers really shouldn't miss the **Mürren-Gimmelwald via ferrata**. This excellently secured "iron way" covers a distance of over 2.2 kilometres and 300 metres altitude difference from Mürren down to Gimmelwald. A head for heights and sure-footedness are an absolute must when you stand – always secured by a rope – a lofty 600 metres above ground in the Mürrenfluh. What an adrenaline rush! The thrill factor reaches new heights on the 80-metre suspension bridge at the end of the route and the 60-metre Tyrolean traverse, which may be used only when accompanied by a mountain guide. From Gimmelwald, it's a convenient ride with the Schilthorn aerial cableway down to Stechelberg or back up to Mürren.

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

Exclusive touch for incentives and events

The Schilthorn is the ideal location if you wish to lend a special touch to your meeting or evening function. The Piz Gloria 360° revolving restaurant can be booked for exclusive use for larger events from 50 up to 350 guests according to your requirements. The versatile Skyline Take Away on the same level as the viewing terrace accommodates up to 150 guests, making it perfect for an aperitif or workshop. By day, the breathtaking mountain backdrop at Birg station provides the perfect setting for adrenaline-fuelled incentive programmes with up to 80 participants or an aperitif on the expansive sun terrace.

Mürren and Gimmelwald: car-free mountain villages with rustic charm

Mürren and Gimmelwald are both original, well-preserved mountain villages in the upper-Lauterbrunnen valley, they are car-free and can only be accessed by aerial cableway. **Mürren** is a former Valser-settlement and is the highest altitude village in the Canton of Bern sitting 1650 metres above sea level. It captivates with its typical wooden chalets and rustic atmosphere and is recognised as the cradle of alpine ski sports. In summer, the village is the starting point for endless hiking routes as well as excursions to the Schilthorn and Allmendhubel.

Slightly lower at 1367 metres above sea level sits the smaller village Gimmelwald with around 100 inhabitants who cultivate a close relationship with nature and livestock. This bond is mirrored throughout the village in lovingly decorated chalets and huts storing cheese, an insider tip for an authentic mountain village experience.

Thunderous Trümmelbach Waterfalls in the Valley

You can create a perfect day trip visiting the Schilthorn, Mürren and Gimmelwald by finishing up at the Trümmelbach waterfalls in the Lauterbrunnen valley. The thunderous waterfalls inside the mountain, hurl the glacier water from the Jungfrau-massif towards the valley. These are the only glacier waterfalls in the world that are accessible underground. Up to 20,000 litres of meltwater per second thunder through the mountain passages that have been carved by the water. An underground funicular followed by tunnels, pathways and stairways allows access for everyone.

Hotels Alpenruh und Blumental in Mürren

The charming **Hotel Alpenruh** is located right next to the cableway station in Mürren. The three-star establishment affords fantastic views of the surrounding mountains, which makes waking up in the morning an experience to savour. The mountain village ambiance is reflected in the chalet-style, Alpine-chic décor of the 26 bedrooms. The à-la-carte restaurant accommodates around 100 diners and serves local specialities.

Situated at the heart of the mountain village of Mürren, the three-star **Hotel Blumental** affords breath taking views of the famous north faces of the Bernese Alps. The rustic interior of the hotel shows the charm of the past with precious old furniture and traditional materials. The hotel rooms combine old with new, the traditional furniture with the modern facilities in the bathrooms.

Annual Summer-Event: Inferno Triathlon

One of the toughest triathlon competitions takes place in the Bernese Oberland on a Saturday in mid-August: The Inferno Triathlon. Between the start in Lake Thun and the finish line on the Schilthorn summit, participants face a course that demands every last ounce of determination, stamina and sheer grit. After a 3.1-kilometre swim from Thun to Oberhofen, 97 kilometres by road bike over the Grosse Scheidegg to Grindelwald and 30 kilometres by mountain bike over the Kleine Scheidegg to Stechelberg, the last stage is by far the toughest: a 25-kilometre fell run with 2175 metres ascent to the finish line on the 2970-metre high Schilthorn. With a total of 5500 metres ascent in partly high-alpine terrain, this is a truly infernal endeavour for the maximum 333 participants! The fastest athletes complete the course in just under 9 hours.

The triathlon can also be completed as a team of four or as a couple. In addition to the triathlon disciplines, the half marathon will take place at the same time. The devilish mountain run over 2000 metres in altitude leads from Lauterbrunnen to the Schilthorn summit.

«Swisstainable» - Switzerland Tourism's sustainability programme

The Schilthorn Cableway has joined Switzerland Tourism's sustainability initiative Swisstainable. Numerous relevant topics such as hydropower being used for the full electricity supply in the Lauterbrunnen Valley or the use of local products already exist. Thanks to SCHILTHORNBAHN 20XX project (the new cableway from Stechelberg to the Schilthorn), additional features will be created such as a new hybrid battery concept and a sustainable waste disposal management system. Whenever possible, local and regional companies will be involved in the planning and implementation of this large-scale project.