

Aletsch Arena in the summer

MEDIA KIT SUMMER 2023



Spring rides View Points

View Point Hohfluh | 16.4 – 2.6.2023

View Point Moosfluh | 3.6 – 9.6.2023

aletscharena.ch/mountain-spring

Summer season 2023

10 June 2023 to 22 October 2023

aletscharena.ch/season

16 June 2023

Intro

This document covers the Summer News 2023.

All media information (inspirational topics, media releases, picture galleries, facts and figures, etc.) can be found in the Media Corner:

aletscharena.ch/media

Summer News



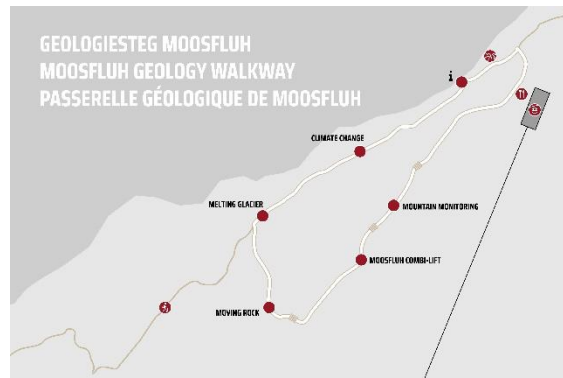
1.1 Geology Walkway Moosfluh

The circular route takes you to exciting stations about global warming.

At the beginning of Juli 2023, a new Geology Walkway will be completed and opened on Moosfluh. The motivation for this project is global warming and the resulting changes to the enormous mass of ice that is the Aletsch Glacier. The melting of the Glacier and the retreat of the ice is having a huge impact on the mountain ridge of Moosfluh, as the natural support is missing. The first cracks formed on the perimeter of the terrain in autumn 2016, but these geological movements quickly calmed down and stabilised. The new circular trail is built on pillars and leads through the terrain torn open by the geological landslides to the west of Moosfluh mountain station. Along the circular trail, the background to the geological processes is presented in an easily understandable form, also illustrating the causes and consequences of the geological shifts. Children are introduced to the issues in a playful way with "Gletschi" the Glacier Flea.

[Aletscharena.ch/geologywalkway](https://aletscharena.ch/geologywalkway)

[Tour description](#) | [Photo gallery](#)





1.2 Baschweri playground

Baschweri playground has been earmarked for refurbishment.

Baschweri playground on Bettmeralp is to be upgraded. The playground is located on Bettmeralp in the middle of the forest right by the Adventure Park. All playground equipment, such as swings, seesaws and zip lines, will be replaced from this summer 2023. By refurbishing Baschweri playground, Bettmeralp municipality is creating an attractive playground paradise for children. The tables and benches give the whole family a chance to enjoy some relaxed time together or have a picnic.

[More about Baschweri playground](#) | [Photo gallery](#)





1.3 Aletsch Forest: 90 years of conservation

90 years of conservation for Aletsch Forest (1933 – 2023).

Aletsch Forest has been under strict nature protection for the past 90 years (since 1933). The protected area is managed by Pro Natura with the financial support of the Canton of Valais. Aletsch Forest covers an area of over 400 hectares and is of national and international importance. Guests are very welcome to visit the Aletsch Forest Conservation Area. To make sure this amazing forest stays just as it is for future generations, the Pro Natura Centre Aletsch asks visitors to refrain from disturbing animals and plants and to follow the rules.

Here are a few forest stories as story ideas:

[#1 Forest bathing in Aletsch Forest](#)

[#2 The Swiss stone pine – a tree to calm the soul](#)

[#3 Forest harvest – the treasures of the forest](#)

[Photo gallery](#)

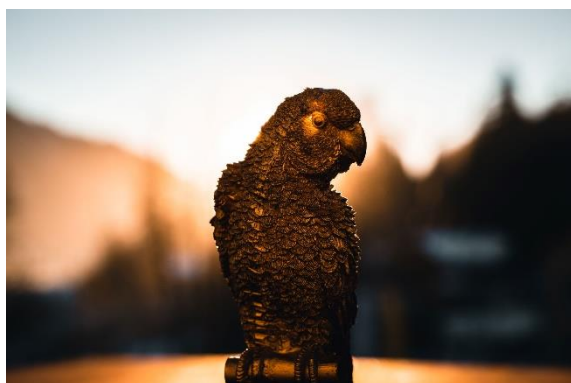


1.4 Opening of new Restaurant Voliere

New restaurant at Hotel Christania in Fiesch.

The news is already spreading fast! Hotel Christania in Fiesch is officially opening their Restaurant Voliere on 26 May 2023. The newly opened restaurant is an oasis of wellbeing with a modern look and a culinary offering that's right on trend. Hotelier Marco Künzli holds to the following three principles: seasonality, regionality and zero food waste!

[More about the restaurant](#) | [Photo gallery](#)



Grösster Gletscher der Alpen



1.5 Adventure Pass

Your new ticket to adventure from Aletsch Bahnen.

This summer will see the launch of the Adventure Pass from Aletsch Bahnen AG, promising guests an action-packed day in the Aletsch Arena. The new Adventure Pass includes the following services: Matterhorn Gotthard Railway ticket from Brig to Fürgangen, all Aletsch Bahnen cable cars, mountain cart rides on Riederalp and a scooter ride from Bettmeralp mountain station down to Betten Dorf. The Pass costs CHF 65 for adults, CHF 37.50 for adults with a Half-Fare Travelcard and CHF 28 for adults with a GA travelcard, children aged 10+ and teens. The minimum age is 10 years.

aletscharena.ch/adventure-pass-en

[More about the offer](#) | [Photo gallery](#)



1.6 aletsch.digital

Digital transformation in the Aletsch Arena

For several years now, Aletsch Arena AG, Aletsch Bahnen AG and other partners from the destination have been collaborating to structure the digital transformation process in the Aletsch Arena as sustainably as possible. The goal of the current sub-project "Digital Signage" is to replace outdated billboards with digital screens to provide guests with uniform, up-to-date information. Launched in 2022, the project will run over a period of two to three years. The first phase focuses on the cable car buildings of Aletsch Bahnen AG and is scheduled for completion in 2023. So far, a total of nine information screens and 21 status screens have been installed in Phase 1, with more locations to follow.

[Photo gallery](#)





1.7 Themed trail: Old Hotel Jungfrau-Eggishorn

On the trail of the Belle Epoque.

From mid-June, guests and locals have the opportunity to take a fascinating journey back in time to the Belle Epoque era. How? By following the new themed trail from Fiescheralp to where the old Hotel Jungfrau-Eggishorn once stood. From 1901, this was the site of the sophisticated Hotel Jungfrau-Eggishorn, which welcomed international guests, had over 100 beds and amenities that left little to be desired. Today, you would hardly know it had existed. The easy walk is about 3 km in length and will take you roughly half an hour (or about an hour as a circular trail). The themed trail is also part of the circular hike from Fiescheralp to Lake Märjelensee and to the edge of the glacier.

[More about the themed trail](#) | [Photo gallery](#)

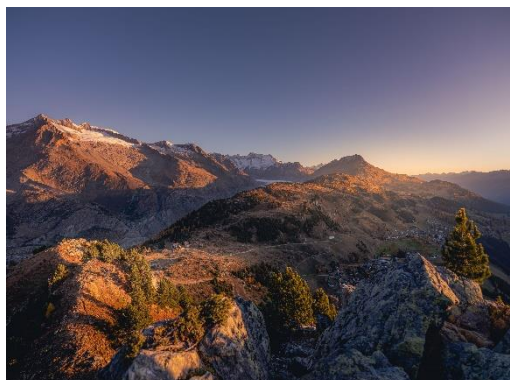


1.8 Sunset Dinner Riederfurka

New gastronomic offer on Riederfurka.

With their Riederfurka Mountain Restaurant, Aletsch Bahnen have launched a new gastronomic offering. The Sunset Dinner takes place every Thursday in July and August and includes a welcome drink and a three-course menu with meat or vegetarian. After enjoying the Sunset Dinner, guests can walk back to Riederalp where, if desired, they can take the feeder lift from Riederalp back down to the valley.

[More about the offer](#) | [Photo gallery](#)





1.9 New destination and marketing strategy

New strategy in the Aletsch Arena

In the financial year 2021/2022, Aletsch Arena AG developed a new destination and marketing strategy for the Aletsch Arena in a collaborative effort involving all tourism stakeholders such as the municipalities, Aletsch Bahnen, representatives of holiday apartments and hotels, as well as local businesses in the region. The agency Schmid, Pelli und Partner supported the process. The strategy focuses on guest flows that have the potential to further develop the destination.

Managing Director Philipp Sproll is convinced: “The implementation of the new strategy will result in considerable added value. We will align our tourism offers, products and activities in marketing, sales, as well as digitalisation in the Aletsch Arena to the individual needs of our target groups. The following strategic business areas (SBA) are actively being worked on: SBA Nature Eco Traveler, SBA Mountain Bike and Outdoor, SBA Families, SBA Touring, SBA Snow and SBA Workation.”

Photo gallery





2.0 Bistro Fly In in Fiesch

Paragliding school with a bistro – a pleasant meeting place that's not just for paragliders.

Xandi Furrer from the "Flug-Taxi" paragliding school has expanded the services he offers and launched a new bistro. The new bistro, the "Fly In", is located directly next to the paragliding landing site in Fiesch. Although the Flug-Taxi flight school continues to offer tandem flights, the place has been completely renovated and turned into a cosy bistro. In the basement, a "Carnotzet" room has been created, which is ideal for groups and can also be used as a seminar room if required. A large printer and a mobile screen are available here. A real insider tip is the exceptional homemade tarte flambée that the bistro offers. The official opening will take place during the Red Bull X-Alps event on 13 June 2023.

[More about the bistro](#) | [Photo gallery](#)



2.1 Riederalp Kneipp facility

An alpine Kneipp facility on Riederalp provides for a refreshing health boost.

Riederalp now has an alpine Kneipp facility. It consists of a series of pools filled with cold mountain water and walking/stepping stones along a shallow stream. The cold mountain water promotes the circulation of blood, strengthens the immune system and boosts the metabolism. A real plus for all health-conscious and nature-loving guests.

[More about the Kneipp facility](#) | [Photo gallery](#)



Grösster Gletscher der Alpen



2.2 Riederfurka Group Hostel

The group hostel for every occasion.

Aletsch Bahnen AG has opened the Group Hostel on Riederfurka. Groups of up to 29 people can book the accommodation exclusively for their event. The Group Hostel also has a kitchen and a common room, making it an ideal location for school classes, sports clubs, companies or birthday parties. The Group Hostel on Riederfurka is surrounded by the beautiful nature of the Aletsch Arena. Aletsch Forest is only a few minutes' walk away. The historic Villa Cassel is also within walking distance of the Group Hostel.

More about the Riederfurka Group Hostel | [zur Bildstrecke](#)



2.3 Wooden ball run at Bättmerhitta

Great food combined with fun & games

From summer 2023, there will be a wooden ball run next to the Bättmerhitta restaurant. The ball run includes loop-the-loops and other exciting elements that promise fast-paced fun for young and old. Wooden balls can be purchased from the Bättmerhitta and taken home afterwards as a souvenir.

More about the wooden ball run | [Photo gallery](#)

