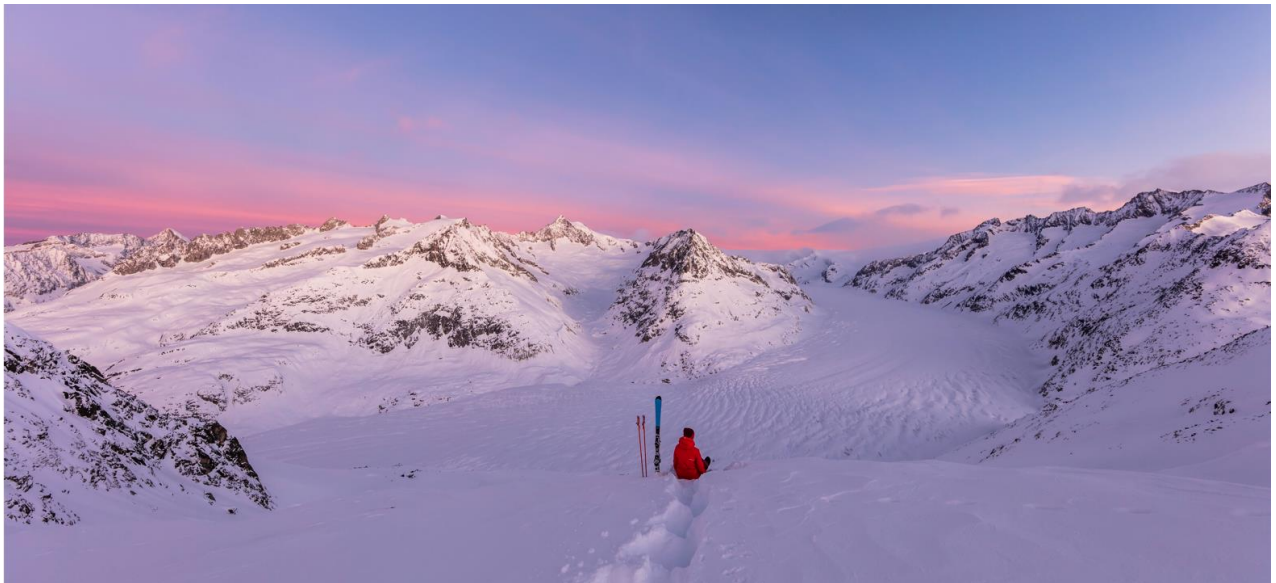


Greatest glacier of the Alps



Aletsch Arena in the winter

MEDIA KIT, WINTER 2023-2024



***8 December 2023 to 6 April 2024**

aletscharena.ch/saison

***Early start on the Fiescheralp**

Flesch chairlift open on the weekends of November 25 and 26, 2023 and December 2 and 3, 2023 before the official start of the 2023/24 season.



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Intro

This document contains our Winter News 2023/2024.

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

aletscharena.ch/en/media

Winter News

1 Skiing

1.1 More fun on the slopes: Skimovie system now installed at the Golmen lift

The Skiline facility is back in service again directly adjacent to the Golmenegg ski lift on Riederalp. In recent years, this facility had been freely accessible below the middle station of the Blausee–Bettmeralp chairlift. Now guests can again use the Skiline facility to make their skiing experience even more fun and more challenging.

[More about the Skimovie facility](#)

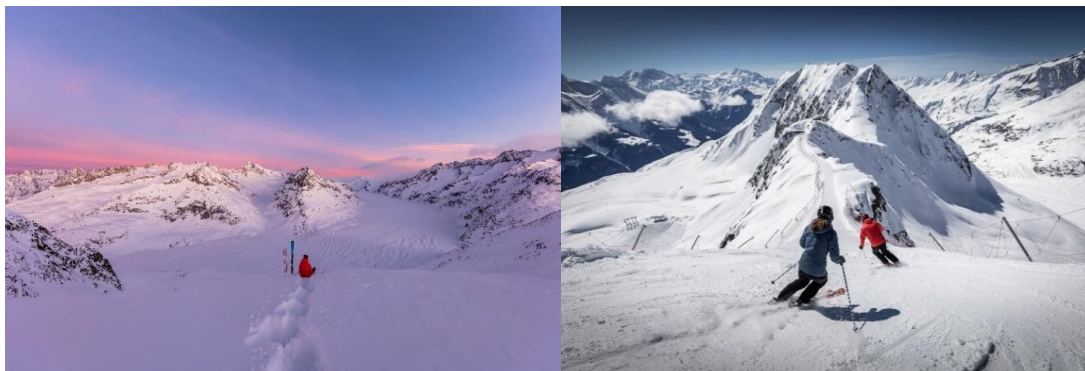


1.2 Black slope from Eggishorn view point now open

Aletsch Bahnen has reopened the return slope from Eggishorn in time for winter. For two winters, Eggishorn view point was restricted to pedestrian access only. The Eggishorn return slope had to remain closed for safety reasons: the melting of the permafrost had caused shifts in the terrain. Following comprehensive expert reports by outside specialists and the completion of work that needed doing, the black slope is once again safe to ski on.

Along two passages of about 60 metres, the barrier nets will be fitted with a device to ensure that the nets can be lifted quickly and easily before and after snowfall. This will simplify snow clearing and slope preparation and at the same time increase this slope's availability.

[Find out more](#)





1.3 Night skiing on Riederalp and Bettmeralp: new connection creates an enhanced experience

Aletsch Bahnen is taking Night Skiing to the next level. From Winter 2023/24, the Night Skiing programme is being expanded and improved. In addition to the existing offering at the Blausee–Bettmeralp chairlift, the lift at Moosfluh valley station and Golmen Lift Riederalp will be equipped with lighting for this purpose. This upgrade will replace the Night Skiing programme at the Alpenrose Riederalp training lift by expanding the number of slopes available at Night Skiing times and improving their quality. It will also allow guests to circulate between Riederalp and Bettmeralp in the evening when skiing at night.

[More about Night Skiing](#)



1.4 Season Ski Pass with extras: new collaboration with Feldberg, Hochschwarzwald

For several winter seasons now, Aletsch Bahnen has partnered with the destinations 4 Vallées (CH), Portes du Soleil (CH/FR), la Fouly and San Domenico Ski (IT). This collaboration allows holders of an Aletsch Arena Season Ski Pass to ski in the partner destinations too. The Aletsch Arena Season Ski Pass is valid in each of these ski resorts for five days per season. This winter, Aletsch Bahnen has launched a new collaboration with the Feldberg ski area in the Hochschwarzwald region of Germany. Season Pass holders will now be issued with a three-day ski pass for the ski area in the Hochschwarzwald region.

[More about the Season Ski Pass](#)



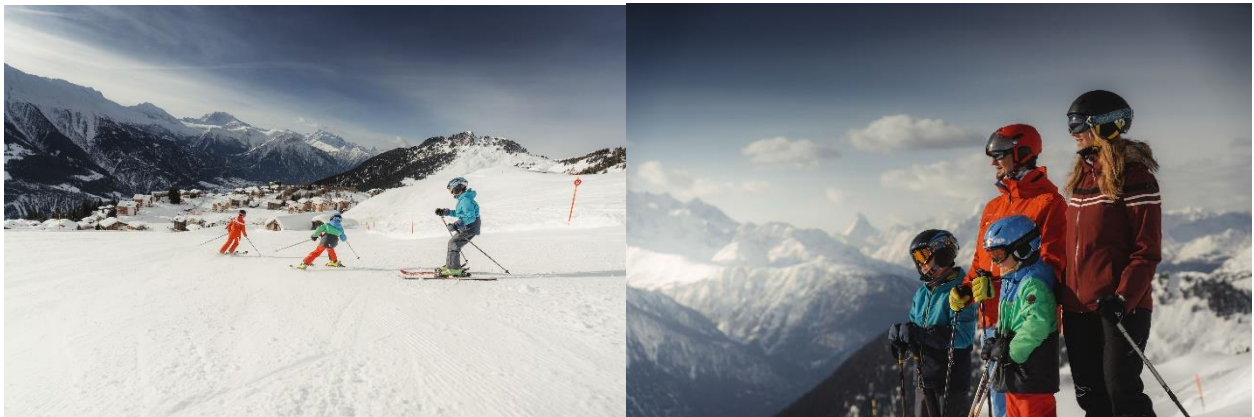


2 Skiing - Families

2.1 Kids on Skis – for free – International pilot project to promote winter sports

The Aletsch Arena is a partner of the international pilot project “Kids on Skis – for free”. This winter, 200 young skiers aged three to five have the opportunity to take part in the all-inclusive worry-free package comprising five days of ski school, equipment hire, lift pass and accommodation (with accompanying person) free of charge. The goal of the joint campaign by various destinations is to promote winter sports in the Alpine region and teach 50,000 children to ski or snowboard for free over the next three years. The initiative is based on the understanding that it is primarily parents and grandparents who promote winter sports to their youngsters; that they can pass on their own enthusiasm for skiing early on and deserve to be supported in this. The Aletsch Arena is collaborating with the following destinations or cable car companies: Alta Badia, Madonna di Campiglio, Serfaus-Fiss-Ladis, Leogang and Grindelwald.

[More on the topic: Kids on Skis – for free](#)



3.1 Gletschi Tour

The Gletschi Tour is a winter sports tour through the Aletsch Arena and an exciting experience for the whole family. It gives you the chance to explore all the highlights such as Family Funslopes, snowtubing, Skimovie and more. From this winter season, children will be able to experience the Gletschi Tour with the Gletschi Pass. They can pick up a Pass at the Aletsch Bahnen sales counters, in the Aletsch Bahnen restaurants or at the Aletsch Arena Infocenters. With the Gletschi Pass, children can collect a total of six hole patterns. During the winter season, there are six Gletschi stations throughout the Aletsch Arena, each equipped with a hole puncher. Once all six hole patterns have been collected (no later than 6 April 2024), the complete Gletschi Pass can be exchanged for a small reward at one of the Aletsch Bahnen restaurants. In addition, all participants are invited to scan the QR code on the Gletschi Pass and take part in the big prize draw. There are fabulous prizes for the whole family to be won, including a summer weekend in the Aletsch Arena.

[More information about the Gletschi Tour](#)



4 Enclosures

4.1 Eggishorn 2025 Project

Aletsch Bahnen is launching a new construction project for Eggishorn. In December 2019, Aletsch Bahnen successfully realised the public transport hub in Fiesch, including the new Fiesch–Fiescheralp gondola lift, in conjunction with the Matterhorn Gotthard Railway and PostBus. Now comes the next strategically important phase: the cable car from Fiescheralp to Eggishorn is being replaced by a completely new, modern lift facility. The mountain station on Eggishorn is being fitted out with an entirely new restaurant along with a space to showcase the glacier. The new buildings on Eggishorn will replace the existing facilities and are able to fulfil several requirements at once: they are fully embedded in the natural landscape, and their extremely advanced and future-oriented design will enable them to cope with the melting permafrost, besides offering guests added value.

[More about the Eggishorn 2025 project](#)





4.2 Refurbishment of Infocenter Bettmeralp (Bettmeralp Post Office)

Aletsch Arena AG's Infocenter on Bettmeralp is also a post office. In the scope of the required Swiss Post model changes, Aletsch Arena AG and the municipality of Bettmeralp have decided to refurbish and modernise the information center on Bettmeralp. The Infocenter will reopen on Monday, 11 December 2023.

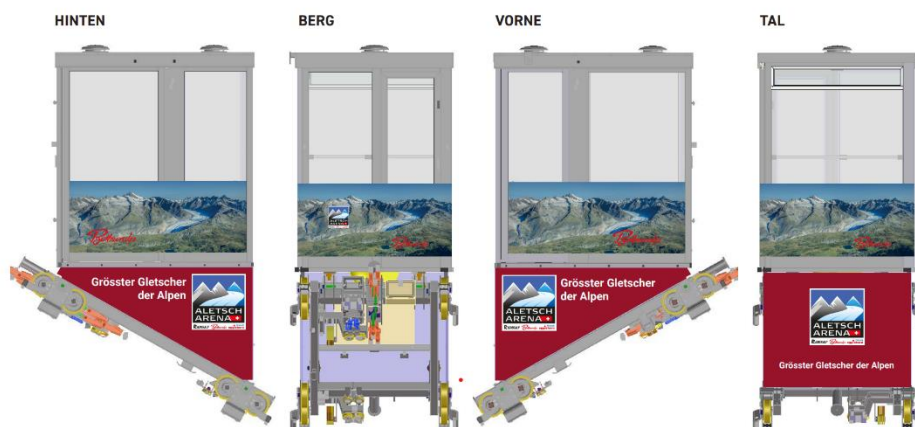
[More about Infocenter Bettmeralp](#)



4.3 Alpmatten–Bettmeralp inclined lift

The funicular that connects the Alpmatten chalet settlement to the village centre of Bettmeralp is an inclined lift, and was replaced by Aletsch Bahnen this autumn. The valley station of the inclined lift is at 1,874m above sea level, the mountain station near St. Michael village centre at 1,938m. Guests will be able to use the inclined lift again this winter season once the work has been completed.

[More information](#)





4.4 Trail of Lights on Riederalp

The Aletsch Culture Association under the presidency of Marcel Kummer has teamed up with the municipality of Riederalp to launch a Trail of Lights on Riederalp. The newly created Trail of Lights is located on Riederalp Golf Course. The trail measures 1.1 km in length and is lit by 60 lights. Guests and locals can explore and enjoy the new light experience from 16 December to around 6 January 2024. The Trail of Lights opens officially on 16 December.



4.5 New bouldering hall in the Aletsch Arena

The Sport Resort Fiesch opens their new bouldering hall on 3 February 2024. The 230m² hall offers guests a unique experience, whatever their level of experience in climbing and bouldering. This will benefit guests of the Sport Resort Fiesch, but also the local population and guests of the Aletsch Arena, Bellwald Tourism and Goms Tourism. The hall may be used during official opening hours by everyone from the age of 10 (children up to 16 years must be accompanied by an adult).



[Find out more](#)



5 Awards

5.1 Aletsch Arena Test Winner: Best Panorama 2023

With its views of the Aletsch Glacier, the Aletsch Arena was named 2023 Test Winner in the “Best Panorama” category by Skiresort.de, the world’s largest test portal for ski resorts.

[To the Rest Report – Best Panorama – Test Winner Highlights](#)



5.2 Best Ski Resort Report 2023 – International guest survey – the Aletsch Arena in the Top 10 in the Alpine region

The Best Ski Resort Study is the largest and most meaningful guest satisfaction analysis in 54 selected top ski resorts in the Alpine region AT, CH, IT, FR.

The study, which has been conducted periodically since 2012, is supported by the University of Innsbruck. In the 2022–2023 ski season, 49,210 winter sports guests in 54 ski areas in the Alpine region were surveyed at the slopes and asked if they were satisfied and what could be improved.

The Aletsch Arena has once again been awarded top marks:

- 6th place in the Top 10 of the 54 selected top ski resorts in the Alpine region. (Second-best Swiss ski destination in terms of overall satisfaction.)
- 3rd place in terms of recommendation rate (the Net Promoter Score is 60.9%, with an average of 38.8% in the Alpine region)
- 3rd place in the category “Value for money of lift passes”

Valentin König, CEO of Aletsch Bahnen: “We’re delighted at the very positive guest ratings in this international comparison. It motivates and challenges us to keep on developing our offering, our infrastructure and our quality for our loyal guests.”

Special award Top 10 “The best ski resorts in the Alps 2012 – 2023”

In an annual comparison of 2012–2023, the Aletsch Arena ranks sixth in the Top 10 of the 54 selected top ski areas in the Alpine region.



[To the Test Report – Best Ski Resort Report 2023](#)



Best
Ski Resort
2023

5.3 Bettmeralp is now an Energy Town

Bettmeralp is now entitled to call itself an "Energienstadt", or 'Energy Town'. This label recognises the municipality for its exemplary, measurable energy policy. Bettmeralp documented its commitment to pursuing a sustainable energy policy by joining the Energienstadt Association in 2022. In qualifying for the 'Energy Town' label, Bettmeralp has reached an important milestone. Bettmeralp is proud to be one of the almost 500 Energy Towns and Cities in Switzerland.

[Find out more about sustainability in the Aletsch Arena](#)





6 Food service and hotel industry

6.1 Heimat Choscht and Heimat Apartments

Jenny and Cédric Franzen have opened a new shop in Bettmeralp selling regional specialities. A new holiday apartment management company is being set up at the same address. The shop is located right in the centre of Bettmeralp. An open day is being held on 13/14 December.



[Find out more](#)

6.2 New management at Hotel Bettmerhof

Seraina Hegi and Ronny Klingele were appointed the new managing directors of the award-winning three-star superior hotel on Bettmeralp on 1 December 2023. They took over from Christian Eyholzer, the co-owner and CEO of many years. He and his three siblings from Eyholzer-Familien-AG have sold the traditional company to the local Volken Group. "This is the perfect succession plan for us and for the Aletsch Arena," says Eyholzer, delighted. "After many years on our management team, Seraina Hegi and Ronny Klingele carry as it were the Bettmerhof gene, and will ensure continuity in the management of the business." For Seraina Hegi and her husband Ronny Klingele, running the Bettmerhof is a dream come true. "We're really looking forward to our new task," says Hegi. "Our guests can look forward to the same fantastic quality and range of service. We always pour our heart and soul into providing excellent food and hospitality."



[More Information](#)



6.3 Reopening of Restaurant Gletschertisch on Bettmeralp

Lisa Engler ran Restaurant Gläcktricka on Bettmeralp for 15 years. Now Claudine Friden is taking over the premises and opening the vegetarian/vegan restaurant "Gletschertisch". The restaurant is open Tuesday to Sunday from 15:00 to 23:00.

[More information](#)



6.4 New opening hours at Restaurant Tunetsch

Restaurant Tunetsch in Mörel will now also open in winter.

[Find out more](#)





6.5 Newly renovated rooms at the hotel “des alpes” Fiesch

The boutique and beer hotel “des alpes” presents 11 new rooms with a modern, welcoming ambience. In the process of the renovation, the rooms were furnished with quality wooden elements and laminate flooring in warm, calm colours – a step towards offering guests a high level of comfort and wellbeing. During the remodelling, special attention was paid to conserving resources and improving energy efficiency. Among other things, the lighting was switched to energy-efficient LEDs and motion sensors were installed in the corridors and stairwells. “Our aim was to offer guests a contemporary experience of real comfort in the midst of the breathtaking beauty of the Aletsch Arena,” says Fabian Albrecht, owner and managing director of the Boutique and Bier Hotel des Alpes Fiesch. “The renovations reflect our striving for understated design and authentic hospitality.”



[Find out more](#)

7 Culture

7.1 Rollibock open-air theatre summer 2024

The wrath of nature? Of glaciers, crystals and people. From 19 July to 17 August 2024, Fiesch (Lischmatta) will host the open-air play Rollibock. With 14 performances and 5,000 spectators expected to attend. The organisation of the event is assumed by the Aletsch Culture Association. The aim of the open-air play is to raise awareness about nature and sustainability.

[More information about the open-air play](#)





8 And finally

Sustainability

The breathtaking nature of the Aletsch Arena is its greatest asset. This fact makes the issue of sustainability absolutely vital to the Aletsch Arena.

For example:

- All lifts and cable cars in the region run on various forms of renewable energy.
- Thanks to the good public transport connections, travelling here is convenient, comfortable and glacier-friendly.

aletscharena.ch/sustainability

Promoting snow sports among children and young people

“Schgii-fer-frii” – discounted travel, ski for free

Education on issues of sustainability, environmental protection and nature is just as important for our younger guests in the Aletsch Arena. That’s why the Aletsch Bahnen is encouraging them to travel to the Aletsch Arena by public transport: with the “Schgii-fer-frii” offer. **Kids and teenagers ski for free every Saturday** and even get 20 percent off the cost of public transport from any Swiss railway station via Snow’n’Rail.

aletscharena.ch/samstag-ski

Kids from the region on the slopes for free

To promote winter sports among young people in the region, Aletsch Bahnen has decided once again to give a free Aletsch Arena season ski pass for the coming winter season to all students of classes 1H–4H in the districts East Raron and Goms.