

Aletsch Arena in the summer

MEDIA KIT SUMMER 2024



Spring rides

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Summer Season 2024

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Inhalt

Intro	3
Summer News	4
1 New products and experiences	4
1.1 Aletsch Arena MTB Cable Car Tour	4
1.2 Pro Natura Centre Aletsch - new nature trail in the Alpine Garden	5
1.3 New wooden ball runs in the Aletsch Arena	5
1.4 Unlimited travel with the Upper Valais Bike Pass	6
1.5 Wüehr-Weg in Fiesch: Opening of a historical footpath	6
1.6 New playground at Fiesch school	7
2 New events	8
2.1 UCI MOUNTAIN BIKE ENDURO WORLD CUP 2024 and World Championships 2025	8
3 Hotels, Restaurants	9
3.1 Hotel Alpfrieden under new management	9
3.2 Restaurant Gletschertisch Bettmeralp now also open in summer	9
4 Culture	10
4.1 Rollibock open-air theatre summer 2024	10
5 Awards	11
5.1 Ski Area Test Winner 2023 – multiple awards go to Aletsch Bahnen AG	11



Intro

This document covers the Summer News 2024.

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

aletscharena.ch/medien



Summer News

1 New products and experiences

1.1 Aletsch Arena MTB Cable Car Tour

This summer, the Aletsch Arena is launching the Aletsch Cable Car Tour in conjunction with the Ride-Magazin team. The Cable Car Tours are the enduro highlight of the Alps. Thanks to the gondola lifts, you can pack the maximum amount of downhill fun into one day. All descents are on single trails and no route is ridden twice. The Aletsch Arena in Valais is among the very best when it comes to scenery and single trails. And with the feeder lifts up to the high plateau of Fiescheralp, Bettmeralp and Riederalp, as well as three other cable cars offering bike transport, the region is simply ideal for a cable car tour. Seven extremely long descents and three shorter transfer sections add up to over 10,000 metres of downhill altitude difference.

Route data

m; 10,230m downhill; 690m climb; 10 cable car rides

[More information](#) | [to the photo gallery](#)



1.2 Pro Natura Centre Aletsch - new nature trail in the Alpine Garden

The team at the Pro Natura Centre Aletsch on Riederfurka above Riederalp is opening a new educational trail this summer: the Alpine Garden. It is located directly in front of Villa Cassel on Riederfurka. Over 200 plant species, all native to the Aletsch region, are waiting to be discovered. They provide striking evidence of the unique biodiversity in the Alps, where a wide variety of different habitats can be found in close proximity to each other. Over, these plants have developed amazing adaptations.

[Find out more](#) | [to the photo gallery](#)



1.3 New wooden ball runs in the Aletsch Arena

Besides the wooden ball run at the Bättmerhitta restaurant, a number of other ball runs are due to open in the Aletsch Arena in summer 2024: at the Riederfurka restaurant, the Bettmerhorn panorama restaurant and the Moosfluh snack bar. The ball runs include loop-the-loops and other exciting elements that promise fast-paced fun for young and old. The wooden balls can be purchased in the Aletsch Bahnen restaurants mentioned above and taken home as a souvenir.

[Find out more](#) | [to the photo gallery](#)



1.4 Unlimited travel with the Upper Valais Bike Pass

From May 2024, bikers in Upper Valais will be able to benefit from the launch of a new offer. The Upper Valais Bike Pass gives all mountain biking enthusiasts the opportunity to explore the region's diverse mountain landscapes this summer. Offering access to the five top areas of Aletsch Arena, Belalp, Bellwald, Hohsaas and Grächen, it lets mountain bikers enjoy a wide range of trails, from spectacular peaks to idyllic valleys.

The Upper Valais Bike Pass is available from May 2024 and may be used during the summer opening hours of the five participating cable car companies.

[Find out more](#) | [to the photo gallery](#)



1.5 Wüehr-Weg in Fiesch: Opening of a historical footpath

The official opening of the Wüehr-Weg footpath took place on 18 May 2024. What was once an irrigation channel leads from the cable-car car park to the baker's, inviting visitors to explore the historic trails and enjoy the natural beauty of the surroundings.

[Find out more](#) | [to the photo gallery](#)





1.6 New playground at Fiesch school

The playground was officially opened on 18 May 2024, promising no end of fun for young and old alike.

It features a variety of fantastic activities, including a zip line, a trampoline, a tube slide and a water feature. There is also a space to sit and relax with a 'log arena' and a shade sail.

[Find out more](#) | [to the photo gallery](#)





2 New events

2.1 UCI MOUNTAIN BIKE ENDURO WORLD CUP 2024 and World Championships 2025

In a historic first, the Aletsch Arena and Bellwald destinations are organising a Mountain Bike World Cup race. The Aletsch Arena / Bellwald has been added to the Gravity Calendar of the UCI Mountain Bike World Series. The UCI Mountain Bike Enduro World Cup 2024 will take place from 12 to 14 July 2024. The world's best enduro bikers will compete on the challenging trail network around the Great Aletsch Glacier. The organisation at the event will be coordinated by the newly founded Aletsch Sport & Events Association.

In 2025, Valais will be proud to host the UCI Mountain Bike World Championships. The Aletsch Arena will organise the enduro competitions in conjunction with Bellwald.

Nicolas Walker is the ambassador for both major mountain biking events. Nicolas, 32, is an entrepreneur in his family business in Bitsch and a business psychologist. He is married with one daughter.

[Find out more](#) | [to the photo gallery](#)





3 Hotels, Restaurants

3.1 Hotel Alpfrieden under new management

Bastian Gaerner took over as host of the Hotel Alpfrieden on Bettmeralp on 1 March 2024. Bastian, a German citizen, is in his mid-40s and lived most recently in Brussels. He is a passionate host and has managed several hotels on Sylt, in Hamburg and in Thailand. Bastian lives with his partner and her daughter on Bettmeralp.

[More information about Hotel Alpfrieden](#) | [to the photo gallery](#)



3.2 Restaurant Gletschertisch Bettmeralp now also open in summer

Claudine Friden took over the premises of the former Gläcktricka restaurant in winter 2023/2024 and reopened it as the Gletschertisch restaurant. The Gletschertisch vegetarian/vegan restaurant is now also open in summer.

[More information](#) | [to the photo gallery](#)





4 Culture

4.1 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](#) | [to the photo gallery](#)





5 Awards

5.1 Ski Area Test Winner 2023 – multiple awards go to Aletsch Bahnen AG

The International Ski Area Test, launched 28 years ago, is an anonymous quality check. In winter as in summer, visits are paid to participating ski resorts or tourism destinations, which are inspected and evaluated based on a comprehensive list of criteria. Aletsch Bahnen AG was named winner of the overall summer ranking, earning the title “Test Winner Switzerland – Summer 2023 Gold”. The Aletsch Arena cable car company also won the “Nature & Environment” and “Ecological Construction Monitoring” categories for the new Moosfluh geology footbridge. Aletsch Bahnen AG was also awarded the “International Summer Quality Seal – Cart/Scooter Trail Gold”. Aletsch Bahnen AG’s existing ropes course has been awarded the “Kinderland Trophy – Baschweri Gold”.

[More information](#) | [to the photo gallery](#)

