

## PRESS RELEASE

Lenk, november 2023

### Winter news from the Lenk-Simmental holiday region

**In addition to the incomparable alpine landscape, the wide range of winter activities, the perfectly groomed pistes and cross-country ski trails, exciting family experiences and traditional sporting and cultural events, the holiday region in the western Bernese Oberland has a few new features in store for the coming winter.**

#### **Public transport included even in winter**

With the SIMMENTAL CARD, the guest card of the Lenk-Simmental holiday region, overnight guests can now also travel free of charge on all public transport lines in Simmental and Saanenland in winter. After this offer attracted numerous guests to the railway and buses in the region in summer, this development step expands the experience area, makes the holiday region more sustainable and a stay in winter even more attractive.

[www.lenk-simmental.ch/en/our-simmental/good-to-know/simmental-card](http://www.lenk-simmental.ch/en/our-simmental/good-to-know/simmental-card)

#### **Weekend trips with the Betelberg gondola**

When late autumn dominates the landscape with its vibrant shades of brown, yellow and red and the mountain peaks put on their first white dress, excursions into the mountains are particularly appealing. At weekends in the mid-season, the gondola at Lenker Betelberg now takes guests up to the Leiterli, at 2,000 metres above sea level, where beautiful hikes and walks can be undertaken. This weekend operation will continue until the start of the winter season on the Metsch, at the latest until 2 December 2023.

[www.betelberg.ch](http://www.betelberg.ch)

#### **Those who book early, book best**

Adelboden-Lenk, one of the largest and most attractive ski areas in Switzerland, is introducing dynamic prices for ski tickets for the coming winter. With a dynamic pricing model, the algorithm continuously recalculates the price of tickets. The earlier you book, the cheaper the tickets are. Outside the high season, during the week and on days with low demand, skiing can be cheaper as a result.

[www.adelboden-lenk.ch](http://www.adelboden-lenk.ch)

#### **Heart cross-country ski trail on the Lenk valley floor**

In collaboration with the Swiss Heart Foundation and Loipen Schweiz, a "heart trail" will be signposted on the Lenk valley floor from next winter. The 3.4 kilometre circular route, classic and skating, is mostly flat and is suitable for cross-country skiing beginners as well as anyone who wants to do something for their heart health.

[www.lenk-simmental.ch/en/cross-country-skiing](http://www.lenk-simmental.ch/en/cross-country-skiing)

### **Kids' club on Stoss**

For one or more hours or a whole day, children aged 3 to 10 years will be entertained with fun and games in the "Alphüttli" at Kinderland Stoss next winter. Parents can also enjoy a few hours of carefree skiing fun. The supervision is independent of the ski lessons and is possible without ski equipment.

[www.lenksportundevents.ch/winter/kinder/betreuung-kinderhort/kinderbetreuung](http://www.lenksportundevents.ch/winter/kinder/betreuung-kinderhort/kinderbetreuung)

### **„DAS ZELT“ with a varied programme**

From 7 to 25 February 2024, the mobile cultural platform „DAS ZELT“ will once again be making a guest appearance in Lenk. The following acts have been confirmed to date: DivertiMento «Bucket List» (sold out), Young Artists 23 «Best of Switzerland», Megawatt + Special Guest «Rockerherz Tour», Oropax «Ordentlich Chaos», local yodelling formations, Beatrice Egli with a new album, Heimweh «Freud am Läbe – Tournee 2024», Bliss «Acapulco» and Comedy Club 24 with Chris Tall, Helga Schneider and Lapsus. Guests will be spoilt with culinary delicacies from the Sporthotel Wildstrubel team, music and dance (disco) from DJ Fix and his crew in the marquee and drinks and sounds in the legendary Tipi Bar next door.

[www.daszelt.ch](http://www.daszelt.ch)

### **Eat, sleep and more**

The catering and accommodation offer also has a few new features. For example, the "Espressionist", a small, charming pop-up coffee bar, has been created in the former ticket office of Lenk railway station, while new hosts are delighting guests with culinary delights in the rustic Wallegg-Stube above Lenk and in the Kreuz in Matten. After 10 years, Cortesi's have remodelled and extended their lodge in Lenk and expanded their coaching and consulting services. The Hirschen in Lenk has been given a new look following its refurbishment, and in the Lenkerhof you can enjoy a fondue with a view of the Wildstrubel in the "Winter Pop-Up Tubbo" or savour the "Candle Magic" event in the Oh de Vie restaurant. The traditional Hotel Tenne in Lenk opens its doors in mid-December after its first renovation under new management, again with a restaurant.

Press service / Lenk-Simmental Tourism

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*Images from the destination Lenk-Simmental and other basic media texts can be downloaded from the following link: [www.lenk-simmental.ch/en/media](http://www.lenk-simmental.ch/en/media)*

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