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JUNGFRAU CLIMATE CO2OPERATION
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The climate idea in Grindelwald can hit the jackpot. In about the year 1900, pioneers rendered farsighted services. Railways were constructed on the mountain tops, health resorts built at dominant locations, tourist infrastructures established and canals dug out.

What is being founded here today has high tourist potential and, at the same time, is at the heart of various development trends. We in the Bernese Oberland have received a marvellous present in the form of a unique landscape. With details on the climatic developments of our landscape, we attract visitors' interest to our cause. Interest in climatic conditions is growing rapidly. This can be attributed, amongst other things, to weather forecasts in the media, as well as to a growing interest resulting from daily media reports. From the providers' point of view, there is hardly any other current topic of such wide interest and no better time. Whether the Grindelwald Gletschersee is attractive or alarming, I leave open here. What is certain is that it gets the name Grindelwald, and hence the Bernese Oberland destination, into the press on a scale that tourist institutes would find hard to finance. Along with the good fortune that climate is highly topical and enjoys sustained interest, mountain regions include growing attraction criteria for tourists choosing their destination.

That the project is being implemented directly in the Jungfrau region will increase global awareness. Finally, activity and knowledge expansion in holiday behaviour are also seen as rising values. In "insider circles", they are regarded as a future trend. If we combine all these remarks and assess them in the context of the "climate paths", we may speak of a pioneering deed with a promising future. On the Jungfrau, people did not travel in the beginning in today's long red trains, but at that time, they laid the foundation-stone. We are clearly doing that today too. As a tourism professional, I would like to thank all the people involved in the implementation of this idea. It is a jewel in our range of services. Climate engaged – Grindelwald committed – the Jungfrau is proud of it. I hope the Climate Path has many fortunate wanderers.