

Appenzellerland. 
Vom Bodensee bis zum Säntis.



Min Vater ischt en Appezöller...

My father is an Appenzeller...

Appenzellerland, the place to be.

Farms and villages lie scattered among incredibly beautiful scenery. Homes of friendly folk, whose joy of living shows in their colourful costumes and lilting melodies. Firmly rooted in their old customs, yet open for anything new.

Highlights of Alpine life

Everyday life in the Appenzellerland still mostly centres on dairy farming. One of the most popular events is the cattle drive or «Öberefahre». This is the day in spring and autumn when the herdsmen, dressed in their colourful costumes, lead the animals to and from the high pastures, with plenty of yodelling and the music of cowbells. Equally impressive are the cattle shows or «Vechschauen», where the farmers proudly present their most beautiful cows.

A pageant of colour

On Corpus-Christi Thursday or «Öse-Hegottstag», a colourful procession makes its way through the brightly decorated streets of the Innerrhoden villages. It is headed by the clerics in festive robes, accompanied by acolytes and municipal dignitaries, but it is the women in their magnificent local costumes who are the most eye-catching.





Me hend e schös Lendli...

We have a lovely little land...

Appenzellerland, the place to be.



Pagan past

Towards the end of winter, bonfires light up the night sky on «Funkensonntag» to symbolize the end of the cold season. In the half-canton of Innerrhoden, bets are laid as to who can produce the biggest fire. In Ausserrhoden the straw dummy known as «Gidio Hosenstoss» meets his fate in the flames.

Democracy pure

At the stroke of twelve on the last Sunday in April, everyone entitled to vote meets in the «Ring» on the village square in Appenzell. This is democracy in its original form, where the government meets face to face with the people to settle accounts. Men and women vote with a show of hands on proposed laws and elect the members of the local government and the law court officials.





Symphony of sounds

The sound of cowbells and melodious yodelling afar off announces the approach of strangely attired figures: «Silvester-Chläuse», in groups known as «Schuppeln», wander from house to house wishing everyone a happy new year. In odd-numbered years firecrackers disturb the peace, drawing attention to the Carnival procession on the Monday before Shrove Tuesday.



Natural beauty as far as the eye can see.

Peace lies over the hills and valleys like a shimmering, emerald-green coverlet, edged with stark rocky cliffs and thunderous waterfalls. Come and discover the intriguing contrasts of this unique area.

Velvety hills and dales

The velvety hills of the Appenzellerland demand to be explored. Innumerable hiking trails and walks, bike trails and the little red trains take you to romantic spots. Even a round of golf in Gonten is played out in magnificent mountain greenery. And the Joke Trail («Witzweg») from Heiden to Walzenhausen has not only 80 «laughter stops» but also spectacular views of Lake Constance to break the monotony.

Fascinating world of mountains

The mountain chain of the Alpstein never ceases to provide scenic surprises, with a plethora of opportunities for gentle walks as well as strenuous climbs. The breathtaking views can also be enjoyed with no great effort, by taking a cable car to the Säntis, Ebenalp, Hoher Kasten or Kronberg.



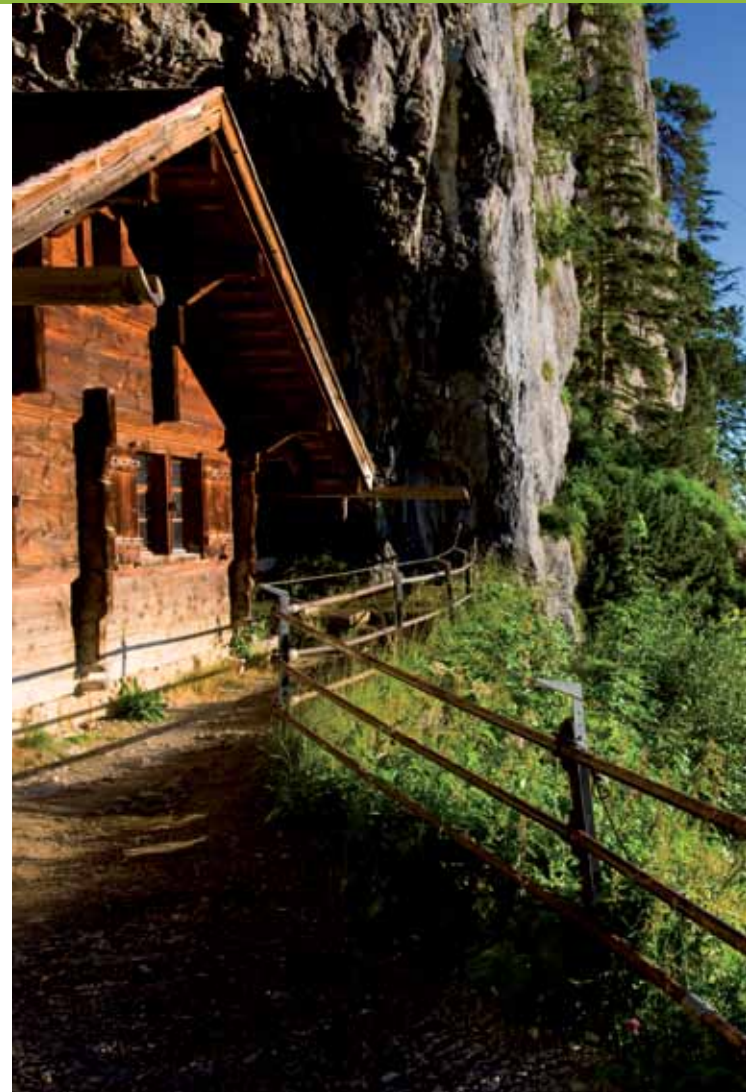


Juhee, s isch Zyt, me gönd id Berge...

Hurrah, it's time to go up into the mountains...

Mysterious mountain lakes

Like glittering jewels, the three small alpine lakes Seealpsee, Sämtisersee and Fälensee are set deep in the plunging valleys of the Alpstein. Ideal spots to commune with nature, and to listen with the inward ear.





Stones of the ages

Want to know more about past times? Follow the geological hiking trail from the Hoher Kasten, where history is recorded in stone strata. Underneath the Ebenalp you can travel back in time to the Neanderthal era, and a cultural theme trail along the 50 km «Kulturspur» will take you through Ausserrhoden's unspoilt hill country.

Natural beauty as far as the eye can see.



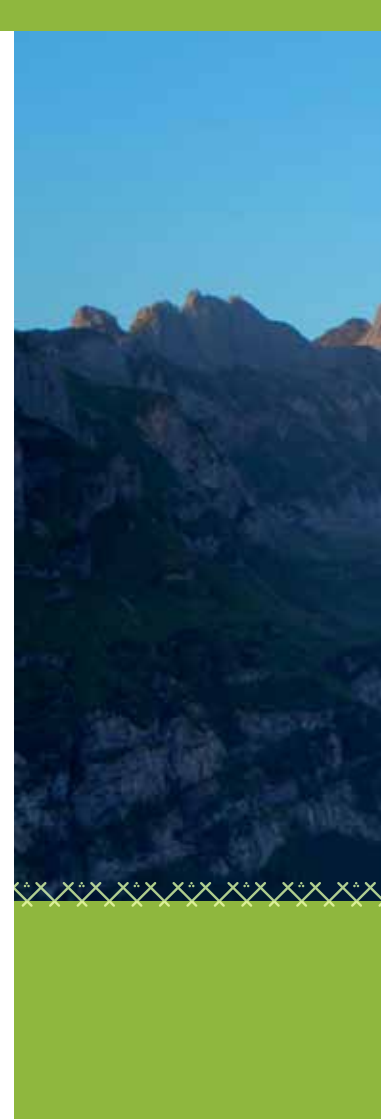
Stay and enjoy a genuine welcome.

The Appenzellers' legendary hospitality is marked by genuine attentiveness to guests' wishes and an unbelievable variety of places to stay. Whether prince or peasant, family or single, we have just the place to suit you.

Hut or hotel, farm or flat

The mountain inns so near to the sky will reward you for the strenuous uphill hike by providing an overwhelming view. They also provide the ideal place for a break or a bed for tired mountaineers and climbers in the Alpstein. If you prefer something more down-to-earth, you can

find hotels, inns and holiday flats in the idyllically located villages, with people who will welcome you and your family with open arms. If you want to get really well acquainted with local ways and customs, spend a holiday on a farm or in private homes that offer bed & breakfast.





Berewegge, Chääs ond Brot...

Pear-pasty, cheese and bread...

Stay and enjoy a genuine welcome.

Hotels with the feel-good factor

The people of the Appenzellerland want their guests to feel thoroughly at home. This genuine hospitality is perceptible just as much in modest surroundings as it is in luxury hotels with all their comprehensive range of feel-good facilities. Optimal rooms with state-of-the-art infrastructure and recreational opportunities are also available for your conferences and seminars.



Culinary specialties

We recommend Zimtfladen and Biber, washed down with a glass of Flauder. As a savoury, try Mostbröckli or Appenzeller cheese. The locals love their special sausage, Siedwurst, with a tasty Appenzeller beer chased by an Appenzeller Alpenbitter, to name but a few of the regional culinary delights.





Juhee, de Wald isch grüe...

Hurrah, the forest is green...



Inspiring scenery restores the soul.

The lush green hills clothed in fields and forests, rocks and ravines, the changing moods of the sky above, all combine to intensify the inspirational power of nature that you feel with every step you take here. It's easy to let go, relax and recharge your batteries in these surroundings.

The elixir of life at your fingertips

Crystal-clear springs bubble out of the rocks and ground, the air is fresh and pure. That is why in centuries past the fame of health cures in the Appenzellerland spread far and wide. Even today, traditional lore continues to pervade the treatments prescribed using thermal baths, natural mud baths, whey cures and many other stimulating, relaxing and soothing therapies and cures.

The power of nature

Grim and forbidding, soft and gentle – the Appenzellerland runs the whole gamut of natural scenery. As if nature were reflecting human emotions and using its mysterious power to restore the soul's harmony.

Herbs and simples used to good effect

The Appenzellerland is renowned for its natural healers who continue to use age-old treatments such as cupping and magnets, or preparing tinctures, ointments and infusions from medicinal herbs. Even today, the monastic pharmacies remain a real treasure-trove of tried and tested natural remedies.





The power of the word

As well as medicinal herbs and simples, the Appenzellers also trust in the power of the word. Prayers and faith are firmly anchored in their rituals, such as the evening call to prayer as protection from harm for people and animals.

Inspiring scenery restores the soul.





E Giige, e Hackbrett, en Brommbass dezue...

A violin, a dulcimer and a double bass too...



Craftsmanship with a golden touch.

The small window lets a soft light fall into the workshop. The silence is broken only by the sound of the plane guided by a steady hand. It is as if time had stood still, and all the merits of a long-forgotten skill were assembled in this one room.

Long-established craftsmanship

A gleaming hammered dulcimer, engraved belts, hooped wooden vessels, carved pipes, a finely embroidered cloth – there is an enormous choice of precious hand-made objects. However, the results of these traditional handicrafts are not only things of beauty but they are also highly functional. It is not surprising therefore

that these skilfully crafted objects are still in daily use even today. People here pay attention to the essentials, and their painstaking work reveals their love of detail, found here in an engraved decoration, there in a naïve painting or in a multicoloured band.

An eye for essentials

As a rule, Appenzellers are curious. They like to know all the ins and outs of things. Interested in anything new and different, they test it, put it alongside the old familiar things and then develop something special that fits in with their own ideas. It is no coincidence that Appenzell companies, steeped in tradition, have made their name both nationally and internally with new, innovative products.

Permanent values

The many fairs are a great source of pleasure: «Chilbimärkte», or funfairs, cattle shows, farmers' markets and the «Chlööslers», which are Christmas fairs creating the special Advent mood in the narrow village streets, and setting the scene for the artistically decorated Christmas trappings known as «Chlausezüüg».





Craftsmanship with a golden touch.



Any excuse for getting together.

The Appenzellers are a sociable bunch. They like to get together and play cards in the local Gasthaus, enjoy themselves together at a typical dance or «Stobede», tell jokes and tall tales about the goings-on in the village, and join in the singing, music-making or yodelling.

Jokes and good company

The Gasthaus is the most likely place to find lively cultural, sociable and musical company. This is where opinions are voiced, political issues discussed, friendships made, jokes told and anecdotes exchanged about the past. This mixture of the serious and light-hearted, where there seems to be room for everyone and everything, is particularly fascinating.

Dancing and music

Exceptionally lively occasions are the «Stobede», held on the Alpine pastures all around the Säntis, where there is dancing, music and singing. With a bit of luck, similar events can be found in any Gasthaus. Music comes in many guises, from «Talerschwingen», «Schölleschötte» and «Ruggussele» to «Ratzliedli», string quartets and talented performances on the hammered dulcimer. And don't be surprised if the merry music flows naturally into a melancholy «Zäuerli».





Etz wemmer e Schöppeli loschtig see...

Now we want to have serious fun...

Myths and legends

The deep longing for a better world can also be seen in the countless myths and legends passed down from generation to generation and still alive in place names like «Chindlistein» (Child's stone), «Chastenloch» (Cupboard hole), «Tüüfelsloch» (Devil's hole), «s End vo de Wölt» (World's end) and which are a constant reminder that pride goes before a fall.





Any excuse for getting together.





De Wenter het ös öbe d Nacht...

Winter came to us overnight...



Memories to treasure.

Is this the Snow Queen's very own realm? The first snowflakes transform the Appenzellerland into a magic kingdom overnight. Enthroned in a beauty that touches the soul.

In the great outdoors

The most beautiful aspect of the Appenzellerland is its scenery. Adults and children alike will always remember the adventures of the great outdoors. Who could ever forget a walk in the winter wonderland of a snowy forest? Who could ever erase from their memory that cross-country ski run through enchanted valleys, the sleigh ride over Appenzell hills, the snow-shoe trek through virgin snow at the foot of the Alpstein?

Sightseeing

Should heavy clouds pile up now and then over the Appenzellerland, our museums offer interesting insights into our way of life. Or what about a stroll in a nearby town? Or a trip to one of the showcase companies? Summer or winter – the Appenzellerland's unique blend of beauty and variety cannot fail to fascinate.

Appenzell **goba cola in green**
kalorienarm



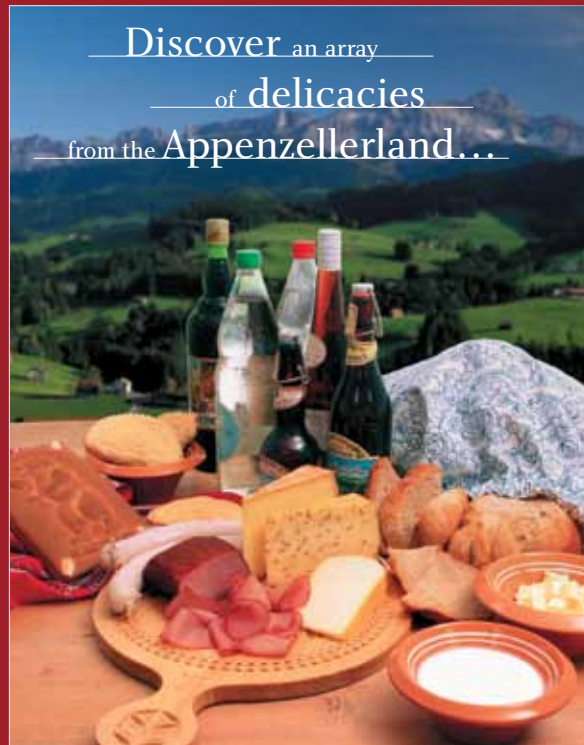
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We'll never reveal the recipe that gives its flavour.

The recipe for the herbal brine is also kept strictly secret at the Appenzeller® demonstration cheese dairy in Stein. But visitors will discover enthralling stories about Switzerland's spiciest cheese as well as having the opportunity to see the cheese itself being made. www.schaukaeserei.ch



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 and enjoy life

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Säntis-Schwebebahn
Hotel, Gastronomie, Events
CH-9107 Schwägälp
Phone +41 71 365 65 65
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LUFTSEILBAHN Ebenalp



Luftseilbahn Wasserauen-Ebenalp AG
CH-9057 Wasserauen
Phone +41 71 799 12 12
Fax +41 71 799 12 13
E-Mail: info@ebenalp.ch
www.ebenalp.ch

DREHRESTAURANT HOHER KASTEN



Hoher Kasten
Drehrestaurant und Seilbahn AG
CH-9058 Brülisau
Phone +41 71 799 13 22
Fax +41 71 799 14 66
E-Mail: seilbahn@hoherkasten.ch
www.hoherkasten.ch

Kronberg



Luftseilbahn Jakobsbad-Kronberg AG
CH-9108 Gonten
Phone +41 71 794 12 89
Fax +41 71 794 16 13
E-Mail: info@kronberg.ch
www.kronberg.ch

Appenzellerland Tourismus 

CH-9050 Appenzell

Tel. +41 (0)71 788 96 41

Fax +41 (0)71 788 96 49

info@appenzell.ch

www.appenzell.ch

Appenzellerland Tourismus 

CH-9410 Heiden

Tel. +41 (0)71 898 33 00

Fax +41 (0)71 898 33 09

info@appenzellerland.ch

www.appenzellerland.ch

