

# SWITZERLAND.

SELECTION 2020

42

HIGHLIGHTS

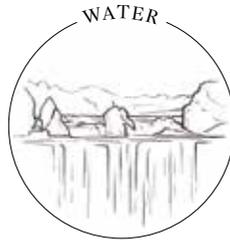


Switzerland.



Switzerland is situated in the Alps, the highest mountain range in Europe.

**01-10**



Water from the Alps flows into the Atlantic, the Black Sea and the Mediterranean.

**11-20**



The Swiss are bridge-builders and have world-class architects.

**21-31**



The residents of the Alpine valleys all speak their own language.

**32-42**

SERVICE  
Roads  
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# 01 Matterhorn

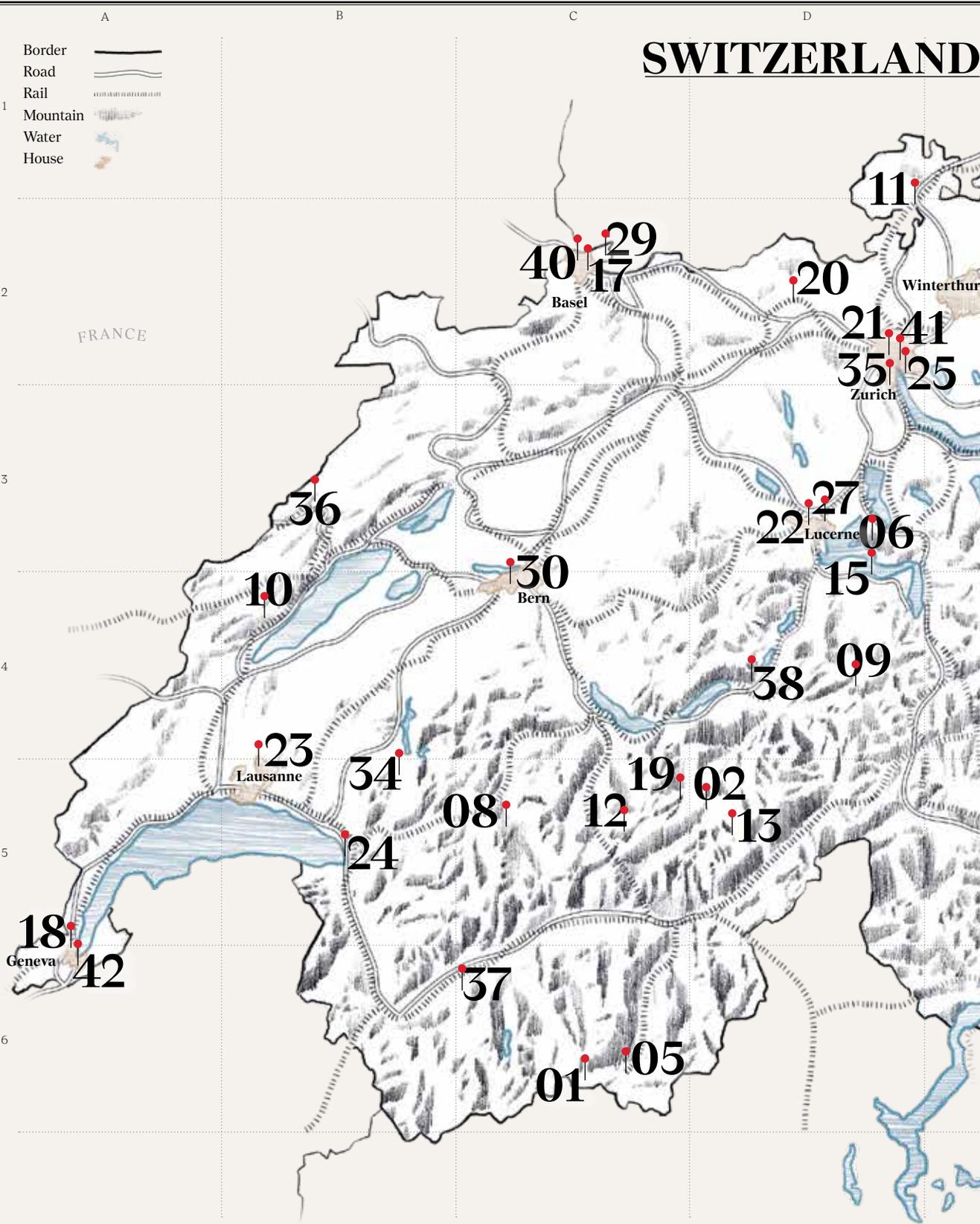
*The iconic landmark of Switzerland*

Such a graceful shape! Such majestic elegance! It doesn't matter how many times you've admired and marvelled at the 4,478m peak, you can never fail to be awestruck by its magical attraction. Although we Swiss are known for our modesty, we cannot help but say: the Matterhorn really is the most beautiful mountain in the world! And beauty usually goes hand in hand with popularity. That's why the "Horn", as the mountain is known by Valais locals, graces consumer products such as Belgian gin, Canadian beer, Italian men's swimming trunks, American shaving cream – and, of course, delicious Swiss chocolate.

Cover image: © Nico Schaerer  
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# SWITZERLAND

- Border 
- Road 
- Rail 
- Mountain 
- Water 
- House 



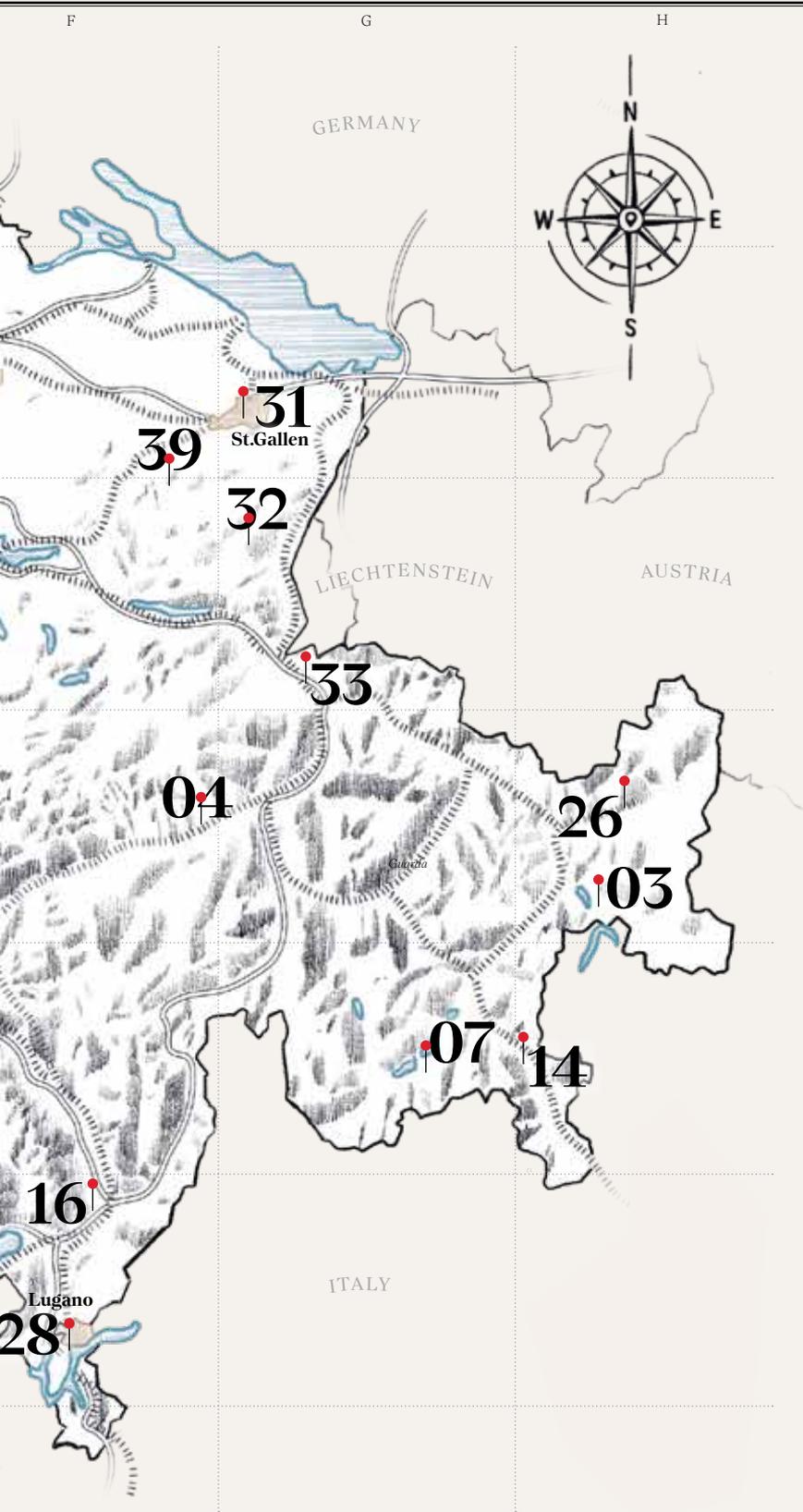
Our partner regions









- 01 Matterhorn C6
- 02 Jungfrau D5
- 03 National Park H4
- 04 Laax F4
- 05 Zermatt C6
- 06 Rigi D3
- 07 Engadina G5
- 08 Gstaad C5
- 09 Titlis D4
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- 11 Rhine Falls D1
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- 40 Carnival C2
- 41 Christmas market D2
- 42 Fête de l'Escalade A6

# Grüezi.

Come a little closer. I won't bite, I promise. People say that I'm good-natured, friendly and resilient – just like my friends, the Swiss. And if you're feeling down in the dumps, I've got something in my cask that has succeeded in cheering up a great many visitors.



This magazine will take you to some of Switzerland's most beautiful sights. It is divided into four chapters that together characterise the country: "Mountain" and "Water", as the defining elements of the Swiss landscape, "House" and "People" as the built heritage and cultural traditions of those who live here.



All highlights at a glance:  
→ [Map on the last page.](#)

Find more inspiration at:  
→ [MySwitzerland.com](http://MySwitzerland.com)



The majestic mountains form the foundation of Switzerland. These dignified gentle giants shape the landscape and revitalise visitors and locals alike.

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# 02 Jungfrau

*An unreal panorama*

The Eiger, Mönch and Jungfrau: the striking triumvirate in the Bernese Oberland is usually mentioned in the same breath. Nonetheless, the “first among equals” is definitely the Jungfrau. The reason for this is probably the observation platform on the Jungfrauoch, which offers visitors a fascinating panorama that hovers somewhere between cheesy and surreal.



# MOUNTAIN

# 03 National Park

*A realm of Alpine wilderness*

A wildlife-spotting excursion to this realm of Alpine wilderness can be as exciting as any thriller – you never know which creature is going to cross your path next, what is making that rustling sound and whether that howling is from the wind or a wolf. Founded in 1914, making it Central Europe's oldest national park, it is home to numerous different species. The king of the beasts here is not the lion, but the ibex – in fact half of Switzerland's 12,000-strong ibex population lives in Graubünden.

# 04 Laax

*A paradise for snowboarders*

The Laax Halfpipe, constructed each year on the ridge of the Crap Sogn Gion at an altitude of 2,200 metres, is an imposing work of art made of ice and snow: it measures 200 metres by 22 metres by 6.9 metres. Even the best snowboarders in the world experience a feeling of awe as they plummet down the steep sides of the tube to be catapulted high into the air on the other side. If the superpipe sounds a bit too daring, you'll find plenty of pristine slopes in Laax with soft powder to play in.

# 05 Zermatt

*Ski slopes for every taste*

The ski resort in Zermatt is like the breakfast buffet of a great five-star hotel – the 360 kilometres of slopes have something to suit all tastes. Beginners can enjoy gentle flat slopes, while adventurous types can try skiing or snowboarding down one of the deep snow slopes marked in yellow, and more meditative souls can join a ski tour group ascending to the summit of one of the 38 peaks. The name Matterhorn Ski Paradise simply says it all.

# 06 Rigi

*The queen of temptation*

Because the early humanists interpreted the name Rigi as a derivation of Regina montium – Queen of the Mountains – for purely romantic reasons, famous artists such as William Turner or writers such as Goethe and Mark Twain were later enticed into taking a trip to the massif in Central Switzerland. They then took up their paintbrushes and pens to capture their impressions of the stupendous views and lovely landscape, helping to make the Rigi one of Switzerland's most popular summer hiking destinations.





# 07 Engadin

*A winter marathon*

Where's the most impressive queue in the Engadin? That's easy – it has to be the several-hundred-metre-long field filled with the 13,000 or so cross-country skiers waiting to take part in the ski marathon on the second Sunday of March. The 42-kilometre route winds its way from Maloja, passing St. Moritz across frozen lakes and through snowy forests to S-chanf.



## 08 Gstaad

*The cosmopolitan village*

On the one hand, Gstaad is a village full of charming chalets. On the other hand, it is a cosmopolitan luxury resort and home to many famous and iconic five-star hotels, which have always attracted international jetsetters. Incredible, but true.



## 09 Titlis

*Thrills and spills at  
3,020 metres*

Freedom really seems limitless from above the clouds. Want to experience this for yourself? Take the Titlis Cliff Walk, Europe's highest suspension bridge. This thrilling experience at 3,020 metres will certainly broaden your horizons.

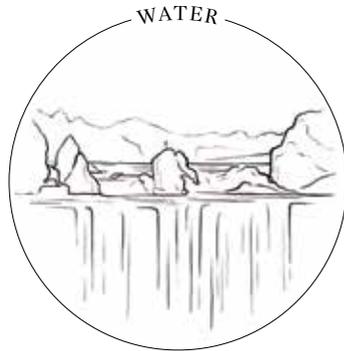


## 10 Creux du Van

*The other Grand Canyon*

As you hike along grass mats past the vertically sloping rock walls formed by glaciers and streams, you will be reminded of the Grand Canyon. The rock arena offers spectacular 360-degree panoramic views as far as France.





Life emerges from the Alps in the form of a fresh bubbling stream that splashes down the rocks towards the sea, passing through lakes and wide rivers filled with fish.

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All highlights at a glance:  
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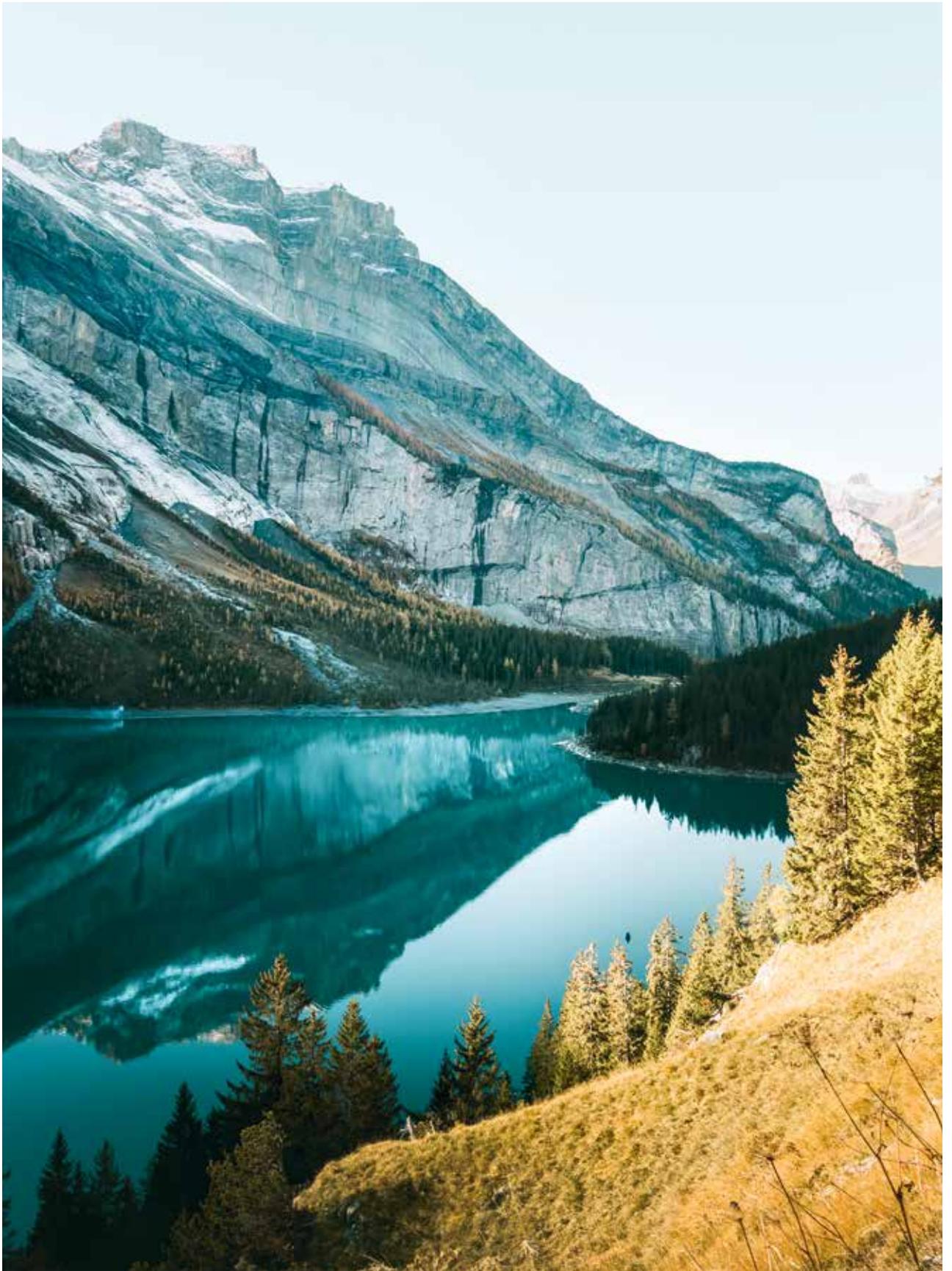


# 11 Rhine Falls

*A natural spectacle up close*

Can you see? Below the castle, directly above the water, is the viewing platform. It reaches into the mighty spray of Europe's largest waterfall, which rages and thunders incessantly like a huge, deafening round of applause – an unforgettable natural spectacle.

# WATER



# 13 Aletsch

*A transient monument*

Measuring almost 23 kilometres in length and over 80 square kilometres in area and weighing 11 billion tonnes, the Aletsch Glacier in Valais is a colossus of ice with no equal in the Alps. But even giants like this may not last forever. That's why you should grab the chance to visit this largest river of ice and experience it with all your senses, before it disappears completely into the Mediterranean.



# 14 Lago Bianco

*An idyllic natural ice rink*

Travelling by UNESCO World Heritage railway to the mirror-smooth surface of a frozen lake? It's easy in Graubünden: climb aboard the Rhaetian Railway Bernina Express in Chur, get off at Ospizio Bernina – and soon you'll find yourself on the shores of this huge natural ice rink. As soon as the ice cover allows skating, you'll notice that it looks like the fish are swimming through the clouds.



# 12 Lake Oeschinen

*A huge liquid mirror*

Many consider this high-altitude lake to be the most beautiful in the Swiss mountains. In fact, it genuinely seems like paradise here because of how the glacier-covered peaks of the Blüemlisalp are reflected in the crystal clear water surrounded by enchanting mountain forests. The temptation is to take a flying jump into the liquid mirror, something you can actually do in several beautiful bathing spots. Having enjoyed the fun of the clear water, you can dry off in the sun before returning by cable car to nearby Kandersteg.

# 15 Paddle steamers

*A boat ride to the past*

With its legendary jagged shoreline, Lake Lucerne has the largest fleet of historic and modern ships of all the Swiss lakes. These carry guests in style to the proud mountains around it, the birthplace of Switzerland and sites from the national epic “William Tell”.

# 16 Verzasca

*A river to suit everyone*

For many years, the Verzasca was one of the best-kept secrets among the Swiss. Discovered by travellers and compared to the emerald-green waters and pale crags to the Maldives, the sleepy valley has awoken from its slumber. Swimmers now enjoy the fresh water under the medieval footbridge Ponte dei salti while experienced canoeists navigate spectacular canyons, and daring adventurers further downstream emulate James Bond with the 220-metre bungee jump from the opening scene of “GoldenEye”.

# 17 River bathing

*Take a plunge in the city*

Switzerland’s rivers supply half of Europe with fresh mountain spring water from source to estuary. Because the cleanliness of the water is a top priority for the Swiss, who get the majority of their drinking water directly from rivers and lakes, you can swim anywhere without worries and simply let yourself drift. Even in cities like Bern, Basel or Zurich.

# 18 Jet d’Eau

*A towering column of water*

Bridges, castles, houses, churches, squares – as a rule, city sights are usually associated with historical or modern architecture. Not so in Geneva: literally the biggest local tourist attraction is a 140-metre water spout that towers over the whole of Geneva. Visible for miles around, often with a “warped” look, the fountain is known as the Jet d’Eau. It is fed by a powerful pump that sprays 500 litres of water per second skyward at a speed of 200 kilometres per hour.

# 19 Lauter- brunnen

*The foaming forces of destiny*

The water in the approximately 300-metre-high Staubbach Falls near Lauterbrunnen is often swirled about by the wind so much that it resembles a dust cloud. The poet Goethe was so fascinated by this huge waterfall that he immortalised it in his profound “Song of the Spirits over the Waters”.

# 20 Moated castle

*A royal union*

Switzerland is known as the “moated castle” of Europe since it is the source of the great rivers Rhine, Rhone, Inn and Ticino, which irrigate the fertile fields of its neighbours. But the Swiss themselves are familiar with their own “moated castle”. There’s no point looking for turrets or pleasure gardens, however. Instead, turn your attention to the impressive majesty of the rivers Aare, Limmat and Reuss, as they flow into one another in the floodplains.





The Swiss build things to last and have largely been spared from natural disasters and the ravages of war. That is why many town centres are in an excellent state of preservation, inviting visitors on architectural forays through the styles of the past 1,000 years.

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# 21 Swiss National Museum

*A creative “clash” of cultures*

The keepers of the flame of Swiss history depict life in all its colourful contrasts: on the one hand, the fairy-tale castle of 1898 with its impressive permanent exhibition on the country's history, and on the other hand the minimalist new building constructed in 2016 to house contemporary exhibitions about Zurich and all sorts of specialist subjects. Efforts to contextualise Swiss history at this museum also include modern elements such as concerts, events and parties in the courtyard. The creative “clash” of cultures is symbolic of the zeitgeist of Zurich, the Little Big City on the River Limmat, which oscillates between navel-gazing and a global perspective.

# HOUSE





## 24 Chillon Castle

*A splendid example*

It's true that we don't have as many fortresses and castles here as in Scotland. However, Chillon Castle near Montreux is such a wonderful example of a castle built on water that the Scots are green with envy.



## 25 Le Corbusier

*Zurich's colourful villa*

The most significant modernist architect, Swiss native Le Corbusier, regarded this 1967 building as a synthesis of the arts. Because of the colours and unique spaces, many visitors see it as Zurich's most colourful villa.



## 26 Guarda

*A picture-book backdrop*

Some people say that the door of house no. 51 in Guarda is the most famous in Switzerland: Alois Carigiet chose this larch wood doorway for the cover illustration of "A Bell for Ursli", a popular children's story written by Selina Chözn.



## 27 Swiss Museum of Transport

*A boundless adventure*

Where do the past, present and future meet? The impossible becomes possible at the Swiss Museum of Transport in Lucerne. The extensive grounds showcase the earliest cars and railways, a world of virtual reality, a planetarium and visions of future mobility – plus 1,001 other activities.

## 22 Chapel Bridge

*A city favourite*

For many residents of Lucerne, the night of 17 to 18 August 1993 was the worst of their lives: the Chapel Bridge, the historic symbol of the city of light, went up in flames. However, thanks to committed efforts at the time, the most important parts of the bridge were saved, so that the oldest wooden bridge in Europe can now be seen in all its glory once again. The 110 16th-century paintings tucked under the rafters that praise a good lifestyle are a particular delight.

## 23 Plateforme 10

*Art for art's sake*

There aren't many cities in the world that take art so seriously that they dedicate a whole district to it. Lausanne did exactly that with Plateforme 10 – a visionary project that brings together the Vaud Museum of Fine Arts (MCBA), the Elysée Museum of Photography, the Museum of Contemporary Design and Applied Arts, and two renowned art foundations.



## 28 Castles of Bellinzona

*Witnesses to times past*

The three proud castles of Bellinzona, as well as the wall blocking the valley as far as the opposite side of the mountain, are protected by UNESCO: “An outstanding example of late-medieval fortifications at the entrance to key alpine passes.”



## 29 Fondation Beyeler

*A unique art museum*

At the Fondation Beyeler, the grandiose exhibits merge with the landscape on the museum’s doorstep, as if they want to step outside. And who could blame them? This is one of the most beautiful museums in Switzerland with a permanent cast of stars.



## 30 Bern

*A crazy little world*

Measuring just 0.85 square kilometres, Bern’s old town is small but multifaceted. It is home to the federal parliament building with its towering dome, for example, where the political destiny of modern Switzerland is decided. It is also the site of the 13th-century Zytgloggeturm, which was once a prison for women found guilty of dangerous liaisons with priests. In 1983, this jumbled collection of old buildings in the middle of the capital was declared a UNESCO World Heritage site.

## 31 Abbey library

*Straight out of Harry Potter*

This building is so beautiful that it’s easy to miss the roughly 2,700-year-old Egyptian mummy, known as Schepense, that rests here. After all, the main attraction is the baroque hall dating back to 1767 with the third-oldest library in Europe and its 170,000 works, including the “Codex Abrogans”, the oldest book written in German. There’s no doubt that Harry Potter would love this place.





Between the peaks and the lakes, the country  
is inhabited by people who have chosen  
to bring their different languages and cultures  
together as a common nation.

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# 32 Alpine descent

*A living tradition*

In late summer, the cowherds and girls in traditional dress return with their goats and cattle from the Alp to the valley below. This results in a colourful piece of street theatre in the Appenzellerland: the yellow trousers of the herdsmen compete for attention with the floral garlands worn by the animals.



# PEOPLE

# 33 Heidi

*The world-famous orphan*

The fact is that Heidi is simply a children's book character who has great adventures with her grandfather, young Peter the goatherd and her friend Klara. However, because of her down-to-earth and tenacious character, the girl has long since become a world-famous icon. Heidi's mountain world comes to life in Maienfeld.



# 34 Fondue

*A special national dish*

What do fish and chips, pizza, goulash, Wiener schnitzel and fondue all have in common? They're all national dishes. But the Fribourg "moitié-moitié" fondue made from spicy Gruyère and mild Vacherin cheese is even more special: remember – anyone who drops his bread in the cheese has to pay a "forfeit".



# 35 Chocolate

*Sweet temptation*

If Switzerland's appeal were to be reduced to just a few words, "chocolate" would certainly be one of them. The delicate and sweet confection can be found throughout the country, whether in the small production facilities of the chocolatiers or at Switzerland's large, world-famous chocolate manufacturers.



# 36 Watches and clocks

*Timeless quality*

Which came first, the watch or the ever-punctual Swiss? One thing is certain: the beating heart of Swiss watchmaking is in La Chaux-de-Fonds. The town is a bastion of this timeless quality, a UNESCO World Heritage site, and home to the international watch museum.





## 37 Alpine horn

*The rustic brass instrument*

The sounds of the alpine horn echoing from mountain to mountain will make the hair rise on the back of your neck and your heart leap. For a long time, the alpine horn was a tool used by shepherds for various purposes. It was blown to call the cows from the pasture back to the cowshed and to calm them during milking. Played in the evening before the hut, the wind carried the sound of the alpine horn across the pastures as an evening prayer. The main function of the alpine horn, however, was communication with the herdsmen on neighbouring Alps and with people down in the valley.



## 38 Alpine wrestling

*The national sport of giants*

Most competitors are as big as neolithic standing stones, displaying ferocity and strength. But the wrestlers, who crown their “king” every three years, also show great respect for their sporting opponents, dusting them down at the end of a bout.



# 40 Fasnacht

*A magical spectacle*

Fasnacht in Basel was awarded UNESCO World Heritage status in 2017. The start of Fasnacht is a magical spectacle: at exactly 4 a.m., all of the city's lights are switched off, the command "Morgestraich, vorwärts, marsch!" is given, the sounds of piccolos and drums are heard everywhere, and hundreds of coloured lanterns start to move.



# 41 Christmas markets

*Year after year*

Christmas markets are held up and down the country from the end of November. But nowhere rivals Zurich, which has as many as six. The most romantic is found in the old town. The trendiest is held in front of the Opera House on Bellevue. And the largest of them all with the glittering Christmas tree is found at the main train station.



# 42 Fête de l'Escalade

*Symbols of peace*

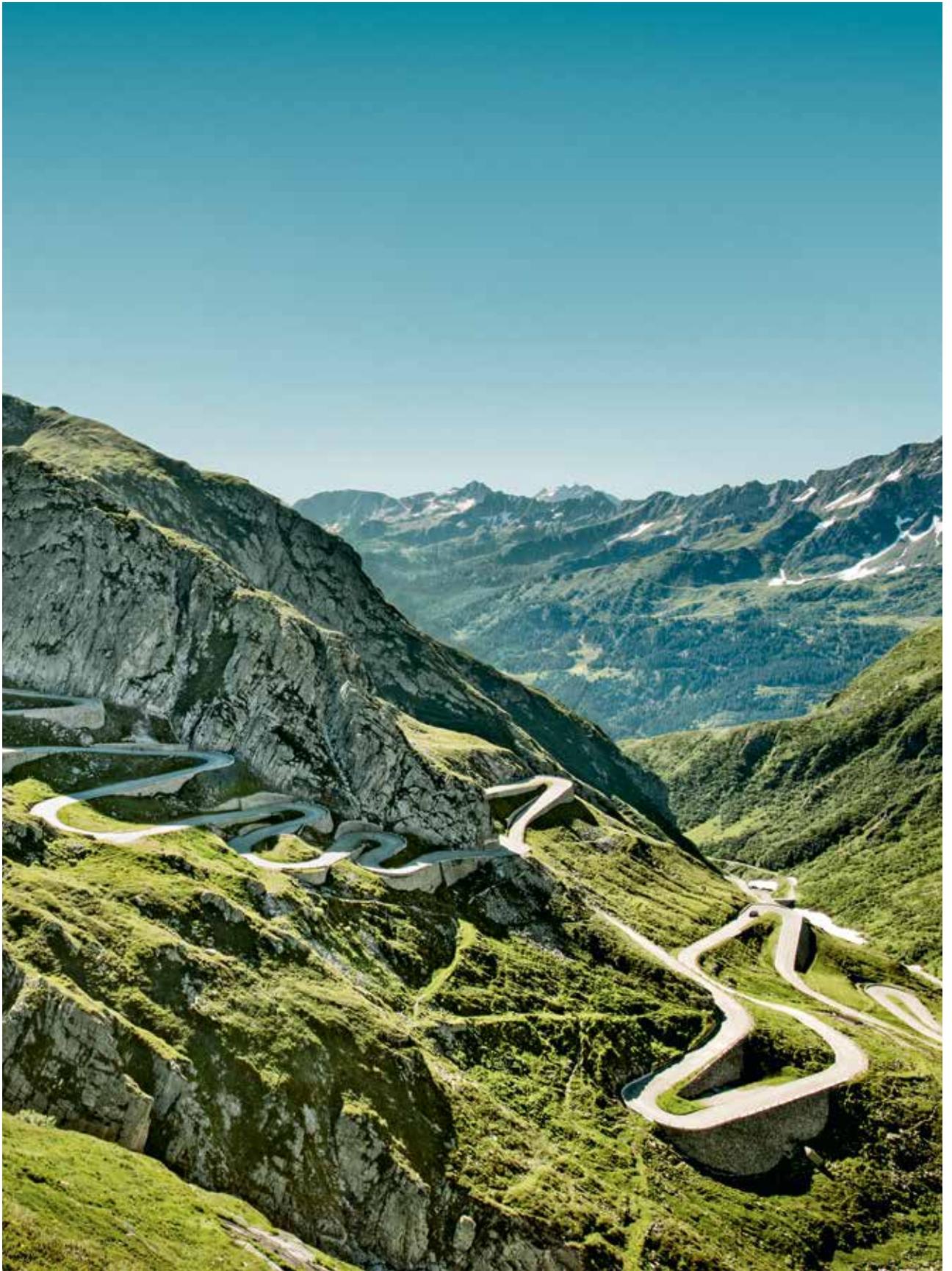
With the European seat of the UN, the international headquarters of the Red Cross and the Broken Chair sculpture, Geneva is often described as the "capital of peace". This was made possible thanks to a defensive battle in 1602 against a mercenary army from Savoy. The battle is commemorated in December with the Fête de l'Escalade.



# 39 Silvesterkläuse

*Ghosts and demons*

The year ends twice in the Appenzellerland: according to the modern calendar, it ends on 31 December, while according to the Julian calendar, it ends on 13 January. That's why the Silvesterkläuse figures in their huge masks go from house to house twice a year to drive away the evil spirits with wild bells and a gentle yodel.



For centuries, the high mountains and deep valleys have inspired the Swiss to carry out complex construction work. Thus they became masters in the construction of bridges, roads and tunnels, connecting the country's highlights via a network of spectacular routes:

## ← Aaldorf → Airolo Gotthard

### *Across the Alps*

What is now one of the most important transport links through the Alps was impassable for many years: the narrow Schöllenen Gorge was closed off to people and animals alike. Only in the 13th century did the people of Uri succeed in breaking through the dangerous gorge and connecting the Gotthard to the Swiss Plateau to the north. Legend has it that the devil helped them with the delicate construction work, the price for his services being the first soul that crossed his bridge. However, the locals out-smarted him by sending a billy goat across, much to Lucifer's displeasure. Today, the drive along the historic route, especially the winding section through the Val Tremola between the pass and Airolo, is a heavenly experience.

## St. Moritz → Chur Julier Pass

### *The most beautiful high valley of the Alps*

The Julier Pass was an indispensable alpine route for the Romans. Fragments of the columns from a former sanctuary on the pass illustrate its importance. Still today, the pass, which forms the European watershed between the Black Sea and the Atlantic, is a central connection to the Engadin. It remains an impressive sight: the winding mountain road through the majestic mountains is popular among fans of classic cars and fast sports cars from spring to late summer.

## Chur → Disentis Ruinaulta

### *A trip through the unique gorge*

The spectacular Ruinaulta Gorge on the Upper Rhine is 13 kilometres long and 400 metres deep in places, stretching between Ilanz and Reichenau. It goes without saying that it is not always easy to reach

such a wild landscape. But that's exactly what makes this high road so appealing, above the rugged cliffs and thunderous mass of water, and so narrow in certain places that there is just enough room for one car to pass.

## Interlaken → Andermatt Grimsel Pass

### *Past ice, rock and lakes*

On 4 October 2001, the Grimsel Pass was the scene of Switzerland's largest ever planned "blast": When the "Chapf" outcrop, in a precarious position 900 metres above the pass route, was blown up, 150,000 cubic metres of rock were set in motion, equivalent to over 9,000 forty-tonne lorries. On the scenic mountain route that connects the Bernese Oberland with the Upper Valais, lorries, however, are rarely encountered. Instead, three man-made lakes dominate the landscape: the bright green Räterichsbodensee, the grey Grimselsee and the blue-black Totesee.

## La Chaux-de-Fonds → Delémont Franches-Montagnes

### *A sea of rolling hills*

A long time ago, Franches-Montagnes in the canton of Jura was a pretty violent place: during the Thirty Years' War, which lasted from 1618 to 1648, the Swedes pillaged the local villages, and in the 18th century, families of Anabaptists hid from their persecutors in this sparsely populated area. It is hard to imagine any of this today as you admire the idyllic plateau. With its gentle hills and romantic valleys, it invites you to enjoy a relaxed "cruise" along the quiet country roads that taper off seemingly without end towards the horizon. If you want to stop to stretch your legs, the Franches-Montagnes have some wonderful rest stops. On the shores of the lovely moorland lake Étang de la

Grùère, for example, or in the main town of Saïgnelégier, where you can admire the age-old craft of watchmaking and the proud stallions of the Swiss Franches-Montagnes breed of horses.

## Weggis → Stans Ferry trip

### *A boat ride into the mountains*

Why drive when you can let someone else take the wheel (or even the tiller)? This is a particularly good question when you find yourself by Lake Lucerne in Central Switzerland, where a ferry has been in operation between the villages of Beckenried (canton of Nidwalden) and Gersau (canton of Schwyz) since 1930. The crossing on the "Tellsprung II", named after national hero William Tell, takes 20 minutes. This means you can save yourself a 50-kilometre trip along some very narrow roads – and instead arrive at the foot of the famous Mount Rigi feeling totally relaxed.

## Genève → Yverdon-les-Bains Vallée de Joux

### *Quiet roads*

Suddenly you find yourself far away from civilisation, somewhere in the no man's land of a road movie: deserted roads lead through broad, hilly landscapes and spooky forests; here and there, the view opens up to reveal a proud panorama of the Alps, with Mont Blanc at the centre; now and then, you pass a farmhouse, a village, a settlement – until suddenly it is right in front of you – Lac du Joux, a lake as long and quiet as a slumbering giant in a fairytale.

## Grand Tour of Switzerland

### *All at once*

This round trip connects Switzerland's most important highlights via some great roads and is well signposted:

- » 1,600 kilometres
- » 22 lakes
- » 5 Alpine passes
- » 12 UNESCO World Heritage site
- » So many things to see

→ [MySwitzerland.com/grandtour](http://MySwitzerland.com/grandtour)



# Roads



The people who opened up Switzerland with rail transport of all kinds were true visionaries and pioneers. Rail travel is an experience in itself and brings passengers to the most beautiful landscapes in Switzerland.

Zermatt → St. Moritz

## Glacier Express

*Through the heart of the Alps*

Perhaps the most beautiful and luxurious train journey in the world, the Glacier Express connects the world-famous winter sports resorts of St. Moritz and Zermatt. True aficionados can treat themselves to a ticket for the brand-new Excellence Class: this offers all passengers comfortable armchairs by the window, personal travel guides, delicious five-course menus and the best view of the UNESCO World Heritage route on the Albula Pass

← with its unique *Landwasser Viaduct* (see photo left) and other wonders of nature. After eight hours in the “slowest express train in the world”, you will feel as if you have been on a week’s holiday in the mountains.

Lausanne → Vevey

## Lavaux

*A trip through the vineyards*

The world-famous wine region of Lavaux, which stretches over 30 kilometres from Lausanne to Vevey, has already been honoured twice: in 2007, it was added to the list of UNESCO World Heritage and, in 2010, Prince expressed his feelings about this place, which he visited on his way to the Montreux Jazz Festival, in the song “Lavaux”. If you would like to cross the terraces created by monks in the Middle Ages, enjoy the regional Train des Vignes train ride from Vevey to Puidoux-Chexbres and then take the Lavaux Panoramic road train straight to the nearest winery.

.St.Gallen → Lucerne

## Voralpen-Express

*Travel along the Alps*

On the one side, this unique journey offers views of the towering Alps, while on the other, the country flattens out and takes another 700 kilometres to descend to sea

level. The train travels through unforgettable landscapes such as the protected high moorlands of Rothenturm, crossing the Way of St James, which passes over the longest wooden bridge in Switzerland at Rapperswil (841 metres), and crosses the St.Gallen Sitter viaduct, Switzerland’s highest railway bridge.

Brienz → Rothorn

## Brienzer Rothorn

*Steaming up the slopes*

In June 1892, when the Brienz-Rothorn railway went into operation, it managed something incredible: a total ascent of 1,680 metres over eight kilometres solely by steam power. The railway was never electrified and still runs daily from June to October, traversing the fantastic mountain route to the summit of the Rothorn.

Alpnach → Pilatus

## Pilatus

*The world’s steepest cog railway*

With a maximum gradient of 48 per cent, the Pilatusbahn is regarded as the world’s steepest cog railway. When it was opened in 1889, it was steam-operated, and it was electrified in 1937. It negotiates the uphill altitude difference of 1,635 metres to the summit of Pilatus at up to twelve kilometres per hour, while for safety reasons the downhill speed is only nine kilometres per hour.

Stans → Stanserhorn

## Open-top thrills

*The open-top cable car*

If you’ve ever wanted to know how James Bond might have felt in “Moonraker” in the tough duel with villain Jaws on the cable car roof high above Rio de Janeiro, you should not miss this open-top ride. This unique cable car to the Stanserhorn can accommodate 90 people: 60 in the glazed lower deck and

30 up on top. When you reach the summit, you can take a seat in the revolving restaurant and let the mountain panorama pass by – it really does feel like you’re in a blockbuster movie.

Unterwasser

→ Chäserrugg

## Chäserrugg

*The most stylish railway in the world*

The impressive work of Basel-based architects Herzog & de Meuron, it captivates with its superior aesthetics, sophisticated functionality and great variety. For the Toggenburg cable cars, they have designed numerous buildings that look more restrained than the “Bird’s Nest” in Beijing, the Tate Modern in London or the Elbphilharmonie in Hamburg, while still ingeniously emphasising the beauty of the mountain. They have enclosed the machinery in cutting-edge outer structures inspired by the region’s animal shelters, while the interiors will bring joy to the heart of anyone who appreciates beautiful architecture. The highlight is the summit restaurant with its awe-inspiring view of the Alps.

Felskinn → Mittelallalin

## Metro Alpin

*The world’s highest underground train*

The underground, the classic means of transport in the great cities of the world, will whisk you to the opera, the football stadium and the airport – but also to the foot of 4,000-metre peaks. Or that’s the case in Saas-Fee at least, where the Metro Alpin carries climbers and winter sports enthusiasts from the Felskinn cable car station at 2,980 metres to an altitude of 3,456 metres. Up there, where the air is fresh and thin, those in the know will try a few moves on the ice and rock, before letting the Valais mountains work their magic over coffee and cake in the world’s highest revolving restaurant.

## Grand Train Tour of Switzerland

*Sit back and enjoy*

Train enthusiasts travel by rail through Switzerland, enjoying the most famous railway lines in the country:

- » 1,280 kilometres
- » 11 large lakes
- » 4 national languages
- » 5 UNESCO World Heritage sites

→ [MySwitzerland.com/grandtraintour](http://MySwitzerland.com/grandtraintour)



# Cable & rail

# Partners

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Recommended by Switzerland Tourism:  
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The trade association of the  
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[hotelleriesuisse.ch](http://hotelleriesuisse.ch)



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We're here to get you there.  
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[herof.ch](http://herof.ch)



[mammut.com](http://mammut.com)



[swissrent.com](http://swissrent.com)

## Weltklasse Zürich

### *Where records are broken*

Weltklasse Zürich has been writing track and field sports history for over 90 years. Nine-times Olympic champion Paavo Nurmi was a successful competitor at the inaugural event. So far, 25 world records have been set, including such prestigious records as that of Armin Hary, who was the first person to run 100 metres in 10.0 seconds in 1960. Since the Diamond League was founded in 2010, Weltklasse Zürich has been proud to host the finals.



## Art Basel

### *Lively art scene*

Art Basel: Short, pithy and sexy – even the name of the event feels fresh. Founded in Basel in 1970, the art fair attracts a great many galleries, dealers, curators and collectors from all over the world, and has now also expanded to Miami Beach and Hong Kong. The whole of Basel becomes one big gallery during the four-day event, which attracts over 90,000 visitors to the city.

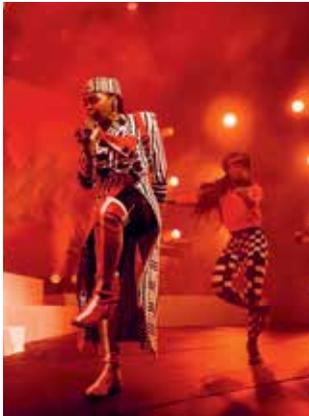


## Top events

### *Unforgettable experiences*

Switzerland might be small, but it has a lot going on. The 365-day events calendar is sure to have something that's right up your street.

→ [MySwitzerland.com/topagenda](https://www.myswitzerland.com/topagenda)



## Montreux Jazz Festival

### *Smoke on the Water*

A rock anthem for a jazz event? Montreux was honoured in this way in 1972: in their hit "Smoke on the Water", Deep Purple sing about the fire that broke out in 1971 at Frank Zappa concert and the smoke that then floated across Lake Geneva. This global hit may even have helped the festival, founded in 1967, to become one of the world's top music events.

## Locarno Film Festival

### *The Golden Leopard*

The Locarno Film Festival is up there with Berlin, Cannes or Venice: if you've ever seen a world premiere under the stars in the Piazza Grande on a summer evening you'll know that for a fact. The "Golden Leopard" that is awarded to the winning film is as much a part of the event as the applause that echoes through the streets of the old town.

# Agenda



Find more inspiration at:  
→ [MySwitzerland.com](http://MySwitzerland.com)

# KEY INFO

Our  
**42**

HIGHLIGHTS  
are a response to the question  
“What makes Switzerland tick?”

### A longing for home

This phenomenon was first noticed in the Thirty Years' War and was rampant among Swiss mercenaries in foreign fields. Because of this “Morbus helveticus”, French soldiers were forbidden from singing Swiss songs; the Swiss mercenaries responded by deserting and returning home.

### 4 languages

There are four official national languages.

“Hello” in:

Swiss German (63.5%)

## Grüezi

French (22.5%)

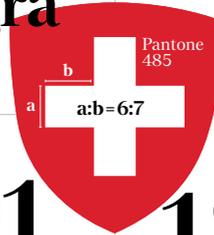
## Salut

Italian (8.1%)

## Ciao

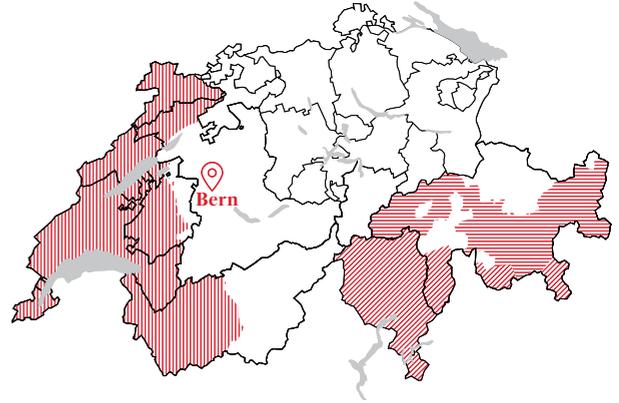
Romansh (0.5%)

## Allegra

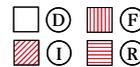


## Switzerland by numbers

**41,285 km<sup>2</sup>**  
Area.



### 4 linguistic regions



Capital: **Bern**  
Cantons: **26**  
Inhabitants: **8,500,000**

1 August

# 1291

The cantons of Uri, Schwyz and Unterwalden formed an alliance that would eventually become the Swiss Confederation.

12 September

# 1848

Foundation of the modern confederation.

CH

Confoederatio helvetica, the Latin name for the “Swiss Confederation”.



## Reading

World literature with its roots in Switzerland:

FRANKENSTEIN  
*Mary Shelley*

SHERLOCK HOLMES  
*Arthur Conan Doyle*

WILLIAM TELL  
*Friedrich Schiller*

SIDDHARTA  
*Hermann Hesse*



### Swiss army knife

This multipurpose tool has long been an iconic product and can be found in every Swiss pocket.



### Red Cross

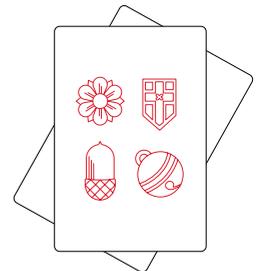
The International Committee of the Red Cross was founded in Geneva in 1863.



## Movie set

- 🎬 GoldenEye
- 🎬 Goldfinger
- 🎬 The Spy Who Loved Me
- 🎬 Star Wars
- 🎬 The Wolf of Wallstreet

- 🎬 The Golden Compass
- 🎬 Dilwale Dulhania Le Jayenge
- 🎬 Trois couleurs: rouge
- 🎬 The Girl With the Dragon Tattoo
- 🎬 Heidi



### Jass

The card game Jass is very popular, and the playing cards are freely available in many pubs.

# 4

SEASONS  
to enjoy



## SPRING

March – May

Flowers bloom and birds sing.  
An ideal time for city breaks.



## SUMMER

June – August

The country's lakes and  
mountain regions  
offer a place to cool off.



## AUTUMN

September – November

Take a walk through the  
riotous colours of the trees and  
enjoy the summer's harvest.



## WINTER

December – February

Fun in the snow and time to  
relax by an open fireplace.



## Climate

Mild, with moderate heat,  
cold and humidity.

July – August

18 to 28°C

Max. 42°C, Grono GR

January – February

Average: -2 to 7°C

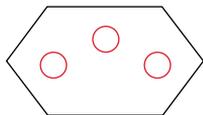
Min. -41°C, La Brévine JU

**Tippling** is optional.

The Swiss tip around 10% if  
they find the service good.

## Electricity

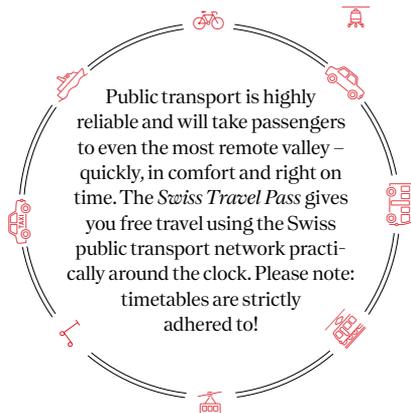
250 V



Swiss plug sockets have  
their own specific shape.  
Don't forget an adaptor.  
Wi-Fi is widely available.

## Public transport

→ [MySwitzerland.com/SwissTravelSystem](http://MySwitzerland.com/SwissTravelSystem)



## CHF

Payments are made in Swiss Francs (CHF). The main tourist hotspots will also accept euros. Cashless payment is also widely used, with the Swiss often using Maestro cards in addition to the usual credit cards.



## Health

The standard of medical care is generally very high. You can drink the water from most fountains.

## Opening hours

Shop opening times are regulated at cantonal level and can vary widely. As a rule of thumb, shops are usually open from Monday to Friday between 9 a.m. and 6:30 p.m. They close a little earlier on Saturdays, and most shops remain closed on Sundays.



## Advice & booking

We'll be happy to help you plan your best possible holiday in Switzerland.

Call us free on:  
**00800 100 200 30**



## Visa

Switzerland is part of the **Schengen** area. This is a grouping of 26 countries that do not operate border controls.

Regardless of any visa requirements, travel documents should not be older than **10 years** and must be valid for at least 3 months beyond the departure date.

→ [eda.admin.ch](http://eda.admin.ch)



## Safety

Switzerland is one of the world's safest countries.



## Accommodation

Lifestyle hotel, wellness palace, or perhaps you'd prefer to sleep in an igloo? The choice of accommodation in Switzerland is vast. Booking is quick and easy.

→ [MySwitzerland.com/accommodation](http://MySwitzerland.com/accommodation)

## At the heart of Europe

Flight time to Zurich:  
(in minutes, unless specified)

- 1 Amsterdam 85'
- 2 Frankfurt 60'
- 3 Vienna 85'
- 4 Rome 95'
- 5 Barcelona 110'
- 6 Paris 80'
- 7 London 100'
- 8 Dublin 120'

- 9 Osaka 13h
- 10 São Paulo 12h



Swiss International Air Lines (SWISS) is Switzerland's national airline. It serves more than 100 destinations in 44 countries from Zurich and Geneva. With its fleet of around 90 aircraft, SWISS carries almost 18 million passengers each year. → [swiss.com](http://swiss.com)



# Switzerland.

## BUCKET LIST

- + Take a selfie with the Matterhorn →01
- + Enjoy a cup of Ovaltine on the Jungfrauoch →02
- + Go wildlife spotting in the National Park →03
- + Do a 360 on a snowboard →04
- + Ski down the longest slope in Switzerland →05
- + Go hiking on the "Queen of the Mountains" →06
- + Do a marathon on cross-country skis →07
- + Find the chalets owned by celebrities →08
- + Take a walk above the clouds →09
- + Savour a stunning view above the gorge →10
- + Splash water from the Rhine in your face →11
- + Swim in a mountain lake →12
- + Let your gaze wander over the glacier →13
- + Walk on a frozen lake →14
- + Take a steamboat trip back in time →15
- + Paddle between the crags by kayak →16
- + Go river bathing in the heart of the city →17
- + Marvel at the column of water →18
- + Capture the spray from the Staubbach Falls →19
- + See several rivers conjoin →20
- + Combine the ancient with the modern →21
- + Find the dragon in the pictures →22
- + Take an art break →23
- + Rule your own moated castle →24
- + Draw the Le Corbusier Pavilion →25
- + Find the most famous doorway in Switzerland →26
- + Drive through the Gotthard Tunnel in the train simulator →27
- + Inspect mediaeval fortifications →28
- + Admire the works of great masters →29
- + Run through all the arcades of the old town →30
- + Pore over ancient books →31
- + Follow cattle and goats down into the valley →32
- + Pay a visit to Heidi, the beloved heroine of children's books →33
- + Pull the longest cheese string you can →34
- + Make your own chocolate →35
- + Dismantle a mechanical watch →36
- + Coax a sound from an alpine horn →37
- + Watch giants battle it out →38
- + Hum along to the songs of the Silvesterkläuse →39
- + Listen to the sounds of the fife and drum →40
- + Drink mulled wine at a Christmas market →41
- + Celebrate a major victory →42