There's little doubt that the most famous bridge in Switzerland has earned its reputation. It is not just a beautiful structure with 110 16th century paintings under its roof, but also the oldest wooden bridge in Europe. In the night of August 17, 1993 however, the people of Lucerne almost lost their landmark to the flames. Thanks to the work of a dedicated rescue team, the most important parts of the bridge were saved.
Grand Train Tour
The most beautiful panoramic routes in Switzerland

01 Chapel Bridge C3
02 Matterhorn C5
03 Schilthorn C4
04 Davos F3
05 St. Moritz C4
06 Saas-Fee D5
07 Jungfrau D4
08 Pilatus D3
09 National Park G4
10 Stoos B3
11 Creux du Van B3
12 Aletsch D4
13 Jet d'Eau A5
14 Aare C3
15 Rhine Falls D2
16 Lake Cauma B3
17 Mürrenbach Falls C4
18 Lago Maggiore E5
19 Fountains
20 St. Peter's Island B3
21 Gandria E5
22 Kunsthalle Zürich D2
23 Gruyères B4
24 Château de Chillon B4
25 Habsburg Castle D2
26 Einsiedeln Abbey E3
27 Abbey Library F2
28 Fondation Beyeler C2
29 Technorama E2
30 Plateforme 10 B4
31 Tinguely C2
32 Watches and clocks C5
33 Basel Carnival C2
34 Absinthe Bar C3
35 Yodelling
36 Raclette
37 Wilhelm Tell E3
38 Street Parade D2
39 Silvesterkläuse
40 Winegrowing
41 Chocolate
42 Alpine descent
Grüezi.

Come a little closer. I'd like to show you around Switzerland. We marmots know the country better than anyone else – even though we spend the summers eating and the winters sleeping. We've been living above and below ground here since the last Ice Age, looking after our families and enjoying mountain life. No wonder so many of us have made our home in the Alps.

This magazine will take you to some of Switzerland’s most beautiful sights. It is divided into four chapters that together characterize the country: “Mountain” and “Water,” as the defining elements of the Swiss landscape, and “House” and “People,” as the traditions of those who live here, either enshrined in the past or kept very much alive.

All highlights at a glance:  
→ Map on the last page.

Find more inspiration at:  
→ MySwitzerland.com
The majestic mountains are an iconic landmark of Switzerland. They dominate the landscape and exude a dignified strength that colors the experiences of visitors and locals alike.
Matterhorn

Ski slopes for every taste

The Zermatt ski area is like a sprawling breakfast buffet in a five-star hotel: you’ll find anything you could wish for here. After all, the 225 miles of slopes have something for every taste. Beginners can enjoy gentle flat slopes, while adventurous types can try one of the deep-snow, and more meditative souls can join a ski tour group to get closer to the impressive mountain landscape. The name “Matterhorn ski paradise” is well deserved indeed.
**03 Schilthorn**

*In the footsteps of James Bond*

A few years ago, James Bond was seen speeding down the slopes of the Schilthorn with a bunch of bad guys on his heels. This has resulted in a love affair between the action hero and the mountain, which continues to be celebrated to this day.

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**04 Davos**

*Elite cross-country trails*

Classic, on skates, or even by moonlight: Cross-country skiing fans will love the cross-country trails in Davos. Since 1972, elite cross-country skiers have been meeting at the Davos Nordic each winter and competing for valuable World Cup points on approx. 110 miles of trails.

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**05 St. Moritz**

*The rich and the beautiful*

In the heart of the magnificent Upper Engadin mountains, the international high society meets with much glitz and glamour for winter sports, evenings with friends and family in the best gourmet restaurants or top-class events in the powder snow.

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**06 Saas-Fee**

*A paradise for freestylers*

18 peaks of 13,000 feet altitude and many varied slopes on their flanks ensure snow sports enthusiasts are kept happy at all times. Between July and November, snowboarders can let off steam in the Freestyle Park at 12,000 feet altitude.

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**07 Jungfrau**

*An unreal panorama*

Eiger, Mönch and Jungfrau mountains: the three strikingly peaks in the Bernese Oberland are usually mentioned in the same breath. Nonetheless, the “first among equals” is definitely the Jungfrau. The reason for this is probably the glazed observation platform on the Jungfraujoch, which offers visitors a magnificent panoramic view of the unique mountain world and the UNESCO World Heritage site of the Aletsch Glacier that hovers somewhere between cheesy and surreal.
08
Pilatus
The place that dragons once called home
Legend has it that Lucerne’s local mountain was once inhabited by dragons. Presumably they also loved the rugged Pilatus for its view of Lake Lucerne, glistening in the sun down below.

09
National Park
A realm of Alpine wilderness
An outing to watch animals in the oldest national park in Central Europe is an exciting experience, since bears, ibex, deer, bearded vultures, marmots and thousands of other animal and plant species are at home in the Alpine wilderness.

10
Stoos
A hiking paradise for everybody
The world’s steepest funicular railway takes visitors up to the sunny plateau where the car-free village can be found. The scenic hiking area offers not only challenging trails but also lots of easy, family-friendly routes.
The chain of hills near Lake Neuchâtel is a wonderful hiking area, which comes to an abrupt end at the spectacular Creux du Van rock arena. From the top of the 525 feet high wall you can enjoy a fantastic 360-degree view of the Alps, stretching 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 broad rivers heaving with fish.
Aletsch
A transient monument

Measuring almost 15 miles in length and over 30 square miles in area and weighing 11 billion tonnes, the Aletsch Glacier is a colossus of ice with no equal in the Alps. But even giants like this won't last forever, and more and more of them are disappearing into the Mediterranean sea.
Jet d’Eau

A towering column of water

Bridges, castles, houses, churches, squares – as a rule, city sights are usually associated with historic or modern architecture. Not so in Geneva: Literally the biggest local tourist attraction is a 450 feet high water spout that towers over the whole of Geneva. Visible for miles around, the fountain is known as the Jet d’Eau. The view of the water spout from the English Garden is particularly beautiful.
14
Aare

Go with the flow

On hot summer days there’s plenty going on on the Aare between Thun and Bern: You can float gently down the river in a boat and enjoy time with friends as the world passes by. A meditative and pleasantly cooling experience between the Alps and the Swiss capital.

15
Rhine Falls

A natural spectacle up close

A viewing platform juts out above the water into the spray of the largest waterfall in Europe – with up to 160,000 gallons flowing over the edge every second! The raging torrent is like an overwhelmingly deafening round of applause – an unforgettable spectacle.

16
Lake Cauma

An idyllic bathing spot

Lake Cauma lies in the heart of the verdant Flimserwald forest, and with its turquoise-blue, crystal-clear waters is one of nature’s real gems. This is the perfect place to cool off. The rocky island in the middle of the lake, overgrown by mighty fir trees, is also heaven on earth.

17
Mürrenbach Falls

In the valley of 72 waterfalls

The highest waterfall in Switzerland plunges 1350 feet over the mighty rock walls of the Mürrenfluh into the depths of the Lauterbrunnen Valley. You can enjoy a good view of the huge masses of water on the aerial cableway ride from Stechelberg up to Mürren.
18 Lago Maggiore

Mediterranean flair

Ticino is the beating Latin heart of Switzerland, with Lago Maggiore as its Mediterranean sea. Here, the warm wind from the south brings the smell of gelato, sunscreen and salt water from the Mediterranean sea, and the sun adds more color to the surroundings. This is particularly evident in the lush botanical gardens on the Brissago Islands, where numerous native and exotic plants benefit from the subtropical microclimate.

21 Gandria

A jewel with a story to tell

The little village of Gandria is nestled idyllically between Lake Lugano and the flank of Monte Brè, which is covered in a tangle of sweet chestnut trees. As you explore the winding alleyways, climb up and down the steep steps and wander through the shady arcades, you will find yourself immersed in the past, as hardly anything has changed here over the last hundred years. And once you've had your fill of the romantic little village, you can walk among the olive trees along the shore to Lugano or visit the Swiss Customs Museum on the opposite side of the lake with its tales of smugglers.

19 Fountains

A land of fountains

Switzerland's cities are full of the sound of water: sometimes just a whisper, other times a tumultuous roar. Some fountains, like this one in Geneva's English Garden, are big enough to be used as a cooling bath on hot days. Best of all, however, is the fact that they are a constant source of reliably fresh drinking water.

20 St. Peter’s Island

Ready for the island

No other place made philosopher Jean-Jacques Rousseau as truly happy as St. Peter’s Island in Lake Biel. Still today, the peninsula is a place of peace and quiet; in 1972, it was even designated a landscape and natural monument. There's plenty of room to linger since this is the largest peninsula in Switzerland.
The Swiss build things to last and have been fortunate enough to have been largely spared from war and natural disasters. That is why many town centers are in an excellent state of preservation, inviting visitors to go on architectural forays through the styles of the past thousand years.

All highlights at a glance:
→ Map on the last page.

Find more inspiration at:
→ MySwitzerland.com/house
Kunsthaus Zürich

The biggest art museum

Kunsthaus Zürich is always worth going back to, because the sheer amount and variety of the works of art make it impossible to adequately appreciate everything in just one visit. The new museum extension means there is now even more room for works of art. The spacious, light-flooded extension was designed by none other than British star architect David Chipperfield. This architectural masterpiece is home to various temporary exhibitions, the Emil Bührle collection, and art from the 1960s to the present day. Another key element is the generously proportioned entrance hall. This not only serves as a gateway to the art on display, but is itself a living space in which to encounter art.
Gruyères
A trip down memory lane
Gruyère cheese is famous throughout the world. Its place of origin and namesake is the Gruyères region at the foot of the Prealps of Fribourg. The region and, in particular, the town of the same name are definitely worth a visit. Their history goes back to 400 AD, while the town’s stately castle dates back to the 13th century. Walking around the medieval streets is like a trip back in time. Those who prefer to travel into the future can visit the museum and bar associated with artist and Oscar winner HR Giger, who created the infamous eponymous figure from the “Alien” film series. Unlike the gruesome extraterrestrials in the museum, the region around the beautiful town of Gruyères features nature at its most idyllic and captivating.

Château de Chillon
Awash with history
For centuries, the Château de Chillon has been perched on a rocky island on the shores of Lake Geneva, not far from Montreux, impervious to the ravages of time. The ancient walls tell visitors stories of festivities, conquests and famous poets.

Habsburg Castle
From Habsburg to the wider world
Surrounded by dense forests and well-tended vineyards, Habsburg Castle rises above the rolling hills of the municipality of the same name in the canton of Aargau. Dating back to the 11th century, it is considered the first castle of the Habsburg dynasty, who would later dominate Europe.

Einsiedeln Abbey
Silence is golden
Einsiedeln is not far behind Rome, at least in terms of the size of the square in front of the church, which happens to be one of the largest in Europe. The Benedictine monastery is the most important pilgrimage site in Switzerland, and its Black Madonna with its various ceremonial robes is world-famous.

Abbey Library
A space for eternity
St. Gallen’s plan of the monastery is regarded as the most remarkable architectural plan of the Middle Ages. A whole room in the magnificent library is dedicated to this precious document, which, for its own protection, is only illuminated for a few seconds at a time.
**28 Fondation Beyeler**

*A unique art museum*

At the Fondation Beyeler, established by collector couple Hildy and Ernst Beyeler, the unique exhibits merge with the landscape on the museum’s doorstep. The museum, which is without a doubt one of the most beautiful in Switzerland, houses top-class exhibitions of modern and contemporary art, as well as an impressive collection of modern art.

**30 Plateforme 10**

*Art finds a home*

There aren’t many cities in the world that take art so seriously that they decide to dedicate a whole district to it. But that’s exactly what Lausanne has done with Plateforme 10. The visionary project 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 – all of them just a few minutes’ walk from one another.

**29 Technorama**

*A place for curious minds*

The Swiss Science Center brings science to life – touching, experimenting and trying out the exhibits here is not only allowed, but even actively encouraged. In the newly opened outdoor area, the secrets of sun, wind and water can be revealed out in the open air. The experimental landscape is spanned by the impressive, 425 feet long “bridge of miracles”.

**31 Tinguely**

*Art in motion*

The works of Jean Tinguely, born in Fribourg in 1925, have a uniquely playful charm that never fails to enchant the viewer. In Basel, his adopted home, there are numerous works by this pioneer of kinetic art, such as the large Tinguely fountain in the city center. To really immerse yourself, we recommend visiting the imposing Tinguely Museum directly on the Rhine river, which houses the largest collection of the artist’s works.
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.
Watches and clocks

Telling the time by the Zytglogge clock tower

Shortly before the hour, a crowd gathers in front of the Zytglogge in Bern’s old town, which is a recognized UNESCO World Heritage site. When the clock strikes, the colorful panoply of figures is set in motion, enchanting those who have come to watch.
33 Basel Carnival

A crazy spectacle

Right from the start, the Basel's Carnival, which has had UNESCO World Heritage status since 2017, is an incredible spectacle: It begins on a Monday morning, in the middle of winter, at four in the morning with the Morgestraich lantern procession and lasts exactly 72 hours. During this time, the carnival revelers bring a wild atmosphere to the city on the Rhine river with their loud music and colorful costumes. One of the traditional figures of the Basel Carnival celebrations is the Waggis, a caricature representing a 19th-century Alsace farmer. He is always dressed in white trousers and a blue shirt, with a red neckerchief and oversized wooden clogs.

36 Raclette

Pure molten happiness

Raclette is the second national dish alongside fondue. Its history goes back to the Middle Ages, when cheese was first melted over the fire and spread on a piece of bread. These days, a whole wheel of cheese is split in two, and the cut surface is heated and constantly pared.

37 William Tell

Freedom fighter with a marksman’s eye

The story of the fearless freedom fighter continues to fascinate people around the world to this day. Many people like to visit the locations of the heroic drama around Lake Lucerne, where the legend comes to life. One such place is the village square in Altdorf. This is where Gessler’s hat was put on a pole and Tell was made to shoot an apple from the head of his son Walterli with his crossbow after he refused to bow to the bailiff’s hat. The story comes to a dramatic end in the Hohle Gasse, which formerly linked Küssnacht and Immensee. This is where Tell sank his arrow into the dastardly bailiff Gessler during an ambush.

38 Street Parade

The biggest techno party in the world

Once each year, the city of Zurich’s lakeshore is transformed into a huge dance floor for the world’s biggest techno party. At the center of the wild spectacle are the lavishly decorated Love Mobiles, which drive through the crowd at a walking pace, encouraging the partygoers to dance.
The year ends twice in the Appenzellerland: According to the modern calendar, it ends on December 31 but, by the Julian calendar, it ends on January 13. That’s why the unusual Silvesterkläuse figures go from house to house twice a year to drive away the evil spirits and demons with wild bells and a gentle yodel. A distinction is made between three different figures: the “Schöne” (Beautiful), with lovingly painted scenes of rural life on their heads, and the “Wüeschte” (Ugly) and “Schöwüeschte” (Pretty Ugly), featuring idiosyncratic hats and masks.

In Lavaux, the sun not only shines on the grapes from above, but is also reflected upwards from Lake Geneva and radiates its warmth from the 250 miles or so of stone walls that line the vineyard terraces. This explains why the vines thrive so well here, making the land around Lake Geneva the largest contiguous winegrowing region in Switzerland. Lavaux has been a UNESCO World Heritage site since 2007.

If you had to describe Switzerland in just a few words, “chocolate” would certainly be one of them. It’s a fact that chocolate is omnipresent all over the country, providing a feast for chocoholics. The latest visitor center is the Lindt Home of Chocolate in Kilchberg near Zurich.

In late summer, herdsmen return from the Alpine meadows to the valley below with their goats and cattle, producing a colorful spectacle in the Appenzellerland: the herdsmen’s yellow trousers compete for attention with the floral garlands worn by the animals, and the bells can be heard for miles around.
Anyone deciding to take the Grand Tour of Switzerland is in for a real treat. The 1,000 mile route takes you to almost every corner of Switzerland and connects the country’s highlights via the most beautiful roads and spectacular routes:

**Neuchâtel → Bern**

**Along the lakeshore**

*On the move with lake views*

Switzerland is like the water reservoir of Europe – something you will notice on the journey from Neuchâtel to Bern. Starting at Lake Neuchâtel, the route runs alongside five magnificent lakes and several rivers, making a wide sweep through the amazing Bernese Oberland, where the refreshing lakes are guarded by mighty mountains such as the Eiger, Mönch and Jungfrau.

**Lugano → Zermatt**

**From palms to the peaks**

*The pleasure of winding roads*

There’s quite a difference in altitude between the suntrap of Lugano and world-famous Zermatt in the Valais mountains. The road snakes in tight curves over the St. Gotthard and Furka mountain passes, taking in countless highlights, including the longest glacier in the Alps. You’ll need to leave your car behind in Täsch before taking the train to car-free Zermatt.

**Appenzell → St. Moritz**

**On the trail of tradition**

*Historical treasures*

This journey is like a trip through time: First, the Museum of Appenzell Culture beckons, housed in a building over 400 years old. Not far away, Werdenberg has a group of old, well-preserved wooden houses, while Chur is the oldest city in Switzerland. In addition to historical landmarks, there are also natural highlights such as Mount Säntis.
Grand Tour of Switzerland

All at once

This road trip connects Switzerland's most important highlights via some great roads with excellent signposting:

» 1,000 miles long
» 22 lakes
» 5 Alpine passes
» 12 UNESCO World Heritage sites
» Countless things to see

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

**Lucerne → Interlaken**

**Lucerne–Interlaken Express**

*Picture-perfect panoramas*

The trip is the reward. The journey on the Lucerne–Interlaken Express links two well-known destinations, and the impressive mountain panorama and idyllic landscape in the heart of Switzerland make you wish the trip would take a little longer. Just before the train starts to struggle up to the Brünig Pass, it switches to cogwheel drive in order to master the incline. The Lucerne–Interlaken Express is deservedly part of the panoramic GoldenPass Line to Montreux.

**St. Moritz → Lugano**

**Bernina Express**

*From glaciers to palm trees*

The magnificent glacier world of the Bernina massif begins just behind extravagant St. Moritz. As soon as the ice bathes the valley in white and glistens brightly through the panorama windows, passengers find it impossible to stay in their seats any longer. After the Ospizio Bernina at a height of 7,400 feet, the highest railway pass in Europe, the red carriages meander through several climate zones down to the sun-drenched Valposchiavo and over the circular viaduct from Brusio down to Tirano. The bus travels on from there to Lugano.

**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. A particular treat is the brand-new Excellence Class, which offers all passengers comfortable armchairs by the window, personal travel guides, delicious five-course meals and the best view of the UNESCO World Heritage route on the Albula Pass. 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.
Grand Train Tour of Switzerland

Sit back and enjoy

Train enthusiasts travel by rail through Switzerland, enjoying the country’s most famous railway routes:

- 800 miles long
- 11 large lakes
- 4 national languages
- 5 UNESCO World Heritage sites

→ MySwitzerland.com/grandtraintour
We hope to see you soon.

Both in Switzerland and in the air.
There are four official national languages.

“Hello” in:

- **Swiss German (63.5%)**
  Grüezi
- **French (22.5%)**
  Bonjour
- **Italian (8.1%)**
  Buongiorno
- **Romansh (0.5%)**
  Bun di

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**German-speaking Switzerland**

- **Rösti**
  Grated potato, fried until golden brown and crispy.

**French-speaking Switzerland**

- **Saucisson**
  Hearty, well-seasoned pork sausage.

**Romansh culture in Switzerland**

- **Capuns**
  Spätzle pasta and salsiz sausage, gently wrapped in chard leaves and cooked in various ways.

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**Switzerland in figures**

- **15940 mi²** Switzerland’s area.

**Our 42 HIGHLIGHTS**

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

---

**4 languages**

- Swiss German (63.5%)
- French (22.5%)
- Italian (8.1%)
- Romansh (0.5%)

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

---

**Swiss army knife**

This multi-purpose tool has long been a cult product and belongs in every Swiss pocket.

---

**Famous names**

- Roger Federer, sportsman
- DJ Bobo, musician
- Bruno Ganz, actor
- Ursula Andress, actress
- Jean-Jacques Rousseau, philosopher and writer
- Liselotte Pulver, actress
- Henry Dunant, founder of the Red Cross

---

**Bircher muesli**

1900

Physician Maximilian Oskar Bircher-Benner developed an “apple-based diet meal” now known throughout the world as Bircher muesli.

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**Ovaltine**

1904

Albert Wander created Ovaltine as an energizing drink for the sick and weak.

---

**Confoederatio Helvetica**, the Latin name for the Swiss Confederation.

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**Reading**

- HOMO FABER
  Max Frisch
- THE VISIT OF THE OLD LADY
  Friedrich Dürrenmatt
- AGNES
  Peter Stamm
- HEIDI
  Johanna Spyri

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**German-speaking Switzerland**

**Tradition**

- The watchmakers of Geneva and the arc of the Jura mountains specialized in the manufacture of wristwatches.
Public transport
→ MySwitzerland.com/SwissTravelSystem

Public transport is highly reliable and will take passengers to even the most remote valley – quickly, in comfort and right on time. The Swiss Travel Pass gives you unlimited travel via the Swiss public transport network practically around the clock. Please note: timetables are strictly adhered to!

Advice and booking
We’ll be happy to help you plan a perfect vacation 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 controls between their borders.
→ eda.admin.ch

Accommodation
Lifestyle hotel, wellness palace or perhaps you’d rather sleep in the straw? The choice of accommodation in Switzerland is vast. Fast booking included.
→ MySwitzerland.com/hotels

At the heart of Europe
Flight time to Zurich:
in minutes
1 Amsterdam 85’
2 Frankfurt 60’
3 Vienna 85’
4 Rome 95’
5 Barcelona 110’
6 Paris 80’
7 London 100’
8 Osaka 13 h
9 São Paulo 12 h
10 New York City 9 h

Swiss International Air Lines (SWISS) is the airline of Switzerland. Operating from Zurich and Geneva, it serves more than 100 destinations in 44 countries worldwide. The SWISS fleet of around 90 aircraft carries almost 18 million passengers each year. → swiss.com

Climate
Mild, with moderate heat, cold and humidity.

July–August
64 to 82°F
Max. 107°F, Grono GR

January–February
Average: 28 to 45°F
Min. -42°F, La Brévine JU

Cleanliness
Irish author James Joyce allegedly said of Zurich’s Bahnhofstrasse that it was so clean that you could eat minestrone off the pavement.

Hygiene
You’ll find clean toilets at almost all SBB train stations (subject to a charge).

Safety
Switzerland has a reputation as one of the safest countries in the world.

Tipping
is optional. The Swiss tip around 10% if they like the service.

Opening hours
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 are closed on Sundays.

Payments are made in Swiss Francs (CHF). The main tourist hotspots will also accept euros. Cash is also widely used as a payment method.

10,200 feet
The Kulmhotel Gornergrat is the highest hotel in the Swiss Alps.

1142 AD
Hotel Grimsel Hospiz is mentioned in a document as the first guest house in the country.

90 works of art
The works of well-known artists adorn the walls at the Park Hyatt in Zurich.

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We long for a road trip.

We need Switzerland.

Discover all the highlights of this spectacular route and book 'The Grand Tour of Switzerland' with the experts:

MagicSwitzerland.com or 1-800 33 79477