Swiss urban feeling.
Boutique Towns.
I never cease to be fascinated by Swiss cities. Whether by their traditional architecture, such as here in the old town of Bern, or by a new pub or a spectacular art exhibition. We wish you an enjoyable city break with lots of lovely surprises.

#inlovewithswitzerland #swissurbanfeeling
#citytrips #bern #inspiration
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Great art

Some artworks don’t fit into a museum. But they enrich the city – as an art walk with cultural entrepreneur Rea Eggli through Zurich proves.

Text: Rea Eggli
Photos: André Meier
“What fascinates me about the Pavillon-Skulptur by Max Bill is its stoic peacefulness in the midst of the busy Bahnhofstrasse. There’s constant change everywhere, building works, shops closing and new shops opening—but the sculpture remains the same. It is an anchor in the centre of the city.”
“Daydreaming on the Y swing by Sislej Xhafa, you feel tiny. A landmark with big-city appeal, which lights up Hardauplatz at night.”

“Every day, when I look out of my office window, I see the Sheep Piece by Henry Moore. The organic form fits perfectly into its surroundings and is popular with children, who like to run wild beneath it.”

At the age of 27, Rea Eggli started the culture agency swissandfamous and the “Märli für Erwachsene” storytelling event. She is the co-founder and joint owner of crowdfunding platform wemakeit.com and communication agency eggli-wintsch. In 2017, she launched #letsmuseeum. The cultural start-up offers fast-paced tours for pop-culture enthusiasts. They are shown around museums and cities by like-minded guides, rather than subject experts.
“At first sight, they look like unfinished bridge supports or a slalom course for skaters. The Towers by Los Carpinteros are a homage to the former industrial district of Zurich West and are on loan to bustling Escher-Wyss-Platz until 2022.”

“I’m really looking forward to the opening of the Pavillon Le Corbusier by the Museum für Gestaltung in spring 2019 and to seeing what kind of programme it will offer. It’s great that the building is being brought back to life after lying empty for so long.”
If Harald Nägeli hadn’t lost his glasses in 1979, we still wouldn’t know who the notorious “Sprayer of Zurich” was. In the late 1970s, more and more archaic drawings started to appear on the walls of buildings and squares around Zurich. For a long time, no one knew who was spraying the black-lined hunters, animals and fantasy creatures during the night. Many people didn’t see the works as art anyway, but merely as vandalism. A reward of CHF 3,000 was even offered for information about the culprit. On the night that Nägeli returned to the scene of the crime to fetch his glasses, he was arrested and later sentenced to a hefty fine and nine months in prison. Today, Nägeli is well recognised as an artist – but not by everyone. Time and again, the courts are called upon to pass judgement on his works.

“The Gates of Hell monument by Auguste Rodin is a fascinating topic. On our #letsmuseeum tour, we particularly stress the fact that Rodin took 37 years to complete this work. Compare that with the length of your own life. It’s just astounding.”

Artist Harald Nägeli (80) is considered to be one of the pioneers of street art. He lives and works in Düsseldorf.
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Thomas Zehetmair heads up the Musikkollegium Winterthur, and Koni Bitterli the Kunst Museum. Although they are both involved in art, they come from completely different worlds. But they have more in common than you’d think.

Mr Zehetmair, how often do you visit a museum?
TZ: I visit the Kunst Museum Winterthur as often as possible. I can recharge my creativity here and find inspiration for my own work from the surroundings, the pictures and the artworks.

What links you to the Musikkollegium, Mr Bitterli?
KB: I always enjoy attending concerts at the Musikkollegium. It opens a door to another kind of art world.
TZ: Our reciprocal inspiration has even resulted in the Musikkollegium playing concerts in the museum.

What influence does Winterthur as a city of culture have on your joint projects?
KB: Winterthur is the perfect place for the merging of the two art worlds, given its broad cultural offering and the proximity of the art institutions to each other. We want to foster this fusion.
TZ: Our homage to Brahms this year is a particularly good opportunity to merge art forms.

How do you plan to accomplish that?
KB: When Johannes Brahms stayed in Switzerland in 1887, he visited the painter Arnold Böcklin in Zurich. Böcklin was a key Swiss exponent of symbolism in the 19th century. Brahms also met Ferdinand Hodler during his time in Switzerland. We want to build on this theme.
TZ: While we’ll be performing several Brahms concerts with the Musikkollegium, the Kunst Museum will be exhibiting important works by both these painters.

Further information about exhibitions and concerts:
kmw.ch
musikkollegium.ch

Discover over 500 Swiss museums – including temporary and permanent exhibitions:
museumspass.ch

Art for the eye. Art for the ear.
At a Bernese pace

The Bernese are renowned for their gentle pace of life. A pace that doesn’t quite fit if you’re a bike courier. But Ivo Magistretti manages to stay relaxed despite his fast-paced job.

Interview: Christian Sidow
Photos: André Meier
Bern: Ivo’s favourite places
There’s always time for a chat and a drink in the corner shop “Q-Laden”.

Even Ivo walks here.

Through the Marzili district towards Parliament.

Over the Lorraine bridge with a view of Bern.
Ivo Magistretti
A bike courier talks about his favourite city.

How would you describe Bern in one sentence?
A pleasant, small and yet really multifaceted city.

How easy is it to do a stressful job as a bike courier and still live at Bern’s relaxed pace?
I think it’s typical that the Bernese can laugh about themselves and not take life too seriously. Even at work. I work in a team and we motivate each other. That helps us to cope with the demand for rushed deliveries without getting stressed.

What do you think visitors really must see in Bern?
Strolling through the arcades is pleasant in all the weathers. Walking or cycling along the banks of the River Aare is great too. And enjoying the sunset in Rosengarten park with a view of the city. Followed by dinner at Restaurant Marzer. The cooks draw inspiration from a different local artist every three months.

Ivo Magistretti (26) wanted to be an ice cream or roasted chestnut seller, depending on the season. Instead, he trained as a dance teacher and then as a cook. Today he’s out and about in his hometown of Bern in all weathers as a bike courier.
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Getting about
You can get various free bike hire apps from Google Play and the App Store.

Practical
As well as light, stable bicycles, e-bikes and even kick scooters are often for hire too.

Clear
You can find a list of current providers at www.bikesharing.ch.
Tradition meets modernity

The UNESCO town of St. Gallen is a cradle of knowledge and culture – including football culture. No one knows this better than Matthias Hüppi, the chairman of the oldest football club in continental Europe. His favourite places in the town bridge the gap between tradition and modernity.

Text: Hans Estermann
Photos: André Meier
Cosmopolitan, but steeped in tradition: the well-travelled former sports reporter stands for the city like none other. “To me, St. Gallen has always been a fascinating mix of the past and the present,” says Hüppi. The best example is the Abbey District with its baroque cathedral. This emblem of the town obtained UNESCO World Cultural Heritage status in 1983.

“But St. Gallen is also a centre for theatre and fine cuisine. Theater St. Gallen is the oldest professional theatre in Switzerland. Time and again, it has put on impressive performances from all periods.” But it’s best not to go hungry to the theatre. In the Alte Post restaurant on the first floor, Hüppi treats himself to one of the town’s key food exports: a St. Gallen sausage, which tastes just as good in the football stadium as in sophisticated restaurants – always without mustard, of course.
The most beautiful art hotels

Art lovers in Switzerland don’t have to go to museums. Alongside the wide variety of artworks in public spaces, you can also see impressive collections in the Design & Lifestyle Hotels. Here are six inspiring hotels.

Geneva: Hôtel N’vY ★★★★★
Art is an integral component of this four-star hotel in the heart of Geneva. You can see works by young artists, such as Triny Prada, Jean-Pierre Rives and Damien Richard, as well as graffiti by US street art guru Jonathan “Meres One” Cohen.

hotelnvygeneva.com

Zurich: The Dolder Grand ★★★★★
As if its location in the woods high above the city wasn’t spectacular enough, this luxury hotel also exhibits more than 100 works by renowned artists such as Salvador Dali and Niki de Saint Phalle throughout its premises, from the lobby to the tower suite. The most striking work – Andy Warhol’s 11-metre-wide “Big Retrospective Painting” – hangs resplendent above the reception desk.

thedoldergrand.ch

Basel: Der Teufelhof Basel ★★★
In this guesthouse and cultural centre in the midst of the old town, the rooms are the artworks. An example? You can sleep in the Basel branch of the “Association of the Masters of Nothingness”, whose president and sole member is Dieter Meier, a musician and conceptual artist.

teufelhof.com

Discover more hotels full of art and design in Swiss cities.
MySwitzerland.com/DesignLifestyle
Küssnacht: Romantik Hotel Sonne****
Hotel or museum? The Sonne is both! Wherever you cast your eye in this romantic hotel on the shores of Lake Zurich, you’ll find masterpieces by Swiss artists, such as Carigiet, Giacometti and Luginbühl, as well as works by international stars like Andy Warhol and Julian Schnabel.

sonne.ch

Gstaad: The Alpina Gstaad*****
The art collection in this luxury hotel in the Bernese Oberland encompasses works by more than 30 artists, from established names such as Tracey Emin, Michel Comte and John Armleder to younger international talents who are well worth discovering. The works embrace numerous means of expression: alongside photography, painting and sculpture, you’ll also find installations, collages, street art and digital art.

thealpinagstaad.ch

Zurich: Park Hyatt Zurich*****
Works by Sol LeWitt, Heinz Mack, Günther Uecker, Serge Poliakoff and Hans Hartung, which would be the pride of any museum, can be viewed free of charge in the Park Hyatt Zurich. The hotel's art-loving concierge is happy to give guests a tour of these masterpieces.

zurich.park.hyatt.com
Lucerne: Turner exhibition

**Picturesque landscapes**

Turner, one of England’s most important Romantic painters, was fascinated by Switzerland. Searching for subject matter, he travelled across Switzerland six times between 1802 and 1844, stopping over in Lucerne nearly every time. The result was a number of world-famous watercolours, which could previously only be seen in the Tate Gallery in London. To celebrate the 200th anniversary of the Lucerne Art Society and the Kunstmuseum Luzern, around 90 of Turner’s masterpieces have now been put on display in the place of their creation.

**The Blue Rigi, Sunrise**

1842

watercolour on paper,
297 × 450 mm

© Tate, London, 2018

**Joseph Mallord William Turner**

(1775–1851) is considered to be one of England’s most important painters from the Romantic period. He produced oil paintings, water colours and sketches, taking a special interest in light and atmosphere. In his landscapes and seascapes, he depicted the colours of sunlight, fire and water in an innovative manner, strongly influencing the Impressionists.
“Never before has such a complete collection of Turner’s Switzerland pictures been on display in one single place.”

Fanni Fetzer

Fanni Fetzer has been the director of the Kunstmuseum Luzern since 2011. A politics graduate, she previously worked as an editor for the cultural magazine “Du”. As the manager of Kunsthaus Langenthal, she was awarded the Federal Arts Commission’s 2009 Prize for Art Education. Together with co-curator Beat Wismer, she is organising the Turner exhibition for the anniversary year 2019.

The Rigi

1844

watercolour on paper, 228 x 325 mm

© Tate, London, 2018
“Since I’ve been planning the exhibition, I’ve started to see Lucerne through Turner’s eyes.”

Fanni Fetzer

Lucerne with Pilatus beyond
around 1841–1844
pencil, watercolour and gouache on paper,
244 × 309 mm
© Tate, London, 2018

Lucerne by Moonlight: Sample Study
around 1842–1843
watercolour on paper,
235 × 325 mm
© Tate, London, 2018

Turner. The Sea and the Alps.
From 6 July to 13 October 2019
at the Kunstmuseum Luzern
at Europaplatz 1
kunstmuseumluzern.ch
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Art Museums of Switzerland

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MySwitzerland.com/amos
The region on a plate

The gourmet dishes served up by top Genevan chef Philippe Chevrier are a homage to local products.

Text: Stephanie Elmer
Photos: André Meier
“It’s a privilege to be working with these products.”

Philippe Chevrier, star chef

The proud Domaine de Châteauvieux stands majestically above Satigny near Geneva. Guests come here not only for the view though – they want to sample the creations of Swiss star chef Philippe Chevrier. His dishes are a delicious combination of haute cuisine and locally sourced products.

The chef sees the use of local produce as more than just a trend: it is the philosophy that has always underpinned his work. “In the region around Geneva, we have countless farmers and winegrowers who cultivate the land with great passion and commitment and are able to provide restaurants with high-quality ingredients. And we have the lake, which offers excellent products,” explains Philippe Chevrier enthusiastically. “It’s crucial to be able to work with these products. Not just because it’s easier to get hold of them, but also because it’s incredibly rewarding to discover and prepare them.”
This means that Philippe Chevrier’s creative work does not begin in the kitchen, but long before: in the fields, in the vineyards or on the shores of Lake Geneva, on visits to producers and suppliers, some of whom are longstanding friends of his. Such as Joël Vuadens, whose fishing family has lived by Lake Geneva for around 500 years. Philippe Chevrier also enjoys visiting the charming weekly market in Carouge, whose broad range of Genevan products is a delight to the senses. “Using local products also shows how much we value the producers,” says Philippe Chevrier. “Perhaps it’s the international spirit of Geneva that encourages local producers to do their utmost to impress visitors to the region.”
Back in the 16th century, the ancestors of Joël Vuadens were already fishing in Lake Geneva. He has been delivering some of his catch to Philippe Chevrier for years now.

Recipe for four people

20 crayfish (whole, pre-cooked)

For the royale: 100g crayfish bisque, 125ml almond milk, 100ml cream, 2 whole eggs, ½ egg yolk, salt, pepper

For the sauce: 200ml tomato juice, 1 carrot, 1 onion, ½ leek, cognac, 10g butter, 100ml cream, salt, pepper

Peel the crayfish and set aside in the fridge. Crush the crayfish shells, sauté them in oil in a small pan and then flambé them with cognac. Chop the carrot, onion and leek finely, add to the pan and season. Add the tomato juice and some water. Bring to the boil. Simmer for an hour, strain and separate into two equal portions. Mix the ingredients for the royale and season. Put the mixture into cellophane-lined glass bowls. Steam for 35 minutes at 80°C and then leave them to steam at 65°C. Pour the reduced bisque mass into a saucepan. Add butter and cream and season. Heat the crayfish in melted butter, season and place on the royale. Pour the sauce over the crayfish and garnish with edible herbs.

As well as celebrating local cuisine, Châteauvieux even produces its own honey.
The taste of Switzerland

Taste my Swiss City tours reveal the best places for eating and drinking in Swiss cities – recommended by locals. Photographer Guillaume Perret presents his personal hotspots in Neuchâtel.

MySwitzerland.com/tastemyswisscity
Photographer Guillaume Perret won the 2018 Swiss Press Award for one of his intimate portraits. Before he taught himself photography, he was a bricklayer and educated apprentices for more than ten years. Today, he works full-time as a photographer, on commission and for the press.
This culinary city tour can definitely not be found in any travel guide. You have to compile it yourself. On the Taste my Swiss City tours, you can get to know a Swiss city from the point of view of a local. The tour may be trendy, cultural or elegant. Simply choose an “insider” to suit your taste – and prepare to be amazed by their great tips! It’s quite likely you wouldn’t have discovered that out-of-the-way pub, little bar or roof garden canteen so quickly without the help of a local.

Every tour involves four to seven stops that have been carefully selected by food experts. A special little delicacy created just for the tour is served up in the restaurants and shops. It is large enough to enjoy but not so large that you’re too full to appreciate the next course of this surprise urban menu. You will definitely not feel hungry by the end of the tour.

“Neuchâtel to me means having your feet in the water and your head in the clouds.”

Guillaume Perret

If you follow food connoisseur Guillaume Perret around Neuchâtel, you’ll find out where you can buy authentic local products, who bakes the best bread, what it’s like to sit in an authentic Western Swiss brasserie, and when it’s time for a hot chocolate (answer: any time of the day).

You can find this tour and many more food discovery tours of Swiss cities at MySwitzerland.com/tastemyswisscity.

Guillaume’s tips:

**Aux paniers gourmands:** “You can find typical regional foods in this integration project for job seekers.”

**Boulangerie Mäder:** “The city’s best bread has come from the oven of the Mäder family for over 45 years.”

**Brasserie Le Cardinal:** “This cosy Belle Epoque brasserie is practically my second home.”

**Confiserie Wodey-Suchard:** “It’s worth visiting Neuchâtel, even in the rain, just to taste this hot chocolate.”
The mobile caterer

Food and culture: two ingredients that Yan Luong has long been enthusiastically combining. The Lausanne native with Vietnamese roots organises events and mobile catering both inside and outside Switzerland. Wherever this globetrotter ends up, he always loves coming home.

“Lausanne is my hub, my inspiration and my home.”
There’s a little town on Lake Geneva called Vevey. It’s nestled in a landscape that could hardly be more idyllic. The Lavaux wine-growing area with its steep terraces extends from here across 805 hectares. It has been a UNESCO World Heritage site since 2007. People’s lives and livelihoods centre around wine. It is even said that wine flows through the locals’ veins.

Roughly every 20 years, Vevey celebrates its wine and itself in a festival of uniqueness. The Fête des Vignerons is a once-in-a-generation event. If you miss it once, you’ll maybe never experience it. Between 18 July and 11 August 2019, 20,000 spectators are expected in the enormous arena in Vevey every day.

The show has been organised by the Confrérie des Vignerons since 1797. Organic winegrower Blaise Duboux belongs to this confraternity. In 1999, he played a major part in putting on a gigantic show to guests from all around the world. But those were other times, says Duboux. “There were no smartphones 20 years ago, and few people had an e-mail address – we only wrote a handful of e-mails.” But one thing will stay the same in 2019 and, indeed, never change: the star of the festival and the star of the region is wine.
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The huge basilisk at Steinentorstrasse 45 in Basel is the handiwork of artist TIKA.
Basel is a city of culture and great museums. But there is also art in the street in this city on the Rhine. Philipp Brogli knows where to find it. The art promoter and mediator sees himself and his Artstübli platform as a bridge-builder between artists and the people who decide what to do with grey walls. Thanks to his wide-ranging network, numerous places now sport graffiti by international street artists such as Invader, The London Police and TIKA. On his street art tours, he takes guests to artworks that are often not very easy to find.
The latest Artstübli tour is called Urban Art Experience. Street art enthusiasts are chauffeured from one artwork to the next in the Bentley of the Hotel Les Trois Rois. The limousine was decorated by school pupils together with Swiss graffiti artist Thierry Furger. Proof that in Basel the borders between tradition and modernity and between established and recent art are blurred.

Philipp Brogli is the founder and manager of Artstübli. He’s been familiar with the urban art scene since 2004 and takes an active interest in artists and painting projects. He also offers insightful tours of the city himself.

artstuebli.ch

“I help to make the city more colourful.”
Philipp Brogli, art mediator

Using graffiti to beat scribbles
Utility company Industrielle Werke Basel (IWB) has made its transformer boxes available to local and international graffiti artists for years now. Positive side effect: the creations are highly respected in the graffiti scene, the walls do not get defaced. This is only logical, as IWB finances its commitment to street art from its cleaning budget.

Grandhotel meets street art

The latest Artstübli tour is called Urban Art Experience. Street art enthusiasts are chauffeured from one artwork to the next in the Bentley of the Hotel Les Trois Rois. The limousine was decorated by school pupils together with Swiss graffiti artist Thierry Furger. Proof that in Basel the borders between tradition and modernity and between established and recent art are blurred.
Hotels: then and now

Boutique-Hotel Spedition, Thun
The former warehouse of a cheese producer is now a small, personally managed design hotel with an urban ambiance.

Youth Hostel Richterswil, Zurich
The magnificent former silk factory surrounded by a large park and directly by the lake is undoubtedly one of the most beautiful youth hostels in Switzerland.

Hotel an der Aare, Solothurn
This former hospital convent combines historical architecture with modern infrastructure in its 16 originally furnished rooms.

Trafo Hotel Baden
The building in which the company Brown Boveri used to run its transformers has been converted into an "electrifying" cultural centre in recent years.

More unusual places to stay: MySwitzerland.com/BestHotels
Filippo Rossi loves challenges: he runs ultramarathons in his free time and works as a journalist covering conflict zones across the globe. The globetrotter with roots in Ticino relaxes in Lugano. This is where he stays in shape for his next adventures.

Text: Felix Pal
Photos: André Meier
Ultramarathons are one of the hardest things you can do. Long-distance races in extreme heat in the desert are even tougher. That’s what Filippo Rossi from Lugano specialises in. He successfully competes in events like the 4 Deserts Grand Slam. This involves completing the Sahara Race in Namibia, the Gobi March in China, the Atacama Crossing in Chile and The Last Desert in Antarctica – all within one year. A total of 1,000 kilometres.

As a freelance journalist, Rossi is constantly travelling. But he’s always happy to come back to his home in Lugano. The 29-year-old trains for his extreme challenges in the “Mediterranean” climate. But Lugano is much more than just a place where Filippo Rossi can relax. It’s where he re-charges his batteries before travelling on to a conflict zone or desert marathon at the other end of the world.
Golf in Fribourg
Equipped with golf clubs, balls and a map, you can play a round on the 18-hole course in the idyllic centre of this beautiful medieval town.
fribourgtourisme.ch

Handwork in Le Locle
You can put together your own mechanical watch in the UNESCO World Cultural Heritage site La Chaux-de-Fonds in the heart of the traditional watch-making industry.
neuchateltourisme.ch

Yoga in Schaffhausen
In the Rhybadi, Tuesdays begin with a sun salutation. The asanas are followed by a quick dip in the Rhine to cool off.
rhybadi.ch

“I love Lugano. This city in the midst of nature offers an unbeatable quality of life.”
Filippo Rossi, journalist and ultrarunner
Lifestyle: getting around

Arriving in Switzerland by train

Not only does public transport within Switzerland have an excellent reputation, but international connections from neighbouring countries are very good too. Regular direct trains from Vienna, Paris, Milan and Berlin bring guests right into the centre of Swiss cities. You can stretch your legs whenever you like and enjoy the on-board catering and other services. You’ll arrive on time, relaxed and ready for an exciting holiday.

MySwitzerland.com/international

It’s Christmas already at the station

The Grand Train Tour of Switzerland is particularly beautiful in winter: snow-covered hills, frozen lakes and Christmas markets with festive lights. As soon as you leave the train, you catch the scent of mulled wine and cinnamon. Many Christmas markets are directly in or next to a station and can be perfectly combined with the circular trip.

MySwitzerland.com/grandtraintour

From city to city

Savour a cappuccino in Bellinzona followed by a lengthy shopping trip in Lucerne, and finish the day with a traditional Zurich dish for dinner in a restaurant overlooking Lake Zurich. Why not? You can easily travel from town to town in Switzerland by public transport. And within towns, you can get to places quickly by tram and bus. So you’re always in the heart of the action.

MySwitzerland.com/swisstravelsystem
Comfortable and multifaceted

Travelling by public transport means travelling comfortably. But that’s not all. Public transport allows both locals and visitors to see Swiss cities from a new and different perspective. You can rediscover familiar places and experience new ones in different ways. Travel along different routes by boat than by tram, and different routes by tram than by bus. Even if your starting point and destination are the same.

MySwitzerland.com/swisstravelsystem
Switzerland, Swiss urban feeling
From bathrobe to winter coat

She lives directly by Lake Zug. And spends every spare minute outdoors, both in summer and winter. Antonia Spillmann (73) loves hiking on the Zugerberg, the mountain overlooking Zug. But she also has a special way of staying in shape.
While some people have a shower in the morning, Antonia Spillmann heads down to the lake in her bathrobe. She looks forward to her morning dip even in temperatures around zero degrees.

Year in, year out, she cheerfully takes a morning plunge in Lake Zug. “It’s cold, but it’s all about your mindset. And it keeps me healthy,” says the pensioner.
Winter fun on your doorstep

Swiss cities offer more than just cosy cafés and hot chocolate in winter. They’re an ideal starting point for day trips.

Strolling around in Bellinzona
This town in the heart of Ticino is worth a visit in winter too. You can stroll through the market, check out the old town or enjoy the views from the town’s three castles.

Hiking on the Weissenstein
The mountain overlooking Solothurn in the first and highest Jura mountain range is a veritable paradise for winter hikes, with impressive views for miles around.

Snowshoeing on Brambrüesch
On the outskirts of Chur, you can take a cable car up to the winter sports resort of Brambrüesch. From here, it’s not far to the Dreibündenstein plateau, an ideal snowshoeing destination.

Winter cruises on Lake Thun
Trips on the lake are fun in winter too. You can let your mind wander as you glide past picturesque fishing villages and historic castles.

Bathing in Baden
Enjoy a dip in the temporary Bagno Popolare in Baden, which has the highest mineral content in Switzerland and will soon be part of a new spa by architect Mario Botta.

Soaking up the sun on Cardada Cimetta
Ticino is renowned for being the sunniest part of Switzerland – for good reason. The mountain overlooking Locarno enjoys 2,181 hours of sunshine per year, which makes it the sunniest place in this sun-kissed region.
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### Strategic partners

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<thead>
<tr>
<th>American Express in Switzerland</th>
<th>Swiss Chocolate since 1819</th>
<th>Since 1936 in Switzerland</th>
</tr>
</thead>
<tbody>
<tr>
<td>americанexpress.ch</td>
<td>cailler.ch</td>
<td>coca-cola.ch</td>
</tr>
<tr>
<td>Europcar</td>
<td>ZURICH AIRPORT</td>
<td>Exquisite Swiss biscuit specialities</td>
</tr>
<tr>
<td>europcar.ch</td>
<td>Zurich Airport</td>
<td>kambly.ch</td>
</tr>
<tr>
<td>Victorinox</td>
<td>VALSER</td>
<td>Mobile Communications</td>
</tr>
<tr>
<td>victorinox.com</td>
<td>valser.ch</td>
<td>salt.ch</td>
</tr>
</tbody>
</table>

### Official partners

<table>
<thead>
<tr>
<th>Appenzeller Bier</th>
<th>BMC</th>
<th>Book Factory</th>
<th>GastroSuisse</th>
<th>Gubelin</th>
</tr>
</thead>
<tbody>
<tr>
<td>appenzellerbier.ch</td>
<td>bmc-switzerland.com</td>
<td>bookfactory.ch</td>
<td>gastrosuiss.ch</td>
<td>gubelin.com</td>
</tr>
<tr>
<td>Swiss Travel Center</td>
<td>Hero</td>
<td>Hertz</td>
<td>Holy Cow</td>
<td>Intersport Rent</td>
</tr>
<tr>
<td>swisstravelcenter.ch</td>
<td>hero.ch</td>
<td>hertz.ch</td>
<td>holycow.ch</td>
<td>intersportrent.ch</td>
</tr>
<tr>
<td>Kirchhöfer</td>
<td>Landquart Fashion Outlet</td>
<td>Les Ambassadeurs</td>
<td>Mammut</td>
<td>Odlo</td>
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<tr>
<td>kirchhofer.com</td>
<td>landquartfashionoutlet.com</td>
<td>lesambassadeurs.ch</td>
<td>mammut.com</td>
<td>odlo.com</td>
</tr>
<tr>
<td>Suva</td>
<td>Swiss Education Group</td>
<td>Swiss Ski</td>
<td>Swissinfo</td>
<td>SwissRent</td>
</tr>
<tr>
<td>suva.ch</td>
<td>swissschool.ch</td>
<td>swissinfo.ch</td>
<td>swissinfo.ch</td>
<td>swissrent.com</td>
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<tr>
<td>Swiss Wine</td>
<td>Visana</td>
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<tr>
<td>swisswine.ch</td>
<td>visana.ch</td>
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MySwitzerland.com/strategicpartners
Win a five-day holiday in Switzerland and experience Swiss cities like a local! We are offering a free trip for you and a person of your choice to Lucerne and Zug. Good luck!

**Competition question**
Where is the oldest Christmas market in Switzerland?

- **a)** Lugano
- **b)** Montreux
- **c)** Basel

**The prize**
Five nights in a double room in selected hotels in Lucerne (Waldstätterhof Lucerne, incl. breakfast) and Zug (Aparthotel Rotkreuz, incl. breakfast). Fly with SWISS from a SWISS hub near you to Geneva or Zurich – or take the train. The prize also includes a Swiss Travel Pass, which lets you travel comfortably by train, bus or boat throughout Switzerland and gives you free admission to over 500 museums, collections and special exhibitions.

**How to take part in the competition**
1. Answer the competition question
2. Participate online at MySwitzerland.com/competition

**Closing date:** 29 September 2019

**Swiss Travel Pass**
Want to discover Switzerland? The Swiss Travel Pass – the all-in-one ticket for train, bus and boat – covers a transport network of over 29,000 kilometres.

**SWISS**
SWISS serves more than 100 destinations in over 40 countries from Zurich and Geneva with its fleet of around 90 aircraft. The mission of SWISS is to provide high-quality connections between Switzerland and Europe and the world.

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**Lugano**
The 150 stands around the majestic Christmas tree in Piazza Riforma create a festive atmosphere with a Mediterranean touch.

**Montreux**
When Father Christmas and his sleigh land on the shore of Lake Geneva, it’s time for the Montreux Noël market.

**Basel**
The Christmas market in Barfüsserplatz is considered one of the biggest and most beautiful Swiss Christmas markets – it’s definitely the oldest.

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**Conditions of participation (extract):** Prizes are drawn after the closing date. Participation is free. Multiple entries will not be accepted. The winner will be drawn from entries with the correct answer and informed by e-mail. Your address information will be used by Switzerland Tourism and any competition partners for marketing and advertising purposes only. You can revoke this permission at any time. Your personal data will be handled confidentially and will not be passed on to third parties. Switzerland Tourism reserves the right to exclude participants from the competition, delete multiple entries or end the competition if there are any discrepancies. You can read the complete conditions of participation at MySwitzerland.com/competition. If you do not have Internet access, send a postcard with your answer to: Switzerland Tourism, Tödistrasse 7, CH-8002 Zurich.
City breaks are an ideal way of taking time out from daily life. Enjoy unique sights, beautiful parks, impressive exhibitions, friendly restaurants and out-of-the-way bars. Get the Swiss urban feeling on a weekend trip or a longer break!
The Grand Tour of Switzerland is a suggested route that makes use of the existing Swiss road network. Visitors follow the route at their own risk. Switzerland Tourism and the Grand Tour of Switzerland association accept no liability for construction works, diversions, signage relating to special events or safety provisions along the route. The Grand Tour is signposted clockwise.

995 reasons to discover Switzerland on the Grand Tour

First electric road trip:
300 charging stations for electric vehicles

Beautiful curves:
5 Alpine passes higher than 2,000 m

Freshwater heaven:
22 lakes bigger than 0.5 km²

Unforgettable highlights:
12 UNESCO World Heritage Properties and 2 Biosphere Reserves

Multicultural society:
4 official languages, countless dialects

Perfect signposting:
650 official Grand Tour signposts

More details on the Grand Tour:
MySwitzerland.com/grandtour

The Grand Tour of Switzerland is signposted clockwise.
Swiss cities are beautiful.

It’s best you see them from above as well.

Enjoy the highest Swiss quality and hospitality before you even arrive. You can reserve the coveted window seats in advance, by the way.