my Switzerland

AWAKEN YOUR SENSES.

SWISS AUTUMN 2019

Switzerland.
Plate up!
Tables are groaning under all that nature has to offer: autumn specialities have never tasted better.

Wine o’clock
Switzerland’s wine-growing country has a lot to offer all year round – but it really comes into its own in autumn.

Connoisseurs
These professionals work day in, day out to bring you tastebud-tingling treats in autumn.

Living tradition
From ceremonial cattle drives to harvest festivals and wine fests, the peace of village life all over Switzerland is giving way to joyful celebration.

Let’s go!
Nature is ablaze with colour and the nearest mountain guesthouse is just around the corner. Hurry, autumn is in full swing outside!

Autumnal cities
This is the perfect time of year to discover the incredible diversity that prevails in the capitals of the Swiss cantons.
GRÜEZI

Autumn in Switzerland is far too short. No other time of year has so much to offer or makes it quite as easy to enjoy life with all your senses. The colours are magical, the seasonal specialities delicious, the farmers’ markets and wine festivals joyful. Speaking of wine festivals, vineyards have been cultivated here since Roman times. Switzerland’s long heritage of wine-growing has given rise to an impressive array of first-class wines. And the best time to enjoy these wines is now, in autumn.

Enjoy everything autumn has to offer during these 60 bountiful days!

Martin Nydegger, CEO Switzerland Tourism
Nicolas Joss, CEO Swiss Wine Promotion
**MENDRISIOTTO**

**BIKE ’N’ WINE**

The best way of discovering Mendrisiotto, Ticino’s largest wine-growing region, is by bike. On this guided tour, you will visit a traditional wine-growing estate and learn how Merlot is made, before tasting some in the heart of the vineyards. And what better way to round off the tour than by sampling regional wines accompanied by delicious local produce?
Wine o’clock

Vineyards in autumn are the perfect place to combine exercise with enjoyment. Winegrowers are happy to tell visitors about their wine and its production on guided tours or during tasting sessions in the wine cellars. And nobody can do it better than they can.
VULLY VITICULTURAL TRAIL

Even if you don’t learn any new wine-related facts during the five-kilometre Chemin la Riviera trail from Sugier to Môtier, you will definitely enjoy the glorious views of Lake Murten and the Alps.

THE WORLD OF WINE
The new oenology park in Sion offers a unique experience to awaken all your senses. The wine park, which was awarded the 2018 Swiss Wine Tourism Award, provides visitors with an innovative look at the wide range and enormous diversity of the Valais terroir.

A year in Spiez’s vineyards
As you walk through Spiez’s vineyards, twelve information boards will teach you about each month of the wine-growing year, nature and the vines themselves. Visit the town’s winemaking and heritage museum to round off this interesting experience.

GUIDED WINE TOUR
Discover idyllic villages and gain an insight into the wine-making profession on this excursion to Bündner Herrschaft region organised by Wine Tours Switzerland. You will also have an opportunity to sample unique wines and local specialities during tastings amidst the vineyards.
There are six Swiss wine-growing regions. Each region very much has its own identity, thanks to its topography, geology and particular climate. As shown on the map, most of Switzerland’s wine is produced in the west of the country.

The top ten varieties of grape in Switzerland are split into five whites and five reds.

<table>
<thead>
<tr>
<th>Variety</th>
<th>Cultivation Surface Area (hectares)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pinot Noir</td>
<td>3,986</td>
</tr>
<tr>
<td>Chasselas</td>
<td>3,672</td>
</tr>
<tr>
<td>Gamay</td>
<td>1,224</td>
</tr>
<tr>
<td>Merlot</td>
<td>1,177</td>
</tr>
<tr>
<td>Müller-Thurgau</td>
<td>456</td>
</tr>
<tr>
<td>Gamaret</td>
<td>434</td>
</tr>
<tr>
<td>Chardonnay</td>
<td>386</td>
</tr>
<tr>
<td>Sylvaner</td>
<td>285</td>
</tr>
<tr>
<td>Pinot Gris</td>
<td>232</td>
</tr>
<tr>
<td>Garanoir</td>
<td>228</td>
</tr>
</tbody>
</table>

Only about 1.5% of Swiss wines are exported, making them a real rarity abroad. That’s why Swiss wine is best enjoyed in Switzerland.

White or red? Both, of course. But more varieties of red grape are cultivated.

Did you know? Wine is cultivated in every Swiss canton.

No fewer than 148 million 750-millilitre bottles of wine were produced in Switzerland in 2018. Cheers!
Plate up!

Mushrooms are sprouting in forests, cheese is ripening in the cellars and up and down Switzerland, the grape harvest is beginning. Tables are groaning under all the autumnal produce. And best of all, those specialities that you have been looking forward to all year long are right on your doorstep. Pumpkin soup, porcini mushroom risotto or a saddle of venison – nothing could embody autumn more.
CAVES DE LA TZINTRE CHEESE CELLAR

This cheese cellar in Charmey stores the cheeses that have been produced in the Alps over the summer: 1,500 wheels of Vacherin fribourgeois d’alpage and 6,000 wheels of Gruyère d’alpage AOP. Sampling the cheeses is recommended.

STÜA GRANDA

The painter Giovanni Segantini once called the village of Soglio “la soglia del paradiso” – the gateway to paradise. And tucking into one of the sophisticated dishes plated up in Restaurant Stüa Granda is truly like stepping into a culinary paradise.

A ROOM WITH A VIEW

It’s hard to say which part of mountain dining at Muottas Muragl is more enjoyable: the glorious views over the lakes of the Upper Engadin during a spectacular sunset or the awesome autumn specialities. Either way, they are best enjoyed together.
Gastronomy: autumn specialities

ENJOY SPECIALITIES WHILE THEY ARE REALLY FRESH.

MySwitzerland.com/enjoy

Rössli, Escholzmatt
Stefan Wiesner, known as the “sorceror”, is actually more of a wizard. The Michelin-starred chef conjures up unbelievably tasty food from what he finds in the forest. A sample menu may include truffle potatoes cooked over hot coals with fermented and baked stone pine needles. Bon appétit!

MÉTAIRIE DU MILIEU DE BIEENNE

The Bernese Jura is a real hiking paradise. It’s well known that exercise in the fresh mountain air makes you hungry – thankfully there are typical mountain inns known as “métairies” dotted all around the Chasseral. Along with fantastic views, these inns offer regional specialities such as cutlets, bone-in ham, Bernese platters, rösti, fondue and home-made cheese.

CASTLE IN GOMS

With its attentive service and outstanding cuisine, you’ll quickly feel at home in Restaurant Castle in Blitzingen, Goms. Chef and mountaineer Peter Gschwendtner has a wonderful affinity with nature and shows his guests that the best ingredients can be found on their doorstep. His autumn specials include game, mushrooms and other seasonal delights.
Autunno Gastronomico  By the time the smell of hot sweet chestnuts wafts through its narrow alleyways, gastronomic autumn is in full swing in the Ascona-Locarno region. Over 50 restaurants celebrate autumn with traditional dishes and ingredients from the surrounding forests and fields. The very thought is enough to make your mouth water.

RACLETTE IN THE COWSHELD

Once the cows are safely back in the valley for the colder months, the Aellig family cowshed on the Engstligenalp near Adelboden is transformed into a cosy raclette hut. And as the sun disappears behind the Wildstrubel, foodies unwind with melted cheese and a drop of good wine.

WINE TASTING

1

St Maurice

The Abbey of St Maurice beckons with a treasure trove of its own wines available to taste.

2

Chillon Castle

A guided tour accompanied by tasting of the house wine is a charming experience in the most famous of all Switzerland’s castles.

3

Jenins

After a tour through its vineyards, the Haus des Bündner Weins opens for wine tasting every Friday.

4

Olivone

The Bottega Seconda Natura is home to a large selection of expressive natural wines.

5

Schaffhausen

The Vinorama has over 60 wines from the Schaffhausen Pinot Noir region to taste and purchase.

Discover another glass of autumn indulgence at MySwitzerland.com/viva
The Blauburgunder grape (also known as Pinot Noir) reigns supreme in the Schaffhauserland region. At the wine press I want to get the best out of the fruit and realise my ideas about what makes a good wine.
Our vines on the slopes of Mont Vully are part of Switzerland’s smallest winegrowing region with protected designation of origin. Small, but exquisite.
Winegrower Roman Hermann, Fläsch, Graubünden

I like a wine that’s a bit rough around the edges. I’m particularly proud of our Completer, which only grows here in Bündner Herrschaft. It was forgotten for a long time, but its potential is huge.
My aim is to use the Sapori Ticino food festival to bring the finest products from small-scale local producers to a large audience.
Winegrower Catherine Cruchon (right), Morges, Lake Geneva Region

I’m the third generation of my family to work on our wine estate. My goal is to produce wines that bring joy. Every sip should invoke emotions.
Alpine hut owner Hans-Peter Hari, Adelboden, Bern

Cows, dogs, hikers – I share the Alpine summer in Adelboden, my knowledge and my products with everyone and everything passing through.
Let’s go!

Nature has exploded into vibrant colours, leaves crunch underfoot and the low-hanging sun is shining brightly – it’s no wonder fans of the great outdoors love autumn so much. Thousands of beautiful hiking routes and exhilarating mountain bike trails lie waiting to be discovered. There’s nothing like being out in the clear autumnal air!
**GASTERNTAL**

Why would you go to New England when you can enjoy an Indian summer in the wildly romantic Gasterntal? We particularly recommend the trail along the roaring Kander river, from Berghotel Waldhaus to Selden.

**IN THE NORTH**

Stunning views across to the distant Alps and a hugely diverse landscape – expect this and more on the Reiatweg trail in northern Switzerland. From Thayngen, the route passes through mixed woodland, vines and meadows, tracing old smugglers’ paths to the most northern vineyard in Switzerland.

**VAL BREGAGLIA PANORAMA TRAIL**

This panoramic trail from Maloja to Soglio takes you through spectacular landscapes on paths that have been in use since Roman times. The trail leads through golden mixed woodland and over huge granite plates. Hikers are treated to a glorious panorama featuring the peaks of the Sciora massif, towering up towards a deep blue sky, throughout the hike.
Go with the flow Hiking along the Doubs in autumn is an opportunity to relax, recharge your batteries and enjoy nature in all its beauty. Follow the river on a hike that can be completed in up to four stages. It’s a good job that hiking builds up an appetite – the restaurants along the way serve irresistible trout dishes, including poached trout and trout in a fine herb sauce.

VIEWS
The hike from Moléson-sur-Gruyères to Plan-Francey may be easy, but it’s one of the most beautiful around, thanks in no small part to the views along the way of the little town of Gruyères and the Moléson, Fribourg’s iconic mountain. And the only way to beat those views is from the top of the Moléson itself, which can also be reached by cable car.

THEMED HIKES
Fancy learning something new as you hike? Try out the historic Sonvico themed trail, where families can discover a rich cultural heritage and nature in all its glory. In Rosone, tuck into local specialities such as delicious goat’s cheese in the Fattoria or at the Grotto del Faggio, which boasts lakeside views.

VIA ENGIADINA Just like the Upper Engadin region, the Via Engiadina is one of a kind. This diverse hike offers breathtaking views over a landscape like no other, extending up to glistening glaciers.
The “Lebensweg César Ritz” (César Ritz’s Life Path) is dedicated to the hotel pioneer from Goms, founder of the eponymous Ritz Hotel. Important milestones from Ritz’s life are detailed on six information panels and represented by symbolic features along the way.

**SWEET TOOTH?**

The tour from Marbach to Kemmeribodenbad is a treat in every way. The view from Marbachegg extends as far as the Bernese High Alps. Other highlights include fine cheese from Alp Imbrig, the impressive Schrattenfluh and – last but by no means least – the legendary “Merängge” (meringue) from Landgasthof Kemmeriboden-Bad.

**WINE TRAILS**

1. **Mendrisiotto**
   - Circular trail from/to Mendrisio
   - Duration: 4 hrs 30 mins | Distance: 17km
   - Level of difficulty: moderate

2. **Weinweg Martigny–Leuk**
   - From Martigny to Leuk
   - Duration: 3 hrs 30 mins to 6 hrs 15 mins
   - Stages: 4
   - Level of difficulty: easy/moderate

3. **Balade viticole in Geneva**
   - From Hermance to Choulex
   - Duration: 4 hrs 30 mins | Distance: 18km
   - Level of difficulty: moderate

4. **Rebenweg Bielersee**
   - From Biel to La Neuveville
   - Duration: 4 hrs | Distance: 15km
   - Level of difficulty: moderate

5. **Panoramaweg Blauburgunderland**
   - From Siblingerhöhe to Trasadingen
   - Duration: 3 hrs 40 mins | Distance: 15km
   - Level of difficulty: easy

More wine-related experiences at MySwitzerland.com/viva
Sweet chestnuts

Once a vital food source in remote Ticino valleys, today sweet chestnuts are the ultimate autumnal snack. Sweet chestnuts are gluten-free, packed full of vitamins and have a high carbohydrate content, while being only 2% fat.

Sauzer

Switzerland has a long tradition of making Sauzer in autumn. Freshly pressed grape juice is fermented with yeast until the alcohol content reaches 1.5% by volume, when the product is then pasteurised to stop further fermentation. A refreshing, sparkling drink after a long hike.

Recipe: seasonal bread

Sweet Chestnut and Sauzer Bread

For 4 people: 3tbsp sugar, 2tbsp water, 200g frozen sweet chestnuts (defrosted, roughly chopped), 400g wholemeal flour, 100g sweet chestnut flour (available in all good health food shops), ½ cube yeast (approx. 20g, crumbled), 3dl Roter Sauzer, 2tsp salt, 3tbsp rapeseed oil

Method

Bring the water and sugar to the boil in a wide pan, without stirring. Reduce the heat to a simmer and move the pan from side to side occasionally until a light-brown caramel has formed. Add the sweet chestnuts, mix well and spread out onto a sheet of baking paper. Leave to cool and set aside.

Place the wholemeal and sweet chestnut flours into a bowl, combine and create a well in the middle. Add the yeast and 50ml of Sauzer to the well and stir until the consistency is like a thin porridge. Sprinkle with a little flour. Leave to stand until the porridge-like mix foams (approx. 30 minutes).

Add the salt, the remaining 250ml of Sauzer and the oil, mix and knead for approx. 10 minutes to form a soft, smooth dough. Knead the sweet chestnuts that you set aside into the dough, shape into a ball and place on a baking tray lined with baking sheet. Cover and leave at room temperature for approx. 2 hours until the dough has doubled in size.

Brush the dough with a little water and dust with some flour.

Bake for approx. 10 minutes in the bottom half of the oven, pre-heated to 240°C. Reduce the temperature to 200°C, keep the oven door closed and bake the bread for approx. another 25 minutes. Remove the bread from the oven, place it on a wire rack and enjoy the scent of autumn as it wafts through the house.

Best enjoyed with sweet chestnut soup, mountain cheese and a glass of Sauzer.

Has that whet your appetite? You can find plenty more recipes at bettybossi.ch/herbstrezepte
WINE AND WELL-BEING

As with wine, choosing a hotel is a matter of taste. Fortunately, the Swiss vineyards are home to a wide range of accommodation options. Choose from living a life of royal luxury in a castle, discovering your inner Diogenes in a barrel or enjoying the elegance of a five-star hotel.

1 Collin de Daval (Sierre) The “Castel de Daval” water tower was previously used to irrigate the vines. Today, the small castle has five comfortable rooms with views over the Rhone Valley.
2 Schlaf-Fässer (Maienfeld) Up to four people can spend the night in a converted Riesling-Sylvaner barrel in total comfort.
3 Resort Collina d’Oro (Lugano) The restaurant serves award-winning wine made with grapes from its very own vineyards.
4 Schloss Heidegg (Gelfingen) Spend the night as lord of the castle and enjoy mesmerising views of the surrounding vineyards.

Find more hotels dedicated to all things grape-related at MySwitzerland.com/winehotels.
Living tradition

Autumn is a time of celebrating customs. Once the animals have been driven from their summer meadows down into the valley, and the harvest is brought home, many places throughout Switzerland erupt into a festival spirit. The farmers present their produce with pride: it’s a feast for the senses – particularly your taste buds.
SHEEP-SORTING IN LÖTSCHENTAL

An early-morning start with shepherd Daniel Ritler in the Anen region around the Jegichnubel. Aided by sheepdogs and other helpers, Ritler must separate around 700 sheep into herds according to their owner and lead them back down into the valley. An exciting albeit tricky task, as the sheep are often less than keen to leave the Alpine meadows. As the eventful day draws to a close, the guests are treated to a meal of local organic produce.

© 19 to 20 September 2019
Bénichon de Châtel-St-Denis  The Canton of Fribourg has been celebrating “La Bénichon” – which means “blessing” – for centuries. Originally a religious festival, this is a time to give thanks for everything that the harvest brings.  ● 18 to 20 October 2019

Juice days at Hallwyl Castle. The two-day juice festival at Hallwyl Castle is all about apples. Over twenty old and rare varieties of apple will be available at the market stalls to sample and purchase. And, with presses working non-stop, the fruit juice will be flowing. Witness the journey from apple to juice in front of your very eyes – children can even help press the fruit. Each glass of apple juice tastes even better than the last.  ● 19 to 20 October 2019
GASTRONOMY FESTIVAL MENDRISIOTTO
During the “Rassegna Gastronomica del Mendrisiotto e Basso Ceresio”, restaurants in Switzerland’s deep south offer an extremely diverse array of culinary delights – from traditional regional dishes to newly interpreted seasonal specialities.

LOZÄRNER MÄÄS
Around 350,000 visitors are expected to attend the traditional Lucerne Autumn Fair. With over 100 market stalls, snack bars selling treats and the big Luna Park on the shores of Lake Lucerne, this 16-day event has something for everyone.

SWEET CHEST-NUT FESTIVAL
For a whole month, everything in Val Bregaglia, which has inspired artists such as Segantini, Varlin and Giacometti, revolves around sweet chestnuts – from the harvesting to hikes and tastings.

LA NEUVEVILLE
This traditional wine festival has something special for everyone.

AT THE HEART OF THE HARVEST
Spend a day helping Valais winegrowers with the wine harvest.

SAGRA DEL BORGO
Mendrisio celebrates ancient customs and local products.

DÖTTINGEN WINE FESTIVAL
The largest wine festival in German-speaking Switzerland will soon be celebrating its 70th birthday.

VULLY BLUES FESTIVAL
Gather to hear musicians play the blues inside wine cellars.

More wine festivals and traditions are listed at MySwitzerland.com/viva
ENJOY AUTUMN IN SWITZERLAND’S CITIES

SCHWYZ: TRADITIONS AND THE MYTHEN

Here in the heart of Switzerland, the Federal Charter of 1291 is a must-see, but views from the Rotenflue are just as worth a look. Shortly after you leave Rickenbach in Schwyz, you will be greeted with glorious views of the Mythen, the Pre-Alps and the lakes.

SION: A SUNNY WINE REGION

The capital of the Canton of Valais is one of the sunniest cities in Switzerland. It should therefore come as no surprise that the surrounding area is famous for its white wine, Fendant.

BELLINZONA: CASTLES AND ITALIAN FLAIR

The three castles in Bellinzona – Castelgrande, Castello di Montebello and Castello di Sasso Corbaro – are UNESCO World Heritage sites. The old town offers many cozy places to enjoy the dolce vita.
SCHAFFHAUSEN: ON THE RHINE

This mediaeval town, home to the famous Munot fortification, is the starting point for one of the most beautiful river trips in Europe, running through the idyllic, unspoiled natural landscape of the Upper Rhine to the little town of Stein am Rhein.

CITY WINES

1. Zurich
- Räuschling, Riesling-Sylvaner, Pinot Gris and Pinot Noir, among others, grow on sunny slopes above the Limmat river in the Höngg quarter.

2. Bern
- Superb wines are made from the Chasselas and Pinot Noir grapes grown in the urban vineyards around Lake Biel.

3. Baden
- 2.4 hectares of vineyards on the terraced winegrowers slopes of Goldwand produce around 15,000 bottles of Badener Stadtwein.

4. Locarno
- The new Merlot del Locarnese, produced by CAGI Cantina Giubiasco, is a homage to the winegrowers and wine connoisseurs of the Lake Maggiore region.

More information about wine is available at MySwitzerland.com/viva

CHUR: THE ALPINE CITY

The oldest settlement in Switzerland is an ideal base for hiking and bike tours: take the cable car from the city straight up to the high plateau of Brambrüesch.
Head into autumn!

Jump in, open the window and go! Autumn is the most beautiful time of year for an enjoyable ride through Switzerland. The Grand Tour travels along the shores of deep-blue lakes, through golden forests and into picturesque wine-growing regions. And as no driver should have to miss out on wine tasting, there are plenty of cosy hotels along the way to get a good night’s rest.
Lucerne—Landquart
Lots of lakes and lots to see: this section takes you from Lake Lucerne to Lake Zurich, and then onwards towards Lake Constance. It is well worth making a stop at Weinfelden, where the wine trail leads right through the vineyards. Secret tip: thirsty hikers can enjoy a drop of cooled wine from the wine safe on the route.

Landquart—Lugano
One stage, three regions: the route travels through Eastern Switzerland to Graubünden and over the San Bernardino Pass to Ticino. Those looking for a spot of the dolce vita will find it on a hike through the wildly romantic Val Calanca. Some hamlets, with their stone-covered wooden houses, are only accessible by foot or cable car.

Discover Switzerland in all its scenic beauty and diversity with Mazda, the official partner of the Grand Tour of Switzerland.

You can find a route map of the Grand Tour of Switzerland at the end of this magazine.
Your holidays start here.

**Straight to the vineyards:** International connections take you to Switzerland – fast, affordably and reliably. Once arrived, the public transport network makes all wine-growing regions comfortably accessible. Savour a delicious glass of wine! [MySwitzerland.com/arrival](http://MySwitzerland.com/arrival)
MY SWISS EXPERIENCE

Service: digital Switzerland

AUTUMN TIPS JUST A CLICK AWAY
Swiss autumn lasts for 60 days. To make sure you don’t miss out, visit us online to find ideas for hotels, restaurants and experiences for a stay of up to three golden days – which you can always choose to extend. The perfect autumn is waiting for you here:
MySwitzerland.com/autumn

SOCIAL MEDIA
Follow us on social media to see the best photographs, videos and stories posted by visitors to Switzerland and become part of this community by sharing your own experiences:
facebook.com/MySwitzerland
instagram.com/MySwitzerland
twitter.com/MySwitzerland
#INLOVEWITHSWITZERLAND

1 PLATFORM WITH OVER 700 EXPERIENCES
Take a stroll through the vineyards with Patricia or go paragliding over the Aletsch Glacier with Xandi. Get to know your local hosts and discover a whole new side to the Swiss autumn.
MySwitzerland.com/myswissexperience

THE LATEST ABOUT AUTUMN
Want to experience even more? Stay up to date on the vibrant Swiss autumn with our newsletter. Sign up here:
MySwitzerland.com/newsletter

GET ADVICE AND BOOK
With our extensive knowledge of Switzerland, we can help you plan the perfect holiday here. Call us on:
00800 100 200 30 free of charge*

MOBILE APPS
Our free mobile apps give you easy access to exciting family experiences and valuable information wherever you are. Now on iTunes, Google Play and in the Windows Store.
MySwitzerland.com/mobile

*Local charges may apply
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 metres
Freshwater heaven: 22 lakes bigger than 0.5 square kilometres
Unforgettable highlights: 12 UNESCO World sites 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 REGIONS

A Aargau
B Basel Region
C Bern
D Fribourg Region
E Lake Geneva Region
F Graubünden
G Jura & Three-Lakes
H Lucerne-Lake Lucerne Region
I Eastern Switzerland / Liechtenstein
K Ticino
L Valais
M Zurich Region

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
Alpine passes on the Grand Tour

Grand Tour

The Grand Tour is signposted clockwise
Alpine passes on the Grand Tour

Hallwag / Kümmerly+Frey

www.swisstravelcenter.ch
### Strategic premium partners

<table>
<thead>
<tr>
<th>Partner</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HOTELIERESUISSE</strong></td>
<td>The trade association of the Swiss hotel industry <a href="https://www.hotelleriesuisse.ch">hotelleriesuisse.ch</a></td>
</tr>
<tr>
<td><strong>SWISS TRAVEL SYSTEM</strong></td>
<td>Switzerland by train, bus and boat <a href="https://www.mystsnet.com">mystsnet.com</a></td>
</tr>
<tr>
<td><strong>SWISS</strong></td>
<td>The airline of Switzerland <a href="https://www.swiss.com">swiss.com</a></td>
</tr>
</tbody>
</table>

### Strategic partners

<table>
<thead>
<tr>
<th>Partner</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AMERICAN EXPRESS IN SWITZERLAND</strong></td>
<td><a href="https://www.amERICANEXPRESS.CH">americanexpress.ch</a></td>
</tr>
<tr>
<td><strong>CAiller</strong></td>
<td>Since 1819 <a href="https://www.cailler.ch">cailler.ch</a></td>
</tr>
<tr>
<td><strong>COCA-COLA</strong></td>
<td>Since 1936 in Switzerland <a href="https://www.coca-cola.ch">coca-cola.ch</a></td>
</tr>
<tr>
<td><strong>COOP</strong></td>
<td>Retail and wholesale trade <a href="https://www.coop.ch">coop.ch</a></td>
</tr>
<tr>
<td><strong>EUROP'CAR</strong></td>
<td>Car rental <a href="https://www.europcar.ch">europcar.ch</a></td>
</tr>
<tr>
<td><strong>ZURICH AIRPORT</strong></td>
<td>Zurich Airport <a href="https://www.zuerich-airport.com">zuerich-airport.com</a></td>
</tr>
<tr>
<td><strong>GASTRO SUISSE</strong></td>
<td>GastroSuisse <a href="https://www.gastrosuisse.ch">gastrosuisse.ch</a></td>
</tr>
<tr>
<td>**SWISS ARMY KNIVES</td>
<td>WATCHES</td>
</tr>
<tr>
<td><strong>KAMBLY</strong></td>
<td>Exquisite Swiss biscuit specialities <a href="https://www.kambly.ch">kambly.ch</a></td>
</tr>
<tr>
<td><strong>KAMBLY</strong></td>
<td>Exquisite Swiss biscuit specialities <a href="https://www.kambly.ch">kambly.ch</a></td>
</tr>
<tr>
<td><strong>SALT.</strong></td>
<td>Mobile Communications <a href="https://www.salt.ch">salt.ch</a></td>
</tr>
<tr>
<td><strong>VALSER</strong></td>
<td>Switzerland Cheese Marketing <a href="https://www.cheesesfromswitzerland.com">cheesesfromswitzerland.com</a></td>
</tr>
<tr>
<td><strong>VICTORINOX</strong></td>
<td>SWISS ARMY KNIVES</td>
</tr>
<tr>
<td><strong>ZURICH AIRPORT</strong></td>
<td>Zurich Airport <a href="https://www.zuerich-airport.com">zuerich-airport.com</a></td>
</tr>
<tr>
<td><strong>GASTRO SUISSE</strong></td>
<td>GastroSuisse <a href="https://www.gastrosuisse.ch">gastrosuisse.ch</a></td>
</tr>
<tr>
<td>**SWISS ARMY KNIVES</td>
<td>WATCHES</td>
</tr>
<tr>
<td><strong>KAMBLY</strong></td>
<td>Exquisite Swiss biscuit specialities <a href="https://www.kambly.ch">kambly.ch</a></td>
</tr>
<tr>
<td><strong>SALT.</strong></td>
<td>Mobile Communications <a href="https://www.salt.ch">salt.ch</a></td>
</tr>
<tr>
<td><strong>VALSER</strong></td>
<td>Switzerland Cheese Marketing <a href="https://www.cheesesfromswitzerland.com">cheesesfromswitzerland.com</a></td>
</tr>
<tr>
<td><strong>VICTORINOX</strong></td>
<td>SWISS ARMY KNIVES</td>
</tr>
</tbody>
</table>

### Official partners

<table>
<thead>
<tr>
<th>Partner</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>APPELZELLERBIER</strong></td>
<td><a href="https://www.appenzellerbier.ch">appenzellerbier.ch</a></td>
</tr>
<tr>
<td><strong>BMC</strong></td>
<td><a href="https://www.bmc-switzerland.com">bmc-switzerland.com</a></td>
</tr>
<tr>
<td><strong>BOOKFACTORY</strong></td>
<td><a href="https://www.bookfactory.ch">bookfactory.ch</a></td>
</tr>
<tr>
<td><strong>GUBELIN</strong></td>
<td><a href="https://www.gubelin.com">gubelin.com</a></td>
</tr>
<tr>
<td><strong>HYNIX</strong></td>
<td><a href="https://www.hynix.com">hynix.com</a></td>
</tr>
<tr>
<td><strong>HERO</strong></td>
<td><a href="https://www.hero.ch">hero.ch</a></td>
</tr>
<tr>
<td><strong>HERTZ</strong></td>
<td><a href="https://www.hertz.ch">hertz.ch</a></td>
</tr>
<tr>
<td><strong>HOLYCOW</strong></td>
<td><a href="https://www.holycow.ch">holycow.ch</a></td>
</tr>
<tr>
<td><strong>INTERSPORT RENT</strong></td>
<td><a href="https://www.intersportrent.ch">intersportrent.ch</a></td>
</tr>
<tr>
<td><strong>KIRCHHOFER</strong></td>
<td><a href="https://www.kirchhofer.com">kirchhofer.com</a></td>
</tr>
<tr>
<td><strong>LANDQUART FASHION OUTLET</strong></td>
<td><a href="https://www.landquartfashionoutlet.com">landquartfashionoutlet.com</a></td>
</tr>
<tr>
<td><strong>MAMMUT</strong></td>
<td><a href="https://www.mammut.com">mammut.com</a></td>
</tr>
<tr>
<td><strong>ODLO</strong></td>
<td><a href="https://www.odlo.com">odlo.com</a></td>
</tr>
<tr>
<td><strong>SUVA</strong></td>
<td><a href="https://www.suva.ch">suva.ch</a></td>
</tr>
<tr>
<td><strong>SWISS EDUCATION GROUP</strong></td>
<td><a href="https://www.swisseducation.com">swisseducation.com</a></td>
</tr>
<tr>
<td><strong>SWISS SKI SCHOOL</strong></td>
<td><a href="https://www.swiss-ski-school.ch">swiss-ski-school.ch</a></td>
</tr>
<tr>
<td><strong>SWISS WINE OF COURSE</strong></td>
<td><a href="https://www.swisswine.ch">swisswine.ch</a></td>
</tr>
<tr>
<td><strong>VISANA</strong></td>
<td><a href="https://www.visana.ch">visana.ch</a></td>
</tr>
</tbody>
</table>

**MySwitzerland.com/strategicpartners**
LET AUTUMN AWAKEN YOUR SENSES.

MySwitzerland.com/autumn