

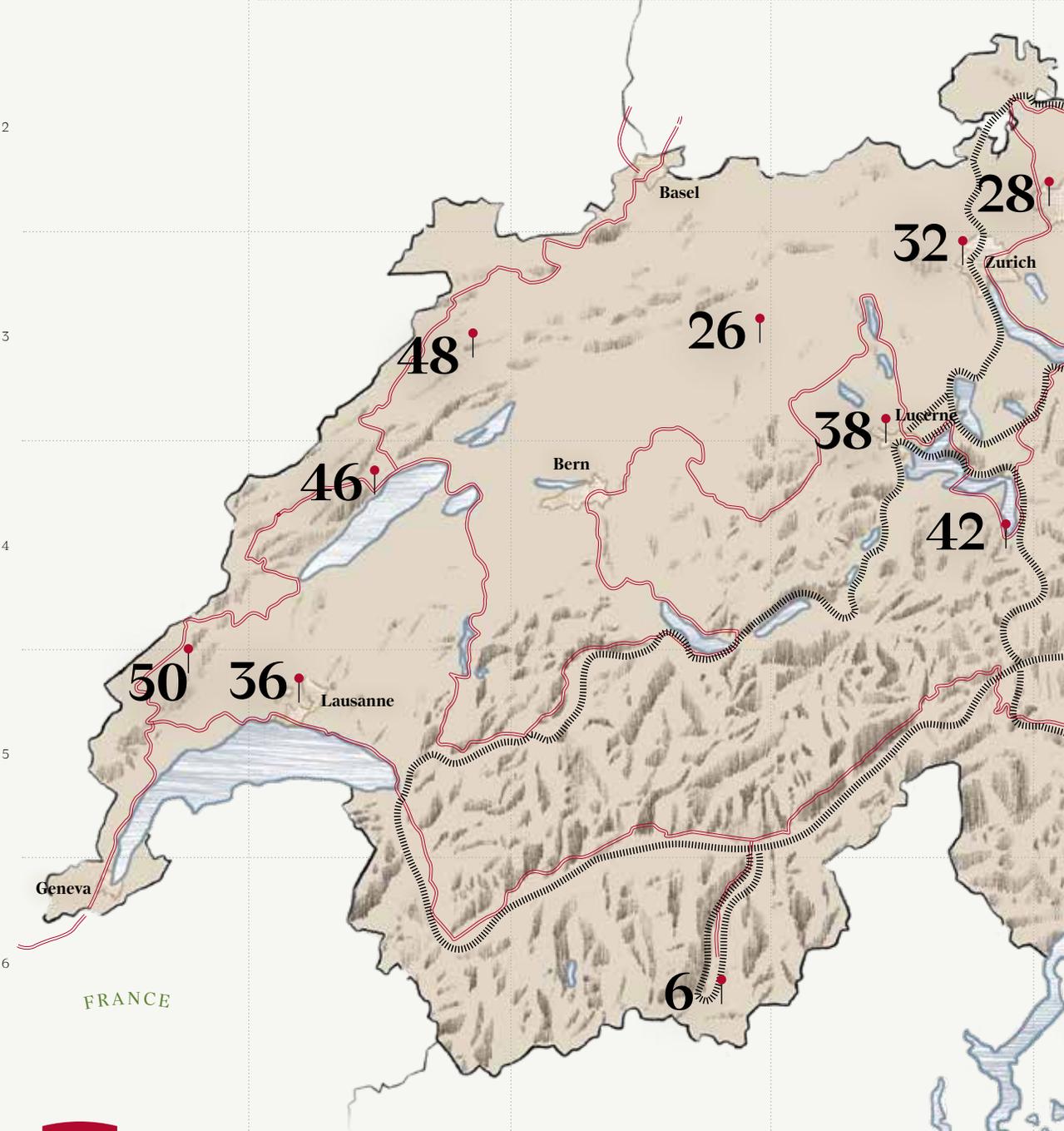
SWITZERLAND.

N° 03



SWITZERLAND

- A
 - B
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 - D
 - 1
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 - 6
- Border
Road
Rail
Mountain
Water
Culture



Grand Tour of Switzerland



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

For more inspiration see:
→ [MySwitzerland.com](https://www.myswitzerland.com)

Grüezi.

Welcome to my meadow. Please feel free to settle down on the grass and watch the clouds drift by or wander around and bleat as loud as you like – no one will mind. After all, this is what we do all day when we are here.

I've just been on a bit of an adventure and visited friends on another alp. We spent the day there, munching on fresh meadow herbs, looking over at the Matterhorn and watching as strapping mountain bikers bring the magnificent landscape to life (p. 6). Simply magical!

Then I followed the gurgling stream down into the valley and was delighted to see how the towns are refreshed by our mountain spring water (p. 26) or play with it in style (p. 29). Along the way, I kept curiously watching the people as they sampled all kinds of delicacies, because there's nothing I like better than eating. I was particularly intrigued by a cheese that looked a bit like a monk's head. If you want to try this cheese, a piece is shaved off for you, with the wheel that remains looking more and more like a monk's tonsured hairstyle each time a piece is taken (p. 48). Crazy!

Why not come and discover a few corners of this diverse country for yourself? And then you can come back to me, lie down in the grass and tell me all about your adventures. I can't wait to hear all about it.

Safe travels!

Rosa



MOUNTAIN

Explore the Swiss Alps by rail and bike.

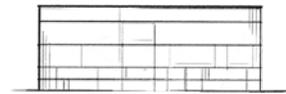
4–15



WATER

On hot summer days, cooling off feels amazing.

16–29



HOUSE

Discover the variety of Switzerland's towns and cities.

30–39



PEOPLE

Be at one with nature and its treasures.

40–51

CONCIERGE

Always at your service as you travel around Switzerland.

55–65

MOUNTAIN

It wasn't all that long ago that climbing mountains was a male preserve. These days however, women can discover the highlights of the Alps together with men.



CHAMONIX-ZERMATT
**An electrifying experience
on two wheels**

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SWITZERLAND
Pure girl power

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Alpine Circle: A trip of superlatives

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←

A world of
4,000-metre peaks:
traversing the Haute
Route by e-mountain
bike.

MOUNTAIN



CHAMONIX-ZERMATT

An electrifying experience on two wheels

The Haute Route from Chamonix to Zermatt is probably the most famous ski mountaineering tour in the Valais Alps. Clever mountain bikers have now reinvented the legendary route – for two wheels. Thanks to the e-mountain bike, this adventure can be fun for everyone.

Climbing a mountain pass at an altitude of 3,000 metres on two wheels and enjoying the view of snow-capped 4,000-metre peaks sounds like an adventure that only the fittest among us can enjoy. But maybe not... Maxence Carron thinks otherwise. “The e-mountain bike opens this adventure up to everyone. It doesn’t matter whether or not you’re particularly fit, or whether you’re 15 or 75.” Together with Adrià Mercadé, Carron, a passionate mountain biker from Fully, founded the e-Alps company and has developed various guided E-MTB tours. This means the experience of crossing the Valais Alps by bike is open to anyone.

The Haute Route is a multi-day Alpine crossing that was made famous in the mid-19th century by the world’s oldest mountaineering club, which was based in London. The original route extends over 180 kilometres, from Chamonix in France to Zermatt, right through the Valais Alps. Following in the wake of hikers, mountaineers and ski tourers, mountain bikers have now discovered this legendary tour for themselves.

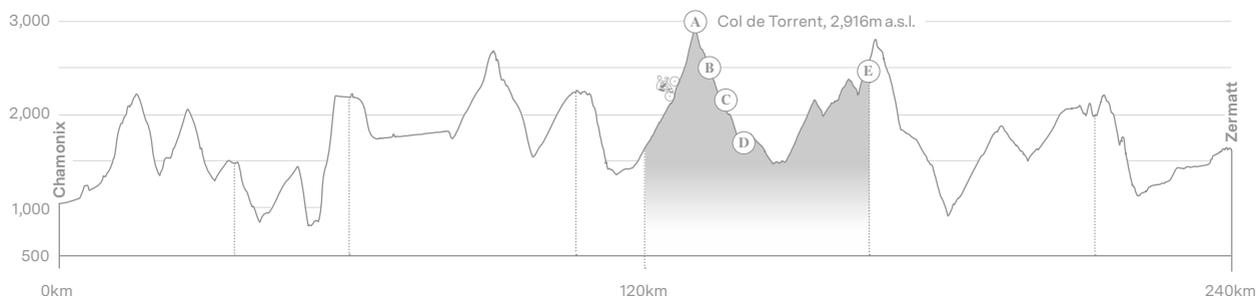
Three different versions of the Haute Route are available to riders with e-Alps: the seven-day tour starts true to form in Chamonix,

while the four-day tour starts in the mountain biking paradise of Verbier. The easiest option, the three-day Family & Friends Haute Route, starts in Vercorin. All of the tours end in Zermatt, where a descent with a view of the Matterhorn ensures an unforgettable end to the trip. In addition to the magnificent scenery, the routes feature a wide variety of trails: these range from flowing single trails through the forest to alpine and therefore more technical sections. You’ll find it all here. The riders cover 35 to 50 kilometres per stage and overcome altitude differences of around 2,000 metres each day. This is where the electric motor comes into its own, making it possible to conquer the ascents with ease.

A big plus point for the e-Alps tours: luggage is transferred for the riders each day, so all they have to carry is what they need for the day. The e-Alps crew brings a picnic, spare batteries and a great deal of know-how with them. “Our guests are really on holiday. We take care of all the details; all they have to do is pedal and enjoy the ride.”

The highlights of the fifth stage

(A) (B) (C) (D) (E) (p. 8) →







THE HIGHLIGHTS OF THE STAGE

between La Sage and Hotel Weisshorn

(A)

Col de Torrent

Riding high

As the name suggests, the Haute Route takes bikers to impressive heights. The route reaches its literal high point on the 2,916-metre-high Col de Torrent. The ascent to the pass is a challenge, but, except for a few tricky short sections, everything is doable by bike and the electric motor provides powerful support for making the ascent. At the top, often you'll suddenly find the clouds at your feet, while the view of the snow-covered 4,000-metre peaks takes your breath away.

(B)

Lac des Autannes

Crystal-clear mountain lake

Around 200 metres below the Col de Torrent, at 2,685 metres above sea level, the Lac des Autannes mountain lake glistens in the sun. When the weather is fine, you can enjoy the magnificent view of the upper Moiry Glacier and the 4,357-metre-high Dent Blanche from the shores of the lake. After the long ascent by bike, you might be tempted to dip your feet in the cold, clear water – but it's just as likely that, rather than interrupt the flow on the trail along the lake, you might want to push on in the direction of the next gem: the turquoise waters of the Lac de Moiry reservoir.

(C)

Picnic at the foot of the Moiry Glacier

A picnic with a view

With the mighty glacier in view, it's time for lunch. Just like every other day, the e-Alps crew conjures up a hearty picnic that leaves nothing to be desired. The father of e-Alps founder Maxence Carron has produced the

charcuterie on the Valais plate himself, while the succulent fruit cake comes from his mother's kitchen. There is also rye bread, alpine cheese and local soft drinks. A simple meal – but you can't beat it.

(D)

Grimentz

An idyllic, geranium-filled village

The pretty village of Grimentz at 1,564 metres above sea level is a real gem. Sun-kissed wooden houses line the car-free streets, and the many geraniums in the window boxes provide cheerful splashes of colour against the dark, solid wood. A particular speciality from this quaint Valais village is the milky white glacier wine that matures in ancient larch barrels in the cellars of the community hall, which dates back to 1550.

(E)

Hotel Weisshorn

Historic hotel

The day full of exhilarating fun and scenic highlights ends above St-Luc in the Hotel Weisshorn. This historic inn dates back to 1891 and sits high above the Val d'Anniviers, at 2,337 metres above sea level. Just like here, throughout the entire tour you can expect accommodation with its own charm: ranging from a converted barn and a historic boutique hotel to a log cabin with outdoor hot tub. 

Travelling the
Haute Route
by E-MTB →





ROADMACHINE

THE ONE-BIKE COLLECTION



bmc-switzerland.com/roadmachine

BMC
SWITZERLAND 

Pure girl power

If boys can do it, girls can too. Nonetheless, women are often under-represented in alpine sports. The 100% Women campaign is looking to change this with a broad range of activities designed to get women out and about among the mountains and glaciers and onto mountain bikes.

HERE'S A SAMPLE OF THE OVER 200 ACTIVITIES ON OFFER

Enduro MTB skills development

On the trails around Fully in Valais, mountain bikers will work on their technique, so that they can be nimble and confident even on steep, challenging terrain, in this course run by the two-woman company Guided by Women.

Emergency repairs on the trail

What should you do when you get a flat tyre, a broken chain or a bent wheel rim? To ensure that such mishaps do not bring the adventure to a sudden end, bikers can learn how to prepare for emergencies in the course of the Bella Bike company in Altendorf.

Swiss Valais Trails

Together with successful trail runner Lizzy Hawker, discover some of the most beautiful trails in the Mattertal Valley and improve your endurance and running technique. By way of balance, yoga and meditation classes take place after the mountain runs.

Mountaineering for beginners

The mountains beckon: On the training tour of the Mammut Alpine School, mountain enthusiasts will learn all they need to know to make their first ascent up to the Sustenhorn and the Vorder Tierberg under careful supervision.



100% Women Peak Challenge

Women conquering the mountains

The Swiss Alps contain no fewer than 48 peaks above 4,000 metres. The aim is for all of them to be climbed by women-only teams by September 2021.



Matterhorn
4,477m.a.s.l.



Grosses Fiescherhorn
4,049m.a.s.l.



Piz Bernina
4,049m.a.s.l.



Grand Combin de la Tsetssette
4,135m.a.s.l.

Share in the excitement

All the information about the challenge can be found here:

→ peakchallenge.com
MySwitzerland.com

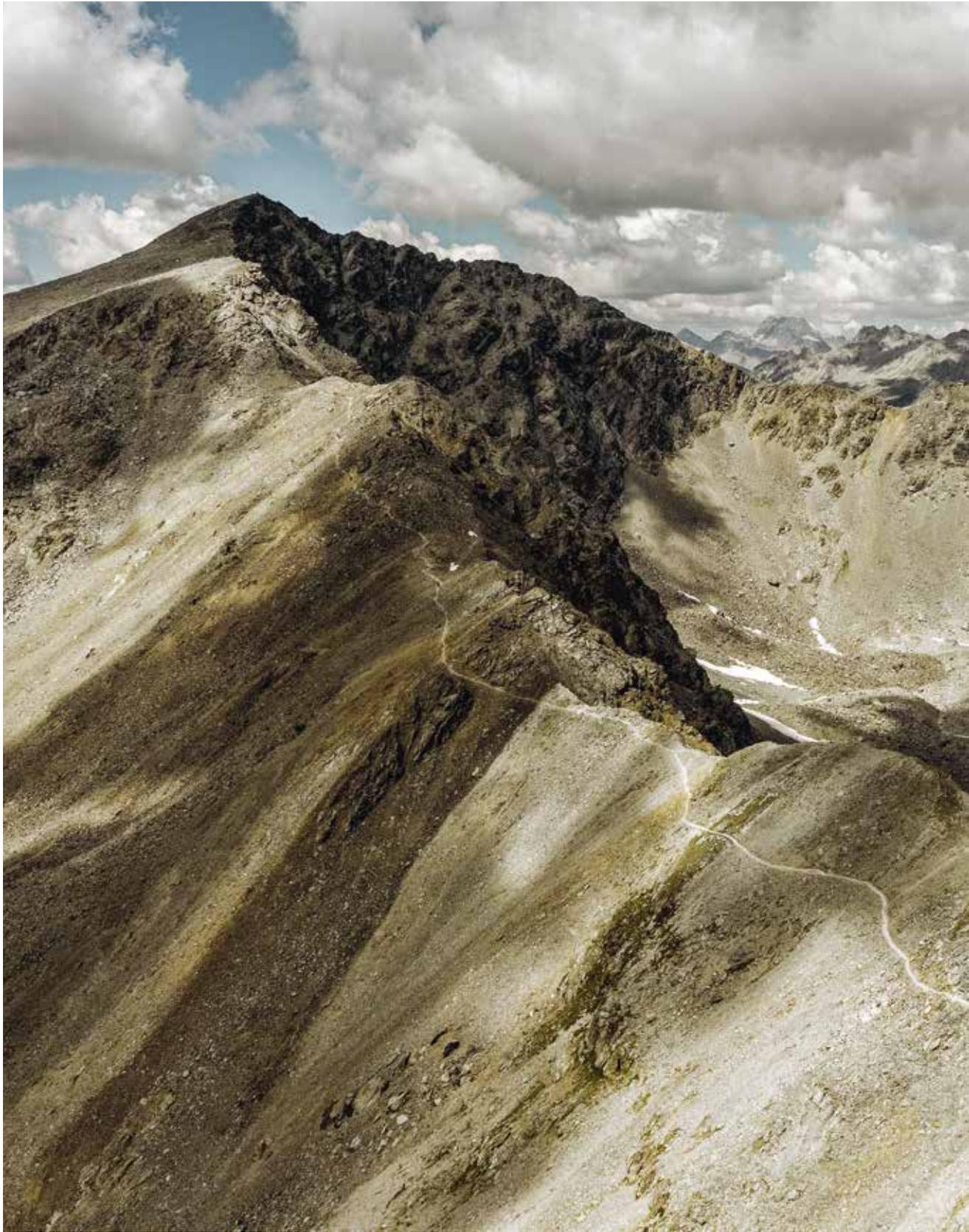


6 months
48 peaks



The 100% Women offers at a glance →



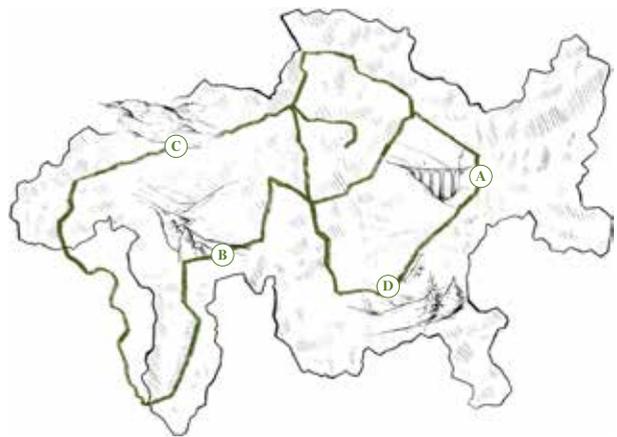




A trail leads from the Diavolezza to Munt Pers, 3,206 metres above sea level.



CHUR



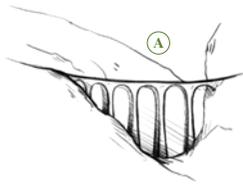
Alpine Circle: A trip of superlatives

Covering 450 spectacular kilometres, the Alpine Circle round trip leads across Graubünden and has many experiences in store that will amaze you. From deep gorges and high mountains to untouched natural beauty, Graubünden is generous with its charms. The trip also takes travellers to four very special highlights: the Rhine Gorge, the Landwasser Viaduct, the Diavolezza and the Swiss National Park. If you enjoy driving yourself, the journey will be a road trip you won't forget in a hurry.

Or if you prefer to leave the driving to someone else, you can travel in the red carriages of the Rhaetian Railway, and sit back and relax while the landscape drifts past the window. →

The most beautiful highlights on the Alpine Circle →

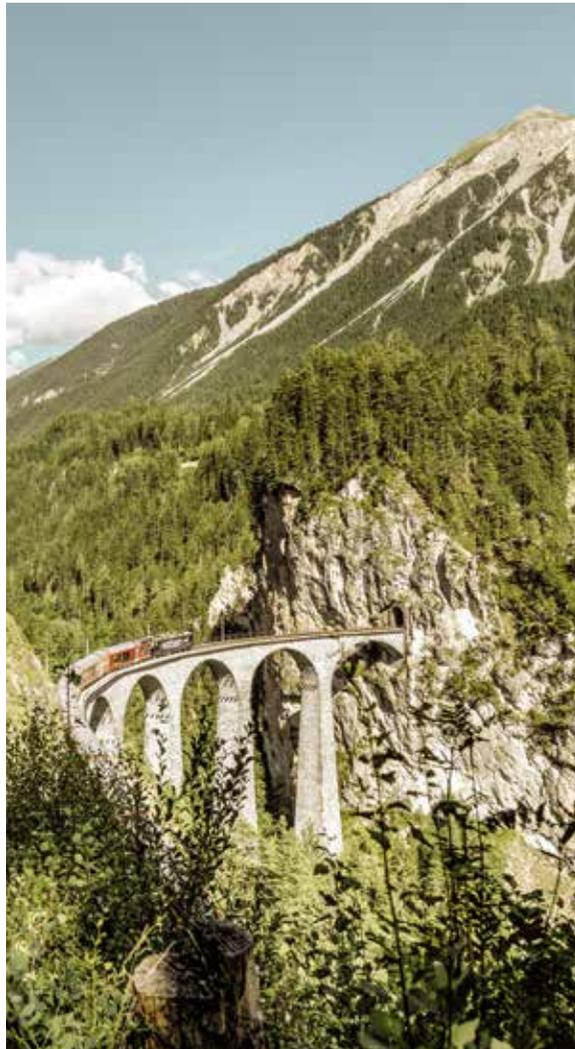




THE LANDWASSER VIADUCT

At a dizzying height, the Landwasser Viaduct spans the eponymous river that follows its course 65 metres below. The railway bridge, with its elegant, delicately traced bridge pillars and arches, is part of the Albula route, which has been a UNESCO World Heritage site since 2008.

Another special feature of the Landwasser Viaduct can be discovered on a journey back in time to 1901. To save on costs, Greek-Swiss engineer Alexander Acatos had the bridge pillars erected without any scaffolding. Despite this construction method, which at the time was rather unconventional, the bridge remains robust. It wasn't until 2009 that the structure had to undergo minor renovation work for the first time.



THE RHINE GORGE

10,000 years ago, more than 100,000 million cubic metres of rock tumbled into the depths during the mighty Flims landslide, making a deafening noise as it did so. From one second to the next, the Vorderrhein was blocked by several hundred metres of rubble, causing a lake to be formed. However, the water remained restless and, over the centuries, it inched its way through the rock, until the lake that had formed could finally drain away, leaving the Rhine Gorge behind.

The geological history of the gorge is captured in its Romansch name, "Ruinaulta": the word "Ruina" means something like "scree slope", while "aulta" means "high".



The Landwasser Viaduct is 141.7 metres in length.



Around 350 species of butterfly are native to the Rhine Gorge.

C



THE DIAVOLEZZA

On the Diavolezza, you will find eternal ice, criss-crossed by deep crevasses that are practically at your feet. Behind it, the peaks of the Bernina massif reach for the sky, among them the Piz Bernina, king of the mountains and the only 4,000-metre peak in the Eastern Alps. At 2,978 metres, the col can be reached by cable car and is a good starting point for adventures in high alpine terrain.

The Diavolezza (“She-Devil”) owes its name to an old legend. This tells of a mountain fairy said to have been the undoing of many young hunters when, captivated by her beauty and blinded by love, they followed her into the mountains and were never seen again.



D



SWISS NATIONAL PARK

The oldest national park in the Alps and the largest wilderness area in the country: the Swiss National Park. It provides a habitat for countless animal and plant species that have lived, grown and thrived here undisturbed since the park was founded in 1914.

The protected area extends over the four park municipalities of Zerneus, S-chanf, Scuol and Val Müstair at altitudes of 1,400 to 3,174 metres above sea level and covering an area of 170.3 square kilometres. Here, visitors will see untouched landscapes and a wealth of flora and fauna without equal in the Alps. 🏔️



The Diavolezza boasts the highest hot tub in Europe.



100 kilometres of hiking trails cross the national park.

WATER

Water begins its cycle in the Swiss mountains. From there it feeds mineral baths, wells, rivers and lakes and even plays a part in scientific experiments.



LUGANO AND ITS LAKE

In your element
A little taste of la dolce vita!

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Water's long journey
to reach our taps

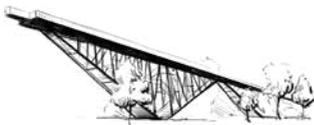
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ZOFINGEN

A moated bastion & city of fountains

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WINTERTHUR

Waterways, cycle ways, alleyways

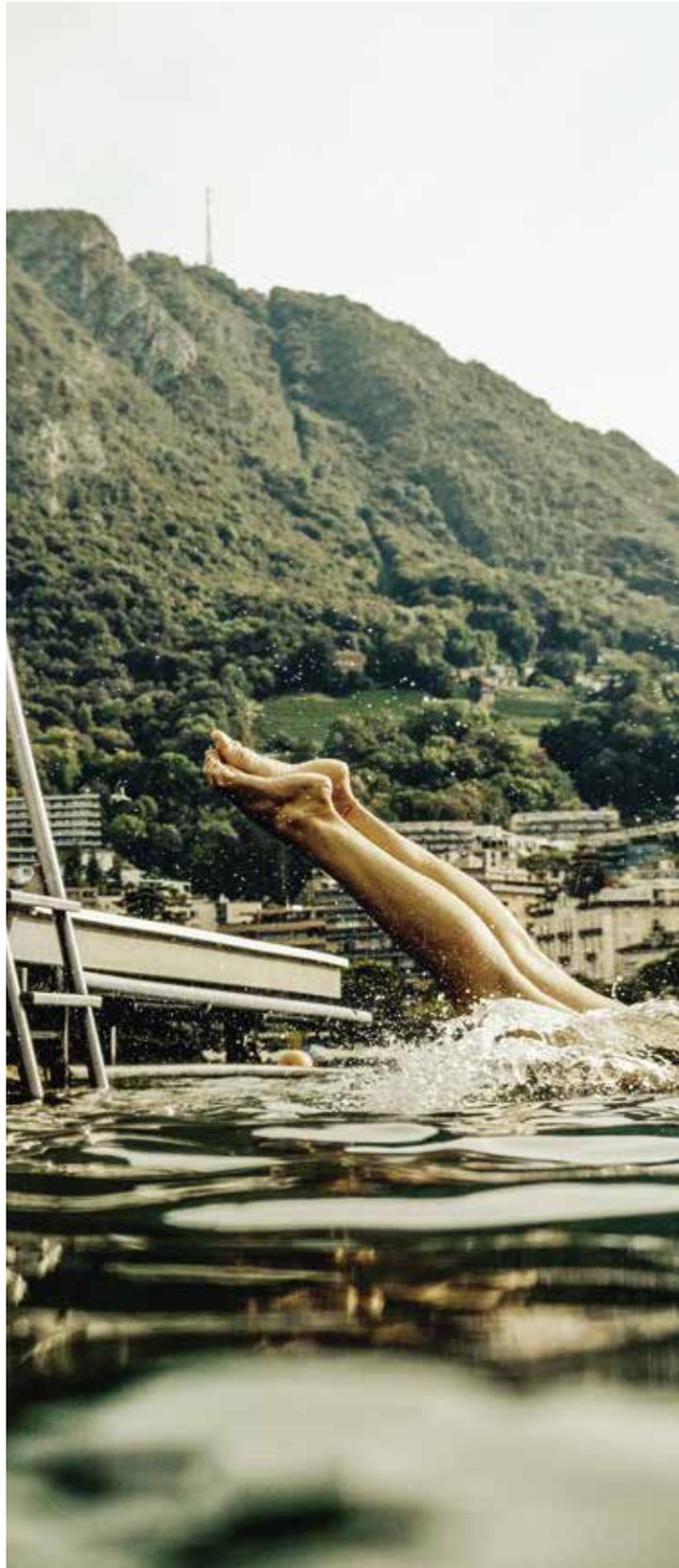
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A lakeside idyll:
view of Lake
Lugano and Monte
San Salvatore.

WATER





LAKE LUGANO

In your element

The calm surface of Lake Lugano can be deceptive, as the lake is literally overflowing with opportunities for activities in and around the water. If you're looking for physical activity, you can swim, dive and paddle your way to the sports area. For something more relaxed, let yourself be chauffeured across the water by boat.

For laid-back types:

Dive in, float on the gentle waves and listen to the soft sounds of the water: a dip in Lake Lugano will refresh body and soul.

For gourmets:

The restaurants on the shores of Lake Lugano offer plenty of romantic atmosphere and great local cuisine. Some of the traditional restaurants can only be reached by water, making the whole thing a very special experience.

For adrenaline junkies:

Plunge head-first into the refreshing water. Or maybe you'd like to perform a graceful somersault first? A diving board is the perfect stage for daring plunges.

For those looking for a little peace and quiet:

A good sense of balance is required if you want to try a sun salute and downward dog on a stand-up paddle board.

However, the beauty of your surroundings should make it easier than ever to remain stable.

For adventurous souls:

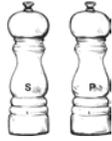
Stroke by stroke, the paddle cuts through the water, letting the kayak glide through the gentle waves. Kayaking means freedom, since it lets you choose your own course and discover hidden places along the lake shore.

For day-trippers:

Whether used as public transport to get from A to B or for a leisurely tour, a cruise on Lake Lugano opens up new perspectives.

Before or after your adventures on the water, you'll need to recharge your batteries. So it's a good thing the Lugano region is rich in culinary treasures – the regional delicacies will fortify you for your next adventure. 💧





A little taste of la dolce vita!

GOURMET TREATS IN AND AROUND LUGANO

For early birds:

There is a colourful market in the centre of Lugano on Tuesdays and Fridays, starting at 7:30 a.m. Always following your nose, you can stroll between the stalls and fill your shopping basket with fresh bread, cheese and meat products.

For avid hikers:

You'll find stately olive trees growing outside Gandria, the romantic fishing village on the shores of Lake Lugano. The Olive Trail leads through the groves, taking hikers from Gandria to Castagnola in around an hour and providing a wealth of information about the olive tree and the olives themselves. Don't forget to buy a little bottle of the precious oil in Gandria before you set off.

For meat-lovers:

Even from afar, your mouth will start to water when you gaze at the delicatessen shops, guessing at what delicious treasures, such as ham and salami, could be waiting inside.

For the health-conscious:

Bright colours and sweet smells greet you when you enter the fruit and vegetable shops in the narrow streets of the old town. These are popular places for people looking for something fresh and healthy.

For curious people-watchers:

The Piazza della Riforma in the heart of the city is lined with bars, bistros and restaurants. You can linger here over coffee, lunch or an aperitif while watching the goings-on in the square.

For connoisseurs:

Merlot is world-famous as a red wine, while the white variant is a specialty from Ticino. A glass of it, enjoyed in a bar on the lake shore or in a cosy restaurant, is the perfect way to end the day. 🍷

The culinary treasures of Lugano →





Shop. Experience. Enjoy.

Also open on Sundays.



Zurich Airport



Water's long journey to reach our taps

FROM THE CLOUDS TO YOUR GLASS

Water is life. As a landlocked European country, Switzerland lacks access to the sea, but thanks to the many high mountains that ensure frequent rainfall, it is rich in fresh water. It bubbles from springs and flows through the landscape in the form of streams and rivers. It is caressed by the wind in ponds and lakes, flows underground as groundwater or lies frozen on mountain peaks in glaciers, which act as reservoirs, feeding the lakes and rivers in the summer months. But water isn't just found outside in nature. In our houses it emerges from taps, shower heads and garden hoses – and in (almost) every instance it is clean enough to drink! Water bottles can usually be refilled without any worries even at public fountains.

However, before it ends up in bottles, saucepans or glasses, our water has already had a long journey behind it. This begins with rising water vapour, which condenses or resublimates in clouds to form small raindrops, hail or snowflakes – in other words, it changes directly from a gaseous to a liquid state – and then falls to the earth as precipitation. While part of this precipitation runs off the surface or remains as snow, another part seeps away and is filtered through layers of earth and rock. That's why water that is taken from springs or pumped from groundwater streams can usually be used as drinking water without requiring any further treatment. On the other hand, water from lakes and rivers, which makes up around 20 per cent of Swiss drinking water, has to go through several processes, including various UV filters and ozone treatments, to kill off germs and viruses. The water is monitored and checked for pollutants in all extraction processes, however. Animals are also used as monitors in so-called bio test facilities: in Zurich, for example, water fleas (daphnia) monitor the quality of the groundwater in one facility, while trout are used in other treatment plants. 



The power of water

Mineral sources in Scuol

20 mineral springs bubble up from the ground around Scuol in the Lower Engadin. The water is reputed to have curative powers. Reason enough for a long bath or a sip of water from the local fountain.



Bogn Engiadina Mineral Baths

As a Wellness Destination, Scuol is centred around various baths, a sauna area, whirlpool baths and a Roman-Irish bath.



The fountains

The finest mineral water flows straight from the source here. It tastes a little different wherever you go, depending on which source the water comes from.



WELLNESS
Destination

Wellness Destinations are a combination of extraordinary baths, well-balanced health concepts and active relaxation.

Wellness
Destinations
at a glance →



Water's long journey to reach our taps

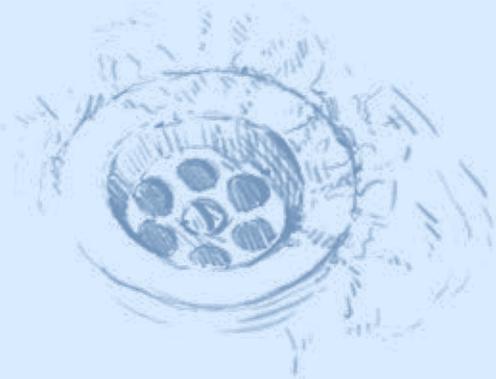
FROM THE CLOUDS TO YOUR GLASS

The water moves in an endless cycle, changing from one state of aggregation to another and constantly flowing through new stations. As rivers it flows through cities, gushing out of fountains and taps as a thirst quencher, providing habitats for flora and fauna and making barren landscapes fertile.



Fountains

Countless fountains throughout the country act as a free supply of top-quality drinking water.



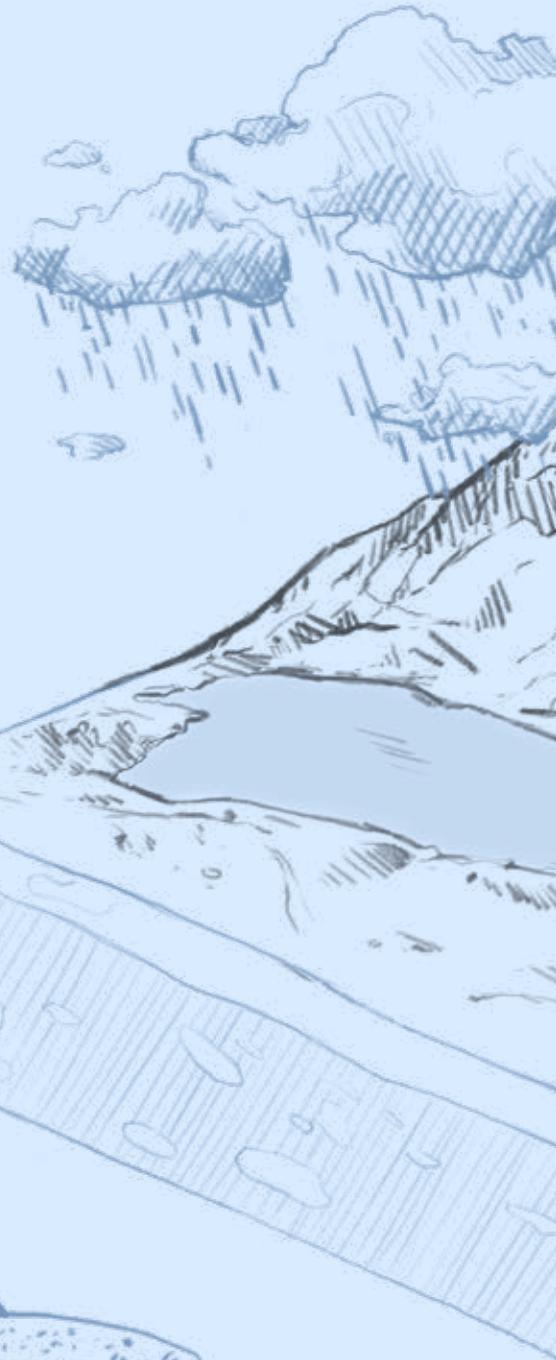
Waste water

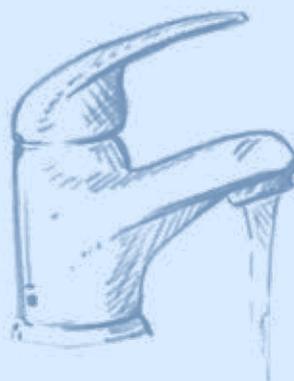
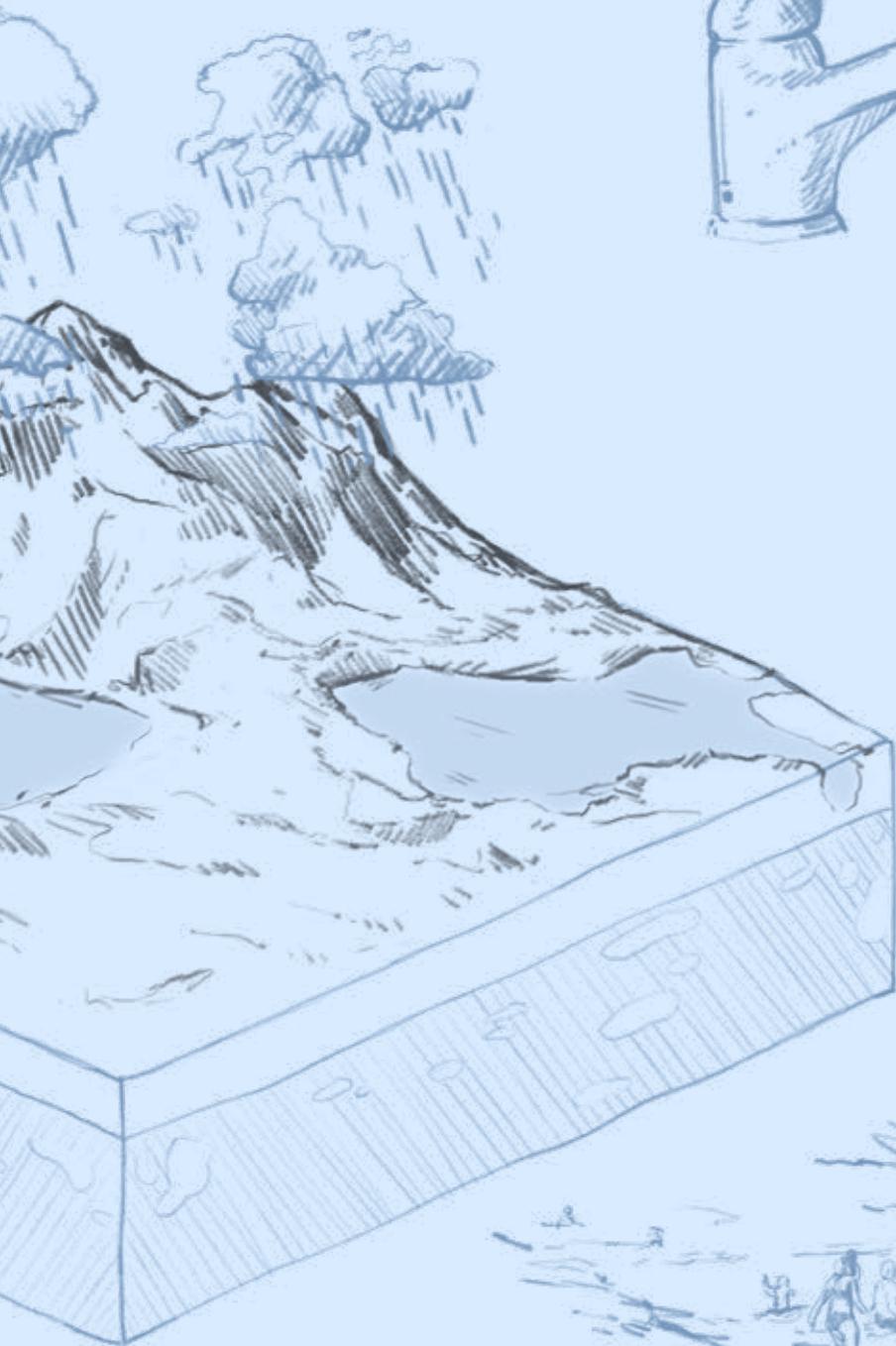
Activated carbon is used in sewage treatment plants to remove micropollutants from waste water.



Quality indicator

In a Zurich water treatment plant, trout are used to help monitor the quality of the lake water.





Water usage

The Swiss consume around 163 litres of water per person per day.



Drinking water

Tap water is the most controlled foodstuff in Switzerland.

Swimming in the river

The rivers of cities such as Bern, Zurich and Basel invite bathers to take a refreshing swim in summer.





Every fountain in Zofingen's old town has its own story to tell.



ZOFINGEN

A moated bastion & city of fountains

The fact that the canton of Aargau already bears the name of the local river – the Aare – in its name is a sign of the importance of water for the region. And with good reason: Switzerland's four largest rivers, the Aare, Rhine, Reuss and Limmat, flow together here.

Switzerland is like a moated bastion, with the Reuss flowing from the Gotthard massif and the Limmat from Zurich into the Aare, which in turn flows northwards into the Rhine. The rivers and lakes of the canton of Aargau account for approx. 3,000 kilometres of water and have played a significant role in history time and again: Stone age fishermen, hunters and gatherers settled by these waterways, which also served as easily defended borders in Roman times. While rivers became important suppliers of energy during the industrialisation of the 19th century, also powering factories, these days you can enjoy the beautiful and partially protected floodplain landscapes on their banks simply as recreational areas. But water does not only flow through the canton of Aargau above ground: the Hägeler groundwater stream, for example, supplies the town of Zofingen with drinking water. The more than 20 fountains in its beautiful old town, on the other hand, are supplied with spring water by a separate system. Some of them are particularly remarkable.

A Niklaus Thut Fountain

The city's most impressive fountain has been honouring the city's hero Niklaus Thut since it was established in 1894 by the Zofingia student fraternity. Thut is said to have swallowed the city banner at the Battle of Sempach in 1386 to prevent it from falling into the hands of the enemy – the Confederates.

B Ox Fountain

Council documents from 1796 note that the then 200-year-old Ox Fountain had to be relocated to Bärengasse – for traffic reasons.

C Sennenhof Fountain

The Sennenhof Fountain was named and designed in memory of silk ribbon manufacturer Johann Adam Senn.

D Raven Fountain

The name of the Raven Fountain and the Hotel Raben behind it are reminders of the heraldic emblem of Einsiedeln Monastery and the pilgrimages made to it.

Lindenplatz Fountain

The large fountain on Lindenplatz originally stood in Engelgasse and is still used today for "Gautschen", a custom dating from the 16th century in which apprentices from the printing and graphic arts industry are immersed in a fountain after graduating.

E Vreneli Fountain

Since 1958, Vreneli with milking bucket and calf has replaced the Swiss Guard with sword and coat of arms that once adorned the fountain. This is the work of noted sculptor Arnold Huggler.

Summer in Aargau's old towns →





In the park of the Technorama, the secrets of nature can be appreciated from up close.



WINTERTHUR

Waterways, cycleways, alleyways

The former industrial centre of Winterthur has been working on its green credentials for several years. This has made it one of the most liveable cities in Switzerland.

Silence prevails for a moment. Silence in which five tonnes of water plunge into the depths. After ten metres of free fall, the mass of water drops into a curved concrete basin, to be guided in a new direction with a loud roar. The water then shoots up again as a fountain, only to patter to the ground again – this time as heavy rain. This piece of theatre is the “Falling Water” exhibit. It is part of the new outdoor area of the Swiss Technorama Science Centre, one of the largest science museums in Europe.

Since its conversion from an industrial museum to a science centre, the Technorama has enabled its visitors to observe and experience natural phenomena for themselves – with over 500 exhibits to date. The newly opened outdoor area has expanded the options available: Here, the secrets of sun, wind and water are revealed – with the help of around 30 experiments, in the open air and in new, larger dimensions. The centrepiece of the 15,000-square metre park is the “Bridge of Miracles”. It spans the experimental landscape at a height of 10 to 17 metres and over a length of 130 metres. It not only acts as a vantage point and dazzling example of engineering, but also as a stage for science.

Until now, the exciting world of knowledge in the Technorama has been limited to the interior. Things are now getting a lot greener thanks to the park. Over 700 trees have been planted, a new pond has been created and the little river Riedbach, which flows through the grounds, has been revitalised. This has created many pleasant spaces,

where visitors can relax. After all, curiosity takes time; this is the only way to form your own picture of this world.

The abundance of green suits Winterthur. It has been developing since 1926, drawing on the vision of turning the industrial city into a garden city. The parks and avenues in the city centre as well as in the various districts bear witness to the success of these efforts. When it comes to town planning, efforts are still being taken to add even more green touches.

The fact that things are done a little differently in “Winti”, as the locals affectionately call it, is also evidenced by the fact that the sixth-largest city in Switzerland is now considered the cycling city par excellence. Cycle paths, underpasses and fast bike routes make two-wheel traffic as fast and safe as possible. That’s why Winterthur was crowned the most bicycle-friendly city in Switzerland for the fourth time in a row in 2018. The Pro Velo Switzerland association presents this award every four years – there is no doubt that Winterthur will do everything in its power to be crowned the winner again in 2022. 

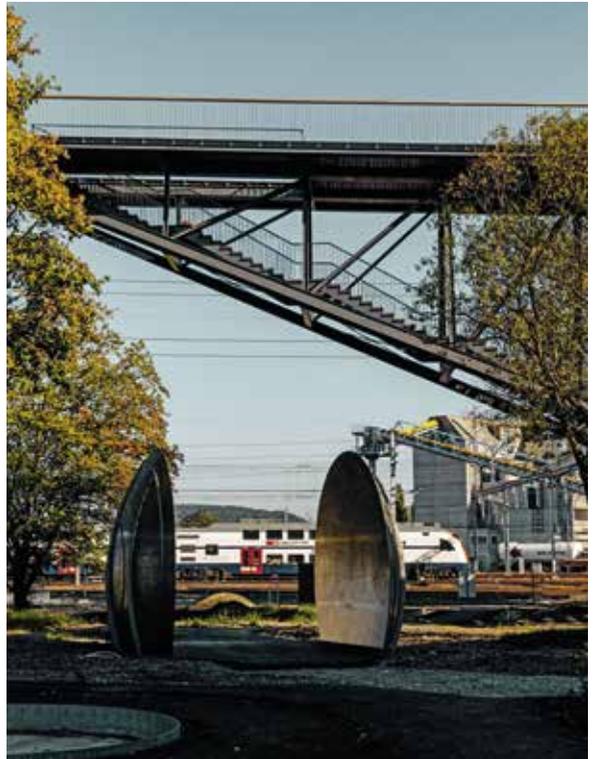
Out and about in leafy Winterthur →





LIFELINE

The groundwater stream from the Töss, Winterthur's biggest river, supplies drinking water to homes and 130 public fountains.



GARDEN CITY

The newest and largest park in Winterthur is the Eulach Park in the former industrial district in Oberwinterthur.

HOUSE

The highways and byways of Swiss cities can be discovered in many different ways. The number of museums is quite amazing, and history is brought to life and made tangible.



ZURICH
Art & architecture

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LAUSANNE
From top to bottom

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LUCERNE
Through the prism of history

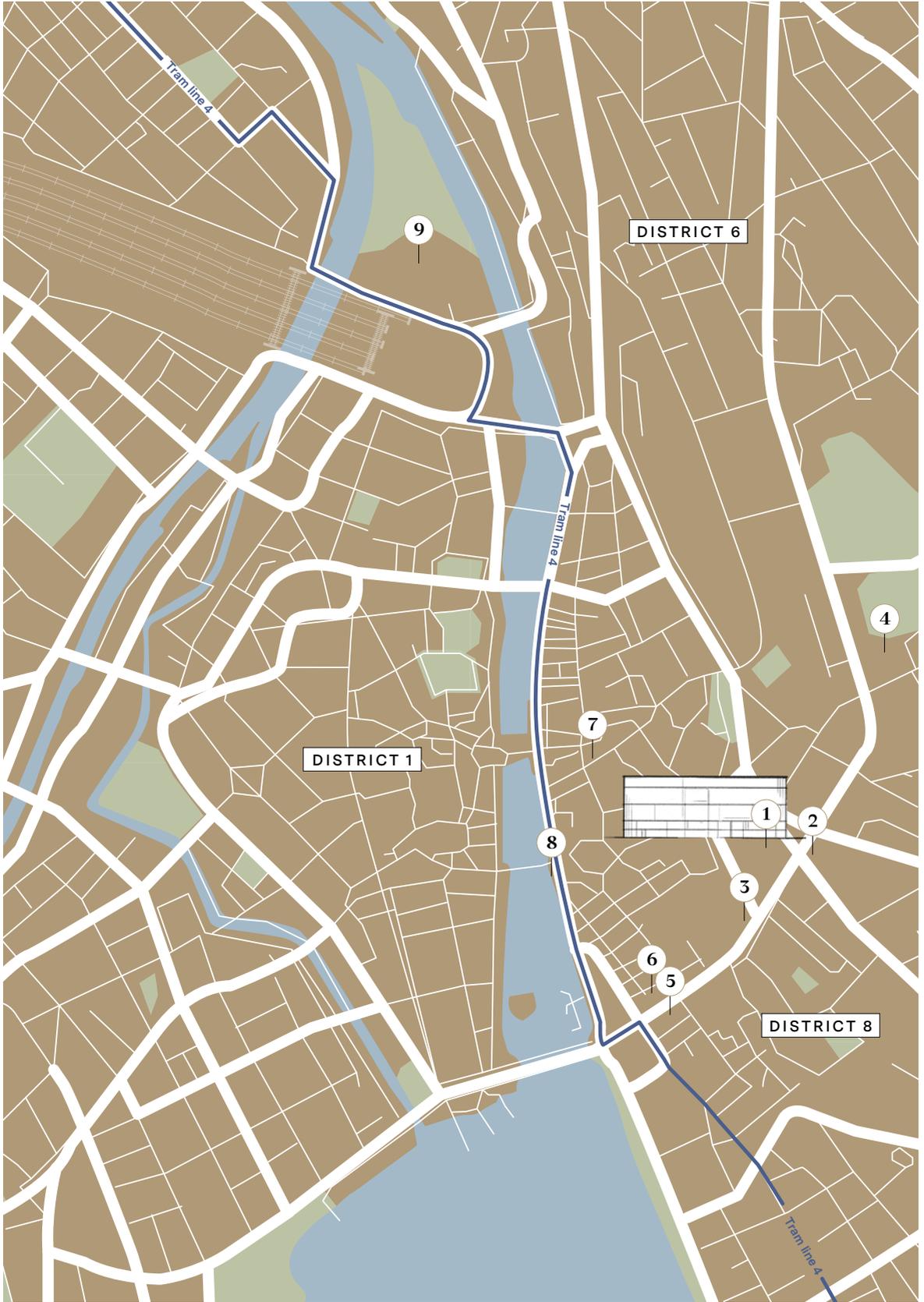
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More space for art:
the new extension
to the Kunsthaus
in Zurich.

HOUSE



Not far from the Kunsthaus, the city's new cultural centre, a host of additional cultural highlights await:



Art & architecture



The 1 Kunsthaus Zürich attracts a wide variety of galleries and creative types to the city. Switzerland's largest art museum has been built next to the renowned Schauspielhaus theatre, not far from the opera house and the Tonhalle concert hall. Its most recent extension, a cuboid structure designed by British architect David Chipperfield, forms an imposing ensemble together with the existing building. Before the official opening in autumn 2021, culture lovers can immerse themselves in the new building on an architectural tour and find out about the star architect's vision. In addition, works by the most famous Swiss sculptor Alberto Giacometti, old masters and fresh contemporary art by Peter Fischli and David Weiss or Sylvie Fleury can be admired.

~60
museums



In 1519, through the influence of Huldrych Zwingli, Zurich became a centre of the Reformation in Europe.



There are various design and architectural highlights along tram line 4.



Hiltl is the oldest vegetarian restaurant in the world.

Let's go to
Zurich



70m Schauspielhaus

2 The theatre in the "Pfauen" house opened in 1901 with Goethe's "Mitschuldigen" (Partners in Guilt) and has been delighting audiences with critical and politically relevant plays ever since. Since 2000, Zurich's Schauspielhaus ensemble has also been performing on stages in the Schiffbau building around three kilometres away. Moods jazz club is also right next door.

180m Galerie Mai 36

3 Contemporary art has found a home just a stone's throw from the Kunsthaus Zürich, in the international Galerie Mai 36. The artists represented here include names such as John Baldessari, Thomas Ruff and Rémy Zaugg.

400m Calatrava Library

4 In the Law Faculty Library of the University of Zurich, wood stretches up to the ceiling, which arches like a spine with its ribs reaching over the heads of visitors. This is the work of Spanish architect Santiago Calatrava.

400m Kronenhalle

5 Works by Chagall, Picasso and Miró adorn the walls in the Kronenhalle restaurant and, with a little luck, you might even get to see some international celebrities.



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Zurich offers plenty of space for art, design and architectural highlights.

400m Hauser & Wirth Publishers

6 Hauser & Wirth art galleries are known throughout the world. The success story had its origins in Zurich, however, where the headquarters of the Hauser & Wirth publishing house are also located. Here, in the heart of Zurich's cultural quarter, the in-house book-shop provides an insight into the entire range of titles issued by the publisher.

500m Cabaret Voltaire

7 Using art to question the present: it's got to be Dadaism. The movement was born in Zurich in the middle of World War I. Artists' pub Cabaret Voltaire still hosts art debates with exhibitions or soirees – after which the rooms are transformed into a bar.

600m Helmhaus

8 The Helmhaus now offers a platform for Swiss artists in a place where the court used to sit and vegetables were sold. Zurich's local art scene also makes appearances here.

EXPERIENCE



Culture – *Zurich's Long Night of Museums.* When the doors of institutions like the 9 National museum remain open after the usual opening hours.



Art – *Zurich Art Weekend.* A hotspot for the international art scene and art lovers.



Theatre – *Zürcher Theater Spektakel.* The theatre festival by the lake.



Architecture – *Open House.* Take a look behind the facades over a weekend.

DOWNHILL

As walking from top to bottom the green oases line up like charms on a bracelet:

662m a.s.l.

Park Sauvabelin

1 High above the city, Sauvabelin Park is like a world of its own. If you're looking for an amazing view, climb the Tour de Sauvabelin to admire the city, lake and mountains. Afterwards you can relax on the expansive green areas or stop for an aperitif at the La Pinte du Lac de Sauvabelin guesthouse. The park, which is only a few minutes from the city centre, is also a perfect destination for family outings thanks to the animal park.

610m a.s.l.

Parc de l'Hermitage

2 The villa gardens of the Fondation de l'Hermitage invite you to stretch out in the midst of the colourful meadows and let your gaze wander from the Savoy Alps to Lake Geneva. The stately home itself houses ever-changing temporary art exhibitions. A visit to the museum can be rounded off with a refreshing drink, lunch or coffee and cake in the l'Esquisse restaurant.

537m a.s.l.

Le Vieux-Lausanne

3 Les Jardins du Vieux-Lausanne are an oasis in the middle of the city, at the foot of Notre-Dame Cathedral. Here you can enjoy an aperitif or a snack while gazing over the rooftops of the city.



LAUSANNE

From top to bottom



Up the sloping street, down the steps, then up to the shopping mall again... Lausanne is a town of many different levels. This is hardly surprising given the fact that there is a difference of 500 metres between the highest and lowest points in the capital of the canton of Vaud. One person who takes advantage of this feature and also likes life in the fast lane is restaurateur Pierre Linckenheld. He uses his freeboard to explore the city on four wheels – preferably from top to bottom, of course.

120

nationalities live in Lausanne.



For 600 years, the "Guet" lookout has been announcing the time at night between 10 p.m. and 2 a.m. from the cathedral's bell tower.



The metro (M2) in Lausanne is unique throughout Switzerland.



Lausanne is the biggest public vineyard owner in Switzerland.

Let's go to Lausanne





502m a.s.l. The Great Escape

4 A few steps away, the lively terrace of “The Great Escape” beckons with shady spots under trees and a large selection of delicious, freshly made burgers.

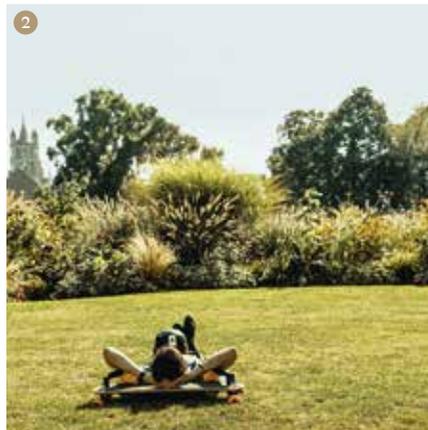
448m a.s.l. Plateforme 10

5 Three museums, three points of view: The Plateforme 10 quarter brings the Musée cantonal des Beaux-Arts, the Musée de l'Elysée (Photography Museum), and the mudac (Museum of Contemporary Design and Applied Arts) together under one roof. The former was opened in 2019 and now dedicates more space to works by local artists in particular. Culture lovers can experience the collections of the other two museums in a new, digital format until they open again in 2022.



375m a.s.l. Ouchy

6 On the lakeside promenade of Ouchy, you can end the day watching the sun go down on the opposite shore of the lake.



SWITCH OFF



Wine trails – take a walk through the terraced vineyards of Lavaux.



Stroll the lakeside route – from Ouchy to the beach at Plage de Vidy and enjoy the sunset there.



Waterways – see the city from a whole new angle from the water.

TIME TRAVEL

As you walk around Lucerne you'll find yourself passing through several centuries of history – often without even realising it:

14th century Chapel Bridge

1 The Chapel Bridge is Lucerne's most famous landmark and one of Switzerland's most-photographed sights. Until the fire on the night of 18 August 1993, the structure, which was over 200 metres long, was considered to be the oldest wooden bridge in Europe.

1357 Boat trip

2 Because of its central location, Lake Lucerne was an important route for north-south traffic for many years. Today it is mainly the views of the water and the mountains that draw people to the lake – for example, on a steamer operated by the oldest shipping company in Switzerland.

1821 Lion Monument

3 10 August 2021 will mark the 200-year anniversary of the unveiling of the Lion Monument. It commemorates the Swiss guardsmen who died on 10 August 1792 when the French revolutionaries stormed the Tuileries Palace.

1871 Vitznau-Rigi Railway

4 For 150 years, Europe's first mountain railway has been carrying travellers from Vitznau, on the shores of Lake Lucerne, up to the summit of the Rigi. Up at the top, the prospect of wonderful views and an extensive network of hiking trails awaits.



Through the prism of history



The past comes to life in Lucerne. The city has seen a great deal over the centuries and if the old walls and wooden beams could speak they would definitely have tales to tell: tales of war and revolution. Tales of the Helvetic Republic, whose capital was Lucerne for a short time, and of the first witch trial in German-speaking countries. At the same time, new ideas continue to bubble up in Lucerne, so that there is always something to discover, and fresh stories are always being written. The medieval city is also a firm favourite with nature lovers because there is no denying Lucerne's claim to be one of the most beautiful spots in Central Switzerland.

~960
protected
historic
monuments



For a few months in 1798, Lucerne was the capital of the Helvetic Republic.



The Swiss Museum of Transport is Switzerland's most visited museum.



Lucerne's Chügeli-pastete meat pie will satisfy any hunger.

Let's go to
Lucerne





1908 Lakeside promenade

6 Go for a relaxing stroll along the lake shore with an ice cream in hand. If you're lucky there will be live music in the pavilion. Regular concerts have been held here since 1908.

1929 Lucerne Lido

7 A swimming pool, sunbathing area and a 300-metre-long sandy beach: The Lucerne Lido, the oldest and largest of its kind in Switzerland, has a great deal to offer. It officially opened in 1929, but was a popular swimming spot with the people of Lucerne long before then.

1994 Helvetiagärtli

8 In 1994, the residents of the Hirschmatt district took over the Helvetiagärtli and transformed it into a green, open space. Cafés under the chestnut trees invite you to take a break, and every Saturday is market day.



2010 Lakeside bathing

9 The wooden-sided pool on Lucerne's lake shore was built in 1885 and restored to its former splendour in 2010. It has lost none of its charm and elegantly evokes the style of the Belle Époque.



HIKING

Three of the highlights along the William Tell-Trail (p. 42)

Pilatus – the steepest cog railway in the world at 2,132m a.s.l.

Rigi – a popular destination for excursions since the 18th century.

Stanserhorn – the open-top cable car takes visitors up to 1,900m a.s.l.

PEOPLE

Spending time in the great outdoors is perhaps the best way to get to know yourself better. The energy you need for this is provided by local produce.



ALTDORF-SÖRENBERG

Arrive and move on

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NEUCHÂTEL

A green oasis on the edge of the city

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BELLELAY

Monastic morsels

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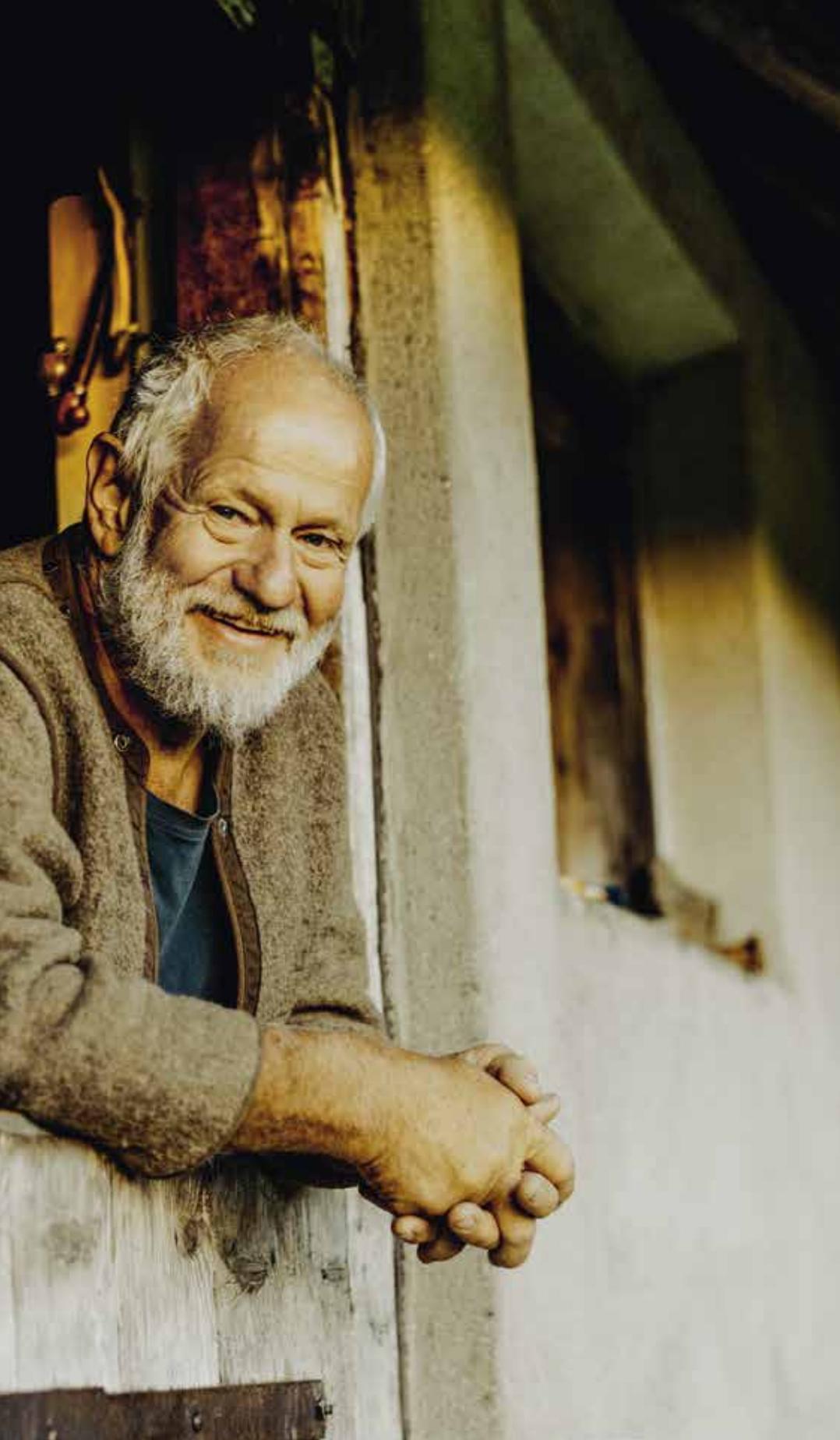


LE SENTIER

A natural gem

50





Life on the alp:
long-distance hiking
also means personal
encounters with your
hosts along the way.

PEOPLE



Over eight days, hikers can expect to experience many adventures on the William Tell-Trail.



ALTDORF-SÖRENBERG

Arrive and move on

EIGHT DAYS ON THE MOVE ON THE WILLIAM TELL-TRAIL

Hiking is an activity of the legs and a state of the soul,” said writer Josef Hofmüller. Long-distance hiking is all about attaining this state, which can last not just a few hours but several days. A constant state of arriving and moving on. The sun on your back, the wind in your face. A temporary nomadic existence. The journey is the reward. Or, to quote a Tibetan proverb: “When you reach the summit, keep on going.”

The new William Tell long-distance hiking trail is a real source of natural experiences you will treasure forever. It passes through Central Switzerland in eight exciting stages: the trail starts in Altdorf, at the monument to the man after whom the trail is named, William Tell, and then passes through Muotathal to the Rigi, to Lucerne and from there through the Engelberg Valley and finally via Lungern onto the Briener Rothorn and to the final destination of Sörenberg. It involves a hike across the region around glittering Lake Lucerne, whose extraordinary shape is unmistakable and whose banks form one of the most beautiful landscapes in the region. This hike takes you quite literally to the heart of the Swiss Alps. That’s because one stage takes you to the Älggjalp, Switzerland’s geographical centre.

This route brings a lot of different aspects together: vast landscapes, breathtaking views and steep drops, unforgettable summit experiences, spectacular ridge hikes, pristine alps, and untouched nature. At the same time, the route is also a hike through space and time, offering an impressive and exciting insight into the history of the development of the Alps and, to a certain extent, the history of Alpine tourism. That’s be-

cause the route is planned in such a way that different sections are covered by mountain railways – and there are plenty of superlatives to be found here. There’s the Stoosbahn, for example: the world’s steepest funicular, which moves up the mountain like a futuristic caterpillar.

The funicular’s “technological great-grandmother” is also part of the trail – the cog railway up the Rigi, which opened in 1871 as the first mountain railway in Europe and which has been travelling to the “queen of the mountains” ever since. This summer, the Rigi Railway celebrates its 150-year anniversary – an event that will be duly celebrated. From Lucerne you continue to the mountain of dragons, Pilatus, where the world’s steepest cog railway awaits for the journey from Pilatus to Alpnach. This service was launched in 1889 – 123 years before the world’s first open-top cable car set sail for Stanserhorn, the destination for the next stage.

But don’t let these technical details distract you: Above all, this trail is a natural spectacle that will feed your soul. Johann Wolfgang von Goethe, who also hiked through this area in the 18th century on the then obligatory trip through Switzerland, offered the following description: “The mountains are mute masters who make for silent pupils.” 

Long-distance
hiking on the William
Tell-Trail →







William Tell

The story of the fearless freedom fighter continues to fascinate the world to this day. The legend comes to life as you hike around Lake Lucerne.

Tell Monument

The heroic story began in Altdorf, where the William Tell Monument stands today.

Splitting the apple

Because Tell refused to bow to the hat belonging to the bailiff Gessler, he was made to shoot an apple from the head of his son with his crossbow.

Tellsplatte

Tell succeeded in splitting the apple, but was imprisoned nonetheless. The Tellsplatte enabled him to make good his escape to freedom.

Hohle Gasse

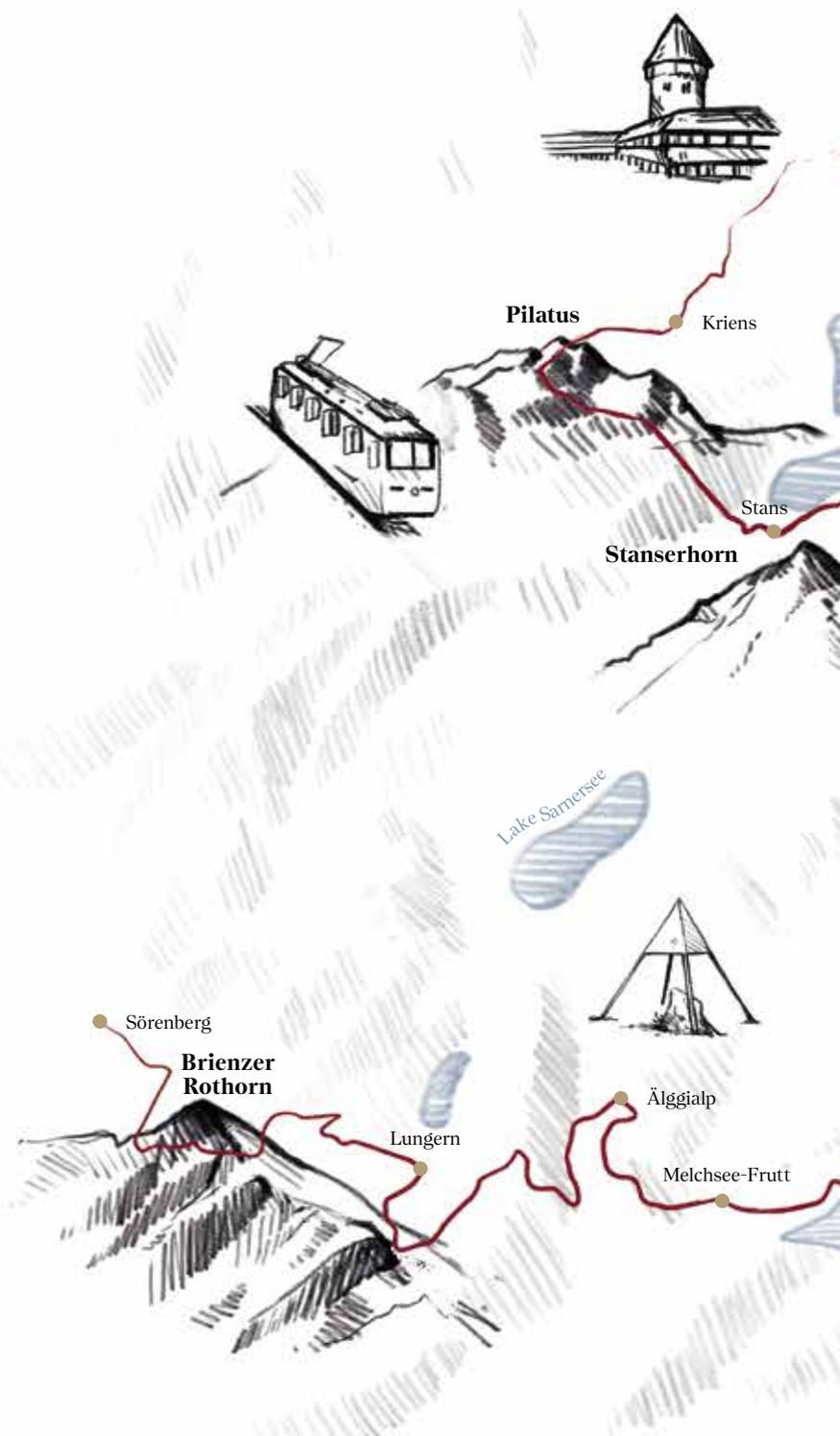
The story came to a dramatic climax in Hohle Gasse, where Tell shot the bailiff with an arrow during an ambush.

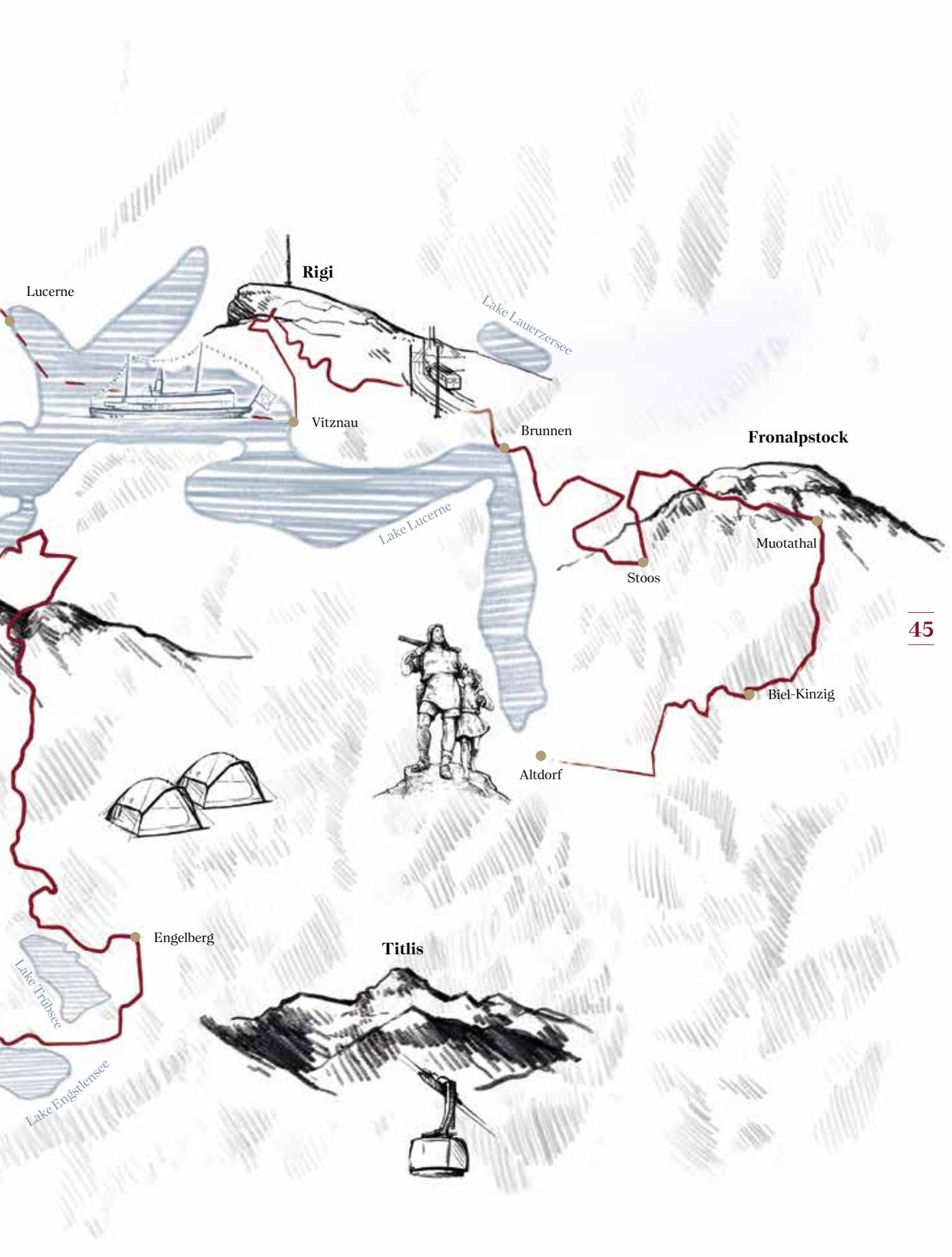
Tell-Trail

- 📍 Altdorf-Sörenberg
- 📏 156.3km
- ⚔️ 7,126m ↗️ 8,176m
- 🕒 8 stages
- 🏔️ T3 - a challenging mountain hike

EUROTREK

It is easy to book these and other outdoor activities:
eurotrek.ch





Lucerne

Rigi

Lake Lauerzersee

Vitznau

Brunnen

Fronalpstock

Lake Lucerne

Muotathal

Stoos

Biel-Kinzig

Altdorf

Engelberg

Titlis

Lake Triesee

Lake Engstlensee



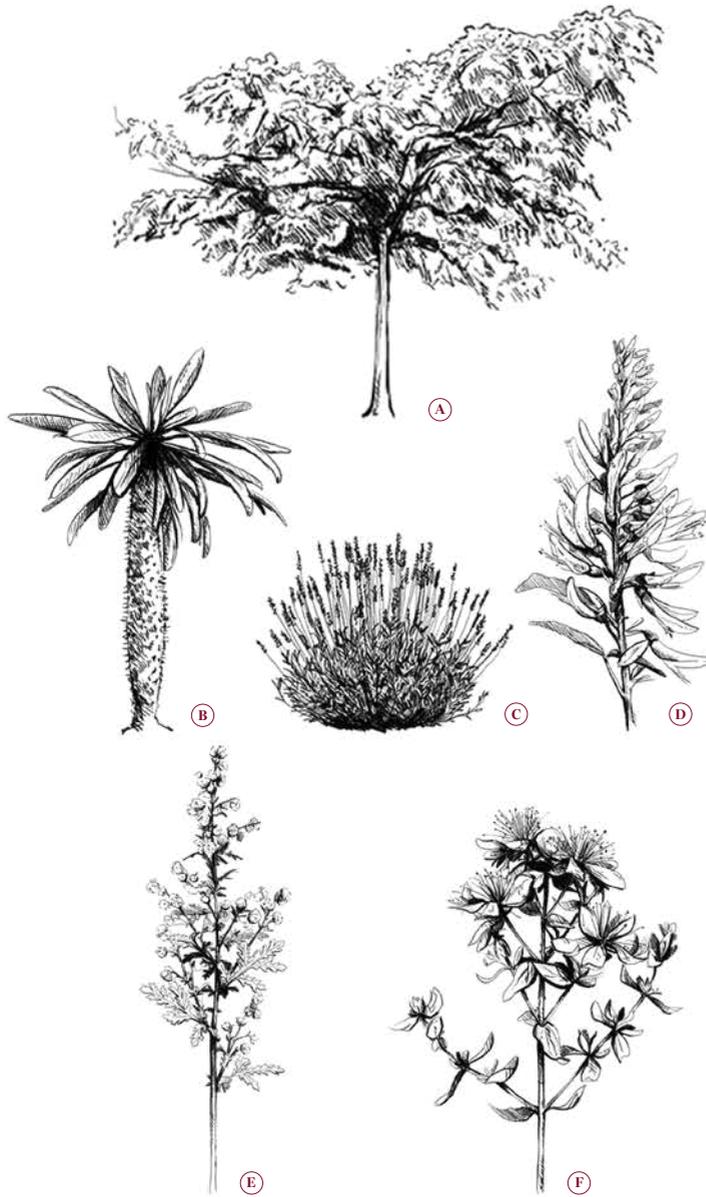
NEUCHÂTEL

A green oasis on the edge of the city

BREATHE IN DEEP IN THE VALLON
DE L'ERMITAGE



Ten minutes. That's all it takes to get away from the hustle and bustle at Neuchâtel train station to the tranquillity of the Vallon de l'Ermitage. There, the botanical gardens invite you on a world tour of biodiversity. Gathered from the tropics, the desert or the Alps, the plants on show in the various gardens and greenhouses demonstrate the incredible variety of flora that can be found around the globe and skilfully combine a relaxing natural experience with exciting facts. 🌿



A Persian silk tree

The silk tree, which grows up to eight metres high, is noted in particular for its beautiful flowers. It folds up its leaves at night, which is why it is also called the sleeping tree.

D Coral tree

The flowers of this South American tree are reminiscent of a cockscomb. That's why its Latin name, *Erythrina crista-galli*, translates as "red cockscomb".

B Madagascar palm

This poisonous succulent plant native to Madagascar is a popular houseplant here. It stores water in its thorny stem.

E Wormwood

The green, bitter herb is a main component of absinthe. The cradle of the "green fairy" can be found in Val de Travers in the Neuchâtel Jura.

C Lavender

This shrub, which originally comes from the Mediterranean region, is extremely versatile: it can be used for cooking, in cosmetics and perfumery, as a herbal remedy and for repelling insects.

F St. John's wort

St. John's wort's power to heal wounds has been known since ancient times. These days its curative properties are used to treat mild depression.

9 a.m.

Great views

Take the funicular to Chaumont and enjoy the panoramic views from the tower.

10 a.m.

A paradise for hikers

Continue on your trip through time to the Vallon de l'Ermitage and embark on a journey through the history of the earth.

12 noon

A beneficial breath of fresh air

Have a picnic on the Roche de l'Ermitage at the end of your trip through time.

2 p.m.

Following the footsteps of Friedrich Dürrenmatt

Discover the literary and artistic works of Friedrich Dürrenmatt in the Dürrenmatt Centre, built by Mario Botta. Dürrenmatt would have been 100 years old in 2021 – reason enough to give the permanent exhibition a facelift.

4 p.m.

The power of nature

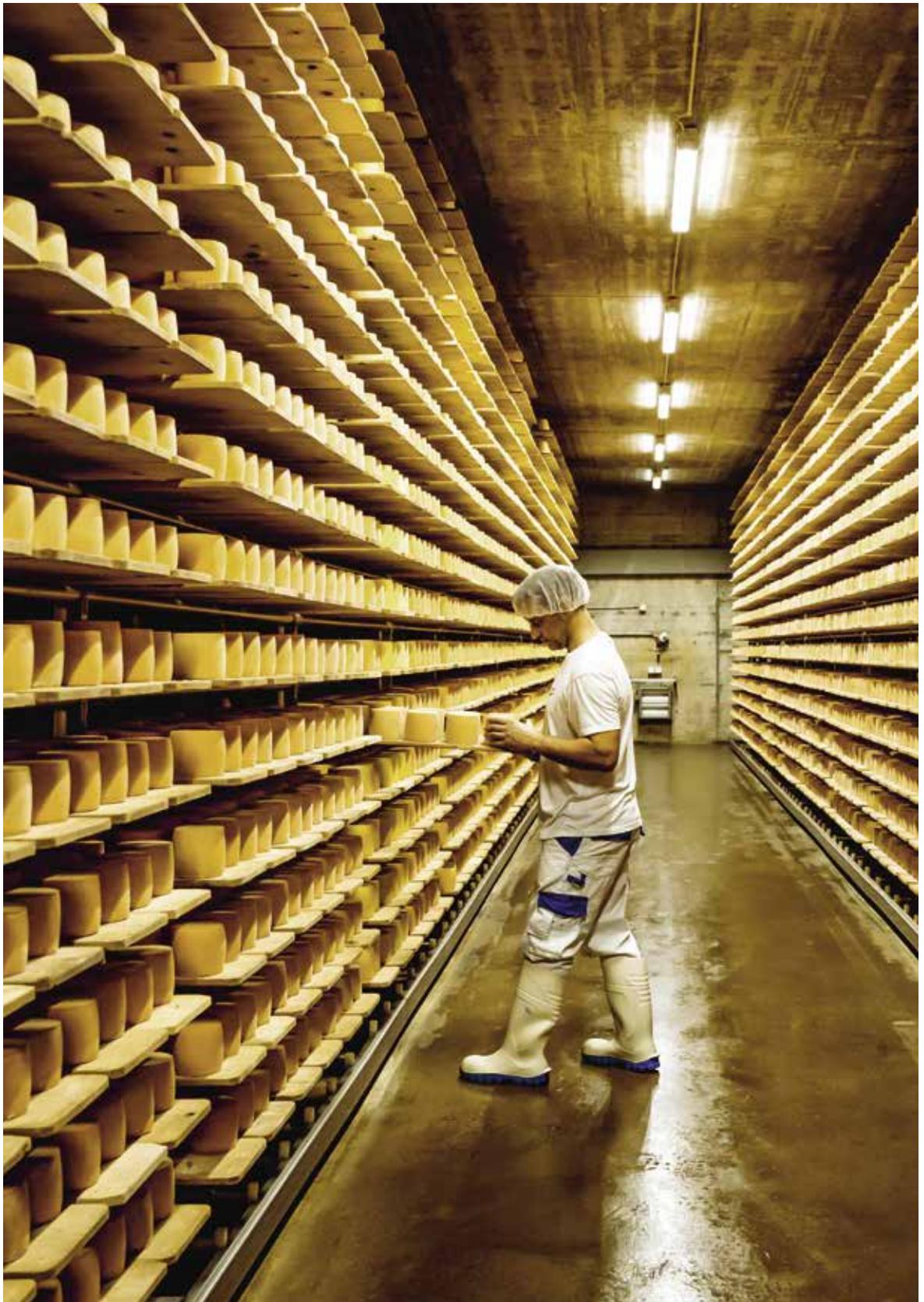
Breathe in the scent of nature in the botanical garden and discover a wide variety of plant species and their habitats.

6 p.m.

A stroll through the old town

End the day on the lakeshore and in the picturesque old town of Neuchâtel.







Good things take time:
The wheels of cheese
are stored for at least
75 days on pine wood
boards.



BELLELAY

Monastic morsels

CHEESE ROSETTES FROM THE JURA

Not sliced, not cubed and not melted: Tête de Moine cheese is served in its own very unusual way, scraped very thinly so that it forms delicate rosettes. The search for answers to the questions as to why the Tête de Moine is eaten very thinly and how the cheese got its name takes you back to the Middle Ages and to Bellelay Monastery, built in 1136. Legend has it that the monks who made the cheese would sneak into the kitchen every night to steal a piece. To ensure that no-one would notice their secret midnight feast, the story goes that they would only scrape off a thin layer with a knife. But what about the name “Tête de Moine” – or monk’s head? The story goes that the denizens of the monastery used to pay their taxes in cheese. The principle was: one cheese per monk’s head. Another story, however, says that the French made fun of the monks’ hairstyle and compared it to the round shape of the cheese.

The monks are long gone from Bellelay Monastery, and cheese is no longer produced there. The former monastery building has served as a psychiatric clinic since 1898, and the abbey is now used for art exhibitions and concerts. The fact that the story of the Tête de Moine cheese did not end when the monks were expelled from the monastery during the French Revolution is probably due to the surrounding courtyards, which took over production of the semi-hard cheese.

Strict guidelines must be adhered to throughout the production process for a wheel of cheese to be allowed to carry the Tête de Moine AOP label. Starting from the way the cows are fed: From spring to autumn the animals graze on the wide open meadows of the Jura. Thanks to the poor, calcareous soils, a wide variety of aromatic grasses and herbs grows here. In winter the feed takes the form of hay.

In the cheese dairy, only raw milk enters the copper kettle. This is warmed up slowly and coagulates after rennet and lactic acid bacteria are added. After it has been placed in the moulds and soaked for a long period in a brine bath, the cheese moves on to the cellar to mature. The cheeses rest on pine wood boards at 90 per cent humidity and 13 degrees Celsius for at least 75 days. They are regularly rubbed with brine during this time. Before the cheese wheels are finally packed and shipped around the world, there is a final quality control. Among other things, the cheese’s scrapability is checked – after all, the final aim is to create beautiful rosettes as eye-catchers on every cheese platter that literally melt on the tongue. 🧀

Where the Tête
de Moine AOP comes
from →





LE SENTIER

A natural gem

LAURENCE ROCHAT TALKS ABOUT THE
VALLÉE DE JOUX

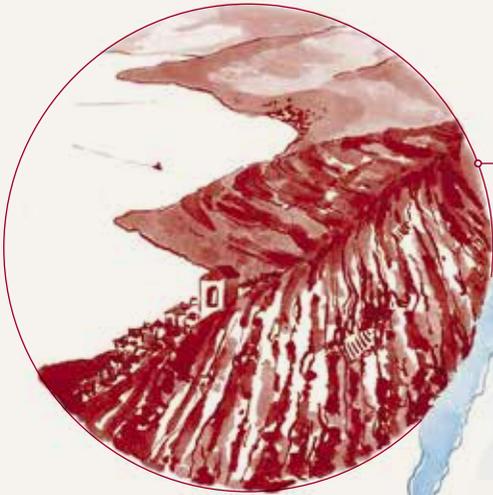


The Vallée de Joux is a paradise for outdoor enthusiasts. With its natural charms, it offers countless opportunities for nature lovers. This was the topic of our conversation with Laurence Rochat, who grew up in the valley and later travelled a great deal as a cross-country skier – for example to Salt Lake City, where she won bronze at the Olympic Games in the team event. These days she works in the marketing department of her former sponsor, watchmakers Audemars Piguet. [A](#)



The hills of Lavaux in La Côte

The Le Dézaley vineyards can be a nice place for an outing and can be reached by boat or by walking around the lake. The terraced vineyard looks like a cathedral. The vines grow on chalk and clay soil here, and the wine takes years to fully develop.



Close to city life on Lake Zurich

An idyllic hike takes you from Feldbach to Stäfa via Hombrechtikon. The Lake Zurich circular walk offers wonderful panoramic views, while the Bachmann winery in Stäfa has a variety of wines to sample and discover.



Mediterranean climate in Sottoceneri

This easy circular hike starts and ends in Seseglio. There are several information panels along the way, explaining the climatic conditions of the Mendrisiotto and the ideal relationship between the rain and sun that makes these wines so good.

Wine trails within reach of the cities

All of Switzerland's major lakes have wine-growing areas on their banks that benefit from the temperature regulating properties of the water: in summer the water reflects the sun, while in winter it protects against frost. Dozens of vintners produce elegant wines on the shores of Lake Zurich, Lake Geneva is bordered by four wine-growing regions, and Lake Lugano is surrounded by wine-growing areas that thrive in Ticino's climate, which feels more Mediterranean than continental.



Laurence Rochat

Laurence, how would you describe the Vallée de Joux in three words?

Authenticity. Naturalness. Humility.

How was your sporting career influenced by your background?

I don't think my career would have been quite the same if I'd grown up in a different place. I really did grow up next to the cross-country ski run and was on skis from a very young age. Physical activity was always very important to us. On skis or on a bike. To this day I don't know any place that is better suited for training than the Vallée de Joux with its varied landscape, the lake, the forest and the climatic conditions.

How has your background influenced your personality?

I grew up on a farm. We had a large garden and were largely self-sufficient. The values I picked up along the way are still very strong. As a child I often had the feeling that I was missing out on something. It wasn't until I grew up that I realised how rich my childhood had been. I've learned to live with little and be happy. I think that tells you a lot about this enclosed valley and its history. The people there always had to

learn to be content with what they had. I think this is something that stayed with me in my sporting career.

What effect does nature have on people?

It promotes calm and strength. I feel that when out and about in the Vallée de Joux. This may seem contradictory, but that's how it is.

These days you work in marketing for watch brand Audemars Piguet – are there parallels between your sporting career and your current job?

The common element is passion. I am very proud of the Vallée de Joux. I'm proud to come from here. Audemars Piguet is a product that could not be more closely associated with the valley. I absolutely love my work. Time has also had a particular significance in my life. I used to race against time, but I always had a good relationship with it.



8 a.m.

Green scene

Listen to the birdsong on a morning walk through the Risoud Forest.

11 a.m.

Light-filled

As you stroll through Le Sentier, keep a look out for old houses with a lot of windows. Because in the past, the farmers often worked for the watch industry, and would build lots of windows into the houses, especially on the east side, so that they could benefit from the daylight when assembling the timepieces.

1 p.m.

Historical witnesses

At the L'Espace Horloger watch museum in Le Sentier, you can learn exciting things about the watch industry and the economic history of the valley.

4 p.m.

Lakeside trail

It would take a couple of hours to walk around the whole of Lac de Joux. But even a short excursion will take in some secluded spots.

8 p.m.

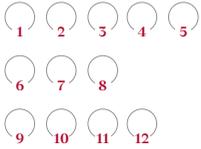
Hospitality

Dine at the Hotel Bellevue Le Rocheray on the shores of Lac de Joux and then dream of endless forests in one of the hotel's soft beds.



QUIZ

Find the answer for a chance to win a backpack from Mammüt. Take part at MySwitzerland.com/quiz



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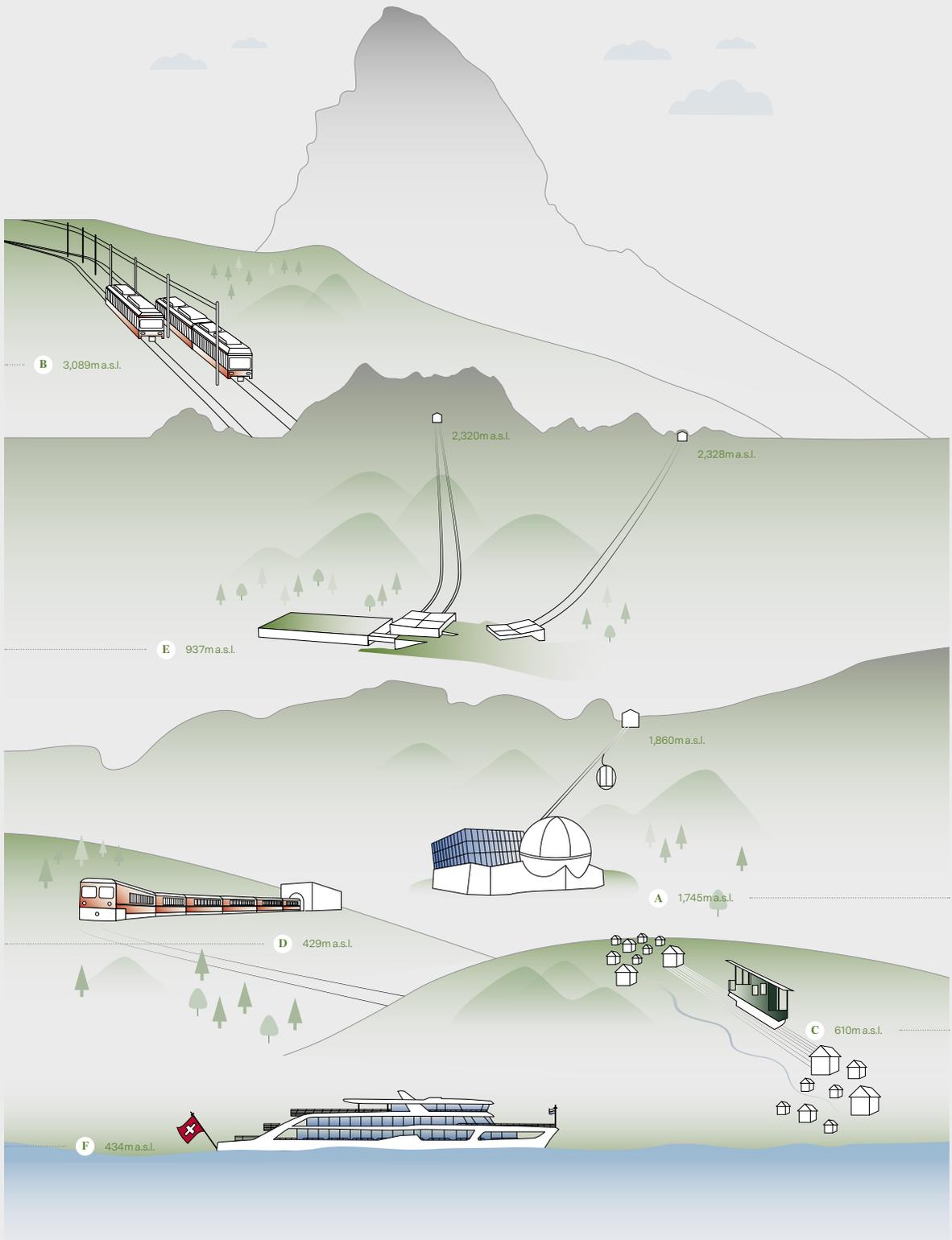
Imprint, quiz & partners

Recommended by Switzerland Tourism:
→ MySwitzerland.com/strategicpartners



The epitome of discretion – your concierge. Armed with a host of information and useful advice, a good concierge can be like a mind-reader.

CONCIERGE



Grand Train Tour of Switzerland:
 Enjoy a relaxed ride from highlight to highlight and marvel at the breathtaking landscape through the train window.

- » 1,280 kilometres
- » Trains run all year round
- » UNESCO World Heritage sites



If you're interested in sustainable travel, you'll choose public transport. It could hardly be easier here, as Switzerland has the densest public transport network in the world. There are also some special modes of transport that take things one step further in terms of sustainability, setting standards for the future.

Frümsen → Stauberer

Staubernbahn

Flying high

A This exemplary public transport project features environmentally friendly cutting-edge technology: the Staubernbahn, the world's first fully solar-powered cable car, will take you all the way to the top.

🌱 The system also stores energy in its batteries. That means it can run in the evenings too.

Zermatt → Gornergrat

Gornergrat Bahn

Heading for the Matterhorn

B The trains of the Gornergrat Bahn are equipped with what is known as a recuperation brake, which converts the kinetic energy of the carriages into electrical energy. During the descent, energy is fed back into the catenary network. This energy is then available to the trains journeying up the mountain.

🌱 The energy recuperated from three descents is enough for around two ascents.

Fribourg town centre → old town

“Funi”

Historical funicular railway

C The “Funi” is the last water ballast funicular in Switzerland. This nostalgic funicular has been in operation in Fribourg since 1899. It is not powered by an engine but runs on filtered wastewater from the upper town.

🌱 The “Funi” operates without electricity or exhaust emissions.

Canton of Graubünden

RhB

Traversing the mountainous canton

D The Rhaetian Railway attaches great importance to the origin of the energy it uses and further development in the area of sustainability. Energy consumption in its trains and stations, for example, is continuously optimised, whether with occupancy-dependent outside air control or modern recycling concepts.

🌱 District heating from the waste incineration plant heats the main RhB workshops in Landquart.

Grindelwald → Eiger Glacier

V-Cableway

To the edge of the glacier

E State-of-the-art construction methods, sustainable materials, a solar system and integration in the Grindelwald district heating network make the newly opened Jungfrau-bahn V-Cableway a real showcase project.

🌱 The planted roofs of the terminal buildings contribute to the conservation of rare flora and fauna.

Lake Lucerne

MS Diamant

Waterborne wonder

F The MS Diamant sets standards as the first climate-neutral cruise ship in Switzerland. It operates with a hybrid drive, leading to lower fuel consumption and CO₂ emissions.

🌱 The MS Diamant uses 20% less energy than normal liners.

RAIL TRAVEL: THERE COULD HARDLY BE A GREENER OPTION

0.2%

Rail travel accounts for just 0.2% of the total CO₂ emissions produced by transport.



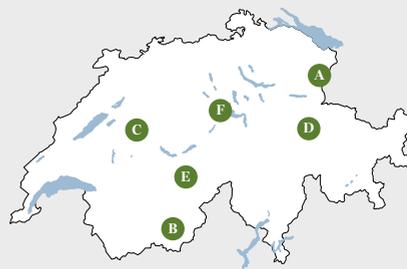
A railway journey produces 27 times less CO₂ than a similar journey by car. Only walking and cycling are more eco-friendly.



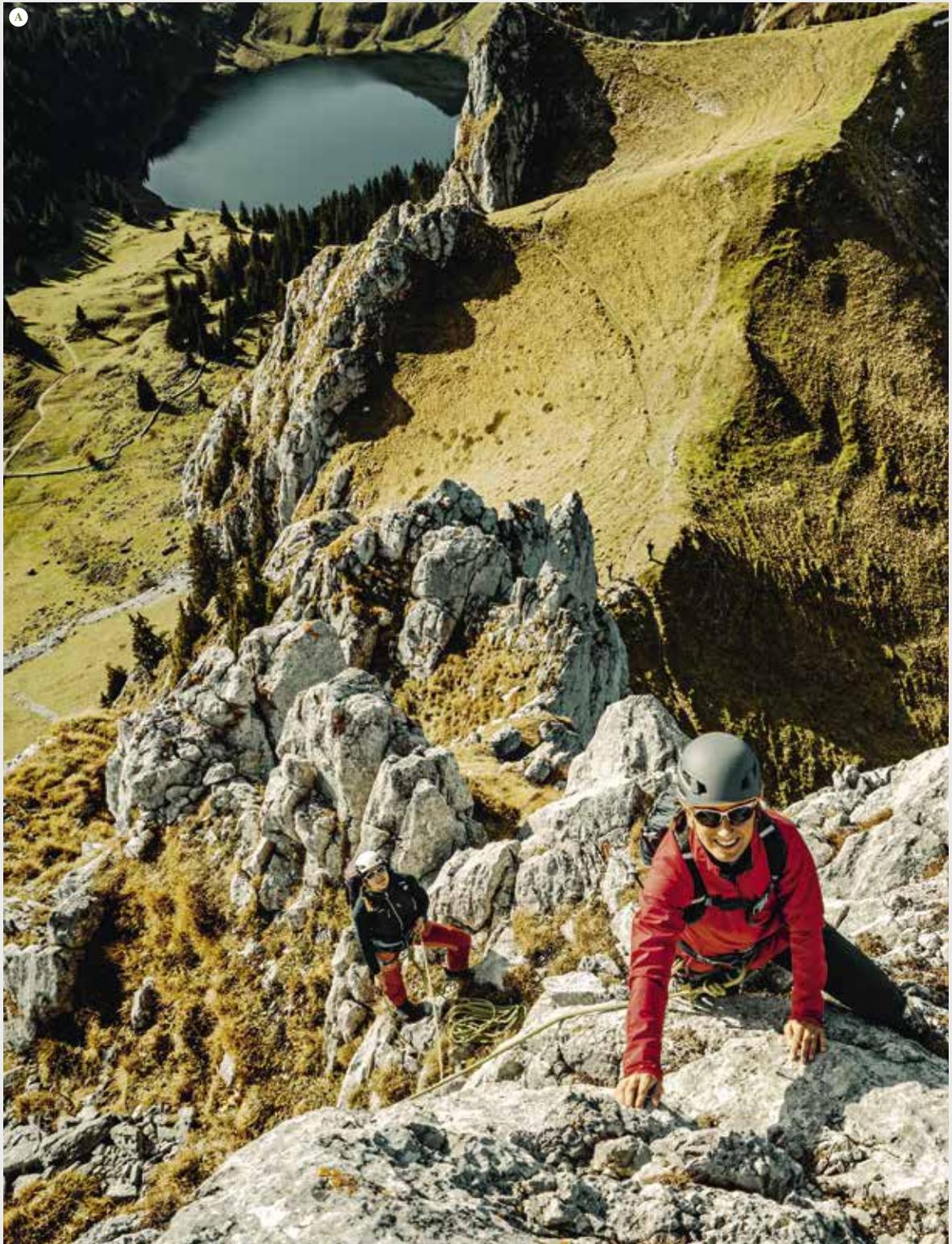
Hydroelectric power

90% SBB

100% Rhaetian Railway



Rail & cable



SwitzerlandMobility app:
the free platform offered by SwitzerlandMobility
makes planning a leisure programme easy.

- » SwitzerlandMobility app
- » switzerlandmobility.ch/summer



Snow-capped 4,000-metre peaks, cascading rivers and a vast network of breathtaking trails: welcome to Switzerland, the great outdoor paradise! Whether you prefer to be on foot, on a bike, in the mountains or on the water: Switzerland has something for all those who enjoy being active.



B

LONG-DISTANCE HIKING

Via Alpina

20 days, 14 passes

B This classic Swiss long-distance hiking trail crosses Switzerland's northern Alps in 20 stages – a picture-book trip on foot.

LONG-DISTANCE HIKING

Hit the “Stüva” dining trail

Discover pine-panelled hostels on the Via Engiadina

C Bever: Pine wood is said to reduce snoring – and where better to test this theory than in the Hotel Chesa Salis?

La Punt: Andreas Martin has been creating gourmet menus using the Swiss stone pine in the Krone restaurant for more than 18 years.

Zuoz: After a long day, hikers can enjoy Graubünden specialties in the more than 400-year-old pine-panelled rooms of Restaurant Dorta.

HIKING & DINING

Uri mountain hut

A warm rustic welcome

D Alpine cheeses simply taste better when served on the alp! The Uri “Alpbeizli-Pass” makes it fun to discover around 15 rustic mountain huts and their specialties, so get your hiking boots on.

HIKING

Gorge de l’Orbe

A refreshing insider tip

A hike from Vallorbe through the Orbe Gorge will immerse you in a true oasis. On hot summer days, a swim at the fairytale Saut du Day waterfall is hard to resist.

TRAIL RUNNING

Alpes Trail

Trail running in the Val d’Hérens

E From the charming mountain village to the mountain hut at almost 3,000 metres above sea level: On 20 sign-posted trail running routes, the Val d’Hérens offers spectacular terrain for the perfect running experience.

HIKING

Three Parks Tour

Three parks in six days

This multi-day hike follows scenic paths through the Dientigal, Gantrisch and Gruyère Pays-d’Enhaut nature parks in the Fribourg and Bernese Pre-Alps – luggage transportation included.

ALPINISM

The first 4,000m peak

An incredible feeling

Standing on a 4,000-metre peak, marvelling at the Alps: a dream that can come true on the Breithorn or Allalinhorn in Valais.

ALPINISM

Stockhorn climbing park

Flying high

A Everyone will find their own ideal route in the climbing park on the Stockhorn, provided they have a head for heights. If you want to learn from professionals, it is best to complete the basic alpine climbing course at the Mammüt Alpine School in advance.

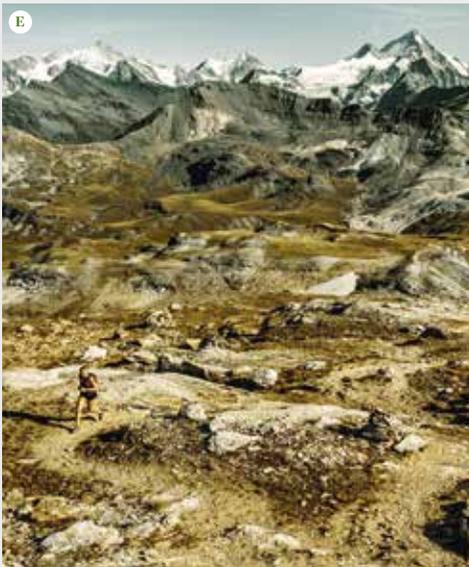
mammutalpineschool.com



C



D



E



What now seems trendy is in fact a long-standing tradition for us.

Genuine craftsmanship

The recipe for the famous Swiss cheeses is exactly the same as it was hundreds of years ago. The production methods are also unchanged since our grandfathers' times.

All natural ingredients, of course!

Only GMO-free rennet and Swiss bacterial cultures are added to the fresh milk. The Swiss cheese industry has made a voluntary decision not to use additives, even though these are actually permitted.

Infinite variety

The choice of Swiss cheese is virtually endless. The over 700 different specialities are sure to include something to satisfy every taste. From mild to mature and from soft to hard.



Cheeses from Switzerland
www.cheeseformswitzerland.com



FAMILY DESTINATIONS

For young and old

Perfect family holidays from A to Z

Families will receive a warm welcome in the 25 holiday resorts that have been awarded the Family Destination label. The offerings are specifically geared towards the needs and wishes of children and their guardians. Our highlights:

- 🌿 In search of sound, the Foxtrail scavenger hunt in Toggenburg
- 🌿 Glacier tour in the Aletsch Arena
- 🌿 Sheep shearing in Savognin

MySwitzerland.com/family

FAMILY

UNESCO Biosphere Entlebuch

Something for the whole family

A Discover the Mooraculum adventure park, watch wild animals with a guide at dawn or simply enjoy the natural environment – the UNESCO Biosphere Entlebuch and the Sörenberg Family Destination offer all this and much more besides.

E-BIKE

Quintour

Restaurant tour starting in Bellinzona

First kitting you out with rucksack full of regional specialties, this tour takes you through the gentle hills of the Magadino plain to the famine towers that form part of the former fortress. An aperitif awaits you at the end of the tour.

MOUNTAIN BIKING

Leysin Bike Park

Action on two wheels

Flow line, jump line and downhill track: at the Leysin Bike Park, lovers of mountain bike slopes will find fantastic descents to suit every level.

E-BIKE

Seetal-Bözberg

Wellness tour through Aargau

The varied bike tour leads from Bad Schinznach through the hilly Aargau Jura Park to Rheinfelden. The Sole Uno thermal baths mark the perfect end to the 50-kilometre tour.

ROAD BIKE

Grosse Scheidegg

Car-free mountain pass experiences

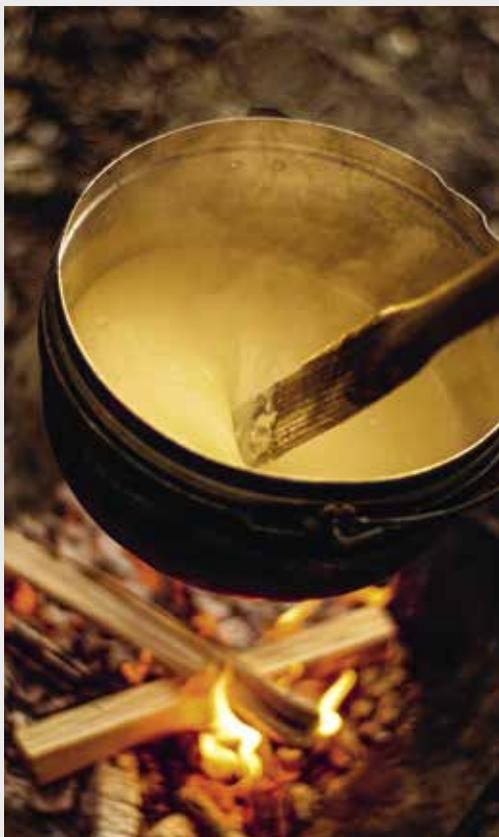
B If you take the car-free route up to the Grosse Scheidegg, you will have to conquer 1,300 metres in altitude and a gradient of 12 per cent. But the panorama at the foot of the Eiger, Mönch and Jungfrau is ample reward.

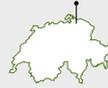
HIKING

Lake Klöntal

Paradise in the Glarnerland

C Nobel Prize for Literature laureate Carl Spitteler loved this area: "Lake Klöntal is one of the incredible natural beauties that is beyond the imagination." Anyone who has ever been there, whether on a hike or a trail run, on the campsite or for a few leisurely hours on the lake, will agree.





ITTINGEN

Sustainability for gourmets: Kartause Ittingen

Not many people know: Switzerland is not just a centre of first-class cuisine and hospitality, but also of natural gastronomy, where sustainability becomes part of the enjoyment. Kartause Ittingen is a hotel that practices this field-to-fork philosophy.

The dishes served in the restaurant of the former monastery are determined by the produce from the farm – entirely in the spirit of monastic self-sufficiency. Bakery, butcher, fish farm and vegetable garden: over 200 products are grown, processed and refined over 100 hectares of land. It's just 200 metres from the milking parlour to the cheese dairy. Grapes from the surrounding vineyards are pressed in the winery. Every plate and every glass bears witness to the expertise that conjures up moments of genuine pleasure using regional natural produce.

Those who wish to enjoy the natural splendours around the Kartause Ittingen a little longer can stay overnight in one of the 68 tastefully decorated, modern hotel rooms in the former monastery complex.



The own farm
supplies
200 products.



0-kilometre
menus with home-
made products.



100 hectares of land are used to grow and process products that make their way directly to the kitchens of Kartause Ittingen.

Let's go to
Ittingen



INSPIRING MEETING HOTELS

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

Host meetings against a beautiful mountain panorama, in a former monastery or in the hotel's garden: Inspiring Meeting Hotels help promote successful meetings with their unusual locations and their exceptional support programmes.

Schloss Münchenwiler
Münchenwiler

Hôtel Bon Rivage
La Tour-de-Peilz

Kappel Monastery
Zurich

Kartause Ittingen ^A
Ittingen

TYPICALLY SWISS HOTELS

MySwitzerland.com/typically

Regional building style, traditional decor or a menu of Swiss specialities: The Typically Swiss Hotels – from aristocratic townhouses to country inns – are sure to please any fan of Switzerland.

Hotel Bären Gonten
Gonten

Romantik Hotel Sântis **A**
Appenzell

DESIGN & LIFESTYLE HOTELS

MySwitzerland.com/designlifestyle

High creative standards, a distinct design and carefully selected materials: With their inspiring architecture, a stay at one of Switzerland's Design & Lifestyle Hotels will be a lifestyle experience for guests with a sense of style.

The View Lugano
Lugano

Hotel Alex Lake Zürich **B**
Thalwil

SPA & VITALITY HOTELS

MySwitzerland.ch/spa

Sauna, medical treatment or outdoor pool: Guests of the Spa & Vitality Hotels will enjoy the facilities at these superior Wellness Hotels in some of Switzerland's most unique natural settings. The perfect choice for health-conscious travellers.

Hotel Giardino Ascona
Ascona

Chenot Palace Weggis **C**
Weggis

Hotel Saratz
Pontresina

SWISS HISTORIC HOTELS

MySwitzerland.com/historic

Whether you choose a grand hotel from the Belle Époque or a baroque inn, guests at Swiss Historic Hotels sleep within walls that are steeped in history and can enjoy the atmosphere of a bygone era.

Krafft **D**
Basel

Schweizerhof Flims
Flims

SWISS DELUXE HOTELS

MySwitzerland.com/deluxe

Elegant architecture, state-of-the-art facilities and top-notch service: Swiss Deluxe Hotels offer an exclusive ambience in which every moment makes a lasting impression.

Hôtel Beau Rivage **E**
Geneva

Four Seasons des Bergues
Geneva

SWISS FAMILY HOTELS & LODGINGS

MySwitzerland.com/familyhotels

Crèches, storytelling, children's spas, cinemas or adventure playgrounds: The needs of the little ones are the focus for Swiss Family Hotels & Lodgings.

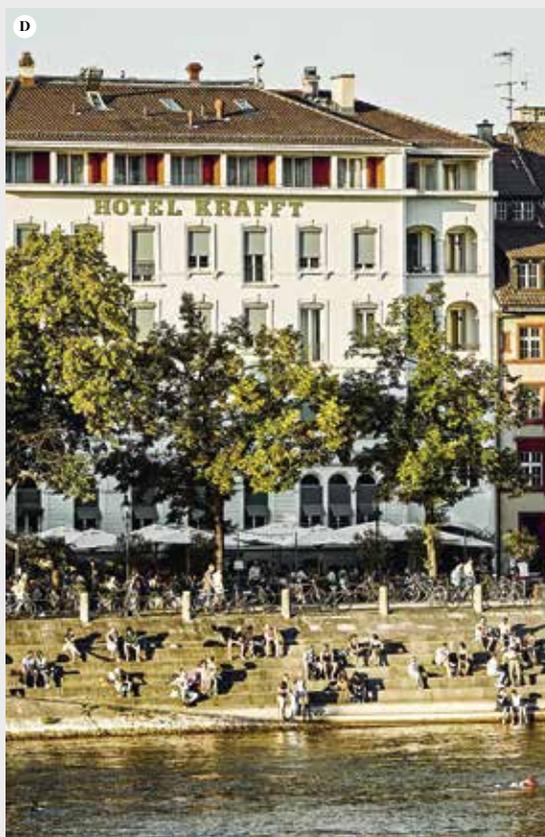
Parkhotel Brenscino **F**
Brissago

SWISS BIKE HOTELS

MySwitzerland.com/bikehotels

Trails, bike workshops or in-house bike hire: Swiss Bike Hotels are ready to satisfy the adrenaline cravings of even the most ambitious rider.

Maisons Matthiol Zermatt **G**
Zermatt





↑
This way for
more hotels and
accommodation
options.



Swiss parks

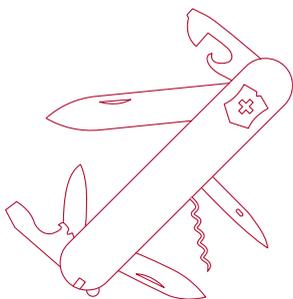
The Swiss National Park is very well known. However, Switzerland has 18 more parks, where the local people are dedicated to maintaining their glorious landscapes, lively traditions and sustainable regional economies.

Genuine natural experiences, fascinating stories and delicious regional speciality are just waiting to be discovered.



Product label

Over 1,300 products are certified with the “Swiss parks” label. It guarantees the values of local origin and sustainability.



Swiss army knife

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



Switzerland’s aperitif culture

The aperitif is an integral part of the Swiss way of life. White wine, beer, air-dried delicacies, cheese, grapes and nuts are all on the menu.

KEY INFO



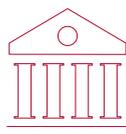
Art

Flat-rate museum visits

500

Swiss museums can be visited with a museum pass.

→ museumpass.ch



The

10

largest art museums in Switzerland have joined forces to form the Art Museums of Switzerland (AMoS).



Million Stars Hotel

Million Stars Hotels promise a great view of the starry sky from the comfort of your bed.

→ MySwitzerland.com/millionstarshotel

A BED UNDER THE STARS
Lötschenpass

ROOFTOP BUBBLE SUITE
Zurich

TAMARO NIGHT SKY
Tenero

Ovomaltine

1904

Albert Wander created Ovaltine as a fortifying beverage for people in need of a boost.

Bircher muesli

1900

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



WINE TOURISM

- » Wine is cultivated in all 26 Swiss cantons
- » The Swiss prefer to keep their wine to drink themselves. Only about 1% is exported.
- » The world’s smallest vineyard is in Saillon in Valais.

It consists of three vines and has been owned by the Dalai Lama since 1999.



The most popular grape varieties in Switzerland

Autumn trees

September – November

Maples, birches, beeches and larches are particularly beautiful when they change colour and are seen most often in Switzerland.



MAPLES



BIRCHES



BEECHES



LARCHES

The foliage map from Switzerland Tourism shows you where the golden colours of autumn are currently at their most beautiful.



Charging stations

If you explore Switzerland in an electric car, you will have to recharge the batteries every now and then. All charging stations can be found on the E-Mobile website.



BMC Switzerland

Swiss bicycle manufacturer BMC has had its headquarters in Grenchen, Solothurn since it was founded in 1994.



Rental car

The convenient way for individuals to travel around Switzerland: Hertz and Europcar offer a large selection of rental cars for every need throughout Switzerland.

On the way



Every little counts

Flying with CO₂ compensation

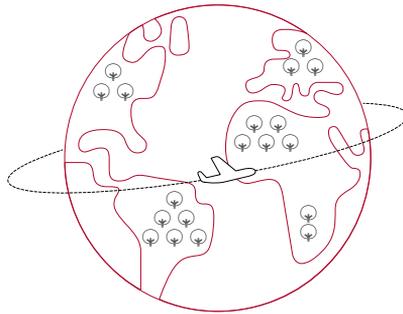
Compensaid makes it possible for you to reduce the CO₂ emissions of your flight by buying synthetic kerosene (sustainable aviation fuel, or SAF for short) or by offsetting them through the myclimate foundation.



Help to reforest
Nicaragua.



Fly with sustainable
aviation fuel (SAF).
Compared to fossil fuels,
SAF reduces CO₂ emis-
sions by up to 80%.



DID YOU KNOW?

78 g CO₂

per passenger kilometre are produced by the SWISS fleet. The CO₂ emissions of a small car are around 110g/km.

- 50%

CO₂ by 2050: this is the target identified by the aviation industry.

Increase

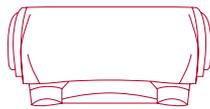
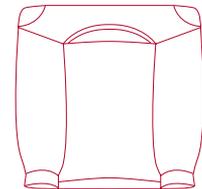
in petrol demand of just 30%, while passenger numbers and transport capacity have more than doubled.



How to pack

No need to worry about creases

How to stop your clothes getting creased when travelling: roll up each garment neatly and bundle them all tightly.



1

Jumpers should be laid flat with both sleeves folded inwards.

2

Fold the collar and shoulders of the jumper down.

3

Roll it up from top to bottom like a sleeping bag.

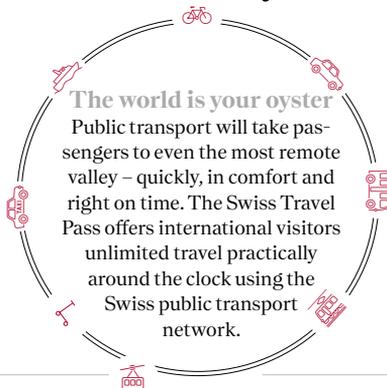
Mobility



Arrival with SWISS

Swiss International Air Lines (SWISS) is the airline of Switzerland. Operating from Switzerland's airports in Zurich and Geneva, it serves numerous destinations worldwide.

Find tickets and book:
[swiss.com](https://www.swiss.com)



The world is your oyster
Public transport will take passengers to even the most remote valley - quickly, in comfort and right on time. The Swiss Travel Pass offers international visitors unlimited travel practically around the clock using the Swiss public transport network.

SWISS BLOG



Background stories
and travel tips.



Check-in

E-Boarding Pass

Check in conveniently online with your computer, tablet or smartphone via [swiss.com](https://www.swiss.com) or the SWISS app. Whether you are at home or on the go, travelling with or without luggage. Online check-in opens 23 hours prior to departure.

 SWISS

A taste of the best chocolate high above the clouds

Merci!

The SWISS mini chocolate bars are a token of the regard for passengers of SWISS and a tasty sample of one of the things for which Switzerland is known worldwide.



Holidays in Switzerland

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

Call us free on:
[00800 100 200 30](tel:0080010020030)

