



Switzerland.

Summer News & Trips 2024.

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



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Summer the Swiss way.

Well, we did it – visitor numbers have finally surpassed pre-Covid levels, and we are delighted to report that the winter season was a successful one for the Swiss travel industry!

As of this year we have been classified as level III, the top classification in Switzerland's national sustainability programme, which reflects our ongoing commitment to being Swisustainable.

With that in mind, our focus this summer and autumn are on lesser-known destinations and activities and, as always, travel by public transport. Oh, and let's not forget our brand-new Grape Escapes campaign, which highlights Switzerland's best-kept secret: its fantastic wines!

In this booklet, we'll be updating you on all the latest news for this summer, including the Gornergrat Railway's new NostalChic Class, the opening of the Eiger Walk of Fame in the Jungfrau Region, two e-biking tours, culinary experiences in Geneva, Lausanne, Zurich, Valais and Ticino, and much more.

Also in this booklet are all the latest hotel and restaurant openings from across Switzerland, plus our summer group media trips for this year. We have also included a handy map on page 15 and have numbered (in red) throughout the booklet all the relevant destinations across Switzerland so that you can see exactly where everything is happening.

For further updates throughout the summer season, you can also head to the Switzerland Tourism UK & Ireland Media Corner:

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

We hope that you will come away wanting to do summer the Swiss way, and we look forward to working with you!

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Summer news.

Launching in May: Grape Escapes

A Swiss wine remains somewhat of a well-kept secret, with only 2% exported; however, all that is about to change! For the first time, Swiss wine will form the focus for this summer and autumn in Switzerland. Wine lovers can now escape to a vineyard for a few days and experience the best of Swiss wine in unique accommodation ranging from a converted wine barrel or pod amid the vines to a vintage RV! The vineyards featured in the campaign are situated across Switzerland's six wine regions in hotspots such as Valais (Switzerland's number 1 wine region), the iconic UNESCO-listed Lavaux vineyard terraces, Geneva and Ticino. [MySwitzerland.com/en-gb](https://www.myswitzerland.com/en-gb)



© Swiss Panoramic Tours/Christophe Cosset

© Le vie dell'indaco-ticino.ch-Photolocatelli.ch

Agriexperiences in Ticino

Ticino's agriesperienze have been developed to promote the region's culinary and cultural heritage and support the development of sustainable activities in the area. Visitors can choose from a range of hands-on experiences, guided tours and tastings at farms, wineries and dairies, learning about farming and wine and cheese making. From harvesting edible flowers on the Piano di Magadino national park to e-biking through the Terreni alla Maggia vineyards in Ascona (2), agriexperiences offer a fun and interactive way of getting to know the real Ticino.

www.ticino.ch/en/explore/gastronomy/agriesperienze



© 2023 Urs Jossi

First full summer: Gornergrat Railway NostalChic Class

Officially the most exclusive way to travel to the Gornergrat, passengers travelling in the new NostalChic Class can look forward to a luxurious travel experience in a vintage-inspired train carriage which seats just 22 people, complete with magnificent views of the Matterhorn, culinary specialties, and a guide to share information about the region. Costing £290/€338, this one-day package includes a morning refreshment, return train tickets from Zermatt (19) to the Gornergrat, guaranteed window seats, guide, a four-course menu with wine pairings in Riffelberg, an exclusive stop for photos, access to the Zoom The Matterhorn interactive experience, and a souvenir gift.

gornergrat.ch/en/stories/nostalchic-class

Detour to Detox Valley on the new PostBus

This summer marks the first full summer season for the new electric PostBus line 185 in Gstaad Saanenland (8), which from the beginning of May to the end of October, will take visitors from Saanen to Jaun in the neighbouring canton, via the idyllic mountain valley of Abländschen, whose peaceful village and mountain hotel the Berghotel zur Sau sits amid untouched nature, diverse hiking routes, great climbing spots and fantastic views of the majestic Gastlosen mountain range. This seasonal bus route will also pass local beauty spot, Lake Lauenen.

gstaad.ch/en/gstaad/villages



© Fran Lambert

Opening in summer: The Eiger Walk of Fame

Visitors to the Jungfrau Region (9) can now get up close and personal with the famous Eiger North Face and learn about its legendary history on this new themed hiking trail. From the Eigergletscher station, hikers can head down to the first stop to take a selfie with the Eiger North Face in the background, then take in the breath-taking views of Grindelwald. Information panels along the trail convey the colourful history of mountaineers who took on the North Face and daring rescue operations, complete with facts, figures and famous routes. Hikers can then decide whether to follow the circuit (2h30) back up to the Eigergletscher or carry on walking down to Kleine Scheidegg (1h30). jungfrau.ch/en-gb



© Jungfrau Railways



© Christof Schürp

New Eurotrek 'All around Bern' e-biking tour

Time ticks more slowly in the Swiss capital of Bern (4), which has just launched a leisurely four-day e-biking tour for cyclists of all ages and levels. Heading out of Bern through the quaint streets its UNESCO-listed old town, cyclists then reach the Green Belt, embarking on a scenic cycle that winds through the villages and towns surrounding the city. Highlights include the Frienisberg Scenic Route, the Gantrisch nature park and the peaceful village of Laupen. This tour is available to book online and includes three nights' accommodation plus breakfasts, daily luggage transfers, fully comprehensive travel documents and a cyclist telephone helpline.

bern.com/en/bike/four-day-electric-bike-tour

Summer news (continued).

New this summer: The music of Petite Arvine de Fully

For the first time in Switzerland, music has been composed especially for a Swiss wine, based on the DNA of its grape variety. Fully, a wine-growing hotspot near Martigny (13) has called on musical oenologists to develop the signature music for local white wine, Petite Arvine de Fully. Its colour profile was fed into a computer programme, and visits and tastings took place in Fully's vineyards to analyse the location and how Petite Arvine interacted with the senses. Visitors can now hear the music and experience this unique tasting experience for themselves at several wineries in Fully.

fullytourisme.ch



© Christian Meixner

Anniversaries.

Centenary year of the Vigezzina-Centovalli Railway

Industrial developments in Switzerland in the early 20th century led to the construction of a new railway line linking Locarno in Ticino (2) with Domodossola over the border in Italy, crossing the Centovalli and Vigezzo valleys. Inaugurated on 25 November 1923, the Vigezzina-Centovalli Railway's narrow-gauge line still represents a masterpiece of civil engineering, spanning 52km as it winds through deep gorges, past rugged mountains, rivers and waterfalls, over 83 bridges and through 31 tunnels in just under two hours. To celebrate its 100th year, the railway will be organising events and other festivities throughout 2024.

vigezzinacentovalli.com/en



© Marcus Gyger

Opening in summer: Glacier 3000 restaurant

After suffering fire damage, the restaurant on Glacier 3000 (7) will reopen this summer under the direction of architect Mario Botta, and will be open year round. With an emphasis on improved customer experience, fire safety and energy efficiency, the new restaurant will provide 400 seats across two floors, a panoramic terrace affording breath-taking views, and a new QR code-based ordering and payment system. Much of the restaurant's energy will be provided by over 600 solar panels, while heat recovery and effective insulation will also improve energy efficiency.

glacier3000.ch/en



© Visualaps.ch

100th anniversary of the Swiss Youth Hostels

The Swiss Youth Hostels (originally the Zurich Youth Hostel Establishment Co-operative) were founded on 28 April 1924. For 100 years, they have been a vital first port of call for budget- and environmentally-conscious travellers. The hostels ensure not only lasting memories of holidays, but also encounters with similarly-minded people, and they are actively engaged in sustainable tourism. In these financially challenging times, there's never been a better time to experience all that Swiss youth hostels have to offer than in their 100th anniversary year!

youthhostel.ch/en



Swiss Youth Hostels
1924 - 2024

New carriages on the Pilatus Railway

Pilatus, the world's steepest cogwheel railway, has just rolled out a fleet of eight new energy-saving railcars and one freight car into operation on Mount Pilatus (17), which overlooks Lucerne (11) in central Switzerland. Built by Swiss manufacturer Stadler, the new fleet operates at gradients of 35-48°, and is equipped with energy-efficient drive technology, contributing to more efficient, reliable and sustainable rail operations.

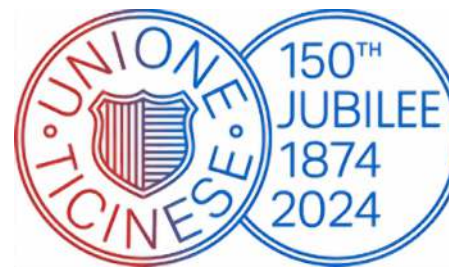
pilatus.ch/en



© Pilatus Bahnen AG

150 years of the Unione Ticinese

The Unione Ticinese provides support and acts as a point of reference for emigrants from the Italian part of Switzerland and their descendants or anyone with a fondness for Ticino. To mark the 150th anniversary of their founding, they have scheduled a range of events and celebrations throughout the year. The programme of events follows Ticino's evolution from yesteryear to the present day, with concerts, walking tours and the inauguration on Piccadilly Circus of a green plaque on the historic site where popular Ticinese restaurant 'Monico' once stood. utlondon.org/150th-jubilee



Food, art, culture and cities.

6-16 June: FOOD ZURICH festival

Europe's third-largest food festival will take place in the summer for the very first time this year and will feature over 100 events in and around Zurich (20). The festival's main themes will be sustainability and the 'Culinary Future', with a primary focus on food that both tastes great and has a low carbon footprint. Visitors to the festival can expect a wide range of regional Swiss products that showcase culinary excellence, regional producers, locally sourced ingredients and the latest culinary innovations, and find out first-hand how conscious consumption is essential for a sustainable diet. foodzurich.com/en



Opening in April: The new Kunsthhaus Baselland

On 13-14 April, the artistic hub of Basel (5) will welcome its newest cultural offering. Designed by Buchner Bründler Architekten, the new Kunsthhaus Baselland is a converted champagne warehouse situated in the Dreispitz quarter of the city, a vibrant neighbourhood home to various cultural institutions, the Academy of Art and Design (HGK), a number of artists' studios and manufacturing businesses, and a diverse local community. *Rewilding*, the inaugural exhibition at the new Kunsthhaus Baselland, will run until 18 August. kunsthhausbaselland.ch/en



TukTuk tours in Geneva

Guided tours are brought to the next level in and around the city of Geneva (6), where passengers can enjoy a traditional Swiss fondue with a glass of wine onboard a TukTuk, while discovering the city on a 90-minute tour of either Geneva's old town, the picturesque nearby town of Carouge or the shores of Lake Léman. Visitors after a longer experience can also opt for a three-hour TukTuk tour of the magnificent vineyards surrounding Geneva, which includes a wine tasting with a local producer.

geneve.com/en/attractions/fondue-tour-tuktuk

Opening this summer: Musegg Garden in Lucerne

Once a symbol of power, the Musegg Wall and its nine towers are part of the historic fortifications in Lucerne (11), forming a crown around the old town. New there this summer is the Musegg Garden, an urban oasis where the public can go to relax, and on certain days, try their hand at some gardening. Formerly a school garden, this new free-to-visit landmark was the idea of Lucerne's Environmental Protection Department and will celebrate biodiversity and hopefully inspire visitors to turn their own gardens and balconies into green spaces.

bioterra.ch



Swiss gourmet tours of Lausanne

Visitors to Lausanne (10) are invited to experience the city's finest culinary offerings by joining one of Lausanne Tourism's new food-themed walking tours. The Trendy Gourmet Tour takes visitors to three of the latest food joints, the Veggie Gourmet Tour explores Lausanne's plant-based specialities, the Swiss Gourmet Tour is great for anyone wanting to discover traditional Swiss dishes and, finally, the Lausanne Choco Tour visits five of the city's best chocolatiers. Each of the three gourmet tours starts with an aperitif platter in the morning, a main course at lunchtime and a takeaway dessert in the afternoon. Tours costs £53/€62pp.

lausanne-tourisme.ch/en/offer



E-biking tours of Zurich

In the lead-up to the UCI Road and Para-cycling Road World Championships in September, Zurich (20) is keen to get visitors to the city on their bikes! As well as discovering Zurich's must-sees, e-bikers are encouraged to venture out to its lesser-known neighbourhoods and relax in the natural spaces around the city, with the help of the Zurich City Guide app. E-bikes are available to hire for both self-led tours and official tours accompanied by a guide. A great way to visit more of the city in a short space of time, e-bike hire costs £23/€26pp for an official guided tour or starts at £5/€6pp for the first 30 minutes (self-led).

zuerich.com/en/visit/e-bike-tours-in-zurich

Hotel openings.

Just opened: Boutique Hotel KARL *** in Lucerne

Centrally located within easy reach of the train station, picturesque old town and city walls, the new Boutique Hotel KARL in Lucerne (11) boasts 80 rooms, many of which look out onto the neighbouring Reuss River and surrounding mountains. Clean, comfortable and good value, the hotel buffet breakfast (which is included) comes highly recommended, plus guests also receive a Lucerne public transport hotel ticket for the duration of their stay. Prices start at £176/€206 a night.

hotel-karl.ch/en



© Boutique Hotel Karl Luzern



© The Mansard Lifestyle Hotel

Opening in May: The Mansard Lifestyle Hotel *** in Gstaad

New boutique hotel The Mansard Lifestyle Hotel in Gstaad (8) boasts 29 rooms, including one suite and two family rooms, all of which can be interconnected as required. The hotel also has a restaurant, lounge and bar on the ground floor, a rooftop bar (unique for Gstaad) and a spa with a sauna, steam room and wellness area. The Mansard Lifestyle Hotel will be open seven days a week, all year round. Prices start at £252/€295 a night.

the-mansard.ch



© Mandarin Oriental Savoy, Zurich

Just opened: The Mandarin Oriental Savoy, Zurich *****

Formerly the Savoy Baur en Ville and following an extensive renovation, the Mandarin Oriental Savoy, Zurich (20) is now open. Founded in 1838, this iconic property, the oldest grand hotel in the city, is the latest addition to Mandarin Oriental's collection of award-winning hotels. Redesigned by interior designer Tristan Auer, the hotel blends timeless elegance with modern sophistication and is a short distance from luxury flagship stores, the historic old town and Lake Zurich. Prices start at £750/€877 a night.

mandarinoriental.com/en/zurich/savoy

Opening in June: The Grand Hôtel Belvédère ***** in Wengen

Hotel group Beaumier is soon to open its first property in Switzerland, the Grand Hôtel Belvédère. Situated in the car-free village of Wengen (9), the hotel will offer 90 rooms and suites overlooking the Lauterbrunnen Valley. Architecture will reflect classic Alpine style, while the on-site brasserie and restaurant will each serve their own takes on traditional Swiss cuisine. Further facilities include a spa with treatment rooms, two saunas, a hammam, and indoor and outdoor pools. Guests can also book bespoke experiences such as guided tours, e-biking, climbing and exercise classes. Prices not yet available. beaumier.com/en



© Beaumier

Opening in April: YOTEL Geneva Lake *** in Founex

Strategically located just outside Nyon (16) in the Vaud Region (and a 10-minute drive from Geneva Airport), the newest offering from global hospitality brand YOTEL is a great base for travellers visiting the nearby tourist destinations of Geneva and Lausanne. The hotel's 237 rooms will feature YOTEL's adjustable SmartBed™, sensory mood lighting, smart TVs, self-check-in facilities and a state-of-the-art 24/7 gym, as well as a 24/7 indoor and outdoor Danish-inspired restaurant, bar, and café. Prices start at £97/€113 a night. yotel.com/en/hotels/yotel-geneva-lake



© YOTEL



© The Brecon

Opening in summer: The Brecon **** in Adelboden

An exciting addition to the village of Adelboden (1) in the Bernese Oberland, stunning new four-star hotel The Brecon will be a haven where guests can get away from it all, with 22 rooms and four suites for extended stays. Its decor will showcase natural materials and earthy tones, combining comfort, style and quality. Facilities will include a restaurant and bar serving fresh seasonal produce from the region, an outdoor pool with stunning mountain views, a sauna, a relaxation room and a spa offering numerous treatments. Prices not yet available.

thebrecon.com

Summer group media trips.

Lugano, Switzerland's secret city (13-16 May)

Highlights:

- Visit the picturesque lakeside city of Lugano (12) in Ticino, Switzerland's Italian-speaking canton
- Get a taste of la dolce vita in this foodie hotspot, which enjoys a unique Italian-inspired culinary identity
- Take a boat trip to the neighbouring village of Morcote, voted Best Tourism Village 2023 by the UNWTO
- Enjoy day trips to the regional capital of Bellinzona (3) and its UNESCO-listed fortress, and the city of Locarno (2), famous for its film festival
- Learn all about the fascinating history and culture of Switzerland's least-known canton



Viticulture in Lavaux and Morges (July – exact dates TBC)

Highlights:

- Stay in the pretty lakeside town of Vevey (14), the ideal base for exploring the UNESCO-listed vineyard terraces of Lavaux
- Visit the Maison Lavaux, an exhibition dedicated to the winegrowing heritage of the region
- Explore the old town of Morges near Lausanne (10) and take a ride on the Voie des Sens, a foodie experience aboard a vintage train
- Head out on the Capites wine walk, visit the Jardins de Chivrageon organic farm and wander around charming local markets



30 years of Zurich Pride (14-16 June)

Highlights:

- This multi-day LGBTQ+ festival attracts thousands of friends and supporters of the LGBTQ+ community to Zurich (20) every year
- Enjoy festival highlights including the Pride parade, large-scale stage shows, LGBTQ+ orientated conventions and cultural performances
- Attend an official Zurich Pride 30th anniversary event
- Visit all of the city's must-sees, including the Old Town, the trendy Zurich West quarter and beautiful Lake Zurich
- Experience everything the city has to offer its LGBTQ+ inhabitants and guests

Seeing out summer in the Bernese Oberland (28 August-1 September)

Highlights:

- Stay in the mountain villages of Adelboden (1) and Gstaad (8) and experience the best of Alpine hospitality
- Enjoy scenic hikes around the Bernese Oberland, stopping to bath in pristine mountain lakes and savouring traditional Swiss dishes in mountain huts
- Discover how local farmers produce the finest cheeses
- Feast on a fusion of Swiss-Welsh flavours at Welsh chef Bryn William's eponymous restaurant in Adelboden
- Experience Gstaad Züglete, the annual celebration of the cows coming down from the mountains for the autumn and winter



Autumn adventures in Valais (9-12 September)

- Experience Valais at its very best once the summer crowds have gone, in the beautiful mountain resort of Nendaz-Veysonnaz (15), part of the 4 Vallées ski area
- Enjoy a gourmet hike along one of this area's traditional *bisses* (water irrigation channels), passing through picturesque villages and woods and stopping to enjoy a delicious Valais lunch
- Take an e-biking tour of the stunning mountains around Nendaz-Veysonnaz (cycling level: easy)
- Round off the trip with a guided vineyard tour and wine tasting at the Celliers de Sion, a cooperative of several winegrowing domains located just outside Sion (18)

Getting around Switzerland.



Swiss Travel System (STS)

Travelling by public transport within Switzerland is not just easy but eco-friendly, with renewable energy-powered trains, boats and buses operating all over the country. Visitors to Switzerland can make the most of all three transport modes on their trip thanks to the all-in-one Swiss Travel Pass, a single ticket that covers travel on public transport nationwide for three, four, six, eight or 15 consecutive days (1st or 2nd class, prices start at £229/€268pp).

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



Swiss International Air Lines (SWISS)

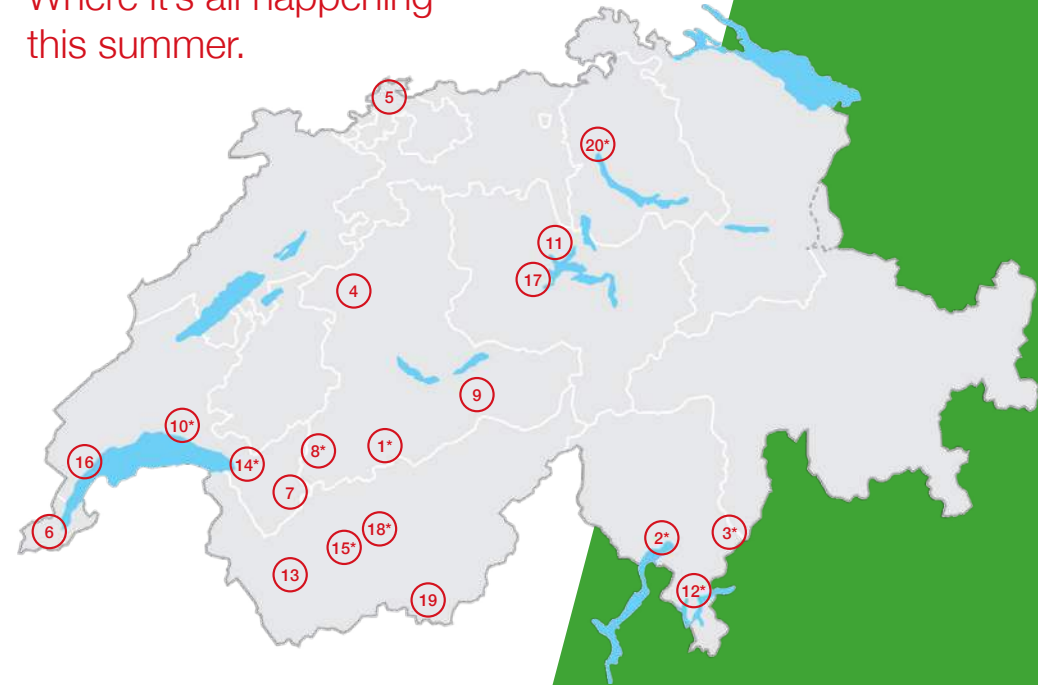
With a view to using its resources on the ground as sparingly as possible and to reducing its own carbon emissions, SWISS has set itself two ambitious ecological objectives: to halve its carbon emissions from their 2019 level by 2030, and to achieve net-zero carbon emissions by 2050. One highly effective step taken towards achieving these goals is operating more advanced and economical aircraft like the Airbus A32Xneo family and the Airbus A220. Each new generation of SWISS aircraft generates up to 25% less carbon emissions than its predecessor. [swiss.com](https://www.swiss.com)



Swiss Federal Railways (SBB).

90% of the electricity used to run Swiss trains is generated from hydropower, and SBB's mission is for all electricity to be generated from renewable sources by 2025. The Rhaetian Railway already operates on 100% hydropower and ranks third after cycling and walking as the most sustainable way to travel in Switzerland. The Pilatus Railway near Lucerne also recently launched trains with energy-efficient drive technology, contributing to more efficient, reliable and sustainable rail operations. [sbb.ch](https://www.sbb.ch)

Where it's all happening this summer.



1. Adelboden-Lenk-Kandersteg*
2. Ascona-Locarno*
3. Bellinzona*
4. Bern
5. Basel
6. Geneva
7. Glacier 3000
8. Gstaad Saanenland*
9. Jungfrau Region (Grindelwald, Wengen and Mürren)
10. Lausanne*
11. Lucerne
12. Lugano*
13. Martigny
14. Montreux-Vevey*
15. Nendaz-Veysonnaz*
16. Nyon
17. Mount Pilatus
18. Sion*
19. Zermatt
20. Zurich*

*Where group media trips are happening



We are Swisstainable!

We are proud to announce that since the beginning of 2024, Switzerland Tourism has officially been classified as level III in the Swiss Confederation's national sustainability programme. This classification reflects our ongoing commitment to continuous sustainable corporate development, pursuing measures in the area of sustainability and making an important contribution to a sustainable Swiss tourism industry. Our external certification partner is TourCert, whose standards reflect those of ISO, EMAS, and the Global Sustainable Tourism Council (GSTC).

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



I need the train ride of a lifetime.



Zurich

Interlaken



I need Switzerland.

Discover the Grand Train Tour of Switzerland: [MySwitzerland.com/grandtraintour](https://www.myswitzerland.com/grandtraintour)