



Switzerland.

Summer news 2023.

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1 NEWS FROM THE CITIES.

Stay up-to-date on the latest happenings in Swiss' vibrant and contemporary urban centers!

Swiss cities are diverse, each with its unique culture, language, and regional identity. The cities offer refined gastronomy, world-renowned museums, and endless activities and attractions. Learn about new features and attractions you will be able to encounter in some of Switzerland's cities starting in 2023.



© This is Basel

Basel, “Locals Know It Best”.

Basel is a dynamic Swiss city that boasts impressive architecture created by world-renowned architects. Basel's inhabitants have a strong connection to sustainability and nature, and the Rhine River, which flows through the city, is a favorite place for locals to relax and socialize. The "Locals Know It Best" is a unique card game tour in Basel that encourages visitors to interact with locals and explore the city's hidden gems. By asking locals to pick a card and answer the questions with insider tips, visitors can have fun, discover new places, and meet Basel locals. Find out more about the game [here](#).

Traveling back to 1850 in Geneva.

Dreamscape Geneva is an immersive, multi-sensory experience that takes visitors on a journey through the history and culture of Geneva of 19th century. Visitors can witness first-hand the heated debates and tensions that arose during this pivotal period in the city's history. As the night wears on, tensions reach a boiling point, and cannonballs fly. Visitors must navigate through the chaos and make it through the night safely. With realistic sound effects and a gripping narrative, Dreamscape Geneva offers a truly unforgettable experience. Discover their VR [here](#).



© Dreamscape Geneva



© Switzerland Tourism / Melanie Duchene

Zurich, refreshing escape with the new Zurich City Guide.

Zurich is a vibrant city that strikes a balance between urban life and nature. The idyllic Ufenau Island on Lake Zurich is a true hidden gem of the region. This nature reserve is easily accessible from the city center and offers picturesque views of the lake, medieval churches, and delicious local delicacies at the 'Haus zu den zwei Raben' restaurant. Take a stroll down the quiet lanes and visit St. Martin's Chapel before enjoying a glass of local wine. If you're planning to stay in Zurich and discover more about the [island](#), don't forget to download their new "[Zurich City Guide](#)" app, which provides useful information about the destination.



Did you know that the [Swiss Travel Pass](#) allows free access to public transportation withing over 90 Swiss cities and towns, in addition to covering train, bus and boat transportation throughout the country?

2 SUMMER, SUNSHINE, AND FESTIVALS.

Switzerland is home to many outdoor summer music festivals held in various locations, including city centres, mountains, and lakeshores. They all share the same high standard of organization, reflecting Switzerland's reputation for precision, attention to detail, and efficiency. Expect well-planned events with excellent transportation options, clean facilities, helpful staff, and a strong focus on safety. Attending these festivals is an excellent way to experience Switzerland's natural beauty, cultural diversity, and vibrant social scene while creating lasting memories. If you're curious about a particular festival or open-air event, check out some of the events listed for inspiration.



Greenfield Festival, Bern.

The Greenfield Festival is a significant rock music event held annually in the Bernese Oberland region of Interlaken. With its breath-taking views of the Eiger, Mönch, and Jungfrau mountains, the festival attracts more than 70'000 visitors each year. Discover everything about rock [here](#).

June 8 to 10, 2023

Open-air St. Gallen, St. Gallen.

Since its inception in 1977, it has become a major cultural gathering, showcasing a broad spectrum of international and local musicians. The event offers a variety of entertainment options, including cabaret performances, art installations, and food vendors. Check out this city's open-air [here](#).

June 29 to July 2, 2023



Montreux Jazz Festival, Vaud.

The festival is one of the world's leading music events, attracting the top names in jazz, rock, and other genres year after year. About 250'000 visitors every year come to see atmospheric performances in the Stravinski Auditorium and the Lab – and to hear free concerts along the gorgeous lakefront promenade in the festival grounds in the form of musical contests and workshops. Find out more information [here](#).

June 30 to July 15, 2023

Open-air Frauenfeld, Thurgau.

With approximately 50'000 visitors per day, the Open-air Frauenfeld is the biggest open-air festival in the German-speaking part of Switzerland and the largest urban/hip-hop festival in Europe. Artists such as Travis Scott and Kendrick Lamar will perform in this year's edition. Find out what makes this open-air special [here](#).

July 6 to 8, 2023



Gurten Festival, Bern.

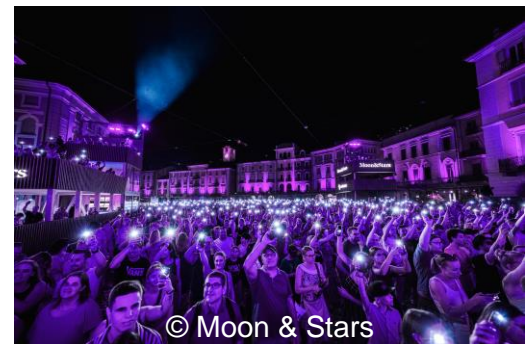
The festival is held on the Gurten mountain, which provides a stunning backdrop for the event. The festival features a diverse line-up of music acts from various genres, including rock, pop, and electronic music. The festival has been running for over 30 years and has become one of the most popular events in the Swiss music calendar. Experience the festival [here](#).

July 12 to 16, 2023

Moon and Stars, Ticino.

The Moon and Stars Festival is an annual music event held in the city of Locarno, Switzerland. It takes place in the Piazza Grande, a historic square surrounded by buildings and featuring an open-air stage. The festival has been running since 2004 and attracts a diverse range of international musicians, with this year's headliners being Ricky Martin as well as OneRepublic. Check out the event [here](#).

July 13 to 23, 2023



Paléo Festival Nyon, Vaud.

The Paléo Festival is one of the largest open-air festivals in Europe, with over 300'000 attendees each year. During six days, the festival features diverse music genres, including rock, pop, rap, and electronic music. The festival has attracted many big-name artists over the years, including Muse, Red Hot Chili Peppers, and Arctic Monkeys. Find out more [here](#).

July 18 to 23, 2023

The list doesn't end here. If you're interested in other events in Switzerland this summer, check out the following calendars on MySwitzerland.com [here](#).



Did you know that the [Street Parade](#) in Zurich, which is one of the largest techno music festivals in the world, attracts over one million visitors each year?

3 ART, CULTURE, AND TRADITIONS.

Exciting news for art, culture, and tradition enthusiasts as new openings and special programs are set to showcase an array of captivating experiences all around Switzerland this summer.



Villa Senar re-opens its door in Lucerne.

To celebrate 150 years since the birth of Russian composer, pianist, and conductor Sergei Rachmaninov, Villa Senar located on Lake Lucerne, will be restored to its original state, and opened to the public starting from May 2023 with an inaugural festival. Sergei Rachmaninoff had a close relationship with the city of Lucerne, where he spent many summers from 1932 to 1939. More on this story [here](#).

Jubilee at the Cultural and Congress Center in Lucerne.

In 1998, the Cultural and Congress Center (KKL Luzern), with its centerpiece, the concert hall, was opened. On September 16 and 17, 2023, this success story will be celebrated with a weekend full of surprises. To celebrate the 25th anniversary, KKL Luzern has planned a series of special events and performances, including concerts by renowned artists and orchestras, exhibitions, and lectures. Find out more about the KKL Luzern [here](#).



Ukrainian paintings find haven in Geneva and Basel.

Yuri Vakulenko, director of the Kyiv National Art Gallery, last year asked European museums if they would hold modified versions of two exhibitions that had already been held in Ukraine. Two Swiss museums, the Musee d'Art et d'Histoire in Geneva and the Kunstmuseum Basel, agreed. The exhibition at Basel's Museum of Fine Arts, showcases 49 works from the 18th to 20th centuries by Ukrainian-born artists, such as Ilya Repin and Volodymyr Borovykovsky. Discover more about this story [here](#).

New opening at the Vitra Garden House in Basel.

The Vitra Campus, situated just outside Basel, is known for housing the Vitra Design Museum and several iconic buildings designed by globally acclaimed architects such as Zaha Hadid, Sir Nicholas Grimshaw, or Herzog & de Meuron. In summer of 2023, the Garden House, the latest edifices of the campus designed by the Japanese architect Tsuyoshi Tane, will be completed. In celebration of this, the Vitra Design Museum is hosting an exhibition titled "Garden Futures: Designing with Nature" from 25 March to 3 October, which is providing insights into Tane's work, the Garden House, and the past and future of modern garden designs. More information can be found at [here](#).



Art at the Alpina Gstaad.

Alpina Gstaad, a luxurious hotel in the Canton of Bern, has recently unveiled its permanent art collection that is spread throughout the hotel and its surroundings. The collection features contemporary artworks by renowned artists such as Wade Guyton, exploring the relationship between technology, identity, and nature. Alpina Gstaad hopes to provide guests with an inspiring cultural experience that combines the beauty of the Swiss Alps with engaging visual art and stimulating cultural exchange.

A new Creative Space in Verbier.

Verbier 3-D Foundation is launching a new concept this summer: Creative Space Verbier. It will be a cultural venue in the heart of Verbier, offering a creative space in form of a visual arts program for the local community and the guests. Professional artists will have access to facilities and will teach various workshops and courses, including painting walks in Verbier and the Val de Bagnes. Creative Space will also host exhibitions, film screenings, and have a boutique, creating a cultural hub for everyone. Discover more about that [here](#).



Did you know? If you have a Swiss Travel Pass, you can also visit more than 500 museums for free! Click [here](#) for more information.

4 EXHIBITIONS CALENDAR 2023.

Appenzell.

The mouse. Quiet, nimble and cheeky, until November 5, 2023.

The Museum Appenzell explores the relationship between mice and humans. On display are specimens of mice and their animal enemies, films, and photos, as well as a large collection of mouse traps.

Baden.

Ash Keating, from August 20 to December 10, 2023.

The artist has made an international name for himself with spectacular paintings of entire buildings and huge walls.

Basel.

Out of Use – Everyday Life in Transition, until September 17, 2023.

From monkey fur to spittoons, from typewriters to Game Boy: the theme of the exhibition is objects that are no longer in use. As relics of past everyday life, they bear witness to technical, fashionable, and social changes over the last three centuries.

Basel.

Shirley Jaffe, until July 30, 2023.

Born in New Jersey in 1923, Shirley moved to Paris in 1949. Although her marriage to the journalist Irving Jaffe did not last long, the painter nevertheless remained in France. She quickly made friends and met regularly with the American "art expats" Norman Bluhm, Sam Francis, and Joan Mitchell.

Bern.

Monika Sosnowska, until September 10, 2023.

The sculptor is one of the best-known contemporary artists. Her often-massive sculptures and installations in steel, concrete or other building materials engage with the legacy of East European modern art and its promises of progress – and what remains of it.

Chur.

LOTTE. Experienced landscapes, until October 1, 2023.

Experienced moments and personal impressions are reflected in "Lotte's" oeuvre. Like a kind of travel diary, "Lotte" (Copi; 1924-2019) has recorded the landscapes she saw as reminiscent impressions on canvas or paper. With her radiant, spontaneous painting style, she captures the beauty of nature.

Fribourg.

Museoscope – Saane, until June 4, 2023.

Fribourg artist couple Janet and Bernard Bailly are passionate about nature and often paint outdoors. For their latest project, the two artists followed the course of the Saane River with paintbox and easel from its source at Sanetsch to its mouth in the Aare River at Wileroltigen. They present a selection of the paintings created on this journey in their exhibition at the MAHF.

Lausanne.

Michel Nedjar, from June 9 to October 27, 2023.

The mention of "Art Brut" is now too restrictive to define Michel Nedjar's work, which has been exhibited for a long time in various museums throughout the world. This exhibition reveals a creation's richness and diversity spanning almost fifty years.

Lugano.

Rita Ackermann Hidden, until August 13, 2023.

Rita Ackermann's exhibition titled 'Hidden' will focus on a selection of recent paintings in relation to the artist's early works from the 1990s. The exhibition will encompass nearly fifty paintings and drawings developed over the past 30 years in New York City.

Lugano.

Un Lac Inconnu, until September 24, 2023.

The Bally Foundation, directed by Vittoria Matarrese, is dedicated to art and culture with two exhibitions a year, performance evenings, lectures, film screenings, art residencies and workshops. Bringing together more than twenty international artists, "Un Lac inconnu" proposes a poetic and philosophical walk between submerged and emerged landscapes, an attempt to give form to the water that slips

through our fingers and yet traces a furrow. A proposal to connect with oneself and the world.

Lugano.

Hedi Mertens, until October 15, 2023.

The exhibition presents the work and life story of an artist who boasted a solid theoretical background and found favourable conditions in Ticino to apply that and develop her own practice.

Martigny.

Gianadda Foundation Turner, until June 11, 2023.

In collaboration with the Tate Gallery in London, the Foundation Pierre Gianadda in Martigny will present, an exhibition dedicated to the British painter William Turner.

Schwyz.

Anne Frank and Switzerland, until January 7, 2024.

The diary of Anne Frank is world famous. It's less well known that the journey to global publication began in Switzerland.

St. Gallen.

100 shades of white. A colour in fashion, until September 10, 2023.

Anything but monotonous! In fashion, white is given a special role to play, which the exhibition '100 Shades of White' highlights in its many facets.

Vaduz.

The relationship Liechtenstein-Switzerland, until September 10, 2023.

The exhibition at the Liechtenstein PostMuseum is being held to mark the 100th anniversary of the Customs Treaty. It highlights Liechtenstein's close relationship with Switzerland by means of original designs, stamps and other philatelic features.

Winterthur.

Sylvie Fleury, from June 3 until August 23, 2023.

The Swiss artist became known for her artistic practice which combines glamour, fashion, and lifestyle associated to conceptualism, Pop Art and Minimalism. Her work has been widely recognized worldwide, and a comprehensive solo exhibition will be in display this summer in Winterthur.

Zurich.

The Mystery of Banksy, until May 31, 2023.

He is world famous and yet a mystery - Banksy, the Bristol-born and to this day anonymous graffiti artist and painter, who is known for challenging the boundaries of the art market and who has been causing a furore with his works for years.

Zurich.

Game Design Today, until July 23, 2023.

The exhibition Game Design Today takes an all-round look at contemporary video game culture and, with a focus on design processes, provides insight behind the scenes of international productions.

Zurich.

Happy you have rights day, until July 16, 2023.

On the 175th anniversary of the democratic constitution, the National Museum in Zurich is leafing through the Swiss Federal Constitution's history, particular fundamental rights.

Zurich.

Giacometti – Dalí, until July 2, 2023.

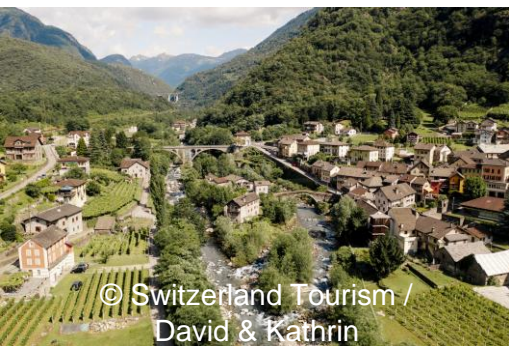
Salvador Dalí (1904 -1989) discovered the work of Swiss artist Alberto Giacometti (1901 - 1966) in 1930 at the Galerie Pierre in Paris and recognized in his "Boule suspendue" the epitome of an "object with a symbolic function".

Zurich.

Repair Revolution! Until October 15, 2023.

Repairing is no longer an emergency solution but a cultural, social, and economic practice that should be taken seriously and that offers a counter-design to the throwaway society. The exhibition presents the vision of a repair society and examines the role of design on the way there.

5 ADDITIONAL NEWS.



Swiss Wine Tours around Ticino.

Discover Ticino's wine region with the new Swiss Wine Tours, featuring eight customizable experiences for wine connoisseurs. Ticino's mild climate has allowed the growth of over 1,000 hectares of vineyards and 3,600 winemakers, with merlot grapes being the most popular. Explore the region with a sommelier or oenologist, paired with a “ticinese” culinary specialties and scenic vineyard bike rides. Discover the tour [here](#).

The biggest drone show in Europe will be held in Geneva.

Geneva is hosting the biggest drone show in Europe over the Ascension weekend (from May 18 to 21). The drone show will feature an impressive display of approximately 1,350 devices, making it the largest in Europe to date. This innovative show will be a fresh and exciting alternative to traditional fireworks displays. Find out more about the event [here](#)!



Get a taste of Geneva with the new Choco Pass.

Delightfully experience Geneva with the Choco Pass, which allows you to explore the city at your own pace and indulge in the finest chocolate specialties from its renowned chocolatiers. This pass grants you access to a variety of chocolate shops where you can savour their most delicious treats. Once you enter the first shop, the pass will be activated, and you can enjoy a tasting plate at any of the participating chocolate shops listed on the pass. Discover which chocolate shops are in the pass [here](#)!

Emmental Cheese Route by e-bike, Bern.

The Emmental cheese route offers an opportunity to learn about the centuries-old tradition of Emmentaler cheese while exploring the beautiful surroundings on a new one- or two-day e-bike tour. Their free app helps to orient oneself and provides information about the Emmental cheese, pictures, and audio for every point of interest. The e-bikes represents the best option to fully enjoy the tour without getting too exhausted. Discover the routes [here](#)!



Did you know? 11 lakes, 4 official languages, 5 UNESCO World Heritage Sites and 800 miles of magnificent view in between: on the “Grand Train Tour of Switzerland”, panoramic trains take you to all the highlights of the country. Get in, lean back, and enjoy the ride. More information [here](#).

6 HOTEL OPENINGS.

Year in and year out, new hotels in Switzerland open their doors, while existing ones undergo renovations to enhance the quality of their accommodations. If you are interested in finding out which hotels have new or remodelled offerings, you may want to read through the following selection of proposed accommodations.



InterCity Hotel Geneva Airport, Geneva.

Designed to provide convenient access to Geneva's international airport and nearby attractions, the InterCity Hotel at Geneva Airport will focus on sustainability and modern design. The hotel will feature contemporary guest rooms and suites, as well as on-site amenities such as a restaurant, a fitness centre, and meeting rooms. The hotel's location near the airport and public transportation makes it an ideal choice for business travellers, as well as tourists who want to explore the city's attractions and will open in August 2023. Find out more [here](#).

Hotel Alila La Gruyère by Hyatt, Fribourg.

The hotel, which is set to open this year, is located in the heart of Switzerland's Gruyère region, known for its picturesque landscapes, cheese-making traditions, and cultural heritage. The hotel will offer guests a unique and authentic Swiss experience, with 85 contemporary rooms and suites, a restaurant serving regional cuisine and many other amenities. The property will also have a terrace with views of the surrounding mountains and a garden area. More on this hotel [here](#).



Revier Hotel, Saas-Fee, Valais.

The Revier Hotel Saas-Fee is a new hotel that is set to open in the winter of 2023. The accommodation is being designed to cater to a younger, more adventurous crowd, in an eco-conscious environment. The hotel's facilities will include a spa, sauna, gym, and rooftop terrace with a bar and restaurant. The Revier Hotel is being built with sustainability in mind and will feature environmentally friendly design elements such as solar panels and a green roof. [Discover it](#).

Das Morgen, Vitznau, Lucerne.

Das Morgen is a campus located in Vitznau, a town close to Lucerne that unites several divisions, such as a hotel, a culinary centre, a music academy, event, and concert halls. The Neuro Campus Hotel features 54 rooms and is very close to the lake. In 2023, a new chamber music hall for 300 guests will open its doors. This event space complements the wide range of musical training and further education offered at Das Morgen. [Find out more.](#)



Grace La Margna, St. Moritz, Graubünden.

The iconic St. Moritz hotel La Margna, dating from 1906, will finally re-open its doors in August 2023 under its new name, Grace La Margna St. Moritz. As a symbol of local tourism and of the surrounding townscape, the hotel sits majestically above the local railway station, with a panoramic view over Lake St. Moritz. The rebirth of the property includes a new, modern extension with new rooms and an extensive spa area, next to the original historic Art Nouveau building. Enjoy a brand-new experience in the 74 rooms and suites of this hotel opening this winter. Find out more [here](#).

Our carefully curated selection of hotels and accommodations, each as diverse as the country itself, provides you with an overview of the offerings. Whether you're seeking a luxurious mountain lodge, or a cosy chalet nestled in the countryside, we have something to suit every taste and budget. Indulge in the ultimate Swiss experience and immerse yourself in the country's rich culture and traditions while enjoying first-class hospitality and service. Explore our [selection](#) today and find the perfect accommodation for your next Swiss adventure.

- [Typically Swiss Hotels](#)
- [Wellness & Spa](#)
- [Swiss Family Hotels](#)
- [Swiss Bike Hotels](#)
- [Boutique Hotels](#)
- [Inspiring Meeting Hotels](#)
- [Swiss Historic Hotels](#)
- [Swiss Luxury Hotels](#)



Did you know that Switzerland is home to some of the most innovative and sustainable hotels in the world? The “[Albergo Diffuso](#)” in Corippo, Ticino, opened in 2021, is a so-called scattered hotel. The unique concept involves transforming an entire village into a hotel, with each building serving as a guest room.

7 TRANSPORT NEWS.



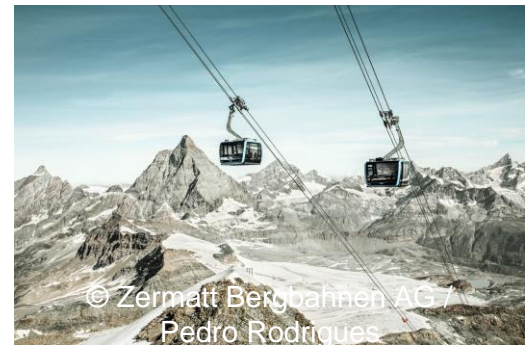
© Switzerland Tourism / Francesca Baj

GoldenPass Express with more frequencies.

Until June 10, 2023, the Goldenpass Express trains will not be operating on the Zweisimmen to Interlaken Ost route due to revision. However, the Goldenpass Express will continue to run between Montreux and Zweisimmen. Another BLS train will cover the journey between Zweisimmen and Interlaken Ost. From Interlaken-Montreux and vice versa, frequencies are expected to increase from mid-June onward to 4 daily trips in each direction. Stay updated with the latest news on their official [web page](#).

Glacier Ride II connects Zermatt with Cervinia.

The highest Alpine crossing by cableway will start its activities on July 1st 2023. The Glacier Ride II will connect Klein Matterhorn with Testa Grigia in Italy, completing the ambitious project entitled “Matterhorn Alpine Crossing”. The state-of-the-art cableway will transport up to 1,300 guests per hour. Countless crystals adorn the inside and outside of the cabin, and a transparent glass floor reveals breath-taking views of the Glacier below. For the first time ever, visitors will make the seamless journey between Matterhorn Glacier Paradise in Switzerland and the Snow Xperience Plateau Rosa in Italy without snow sports equipment. [Learn more.](#)



These mountain railways turn 130 years old.

Most mountain railways in Switzerland were constructed in the late 1800s. They acted as a catalyst for the upcoming Alpine tourism and made alpinism accessible to the general public. While most mountain railways have replaced their rolling stock, some continue to use well-maintained trains from the founding period. In 2023, the following mountain railways will celebrate their 130th anniversary: [Schynige Platte Railway](#), [Brienz Rothorn Railway](#), [Stanserhorn Railway](#), and the [Wengernalp Railway](#).

Bernina Express turns 50.

Happy birthday to one of Switzerland's most famous trains. The bright red train first travelled from Chur to Tirano in June 1973. Meanwhile, the Rhaetian Railways have welcomed more than 10 million visitors on board the Bernina Express. The train is considered among the most beautiful panoramic trains in Switzerland. The Bernina Express travels along the world-renowned UNESCO World Heritage line, and the stretch is a fixture of the Grand Train Tour of Switzerland.



An ascent to Pilatus every 30 minutes.

The Pilatus Railway, founded in 1889, is getting a facelift. Starting in May 2023, Stadler Rail will supply eight new railcars with large windows to take on Lucerne's iconic peak. The steepest cog railway in the world will thus be able to offer its visitors even more frequent departures, with an ascent every thirty minutes. Find out more information [here](#).

SWISS extends its Class.

SWISS International Air Lines is extending its new Premium Economy Class to their Airbus A340-300 fleet. The four SWISS Airbus A340s offer the new travel class, which is already available for booking on flights connecting Zurich to Chicago.



Direct flights with FlyEdelweiss.

FlyEdelweiss Air, a subsidiary of SWISS, will offer direct flights from several North American cities to Switzerland, including Tampa Bay, Denver, Las Vegas, Calgary, and Vancouver. These flights will be operated on a charter basis and will provide additional options for travellers to reach the Swiss Alps without any layovers or stopovers.



Did you know? Over 1,000 Swiss tourism companies have already joined Switzerland Tourism's 'Swisstainable' programme and are working together to make Switzerland the most sustainable destination in the world!

Find out more about Switzerland new approach to travel [here](#).



8 OUR MEDIA TEAM AUSTRALIA & NEW ZEALAND.

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