



## International Media Trip 'Swisstainable: discovering Switzerland's natural beauty'.

**Graubünden – Lucerne Region.**

**June 30 – July 05, 2024**

### **Participants (max 10 PAX + 1 Tour leader)**

- PAX 1 - 10
- Tour Leader

### **Mobile Phone Tour Leader**

XX

### **The Trip**

Embark on a sustainable media trip through Switzerland, exploring eco-conscious gems like the Swiss National Park in the Engadin and the UNESCO Biosfera Engiadina Val Müstair. Dive into the UNESCO Biosphere of Entlebuch, marvel at classified Swisstainable destinations, and witness Switzerland's commitment to preserving its breathtaking landscapes. This journey promises not just picturesque views, but a deeper understanding of sustainable practices in two destinations at the heart of Europe.

**Swisstainable – our sustainability strategy:** As an organisation, Switzerland Tourism follows a sustainable path. We reduce our staff's flight emissions through a combination of Sustainable Aviation Fuel (SAF) and various carbon offset projects. Follow our example and offset your journey to/from Switzerland via this [MyClimate link](#).



### Travel partners

**SWISS** is the airline of Switzerland and the top choice for travels to and from Switzerland. It embodies its home country's values and is committed to delivering the highest product and service quality.

- SWISS Senses: Experience SWISS with all your senses, with the next generation customer experience coming in 2025: [swiss.com/ch/en/fly/on-board/swiss-senses](https://swiss.com/ch/en/fly/on-board/swiss-senses)
- Reliable partner when it comes to more sustainable travel: [swiss.com/sustainability](https://swiss.com/sustainability)
- Travellers can help accelerate the progress towards a more sustainable future by reducing and/or offsetting the CO2 emissions: [swiss.compensaid.com](https://swiss.compensaid.com)
- Share your flight experiences with the world: #flyswiss



**Swiss Travel System (STS)** is happy to provide you with a 1st class Swiss Travel Pass for your unlimited travel by train, bus and boat through Switzerland.

- All benefits and services: [swisstravelpass.com](https://swisstravelpass.com)
- Media & trade kit download on [mystsnet.com](https://mystsnet.com)
- Free useful apps for your journey: [Swiss Travel Guide app](#) and [Grand Train Tour of Switzerland app](#)
- Social media: #swisstravelsystem, #swisstravelpass and #grandtraintour





## Sunday, June 30, 2024

Individual arrivals at Zurich Airport and transfer to Scuol

Check-in at **TBC**  
Address  
Website

18:00 Meet your tour leader and the rest of the group in the hotel lobby

Dinner in Scuol (tbc)

Overnight in Scuol

## Monday, July 1, 2024

Individual arrivals at Zurich Airport and transfer to the hotel

Program according to Tourismus Engadin Scuol Samnaun Val Müstair AG (TESSVM)  
**Naturpark Biosfera Val Müstair** and exchange with the park ranger

Lunch

Dinner in Scuol

Overnight in Scuol

## Tuesday, July 2, 2024

Individual breakfast at the hotel

Meet in the hotel lobby

Program according to TESSVM  
Visit of the **Swiss National Park**  
Guided hike in the national park and/or mineral spring hike, exchange with the  
TESSVM sustainability department

Lunch

Dinner in the TESSVM region

Overnight in the TESSVM region



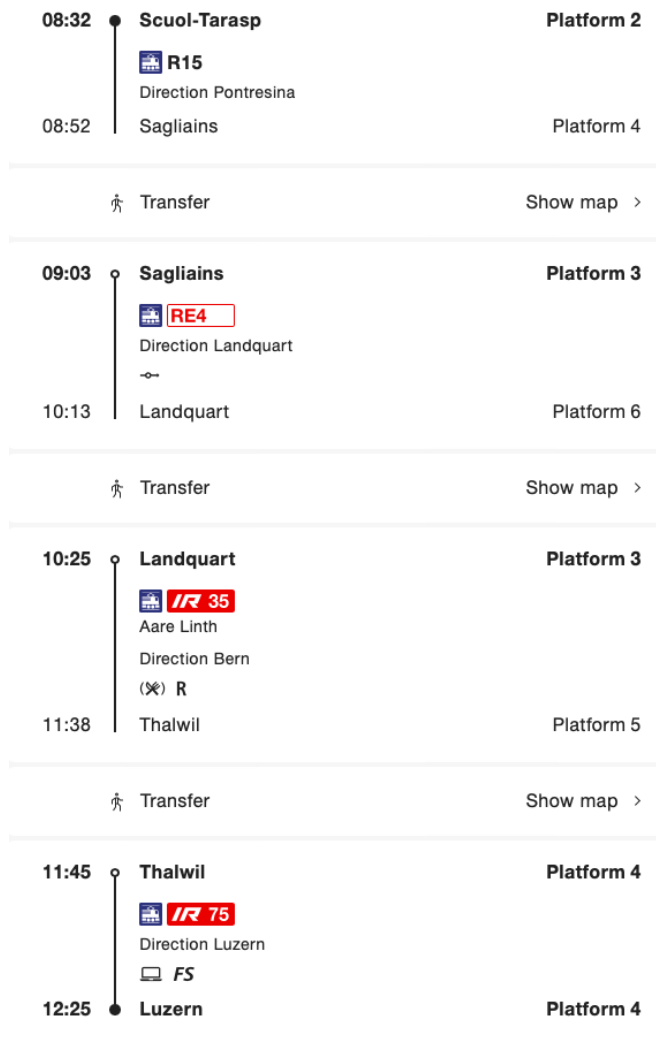
**Wednesday, July 3, 2024**

Individual breakfast at the hotel

Meet in the hotel lobby

Deposit your luggage at the hotel reception. It will be transported to your next hotel.

08:32 Train from Scuol to Lucerne  
12:25 Arrival in Lucerne




12:25 Arrival in Lucerne



Meet **Ms. Nina Brun (direct: +41 76 480 49 58)**, representative of Lucerne Tourism, at the end of platform 4. She will accompany you to lunch. After lunch, she will bring you to your next programme point.



12:30 Lunch at the [Burgerstube](#) of the **Hotel Wilden Mann**  
 13:45 Bahnhofstrasse 30  
 6003 Lucerne

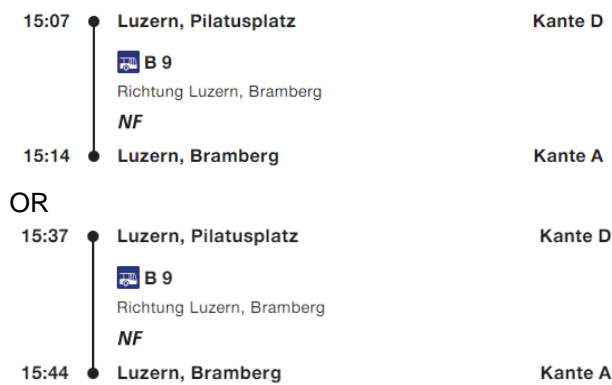
Direct: +41 41 210 16 66  
 Mail: [mail@wilden-mann.ch](mailto:mail@wilden-mann.ch)  
 @wildenmannluzern

14:00 Guided visit incl. Tasting at the [Max Chocolatier Event and Design Studio](#).  
 15:00 Obergrundstrasse 42  
 6003 Lucerne

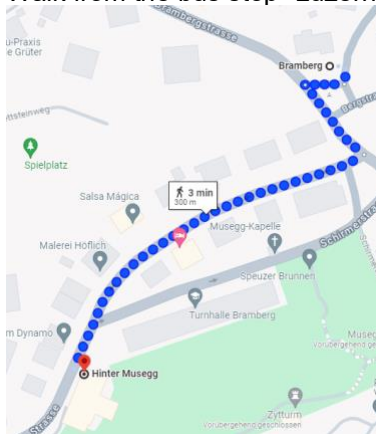
Direct: +41 41 418 70 90  
 Mail: [info@maxchocolatier.com](mailto:info@maxchocolatier.com)  
 @maxchocolatier

Afterwards Walk to the bus stop “Luzern, Pilatusplatz”.

Take bus nr. 9 and descent after 7 stations at the bus stop “Luzern, Bramberg”.



Walk from the bus stop “Luzern, Bramberg” to the **Kulturhof hinter Musegg**.





16:00 Guided visit of the [Kulturhof hinter Musegg](#).  
17:00 Diebold-Schilling-Strasse 13  
6004 Lucerne

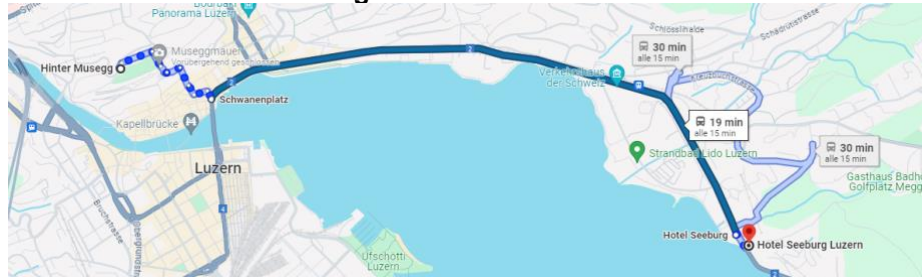
Direct: +41 41 412 19 31  
Mail: [info@hinter-musegg.ch](mailto:info@hinter-musegg.ch)  
 @kulturhofhintermusegg

Afterwards Time at leisure


**Recommendations:**

- Browse through the “Hofbeiz” at the Kulturhof hinter Musegg.
- Climb the Musegg wall and enjoy the view. From here, you have access to three of the nine towers (Männli Tower, Zyt Tower and Schirmer Tower).

Then Transfer to the **Hotel Seeburg**




Check-in at [Hotel Seeburg](#)  
Seeburgstrasse 53-61  
6006 Lucerne

Direct: +41 41 375 55 55  
Mail: [mail@hotelseeburg.ch](mailto:mail@hotelseeburg.ch)  
 @seeburgluzern #hotelseeburg

Afterwards **Recommendation before Dinner (optional)**

Have a drink at the [Sunset Bar](#)  
Seeburgstrasse 61  
6006 Lucerne

Direct: +41 41 375 55 55  
Mail: [info@sunsetbar.ch](mailto:info@sunsetbar.ch)  
 @sunsetbar.luzern #sunsetbarluzern




19:30 Dinner at the [Restaurant Seeburg](#)  
Seeburgstrasse 53-61  
6006 Lucerne



Direct: +41 41 375 55 55

Mail: [mail@hotelseeburg.ch](mailto:mail@hotelseeburg.ch)

 @seeburgluzern #hotelseeburg

You will be served a three-course menu with starter, main course (meat/fish or vegetarian) and dessert.

Afterwards Overnight at the **Hotel Seeburg**

## Thursday, July 4, 2024

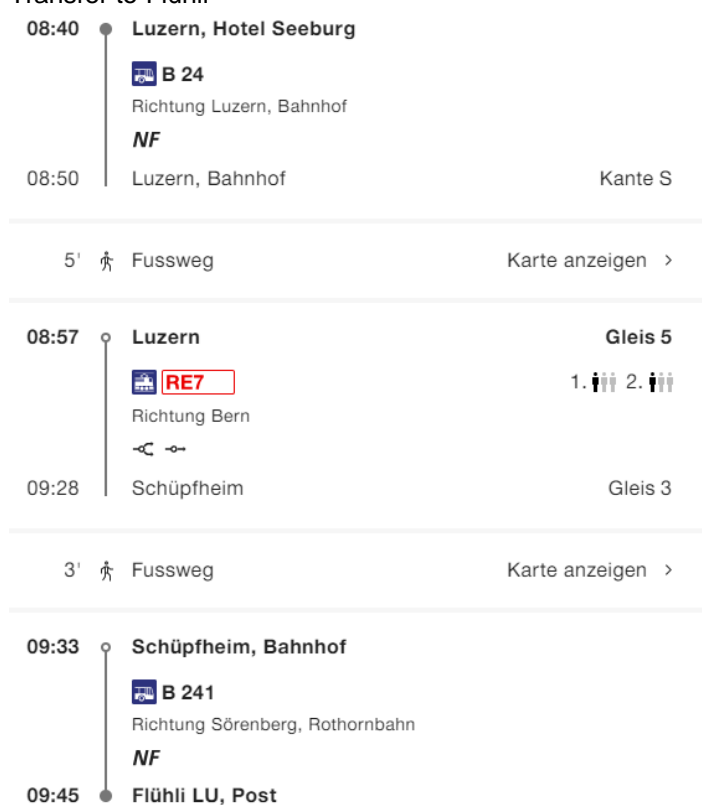
Individual breakfast at the **Hotel Seeburg**

Deposit your luggage at the reception. It will be transported to you next hotel.

08:30 Meet in the hotel lobby of the **Hotel Seeburg**

08:40 Transfer to Flühli

09:45





Morning      Excursion to the [Rossweid-Salwiden moor](#) with a guided tour on the moors in the **UNESCO Biosphere Entlebuch**  
*There are a hundred moors in the Entlebuch. We are world-famous for this - after all, we represent the pre-Alpine moor and karst landscape in the international network of around 700 biospheres. Stroll through the moor with an expert and get to know this special habitat for animals and plants.*

Lunch          at the [Bergwelten Salwideli](#)  
Salwidelistrasse  
6174 Sörenberg  
  
Direct: +41 41 488 11 27  
Mail: [info@bergwelten-salwideli.ch](mailto:info@bergwelten-salwideli.ch)

 @bergwelten\_salwideli #bergweltensalwideli

Afternoon      Guided excursion along the [Schrattenfluh area](#) on the subject of karst & caves  
*It looks like a glacier, the kilometre-long karst field of the Schrattenfluh. You follow its deep gorges, discover mysterious sinkholes and fascinating karst caves.*

On the way you can enjoy a snack with regional products.

Afterwards      Short relaxation in the natural "[Kneippanlage Schwandalpweiher](#)".

Check-in at    **Hotel Kurhaus Flühli**  
Dorfstrasse 6  
6173 Flühli  
  
Direct: +41 41 488 11 66  
Mail: [willkommen@kurhaus-fluehli.ch](mailto:willkommen@kurhaus-fluehli.ch)

Dinner          at the **Hotel Kurhaus Flühli**  
Dorfstrasse 6  
6173 Flühli  
  
Direct: +41 41 488 11 66  
Mail: [willkommen@kurhaus-fluehli.ch](mailto:willkommen@kurhaus-fluehli.ch)

Afterwards      Overnight at the **Hotel Kurhaus Flühli**

## Friday, July 5, 2024

Morning          Individual breakfast at the **Hotel Kurhaus Flühli**

Afterwards      Individual departure to airport Zurich





## Additional Information

- **[www.MySwitzerland.com](http://www.MySwitzerland.com)**  
Official Website of Switzerland Tourism with thousands of ideas what to do in Switzerland
- **Twitter & Instagram:** please always use #INEEDSWITZERLAND and/or #INLOVEWITHSWITZERLAND
- **[www.swissinfo.ch](http://www.swissinfo.ch)**  
SWI swissinfo.ch is the international online platform of the Swiss radio and TV broadcaster SRG SSR. It publishes information about and connected with Switzerland in ten languages.
- **[www.swissworld.org](http://www.swissworld.org)**  
General information about Switzerland (people, culture, economy, politics, history, science, environment, leisure and geography)
- **<https://sam.myswitzerland.com>**  
Switzerland Asset Management: Picture and video data base.
- **Insurance** is up to the participant's own responsibility

## Contacts

### Switzerland Tourism

Morgartenstrasse 5a  
CH-8004 Zürich  
[www.MySwitzerland.com](http://www.MySwitzerland.com)

### Lilian Stalder

Phone direct: +41 44 288 13 46  
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### Swiss Travel System

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CH-8004 Zürich  
[www.swisstravelsystem.ch](http://www.swisstravelsystem.ch)

### Tanja Blumer

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### Engadin Scuol Samnaun Val Müstair

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CH-7550 Scuol

### Roger Kreienbühl

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### Luzern Tourism

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[www.luzern.com](http://www.luzern.com)

### Nina Brun

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E-mail: [nina.brun@luzern.com](mailto:nina.brun@luzern.com)