



Switzerland.

International Media Trips 2021.

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



Switzerland is welcoming you back.

We are pleased to introduce Switzerland Tourism's selection of international media trips for 2021. Seven delightful programs offer a diverse mix of breathtaking panoramic train journeys, luxury escapades, women-powered adventures, colorful autumn experiences, and much more.

All programs are conducted in English and the number of participants is limited to a maximum of 10 journalists. Markets that work on the corresponding segments are given priority, and registrations are made on a "first-come, first-served" basis.



Val d'Anniviers, Grimentz

We look forward to welcoming your journalists!

Market Services Team
Switzerland Tourism



i The Grand Tour of Switzerland is a suggested route that makes use of the existing Swiss road network. Visitors follow the route at their own risk. Switzerland Tourism and the Grand Tour of Switzerland association accept no liability for construction works, diversions, signage relating to special events or safety provisions along the route.

Hallwag Kümmerly+Frej

www.swisstravelcenter.ch



The Grand Tour is signposted in a clockwise direction.

1. Top attractions of the Grand Train Tour of Switzerland.

The Grand Train Tour of Switzerland merges all panoramic lines into one breathtaking route. Year-round, this train ride of 1,280 kilometres leads from the most charming Swiss cities to Alpine hotspots. World-famous mountains as well as numerous top sights and landmarks are waiting to be explored on this Top Attractions Tour. Of course, the journey itself holds plenty of charm as well: enjoy unobstructed views of imposing glaciers, turquoise lakes and peacefully grazing cattle.



Where Interlaken/
Jungfrauoch,
Montreux,
Zermatt, Chur



When 15–20 May, 2021

- Highlights**
- Diversity of Switzerland's most spectacular panoramic trains combined in one route
 - Jungfrauoch – Top of Europe, including visit of the new V-Bahn terminal in Grindelwald
 - Excursions to Zermatt and Gornergrat

Segment Attractions Tourer

2. My first 4,000-metre peak: a women-only mountaineering experience.

This five-day-long introduction into mountaineering is a perfect chance for sporty, female journalists who want to get out of their comfort zone and conquer their first 4,000-metre peak – the Breithorn. Female mountain guide and experienced climber Caro North will provide a safe and competent introduction to mountain climbing.



Where Andermatt,
Zermatt



When 1–5 June 2021

- Highlights**
- Introduction into mountaineering with Mammut Pro Team athlete Caro North
 - First climbing experience at the Via Ferrata Diavolo in Andermatt
 - Climb your first 4,000-metre peak Breithorn – a once-in-a-lifetime experience
 - Train ride on the famous Glacier Express from Andermatt to Zermatt

Segment Outdoor Enthusiast (female travellers)



3. Grand Tour Deluxe: experience the most luxurious road trip in the Alps.

A truly extraordinary experience: The Grand Tour Deluxe combines fantastic touristic highlights along the Grand Tour of Switzerland with a selection of exclusive Swiss Deluxe Hotels. Choose one out of four deluxe themed routes:

1 Art Museums and Boutique Cities:

Zurich, Lucerne, Lugano

2 Alpine Mountain Passes:

Zurich, Andermatt, Zermatt, Crans-Montana

3 UNESCO World Heritage Sites:

Zurich, Bad Ragaz, Arosa, St. Moritz, Ascona

4 Wellness, Spas & Water:

Zurich, Neuchâtel, Vevey, Interlaken, Vitznau

— Grand Tour of Switzerland

Where	Along the Grand Tour of Switzerland
When	Four different tour dates between end of June and beginning of July 2021
Highlights	<ul style="list-style-type: none"> Discover the Grand Tour of Switzerland highlights on a road trip Celebrate the excellence of the Swiss hospitality in refined Swiss Deluxe Hotels
Segment	Luxury Traveller, Attractions Tourer



4. Swiss urban swimming.

Switzerland is known for its beautiful nature. Not only in the Alps, but also in the cities you can find green places, lakes, rivers and mountain views everywhere. On this media trip, we visit the Mediterranean cities of Locarno and Ascona in the south of Switzerland. The second destination is the Swiss capital Bern, which is the gateway to the mountains. Both cities are famous for urban swimming and have a special ambiance.



Where

**Bern,
Locarno/
Ascona**



When

09–13 August, 2021

Highlights

- Swim through the capital city of Switzerland with a view of the parliament building. The crystal-clear Aare river is the perfect place to cool off and recharge in the middle of the city
- Visit the beautiful Maggia Valley just a few kilometres from Locarno. Especially the picturesque waterfall at Foroglio is a must-see
- Experience the Mediterranean feeling under the palm trees in the south of Switzerland and the relaxed lifestyle of the capital while floating down the Aare river

Segment

City Breaker

5. Swiss Historic Hotels: strong women – yesterday and today.

The journey leads to historical hotels, all of which have one thing in common: the role of strong women – yesterday and today. Further stories are told about women who have left their mark along the route and in the regions visited. The trip takes place in the most diverse regions of Switzerland, from the small town of the Swiss Plateau to the scenic Lavaux area on Lake Geneva and the valleys of the Valais.



Where

**Bern Region,
Montreux,
Jura, Valais**



When

30 August–3 September 2021

Highlights

- Get introduced to the remarkable female role in the history of Swiss hotels
- Visit hidden gems and small towns in various regions of Switzerland
- Stay in historical hotels

Segments

Culture Traveller



6. Mountain day trips: cities and peaks with the Swiss Travel Pass.

A visit to Switzerland without a mountain excursion? Unthinkable! A network of more than 1,000 cableways, cogwheel railways and funiculars renders most of the summits, glaciers and natural paradises across Switzerland easily accessible to a wide public. The highlight of the tour: Europe's oldest mountain railway, the Rigi Railways, celebrates its 150th anniversary this year. Be part of it and join the festivity!



Where Lucerne, Rigi, Lausanne



When 1st half September 2021

- Highlights**
- Visit the beautifully situated cities of Lausanne and Lucerne
 - Various mountain excursions
 - Celebrate 150 years of the Rigi Railways and learn more about their history as trendsetter in the alpine tourism
 - Combine the two regions by travelling aboard the MOB Golden Pass

Segments Nature Lover, Culture Traveller



7. Swiss golden autumn.

No other time of year has so much to offer and makes it quite as easy to enjoy life with all our senses. Hiking through yellow shining larch and colorful chestnut forests, visiting famous Swiss vineyards and tasting delicious wine are certainly on this program. And, of course, typical Swiss autumn dishes as well as beautiful views from high above.



Where Graubünden, Ticino



When 1st half October 2021

- Highlights**
- Enjoy golden larches in the famous Engadin and beautiful chestnut trees in Ticino
 - Hike through the colorful Swiss National Park
 - Taste celebrated Swiss wines and eat delicious Swiss autumn dishes

Segments Nature Lover, Outdoor Enthusiast

