



Switzerland.

# International Media Trips 2022.

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



# Switzerland especially selected for you.

It is our pleasure to introduce Switzerland Tourism's selection of international media trips for 2022. Six itineraries offer a wide range of activities, from sustainability and health travel "made in Switzerland" to the natural beauty of our mountains, rivers, and lakes. In addition, our Swiss cities are also highlighted with their gastronomic and cultural variety. Finally, the Swiss public transportation system takes you on a journey through its many facets and breathtakingly scenic routes.

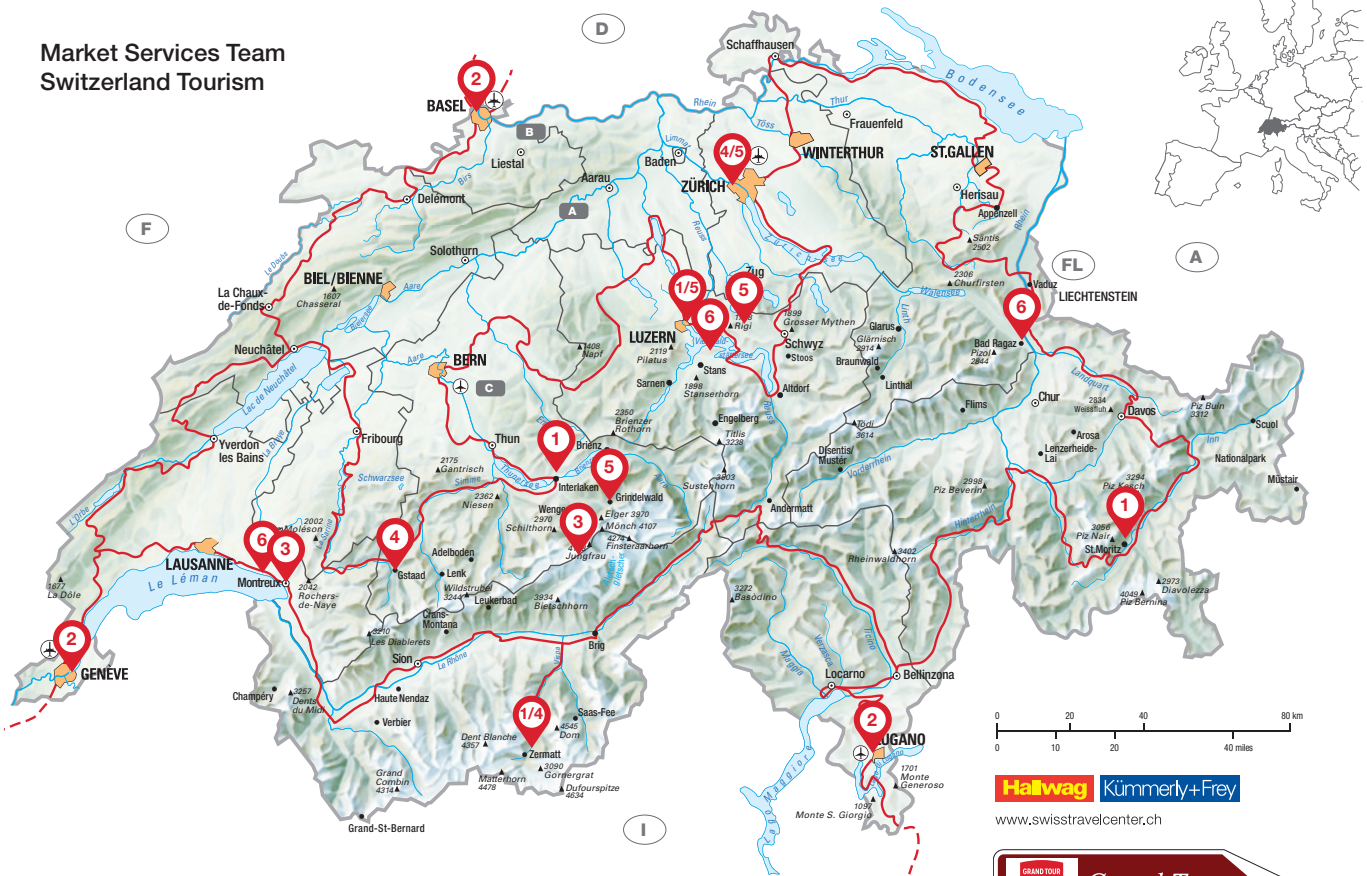
All programs are conducted in English and the number of participants is limited to a maximum of 10 journalists. Registrations are made on a "first-come, first-served" basis.

We look forward to welcoming your journalists!



Nature Park Gruyere, Pays-d'Enhaut

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. Winter magic tour.

Frozen lakes, fluffy powder snow, and majestic glaciers: that's guaranteed on the Winter Magic tour. The ultimate snow experience starts in Lucerne. The journey proceeds to Interlaken and finally Zermatt – right to the world-famous Matterhorn. After that, the Glacier and Bernina Express takes guests through the heart of the Swiss winter wonderland to St. Moritz. Across landscapes that are cut off from all other traffic in the colder months.



**Where** Lucerne,  
Interlaken,  
Zermatt,  
St. Moritz



**When** March 4–10, 2022

**Highlights**

- Experience the Grand Train Tour of Switzerland in winter
- Lucerne-Interlaken Express, Glacier Express, Bernina Express
- Mountain excursions and snow activities



## 2. Swiss cities for foodies.

Top-notch food and drink off the beaten track: discover the flavor and culinary side of Geneva, Basel, and Lugano, according to tips and recommendations from locals. Cult bars, established restaurants, as well as street food and pop-up concepts are on the menu on this media tour.



**Where** Geneva,  
Basel,  
Lugano



**When** May 2022

**Highlights**

- Gastronomy tours and special local tips
- Local beer & wine tastings
- Typical street food, as well as starred restaurants and bars




### 3. Outdoor travel & nature photography.

The perfect opportunity to photograph the beautiful Swiss nature amidst light hikes, easy trails and e-bike tours. Crystal clear lakes, towering mountains, green meadows, and breathtaking scenery are guaranteed along the entire tour.



**Where** Montreux-Vevey, Jungfrau Region



**When** 2nd half of June 2022

**Highlights**

- E-bike tour through Lavaux
- Scenic train travel with the GoldenPass Line
- Gentle hikes across Lake Brienz and surroundings



### 4. Swisstainable: travelling the Swiss sustainable way.

Switzerland as a travel destination is differentiated by sustainability: no other destination meets this demand like we do. Sustainable travel means always being "closer" to the place visited and thus experiencing the country and its people, culture, and identity more authentically – whether by traveling by public transport, consuming regional products, or staying longer at a destination. Everyone is pulling in the same direction, so it is not surprising that many accommodations are also strongly dedicated to this topic and want to offer their guests a sustainable guest experience.



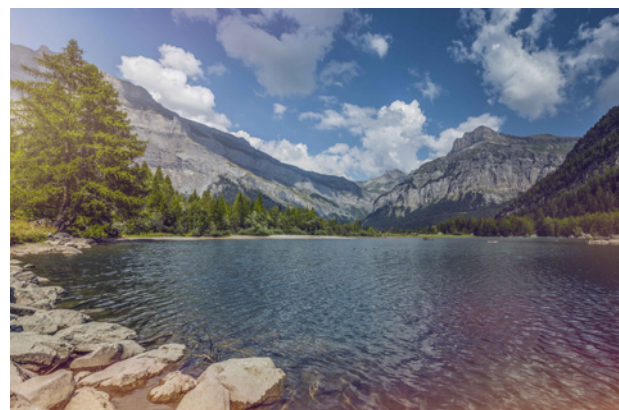
**Where** Zurich, Zermatt, Gstaad



**When** Mid-August 2022

**Highlights**

- Sustainable accommodation: sustainable leaders in hospitality
- City x mountain: best sustainable practices
- Local culture, regional products, authentic experiences



## 5. Swiss Travel System: behind the scenes.

Are you a train enthusiast? Then this trip is for you! Travel with us behind the scenes of train, bus, and boat. Discover why public transport in Switzerland runs as smoothly as clockwork. The journey takes you from the SBB operation center through the scenes of Lake Lucerne Navigation and to one of the oldest cogwheel railways in the world at Mount Rigi. To top it off with two of the most important constructions in alpine travel; to the Gotthard Base Tunnel as well as to the innovative V-Cableway in Grindelwald.



**Where** Zurich, Grindelwald, Lucerne, Rigi



**When** September 2022

- Highlights**
- SBB operation center: the secrets of a clockwork system
  - V-Cableway in Grindelwald: latest alpine innovations
  - From old to modern: the history of the Rigi Railways
  - Gotthard base tunnel: one of the world's most important constructions



## 6. Prevention & health programs at leading Swiss healthcare resorts.

Everyone wants to be fit and healthy into old age. The cornerstones for a long life are a healthy diet, exercise and regular relaxation. But we cannot influence our genes with it. To identify personal health risks at an early stage, specialized clinics in Switzerland offer comprehensive therapies in the fields of preventive and complementary medicine.



**Where** Grand Resort Bad Ragaz, Bürgenstock Resort, Clinique La Prairie



**When** October 2022

- Highlights**
- Medical centre at the Grand Resort Bad Ragaz
  - Waldhotel Health & Medical Excellence
  - Preventive medicine at the Clinique La Prairie

