

# MEDIA KIT

Lucerne – Lake Lucerne Region  
Summer 2020



## Lucerne – Lake Lucerne Region

The Lucerne-Lake Lucerne Region is situated in the heart of Switzerland and the city of Lucerne itself is a stronghold of culture. Nowhere will you find more things to see than in this city nestling in a magnificent landscape characterized by mountains and its eponymous lake. Charming Lucerne is brimming with things to do; Century old sights such as the Chapel Bridge and historic Old Town, museums, shopping, festival and events during all year. The region also contains a wealth of summer activities and record-breaking railways and cableways. Mount Rigi, Mount Pilatus, Mount Titlis, Mount Stoos and many other corners of the mountains are popular excursions with stunning views.



## News

### **Dragon World Pilatus**

Since November 2019, visitors can experience the dragon saga in the new "Dragon World" on Pilatus Kulm. The tour is designed interactively and invites visitors to linger and marvel with games of skill, lifelike animations and effects.

[www.pilatus.ch](http://www.pilatus.ch)

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### **900 year anniversary Monastery Engelberg**

In 2020, the monastery of Engelberg can look back on 900 years of uninterrupted beneficial work. Since its foundation, the monastery has shaped the history of the valley and has played a major role in the development of Engelberg into today's internationally renowned tourist destination.

[www.900-jahre.kloster-engelberg.ch](http://www.900-jahre.kloster-engelberg.ch)

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### **Einsiedeln World Theatre 2020**

Big stories in a place with a great history: the theatre company behind "Einsiedeln World Theatre", a major periodic open-air event involving large casts, is presenting its 2020 production on Einsiedeln's newly renovated Klosterplatz. The theatre has been going since 1924, and the 2020 edition is its 17th production. More than 500 men, women and children from the monastery village are taking part in this large-scale production, which finds them investing most of their free time in rehearsals for almost a year – and all on a voluntary basis.

[www.einsiedlerwelttheater.ch](http://www.einsiedlerwelttheater.ch)

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### **Culinarium Alpinum**

The former Capuchin monastery in Stans is to house a center of excellence of regional gastronomy under the name Culinarium Alpinum. Work on the project began in May 2019, and the Culinarium Alpinum is scheduled to open for business in autumn 2020. The center of excellence for regional alpine food products and cuisine will include a restaurant, teaching rooms, a function room and 19 hotel rooms.

[www.culinarium-alpinum.com](http://www.culinarium-alpinum.com)

### **Reopening of Tropenhaus Wolhusen (tropical house)**

The 29 February 2020 sees the reopening of the Tropenhaus Wolhusen. The tropical center offers insights into an exotic world of plants: visitors gain first-hand experience of the tropics and discover how tropical fruit and spices are cultivated and much more. The venue's restaurant makes use of its own and local products for its culinary creations.

[www.tropenhaus-wolhusen.ch](http://www.tropenhaus-wolhusen.ch)

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### **New 5-star Hotel Palace Engelberg**

Scheduled to open in winter 2020, this new hotel boasts 129 stylish rooms and suites, a first-class restaurant and a bar. The new building has been skillfully integrated into the existing fabric dating from 1904, resulting in a thought-through combination of old-time nostalgia and modern zeitgeist. The undisputed attraction will be the infinity pool on the roof with breathtaking views of the imposing local mountainscape.

[www.engelberg.ch](http://www.engelberg.ch)

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### **Reopening of the Chenot Palace Weggis**

1 May 2020 sees the reopening of the Chenot Palace Weggis on Lake Lucerne – destined to be the most up-to-the-minute "health wellness retreat" in the Chenot brand. The overriding goal of the two-year renovation project taking place in the former Park Hotel Weggis is to achieve a harmony of body and soul. Amongst the amenities are 97 rooms and suites, a restaurant and a tea lounge. The medical spa is housed in a futuristic extension built entirely out of timber.

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

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### **Reopening of the Campus Hotel Hertenstein**

The hotel has been supplemented by a Rhea Clinic and will reopen in spring 2020. An extension for the Cereneo rehabilitation clinic with 23 single rooms is being built to the rear of the hotel building, which opened in 2013.

[www.campus-hotel-hertenstein.ch](http://www.campus-hotel-hertenstein.ch)

## Stories from the Lucerne-Lake Lucerne Region

### From one who got out to get in

Bruno Muff was 18 and studying landscape ecology when he and his brother founded an IT company. As pioneers in their field, they recorded 200 city maps on CD ROM discs, programmed the first geographical search systems on the internet and so developed the forerunner to Google Earth. A fairytale success story that culminated with the brothers selling their company to the search engine magnates. While one went on to develop 3D maps



for tourism, the other swapped his shoes for wellington boots: 2005 saw Bruno Muff buy the Haldihof, since when he has shown that even uncompromisingly ecologically oriented organic farms can become successful, flourishing undertakings. Anyone visiting the Haldihof will find all kinds of unusual items in its product assortment, such as essential mint oils and coffee soap.

### Lucerne from its tastiest chocolate side

Max must be one of the happiest boys in the world, because he has a whole chocolate atelier to himself. Pretty letters spelling out "Max Chocolatier" adorn the front door of his boutique – the only one in Lucerne. This is where Max can eat as much of his favourite chocolate, "gugelhöpfl" and raspberry "branchli" specialities as he likes. What makes this and all the other products so special is the way they're made. When Max's dad, Patrik König, decided in 2009 to turn his dream of owning his own chocolate atelier into reality, he created unique chocolate delicacies that surpassed anything he'd ever known. The special thing about this confectionery is that it's handmade. The assortment is restricted to products that meet the company's stringent standards in terms of quality and taste – which, at Max Chocolatier, means an exclusive, seasonally determined selection of hand-poured chocolates and hand-made pralines. The couvertures for these delicacies are selected and made with immense care by Felchlin Switzerland.



## Picasso and Rosengart

One of Lucerne's personalities is Angela Rosengart: the daughter of the art dealer Siegfried Rosengart was born in Lucerne in 1932 and has always played a large part in the city's cultural life. She met art at an early age. It's thanks to Angela Rosengart's vision who, with her father, enjoyed close personal links with Picasso and who cultivated further friendships with artists such as Chagall, Matisse, Miró and Braque, that the paintings draw thousands of visitors from all over the world to the Rosengart Collection. Visitors have been sensing the strong aura of the Rosengart Collection in the imposing 1924 building since 2002 – it comprises outstanding masterpieces by a total of 25 artists from the Classical Modernism period and the late 19th century, with a focus on Paul Klee and Pablo Picasso. Moreover, Angela Rosengart may be encountered in the museum almost every day. She tells of her love of art, of her encounters with Picasso and of the Lucerne she once knew.



## Kräuterhotel Edelweiss on Mount Rigi

Mount Rigi, also known as the Queen of the Mountains, is not only great for hiking, but is also home to the Rigi Kaltbad mineral baths and spa and wonderful restaurants. The Edelweiss is one such restaurant enthroned high above Lake Lucerne: Gabriella and Gregor Egger Vörös are the fourth generation to manage it, having long since made a name for themselves with their excellent cuisine, which was recently awarded one Michelin star. They've devoted their attention to regional specialities, obtaining ingredients for their gourmet cuisine from local farmers or growing them themselves. Their hotel's organic garden some 450 different edible herbs and plants. It's open to the public from May to October; admission is free. The hotelier is more than willing to take you on a tour of the garden and discuss the herbs and their use. Also offered are herb courses.



## Useful Information

### Your contact

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Luzern Tourismus AG  
Tourist Board  
Bahnhofstrasse 3  
CH-6002 Luzern  
www.luzern.com

Requests for picture and film footage: [media@luzern.com](mailto:media@luzern.com)

Texts, media releases and further information: [www.luzern.com/media](http://www.luzern.com/media)

### Individual media trips

We are of course more than happy to organise individual media trips in return for a destination feature. We can help with developing ideas, setting up programmes and providing relevant contacts. Please get in contact with us: [media@luzern.com](mailto:media@luzern.com)

### Social Media

Share your moments with **#MyLucerne** and **#LakeLucerneRegion**



@ilove\_lucerne



@ilovelucerne



@i\_love\_lucerne



luzerntourismus

## Top Events

28 March. – 5 April 2020	<b>Fumetto Festival Lucerne</b>	<a href="http://www.fumetto.ch">www.fumetto.ch</a>
1 – 4 April 2020	<b>Teodor – Lucerne Festival</b>	<a href="http://www.lucernefestival.ch">www.lucernefestival.ch</a>
13 – 17 May 2020	<b>Zaubersee Festival</b>	<a href="http://www.zaubersee.ch">www.zaubersee.ch</a>
22 May – 24 May 2020	<b>Lucerne Regatta</b>	<a href="http://www.lucerneregatta.com">www.lucerneregatta.com</a>
7 July 2020	<b>Athletics Meeting Lucerne</b>	<a href="http://www.spitzenleichtathletik.ch">www.spitzenleichtathletik.ch</a>
17 – 25 July 2020	<b>Blue Balls Festival</b>	<a href="http://www.blueballs.ch">www.blueballs.ch</a>
14 August – 13 September 2020	<b>Lucerne Summer Festival</b>	<a href="http://www.lucernefestival.ch">www.lucernefestival.ch</a>
19 – 27 September 2020	<b>World Band Festival</b>	<a href="http://www.worldbandfestival.ch">www.worldbandfestival.ch</a>
23 – 25 October 2020	<b>Yoga Meets Weggis</b>	<a href="http://www.yogameetsweggis.ch">www.yogameetsweggis.ch</a>
25 October 2020	<b>SwissCityMarathon Lucerne</b>	<a href="http://www.swisscitymarathon.ch">www.swisscitymarathon.ch</a>
7 – 17 November 2020	<b>Lucerne Blues Festival</b>	<a href="http://www.bluesfestival.ch">www.bluesfestival.ch</a>
7 – 17 January 2021	<b>Lilu Light Festival Lucerne</b>	<a href="http://www.lichtfestivalluzern.ch">www.lichtfestivalluzern.ch</a>
21 – 31 January 2021	<b>Winteruniversiade Luzern 2021</b>	<a href="http://www.winteruniversiade2021.ch">www.winteruniversiade2021.ch</a>
11 – 15 February 2021	<b>Lucerne Carnival</b>	<a href="http://www.luzern.com/fasnacht">www.luzern.com/fasnacht</a>

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