

STORIES FROM LUCERNE

Media Kit
Lucerne – Lake Lucerne Region

Summer/Autumn 2021





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Welcome...



Dear Media Professionals

The Lucerne-Lake Lucerne Region finally has its own long-distance footpath in the shape of the new “Tell-Trail”. Starting this summer, hiking enthusiasts can follow in William Tell’s footsteps in eight stages. 2021 – a year that offers compelling stories and much to talk about – also finds us celebrating proud anniversaries and re-openings of time-honoured hotels, cableways and mountain railways. Delve into our latest news and stimulating short stories surrounding the “Tell-Trail” for inspiration for your next blog, article or website copy.

Sibylle Gerardi,
Head of Corporate Communications & PR

...to the heart
of Switzerland.



FACTS AND CURIOSITIES



The City.
The Lake.
The Mountains.

The Lucerne-Lake Lucerne Region lies in the heart of Switzerland; within it, the city of Lucerne is a cultural stronghold. Nowhere will you find more to see and do than here, a city nestling in a magnificent landscape characterised by mountains and water. Here are some facts, records and curiosities to spark your interest:

684,219 people

called the Lucerne-Lake Lucerne Region home in 2019.

5 cantons

Lucerne, Schwyz, Obwalden, Nidwalden and Uri are all located on Lake Lucerne.

394 km²

is the size of the UNESCO Biosphere Entlebuch, Switzerland's first such reserve.

266 mountain cableways and railways

provide access to the mountains around Lake Lucerne – including some record holders.

Pole position

BAK Economics has identified Lucerne as the alpine region's most successful summer destination on many occasions.

5 seasons

Carnival, where winter meets spring, is seen as the fifth season in this tradition-conscious region in the heart of Switzerland.

3,912,377 visitors

booked accommodation in the region in 2019, just under half in the city of Lucerne. In 2020 the numbers were down around 45 percent owing to the global pandemic.

- 52.5 degrees Celsius

was the temperature recorded on 7 February 1991 at Glattalp in Canton Schwyz. A record low!

74 forts and castles

are a reminder of the splendour of times past.

57 kilometres

is the length of the twin-bore Gotthard Base Tunnel, the world's longest railway tunnel. Completed in 2017, its portals are in Canton Uri and the south of the Alps.

46° 48' 4" N, 8° 13' 36" E

The geographical centre point of Switzerland is on the Älggialp in Canton Obwalden.

TOURISM HISTORY

FROM SIMPLE FISHING VILLAGE TO POPULAR HOLIDAY DESTINATION

- 1815 Inauguration of the Goldener Adler in Küssnacht am Rigi, the first hotel to be built by Lake Lucerne.
- 1837 Launch of the first paddle steamer to see service on Lake Lucerne, the Stadt Luzern.
- 1856 Inauguration of Lucerne's first railway station built of timber.
- 1871 The Vitznau-Rigi Railway, Europe's first mountain railway, commences operations.
- 1910 The year that overnight stays peaked at 192,532, an annual figure Lucerne was destined not to experience again until the 1950s.
- 1916 The collapse of tourism caused by the war led to the closure of hotels – a pattern that repeated itself in the 1930s and after.
- 1938 One of the region's first ski lifts goes into service in Oberiberg – the ensuing decades witness a skiing boom.
- 1959 Ceremonial inauguration of the Swiss Museum of Transport.
- 1998 Inauguration of the KKL Luzern with its overhanging roof.
- 2001 Following a referendum, the Entlebuch is awarded the UNESCO "Biosphere" label. Today, the valley is a model of sustainability for other regions.
- 2015 The Gästival "guest festival" celebrates 200 years of hospitality in the region, with a floating stage in the shape of a water lily as the central attraction.

Hospitality with tradition

The upper strata of European society began acquiring a taste for the Alps in the 1760s: mountaineering and hiking soon became de rigueur in these circles. Visitors also discovered the region around Lake Lucerne, which became popular for its scenic landscapes. Lucerne city's first phase as a tourist destination began in 1835 with the opening of the Hotel Schwanen, where steamships started docking not long afterwards.

The arrival of the railways in 1852 made it possible for the European elite to converge on Lucerne. Previously medieval in character, it began its transformation into a modern city oriented towards the lake with the construction of spacious hotels and waterside promenades. Visitor numbers increased steadily from the mid-19th century. The inauguration of Europe's first mountain rack railway in 1871 saw tourists start converging on the peaks around Lake Lucerne. Visitors would often stay for weeks, and famous personalities attracted to Lucerne helped cement the city's international reputation.

The third phase of the region's tourism history coincided with the global economic boom at the turn of the century. It was destined not to last: The First World War caused tourism to collapse in 1914, and the upswing in Lucerne's fortunes at the end of hostilities came to another abrupt halt with the outbreak of the Second World War. Many hotels had to close.

A spirit of optimism emerged following the difficult war years. Lucerne positioned itself with various cultural and sporting events such as the event series now feted as the Lucerne Festival, and the World Rowing Championships on Lake Rot. 1959 witnessed the inauguration of the Swiss Museum of Transport (destined to become the country's most visited museum), with further museum openings to follow. The 1970s and 1980s saw Lucerne develop as an international holiday destination, which has resulted in today's broad mix of overseas visitors.

The inauguration of architect Jean Nouvel's KKL Luzern culture and convention centre in 1998 coincided with Lucerne increasingly positioning itself as a festival and congress city and a quality-focused tourism destination. Thanks to its privileged location on the lake in the immediate vicinity of the surrounding mountains, Lucerne was promoted as "Switzerland in a nutshell".



Rigi Festspiel now in summer 2022

The “Rigi – Queen of the Mountains” show has had to be put back a year due to the Covid-19 pandemic. Promising to be one of the highlights marking the 150th anniversary of Rigi Bahnen company (which operates the mountains cableways and railways), it will now take place between 3 and 7 August 2022. The open-air show presents the story of life on the mountain in a musically entertaining way.

www.rigi-festspiel.ch

Winteruniversiade Lucerne 2021

From December 11 to 21, 2021, the Lucerne-Lake Lucerne region will host the Winter Universiade 2021. The program includes competitions in ten sports taking place at seven venues. Around 1,600 student athletes between the ages of 17 and 25 from more than 540 universities in 50 countries are expected to take part in the event.

www.winteruniversiade2021.ch

Campus DAS MORGEN

The Weggis Vitznau Rigi region is enriched by a unique offer. In fall, the Campus DAS MORGEN will open in Vitznau. The Campus combines the Neuro Campus Hotel – a purely digital hotel –, three restaurants with different concepts, a unique roof-top lounge and an open marketplace as a meeting place.

www.dasmorgen.ch

Hotel Kempinski Palace Engelberg

The first 5-star hotel in Engelberg is scheduled to open in June 2021: The Kempinski Palace Engelberg will offer 129 stylish guest rooms and suites, a first-class restaurant and a bar. The new building is being skilfully integrated into the existing fabric dating from 1904, resulting in a thought-through combination of old-time nostalgia and modern zeitgeist.

www.kempinski.com/engelberg

New MTB trail at Marbachegg

This summer finds the Lucerne-Lake Lucerne region adding yet another mountain biking attraction to its list of activities. A new MTB jump trail that’s designed to complement the existing flow trail is being built at Marbachegg in the UNESCO Biosphere Entlebuch. The new trail will be the first in Switzerland to have MTB’ers pulled up by a drag lift. The opening’s planned for early summer 2021.

www.marbachegg.ch

Renovation Glacier Garden

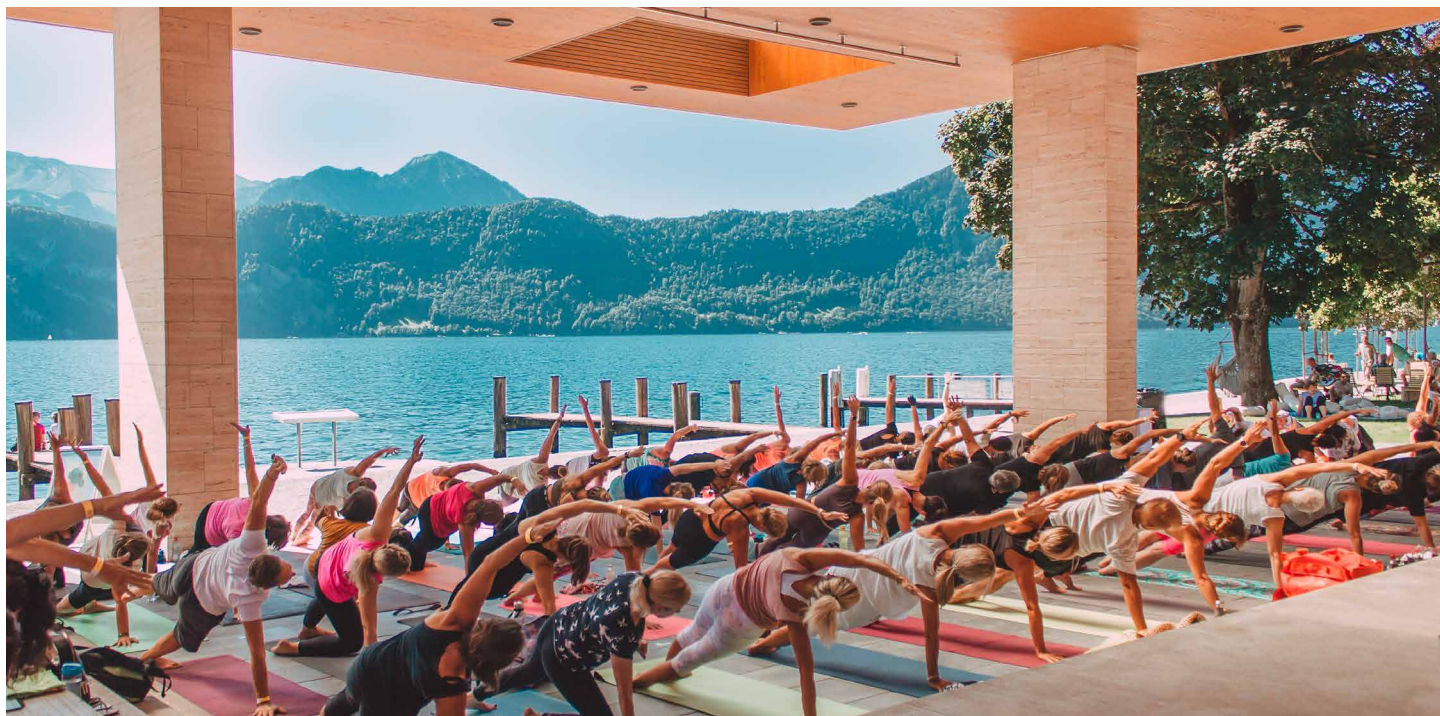
The Glacier Garden Lucerne is currently undergoing extensive renovation and expansion. A major highlight is planned for the summer of 2021: the opening of the rock visitor experience and the Sommerau expansion. The Schweizerhaus historical residence complete with a new bistro and museum shop opened in September 2020.

www.gletschergarten.ch

Caption from left to right:
Flow trail Marbachegg,
Winteruniversiade,
planned “rock visitor experience” at Glacier Garden.

EVENTS AND FESTIVALS

ANNUAL HIGHLIGHTS IN SPORT, MUSIC UND CULTURE



SPORT

May
**Lucerne Regatta
(World Rowing Cup III)**
www.lucerneregatta.com

July
Athletics Meeting Lucerne
www.spitzenleichtathletik.ch

October
Yoga meets Weggis
www.yogameetsweggis.ch

October
SwissCityMarathon
www.swisscitymarathon.ch

December
FIS Ski Jumping World Cup
www.weltcup-engelberg.ch

MUSIC

April
Stanser Musiktage
www.stansermusiktage.ch

May
Festival Zaubersee
www.zaubersee.ch

July
Blue Balls Festival
www.blueballs.ch

August
Heirassa Festival
www.heirassa-festival.ch

August/September
Lucerne Festival
www.lucernefestival.ch

September/October
World Band Festival
www.worldbandfestival.ch

November
Lucerne Blues Festival
www.bluesfestival.ch

CULTURE

January
Lilu Light Festival Lucerne
www.lichtfestivalluzern.ch

February
Carnival
www.luzern.com/fasnacht

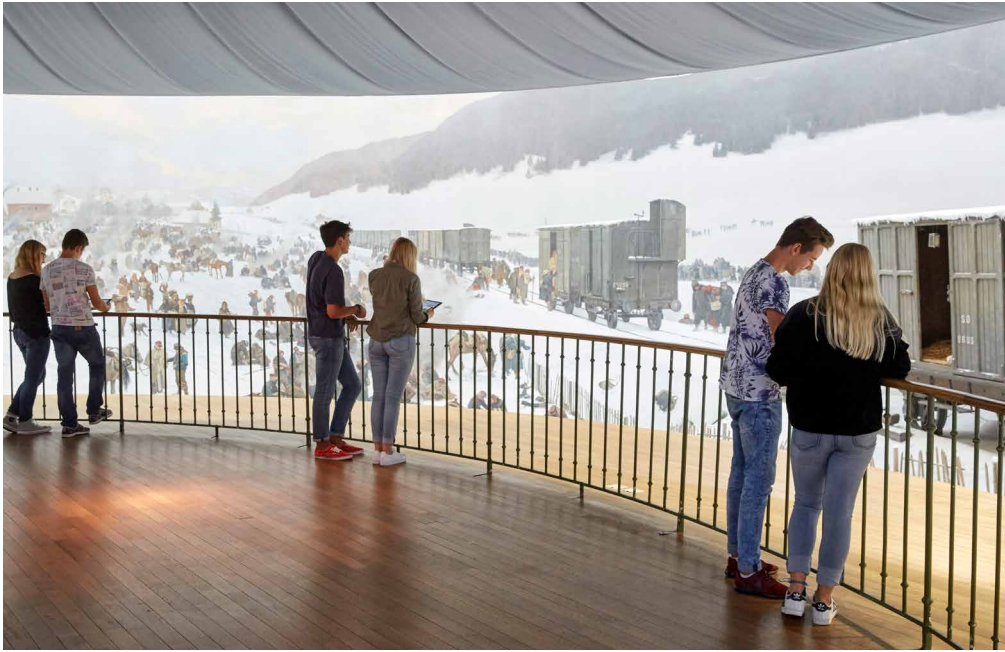
April
Fumetto Comic Art Festival
www.fumetto.ch

September
Entlebuch Transhumance
www.alpabfahrt.ch

December
Nicolas Chase
www.klausjagen.ch

November - January
Christmas City
www.luzern.com/weihnachten

ANNIVERSARIES 2021



1821

200 years Lion Monument

To mark the 200th anniversary on 10 August 2021, exhibitions, performances, events and publications have been dedicated to the history of the Lion Monument since 2017. The “dying lion” in the centre of Lucerne commemorates the Swiss Guards massacred on 10 August 1792 when revolutionaries stormed the Tuileries Palace in Paris during the French Revolution.

www.loewendenkmal21.ch

1871

150 years of the Bourbakis in Switzerland

The winter of 1871 saw Switzerland cope with the largest intake of refugees in its history. The awe-inspiring painting-in-the-round known as the Bourbaki Panorama was inaugurated in Lucerne in 1889 to commemorate this event; it soon became a tourist attraction. In its anniversary year, the Bourbaki Panorama museum is commemorating the incident with a variety of events and examining the events of that time and their impact on the present with a special exhibition “Across Borders. Curiosity, Hope, Courage”.

www.bourbakipanorama.ch

2001

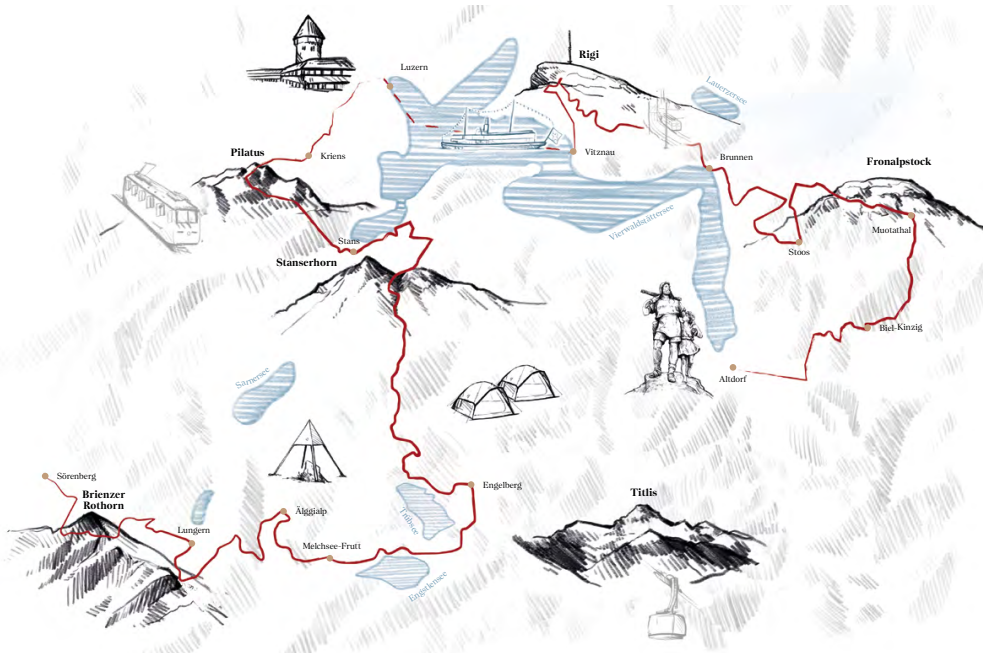
20 years of the UNESCO Biosphere Entlebuch

From “poorhouse of Switzerland” to global exemplar of sustainability: the Entlebuch region was inscribed into UNESCO’s list of biosphere reserves in 2001 – the first in Switzerland. Because of the pandemic, the anniversary year isn’t being celebrated with major public events, but, under the motto “20 years – 20 special moments”, twenty accents are nevertheless being set to communicate the special nature of the occasion.

www.biosphaere.ch

Caption from left to right:
Bourbaki Panorama,
Schwandalp Kneipp facility
(UNESCO Biosphere Entlebuch),
Lion Monument Lucerne.

HIKING IN THE FOOTSTEPS OF WILLIAM TELL



Long-distance hiking in the heart of Switzerland

The new long-distance "Tell-Trail" passes through the heart of the Lucerne-Lake Lucerne Region with its five cantons Lucerne, Schwyz, Uri, Nidwalden and Obwalden. It's a wonderful opportunity to experience the unique mix that makes up the region: the urban charm of Lucerne with its world-famous sights, ancient villages, Lake Lucerne and sparkling mountain lakes – and of course, the region's breathtaking mountainscape. The trail centres on the "Big 6" of Central Switzerland's mountains: Stoos, Rigi, Pilatus, Stanserhorn, Titlis and Brienzler Rothorn. Constant companions on the way include the varied flora and fauna and spectacular mountain vistas.

Eight stages in all kinds of terrain

The trail starts at the William Tell monument in Altdorf. The route then makes a wide arc up hill and down dale, along lakes and rivers and via the centre of Switzerland at Älggialp to Sörenberg: eight days, 156 kilometres, 7,126 metres of elevation gain/loss, six mountains and eleven lakes. The "Tell-Trail" is composed of the following one-day stages:

- Stage 1: Altdorf – Muotathal
- Stage 2: Muotathal – Brunnen
- Stage 3: Brunnen – Rigi Kaltbad – Lucerne
- Stage 4: Lucerne – Pilatus – Stans
- Stage 5: Stans – Engelberg

Stage 6: Engelberg – Älggialp

Stage 7: Älggialp – Lungern

Stage 8: Lungern – Brienzler Rothorn - Sörenberg

The individual daily stages each consist of five to six hours of hiking, covering a distance of 10 to 15 kilometres. Some routes lead to higher areas, where suitable weather, surefootedness and a head for heights are required. Precondition with regard to the «Tell Trail» is a good basic level of fitness.

"Light" version using the region's record-breaking mountain cableways and railways

Hikers preferring to invest more energy in cultural and sightseeing pursuits along the way have the option of leaving some stages out or taking advantage of the region's buses, boats and mountain cableway/railways. The latter, in particular, are quite something: whether it's the world's steepest cogwheel railway, steepest funicular railway or first revolving aerial cableway, or Europe's oldest cogwheel railway, the Lucerne-Lake Lucerne region is home to spectacular record-breaking means of transport.

The following pages contain inspiring stories and places along the "Tell-Trail" as well as brief profiles of the pioneering mountain cableways and railways around Lake Lucerne.

Further information at www.luzern.com/telltrail

Caption from left to right:
The "Tell-Trail" at a glance,
spectacular Wagenleis wind gap
(stage 5),
Lucerne's Old Town (stages 3 & 4).

STORIES FROM LUCERNE

KEY PLACES ALONG THE “TELL-TRAIL”



Tell-Museum Bürglen

Whether you're talking real historical characters or myths shrouded in legend, William Tell is THE Swiss symbol of freedom. With the aid of documents, portrayals and historical, artistic and original artefacts, the Tell-Museum in Bürglen presents narratives chronicling the emergence of the Swiss Confederation and its national hero. Situated directly on the Tell Trail, the museum is also home to an important collection by Ernst Stückelberg (1831-1903), the painter who created the four large murals in the Tell Chapel on Lake Uri.

www.tellmuseum.ch

The Muota valley weather prophets

Humans have always been preoccupied by the weather. A band of down-to-earth “weather prophets” in the Schwyz region is determined to maintain the tradition of weather forecasting by interpreting the natural environment – even in the digital age. These six active amateur meteorologists incorporate their observations of nature into their forecasts. Each has his own secret method. Twice a year, they come together to recite their predictions for the coming six months – quite a fun event. The most accurate prophet is crowned Weather King.

www.erlebnisswelt.ch

Tracking down Switzerland's pocket knife

The success story of the world-famous red pocket knife began over 130 years ago in the Schwyz valley at the foot of the Mythen mountains. The history of the knife from then to now is presented interactively in Brunnen's Victorinox Museum. The Swiss Army Knife has been through a lot. Not only is it a lifesaver, but it's also been used in space. By prior arrangement, fans of the iconic tool can assemble their own knife in the Victorinox visitor centre and choose from a large selection of other products.

www.swissknifevalley.ch

New life for Lok 7

To mark the 150th anniversary of the Rigi Bahnen company, its historic locomotive No. 7 was brought out of retirement from the Swiss Museum of Transport in autumn 2020. Built in 1873, the legendary steam locomotive was made rail worthy again thanks to several hundred hours of work carried out by a specialist workshop in Goldau. The anniversary year will see the world's last steam-powered cogwheel locomotive equipped with a standing boiler puffing up and down the Rigi on at least 30 days.

www.rigihistoric.ch

Caption from left to right:
Lok 7 steaming up Mt. Rigi,
Tell-Museum in Bürglen.



Weggis and its “shameful” lido

The lakeside lido at Weggis opened in 1919 as Switzerland’s first mixed outdoor pool: the sexes were able to mix at a time when separate bathing establishments were the norm. Business-minded hoteliers saw this as a new trend, but many contemporaries were scandalised: the polemic was encapsulated in the derisive term “Schandbad” (shameful lido) and attracted numerous gapers to Weggis. In response to insistent demands, Lucerne’s cantonal government decreed that both men and women should wear torso-covering bathing costumes.

www.weggis-vitznau.ch

In the depths of Lake Lucerne

Starting this fall, the mysterious underwater world of Lake Lucerne is yours thanks to Subspirit’s P-63 submarine. Experienced submariners will be taking up to three people at a time to a depth of around 100 metres, where darkness reigns. The dive induces feelings of weightlessness and excitement as it passes close to a variety of wrecks such as ships and airplanes, as well as other objects.

www.subspirit.ch

Pilatus, Dragon Mountain

Lucerne’s grandiose local mountain, Mount Pilatus, features in many myths and legends. One legend has it that in the summer of 1421 a peasant watched the Pilatus’s fire-breathing dragon drop a strange-looking stone. This Dragon Stone, which soon became famous for its miraculous healing powers, is kept in Lucerne’s Natural History Museum – but its origins remain a mystery. The myths and legends surrounding the Pilatus are the focus of the Dragon Trail, which circumnavigates the summit.

www.pilatus.ch

“Buiräbähkli” farm cableways: now cultural assets

Nidwalden’s forty or so aerial cableways mean that it has more than any other canton in Switzerland. A good two dozen of them could be termed “Buiräbähkli”: cableways with mini cabins, the lifeblood of the mountain farms that operate them. Stringent regulations ensure their safety, so some farmers welcome walkers to help offset the maintenance costs. Typically, these iconic cableways don’t run to a timetable, but on request. Some still feature open cabins: these “little boats” as they are affectionately known were the trademark of the Niederberger company (now defunct), whose founder, a cableways pioneer, was responsible for the first installations in the Engelberg valley way back in the early 20th century.

www.engelberg.ch/safari

Caption from left to right:
“Buiräbähkli”,
lakeside lido at Weggis,
mystic Mount Pilatus
(view from Lucerne).



Geographical centre of Switzerland

To mark the 150th anniversary of “Swisstopo” (the country’s geo-information agency) in 1988, the geographical centre of Switzerland was determined using the very latest measuring methods. Because the actual point was found to be on a steep rock face, the decision was made to move it to a mountain pasture called the Älggialp some 500 metres away. A triangulation pyramid was installed to indicate this “centre” and a stone wall built around it in the shape of Switzerland.

www.obwalden-tourismus.ch

The fascination of rock

The rock here in Lungern conceals a place where devotees shoot with crossbows, pistols and rifles: Brünig Indoor is the world’s only underground 300-metre shooting range. Sport and recreational shooters have access to a selection of distances between three and 300 metres. The facility also boasts a restaurant (the Cantina Caverna) and meeting rooms. The Brünig Park complex of galleries carved into the rock is also home to local businesses in the safety, security and engineering sectors.

www.brueinigpark.ch

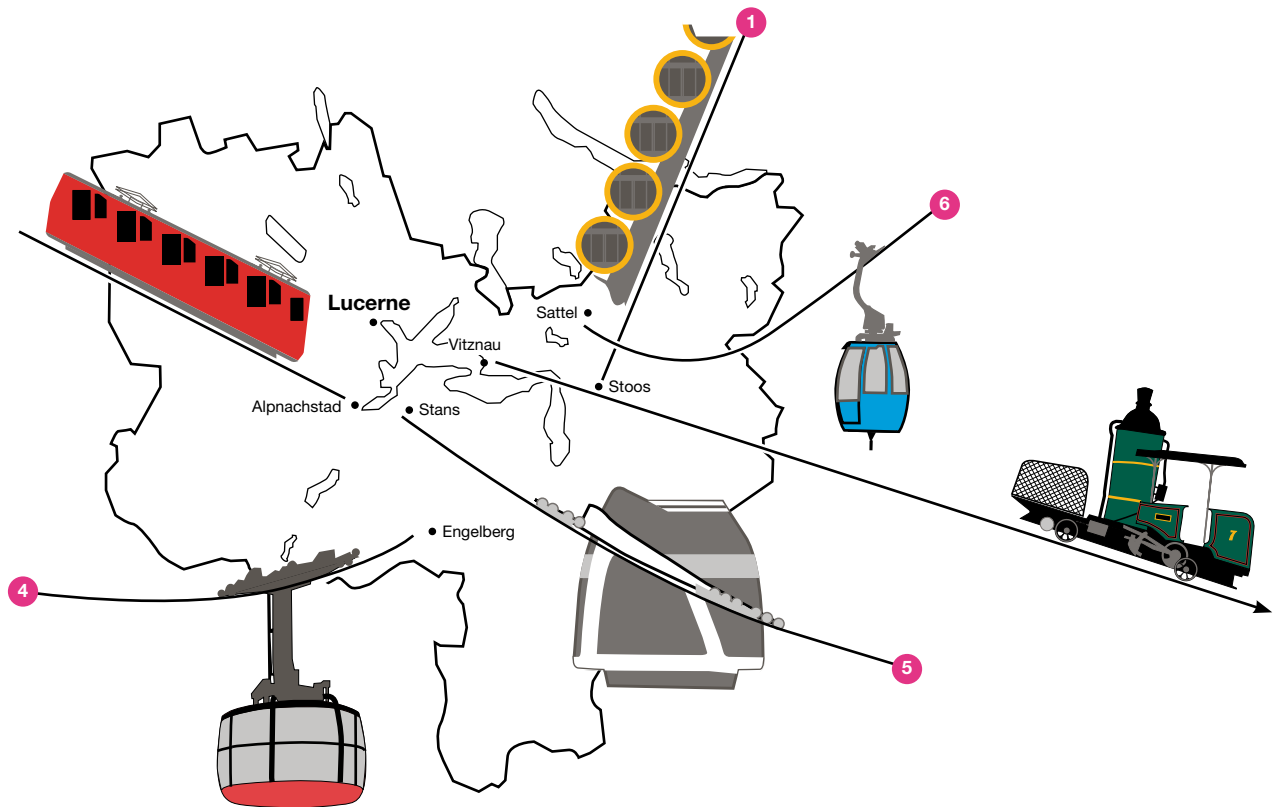
Brienzer Rothorn ibex colony

Shortly before the end point, the eighth and final stage of the “Tell-Trail” reaches the Brienzer Rothorn, at alt. 2,350 metres the highest peak in Canton Lucerne. Popular for its breathtaking views of turquoise-blue Lake Brienz and 690 other peaks, it’s also known for its 200 or so ibexes. After this majestic animal had been hunted to extinction in Switzerland and large parts of Europe, seven ibexes were reintroduced into the wild on the nearby Augstmatthorn in 1911. Originating from a remnant population that was able to survive in the Aosta valley thanks to rigorous protection by the Italian King Vittorio Emanuele II, the ibex slowly spread along the mountain ridge in the ensuing decades to reach the Brienzer Rothorn.

www.soerenberg.ch

Caption from left to right:
Ibex at Brienzer Rothorn,
triangulation pyramid at Älggialp,
entrance of Brünig Park.

RECORD-BREAKING REGION



The steepest

Funicular railway | 1

The Stoosbahn railway opened in 2017 as the steepest funicular in the world – a technical and engineering marvel that turns the journey between Schlattli near Schwyz to the car-free mountain village of Stoos into an experience not to be missed. The Stoosbahn boasts a maximum gradient of 47 degrees (110 percent) and negotiates 744 metres of elevation.

www.stoos-muotatal.ch

Rack railway | 2

Inaugurated in 1889 and boasting a gradient of up to 48 percent and a journey time of around 30 minutes, the rack railway on the Pilatus is the world's steepest. It climbs its way metre by metre from Alpnachstad to Pilatus Kulm, past flowering alpine meadows and striking rock formations.

www.pilatus.ch

The first

Mountain railway in Europe | 3

Travelling between Vitznau and Rigi Staffelhöhe, the Vitznau-Rigi Railway entered service in 1871 as Europe's first mountain railway. Its route was extended up to Rigi Kulm two years later. The railways on the Rigi continue to be a reliable mode of transport up the "Queen of the Mountains"; the trip takes around 30 minutes. Dating from founding years, the legendary engine no. 7 has been preserved along with other artefacts.

www.rigi.ch

Rotating cable cars | 4

The world's first aerial cableway with rotating cabins, the Titlis Rotair is popular with summer visitors and winter skiers alike; it has been completing the journey between Stand and the summit of the Titlis in five minutes since 1992. The cabins make a complete rotation during the ride, offering unique panoramic views of snow-capped mountains and glacier crevasses.

www.titlis.ch

Aerial cableway with open-air upper deck | 5

The CabriO aerial cableway has been providing access to the summit of the Stanserhorn since 2012. Its two double-deck cabins have open upper decks that offer a sensation of floating under the open sky. Getting to the lower terminus is an experience in itself thanks to the vintage funicular railway from Stans.

www.stanserhorn.ch

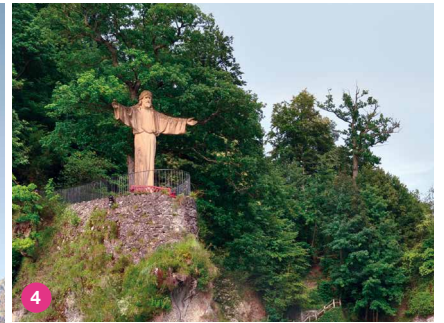
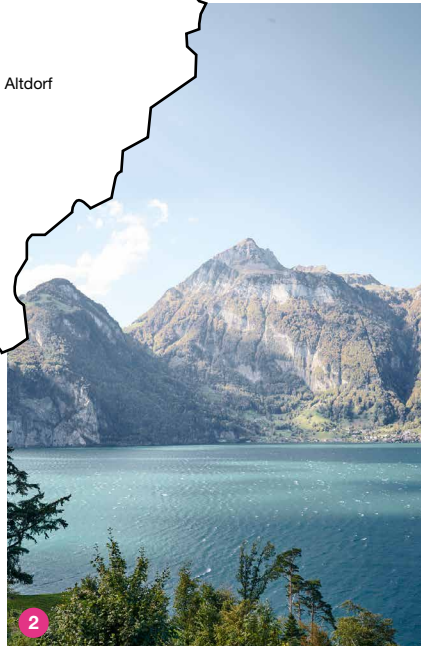
Rotating gondola cabins | 6

The world's first gondola aerial cableway with rotating cabins, the Stuckli Rondo travels between Sattel and the middle of the Sattel-Hochstuckli recreation region. The gondolas rotate fully twice during ascent and descent, giving visitors a chance to appreciate the wonderful pre-alpine panorama.

www.sattel-hochstuckli.ch

THE WORLD IN LUCERNE

CIRCLING THE GLOBE IN THE HEART OF SWITZERLAND



Discover the world in Lucerne

Lucerne has long forged links with a wide variety of cultures from near and far, and not only because it receives visitors from all over the world: thanks to its scenic diversity and the presence in the Lake Lucerne region of buildings erected over the years by locals with wanderlust or by migrant incomers wanting a reminder of their homeland, many places in the region are reminiscent of some of the most diverse landscapes and cultures on earth. Each of these special places has an equally special story behind it.

Caribbean on Lake Sempach | 1

Cuba Libre, Pina Colada – exotic drinks are on the menu at the Beach Village on Lake Sempach.

Norway on Lake Lucerne | 2

Lake Uri, the stormy southern arm of fjord-like Lake Lucerne, calls to mind Scandinavian climes.

Neuschwanstein in Lucerne | 3

Fairytale Château Gütsch towering above Lucerne city wouldn't look out of place in Bavaria.

Rio de Janeiro at Meggenhorn | 4

Erected by a baroness in thanksgiving for her recovery, the statue of Christ the Redeemer on Lake Lucerne is some six times smaller than the original in Brazil.

Africa in Weggis | 5

The region's sole elephant doesn't bathe in the Nile; instead, it has its own little rocky island in Lake Lucerne.



India in Seelisberg | 6

The former Grand Hotel Sonnenberg evokes associations with the Taj Mahal; it also housed Indian yogis for a number of years.

Madagascar in Wolhusen | 7

The Wolhusen Tropical Centre is home to exotic fruits and plants from the rainforest.

Belgium at Mount Rigi | 8

The Flemish-style memorial chapel commemorating Queen Astrid, who died in an accident, belongs to the Belgian state.

Alaska in Entlebuch | 9

Large expanses of moorland and rugged rock formations – the Entlebuch region is also known as Lucerne’s “Wild West”.

Himalaya at Mount Titlis | 10

Like Everest and the “Roof of the World”, the Titlis fascinates with an imposing glacier world of ice and snow.

Gibraltar in Lucerne | 11

As in the Strait of Gibraltar, worlds meet here too. Culture, local handcrafts, bars and restaurants: Lucerne’s Gibraltar Street runs right through the Bruch quarter, the city’s trendiest neighbourhood.

England in Meggen | 12

As well as Anglo-Saxon villas, Meggen even has its own English cemetery.

MEDIA AND RESEARCH TRIPS



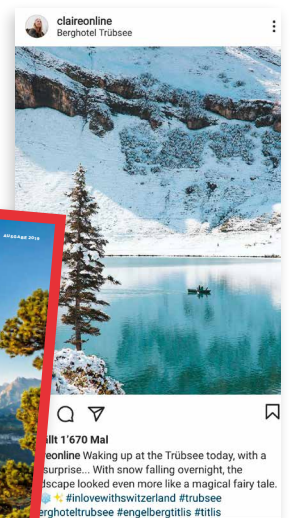
Media and research trips

Are you planning to produce an article or a feature about the Lucerne-Lake Lucerne Region? We can assist you with your researches as well as story and fact finding. We work with our destination partners to organise tailor-made media visits.

Please contact us at least four weeks before your arrival, so that we can provide you with all the assistance you need. How we can assist you:

- Travel in the Lucerne-Lake Lucerne Region
- Accommodation
- A travel itinerary tailored to your requirements (excursions, visits, interviews, content, stories etc.)

Are you unable to explore the Lucerne-Lake Lucerne region in person? No problem. We welcome any interest in our destination and are more than happy to help you with your home-based research.



Caption from left to right:
Journalists visiting Rosengart
Collection, Filming scene for a
folklore show.

TRAVEL ITINERARY

THIS IS WHAT AN EXCLUSIVE MEDIA JOURNEY COULD LOOK LIKE



Day 1

Arrival in Lucerne and check-in at the time-honoured Grand Hotel National on Lake Lucerne. Guided tour of the 5-star establishment, which is over 150 years old; lunch on the lakeside terrace.

In the afternoon, guided tour of Lucerne's Old Town quarter, taking in the decorated house facades and ancient fortifications. Visit to Bucherer on Schwanenplatz, which has been manufacturing and retailing high-end watches since 1888. Spend the evening enjoying traditional Lucerne cuisine at the 500-year-old Burgerstube.

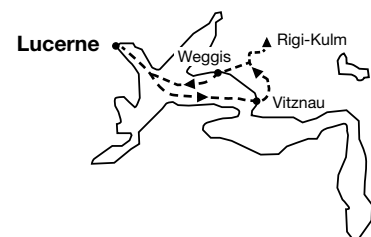
Day 2

Start the day with a hearty breakfast at the Café de Ville in a setting that takes you back a few decades. Pay a visit to the Richard Wagner Museum on the Tribtschen peninsula; the German composer lived in this heritage-protected country manor for six years.

In the afternoon, take the 100-plus-year old paddle steamer Gallia from Lucerne to Vitznau for a vintage train ride up the oldest mountain railway in Europe. It takes an hour to reach the summit of the "Queen of the Mountains" – Rigi Kulm. Evening meal and accommodation at the Hotel Rigi Kulm; back in 1816, the first mountaineers sought refuge here, albeit in an earlier building that occupied this spot.

Day 3

Rise early to catch the sunrise over the Glarus Alps – an experience well worth waking up for. After breakfast, follow the Mark Twain theme trail down to Weggis; it takes some four hours. This was the path traditionally followed by visitors wishing to visit the summit prior to 1871, when Europe's first mountain railway was inaugurated. Explore Weggis and the Lake Lucerne Riviera before returning home under your own steam.



Caption from left to right:

View from Mount Rigi,
Grand Hotel National,

Weinmarkt square in Old Town
Lucerne.

FILMPRODUCTIONS & DRONE FLIGHTS IN LUCERNE

The Lucerne-Lake Lucerne Region provides wonderful locations for TV and film productions. Lucerne Tourism and Film Commission provide their expert, straightforward assistance in the realisation of projects.

We provide assistance in the realisation of projects, including supervising productions in the region, scouting production locations, coordinating shooting permits and other forms of facilitation.

Competencies and Support

The media department of Lucerne Tourism is happy to help with film and video productions in a touristic context.

For large-scale film and TV productions (e.g. crime thriller or documentary) as well as commercial assignments of all kinds, the Film Commission Lucerne offers professional support and coordination.

Filming in the city of Lucerne

Being one of the most beautiful cities in Switzerland, Lucerne is perfectly suited as a scenery for film and video productions of all kinds. For a successful filming process, a few important points must be observed:

Generally, permission must be obtained from the City of Lucerne for filming in public spaces. Filming on private property is only permitted with the consent of the owner. Filming on bridges is not permitted for safety reasons.

In the city of Lucerne and the Lucerne lake basin, the use of a drone is not possible without a permit (see below). There is a zone with restricted air traffic above Lake Lucerne. Permits must be obtained by the drone pilot himself from the respective authority.

Operation of drones

A series of rules must be observed when flying drones in Switzerland.

Without permission, it is prohibited to fly drones:

- Closer than 5 km to airfields and heliports
- More than 150 m above the ground in control zones
- Close to where emergency services are working
- Over or less than 100 m from groups of people
- Unless the pilot has direct eye contact with the drone
- An aircraft that weighs more than 30 kg in flight

However, the Federal Office of Civil Aviation (FOCA) or the Swiss Air Navigation Services (Skyguide) may issue a permit for such flights under certain circumstances. Here it is essential to allow sufficient time for preparing an application and submitting it to the FOCA as early as possible.

The integration of the new European provisions on drones into Swiss law has been postponed. For this reason, Swiss law will continue to apply to drones and model aircraft until further notice.

Footage

Lucerne Tourism provides media representatives with free footage for media-related work. Our gallery contains a selection of high-quality visual content featuring the Lucerne-Lake Lucerne Region.

Please contact us at media@luzern.com for any other footage you are looking for.



CONTACT INFORMATION



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Mediacorner

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