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THE SWISS SPECIAL

ZURICH

ZERMATT

SCHILTHORN

LAKE GENEVA

LAUSANNE

MONTREUX-RIVIERA

LUCERNE

BERN

INTERLAKEN

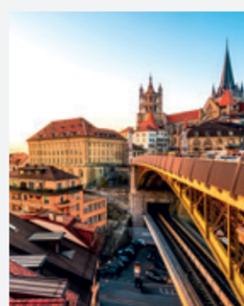
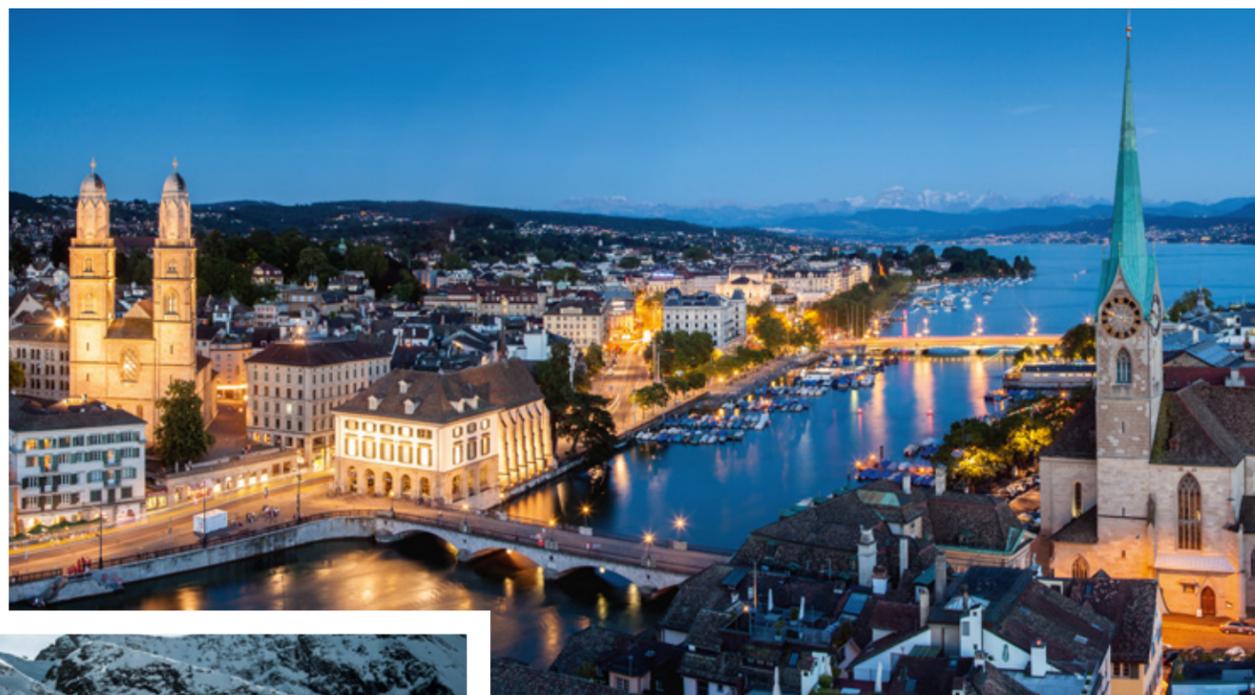


THE GRAND TOUR
A ROAD TRIP AROUND SWITZERLAND

THRILLING YEAR-ROUND
ACTIVITIES & SPORTS

GREAT OUTDOOR ADVENTURES
FOR FAMILIES

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Location:
**View over Lausanne
at the Pont Bessieres**

Photographer:
Andreas Gerth

Special thanks to
Switzerland Tourism.

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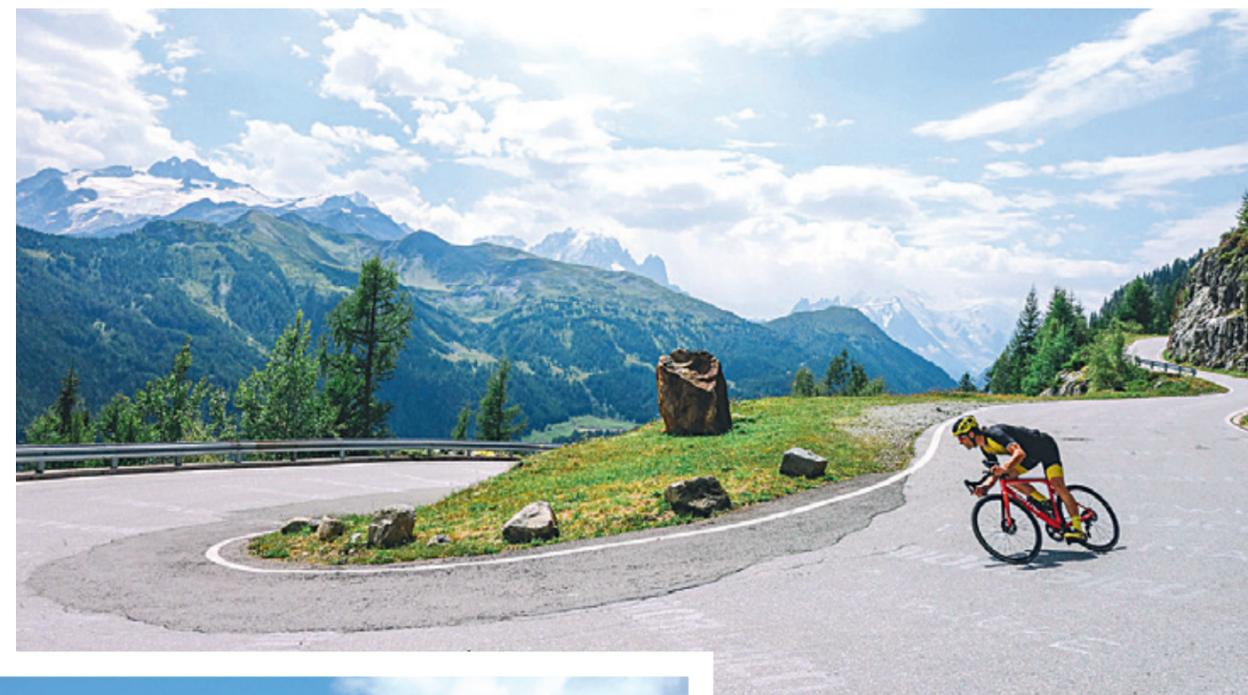
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CONCIERGE



BIKING THROUGH THE VALAIS

Surrounded by the Alpine roads and mountain passes of the Valais region, Kudos Cycling is launching new performance coaching and guiding trips by bike this year. From long weekends to week-long cycling holidays, the new packages include sports science testing, Swiss sports preparation, performance coaching for women, as well as expert guiding through the well-known Alpine climbs, long descents and vineyards of the Valais. kudoscycling.com

SAILING IN STYLE IN LUCERNE

Switzerland recently introduced its first climate neutral ship, the **MS 2017**, which is now sailing on **Lake Lucerne**. This is the country's second eco-friendly vessel, following the 2016 launch of the restored Vedetta 1908 on **Lake Lugano**, which runs on solar and electric power. On the sleek and luxurious MS 2017, passengers have their choice of the Compass Lounge and Bar on the sun deck, the Nautilus Cabin with underwater views, and the Aqua Terrace with a sea water foot bath in the stern. ms2017.ch



WALK ON HOLIDAY THIS SUMMER

Discover the lesser known corners of one of Europe's best loved walking destinations in northeast **Switzerland**, with its small traditional towns and stunning mountain landscapes. Learn about Switzerland's traditional way of life and enjoy a spot of lunch in the stunning **Aescher Gasthaus**. aescher-ai.ch/aescher-en.html



WEDDING TO REMEMBER AT ST. MORITZ

The 120-year-old **Badrutt's Palace Hotel** enjoys a spectacular location 1,800 meters above sea level, in the heart of the Swiss Alps. Considered one of the best dream wedding venues in Switzerland, St. Moritz is alive with vibrant nature in the summer. Couples may opt for a civil ceremony in the impressive **Madonna Saal** or at one of the nearby authentic Alpine chapels, then carry on the festivities at the hotel.

Guests can toast the newlyweds at the champagne bar in the summer garden overlooking the Swiss Alps, or on board Badrutt's Palace, the hotel's own sailing boat, as it glides along Lake St. Moritz. Le Restaurant, the hotel's dining venue, can prepare a feast of regional specialties and fine dining. A local band can further ignite the party in the legendary Embassy Ballroom, complete with a beautiful backdrop and theater-like décor. badruttpalace.com



THE FINEST DINING IN BASEL

For the third year in a row, the **Cheval Blanc** run by Chef Peter Knogl has been awarded three stars by the Michelin Guide and now ranks among the world's top 100 restaurants. Knogl's creations enhance French haute cuisine with Mediterranean and Asian influences by focusing on the essentials and seeking out a masterly symbiosis of ingredients, with some of the best produce in Switzerland. leтроisrois.com/de/restaurants/cheval-blanc



MUSIC AT THE PEAK

The **Snowpenair Concert** is the highest open-air concert in Switzerland at 2061 meters above sea level. Held every April in Kleine Scheidegg, this event has become a beloved Swiss tradition with performances from both local and international artists. snowpenair.ch

JAZZING IT UP

The **Montreux Jazz Festival** has been a mainstay on the European music scene since it was founded in 1967, bringing an eclectic mix of artists every July. There are free concerts along the lake every night, while the more intimate venues offer tickets on sale for an up-close experience with some of the world's most known artists. montreuxjazzfestival.com





EXPLORING SWISS WONDERS

Round-up of some of Switzerland's
iconic cities, natural landscapes,
and mountain ranges

Mark Twain once said, "Switzerland would be a mighty big place if it were ironed flat." He was referring to the country's many mountains; but this also resonates strongly with how vast this relatively small landlocked nation can feel since it's packed with great geographical diversity.

The Swiss have cultivated their environment into a series of beautiful destinations rich with culture and outdoor activities. The results are urban cities with well-preserved medieval towns; vast road networks and travel systems for public transportation and cycling; and multiple sports facilities scattered across the Swiss Alps for all four seasons.

Flip through this special supplement on Switzerland to plan your trip.



ZURICH

CITY OF ZEST

The multicultural city of **Zurich** (*zuerich.com*) pulses with vibrant life in the heart of Switzerland. It's the country's commercial capital, but it's also rich with historic architecture, beautiful parks, nightclubs, and museums.

Zurich's unique skyline is dominated by churches, including the twin towers of **Grossmünster** (*grossmuenster.ch*) and the clock tower of **St. Peter** (*st-peter-zh.ch*). Meanwhile, its rich tradition of merchant guilds since the Middle Ages finds a home in the Old Town, where visitors can see guild houses and halls of old such as the **Zunfthaus zur Waag** (*zunfthaus-zur-waag.ch*) and the **Lindenhof** square.



WHERE TO STAY

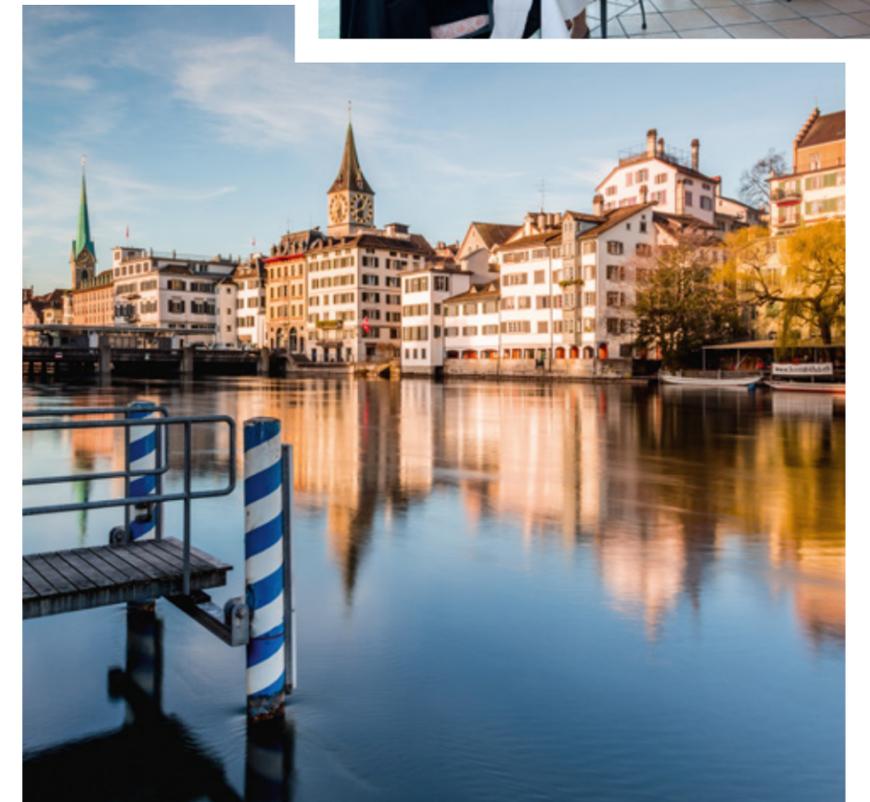
The **Storchen Zurich** is an impeccably maintained property on the banks of one of the rivers leading to Lake Zurich, old-fashioned and easy to navigate. It has an impressive 650 years of history as an inn for important visitors to the city. Perfectly situated for shopping and sightseeing, this luxury boutique hotel, modest in size compared to the grand hotels of Europe, suits travelers looking for understated comfort and elegance over oomph. The Storchen's restaurant is considered one of the finest traditional Swiss restaurants in Zurich. www.preferredhotels.com



In the summer, one of the most enjoyable things to do is to take a dip in one of Zurich's many **badis** (outdoor pools), particularly in the swimming areas around **Lake Zurich** and **River Limmat**. And if you're feeling thirsty, all you have to do is head for one of Zurich's 1,200 fountains that flow with drinkable water, ensuring you never feel parched during hot days.

Night owls will love the clubs and bars. There's the legendary **Kaufleuten** (*kaufleuten.ch*) and the **Mascotte** (*mascotte.ch*), the oldest club in Zurich. In the summer, the nightlife literally opens up to outdoor venues and festivals where partygoers can relax and soak in a badi-bar at the same time. Art lovers can also enjoy the city's many museums and galleries — it has over 50 — including the **Kunsthaus Zurich** (*kunsthau.ch*), which houses 4,000 paintings, sculptures and installations, and photographs. Catch a performance at the **Tonhalle Maag** (*tonhalle-maag.ch*), a world-renowned concert hall.

Zurich, the major international gateway into Switzerland, enjoys the best of all worlds.





ZERMATT

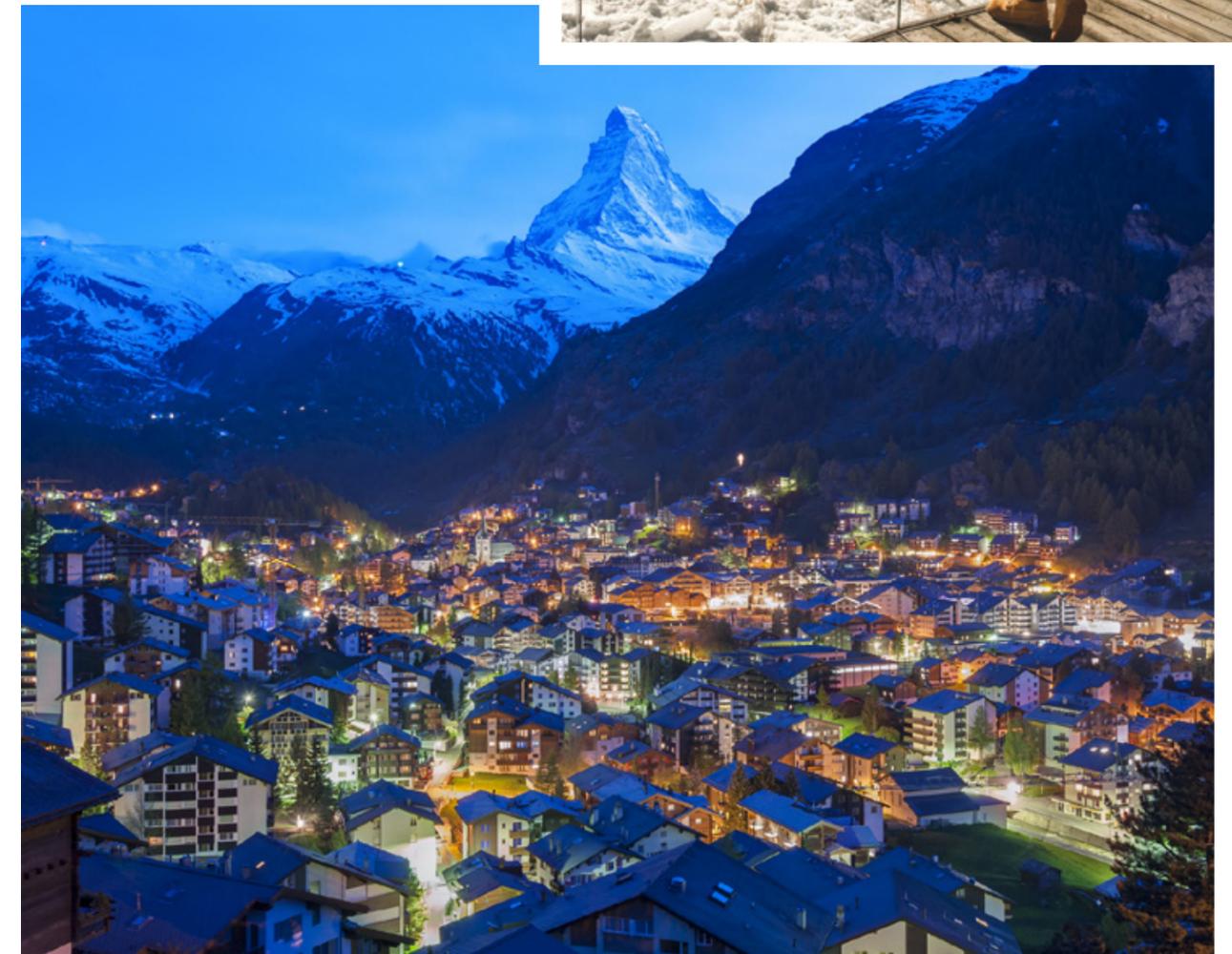
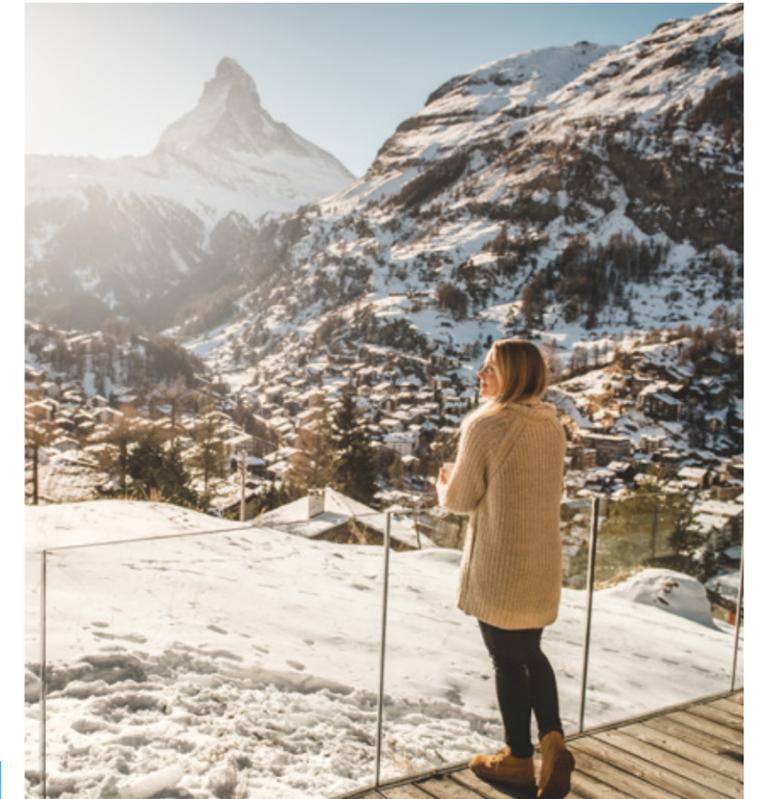
A CLASSIC SWISS WALK WITH FINE DINING AT THE TOP

With awe-inspiring views of the mighty **Matterhorn**, the world-famous ski resort town of **Zermatt** (zermatt.ch) needs little introduction. It boasts of intermediate and advanced slopes, reliable snow conditions well into April, and alpine charm. The picturesque villages at the mountain's base offers countless classic landscapes of the Swiss Alps and the opportunity for outdoor activities all year-round. At an altitude of 3,089 meters, **Gornergrat** is one of the most popular excursion destinations in Zermatt, with an observation platform available year-round. Take the Gornergrat Bahn, the world's first

fully electrified cog railway and Europe's highest open-air cog railway, from Zermatt station to the summit of Gornergrat. Passengers will see striking bridges, through galleries and tunnels, across forests of larch and Swiss stone pine, and past ravines and mountain lakes.

Another popular attraction in Zermatt is the **Matterhorn glacier paradise**, the highest summer ski region in Europe that is also open year-round. Known as the "Jewel of the Swiss Alps," the Matterhorn at 4,478 meters towers over the breathtaking Alpine panorama. Its symmetric pyramid shape, the rocky peak reaching the sky and the light reflections of the nearby Stellisee make the Matterhorn's landscape a unique natural spectacle in Zermatt.

Zermatt is also home to some of the world's best mountain restaurants. Make sure to stop off at the **Findlerhof** (findlerhof.ch) for traditional Swiss cooking and ambience, or at the **Ice Restaurant** (matterhorn-group.ch) at the Trockener Steg for more modern menus. In **Findeln**, Chez Vrony delivers the very best in haute cuisine. Head for favorites like **The Omnia** (the-omnia.com) for modern, imaginative cuisine; the **Wymperstube** (wymper-stube.ch) for fondue; and the **Schaferstube** (julen.ch) for locally-sourced lamb in Zermatt.





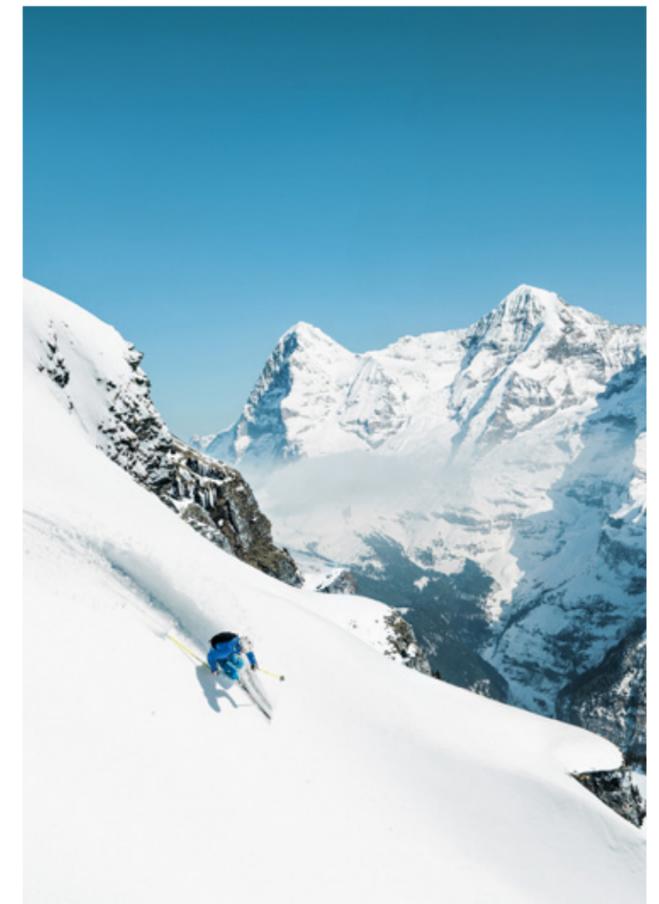
SCHILTHORN

SECRET AGENT'S SUMMIT

To reach the summit of **Schilthorn** (schilthorn.ch) from the valley, one must take a series of cable cars. In 30 minutes, you'll find yourself 2970 meters above sea level amidst the "Swiss Skyline" where you can witness a 360-degree panoramic view of the Alps, including the Eiger, Mönch, and Jungfrau mountains.

But there's more to Schilthorn than towering white-capped peaks, beautiful these may be. The summit was a movie location for "On Her Majesty's Secret Service," so James Bond fans can head up to the world's first **007 Walk of Fame** in Schilthorn to see interesting memorabilia that the crew and cast left behind. Schilthorn also has an interactive exhibit called **Bond World** that transports viewers to the world of secret agents carrying out dangerous missions in the Alps.

Outdoor travelers can also enjoy Schilthorn year-round. In the winter, freeskiers and snowboarders can use the facilities parallel to the ski pistes at the **Skyline Snowpark**, or test their skills on the steeper slopes and long downhill runs along the ski area with the Alps as the perfect backdrop. In the summer, hiking along a trail around the **Mürren – Schilthorn** area will enable you to observe a wide variety of vibrant alpine flora.





LAKE GENEVA REGION

BREATHTAKING SIGHTS

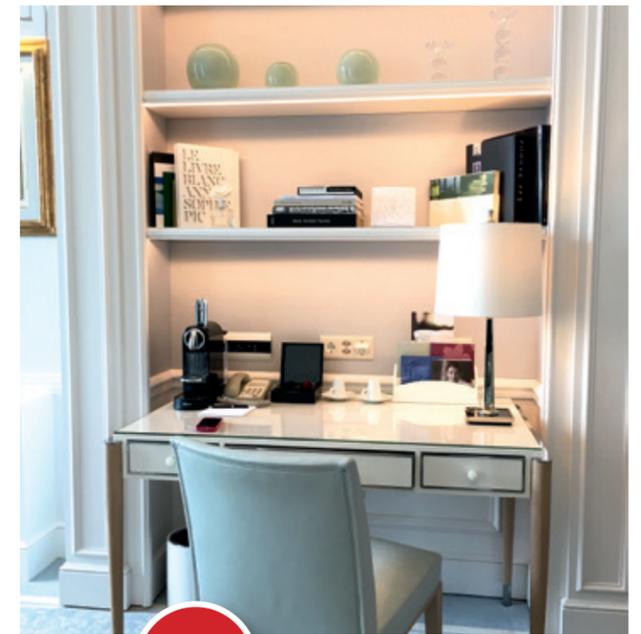
The **Lake Geneva region** and its romantic landscapes are the pride of Switzerland. All around it, outdoor enthusiasts can enjoy the beauty of the Alps — with hiking and mountain climbing in three seasons and skiing in the winter. Then there's the additional treat of a rail journey from **Lausanne** to **Montreux Riviera** that glides along the lake and past terraced vineyards, chateaus, chalet villages, and luxurious lakeside manors.

As Lausanne is known as the **Olympic Capital**, **The Olympic Museum** (olympic.org/museum) is at the top of every visitor's list. Founded in 1993, this three-storey building houses the world's largest collection of Olympic memorabilia, including sportswear and medals. The museum has interactive exhibits, workshops, and themed programs where visitors learn about the most famous athletes and past Olympic Games venues. There are also outdoor installations and interactive exhibits that allow visitors to attempt to beat the records of world-class athletes and to compare their own performance. After exploring the museum, The Olympic



Museum (TOM) Café located on the 3rd floor terrace with beautiful views of Lake Geneva is the perfect way to end one's visit.

Traveling from Lausanne to Montreux Riviera is similar to traveling through a dream. The Montreux Riviera is home to historic castles, vibrant towns, and lovely countryside. Charlie Chaplin himself, drawn to the quiet and quaint charm of this region, selected this area for his manor home up in the hills overlooking Lake Geneva. The family house, Le Manoir de Ban, situated on a 35-acre park above the town of **Vevey**, has now been converted into a museum called **Chaplin's World Museum** (chaplinsworld.com) which gives a glimpse into the legendary artist's happy life of exile in Switzerland with his large family. It has been faithfully recreated with a collection of his personal effects so that his dining room, living room, and study are almost exactly as he had left them. The 15-year project was conceptualized in 2000 to honor Chaplin, the world's greatest silent film actor and filmmaker and his contributions to the silver-screen.



EDITOR'S
CHOICE

WHERE TO STAY

For 150 years, the **Beau Rivage Palace Lausanne** has hosted kings and queens, world leaders and tastemakers seeking a home away from their own luxurious homes. The legendary actor and producer Charlie Chaplin himself set up temporary lodgings at the Beau Rivage Palace Lausanne upon his arrival in Switzerland with his family after a high-profile departure from the United States. The hotel, which is known for its impeccable service, includes fine architectural features, four hectares of spacious manicured grounds, and an enviable frontage on Lake Geneva with vistas of the French Alps in the distance. It also has a private gate that leads directly to the entrance of The Olympic Museum. brp.ch



Revolution in 1792. After seeing this monument, visit the neighboring **Glacial Gardens** (gletschergarten.ch), which will take you back on a trip through time to the last ice age's beaches and glaciers.

Automobile lovers will also enjoy the **Swiss Museum of Transport** (verkehrshaus.ch) for its exhibits of locomotives, automobiles, ships and aircrafts. Classical music lovers, on the other hand, must visit the **Richard Wagner Museum** (richard-wagner-museum.ch), which is located in the composer's country manor in Tribschen on Lake Lucerne. Wagner worked on most of his pieces in this manor, and the exhibited photographs, paintings, and musical scores reconstruct the composer's life here.

Take advantage of Switzerland's easy and convenient public transportation and take a day-trip on **Lake Lucerne** (lakelucerne.ch) via a boat ride on one of the 100-year-old restored paddle steamers that ply the lake to see stunning Alpine landscapes from a new perspective.

LUCERNE

MOMENTS & MONUMENTS

Lucerne is the perfect blend of history, culture, and beautiful scenery, conveniently located in the heart of Switzerland

The best way to explore the city is on foot as so many historic buildings are within reach. Visit the stately inner courtyard of the **Ritterscher Palace**, which was built as a palazzo in the style of the Italian Renaissance in 1557, and is currently the seat of the cantonal government. Drop by **Chapel Bridge**, Lucerne's iconic landmark, constructed in the early 14th century as part of the city's fortifications. The painted panels added in the 17th century portray scenes from Swiss history.

Another world famous sight is the **Lion Monument**, also known as the "Dying Lion of Lucerne." Carved out of rock, it commemorates the heroism of the Swiss soldiers who died protecting the Tuileries Palace in Paris during the French





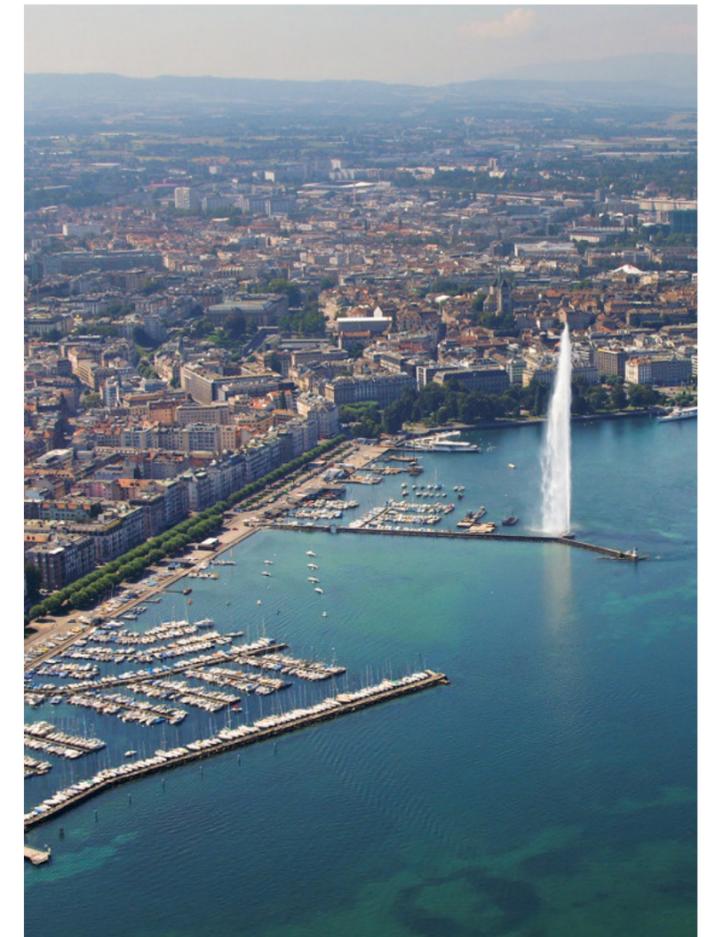
GENEVA

ON BREAK: FUN IN THE WORLD'S FAVORITE SUMMER DESTINATION

Voted the World's Leading City Break Destination for the third consecutive year in a row at the World Travel Awards, **Geneva** offers some of the most breathtaking scenery in this part of the world as well as a wide range of outdoor activities for summer fun.

This city of watchmakers boasts of purpose-built pools, sunbathing decks, a café, and a beach that serves as a jump-off point for swimming in Lake Geneva itself. The **Bains des Pâquis** (*bains-des-paquis.ch*) is one of the trendiest hangouts in the city and locals flock to this hidden gem in the summer to bask on the beach. For those in search of more culture, wine lovers can cycle through Geneva's vineyards, stopping by wineries en route. Meanwhile, adrenaline junkies can paraglide off **Mont Salève** or canoe down the beautifully **Marais de la Versoix** river.

Don't leave without knowing more about the cradle of fine watchmaking. Geneva is home to remarkable watchmaking museums and offers workshops, prestigious events, and luxury boutiques. Visit the **Patek Philippe Museum** (*www.patekmuseum.com*) to learn more about Patek Philippe, a renowned Swiss watchmaker from Geneva, as well as the Swiss history of watchmaking, from the 16th century to current times.





BERN

THE CAPITAL OF LEISURE

Learn the art of living in **Bern**, one of Switzerland's more relaxed cities, where locals and travelers alike can enjoy the fine things in life

Start the day with a cup of coffee at one of Bern's many cafés such as the urban bistro **Kornhauscafé** (bindella.ch/de/kornhauscafe.html) and then stroll along the six-kilometer long route around the Old Town of Bern for shopping and sightseeing. As a UNESCO World Heritage Site, the Old Town is home to numerous monuments including the iconic **Zytglogge** (zeitglockenturm.ch), a medieval clock tower built in the 13th century that's come to

symbolize Bern. It's considered one of the oldest clocks in Switzerland. There are also over 100 sculptured fountains from the Renaissance all over the city. Meanwhile, visitors will be spoiled for choice among specialty shops of Bern, many of them operating out of medieval cellars.

The **Restaurant Rosengarten** (rosengarten.be) is a good place for lunch, and a sampling of fondue specialties can be enjoyed on the veranda on a fine day. The food is just the appetizer, by the way. Outside the restaurant is the **Rose Garden**, which literally blooms with over 200 varieties of roses, amidst lovely views of the Old Town and the Aare loop.

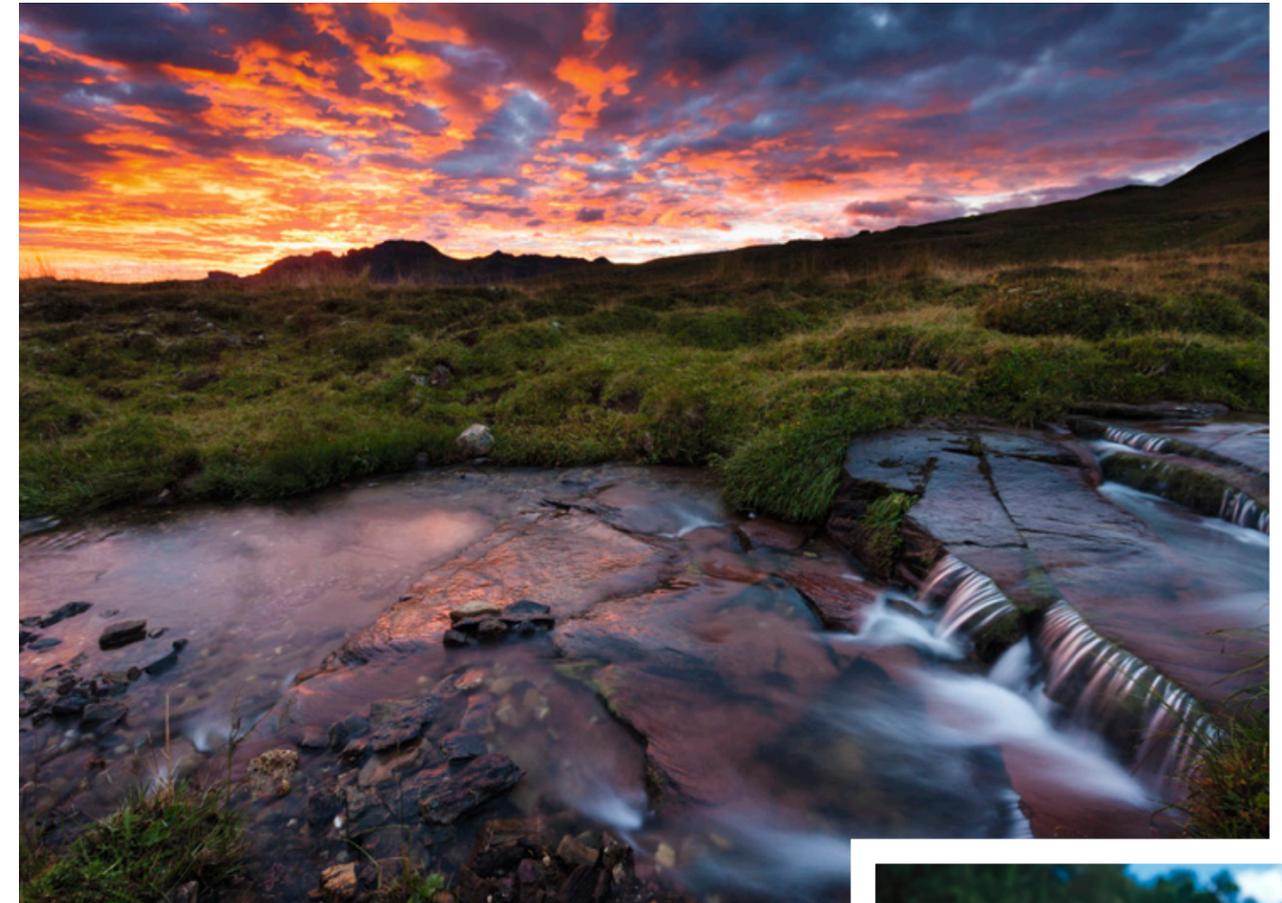
Enjoy a traditional Swiss dinner amidst exquisite high baroque architecture at the **Kornhauskeller**, one of the most luxurious cellar restaurants in Bern. Then end your day and come back full circle with a nightcap at the **Bellevue Bar** (bellevue-palace.ch), one of the most elegant bars in the Old Town. Found in the luxurious Bellevue Palace hotel, this bar offers local delicacies and snacks with champagne and exotic cocktails. This is a particularly popular meeting place for Bern's movers and shakers, making it also the perfect stop for a last shot on a night of revelry for visitors. ■

A EUROPEAN RITE OF PASSAGE MADE ANEW

The Grand Tour of Switzerland
by car in seven days



PHOTOS BY XXXXXXXX



The Grand Tour was considered to be an educational rite of passage for young well-to-do European men and women who were typically accompanied by their chaperone or tutor. From the 17th to the early 20th century, “Grand Tourists” undertook the traditional trip around Europe once they come of age at 21 years old to round off their studies. The main purpose of the Grand Tour was for these young men and women of high social position to experience the cultures and societies across Europe. These included viewing works of Renaissance art, interacting with both fellow aristocrats and lowly locals in different cities, and even just plainly seeing the beauty of countries such as France, Italy, Germany, and Switzerland.

Switzerland Tourism has launched a modern version of the **Grand Tour of Switzerland** (grandtour.myswitzerland.com) via a scenic road trip with multiple starting points. Switzerland is practically a miniature version of the Grand Tour of Europe all in one country, by the way, with four language regions — French, German,

Italian, and Romansh; multicultural cities and varying countryside; as well as the famous snow-capped mountain ranges in the Alps. Until the early 20th century, “Grand Tourists” usually traveled by train so they would typically visit famous cities like Geneva or Lausanne from Paris to see a bit of urban Switzerland before heading off for the difficult journey of crossing the Alps and into Italy. Today the Swiss road network now, whereupon the Grand Tour of Switzerland is based, gives modern travelers the additional options of driving around the country either by car or by motorcycle.

GO ON GREEN LIGHT

With over 1,600 kilometers, 22 lakes, and 45 top attractions including 12 UNESCO World Heritage Sites to cover, seven days is the recommended duration for a road trip between the months of April to October for pleasant weather conditions. Although the Swiss road may be traveled from both sides, it's best to start clockwise on the Grand Tour.





GRAND GOLDEN TICKET

Enjoy the best of both worlds with the Grand Train Tour of Switzerland, which combines the highlights of the Swiss public transport network and the selected excursions in Switzerland from any time of the year. The train tour covers eight different routes throughout the country, with a total of 1,280 kilometer. Like the grand tour's road version, it can start from any point. But Zurich – Switzerland's largest city and most multicultural metropolis – is one of the most popular departure and destination points. grandtraintour.swisstravelsystem.com/en

Zurich is an ideal first leg for the Grand Tour as it has the largest international airport. From here, head for the **Rhine Falls** and take a boat trip to get an up close look of the largest waterfall in Switzerland. Many artists and writers have been in awe by this waterfall throughout the centuries. “Frankenstein” author Mary Shelley even said, after her tour of Europe with her son, that, “This was a new sight, exceeding anything I’ve ever seen before.”

Meanwhile, the historic town of **Stein am Rhein**, where you may presume many locals speak the Swiss German dialect, has a well-preserved medieval center with buildings that have been painted with beautiful frescoes.

The region and village of **Appenzell** is best known for the painted facades of its traditional houses and buildings, particularly in the main street of **Hauptgasse**. Literature lovers will enjoy driving through the “**Heidi Village**”, where Johanna Spyri’s novel “Heidi” comes to life. Spyri set this classic children’s tale in a romantic and nature-oriented setting of **Maienfeld**.

Driving further into the northeastern area of the region, you will pass by the **Swiss Tectonic Arena Sardona**, a UNESCO World Heritage Sites that includes seven peaks that rise above 3,000 meters. Geologists and science lovers will enjoy seeing how mountains are built by older rocks being carried through by younger rocks.

SPEEDING UP

For a more panoramic peak, take in the views of **Muottas Muragl** in **St. Moritz**, the alpine resort town that is 1,800 meters above sea level. When you’re ready, drop down from this vantage point in **Ascona**, which is Switzerland’s lowest lying town. It’s best known for its lake promenade, where locals and tourists alike relax in many of its cafes.

In the southern Italian-speaking region of Ticino, the capital city of **Bellinzona** is home to the three famous castles of **Castelgrande, Montebello, and Sasso Corbarothat**, all of which are UNESCO World Heritage Sites. With its location atop the Alpine foothills, the group of castles and its high-rising walls form a defensive fortification around Bellinzona. Drive through the colorful city of **Lugano**, which has been compared to Italy’s Lombardy region in terms of architecture, cuisine, and atmosphere.

Take note of the moment you touch wheels on **Tremola**, which is the oldest **St. Gotthard Pass road**. Centuries ago, the Tremola was the only way for travelers, with their mules and coaches, to get through the St. Gotthard pass. Now, it’s one of the highlights of driving through the Grand Tour of Switzerland.

SLOWING DOWN

Spending time in the Valais canton in the south includes enjoying the outdoor activities of the Swiss Alpine valleys and mountains. The **Val d’Anniviers** valley has 100 kilometres of scenic hiking trails and biking routes during summer, as well as skiing areas in the winter. Make sure to visit **Grimentz**, a charming town with ancient grain stores and barns, new chalet hotels, and cellars housing white glacier wines in old larchwood barrels -- a specialty of nomadic farmers in the past.

Upon reaching **Neuchâtel**, visit the **Creux du Van**, a rock formation shaped into a large basin that looks like a rocky amphitheater. Standing at the summit offers a panoramic view of the Neuchâtel canton. For a more in-depth look into Swiss archeology and geology, go to the **Laténium** (latenium.ch), the largest archeology museum in Switzerland.

Arriving at **Bern**, the capital of leisure, is the perfect end to this Grand Tour of Switzerland. You’ve come full circle on this road trip, so savor the drive around Bern’s Old Town.

With its range of starting points, there’s no one way to do the Grand Tour of Switzerland. You can pick and choose where to drive and explore, because there’s full guarantee of learning and experiencing something new in whichever road you take. ■





ALL ABOARD THE SWISS EXPRESS

Diverse railways around Switzerland that take you where you need to go

INTERLAKEN EAST & INTERLAKEN WEST

With Switzerland's distinct landscapes, many towns are found near lakes or rivers. However **Interlaken** is in a unique position being a resort town located between two lovely lakes — **Lake Thun** and **Lake Brienz** — and yet surrounded by the Swiss Alps. **Jungfrau** is a well-known tourist destination in these parts, and it's the main gateway to the region's mountains and lakes.

Interlaken East and **Interlaken West** are the two main rail stations connected by the main shopping street. Both offer direct trains to major destinations around Switzerland, including **Bern**.

Boats to **Lake Brienz** and **Lake Thun** also depart near the Interlaken East and Interlaken West stations respectively. Buses to all the surrounding villages also depart from Interlaken East and Interlaken West.

Interlaken is also a summer paradise. Dip in the refreshing waters of Lake Brienz or Lake Thun to cool off on a hot day; enjoy a delicious barbecue by the water's edge; or soak up the sunshine in a lake cruise. And with so many Alpine summits within grasp, it's a hiking paradise for hikers of all ages. During winter, the Interlaken holiday region offers great ski slopes as well as exciting snow activities.



MULTI-TRACK

The Jungfrau Railway Group has partnered with **Berner Oberland-Bahnen AG (BOB)** to expand their reach further in terms of railways and destinations. BOB's **Bernese Oberland Railway** provides access to the **Lütschinen valleys**, from Interlaken East to **Grindelwald** and **Lauterbrunnen**. The **Schynige Platte Railway**, on the other hand, offers a nostalgic railway experience amidst the **Eiger**, **Mönch** and **Bolt** mountains, with a train that has retained the technical design of the historic cog railway since World War I.

The group also partnered with the **Grindelwald-Männlichen Gondola Cableway** to develop a **V-Cableway** that provides access to the **Männlichen** via a 10-seater gondola, and to the **Eigergletscher** via a new tri-cable gondola that will make the travel shorter and easier.



THE JUNGFRAU RAILWAY GROUP

As one of the main summits of the Bernese Alps, Jungfrau is an ideal venue for year-round outdoor activities and it offers breathtaking views. **The Jungfrau Railway Group** (jungfrau.ch) operates excursion railways along the mountains and to various winter sport facilities. It has three segments for different operations: **Jungfraujoch – Top of Europe**, **Winter Sports**, and **Mountain Experience**.

Jungfraujoch – Top of Europe operates the **Jungfraujoch base**, Europe's highest railway station at 3454 meters above sea level. At the summit, travelers can see as far as the **Mittelland** up to the **Vosges** on one side and the **Aletsch glacier** on the other.



Adventurous travelers visiting the Jungfrau region should not miss a thrilling ride on the **First Glider**, one of the world's most unique flights. Open from April to October, this contraption in the shape of an eagle glider operates similarly to a simple ski lift, taking four passengers harnessed to its metal frame on an 800-meter long flight route at speeds of up to 83 kilometers per hour, through the mountain landscapes of Grindelwald.

Each railway station on the way to the top is itself a sightseeing stop. Visitors will see an **Ice Palace** with intricate carvings of aisles and halls inspired by the 1930s. At the **Lindt Swiss Chocolate Heaven**, visitors learn how the chocolate is made and get to taste the delicious final product. The closer to the peak, the closer to heaven, as the saying goes; or at least, to heaven for those with a sweet tooth.

Avail of the **Jungfrau Travel Pass** (jungfrau.ch/en-gb/jungfrau-travel-pass) from May 5 to October 21 to enjoy three to eight days of free travel to all destinations and a special price for a trip to Jungfraujoch – Top of Europe. Areas include Interlaken East to Lauterbrunnen and Grindelwald; Lauterbrunnen to Kleine Scheidegg to Grindelwald; Kleine Scheidegg to Jungfraujoch - Top of Europe; and more.



WHERE ALL ROADS LEAD

Switzerland's rail system is so well organized and all-encompassing that it's the most convenient way to go around the country.

Swiss Travel System (swisstravelsystem.com) offers numerous recommendations on touring Switzerland via public transportation via trains, railways, and boats.

Traveling by steam locomotive is akin to traveling through time, and the museum train of **Blonay-Chamby** (blonay-chamby.ch) uses the three kilometer-long narrow gauge line between Blonay and Chamby built in 1902. The museum railway exhibits over 60 historic vehicles maintained in excellent condition so that they can be operational at any time.

Meanwhile the **Bürgenstock Bahn**, built in 1888, is the oldest electric funicular railway in Switzerland. The panoramic cliff walk of the Bürgenstock is a tribute to the art and technology of the belle époque and it is described as "the most beautiful mountain promenade in the world."

An unusual way to travel – yet quite typical for the Swiss – is by cruising along the country's many lakes and rivers. Cruises on **Lake Zug**, the 10th largest lake in Switzerland, offers interesting culinary excursions such as sushi and crepes cruises and rides to notable destinations like the **Aeschbach Chocolatier** (aeschbach-chocolatier.ch)



and **Höllgrotten Baar**, the world's only stalactite cave with beautiful formations. The **Rhine Cruises Basle**, on the other hand, literally offers the best of both worlds with city and harbor tours in **Basle** and **Rheinfelden**, with excursions into **Basle Old Town**, the **Brewery Feldschlösschen**, which is one of the most beautiful beer breweries in the world, and the **Basle Rhine harbor**.

Thematic rail journeys, on the other hand, encapsulate key characteristics of Swiss culture and cuisine. The **Train du Fromage (Cheese Train)** (goldenpass.ch) from Montreux to Chateau d'Oex looks into the secrets of Swiss cheese, one of the country's most popular dairy products. Travelers are served local cheeses with regional wines while en route to restaurants and museums that offer delectable samples and show how cheese is traditionally made. For a taste of Swiss chocolate, another iconic Swiss products, book a ride on the Chocolate Train (goldenpass.ch) which will take you from Montreux to the **Cailler-Nestlé chocolate factory** (cailler.ch) at **Broc** via belle époque 1915 vintage coaches or modern panorama coaches.

Don't miss out on the panoramic train routes that take you through some of the most iconic landscapes in Switzerland. The **GoldenPass MOB Panoramic** runs from **Interlaken** to **Montreux**, moving past beautiful sceneries of nature from different regions in Switzerland. From idyllic pastures and traditional wooden chalet-style houses amidst hills, the ride ends with views of the welcoming waters of Lake Geneva and its world-famous coast line. ■





The White Turf is an exclusive event with horse-racing, lively music, and art exhibitions held on the frozen lake among the snow-capped mountains of St Moritz.

Energy IN MOTION

Capturing action-packed moments
from thrilling sports in every season



The Engadin Inline Marathon includes inline-skating routes, set amidst breath-taking Alpine scenery, for speed skaters and less inline enthusiasts.



Set along Alpine lakes and valleys, the Engadin Swim Run is literally a breathtaking and beautiful race, with the varied course and water temperatures.



Road cycling along Airolo, the southern flank of the historic Gotthard Pass.

Switzerland's contrasting natural landscapes are perfectly molded to become one big outdoor playground. The biking and cycling routes alone combine to total over 10,000 kilometers, with a range of routes for varying preferences and fitness levels. The Alpine Route for bikers goes through beautiful passes and valleys from Scuol to Aigle, while the Alpine Route for cyclists crosses the gorges, settlements, and mountain farms of the northern foreland. With wellness and fitness trends booming in recent years, biking and cycling have become popular ways to explore a new destination while keeping fit at the same time.

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As a predominantly mountainous country, Switzerland is still best known for the classic sports enjoyed in the numerous summits and slopes of its Alpine regions in the winter. Since the 19th century, when bobsleighting was introduced, locals and tourists have been participating in winter sports. Switzerland is also one of the most popular nations for Alpine skiing and competitive sledding, which also originated from the resort town of St. Moritz.

But whatever season or reason, there's always an enjoyable outdoor activity to do in Switzerland. ■



The village of Verbier is recognised as one of the premiere backcountry ski resorts in the world and is also perfect for winter activities like snowboarding.



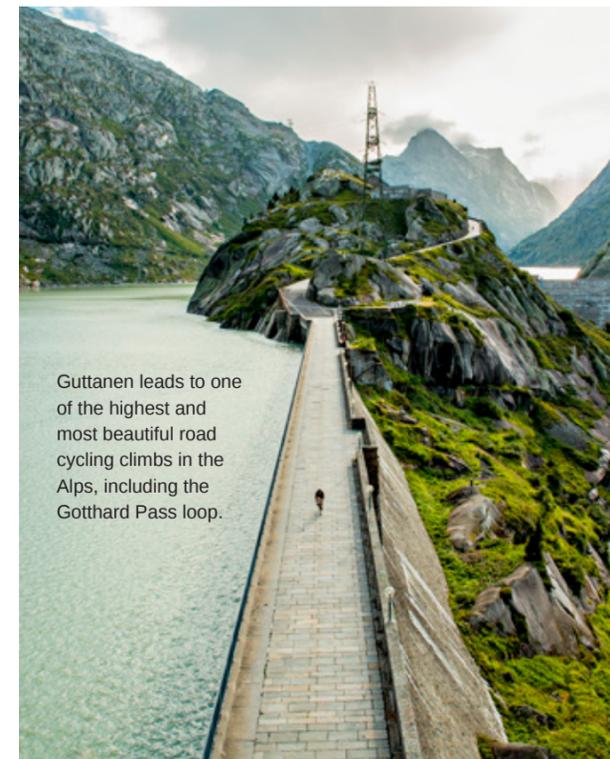
The Engadin Radmarathon is one of the most famous cycling marathons in Switzerland, attracting 1,500 athletes from Europe alone.



The Engadin Skimarathon is an annual cross-country ski race held every March in the upper Engadine valley, starting with a 1820-meter elevation and ending with a 1670-meter elevation.



Inspired by skateboarding and sledding, snowboarding is now one of the most popular recreational winter sports. Enthusiasts delight in attempting thrilling jumps across the air.



Guttanen leads to one of the highest and most beautiful road cycling climbs in the Alps, including the Gotthard Pass loop.



The high-goal tournament of the Snow Polo World Cup St. Moritz is set on the frozen lake of the ski resort. The matches are often attended by prominent personalities from Switzerland and other countries.



ONE BIG *Playground*

Outdoor activities for the family
in one of the world's friendliest countries



Switzerland is also for young travelers and their parents who are eager to discover new destinations together. It offers numerous activities that everyone can enjoy.

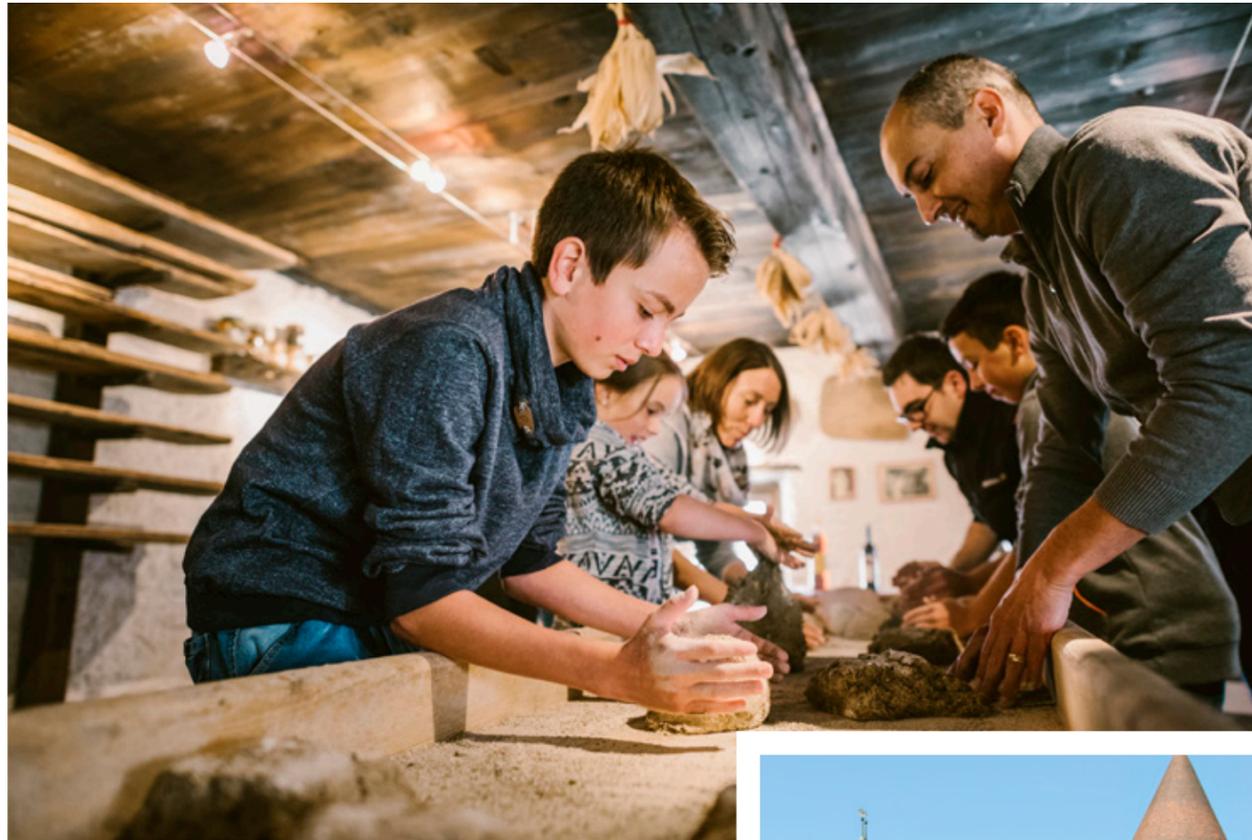
1 WALK IN THE PARK

The PILU Rope Park in Fräkmüntegg (pilatus.ch) takes brave climbers from ages four to eight years old up on a thrilling journey between treetops and mountains. The largest rope park in central Switzerland, Fräkmüntegg also includes tree tents, hiking trails, and beautiful grilling spots, ensuring that everyone in the family enjoys a nice day out.

2 SAY CHEESE

Learn about ancient cheese-making traditions at Morteratsch Alpine cheese dairy (alp-schaukaeserei.ch) near the idyllic mountains of Pontresina. Here children can watch mouthwatering demonstrations and eventually taste cheese made the old-fashioned way.





3 BAKER'S BEST
Head to the Valais village of Grimetz to discover the secrets of baking traditional rye bread. The dough is usually prepared by the baker a day before it is used. Kneading the dough well is worth it, though, as the result is a perfect loaf of local bread.

4 PICTURESQUE PICNICS
Switzerland has an abundance of picnic spots with wonderful views everywhere. Enjoy a family picnic by Lake Staz, the most famous lake in Engadine. Nestled between St. Moritz and Pontresina amidst a vast forest, this bathing lake is perfect for a simple yet delicious outdoor lunch. Enjoy a glass of wine after while the kids splash around the lake.

5 BABY CYCLISTS
The Mitteland is one of the easiest cycling routes in Switzerland so it's perfect for families. This traffic-free route takes you to lakes and rivers, wide plains and peaceful valleys, and towns and villages. It gives children a picture of everyday life from Mitteland to Lausanne, while enjoying the pleasures of riding a bike.



6 WINTER WONDERLAND
Families can enjoy various winter sports in facilities and areas that cater to different ages and fitness levels. The three-kilometer sledding trail on Betelberg gives kids a thrilling excitement as they speed down from the Leiterli mountain station to the Stoss central station.

7 SIMPLE COUNTRY LIFE
Switzerland has many working holiday farms for families to stay in while at the same time experiencing the Swiss farmer's life. The Tschannen farm (hof-tschannen.ch) at Linendhof is run by the third generation of the Tschannen-Oetli family, a warm group of people who enjoy welcoming guests. It's a wonderful way to slow down and appreciate endless views of lakes, fields, and mountains. For more authenticity, families sleep on a (comfortable) straw bed and then sit down to partake of a hearty farmer's breakfast the next morning. ■

