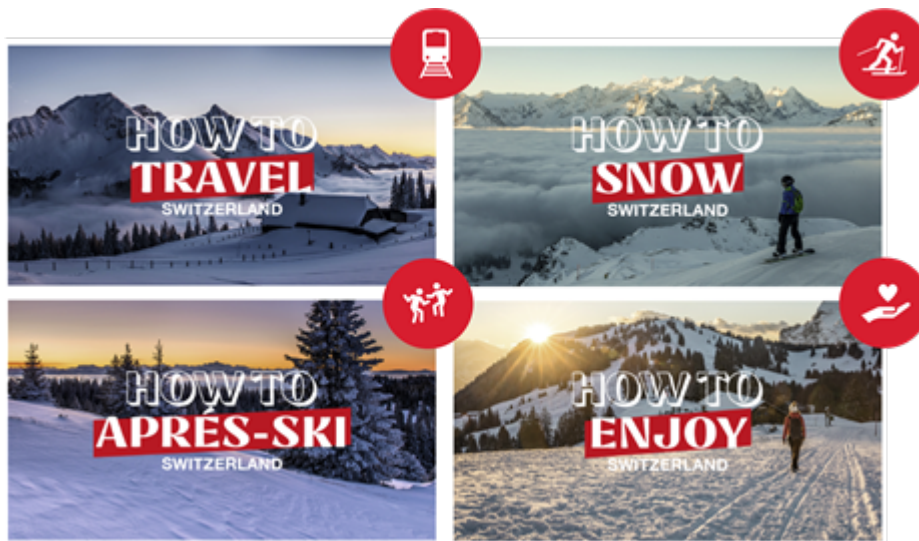


## KEYVISUAL



This year's our Snow campaign for the Winter season will cover 4 "How to" elements with useful tips on how winter holidays work and inspire people to discover the beautiful Swiss winter.



## LTAG

### How to enjoy

#### Lilu Light Festival Lucerne

Lucerne is located by Lake Lucerne and surrounded by the Swiss Alps. Whether you're looking for a relaxing boat cruise, active winter activities or a hustling city with cozy restaurants and cafés, look no further, Lucerne has it all. A highlight in the city's event calendar is the Lilu Light Festival Lucerne. From January 11 – 21st 2024 the city of lights once more turns into a luminous meeting point. Discover the light installations on a winter stroll through the city and enjoy an experience for all senses. Alleys, square and sights will be illuminated with breathtaking and creative light installations. The highlight of the festival is the light show inside Jesuit church.

Link <https://www.luzern.com/en/detail/poitype/guideevent/poi/lilu-light-festival-lucerne-2/>

Photos and Video: <https://content.luzern.com/pinaccess/showpin.do?pinCode=UjzaMZChws6K>

## **Pilatus**

### **How to snow**

#### **Snow & Fun at Mt Pilatus**

Loads of winter sports fun is offered at Mt Pilatus. The various downhill slopes of natural snow make for thrilling sled rides. Young and old snow lovers alike will really get into the action.

Even if you prefer to take it a little easier, you are in the right place on Mount Pilatus: experience nature and tranquillity up close. Between Krienseregg and Fräkmüntegg you will find three marked snowshoe trails. A hike through the snowy winter wonderland is an experience you will never forget.

To round off the experience, regional specialities such as fondue or hot chocolate await you in the restaurants on the mountain.

Link: <https://www.pilatus.ch/en/discover/snow-fun>

### **How to enjoy**

#### **Overnight stay on Mt Pilatus**

Nowhere do the stars shine more intensely and the sunrises are more spectacular than on Pilatus Kulm. So close to Lucerne and yet in a completely different world. At the Pilatus Kulm Hotels, magical dreams are included.

The 20 standard double rooms in the Hotel Bellevue\*\*\* are comfortably furnished and offer views of the Alps and Lake Lucerne. The panoramic view leaves a lasting impression in any weather. The historic mountain hotel Pilatus-Kulm\*\*\*\* was built in 1890 and completely renovated in 2010. It has 27 superior double rooms and 3 junior suites, all with breathtaking views of the Alpine panorama.

It's all right to indulge in something exceptional now and then, don't you think? Then combine your stay at the hotel with an astronomy excursion or a romantic package to make it extra special.

Link: <https://www.pilatus.ch/en/discover/hotels/pilatus-kulm-hotels>