



Media release

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The Year of walking – enjoying Switzerland step by step.

(st) Sweaty shirts, blisters on the feet, and frugal picnic breaks – this hiking image belongs to the past. Today, the focus lies on pure enjoyment, feel-good experiences and active relaxation in pristine nature. Particularly this year: 2010 is the official Year of walking. Because the natural diversity of Switzerland is best discovered on foot. For example, on the specially signposted Top12-walks across the country.

Switzerland's scenic attractions – from the high mountains and the rolling hills of the Jura to the idyllic Mittelland and the palm groves of Ticino – are probably as easily accessible on hiking trails as in no other country: Unique in the world, 60,000 kilometers of marked trails lead to the most beautiful places and experiences. Reason enough to declare 2010 The Year of walking.

To simplify the choice from this great variety of hiking routes, Switzerland Tourism (ST) in cooperation with its partners – SwitzerlandMobility and Swiss Hiking Association as well as PostBus Switzerland, Swiss Alpine Club SAC, Swiss Railway SBB and Swiss Cableways – has selected the most scenic and delightful hikes. The Top12-walks are complemented by 20 additional routes and characterized by their strong focus on enjoyment and their uniqueness. They are spread across the country and in terms of difficulty hold something in store for hikers of every type.

Introducing these 32 hikes, ST provides a number of useful things for your backpack: exact routes on detailed maps including altitude profiles and many tips to culinary highlights along the routes. These hiking propositions can be found in several ways:

- Online via MySwitzerland.com/hiking in the newly created hike finder, which features zoomable maps and direct links to Google Earth for every route. The hike finder also includes 250 additional hiking propositions with the same detail.
- With the free App for iPhones, including all 32 routes with detailed maps, additional hiking information like altitude profiles or food & drink (App available by the end of April 2010 at MySwitzerland.com/mobile).
- The freshly printed brochure "Mountains and lakes." provides plenty of tips for every region with specific webcodes for MySwitzerland.com. The "Mountains and lakes." brochure is available for viewing, downloading or ordering at MySwitzerland.com/brochures.
- In addition, the event calendar at MySwitzerland.com/events features a list of all hiking events.

By the way, the Top12-walks cannot be missed: They are marked with special signage by SwitzerlandMobility and Swiss Hiking.

Switzerland Tourism

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It is our pleasure to help plan your holiday. Call us: 00800 100 200 30 (freephone).