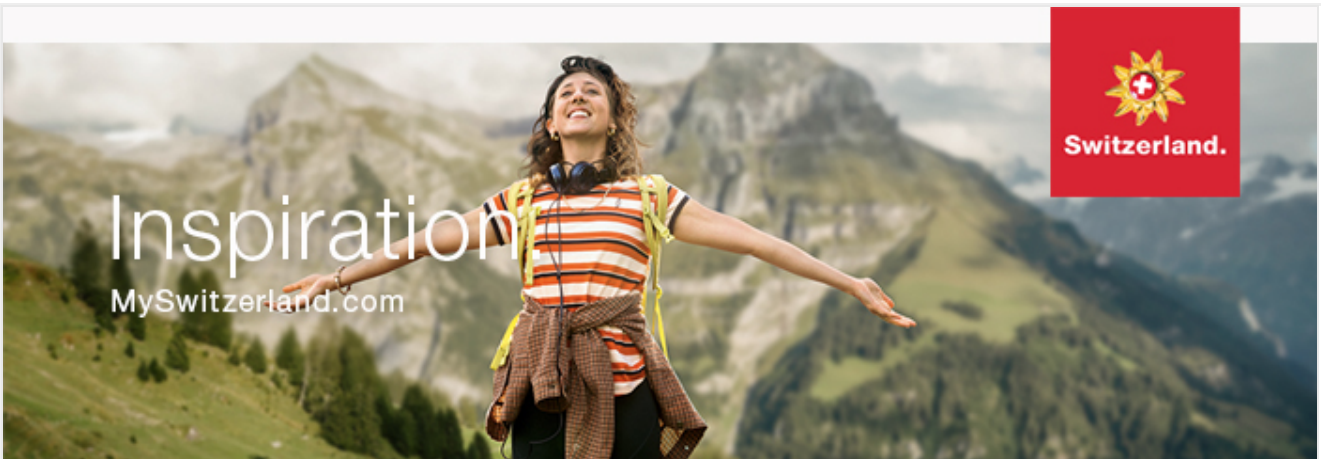


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## A mountain of news to climb or hike.

Yes, there is daylight when you get up in the morning and it's not pitch dark anymore when you get your tea at 4pm. This means that summer is around the corner and it's time to plan the stories for the warm season.

Hiking is becoming more and more trendy and there are rumours that it is the new yoga... As Switzerland is home to 65,000 kilometres of hiking trails (that's 1.5 times around the globe), we've prepared some [hiking story ideas](#) for you. Furthermore, we've collected all the news for the summer season and prepared some story ideas for you. We've also put together a selection of press trips to various regions in Switzerland. We can't wait to organise your trip or help you with your summer story idea.

So, lace up your hiking boots and climb the mountain of Swiss Story ideas.

Sara Roloff & Harry White  
Your UK Media team



## The three iconic hiking trails of Switzerland.

With 65,000km of marked hiking trails to choose from, hikes are really spoilt for choice in Switzerland. But there are three long-distance routes that belong on everyone's to-hike list: 1. The classic Via Alpina with its 14 Alpine passes and a stamp booklet, where stamps for each stage can be collected. 2. The gentle Jura Crest Trail, Switzerland's oldest trail that is perfect for easy-going hikers. 3. The wild Alpine Passes Trail which challenges with adventurous trails and rewards with breathtaking views.

[➤ Three iconic hiking trails](#)



## Join us on one of our summer press trips.

We went all out and put together six trips with an eclectic mix of story

angles: explore the Bernese Oberland in Goethe's footsteps, conquer three renowned Tour de France mountain passes on a road bike, get to see Lucerne through JMW Turner's eyes, discover trail running in the Valais, hike a stage of the iconic Via Alpina or taste the local Chasselas wine in the famous La Côte wine region. To apply for a space on one of the trips, please fill in this form and send it to [media.uk@switzerland.com](mailto:media.uk@switzerland.com).

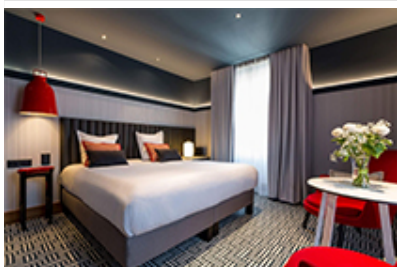
[➤ Press trips summer 2019](#)



## Summer news 2019.

Have you heard of the Fête des Vignerons? No? Then it's time to read up on it - this once-a-generation wine growers festival will definitely make some noise this summer. So will the 130th birthday celebrations for Charlie Chaplin in Vevey. On the Schilthorn in the Jungfrau Region, the 50th anniversary of James Bond 'in Her Majesty's Secret Service' will be celebrated while guests and locals in Geneva will be able to enjoy a new public beach right in the city centre. A new arts district is about to open in Lausanne and Zermatt will host the European Mountain Running Championships. And there is much more happening this summer...

[➤ Read more summer news 2019](#)



## New hotel and restaurant openings.

Zurich sees the return of the 5\* Hotel Eden au Lac after a 2-year-long renovation. Another come-back to be noted is the Schloss Schadau in Thun near Bern. The boutique castle-like hotel reopens after one and a half years with 9 rooms and suites, a bar and a restaurant. In Geneva, the new Hôtel D is going to open this summer, set in a historical building offering 57 rooms. The 5\* Grand Hotel Quellenhof in Bad Ragaz gets two new restaurants headed by Michelin starred Swiss Chef Sven Wassmer. And in Lausanne, the Moxy brand of the Marriott hotel group will open its first hotel in Switzerland.

[➤ Openings summer 2019](#)



[Media Booklet Summer 2019.](#)



[SWISS dedicates plane to event.](#)



[Train, bus, boat - hike!](#)

Our media booklet for the summer season 2019 is ready to inspire you. It contains an overview of our summer press trips, the latest news and hotel openings and of course loads of story ideas - for hikers, cyclists, for art enthusiasts and for foodies. And it provides more information on our iconic hiking trails. Furthermore, it contains information on the registration for press trips and on our travel partners. Enjoy flicking through our summer stories!

➤ **Media Booklet summer 2019**

Swiss International Air Lines gave one of its CS300 aircrafts a special livery to honour and highlight this summer's Fête des Vignerons festival in Vevey, for which SWISS is principal partner. The livery has been designed by Western Swiss artist Mathias Forbach (alias Fichtre) to mark this long living tradition. The aircraft will serve 42 destinations from Geneva including Dublin (all year round). It will carry over 150,000 passengers in its festive colours.

➤ **Swiss International Air Lines**

Stepping off, taking a deep breath of mountain air, ready to go: thanks to train, bus, boat and mountain railway, the starting point of any given hiking trip is always within easy reach. Whether in the Grisons National Park or at the Matterhorn Glacier Paradise. It's that easy to get to Swiss mountain summits. Walks, family hiking trails or mountain tours are perfect companions of public transport. So: hiking boots on, Swiss Travel Pass packed and off into the mountains!

➤ **Hikes by public transport**

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