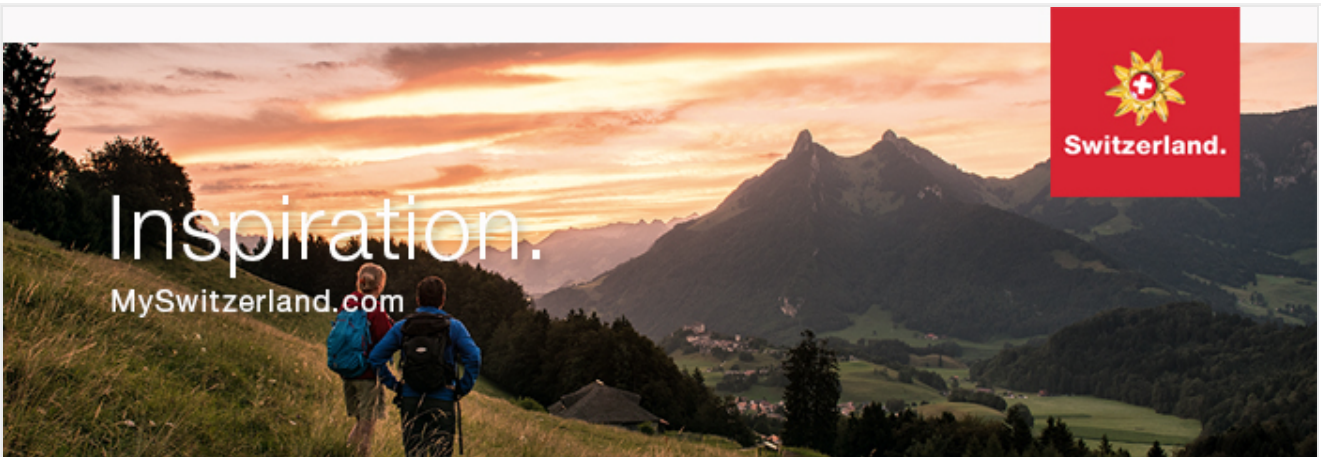


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Is hiking the new yoga?

We don't know. But we've recently read that. So we decided to have a closer look at it and did a survey among our summer guests. [Click here to see the full results of our survey 'nature as a place of longing in the digital performance society'](#).

More Brits travel to Switzerland in summer (55%) than in winter and hiking is the highest ranked activity among these guests. More than enough reason to give you some hiking story ideas. In the last newsletter, we presented the three iconic hiking trails: [the Via Alpina](#), [the Jura Crest Trail](#) and [the Alpine Passes Trail](#). Below we've listed some quirky and new story angles.

Because, as German philosopher Johann Wolfgang Goethe said: You have only been really there if going there by foot.

Sara Roloff & Harry White

Your UK Media team



Is hiking the new yoga? Survey results.

Always being online is a hallmark of today's society. Hiking is becoming an ever more important way to balance this out. What similarities and differences emerge between the UK and other Northwest European countries in terms of perception of nature as a place to relax and recover? In March 2019, Zurich-based research agency sotomo surveyed 5,340 individuals in France, Germany, the Netherlands, Switzerland and the UK. 819 respondents were from the UK. The representative online survey conducted on behalf of Switzerland Tourism enables a comparison of the countries for the first time.

[➤ To the survey results](#)



Via Alpina Hiking Pass.

Switzerland Tourism launches the Via Alpina hiking pass this summer season. Along the iconic long distance trail, hikers find 38 stamp stations at which they can get their passport stamped. Those who completed all 20 stages of the trail and got all the stamps, will receive a certificate. The passport can be ordered free of charge at MySwitzerland.com/wanderpass and is available in English, German and French. There is no end date so hikers can complete the Via Alpina in a time frame that suits them.

➤ **Hiking passport**



Can't get more Swiss - cheese hiking trail.

On the new Alpine Cheese Trail high up in the town of Engelberg, cheese lovers can discover and taste various varieties of cheese and get to know the Alpine cheesemakers in person. The cosy Alpine restaurants with accommodation options round off the experience on the Alpine Cheese Trail, which is suitable for both hikers and cyclists.

➤ **New cheese hiking trail**



Scenery good enough to eat.

Which wayside plants are edible? Which of them have healing properties? Hikers can learn all about Swiss Alpine herbs in the Aargau Jura Park, with a literal journey through the lore of suitably named herbs such as garlic mustard, hogweed and angelica. Not only are their purposes explained, but afterwards, a cookery class takes place using the herbs picked during the hike.

➤ **Herbal hike**



Press trip - trail running.

For those who want to move a bit quicker on the mountain trails, Switzerland boasts a remarkable network of trail running opportunities. The Valais region for example has developed a network of dedicated routes around the Portes du Soleil, Val d'Anniviers, Evolène and Crans-Montana resorts. Every runner will find plenty to suit his or her taste. So if you're looking for a trail running story and are eager to lace up your trail shoes, why not join us on our first ever trail running press trip?

➤ **Trail running press trip**



Press trip - road cycling over Alpine passes.

Alongside hiking, the main summer activity for British guests in Switzerland is road cycling. Especially since the Tour de France held one of the stages in Switzerland in 2016. On our press trip to the alps of Lake Geneva, you can cycle the famous Col du Pillon, Col des Mosses and Col de la Croix, visit the World Cycling Centre, UCI, in Aigle and cycle with Alain Rumpf, a passionate cyclist and ambassador for the region.

➤ **Road cycling press trip**



Switzerland Tourism annual report.

Switzerland Tourism has published its annual report 2018. The report is online only and offers the opportunity to easily search for content. Besides the financial information, it contains an overview of the campaigns, background information on visitor segments and a quiz to make the report more interactive.

[➤ Annual report](#)



SWISS door-to-door transport.

Travellers on SWISS from or to Geneva can now take advantage of the SWISS Airport Shuttle Geneva, a new door-to-door ground transport service between their home and Geneva Airport. The new option marks a further milestone in SWISS's ongoing efforts to offer its customers the smoothest air travel experience.

[➤ Swiss International Air Lines](#)



Bernina Express new from Landquart.

During summer season the Bernina Express starts now as well from Landquart. From 11. May until 27. October the premium panorama train leaves from Landquart every day at 08:37 and drives via Davos Platz to Tirano. Naturally this connection is available in the opposite direction as well.

[➤ Bernina Express](#)

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