



Switzerland.

Inspiration.

MySwitzerland.com

Do you need Summer? You need Switzerland.

We know, it just snowed and got cold again - it feels like it's been a long winter... Time to think of some sunshine and warmth. Here it comes: the swiss summer news.

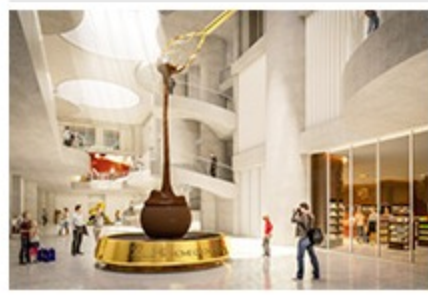
A huge opening at Zurich airport, a new railway tunnel, digital detox hikes and some sustainable travel story ideas are waiting to be discovered and written about.

We've also put together a selection of press trips with quirky story angles to various regions in Switzerland - for hikers, yogis, food and music lovers. And as always, we can't wait to organise your trip or help you with your summer story idea.

Let's get ready for summer!

Sara Roloff & Harry White

Your UK Media team



You need news. You need Switzerland.

In Zurich, Lindt will not only open the world's biggest chocolate shop but also a 8 metre chocolate fountain. In Montreux, the famous Chillon Castle will open the new Café Byron and a new English garden. In the Valais, the 1st Mountain Glow Yoga Festival will take place in the Aletsch Arena. Interlaken offers digital detox hikes and in Basel, the Fondation Beyeler will be dedicated to artist Francisco Goya. More news can be found on our media corner.

[› Summer News](#)



You need press trips. You need Switzerland.

Have you always wanted to experience the Montreux Jazz Festival? Or do you want to hike along an Unesco World Heritage site, the Aletsch Glacier? Or what about swimming through the Swiss capital, the city of Bern? The green fingered can discover the gardens of the Italian speaking region of Switzerland, the Ticino. To apply for a space on one of the trips, please fill in this form and send it to media.uk@switzerland.com. Our press trips requirements can be found here.

[› Press Trips](#)



You need new hotels. You need Switzerland.

The biggest opening of the year will happen at Zurich Airport. THE CIRCLE is the new place to be, boasting some 180,000 m² of floorspace. This city-like complex featuring a convention centre, event space, gastronomy, green spaces and with the Hyatt Regency also a new hotel. In Adelboden, the Revier Hotel will open this summer, focusing on the essentials and on offering affordable rooms. The Villars Mountain Lodge has just reopened following some major renovations, welcoming guests with 55 rooms and 142 beds available to guests.

[› Hotel openings](#)



You need sustainability. You need Switzerland.

Did you know that Laax is planning to become the first self-sufficient Alpine destination? Or have you heard of the world's first solar powered ski lift which has been used by skiers since 2011? Or have you ever asked yourself what happens to all the rubbish that skiers and snowboarders leave on the Swiss slopes? Well, if you'd like to know more of all of the above, then you're lucky. We've put together some environmentally friendly story ideas for this winter season.

[› Sustainable Switzerland](#)



Media Booklet Summer 2020.

Our media booklet for the summer season 2020 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, foodies, art and music lovers, green thinkers and city dwellers. Furthermore, it contains information on the registration for press trips and on our travel partners. Enjoy flicking through our summer stories!

[› Media Booklet](#)



Swiss International Air Lines.

SWISS offers up to 180 weekly flights to Switzerland from London Heathrow, London City, Manchester, Birmingham, Edinburgh (seasonal during summer), Dublin and Cork. Sports equipment and bikes can travel at attractive prices. SWISS also offers its customers the option of reducing the CO₂ emissions generated through personal air travel by purchasing alternative fuels or of offsetting them.

[› Swiss International Air Lines](#)



New tunnel: Zurich - Lugano in no time.

The new 15.4km long Ceneri Base Tunnel will soon become the second longest railway tunnel in Switzerland after the Gotthard Base Tunnel. It is a similar feat of engineering, meaning the journey from Locarno to Lugano takes only 30 minutes instead of an hour. Like the Gotthard Base Tunnel, the Ceneri Base Tunnel consists of two single-track tubes that are approximately 40m apart and are connected by cross-cuts every 325 meters.

[› Ceneri Tunnel](#)