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## You can travel. You need Switzerland.

Finally, we are able to say it: **Welcome back!** As of 10 July, guests (and journalists) travelling from England can go to Switzerland without having to quarantine upon returning home. We keep our fingers crossed that the situation improves further, and Scotland, Wales and Northern Ireland will follow soon. Switzerland will open its borders to Ireland on 20 July. We can't wait to have all our British and Irish guests back - and of course you, our favourite journalists! So, sharpen your pencils and pack your bags - we put together all relevant information as well as story ideas and press trips for this summer and autumn.

And this is not the only big announcement we have. After 6 years, Sara Roloff will hand over the communication of Switzerland Tourism in the UK and Ireland to [Myriam Ziesack](#). Myriam together with Harry White will be looking after you from now on. Please scroll down to get to know Myriam a bit better and to read Sara's good-bye message (get the handkerchiefs ready).

We're so happy to have you back and can't wait to work with you on many summer stories!

Sending you best wishes,

Myriam Ziesack, Harry White & for one last time, Sara Roloff  
Your UK Media Team



## Hello from Myriam.

I'm delighted to represent Switzerland in my new role and I am thrilled to get to explore 'another home away from home'. I was until recently based in Singapore for five years as Head of Corporate Communications Asia-Pacific for the Lufthansa Group (Swiss International Air Lines being part of it). During this time and while travelling quite extensively, I learned a lot about how strong Switzerland as a brand is perceived abroad and it always

filled me with great pride to call Switzerland with its values, traditions and beautiful landscapes my home country. I am very much looking forward to support you, together with the team, in order to make your next story about Switzerland happen and hope to meet you in person soon. If you want to get in touch, my email address is: [myriam.ziesack@switzerland.com](mailto:myriam.ziesack@switzerland.com)

[➤ More information on Myriam](#)

## Switzerland is waiting for you.



As of 10 July, guests travelling from England can travel to Switzerland without facing a quarantine upon return. Fingers crossed, that Scotland, Wales and Northern Ireland will open soon. Switzerland opened its borders on 15 June to all Schengen countries and the UK. The borders to Ireland will open on 20 July. All tourism infrastructure is open again and a new Clean & Safe label is helping guests who might feel wary. In restaurants, group of more than 4 persons have to leave the contact details of one person to ensure traceability in case of new infections. The current social distance rule is 1.5 meters. Masks are mandatory on public transport as of 6 July nationwide. In some cantons (currently Vaud and Jura), masks have to be worn in shops too.

[➤ Current situation in Switzerland](#)



## Million Stars Hotel.

In summer 2020 and 2021, guests can spend the night at extraordinary natural sites all over Switzerland. All over the country, pop-up hotels in unusual locations will open their doors. And they all have one thing in common: every accommodation provides an unrestricted view of the night sky (indoors or out) and therefore has a million stars. Guests will be able to enjoy the spectacular Swiss countryside in exclusive and intimate settings, away from the hustle and bustle, ranging from comfortable to adventurous. Approximately 50 Million Stars Hotel rooms will be bookable from July until October (shorter on higher altitudes) across all regions of Switzerland. Prices start at £68 for two PAX including breakfast, online bookable at: [MySwitzerland.com/millionstarshotel](http://MySwitzerland.com/millionstarshotel)

[➤ Press Release Million Stars Hotel](#)



## Hotels offering 48 hours cancellation.

Uncertainty is probably going to be one of the aftermaths of the Corona virus. Many are expected to be hesitant to book holidays out of fear that the situation changes and they can't travel. In order to meet this insecurity, more than 300 hotels in Switzerland offer their guests free cancellation until 48 hours prior to arrival. This offers guests the flexibility needed and gives them peace of mind regarding their planning. Switzerland Tourism initiated this offer as part of the national tourist board's recovery plan and it is valid for bookings done directly with the hotel.

[➤ Hotels with 48-hours cancellation](#)

## Press trip: Remote re-energising, 10-13 Aug.

Join us on a special adventure through the unique surroundings of Aletsch. It is the perfect secluded area to recharge as it is known for its natural



energy. We'll hike the Aletsch Glacier Trail, with unimpeded views of the largest ice flow in the Alps. We'll go for early morning wildlife spotting, stay at the nature reserve centre Villa Cassel. Surrounded by 40 4,000m peaks and among some of the oldest trees in Switzerland, we'll find out why this UNESCO World Heritage Site is so special.

[› Press trip Aletsch](#)



## Press trip: The capital of leisure, 26-29 Aug.

First of all, yes, Bern is Switzerland's capital (not Zurich or Geneva). And believe us, it's the world's most relaxed capital. They say that the clocks just tick a bit slower in Bern. On this press trip, you'll discover the 'capital of leisure' on a city trip with a difference. We'll take you on a swim in the river Aare. You'll be literally swimming through the city (no worries, you can swim with your mouth open). And you get to see how close to nature the city is - on a visit of the Gantrisch Nature Park with forests, meadows and canyons where we'll have dinner under the stars, sampling local delicacies.

[› Press Trip Bern](#)



## Your Swiss summer stories.

Need a story idea for your travel pages? Or want to pitch something special to an editor? We've created a collection of short story ideas for you; be it digital detoxing in a Swiss forest (don't we all need that after all the zoom meetings?!), a hotel preserving a bee population, the world's largest chocolate fountain, Switzerland's first immersive art hall project or even the world's highest lying drive-in cinema. There are plenty of angles ready to be discovered. And the team is happy to help with any information you need.

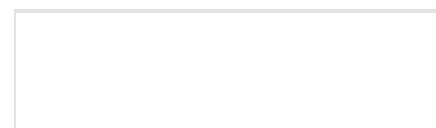
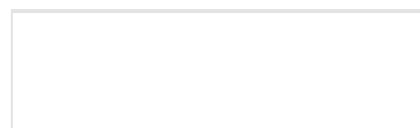
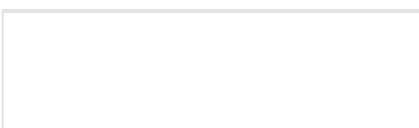
[› Summer story ideas](#)



## Ciao for now from Sara.

Six and a half years full of stories, events, laughter, discussions, press trips, the odd pint and so many unforgettable moments. A heartfelt thank you for being the most amazing bunch of journalists a PR could wish for. I absolutely loved working with you and the fact that in the UK and Ireland, the relationship between journalists and PRs is a true collaboration on eye level - and a lot of fun of course. I'm sad that I won't get to say goodbye to many of you in person – but no worries, I will be back once in a while. I'm going to work on projects with Head Office, before I'm taking on my new role as Director Japan for Switzerland Tourism in October. This means that I'm staying with the company and will keep my email address: [sara.roloff@switzerland.com](mailto:sara.roloff@switzerland.com). So, drop me a line whenever you feel like having a chat. Already missing you all!

[› Stay in touch](#)





## More Switzerland press trips.

We are currently working with our partners on many more press trips for you. Some of them already have confirmed dates, some will be announced shortly. Besides the trips introduced above, there's an international cycling trip in August, a trip to discover Swiss autumn and one around Swiss Historic Hotels in October and a trip to the opening of the Eiger express in December.

[➤ Upcoming press trips](#)



## Swiss International Air Lines.

SWISS published its flight schedules up until 24 October. The range of services will steadily be extended from both Zurich and Geneva over the next few weeks and months. This includes its services to Heathrow, Manchester and Edinburgh. In July, Swiss will resume its service to Cork and further expand the service to Dublin. Wearing a mask onboard is mandatory as of 6 July.

[➤ Swiss International Air Lines](#)



## Swiss Travel System.

Since beginning of June, touristic transportation is running again and the Glacier Express resumed operation on 20 June. The Gotthard Panorama Express has been running since 5 July. Due to the increasing demand, the Glacier Express (started with the two trains 902/903) will add two more trains (904/905) from 21 July. Masks are mandatory on all public and touristic transportation as of 6 July.

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