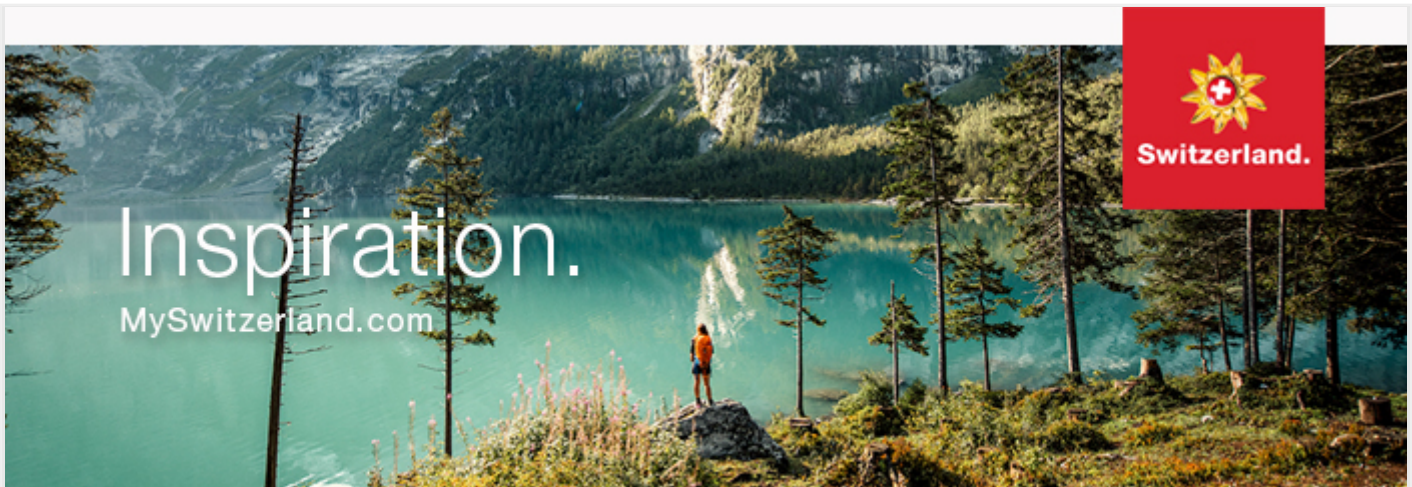


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You need stories. You need Switzerland.

Even though it's not entirely clear how and when British & Irish guests can travel again, we are slowly looking into the possibilities of how future travel will look like. Cleanliness and safety are very important for many who are looking into travelling soon. Therefore Switzerland Tourism has launched the Clean & Safe campaign.

While feeling safe will be a prerequisite, the act of travelling will be exciting after the lockdown - the journey itself and changing perspective become the main attraction. That's why we've put together some story ideas on how to experience Switzerland by train and (e-)car. We also compiled information on how to travel to Switzerland via road and rail.

The Switzerland Tourism team is still working from home but we are always here for you whenever you have questions or want to start planning press trips. We are currently waiting for the information as to when the Swiss borders will open to travelers from non-Schengen countries. We're keeping updated on the British & Irish quarantine. The latest information about situation in Switzerland can be found at the end of the newsletter or [here](#).

Please let us know if there is anything we can do to support.

Sending you best wishes,

Sara Roloff & Harry White
Your UK Media Team



Switzerland launches Clean & Safe campaign.

The Swiss tourism industry launches its 'Clean & Safe' campaign. The campaign, consisting of an information platform and a label, was initiated by Switzerland Tourism as part of its 'Recovery Plan'. The 'Clean & Safe' label signifies to guests that tourism service providers have made a conscious commitment to comply with protection guidelines. The

information platform provides deeper insights into concrete measures taken. The aim is to strengthen guests' confidence in Switzerland as a safe and clean travel destination.

[› Press Release](#)



From the UK to Switzerland by train or (e-)car.

Some guests might be hesitant to travel via airplane in the coming months. Travelling by train or car might be an attractive alternative? There are frequent train services between London and Zurich with one change in Paris. By (e-)car, the journey from UK to Switzerland takes less than 9hrs. Not only does travelling by train and (e-)car provide more legroom, but it also offers a new and different perspective.

[› Rail or road trip to Switzerland](#)



Grand Train Tour - 1,280 kilometres of beauty.

On the Grand Train Tour of Switzerland, panoramic trains take guests to all the highlights and sights in Switzerland. There is no prescribed direction or duration. Guests can hop on and off wherever they please. With a new app guests can choose their dream route and discover all must-sees. As a playful add-on, they can collect stamps and benefit from great offers.

[› Hop on the Swiss Trains](#)



Picnic on the E-Grand Tour of Switzerland.

Everyone loves a good picnic. That's why we've put together our favourite picnic spots along the Grand Tour of Switzerland. The no.1 road trip of the Alps is entirely set-up for e-cars and leads across a 1,000 mile loop through the entire country. If road-trippers suddenly feel peckish here is the list with the most beautiful picnic areas along the Grand Tour of Switzerland.

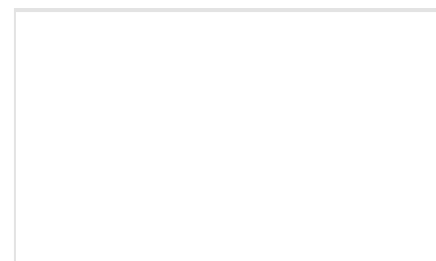
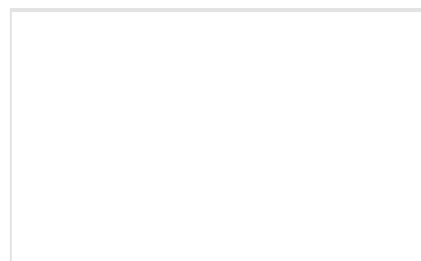
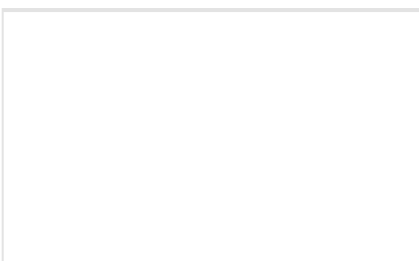
[› Bon voyage & bon appétit!](#)



It's all a matter of perspective.

The aphorism 'It's all a matter of perspective' also applies to the well-known sights in Switzerland like the old town of Bern. There are many gems of medieval architecture to discover along the 6 km of limestone buildings and medieval arcades. We share 15 tips where guests can change or reverse the usual perspective and thus gain new impressions of a familiar destination.

[› New perspectives](#)





Current situation in Switzerland.

Switzerland has moved towards the new normality. Hotels, museums, shops and restaurants have reopened. Mountain railways and tourist attractions are set to resume business on 6 June and events for up to 300 people will also be allowed to take place again. The opening of the borders with Austria, France and Germany is scheduled for 15 June and for all other Schengen countries the borders will open by 6 July latest. The border opening for non-Schengen countries has not yet been communicated.

[› Situation in Switzerland](#)



Swiss International Air Lines.

SWISS started to gradually expand their flight schedule from June. Travellers will continue to benefit from their flexible rebooking options. SWISS has been operating a daily flight between Zurich and London throughout the lockdown period. This is now increased to 11 flights a week between Zurich or Geneva to London. In addition, SWISS will operate one weekly flight between Zurich and Edinburgh and up to 4 flights between Zurich and Dublin.

[› Swiss International Air Lines](#)



Swiss Travel System.

From 8 June 2020, touristic lines such as premium panoramic trains, mountain railways and boats will also be operating again. The Glacier Express will resume operation on 20 June. This means the return to normal operation to a large extent. Services such as on-board catering, group reservations and luggage transport will also be possible again. These offers and services were added to the protection concept for public transport which remains in effect until further notice.

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