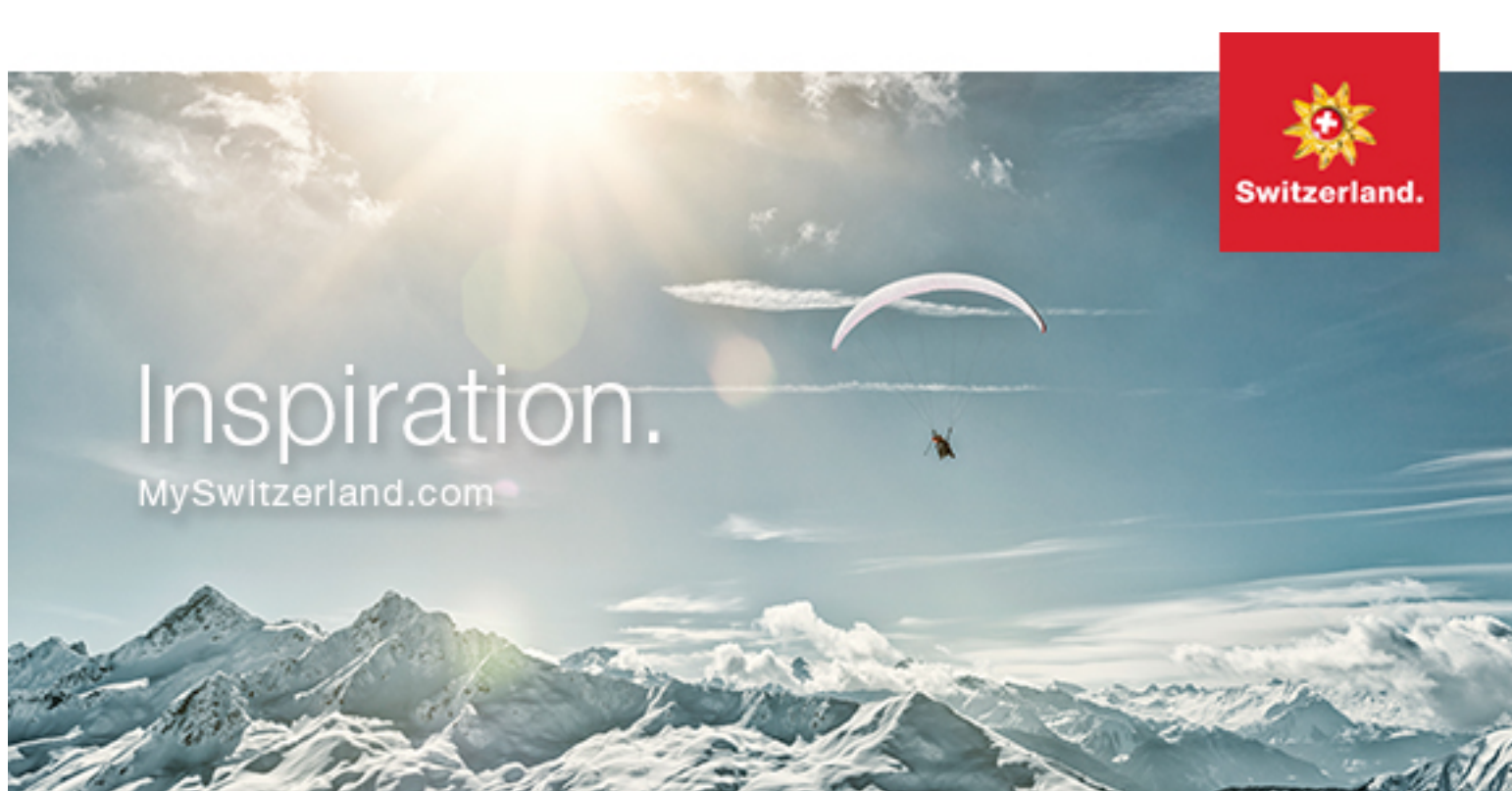


If this message is not displayed correctly please click [here](#).

[UK Media Corner](#) [MySwitzerland.com](#) [Swiss Federal Office of Public Health](#)



Experiences without an expiry date.

Dear media friends,

In times when future plans are uncertain and unclear and we have to exercise patience once more, reminiscing can be all the more enjoyable. Read about Lucy Walker, the British mountaineer and first woman who climbed the Matterhorn, 150 years ago!

As usual, we have compiled some inspirational story ideas: While most of us might prefer taking a dip in one of the Swiss rivers or lakes during summer, the hard-headed ones rejoice in this habit all year long. In any case, the good thing about all of these activities is, they come without an expiry date and can be experienced any time!

And while you can swing along listening to our Spotify list we have created in honour of many British artists with a musical connection to Switzerland, we managed to make life in 2021 at least a tiny bit easier for you: Switzerland Tourism now offers easier access to its picture database.

With our best wishes,

Myriam, Harry and Katrin
Your UK media team



First woman on Matterhorn.

150 years ago, the British mountaineer Lucy Walker became the first woman to reach the top of the Matterhorn (4,478 m). Her ascent was a milestone in the history of female mountaineering and happened only 6 years after her countryman Edward Whymper had first scaled the king of the Alps. 1971 was thus a highly important year for female climbing. There will be more to come about this topic in this jubilee year.

[Read more about Lucy.](#)



Exceptional winter lodging.

From pods, to igloos and wine barrels, there are no boundaries when it comes to different types of cosy accommodation that keep guests warm during the Swiss winter. For those who are not afraid of heights there is even a tree house on offer. The innovative and unusual places to stay can turn one's visit into a real adventure. Check out all the options to be ready for when travelling is possible again.

[Extraordinary lodges.](#)



Off the beaten piste.

In winter, it is easy to find activities far away from the crowds. **Cross country skiing** and **snowshoe hiking** are only two examples of great alternative winter activities which can be enjoyed alone or in small groups. For all the ski enthusiasts, **ski touring** might be worth a try and the ones who prefer a quieter activity can enjoy **ice fishing** at one of the many beautiful mountain lakes.

[I need Switzerland.](#)



Ice, ice, baby.

Floating down a river and diving into a lake during the summer months is a very popular activity in Switzerland. Jumping into the lake when it is minus degrees is however a completely different story - an activity not for the fainthearted. Besides being in the fresh air, winter swimming also provides health and well-being benefits. For the 73-year-old Antonia the temperature is never too low to dip her toes in Lake Zug.

[Get inspired by her story.](#)



Swiss cities go virtual.

Travelling to Switzerland from the UK is unfortunately impossible at the moment but some Swiss city partners have found a creative solution for this problem – virtual experiences. Now is the time to get inspired and prepared for your next trip to Switzerland. Enjoy virtual city tours of **Lucerne**, **Basel** or **Chur** from your sofa. And for all the history lovers, **Fribourg** has created an engaging medieval tour of the city.

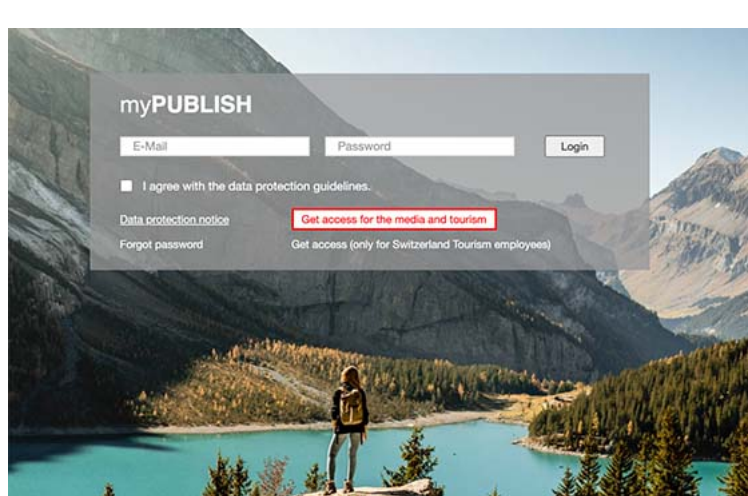
[Discover Swiss cities.](#)



UK hits with a Swiss twist.

Over the past few years, many musicians picked Switzerland as their place to record, perform or to spend the rest of their life at. Queen and Deep Purple are just two examples of well-known bands to mention. One particular event has played a major role in Switzerland in welcoming and inspiring artists since the late 60s – the Montreux Jazz Festival! Shuffle the Spotify playlist we put together for you and try to guess the connection!

[Have a listen.](#)



Easy access to imagery.

The platform "mypublish" provides a great collection of Swiss images and can be directly and easily downloaded for touristic use. We kindly ask you to pay attention to the terms and conditions and the copyrights of the pictures. Of course, the media team is always happy to help with image requests of all sorts, just get in contact with us.

[Create an account.](#)



Travel update.

Check out our Media Corner for the latest updates on travel restrictions and regulations within Switzerland. Get also more information about our Clean & Safe Label, for tourism businesses to showcase their measures to guarantee highest standards for everyone to safely enjoy Switzerland.

[Check the current measures.](#)



SWISS.

SWISS is currently offering flights from the UK to Zurich and beyond to Geneva. Given the uncertainty, the airline extends its free rebooking offer and the Coronavirus Info Hub informs about the latest safety requirements and travel regulations. Wearing a mask on board is mandatory.

[Further information.](#)



Swiss Travel System.

Why waiting until next winter? The delightful white beauty is now there to savour 365 days a year on the Schilthorn - Piz Gloria. With the access to the permanent snowfield, the precious element becomes touchable and tangible even in the summer months.

[Touch snow 365 days a year.](#)



This e-mail was sent to: [email address suppressed] - This Newsletter has been sent to you with your prior consent. Should you no longer require this service, you can **cancel** your subscription at any time. Text and photos for events listed here were prepared and uploaded by regional/local tourist offices, therefore Switzerland Tourism can accept no responsibility for them. The prices of all offers in Swiss francs are definitive. Prices given in foreign currencies are for guidance only. These are subject to the usual exchange rate fluctuations. Prices and programmed events are subject to change.

Our Premium Partners

