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## Sustainability - a part of our DNA.

Dear media friends,

There is a scent of spring in the air which not only promises the prospect of being able to spend more time outdoors but also sparks hope for a time when we can free our passports from that layer of dust.

The last months that have brought solitude and contemplation for many, might also have made people think about their expectations for future holidays. Switzerland as a destination has always been known for a prudent, resource and environmentally friendly zeitgeist. The launch of 'Swisustainable', a long-term sustainability programme, raises awareness and together with the industry, it has the aim to ensure a fully sustainable travel experience.

This edition therefore entirely concentrates on this specific topic and we hope we can bring across one or the other inspiring story idea about travelling to and around Switzerland.

Best regards,

Myriam, Harry and Katrin  
Your UK media team



### The dawn of a new era.

Authenticity, proximity to nature and considerate consumption have become more important factors when planning a holiday. With the new sustainability strategy 'Swisustainable', an effective movement together with the entire Swiss tourism industry has just been launched. Thereby the first big step towards securing the long-term success of Switzerland as a travel destination and to become a leading sustainable destination by 2023 has been taken.

[Find out more.](#)



### Travel the Via Francigena.

In the year 990, Sigeric, the Archbishop of Canterbury, returned to England from Rome on the pilgrims' path crossing Switzerland via the Jura and the Alps. The route was named Via Francigena and developed into one of the most important and most spectacular pilgrims' routes in Europe. Hiking in the footsteps of the Archbishop is all about slow, mindful travel and experiencing the culture and natural beauty along the route.

[Explore the route.](#)



### Sur la route verte.

Crossing Switzerland in one week from north-east to south-west by e-bike is possible on 'la route verte' (the green tour). The route takes one from winegrowers and their grapes through undiscovered places to local farmers and musical instrument makers. The tour is 470km long and starts in the Swiss German speaking city of Schaffhausen, passes through six Swiss Nature Parks and finally ends in the French speaking city of Geneva.

[Get on your bike.](#)



### 'Fait su' in Valposchiavo.

Presenting the entire production chain transparently, from produce through production to the enjoyment at the table is the approach of one valley in the Bernina region. The project '100% Valposchiavo' was initiated to offer a unique dining experience while enjoying the good things right where they were produced. 12 local restaurants are taking part and declare where their ingredients come from and offer at least three dishes entirely 'Fait su' in Valposchiavo, meaning produced right here.

[Get inspired.](#)



### Nature is luxury.

The Whitepod eco-luxury hotel is the living proof of environmentally friendly hospitality. Saving water, recycling waste and purchasing locally is part of their strategy to keep their environmental impact as low as possible. The quirky shape of the pods has not only been an aesthetic choice but also a resource and energy saving one. Located in Valais, the hotel is the perfect eco-friendly base for an Alpine adventure.

[Discover more.](#)



### Responsible fine dining.

Sustainable consumption is taken to another level at the hotel Alpina in Gstaad, where fine dining is not only extremely delicious but also good for the planet. The Alpina's whole kitchen crew is committed to reducing food waste, celebrating seasonal ingredients and supporting local producers. Their latest innovative additions to the menu are zero-waste Pasta and Pizza, both made from leftover bread.

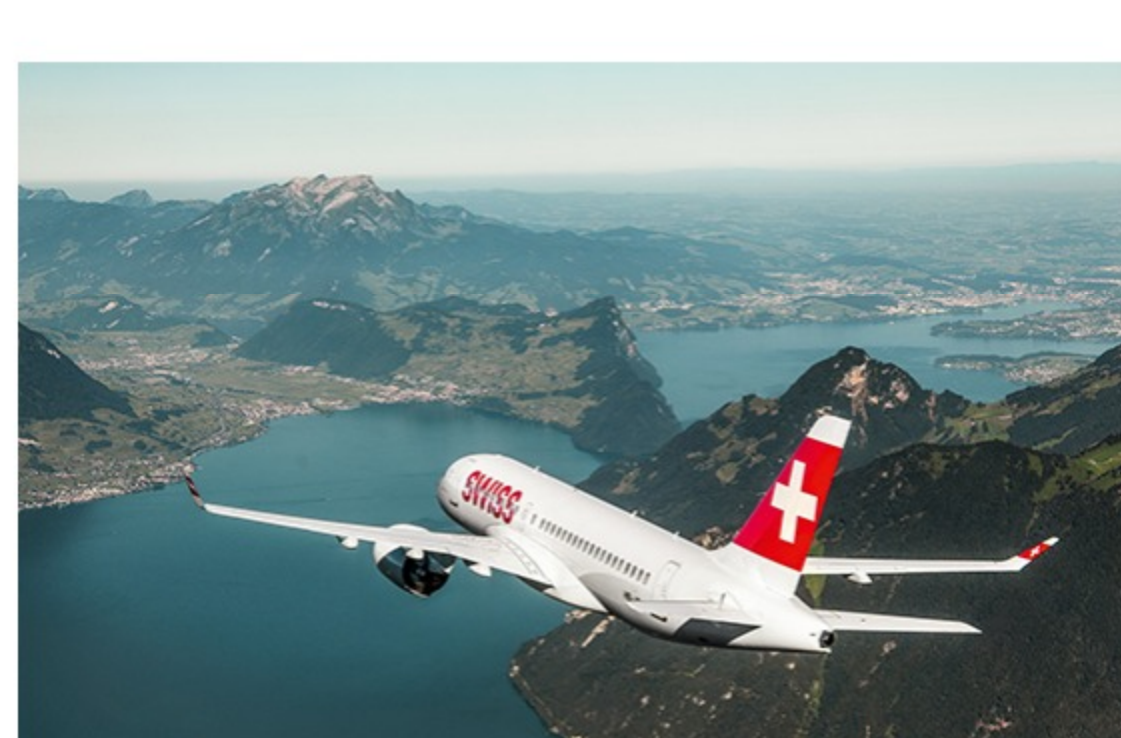
[Getting hungry?](#)



### Swiss Travel System.

90% of all the electricity used to run Swiss trains is generated from hydropower. The mission of the Swiss Federal Railways is that by 2025 all required electricity will be generated from renewable sources to contribute substantially to sustainable mobility in Switzerland. Only cycling and walking are more sustainable ways to explore Switzerland's beauty.

[Travel Green.](#)



### SWISS.

In partnership with the Swiss climate protection organization 'myclimate', Swiss International Air Lines offers its customers the option of offsetting their flights CO2 emissions by donating to climate protection projects and purchasing alternative fuels. It enables every customer to take responsibility for their actions and contribute to a more sustainable aviation industry.

[Compensaid now.](#)



### Travel update.

Check out our Travel 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.](#)



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