

Of stars and starlets.

Dear media friends,

We are happy to announce that in the next couple of days, you will be receiving our media summer booklet with some inspirational content and story ideas for Switzerland for the upcoming months.

But you don't have to wait until the booklet arrives as we have compiled some ideas for you in this newsletter already. From Heidi to Sir Ernest Cassel, from William Tell to stars like Roger Federer, it's all in there.

Best regards,

Myriam, Harry and Katrin
Your UK media team



Heidi - the girl of the Alps.

In 1881, exactly 140 years ago, the second part of the famous story of Heidi, the Swiss mountain girl, was published by Johanna Spyri. The classic childrens novel tells the adventurous story of the young orphan, Heidi, who is sent to the Swiss Alps to live with her grandfather. The book has been such a success that it was translated into more than 50 languages and several movies had been produced, including one by the BBC with Emma Blake in 1974.

[Read more about Heidi.](#)



Villa Cassel.

In the early 20th century, the English banker Sir Ernest Cassel chose the Fiederalp for his summer retreat and built his residence, the Villa Cassel. After Sir Cassel's lifetime, it was run as a hotel for decades. For more than 40 years, it has been home to an environmental education and conservation centre, the Pro Natura Center Aletsch. Since its refurbishment in 2019, the centre is operating carbon neutral and is therefore a flagship for sustainable travels.

[Further information.](#)



Climb the Swiss peaks by bike.

Do you fancy 3 days of road cycling in the Lake Geneva Region, taking in the breathtaking scenery on the most famous climbs? From 24th to 28th of June, a road cycling trip to one of the most beautiful areas of Switzerland is taking place including the climbs of the peaks 'Col des Mosses', 'Col du Pillon' and the crown jewel, 'Col de la Croix'. If road cycling is not your cup of tea, check out our media corner for other media trips this summer!

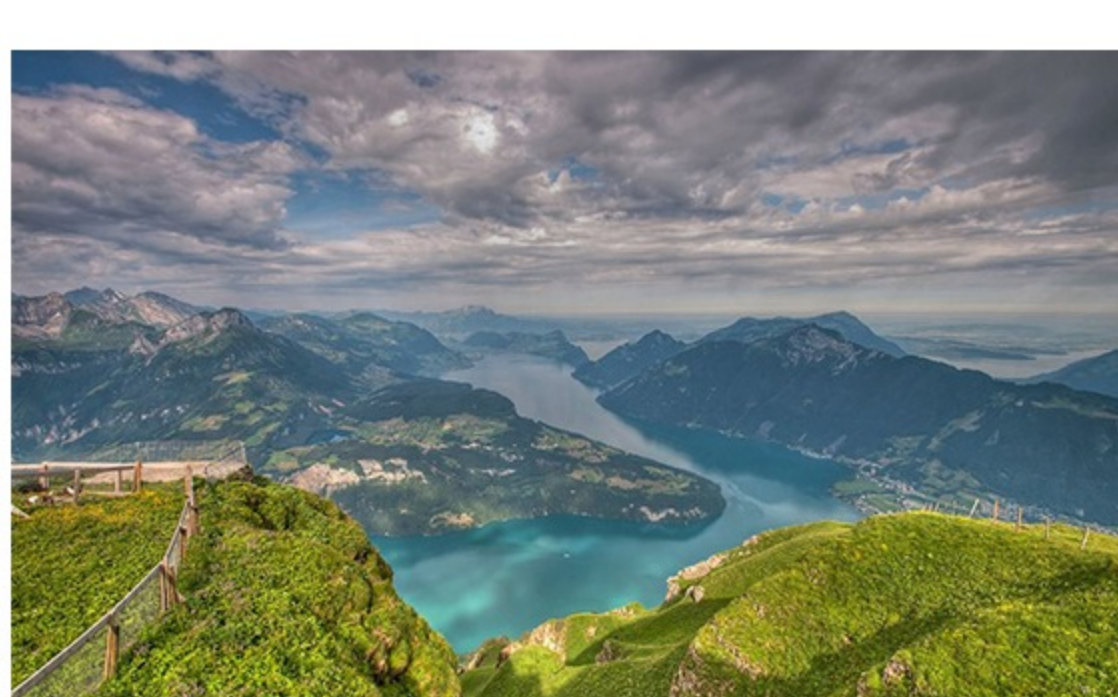
[Our summer press trips.](#)



Michelin Star on campus.

Located on the campus of the Ecole hôtelière de Lausanne, regarded as one of the best hotel management schools globally, is the restaurant 'Berceau des Sens'. The restaurant was awarded its first Michelin Star in 2019, confirmed in 2020 and holds a 16/20 rating in the Gault&Millau gastronomy guidebook. The prestigious EHL campus unites Swiss service excellence, academic & research facilities and a gourmet experience.

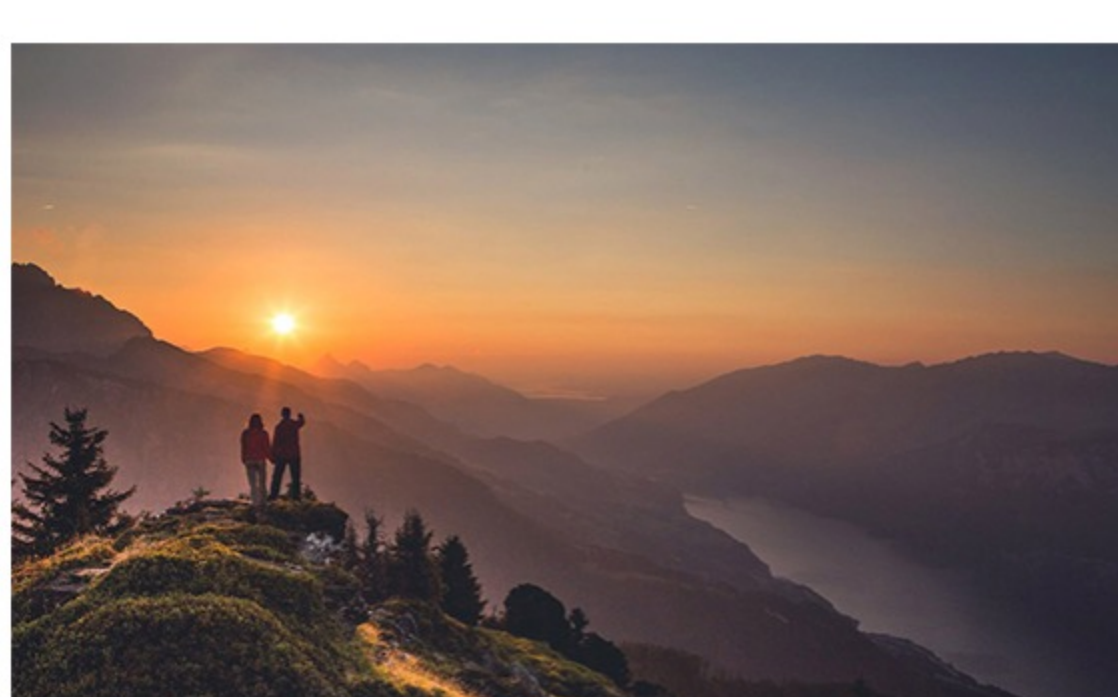
[Getting hungry?](#)



In William Tell's footsteps.

Ready for some Swiss history? The 'Tell Trail' is a new long-distance trail in Central Switzerland that starts in the mystical birthplace of William Tell. The hiking trail connects 5 iconic peaks, traverses idyllic mountain lakes and historic villages. The individual stages can be shortened with mountain railways such as the steepest cogwheel railway in the world or the oldest mountain railway in Europe.

[Follow Tell's history.](#)



Cause we care.

The sustainable tourism initiative 'Cause we care' allows Swiss tourism businesses and travellers to get actively involved in climate protection. When purchasing a touristic service or product, customers get the opportunity to voluntarily pay a small amount for climate protection and sustainability. These contributions are then invested into carbon offset projects. The Tschuggen Hotel Group is a great example of an accommodation provider that offers this option to all guests.

[Find out more.](#)



I need the perfect shot.

After years of positively representing Switzerland through his sporting excellence, Roger Federer has now become an official brand ambassador for the destination of Switzerland. He's entering into a long-term cooperation with the Swiss national tourism board, Switzerland Tourism. The common goal: attracting guests to visit Switzerland with its energising nature. Ace!

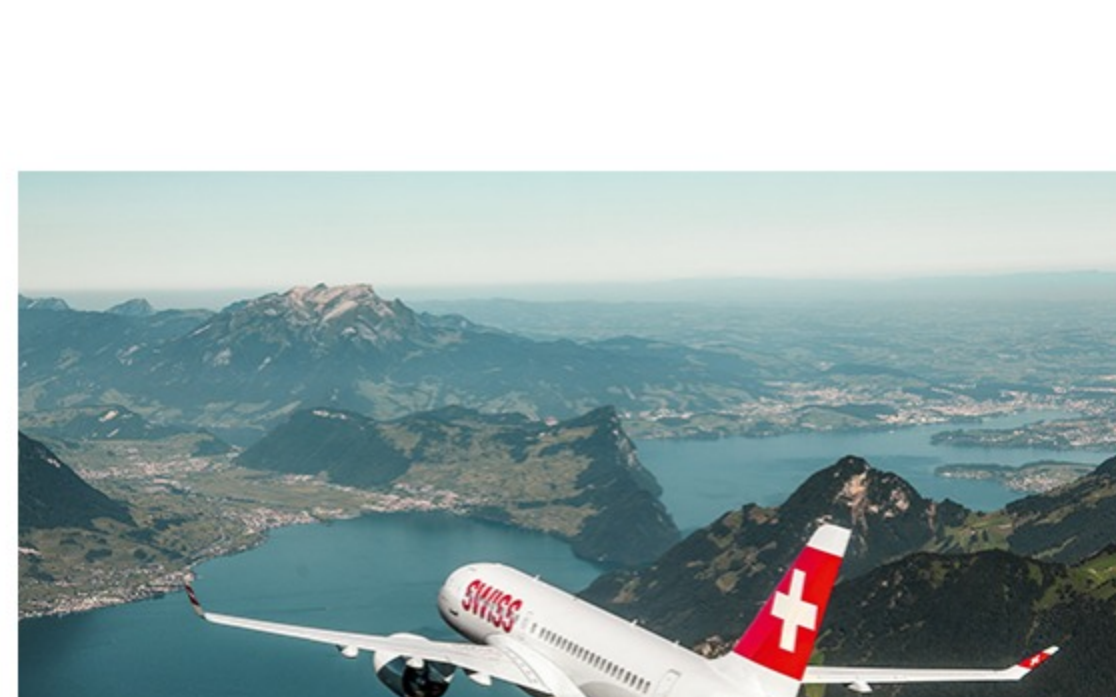
[Roger's travel tips.](#)



Swiss Travel System.

The Treno Gottardo is modern and historic in one, ideal for travellers who fancy bustling cities, historic buildings such as nature and leisure activities. It is equipped with a bistro zone and family area and runs hourly from Zurich, Basel and Lucerne to Locarno. Guests travel along lakes and mountains over the historic Gotthard panorama route right into the sun-kissed corner of Switzerland.

[Get on board.](#)



SWISS.

Swiss International Air Lines offers weekly flights from UK and Ireland to Geneva and Zurich. Return fares start from £85 with only hand luggage and from £145 including checked baggage. SWISS offers its customers the option to offset their flights CO2 emissions by donating to climate protection projects and purchasing alternative fuels. For a greener future!

[Fly SWISS.](#)



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