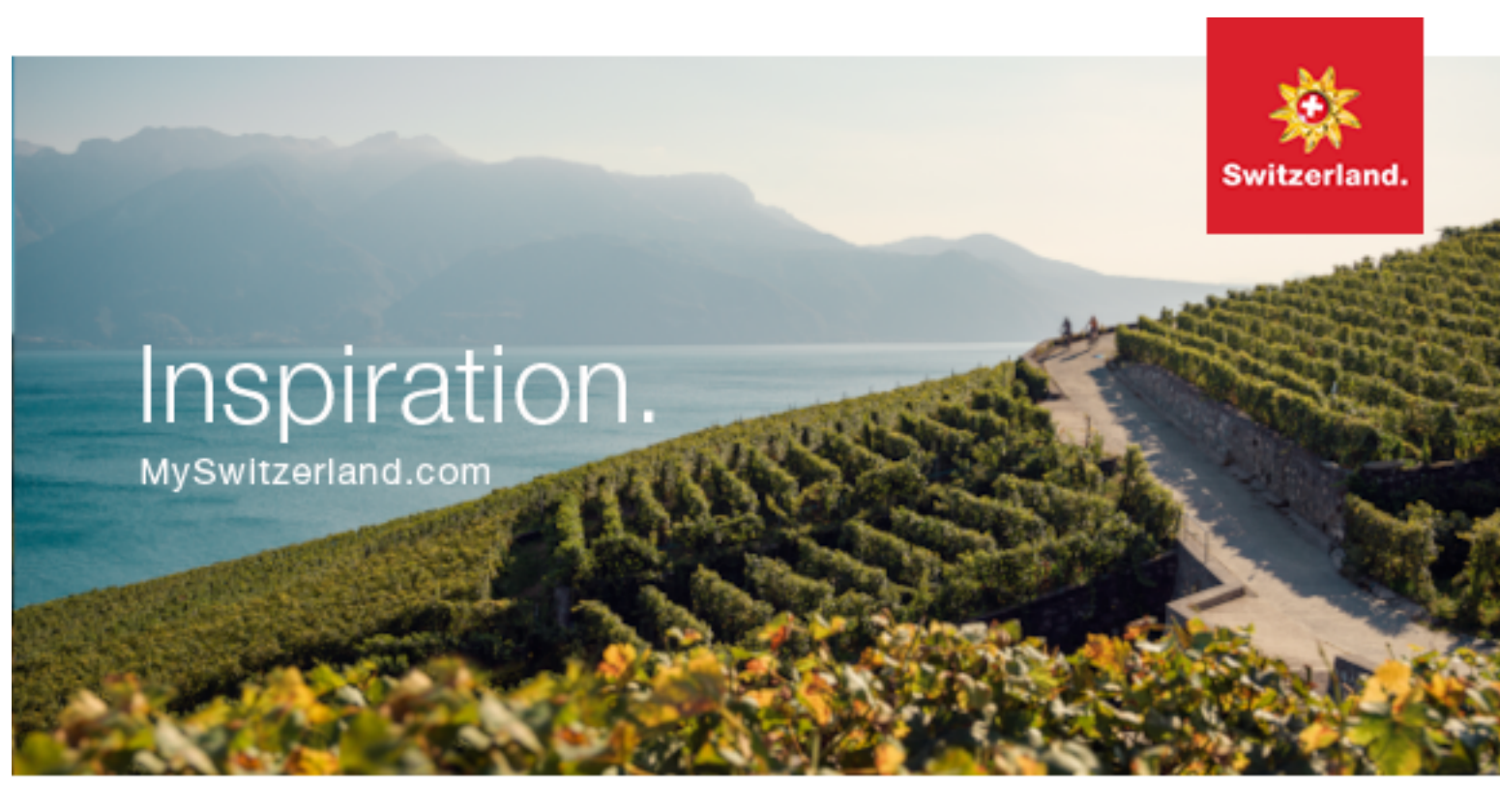


If this message is not displayed correctly please click [here](#).

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



Inspiration.
MySwitzerland.com

Switzerland, here we go.

Dear media friends,

After months in lockdown and speculation about a release date, since 19th July 2021, travelling to Switzerland is possible for fully-vaccinated holidaymakers without having to quarantine on the way back. Find the details and of course a lot of inspirational content for you in this newsletter edition.

We have two media trips lined up and, please, do participate in our poll regarding the print version of our media booklets.

We can't wait to support you working on your next story or trip to Switzerland.

Best regards,

Myriam, Harry and Janine

Your UK media team



Flashback: Swiss Anglo connections.

Britons have always been fascinated by the Swiss Alps and vice versa the Swiss about island life! A few Swiss families and individuals emigrated to England during early 18th century, but it wasn't until the late 19th century when a Swiss community evolved around Leicester Square in London. Swiss Anglo connections are still visible to this day!

[Have a read.](#)



Media booklet.

We're changing the way we distribute our seasonal media booklets to take a proactive stance on sustainability and waste. You will now automatically receive a digital copy direct to your email inbox twice a year - with all of the usual news, events & trips. We're happy to send you a printed version too. All we ask is that you register below - this way we know you definitely want the printed version too.

[Register.](#)



Media Trip: hiking in the Jungfrau Region

Are you eager to get back to Switzerland? Do you want to discover the hiking trails of the Jungfrau Region and see first-hand the new Eiger Express cableway? The gateway to the majestic Jungfrau-Joch-Top of Europe and home to the highest railway station in Europe is waiting to be discovered. We have a couple of spaces remaining on this trip from 10-13 August.

[Apply here.](#)



Media Trip: your first 4000m peak.

Have you always wanted to conquer a 4000m peak? Join a small, women only group to experience an introduction to mountaineering. In the Saas Valley lies the spectacular Allalin mountain and it's absolutely suitable for budding summiters. With the company of a mountain guide and good weather you will be able to successfully achieve this once in a lifetime experience. The trip runs from 17-20 August.

[Register.](#)



For a stay with a clear conscience.

Swiss hotels have always been at the forefront of the trend on sustainability. With the use of locally sourced materials, products from suppliers in the region and a forward-looking energy concept, the hotel Valsana in Arosa ensures that guests enjoy their stay even more.

[Find out more.](#)



Ice cream galore.

Ice cream and a Swiss summer belong together like a cuppa and England (milk first or not). Did you know ice cream in the UK was introduced by a Swiss from Ticino in the 1800s? To this day, some of the most interesting flavours can still be found in the region. Think of the taste of the characteristic wine, Merlot del Ticino, in its frozen version in a cornet wafer. Every year, new flavour creations and pop-up vending spots vie for customers. Find the best ones in Zurich, Lausanne and of course in Ticino.

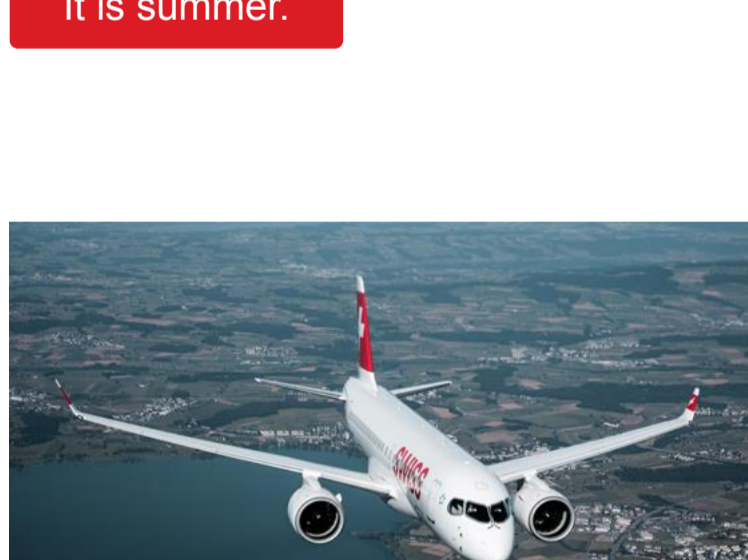
[It is summer.](#)



Swiss Travel System.

There is no road that leads to this small strip of land that is bounded by the lake on the one side and the rock faces of the Churfirsten mountain chain on the other. Quinten can only be reached on foot or via boat. Imagine a climate of Mediterranean flair where grapes, figs and even kiwis grow. A boat cruise to this car-free village in the heart of Switzerland is a unique experience.

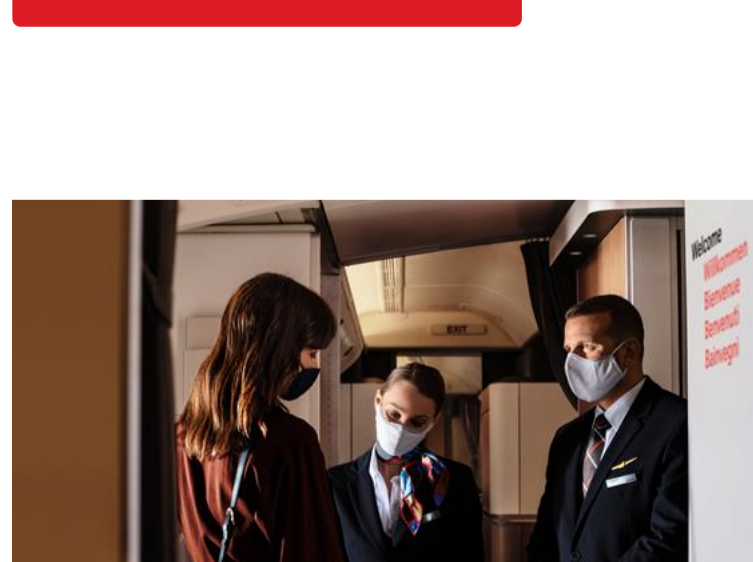
[No road to Quinten.](#)



SWISS.

Swiss International Air Lines offers weekly flights from the UK and Ireland to Geneva and Zurich. SWISS does not require a PCR test from travellers to board the plane leaving the UK. It is recommended to calculate enough time for potentially longer check-ins and queues. All the current information and latest offers can be found on www.swiss.com.

[Travel and Corona.](#)



Travel Situation

The waiting has come to an end: Switzerland is welcoming fully vaccinated travellers from the UK since 19th July. There is no quarantine required anymore on the way back into the UK, two Covid tests however remain in place. Further, some airlines might have different rules when it comes to PCR tests that are needed in order to board the plane and it's advisable to check these details well in advance.

[Travel check.](#)



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