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## The winter after hibernation.

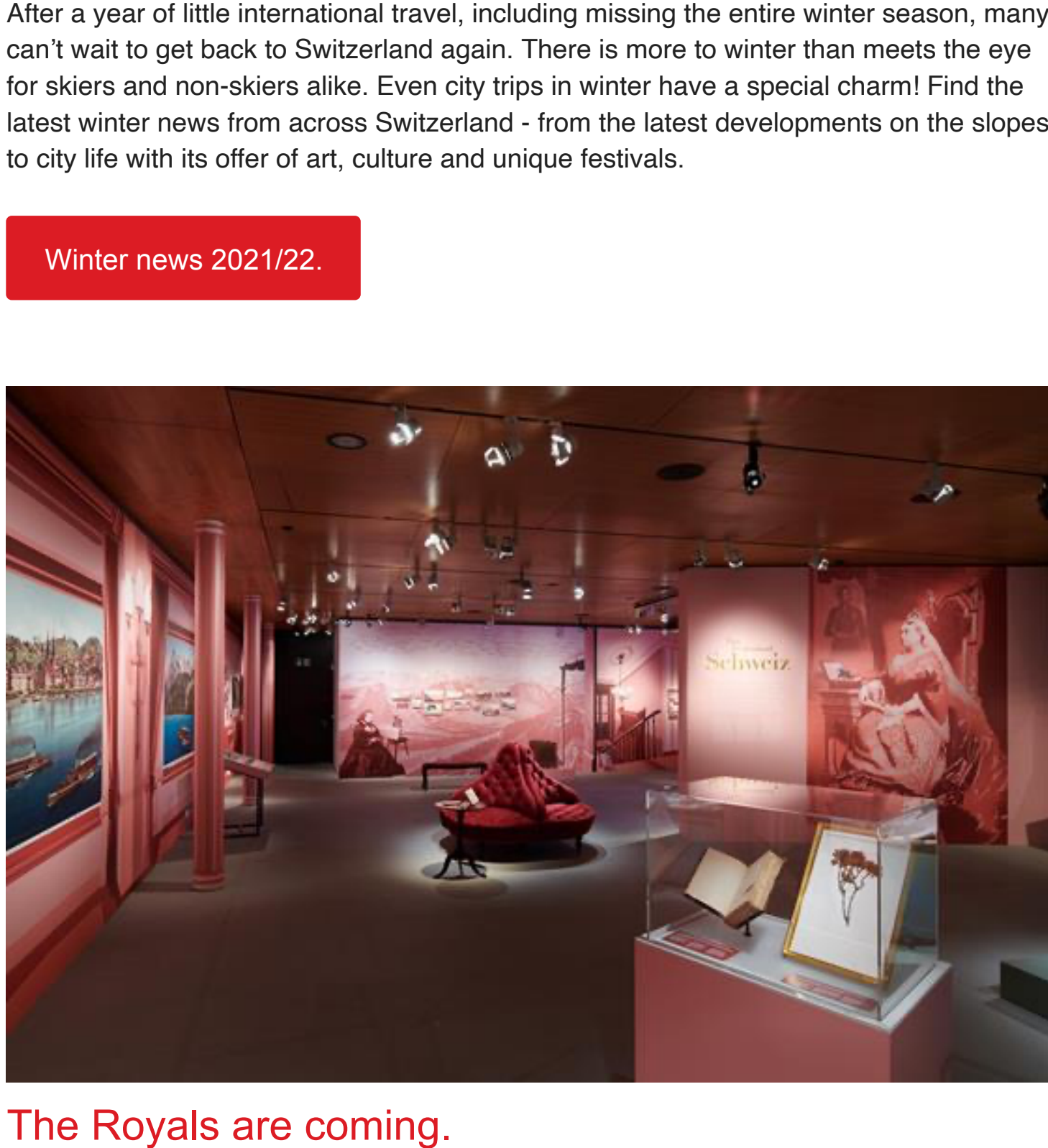
Dear media friends,

While summer is spoiling us with some glorious sunshine these days, the race for the slopes is on. Switzerland follows up on a successful winter season 20/21 and is ready to welcome all the ski and outdoor lovers this coming season. Find all the latest news in our winter media booklet.

However, we have compiled some great ideas for the autumn months as we do not want to skip this wonderful season just like that. Especially, as we are on the green list now after all!

Best regards,

Myriam, Harry and Janine  
Your UK media team



## Winter media booklet.

After a year of little international travel, including missing the entire winter season, many can't wait to get back to Switzerland again. There is more to winter than meets the eye for skiers and non-skiers alike. Even city trips in winter have a special charm! Find the latest winter news from across Switzerland - from the latest developments on the slopes to city life with its offer of art, culture and unique festivals.

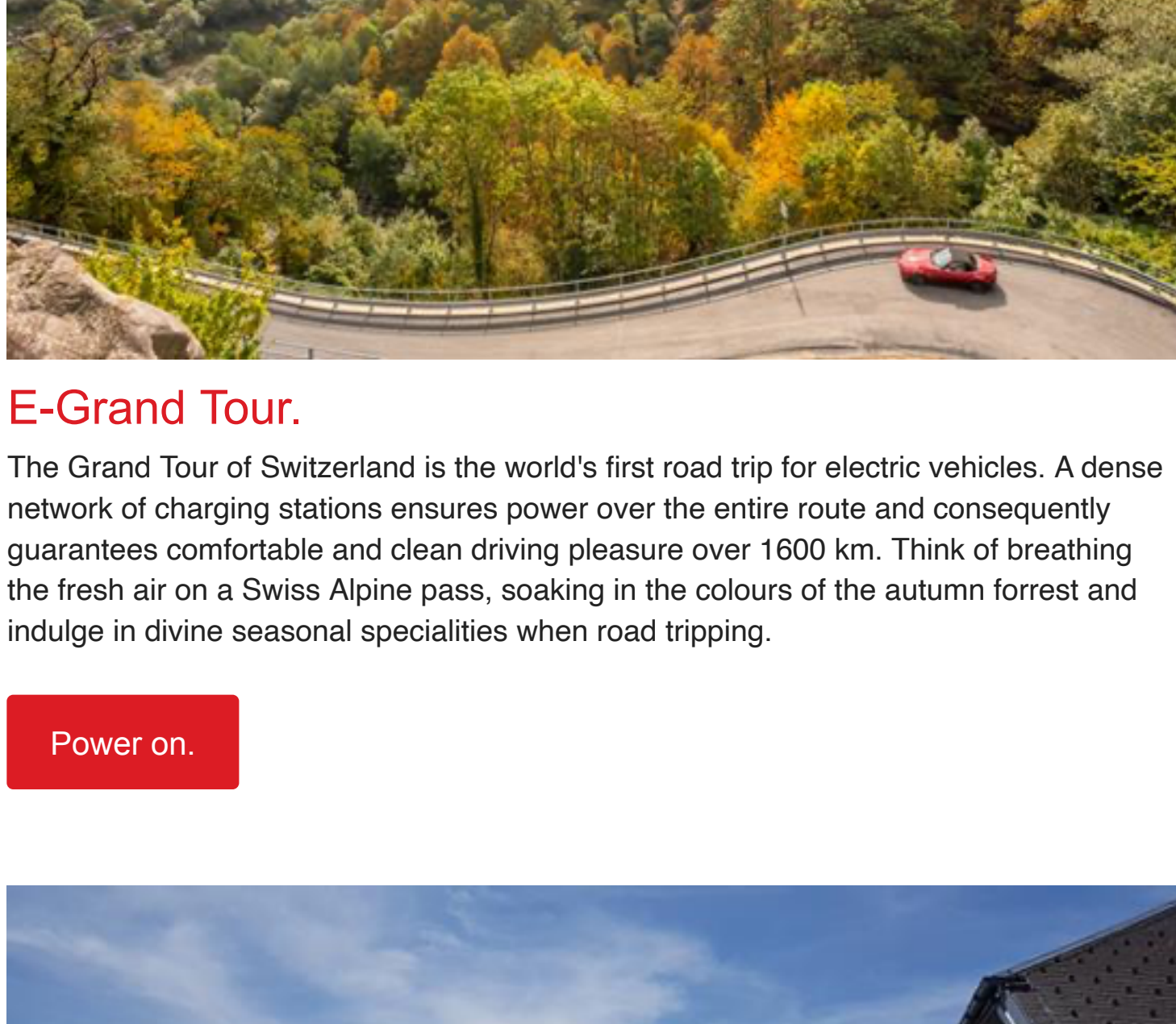
[Winter news 2021/22.](#)



## The Royals are coming.

The list of royal visitors to Switzerland is long – and equally impressive: Queen Victoria and Queen Elisabeth, Emperor Wilhelm II, Empress Elisabeth of Austria and Astrid, Queen of the Belgians. Between 13 March and 3 October 2021, an exhibition called The Royals Are Coming! at the Forum of Swiss History Schwyz reflects the diversity of royal visitors to Switzerland and features fascinating stories and impressive mementos of their visits.

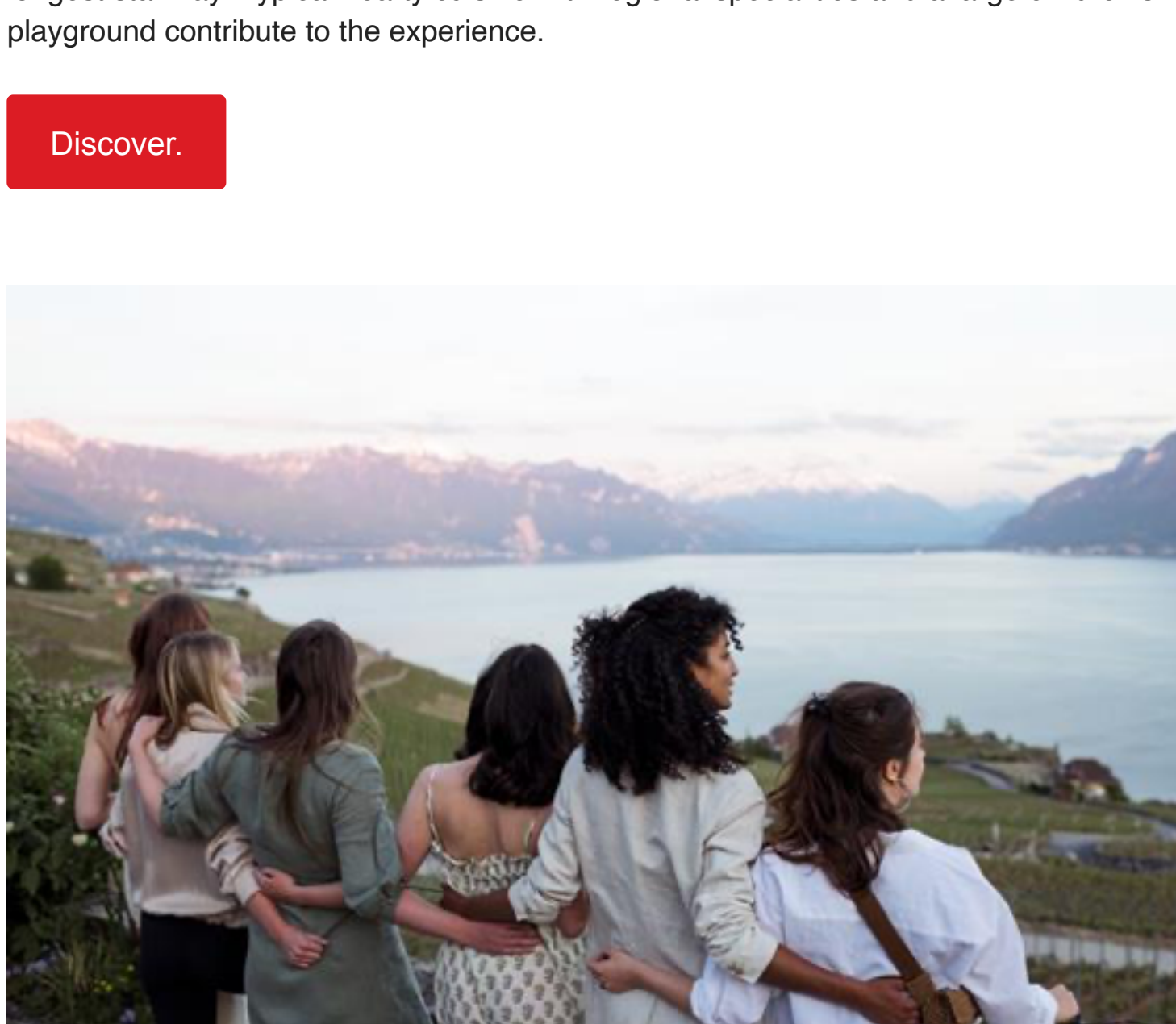
[Get inspired.](#)



## Wine tourism.

In addition to high-quality wines, Switzerland also offers an enormous variety of experiences and activities. A wonderful way to discover the vineyards is by walking through the terraces with an occasional stop at local wine cellars and traditional bars. The diverse route from St. Saphorin to Lutry takes you through the Lavaux Vineyard Terraces, which is the largest contiguous vineyard region in Switzerland and has been a UNESCO World Heritage site since 2007.

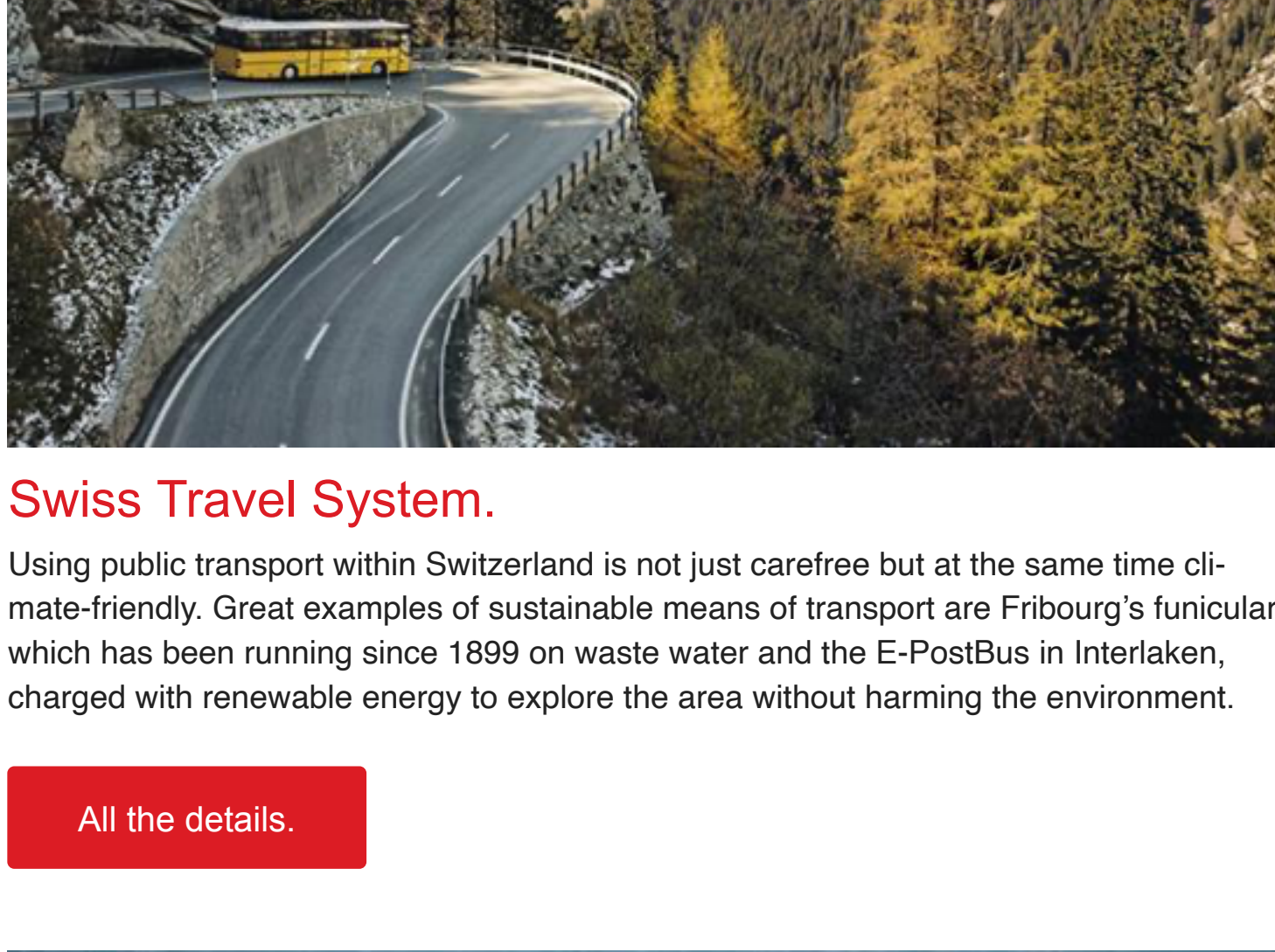
[Dive in.](#)



## E-Grand Tour.

The Grand Tour of Switzerland is the world's first road trip for electric vehicles. A dense network of charging stations ensures power over the entire route and consequently guarantees comfortable and clean driving pleasure over 1600 km. Think of breathing the freshest air on a Swiss Alpine and plain driving pleasure over 1600 km. Think of breathing and indulge in divine seasonal specialities when road tripping.

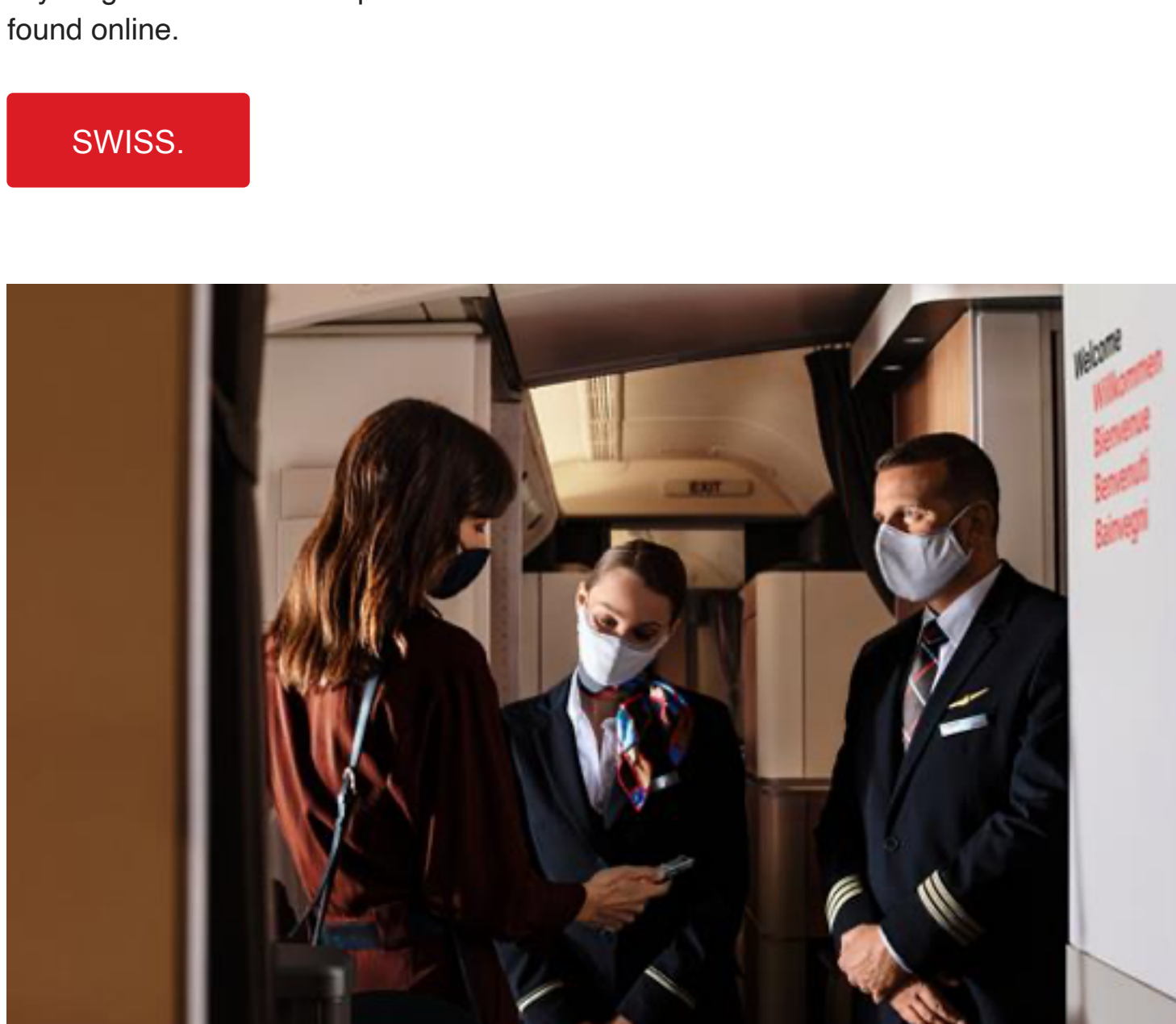
[Power on.](#)



## On top of the summit.

Amazing panoramic views from the Niesen summit, which rises in pyramid form as viewed from the shores of Lake Thun. This friendly mountain dwelling at 2340 m comprising eight cosy rooms, a modern glass pavilion and large sun terrace, is reached by means of a spectacular 30-minute mountain rail ride - and besides the world's longest stairway! Typical hearty cuisine with regional specialities and a large children's playground contribute to the experience.

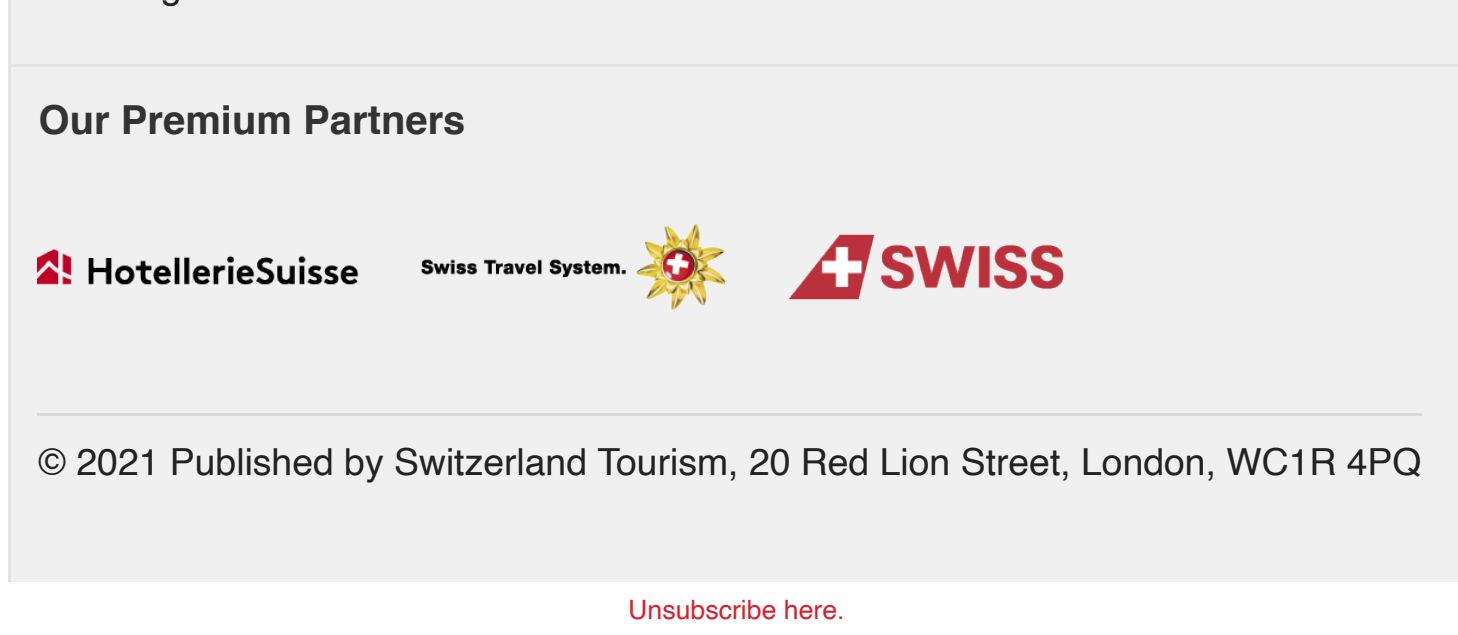
[Discover.](#)



## Six in the city.

After the successful launch of the 100% women campaign in March, Switzerland Tourism aims to build on this success with the launch of its city campaign 'Six in the city'. It is dedicated to female travellers and highlights the uniqueness of Swiss cities that are perfect destinations for a reunion with best friends. The first marketing campaign in the history of Switzerland Tourism targets the female segment exclusively and puts the organisation in-line with a growing global trend of women-only travels. Enjoy the trailer at various Luna Cinema venues in England.

[Popcorn at the ready.](#)



## Swiss Travel System.

Using public transport within Switzerland is not just carefree but at the same time climate-friendly. Great examples of sustainable means of transport are Fribourg's funicular which has been running since 1899 on waste water and the E-PostBus in Interlaken, charged with renewable energy to explore the area without harming the environment.

[All the details.](#)



## SWISS.

Swiss International Air Lines offers an increasing number of flights from the UK and Ireland to Geneva and Zurich. SWISS does not require a COVID 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 online.

[SWISS.](#)



## Travel Situation.

On the green list we are: Switzerland is welcoming fully vaccinated travellers and their children without restrictions. 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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