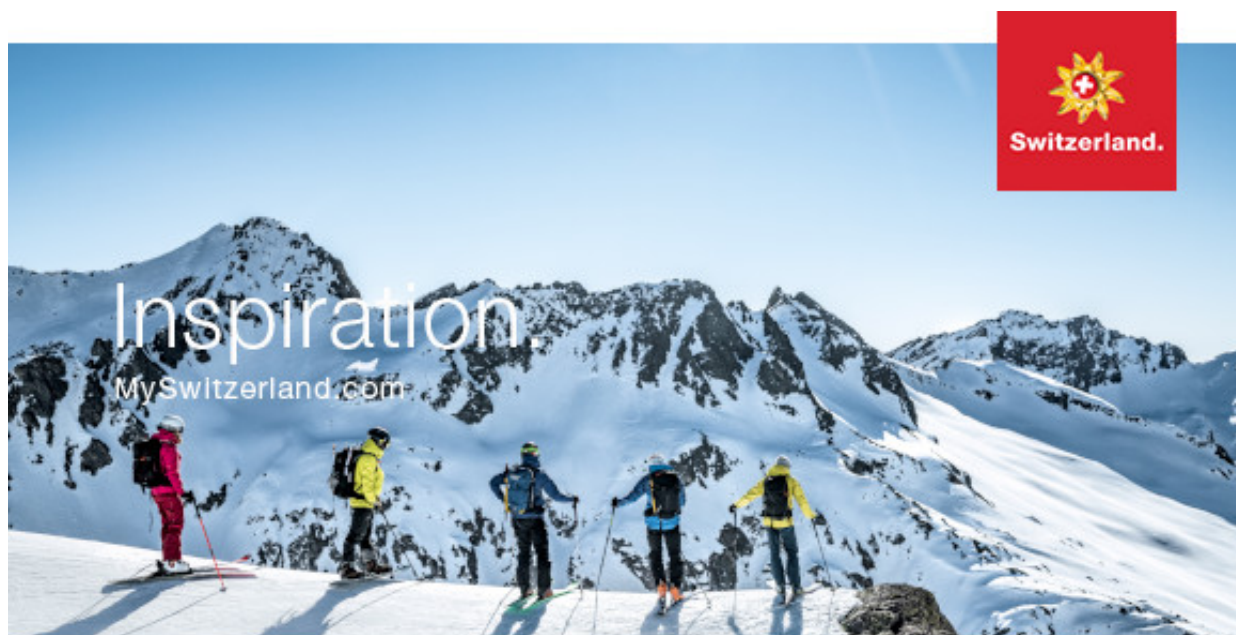


Switzerland Tourism: Say Yes to Skiing in Switzerland.

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## Say Yes to Skiing in Switzerland.

Dear media friends,

Today is the day! The last hurdle - the day 2 test after arrival - which was in place when travelling back to the UK after a holiday in Switzerland, has finally been scrapped!

The slopes are still in perfect condition and there are various other winter activities on offer. Have you ever considered paragliding at night in the light of the full moon? Or dressing up and mingling with locals at one of our traditional Swiss carnival celebrations?

This Sunday also marks 100 days until we'll be taking part in the RHS Chelsea Flower Show. Spring is definitely in the air!

And, we are happy to announce that our summer media booklet is now in the making and it won't be long until spring takes over. Stay tuned to this channel for a whole picnic basket full of ideas for city breaks, mountain excursions, culinary experiences and scenic train rides - Switzerland is celebrating 175 years of rail services this year after all. So without further ado, roll on, Summer 2022!

Best regards,

Myriam, Fran and Lorena  
Your UK & Ireland media team



## The most exciting ski runs.

The skiing season is far from over yet and there is still time for all the challenge seekers to ski on the most demanding and exciting ski runs in Valais. This personal selection of Didier Défago, Swiss Olympic gold medallist in Downhill, guarantees an experience with a thrill. Our **Swiss snow sports hotels** are the perfect place to relax after an action-packed day on the slopes and get ready for the next run.

Face the challenge.



## Car-free resorts.

Car-free destinations are not only better for the environment but they are also supporting a hassle-free, relaxing holiday that is greener, safer, quieter and less stressful, but no less exciting. Wengen in the Bernese Oberland is one of many car-free destinations in Switzerland, and offers alongside the view of Eiger, Mönch and Jungfrau, a unique environment for skiing and winter experiences.

Discover Wengen.



## Goldenpass cheese train.

This new train ride, dedicated to cheese and Swiss traditions, is an experience in itself. Spend the day tasting cheese and wine on a scenic train ride on this Belle Epoque train from Montreux to Chateau-d'Oex. Discover the secrets of making Swiss alpine cheese by watching a traditional cheese-making demonstration on an open wood fire, truly a highlight. Then enjoy an authentic fondue, an absolute must to complete the day!

Say cheese.



## Paragliding during full moon.

Paragliding during full moon is highly likely one of the most unique adventures in Lenk. After a thorough brief by the pilot, the experience continues with watching the sunset before enjoying a delicious Swiss meal. Finally, after just a few steps through the darkness, the paragliders lift off and experience an unforgettable feeling of freedom in the spectacular light of the full moon. Only those who've tried it can describe it!

Taking off.



## Unique carnival customs.

Every year, Swiss towns and cities are transformed into vibrantly coloured festivals during carnival time, known as 'Fasnacht', with each celebrating its own customs and traditions. Visitors to **Lucerne** and **Basel** can experience the two largest and most popular celebrations and be part of a piece of a long-standing Swiss tradition. For several days, the streets in these two cities are full of celebrations, parades, masked musicians and visitors all in costume.

Join the parade.

## Switzerland Tourism at RHS Chelsea Flower Show 2022.

We are excited to reveal that Switzerland will be taking part in the RHS Chelsea Flower Show on 24-28 May 2022 together with Ti-



cino Turismo, Made in Bern and Vaud - Lake Geneva Region! Our garden, a Swiss Sanctuary, was designed by the award-winning, British landscape architect and garden designer Lilly Gomm and will compete in the 'Sanctuary Gardens' category.

[Press release.](#)



## Swiss Travel System.

The 2022 Swiss Travel System Map is now available to download or can be ordered from the [Switzerland Tourism Webshop](#). This inspirational STS Map features premium panoramic trains, mountain excursions, the Grand Train Tour of Switzerland, highlights and tips for excursions as well as the where visitors can use the Swiss Travel Pass.

[View online.](#)



## SWISS.

SWISS has just welcomed the fifth Airbus A320neo to its fleet and named it Mürren after the beautiful ski resort in the Bernese Oberland. The aircraft will be equipped with the advanced new Airspace cabin for an even more comfortable air travel experience. With more than 160 weekly flights from the UK, SWISS is the preferred carrier to fly to Switzerland.

[Press release.](#)

## Travelling made easy again.

From 11 February, the testing restrictions to travel to Switzerland and back to the UK will be fully lifted. This means, travellers who have been vaccinated or who have recovered from COVID-19 are no longer required to present a negative Covid test before entering Switzerland or the UK after ar-



rival. People travelling to the UK or to Switzerland by plane or a long-distance bus service will still need to complete a passenger locator form.

Travelcheck.

A promotional banner for the IMM 2022 event. The background is a photograph of the Big Ben clock tower and the Houses of Parliament in London, viewed from across the River Thames. In the top left corner, the text 'IMM 2022' is displayed in large white letters, with 'A TravMedia Event' and a '10th Year' badge below it. In the top right corner, there is a red square containing the Swiss flag's emblem (a white cross on a red field) and the word 'Switzerland.' in white. At the bottom, large white text reads 'WE'RE AT IMM 2022... COME AND SAY HELLO!' followed by '14-15 March | QEII Centre, London'.



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