

And... action: The Grand Tour of Switzerland.

Dear media friends,

First let's set the scene with some fantastic news. From 2 May, the Swiss government is removing all countries from the SEM high risk list. This means that unvaccinated British travellers can once again enter Switzerland! This includes anyone whose covid pass has expired at the time of travel because they had their vaccine or booster more than nine months ago.

Cue the world's favourite Swiss personality. Following its 'no drama' film last year, Switzerland Tourism is back with the sequel, once more starring brand ambassador, Roger Federer. Find out below who the tennis champion is acting opposite in our latest campaign!

Cut to the next scene. On 9-15 May, architecture plays the lead role in Basel, while open wine cellars set the scene in Valais. UNWTO is also shining the spotlight on three Swiss destinations this month - Gruyères, Saas-Fee and Val Poschiavo - after awarding them the 'Best Tourism Village' classification for their handling of natural and cultural resources.

Finally for the closing montage, where the stars of the RHS Chelsea Flower Show are getting ready for their big entrance at the end of May. We can't wait to see our garden, 'A Swiss Sanctuary', come to life!

We hope you'll be inspired by all of this month's glamorous offerings and are happy to help if you need any further information for your next story.

Best regards,

Myriam, Fran and Lorena
Your UK & Ireland media team



No one upstages the Grand Tour of Switzerland.

Switzerland Tourism has just launched its campaign to promote the Grand Tour of Switzerland with global brand ambassador Roger Federer and Oscar award winner Anne Hathaway. In this new film, however, Federer is in for a nasty surprise - he is told that no one is greater than the real star of the film, the Grand Tour of Switzerland - the best of Switzerland packed into an unbeatable road trip.

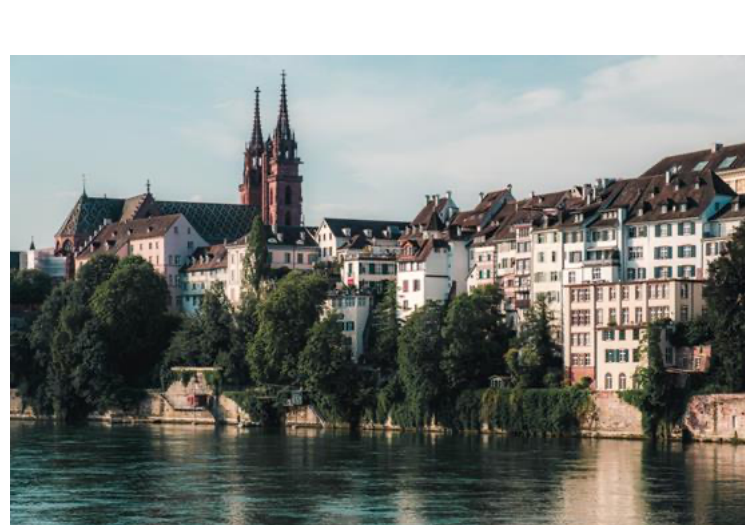
[Watch the video here.](#)



TravMedia Awards 2022.

Congratulations to all the nominees and winners of this year's TravMedia Awards. Switzerland Tourism is proud to have sponsored the 'Freelance Writer of the Year' category which went to Antonia Windsor. A splendid evening was spent at the Londoner on Leicester Square celebrating some of the best names in travel with comedian Sue Perkins. Maybe it'll be you up on stage snatching that award next time!

[Congratulations.](#)



New biennial architecture festival in Basel.

On 9-15 May, a new biennial architecture festival will be held in Basel. The event will feature over 100 events including lectures, workshops, concerts, performances and guided tours, with a particular focus on 'real spaces' in three development sites in Germany, France and Basel, Switzerland.

[Check out the programme.](#)



Open wine cellars in Valais.

Fancy a glass of wine in authentic surroundings and learning more about the exclusive wine from Switzerland? On 26-28 May, Valais will open its wine cellars to the public and numerous villages will put on entertainment over these three days. Visit different winegrowers along the Rhone river or combine it with some exercise and hike one of the many [wine trails](#) in the region.

[Cheers.](#)



Best tourism villages honoured by UNWTO.

UNWTO has just awarded three Swiss villages - Gruyères, Saas-Fee and Val Poschiavo - with the 'Best Tourism Village' classification for their handling of natural and cultural resources, as well as for their innovative and transformative actions and commitment to the development of tourism in line with the Sustainable Development Goals. These three 'Sustainable' villages are definitely worth a visit!

[See the full list.](#)



Flower power with a view.

Only one month to go until the RHS Chelsea Flower Show! Lilly Gomm, the designer behind our garden, 'A Swiss Sanctuary', drew inspiration for her gardens from various beautiful landscapes and gardens in Switzerland, including the Botanical Alpine Garden on the Schynige Platte, which boasts panoramic views of the Eiger, Mönch and Jungfrau. In the 1920s, the Swiss were actually inspired by the Brits, who took seeds and plants from Switzerland back home. Eventually the Alpine Garden was created to showcase as many Swiss alpine plants as possible in natural plant communities.

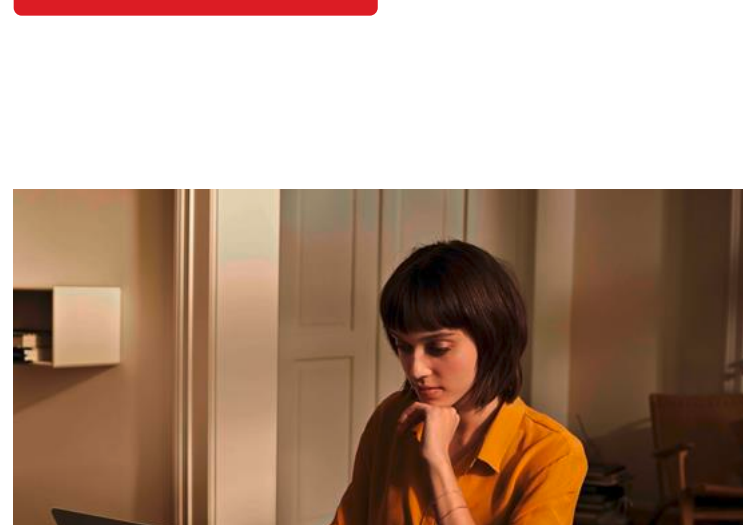
[Find out more.](#)



Swiss Travel System.

Experience the flavours of Switzerland on a luxurious train trip from Montreux to Gruyères and Broc onboard the Chocolate Train. Discover the secrets behind how the world-famous Gruyère cheese is made, explore the medieval old town and dive into world of chocolate at the Cailler chocolate factory. The Goldenpass Chocolate Train runs from 3 May until September.

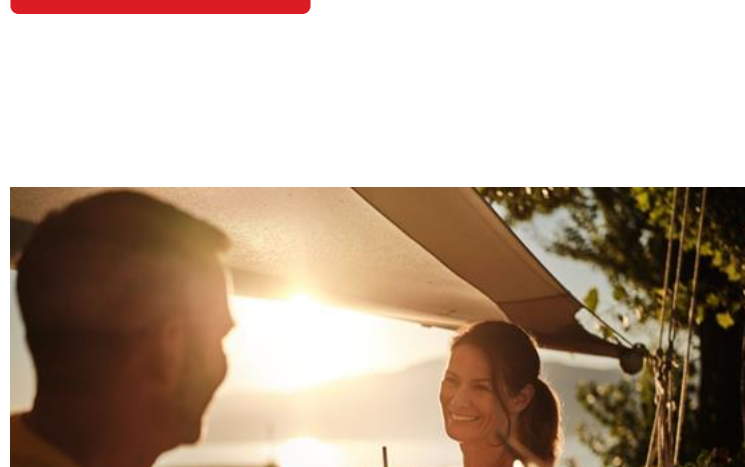
[Hop on.](#)



SWISS.

To enhance its customers' digital experience, SWISS is continuously enriching its app with new products and services. In April, the airline introduced a new booking platform, vaccination certificate storage, Chat Assistant and push notifications. With its summer 2022 timetable and 140 weekly flights from the UK, SWISS is the preferred carrier to fly to Switzerland.

[Read the release.](#)



Covid-19 travel situation

From 2 May, all countries will be removed from the SEM high risk list, which means that unvaccinated British travellers can once again enter Switzerland. All remaining travel restrictions in Switzerland have been lifted. This means when travelling between Switzerland and the UK, both Covid-19 testing and filling out a Passenger Locator Form are no longer required.

[Travelcheck.](#)



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