



Swiss Summer escapes.

Dear media friends,

Temperatures in town might be nearing those in the Med over the next couple of days but we're sure you're all still dreaming of a summer escape!

Why not go for an active break with a cycle through the region where Switzerland was founded, along the new 1291 e-bike route (the year Switzerland was founded) or combine some hiking and wellness in Saint-Luc in the Valais region.

Adrenaline junkies can get their thrills in Ticino this summer, canyoning, traversing a gorge from top to bottom, or even signing up for a 280km bike race with famous Swiss road cyclist, Fabian Cancellara.

If you can't make up your mind, look for inspiration on the new booking platform, Nomady (formerly Million Stars Hotels), which focuses on the most beautiful natural sites, campsites and cabins in Switzerland.

We're here to support with anything you should need for your next feature on or trip to Switzerland, and wish you a wonderful summer!

Best regards,

Myriam & Fran
Your UK & Ireland media team



New 1291 e-bike route.

This new 385km circuit starts and ends in Lucerne and takes cyclists through the Lake Lucerne Region, widely considered the birthplace of Switzerland. Stop-offs at the beautiful sites, castles and historic villages along the seven stages, not to mention the lakes, palm trees, vineyards, alpine passes and glaciers, promise for an unforgettable e-biking experience.

[On your marks, get set, go.](#)



Reopening of the Grand Hotel du Cervin.

The Grand Hotel du Cervin will reopen its doors on 29 July and will be affiliated to the Swiss Youth Hostels. The new spa and wellness centre will also open to the public; a great add-on to the leisure offers in Saint-Luc. The hostel offers 112 rooms, many culinary delights and unbeatable views of the surrounding 4,000m peaks.

[Find out more.](#)



Chasing Cancellara.

On 26 August, riders will complete the 280km and 6,500m of climbing from Zurich to the foot of the Matterhorn, trying to beat famous Swiss road cyclist, Fabian Cancellara. This year, there are three different riding categories; single, teams or happy threesome. The annual event is Switzerland's toughest one-day race and impresses with breathtaking Swiss scenery along the way.

[Accept the challenge.](#)



Canyoning in Ticino this summer.

The Riviera Valley extends from Biasca to Bellinzona. Five spectacular gorges and Switzerland's canyoning Eldorado await visitors to provide them with a high-thrill experience. Try your hand at traversing a gorge from top to bottom, always secured by ropes and protected with a helmet. The different gorges are both suitable for beginners and can offer a slightly greater challenge for experienced canyoneers.

[Get your adrenaline fix.](#)



The new Nomady booking platform.

The famous Million Stars Hotels in the most exclusive locations in Switzerland can now be booked through Nomady. This booking platform showcases the most beautiful natural sites and the cosiest cabins and campsites in Switzerland. Bringing hosts and guests together, they promote sustainable, local tourism to protect nature and educate guests on environmental issues.

[Get back to nature.](#)



Celebrate the Swiss national day with us.

Celebrate the Swiss national day with us on 17 July in Richmond, where Switzerland Tourism will be sponsoring a unique event featuring traditional music, delicious Swiss food and live entertainment. There will also be Swiss baked goods and a raffle where you will have the chance to win some amazing Swiss prizes.

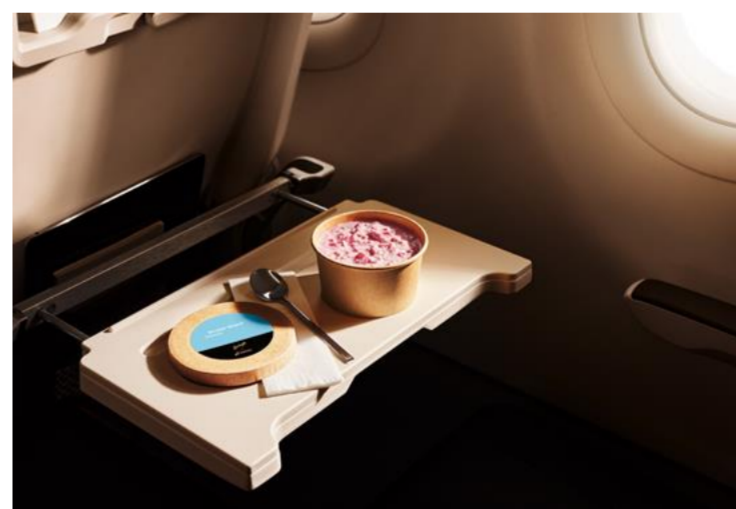
[Buy your ticket today.](#)



Swiss Travel System.

Switzerland's Rhaetian Railway is planning to operate the longest train in the world on 29 October as part of the 175th anniversary of the Swiss railway this year. A total of 100 railcars, including 25 Capricorn-trains, will be forming a 1,910m long train, and will follow the UNESCO World Heritage Albula line and cross the famous Landwasser Viaduct.

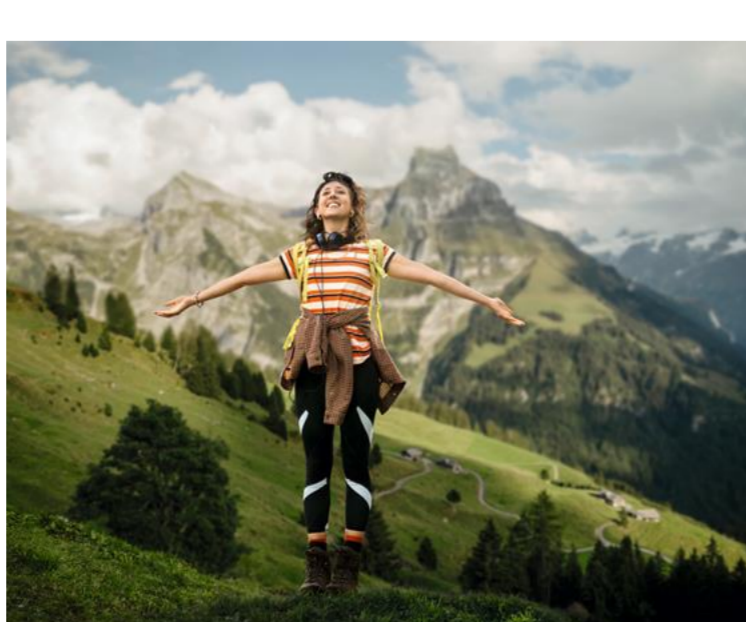
[Media release.](#)



SWISS.

Third-party airport service Air Portr can be booked via the Swiss International Air Lines (SWISS) website for travellers who have booked return flights to Zurich or Geneva. Luggage will be collected for you on arrival, checked in at customs and sent on to your house or hotel. Further information and prices can be found at [swiss.com](#)

[Air Portr.](#)



Covid-19 travel situation

There are no longer any Covid-19 restrictions for travellers arriving from the UK & Ireland into Switzerland. This means when travelling between Switzerland and the UK, both Covid-19 testing and filling out a Passenger Locator Form are no longer required.

[More information.](#)



This e-mail was sent to: [email address suppressed] - This newsletter has been sent to you with your prior consent. Should you no longer require this service, you can **cancel** your subscription at any time. Text and photos for events listed here were prepared and uploaded by regional/local tourist offices, therefore Switzerland Tourism can accept no responsibility for them. The prices of all offers in Swiss francs are definitive. Prices given in foreign currencies are for guidance only. These are subject to the usual exchange rate fluctuations. Prices and programmed events are subject to change.

Our premium partners

