



A burst of colours - Swiss made.

Dear media friends,

Finally, it's that amazing time of the year when the air is crisp and white mountain tops can be spotted in the distance, framed by blue skies and trees with the most beautiful coloured leaves on display.

But it's not just nature that will impress visitors to Switzerland with its glory this autumn. During the Zurich Art Weekend, an expertly curated programme and vast array of events will dominate the city's agenda. Meanwhile in Geneva, a new, uniquely versatile event called RE-Luxury will inspire guests by focusing on the resale of luxury goods and collectibles.

Where there is autumn, winter follows, with initiatives such as the (W)Interlaken Card helping snow lovers plan their winter adventures more easily. Another must for your next road trip is the new Grand Tour of Switzerland mobile app, boosted by NFT technology that lets you digitally collect the photo spots on the route as you go along.

If you can't wait for your next trip to Switzerland to get your fill of all things Swiss, make sure you head up to SKATE at Somerset House from mid-November onwards. Here you'll find the Chalet Suisse by Jimmy Garcia, our Swiss winter pop-up serving up a wide selection of delicacies from the Valais, Bern and Lake Lucerne regions. Bon appetit!

And as ever, should you need any support with or further information for your next piece, we are here to help!

Best regards,

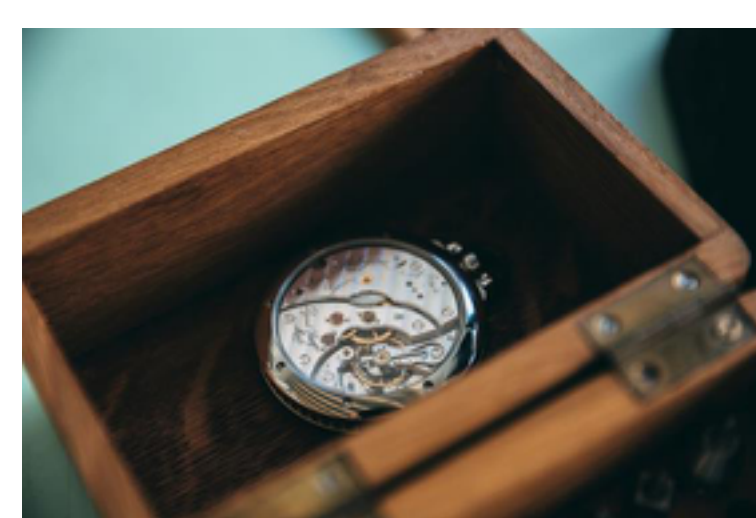
Myriam, Fran & Chloé
Your UK & Ireland media team



Zurich Art Weekend.

From 11-13 November everything in the city of Zurich revolves around art. Art institutions, galleries and off-spaces will open their doors for an inspiring weekend and a wide range of curated events will take place! The programme seeks to unite the city's art scene and give visitors an opportunity to explore the participating venues across town. Come and be inspired!

[Check out the programme.](#)



RE-Luxury.

RE-Luxury is the first event dedicated to the resale of luxury goods and collectibles. It will take place on 4-7 November 2022 in Geneva and will be open to both professionals and the public. Visitors will be able to buy rare pieces, have personal items evaluated by experts and sell them on for resale. A truly unique event!

[Rethink tomorrow's luxury.](#)



(W)Interlaken Card.

The golden ticket to the winter world of adventure! Besides being a sports pass for the Jungfrau Ski Region, the (W)Interlaken Card is also a bus ticket for the Interlaken area and a discount card for numerous different offers on and besides more than 210km of slopes in the region. The card is valid from 26 November 2022 to 16 April 2023.

[Visit Interlaken.](#)



The GToS mobile app.

What makes the Grand Tour of Switzerland mobile app so awesome? It has been boosted by NFT technology, which lets you collect the photo spots along the tour digitally within the app, alongside numerous real and virtual objects, creating an interactive AR experience. These technological advances make Switzerland Tourism a 'first mover' on the way to the metaverse, and provide visitors to Switzerland with a new, exciting way to experience the GToS.

[Explore Switzerland.](#)



SKATE at Somerset House.

The ultimate Swiss winter experience in the UK! Switzerland Tourism is thrilled to be part of SKATE at Somerset House, London's famous ice rink offering a spectacular festive season of celebration. From mid-November, visitors can get a taste of Switzerland in the cosy Chalet Suisse by Jimmy Garcia and savour many mouth-watering delicacies from the Valais, Bern and Lake Lucerne regions.

[Experience a Swiss winter.](#)



GoldenPass Express.

As of December, passengers wishing to travel from Montreux to Interlaken will no longer have to change train, thanks to the brand new GoldenPass Express! Experience this panoramic journey from the Swiss Riviera to the spectacular peaks of the Bernese Oberland via the picturesque Pays-d'Enhaut, in 3 hours 15 minutes.

[Enjoy the ride.](#)



SWISS and Breitling.

The Swiss watch manufacturer Breitling has announced that it will now purchase sustainable aviation fuel for all its work-related travel on SWISS. As a result, Breitling will reduce the CO2 emissions directly generated through air travel by some 80 per cent. At the same time, the company will be making a key contribution to promoting the more extensive use of sustainable fuels.

[Find out more.](#)



Covid-19 travel situation.

There are no longer any Covid-19 restrictions for travellers arriving from the UK and Ireland into Switzerland. This means when travelling between Switzerland and the UK or Ireland, it is no longer necessary to take a Covid-19 test or fill out a Passenger Locator Form.

[Find out more.](#)



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