



Winter in Switzerland - we can't wait.

Dear media friends,

The first ski resorts in Switzerland have opened their lifts and slopes, which means winter is on its way!

A new black run on Glacier 3000 or the Natural Terrain Park in Flims/Laax could be exactly the thrill ski lovers are seeking, while those who prefer winter adventures at a slower pace can go either hiking or snow shoeing along the Winter Love Trail in Adelboden.

The new Eringer Hotel in the exceptional 4 Vallées ski area looks forward to welcoming guests soon, and fans of Christmas can celebrate early with the opening of Hotel Noël on 25 November, a collection of 10 rooms in 10 hotels across Zurich, re-decorated especially for the festive season.

Winter vibes are officially in full force in London too, and we thoroughly recommend that anyone craving a hearty meal in an Alpine atmosphere heads to [Skate at Somerset House](#), where the Chalet Suisse by pop-up legend Jimmy Garcia in partnership with Switzerland Tourism is running until 15 January 2023.

On a fun final note, the iconic Swiss Army Knife, a travel companion for so many around the globe, turns 125 years old this year, and we're celebrating! Send us your Swiss Army Knife story (or story of when you were in desperate need of one) and we'll send a Swiss Army Knife your way. It's almost Christmas, after all!

As always, we're just a snowball throw away should you need any help with your next piece on winter in Switzerland.

Best regards,

Myriam, Fran and Chloé
Your UK and Ireland media team



Glacier 3000

This winter, Glacier 3000 will open a brand new, super steep 3km black piste. The run has a steepened gradient of 41°, an altitude difference of almost 1,000m. It will open including the new 265m tunnel built through the Rocher Jaune mountain, which has created a new connection between the summit of Scex Rouge and the Col du Pillon via Red Run, Martisberg and the new black piste.

[New Cabane-Pillon black slope.](#)



Gantrischli snowshoe trail.

This brand new snowshoe trail in the undiscovered Fribourg Pre-Alps makes its debut this winter. Beginning near the town of Schwarzsee, in a beautiful unspoilt side valley, the snowshoeing circuit passes through the picturesque Muschern valley and affords breathtaking views of the Märe mountain peak and the slopes of the Ettenberg.

[Time for a winter adventure.](#)



Winter Love Trail in Adelboden.

Between Sillerenbühl and Geils, a brand new, winter-themed hiking trail with various photo spots and culinary stopp-offs will open this winter, ideal for easy and picturesque winter hikes as well as for taking the ultimate romantic winter shot. People are encouraged to stop along the walk, take a deep breath of fresh mountain air and fall even deeper in love with Adelboden.

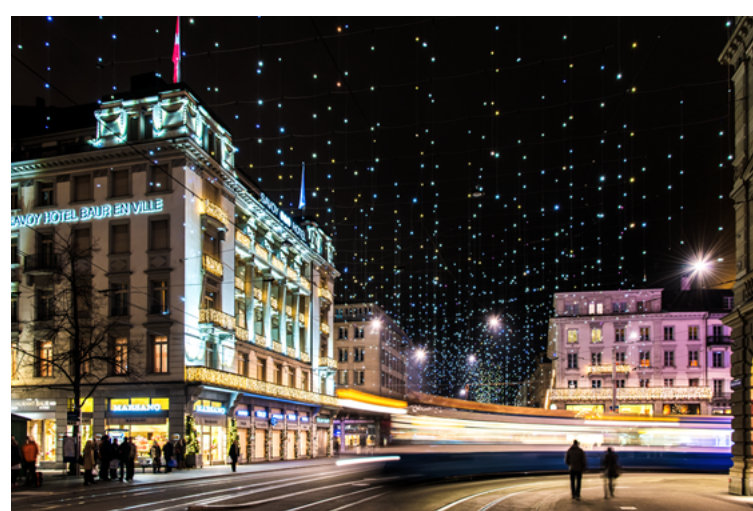
[Winter magic.](#)



Free60 - Natural Terrain Park.

A new natural terrain park called the Free60 will open its doors in Flims Laax Falera this winter! Perfect for freestyle enthusiasts, the park combines freestyle and powder and is left in its natural state rather than being groomed like a standard snowpark. Various snow-covered obstacles also promise fun challenges for beginners and pros alike.

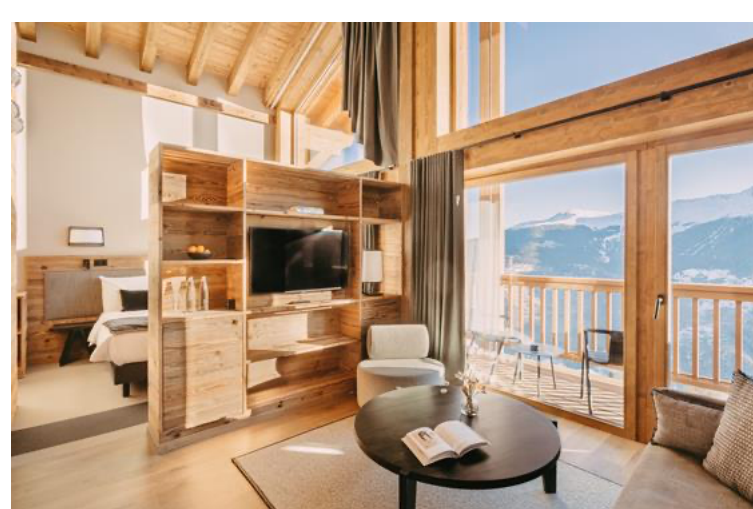
[Freestyle in Laax.](#)



Hotel Noël.

No need to wait until Christmas! As of 25 November, 10 artists will transform 10 hotel rooms all around the city of Zurich into a unique overnight stay experience. Under this year's motto 'The Christmas Paradox', paradoxical interventions and installations will inspire guests to reflect and philosophise, all while enjoying the fun, festive atmosphere of Zurich at Christmas. A Zürich Card is also included for each guest as part of the hotel booking.

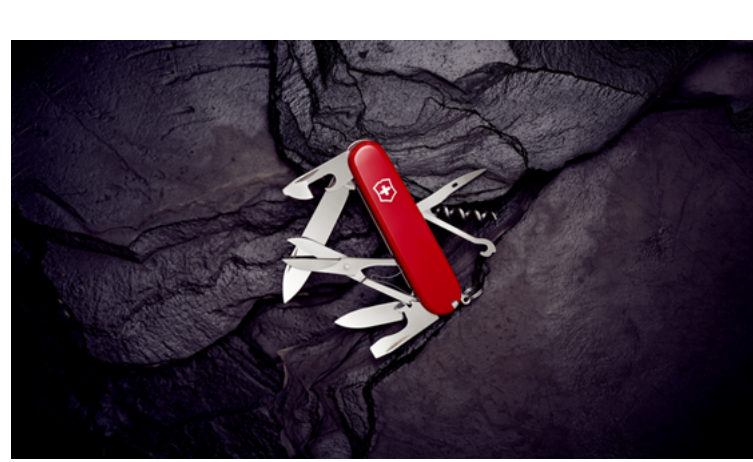
[The Christmas Paradox.](#)



Eringer Hotel 4 Vallées.

Located in the exceptional 4 Vallées ski area, the Eringer Hotel offers unparalleled panoramic views over the Val d'Hérens and the Vallée du Rhône. Designed using locally and responsibly sourced materials and boasting a low carbon footprint, the Eringer Hotel immerses guests in a relaxing ambience that balances tradition with modernity, emanating warmth and cosiness.

[Find out more.](#)



125 years of Victorinox.

2022 marks the 125th birthday of the popular Swiss Army Knife. Since its launch in 1897, over 500 million knives have been produced by Victorinox. Victorinox is a longstanding partner of Switzerland Tourism, a producer not only of the famous knives but also of travel gear, watches and cutlery. No doubt, a Swiss Army Knife is a companion that has saved oh so many challenges for the common wanderer! One knife can hold up to 73 functions, depending on the model.

[Happy Birthday.](#)



RhB World Record.

It's a world record! On Saturday 29 October, Switzerland's Rhaetian Railway (Rhätische Bahn AG) successfully claimed the record for the world's longest passenger train, comprising 100 carriages, measuring 1.91km and weighing 2,990 tonnes, along the spectacular UNESCO World Heritage Albula line from the Albula Tunnel to Bergün and up to the Filisur Landwasser Tunnel. What a great achievement!

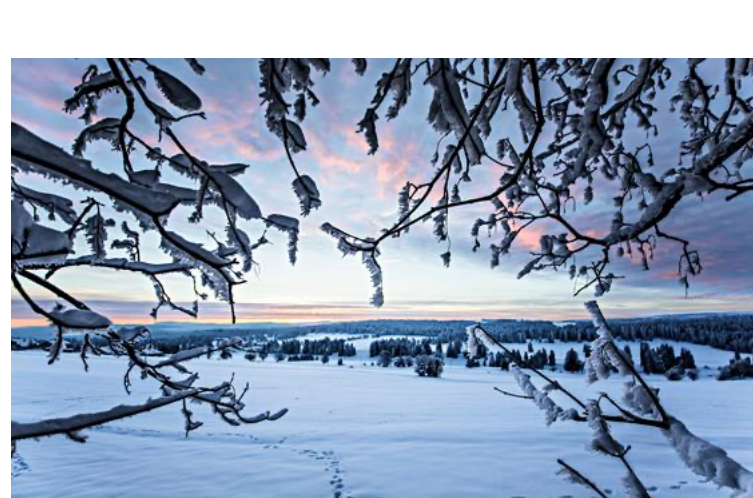
[Chur-St Moritz.](#)



AeroSHARK Technology.

SWISS is the first passenger airline in the world to take advantage of the new AeroSHARK aircraft skin technology to further cut their fuel usage and carbon dioxide emissions during flight operations. The AeroSHARK film increases the fuel efficiency of aircraft by 1%, which significantly lowers carbon dioxide emissions. Up to 15,200 tonnes of CO2 emissions can be saved every year.

[Sustainable flying.](#)



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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