



Winter in Switzerland is back (not).

Dear media friends,

To officially kick off the summer season in Switzerland, we have deliberately (not) picked the one week this month where temperatures have dropped and snow has fallen!

But fear not, summer is waiting in the wings, and we want you to be ready for it. So without further ado, we are delighted to share with you our new **summer media booklet**, packed with all the news for this summer in Switzerland, together with more information on this year's group media trips.

Besides the media booklet, we'd also like to share with you some inspirational events taking place over the next few weeks. Find out more about the new exhibition at the renowned Maddox Gallery in Gstaad, read up on Banksy's latest stint in Zurich, be inspired by spring and Easter activities taking place around the country, and check out our eight top tips for saving a few quid when visiting Switzerland.

And before we go, we'd just like to mention a recent study by Gamblino.com, which has revealed that **Switzerland is the safest place in Europe**. The study analysed nine metrics measuring how safe an area is, including homicide, assault and road fatality rates, risk of natural disaster, and ranking on the global peace index.

Best regards,

Myriam, Fran and Mélanie

Your UK and Ireland media team



Maddox Gallery in Gstaad.

Until 25 March, the Maddox Gallery in Gstaad is home of the exhibition, 'A World Elsewhere' by Will Martyr. The colourful paintings of this British artist showcase winter mountains. As he expressed, 'There is something exquisitely contradictory about the mountains. They can be a brutal and unforgiving environment, so cold, so remote, yet so beautiful, so vast, so breath-taking, so tranquil.' What better place to hold the exhibition than the Alpine resort of Gstaad?

[A World Elsewhere.](#)



Banksy Exhibition Zurich.

World-famous yet still a mystery, Bristol-born anonymous graffiti artist and painter Banksy is renowned for challenging the boundaries of the art industry, and his work has been causing a stir for years. Upcoming Zurich exhibition 'The Mystery of Banksy: A Genius Mind' will focus on this celebrated street art superstar, showcasing more than 150 works until end of May 2023.

[Visit the exhibition.](#)



Spring in Ticino.

Ticino in bloom! In March, visitors to the Italian-speaking southernmost canton of Switzerland can not only admire the beautiful magnolias blossoming, but also visit the Camellie Locarno exhibition. These living works of art showcase over 200 types of camellia flower across both public and private green spaces, all splendidly arranged by experienced gardeners. Visitors can come and enjoy the camellias on 29 March-2 April.

[An explosion of colour.](#)



Easter excursions.

The snow is melting, nature is back in bloom, and Easter is just around the corner! The long weekend is ideal for planning a getaway with loved ones. With blue skies and mild spring temperatures, it's worth going for a hike, cycling tour or even enjoying the snow on the pistes. And if the weather doesn't play ball, Switzerland's cities offer an array of activities, perfect for a rainy day.

[Be inspired.](#)



Tips for saving money.

One thing you hear about Switzerland is how pricey it can be. However, holidays here don't have to break the bank, and often trips combining multiple destinations and activities can be affordable, you just need to know where to go and what to do! Here are eight top tips for saving money on transport, accommodation, activities, and food and drink, so that you can tailor your stay to match your budget.

[Take a look.](#)



Swiss Travel System news.

Summer is slowly approaching, which means it's time to make travel plans. Swiss Travel System has a lot to offer when it comes to new experiences this summer, from the GoldenPass Express, soon to run four times a day in each direction, to the soon-to-be completed Matterhorn Glacier Ride II, and the introduction of eight new carriages on the Pilatus Railway. Stay tuned!

[Start making travel plans.](#)



Travel ID with SWISS.

Flying SWISS has never been easier thanks to the new Travel ID. Passengers are encouraged to register for a Travel ID, which saves all of their preferences and provides real-time updates on their trip, making the booking and check-in experience faster and more convenient. Activating Miles & More also allows passengers to earn airmiles when booking using Travel ID.

[Register for Travel ID.](#)



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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