



## Switzerland rides into spring.

Dear media friends,

He did it again! For the third time, our ambassador Roger Federer is supporting Switzerland Tourism, this time accompanied by comedian Trevor Noah, promoting our beautiful country in a [new campaign video](#). Be sure to check it out and join them on their train ride of a lifetime!

Now inspired to experience a Swiss train ride for yourself? There's never been a better time, for travellers purchasing a Swiss Travel Pass from 15 April to 14 May can benefit from up to two additional travel days, free of charge! Find details [here](#).

In other news, Switzerland's sustainability programme has taken its next step in allowing whole regions to apply to become Swisustainable destinations.

Alongside the latest on hotel openings in Geneva, read about how a London-based architect firm has contributed to various hotel renovations and openings in Switzerland.

If you're in Switzerland this Easter, our list of Swiss flowers and when and where they bloom will help you plan an EGGcellent spring excursion!

And of course, Swiss chocolate goes down particularly well this time of year, with passengers travelling on Switzerland's national carrier SWISS always receiving a sweet treat high above the clouds on their journey to and from Switzerland.

With that, we wish you a wonderful Easter weekend!

Best regards,

Myriam, Fran and Mélanie

Your UK and Ireland media team



### Roger travels with Trevor.

Switzerland Tourism has just launched its campaign to promote the Grand Train Tour of Switzerland with global brand ambassador Roger Federer and Trevor Noah, South African comedian, producer, actor, and former television host. In this [new video](#), a slight mix-up details the plans of Roger and Trevor, leading them to embark on the train ride of a lifetime on the Grand Train Tour of Switzerland. Find the [media release](#).

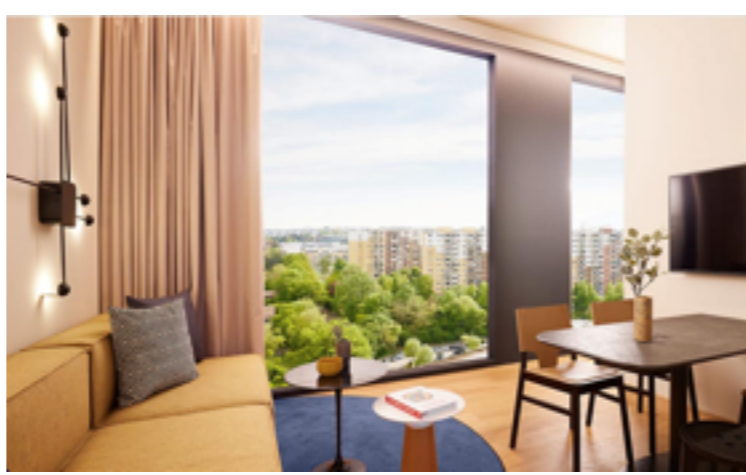
[Watch the video here.](#)



### Swisustainable destinations.

Swisustainable, the sustainability programme for the Swiss tourism industry was launched two years ago. Today, 1,800 tourism businesses from across Switzerland have already committed to its strict concrete measures to ensure sustainable development. At company level, the programme has now been further developed so that tourism destinations in the programme can carry the label 'Swisustainable destination' from April 2023, bringing the concept to the next level.

[Find out more about Swisustainable.](#)



### Opening of the Adina Hotel.

Situated in Geneva, the newly opened Adina Hotel offers 100 beautifully designed studios, 30 one-bedroom apartments, and ten large two-bedroom apartments, all equipped with kitchen, separate living/work areas, washer-dryer and iron. Guests on the top floors can enjoy magnificent views of the Alps, while the gym and sauna offer allow guests to let off steam at the end of a long day.

[Stay at the Adina.](#)



### Swiss hotels designed by Justico & Whiles.

Justico & Whiles is an employee-owned international architecture and interior design practice based in London and Prague. Its talented team of over 100 people has completed major projects throughout the UK and across the world, including the Mandarin Oriental Palace in Lucerne, the Kempinski Palace Engelberg and the Villa Honegg.

[Take a look.](#)



### That's blooming magic.

Spring is the season when Switzerland is decked out in colourful flowers and blossom blooms on the trees. In April and May, hundreds of species of flower, from tulips and rhododendrons to daffodils, irises and lilies, come into bloom. Bright colours and enchanting scents await nature lovers. Curious minds can also peruse our list of Swiss flowers and when they bloom, and combine it with a bike ride or hike through the countryside.

[Find out more.](#)



### Swiss Travel Pass offer.

From 15 April until 14 May 2023, visitors can benefit from an irresistible spring offer with the Swiss Travel Pass. During this promotion period, guests can get up to two additional travel days when buying an eligible Swiss Travel Pass. That means more time to enjoy Switzerland's most picturesque places along the Grand Train Tour of Switzerland!

[Unlock free days.](#)



### Easter treats with SWISS.

Flying with Swiss International Air Lines also means enjoying delicious Swiss chocolate. Every day, SWISS distributes around 45,000 pieces of chocolate as a thank you to its passengers, alongside an exquisite taste of what Switzerland is famous for. What a way to start an incredible Easter holiday in Switzerland!

[Enjoy a sweet treat.](#)



### The Kambly Experience.

The Kambly Experience in Trubschachen is an exciting feast for the senses, where visitors can discover the secrets behind the art of biscuit making, explore the origins of the brand, and taste Kambly's delicious high-quality biscuits for themselves. Guests can also travel comfortably from Berne and Lucerne directly to the Kambly factory aboard the Kambly train.

[Discover Kambly.](#)



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