



Switzerland's got you covered.

Dear media friends,

A land of many lakes (but no sea), mountains and railways aplenty. Welcome to our May edition of inspirational content about Switzerland.

New carriages await guests on the world's steepest cog railway on Mount Pilatus, making the unique experience even more attractive for mountain lovers. Water fans might fancy a pleasure ride on Lake Geneva during the festivities around the 150th anniversary of the operating boat company CGN. While art lovers might prefer a visit to the Bex & Arts Triennial in Bex in the Canton of Vaud, the sport enthusiasts would want to be a spectator - or participant - in one of the many cycling events in the coming months. There is something for design geeks too: the first fully automated design hotel in Ticino. Rest assured, Switzerland's got it covered.

For those who have a favourite spot in Zurich, [share it](#) with the world in FT's Globetrotter survey about the city's hidden gems.

Enjoy the long weekend and do let us know how we can support your next story about Switzerland.

Best regards,

Myriam, Fran and Mélanie

Your UK and Ireland media team



New cogwheel railway.

From 18 May, visitors will be able to enjoy eight new carriages on the original route of the world's steepest cog railway to Mount Pilatus. The carriages are the centrepiece of a complete technological renewal and, with their timeless, first-class design, will enhance the travel experience. Thanks to their extra-large glass fronts, passengers can enjoy a 360 degree panoramic view!

[View the panorama.](#)



150 years of the CGN.

An emblematic figure of the Lake Geneva landscape since its foundation in 1873, the CGN (Compagnie générale de navigation sur le lac Léman) is, with its 19 boats, the largest cruise company in French-speaking Switzerland and the second largest nationally. On the 150th anniversary programme, the CGN has many news and events, including the traditional parade on Sunday 14 May in Morges.

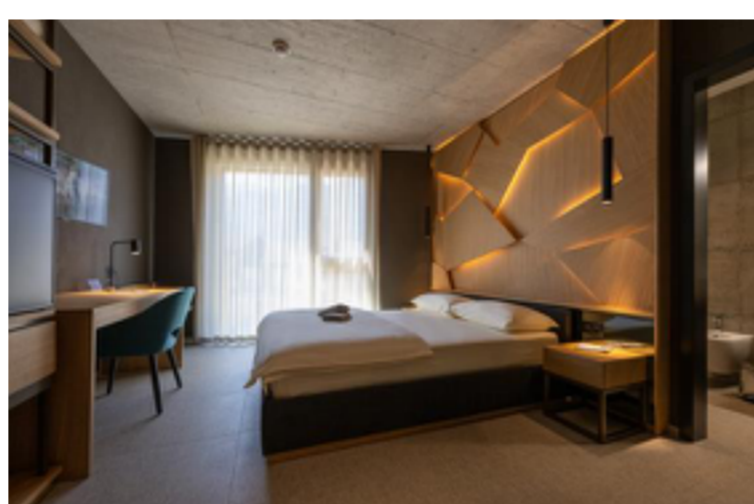
[Learn about the CGN history.](#)



Cycling events.

For all cycling fans, there are not to be missed events taking place in Switzerland over the next few months. From 11 to 20 June, the famous Tour de Suisse will celebrate its 90th anniversary and will be, as always, a fantastic race to watch. From the end of June, the international race series 'Chasing Cancellara' will take place in four different formats and course lengths. Overtake the champion or beat his time anyone?

[Races overview.](#)



Smart Hotel 6532 opening.

6532 Smart Hotel Castione is the first fully automated design hotel in Ticino. With its 27 rooms and flats, the hotel is located in Castione a few steps from the Castles of Bellinzona. Comfort and design are carefully studied down to the smallest detail. Fine materials, warm natural colours and refined style make it perfect for moments of pure relaxation.

[Stay in Ticino.](#)



15th edition: Bex & Arts Triennial 2023.

The Bex & Arts Triennial of Contemporary Sculpture has existed since 1981. The renowned exhibition, which takes place every three years in Bex (Canton Vaud), is back for its 15th edition. Nearly forty artists, designers, architects, musicians, dancers, ceramists and video artists have been invited to create individual or collective works that will be exhibited on the eight hectares of the Szilassy Park from 14 May until the end of September.

[Check out the exhibition.](#)



Summer in Switzerland.

The Swiss summer is waiting to be discovered and offers numerous adventure opportunities for all tastes. Whether it's countess hiking routes or cycling tours with breath-taking views, beautiful city excursions or a slow-motion holiday, Switzerland has it all! Everyone will find the right excursion for an unforgettable time during the summer months.

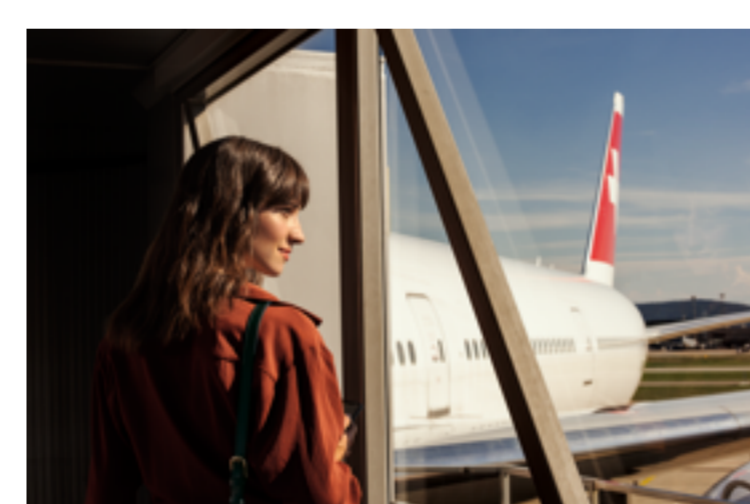
[Some insider tips.](#)



50 years anniversary of Bernina Express.

On 3 June 1973, the first Bernina Express train set off along the legendary Albula-Bernina route. Since then, almost 10 million guests have enjoyed the incomparable views from these comfortable carriages. In 2023, the Rhaetian Railway will be celebrating the 50th anniversary of this panorama train with various events.

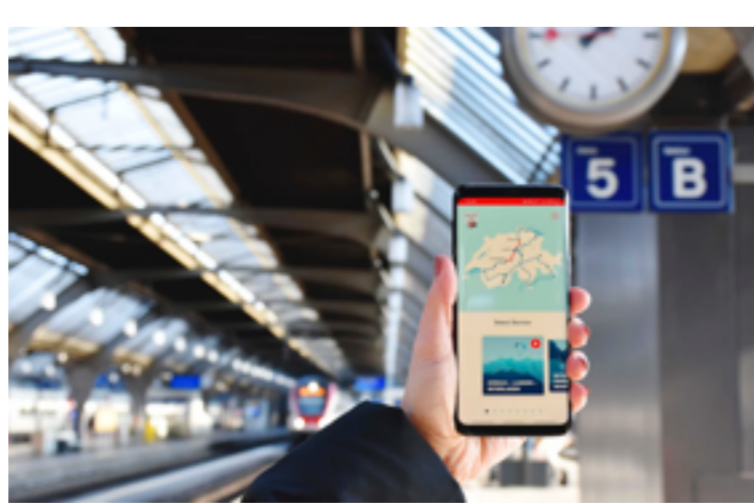
[Be part of it.](#)



SWISS to trial passenger count with AI.

SWISS is to trial the use of artificial intelligence to conduct its passenger count during the boarding process on selected flights between April and June. The goal is to enhance security and ease the workload of its cabin personnel. SWISS will be putting a strong emphasis on data security and data protection in the new procedure.

[Find out more.](#)



The Grand Train Tour App.

The Grand Train Tour of Switzerland app is the best companion for an unforgettable touring experience. Guests can choose their dream route, and discover all the must-see spots along the beautiful railway lines of Switzerland. With the stamps and awards collected on the go, visitors can also benefit from great offers!

[Explore Switzerland.](#)



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