



Switzerland: Summer vibes all round.

Dear media friends,

Our spies on the ground report sunshine and warm temperatures this week in Switzerland, just in time for our final summer group media group trip, ebiking along Route 1291 in the Lake Lucerne Region!

It's high time for us to provide you with the latest news on summer activities in Switzerland. One highlight for sure is fountain dipping in city centres across the country. A similarly unique summer activity is the Tavolata dining experience in a vineyard in the Valais region. Rather traditional but equally stunning is hiking along the Via Alpina or following Swiss rivers up-stream into one of the many gorges that embrace hikers with refreshing temperatures and stunning vistas.

Good times for train enthusiasts too; if they are lucky, they might spot a green machine on Swiss railway tracks, a locomotive decorated in our Swisustainable branding to encourages travel by public transport.

Another way of exploring Switzerland is by listening to the Blum podcast, an audio drama about Swiss art, intrigue and drama - the ideal summer holiday companion!

And before you know it, autumn will be knocking at our doors. For the first time, Switzerland Tourism has launched a UK [autumn campaign](#) with Scottish comedian Jamie MacDonald.

But we're not there quite yet, so do let us know how we can support you with your last summer stories for the year!

Best regards,

Myriam, Fran and Carmen

Your UK & Ireland media team



Summer in the city.

A one-of-its-kind summer experience in the middle of the city during summer? Fountain dipping it is! Not only can visitors dive into numerous crystal-clear rivers and lakes, this year they can also bathe or simply dip their toes in fountains in various Swiss cities. Concerts, activities and trendy food complement the experience around these urban oases.

[See where to go Fountain Dipping.](#)



Tavolata in the vineyards.

From 1 August to 2 September, visitors to the Valais region can experience a unique culinary experience called 'Tavolata', where guests are brought together around one long table to enjoy a meal amid picturesque vineyards. This is a great chance for visitors to Valais to discover lesser-known grape varieties from a lesser-known wine region.

[Find out more.](#)



Via Alpina, a classic.

The Via Alpina is a classic long-distance hike in Switzerland. Spanning 20 stages, 14 mountain passes and six cantons, this trail is the perfect challenge for adventurous hikers and lovers of Swiss Alpine landscapes. From Liechtenstein to Lake Geneva, this route is an experience that combines the great variety of Alpine culture, flora and fauna on well-marked trails.

[Learn all about the Via Alpina.](#)



Keep cool in Switzerland.

Switzerland boasts a number of canyons, natural wonders that allow outdoor enthusiasts to witness thundering waterfalls, romantic grottos and unique cliff formations. Two prime examples, the [Rosenlaui Glacier Gorge](#) and the [Aare Gorge](#), these canyons have historical stories to tell and are perfect pitstops on refreshing summer hikes.

[Cool down the Swiss way.](#)



Swisustainable on the move.

Switzerland is a hub for sustainable travel, and train enthusiasts can now enjoy looking out for our 'Swisustainable on the move' locomotive, on the move around the country highlighting how easy and inspiring it is to experience the diversity and beauty of Switzerland using eco-friendly public transport. It's never been so sustainable to ride a panoramic train, hop on a scenic bus route or embark on a lake cruise!

[Board a train, bus or boat.](#)



The Blum podcast.

Does Swiss art, intrigue and drama sound up your street? The Blum podcast is an innovative new collaboration between Switzerland Tourism and production company EI Extraordinario. The series takes the listener through nine Swiss cities and art museums across Switzerland as its protagonist tries to uncover a mysterious double investigation built around a Swiss painter called Ursula Blum. Exciting and compelling, Blum is the perfect summer holiday companion!

[Solve the mystery.](#)



Happy Birthday to the Gornergrat Railway.

On 20 August 2023, we are honouring Switzerland's first electric rack railway, which embarked on its first journey up to the renowned Gornergrat Ridge above Zermatt back in 1898. To mark its 125th birthday, the Gornergrat Railway is offering an exclusive discount on their website for visitors looking to experience the breathtaking beauty of the Swiss Alps for themselves.

[125 years of magic.](#)



SWISS.

When flying SWISS, passengers experience Switzerland's traditional values from the moment they board the plane, even before reaching their destination, as SWISS is dedicated to delivering the highest quality service. Swiss International Air Lines flies from 10 destinations in the UK and Ireland to Geneva and Zurich.

[Fly away.](#)



Autumn's on its way.

We may still be in the middle of summer, but autumn is just around the corner! Visitors can follow in the footsteps of popular Scottish comedians Jamie MacDonald and Julia Sutherland and visit Switzerland to savour this very special season with all their senses. This time of the year is all about intense flavours, scents, tastes and feelings. What better time to enjoy Swiss nature?

[Awaken the senses.](#)



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