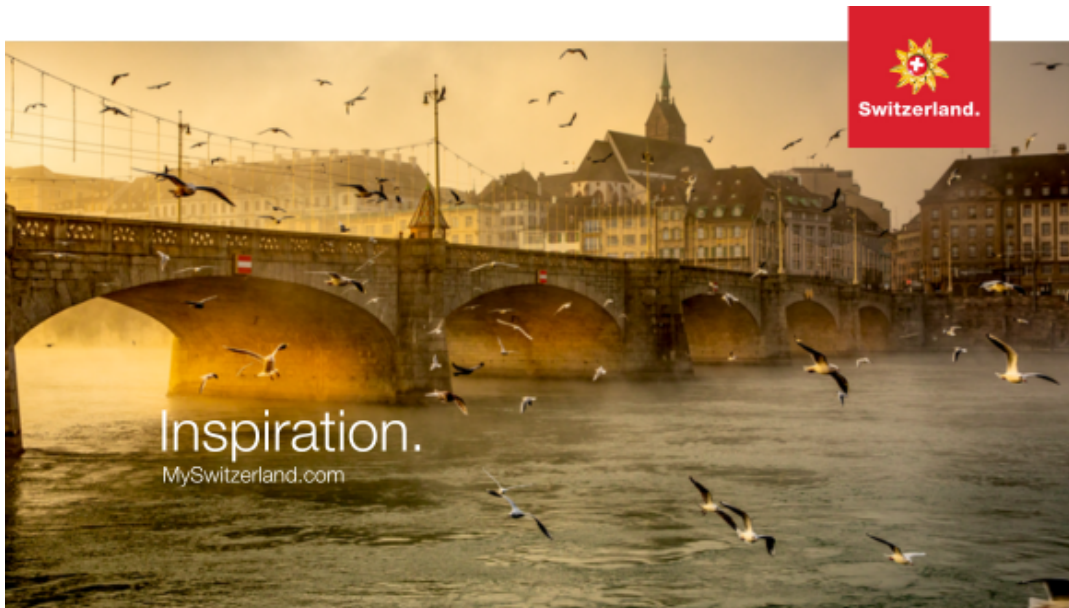


Switzerland: Not long now till winter.

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Switzerland: Not long now till winter.

Dear media friends,

First things first, we are thrilled to share with you our brand new [Winter News & Trips 2023/24](#) media booklet, hot off the press!

Also, we are proud to share that the UK is once more the second most important foreign market for Switzerland in Europe, and the third most important in the world (after Germany and the USA).

Even more reason to inspire you with the latest from Switzerland...

Before winter takes over, there is still time to enjoy all the activities on offer during the glorious autumn months. Think of hikes and rides through colourful landscapes and total immersion in cultural activities such as concerts at the KKL, a venue celebrating its 25th anniversary, based in Lucerne, the music capital of Switzerland.

St Moritz is also making headlines with the re-opening of the Grace La Margna Hotel, as well as its popular annual mountain race for vintage cars.

We recommend that architecture aficionados head to the Royal Academy of Arts in London before 15 October to catch the exclusive exhibition currently running in partnership with the renowned Swiss architects, Herzog & de Meuron.

On top of that, Switzerland will have an additional presence in London as of 15 November, as the main partner for Skate at Somerset House.

With that in mind, we are looking forward to thriving autumn and winter seasons in Switzerland and to helping you plan your next Swiss feature!

Myriam, Fran and Carmen

Your UK & Ireland media team



Autumn hikes.

Is there a better time for hiking than autumn? Few sights beat that of Switzerland's forest leaves turning red, then gold, not to mention the satisfaction when they fall to the ground and crunch underfoot. Thanks to [Switzerland Tourism's handy foliage map](#), visitors can now plan hikes in some of the country's most colourful forests and vineyards.

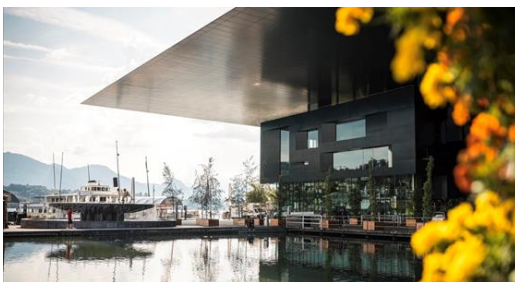
Our most colourful hikes.



E-Grand Tour

Fancy discovering all of Switzerland's highlights by car but still want to travel sustainably? Not a problem, you now can on the E-Grand Tour! This 1,643km circuit can be explored by electric car thanks to a dense network of charging stations. Driving the E-Grand Tour in autumn is a great way to explore Switzerland's colourful forests and vineyards, and stop off in different regions to try their culinary specialities.

E-Grand Tour.



25 years of the KKL Luzern.

On 16 and 17 September, the Lucerne Culture and Congress Centre (KKL Luzern) will come alive to celebrate its 25th anniversary. Built between 1995 and 2000, this architectural masterpiece designed by Jean Nouvel can house numerous events, including in its [spectacular concert hall](#), and is a huge highlight for any culture vulture visiting Lucerne, known as the music capital of Switzerland.

Happy Birthday KKL.



The Grace La Margna Hotel is back.

A legendary Swiss hotel has just been reborn! Following extensive renovations to this historic Engadin hotel plus a new extension, the Grace La Margna St Moritz reopened its doors on 1 August, and has set the bar higher than ever for the Swiss hospitality industry! Start planning your trip to St Moritz today!

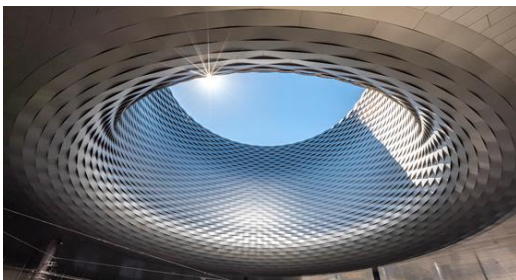
More than just a luxury hotel.



St Moritz Automobile Week.

From 8-17 September 2023, St Moritz will host the **International Automobile Week**, the ultimate event for lovers of vintage cars. A particular highlight of the week takes place on 14-17 September and is known as the Bernina Gran Turismo, widely regarded as the best mountain race for vintage cars.

Ride in St Moritz.



Herzog & Meuron in London.

Until 15 October, the Royal Academy of Arts in London is hosting an exclusive exhibition in partnership with Herzog & de Meuron. A unique way to explore these respected Swiss architects' past projects and latest designs, the exhibition gives visitors a fascinating insight into Herzog & Meuron's world, thanks to 400 items, models and diagrams, kindly on loan from the architects' design workshop.

Immersion in Swiss design.



The Mont-Blanc Express.

The Mont-Blanc Express panoramic train links Martigny to the Upper Trient Valley on the Swiss border. During this journey, visitors can enjoy breath-taking views before alighting at Chatelard-Village and hopping on the **Verticalp** funicular, train and mini-funicular which take you right up to the Emosson Dam for spectacular views of Mont Blanc, western Europe's highest peak. It is also possible to stop off en route and meet Alpine animals at **Les Marécottes**, Europe's highest zoo.

All aboard.



Zurich Airport turns 75.

Zurich Airport is proudly celebrating its 75th anniversary this year, and embracing the opportunity to look back on years of quality service and innovation. Particular past achievements include the Swiss airport receiving **awards** such as 'No. 1 in Europe in the '25-40 million passengers' category four years in a row from the international umbrella organisation ACI (Airports Council International). Various celebrations and events are have been scheduled up to the end of the year.

A year full of highlights.



Skate at Somerset House.

This winter, Somerset House in London will once again host Skate, this time with Switzerland Tourism as its headline partner! Visitors are in for a festive experience with a Swiss twist, with highlights including skate sessions inspired by the regions of Bern, Valais and Lucerne, activities by Swiss International Air Lines, plus Jimmy Garcia's pop-up, the Chalet Suisse. Skate at Somerset House will run from 15 November to 14 January 2024.

Merry Swissmas.



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