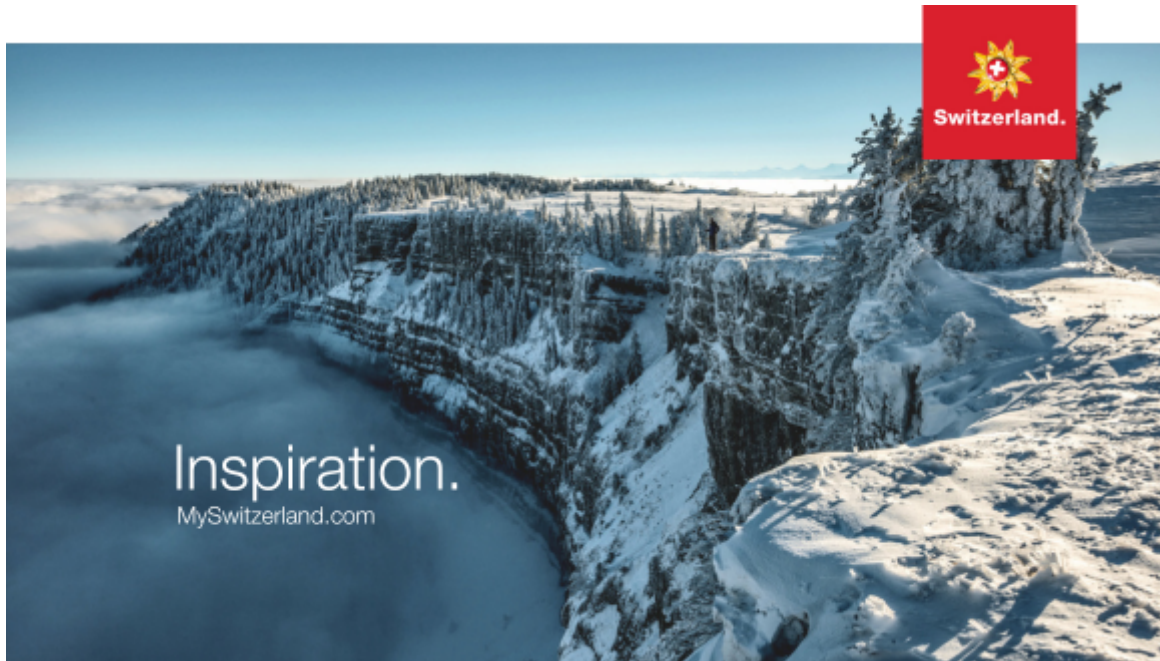


Christmas tidings from Switzerland.

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Christmas tidings from Switzerland.

Dear media friends,

Not long now until Christmas, and in the lead-up to the big day, Switzerland Tourism has put together a fabulously festive [Advent calendar](#) for you to enjoy, where every day there is a chance to win some great prizes!

In this newsletter, you will find all the news from Switzerland for December, including a novel winter pop-up in Gstaad, a new gondola in the Region Dents du Midi, the opening of the Mandarin Oriental Savoy in Zurich and quirky new activities like raclette rafting and karaoke in a gondola!

Also worth a mention is our new campaign, 'The Perfect Shot', which sees four photographers from around the world compete to capture the true essence of Switzerland. You can check out the video [here](#)!

As you may have heard, the snow conditions in Switzerland are looking exceptional this festive season, so we hope you're as excited about getting back on the slopes as we are! We have one spot left on our [winter group media trip](#) to Interlaken and the Jungfrau Region which showcases both ski and non-ski winter activities, so do get in touch if you think it could be a good fit for your publication.

We wish you a very Merry Christmas and look forward to working with you in 2024!

Myriam, Fran and Carmen

Your UK & Ireland media team



The Offcut Food Truck on the Slopes.

Spearheaded by Executive Chef Martin Göschel, five-star hotel The Alpina Gstaad's zero-food-waste philosophy will be transported to the slopes this winter. The Offcut Food Truck will serve up delicious dishes created from leftover ingredients from the hotel kitchen. The truck will operate from mid-December to mid-March and can be found on the snowy slopes of Vorderes Egli, in the Gstaad ski area.

Sustainability on the slopes.



New Foilleuse gondola in Morgins .

Morgins in the Region Dents du Midi welcomes Switzerland's first detachable chairlift this Christmas! The town's iconic three-person fixed-grip chairlift will soon give way to **Switzerland's second autonomous gondola lift**, after 40 years of loyal service. The grand unveiling of the new lift is scheduled over the festive period so watch this space!

Winter in the Portes du Soleil.



New hotel in Zurich: Mandarin Oriental Savoy.

Just in time to celebrating its 185th birthday on Christmas Day, the iconic Mandarin Oriental Savoy Zurich reopens on 20 December following extensive renovations. Located right in the city centre on Paradeplatz, this iconic local landmark, the oldest grand hotel in Zurich, seamlessly blends modern design with historical charm.

About the Mandarin Oriental Savoy.



A Ticinese winter wonderland.

Between 24 November and 7 January 2024, the magic of winter will take over Ticino, Switzerland's Italian-speaking canton, and more specifically, Locarno on the banks of Lake Maggiore. Guests can expect fun experiences galore, from ice skating to Christmas markets and live music. The cherry on top of the (Christmas) cake is that there will also be an audiovisual extravaganza on the Piazza Grande!

Ticino in the snow.



Raclette but on a raft.

Interlaken has come up with the perfect evening activity: eating raclette on a raft whilst floating along the crystal-clear waters of Lake Brienz and the Aare River! This is a unique way to savour this popular Swiss speciality, wrapped up warm in blankets and with a glass of Swiss white wine. The experience is bookable until April and lasts around 90 minutes.

Feast on raclette the fun way.



Ricola launches the world's first karaoke gondola..

On 9 December, Ricola, famous for its herbal sweets and popular jingle, launched two unique karaoke gondolas on the Grindelwald-Männlichen gondola lift in the Jungfrau region. The only gondolas of their kind in the world enable guests to sing along to popular music hits while taking in the breathtaking mountain scenery around them,

as well as indulging in Ricola sweets along the way to optimise their vocal performance!

Get in that gondola.



Winter through the window.

Switzerland landscapes have donned their white coats following the heavy snow over the past few weeks, so there's no better time to hop on one of Switzerland's many panoramic trains, the **Bernina Express!** Both this train and the **Glacier Express** (known as the world's slowest express train) pass through a stunning UNESCO World Heritage Site. Also worth travelling on is the **GoldenPass Panoramic** panoramic route, which connects Zweisimmen and Montreux in just over two hours.

More panoramic trains.



SWISS Air Rail.

SWISS has just introduced an innovative AirRail service, offering passengers seamless travel between Zurich and Geneva Airport and a number of Swiss cities. SWISS AirRail combines a flight ticket and train ticket into one booking, offering passengers a more convenient and hassle-free journey. This new service showcases the connectivity of Swiss destinations and provides an efficient and flexible travel option for passengers. Travelling to Switzerland has never been so easy!

Efficiency, the SWISS way.

The Perfect Shot.

We're celebrating Swiss landscapes like never before with a new innovative project that has just been launched on YouTube, 'The Perfect Shot'! Over the course of five short episodes, four photographer-content creators hailing from all over the world (including the UK's talented James Popsys) compete against one another in creative challenges to capture the beauty of Switzerland.

Watch the first episode.





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