



Fresh winter fun for everyone.

Dear media friends,

Happy New Year to you all - may your 2024 be filled with happiness and success.

We're thrilled to report that winter is in full swing in Switzerland, with resorts across the country enjoying optimum ski conditions!

This season, we are encouraging visitors to experience skiing in fun new ways, with sunrise skiing now available in Saas-Fee and solar-panelled cross-country skiing in Les Diablerets. Alternatively, those skiing in Leukerbad on a Wednesday or Saturday can take a ride down the pistes on a snow groomer as the sun sets!

For the non-skiers, we have tasty raclette and fondue picnic packs to take on your winter hikes around the Region Dents du Midi, and evening walks around the atmospheric Ice Palace in Schwarzsee, which light up at night.

Winter is also a great time to visit our Swiss cities, and Zurich's Herzbaracke floating theatre performing on Lake Zurich definitely makes for a magical winter experience.

As always, we're here to help with any Switzerland-related queries you have, and we look forward to working with you soon!

Best wishes,

Myriam, Fran and Fiona
Your UK & Ireland media team



Sunrise skiing in Saas-Fee.

Skiers take the cable car up to its highest point and experience the sunrise at 3,500m above sea level. They can then savour a tasty breakfast at the Allalin revolving restaurant before carving fresh tracks through the fresh snow all the way back down to Saas-Fee.

[Ski in the dawn light.](#)



Solar-powered cross-country skiing in Les Diablerets.

At nightfall, cross-country skiers and hikers can enjoy this new ski trail in Les Diablerets, which is lit by solar energy stored during the day! The 1km trail is lit up from 5-9pm every evening.

[Ski in the moonlight.](#)



Snow groomer experience.

Who hasn't dreamed of riding on a snow groomer? This winter in Leukerbad, guests can find out first-hand what it's like to groom the slopes in the Snowpark Sportarena by booking a ride at 4:30pm every Wednesday and Saturday.

[Get on that snow groomer.](#)



Fondue and raclette al fresco.

Cheese tastes even better in the great outdoors, so now visitors to the Region Dents du Midi can treat themselves to a fondue or raclette picnic with a view! The tourist office will provide visitors with a picnic pack and send them off to enjoy a delicious cheesy lunch in an idyllic winter setting.

[Find out more.](#)



Ice Palace in Schwarzsee.

The Schwarzsee Valley is a magical winter experience! Just 2km from Schwarzsee, visitors can take a nighttime stroll through a palace made entirely of ice, lit up in different colours. After a fun walk around the Ice Palace, they can then enjoy a warm drink or even a fondue at the 'Buvette'.

[Discover the Ice Palace.](#)



Zurich's floating theatre.

Every evening is a celebration at the Theatre Herzbaracke! Guests enjoy a play, variety show, cabaret, musical or dancing in a fantastic vintage setting, all while the theatre makes its way around Lake Zurich. People can also enjoy a four-course dinner and a drink as they enjoy the show.

[Visit the Theatre Herzbaracke.](#)



NostalChic class.

Experience the Gornergrat like never before! As of this winter season, passengers can enjoy the breathtaking views from a cosy NostalChic carriage, where everyone gets a window seat. A guide is on hand to point out iconic landmarks and share some local history before everyone alights at Riffelalp for a four-course lunch with wine pairings.

[More on the NostalChic class.](#)



A fun fact about flying SWISS.

Ever heard the pilot's announcement 'cabin crew, arm the slides' before take-off? SWISS now sheds some light and informs guests who've always been intrigued by that and produced a short video that explains the meaning of the command, expertly explained by Cabin Crew Manager Christian Fridell.

[Watch the video.](#)



Unusual winter lodgings.

In Switzerland, guests can spend the night in a selection of atypical lodgings! Zermatt offers the opportunity to stay the night in an igloo after enjoying a dip in the hot tub surrounded by breathtaking views. For visitors who are into wine, they can even sleep in a converted 8,000-litre wine barrel in Graubünden!

[Browse our selection.](#)



This e-mail was sent to: [email address suppressed] - This newsletter has been sent to you with your prior consent. Should you no longer require this service, you can [cancel](#) your subscription at any time. Text and photos for events listed here were prepared and uploaded by regional/local tourist offices, therefore Switzerland Tourism can accept no responsibility for them. The prices of all offers in Swiss francs are definitive. Prices given in foreign currencies are for guidance only. These are subject to the usual exchange rate fluctuations. Prices and programmed events are subject to change.

Copyrights:

Photo 1 © Region Dents du Midi | Photo 4 © Adrian Bretscher / Hangar Ent Group | Photo 5 © Switzerland Tourism / Lorenz Richard | Photo 6 © Skilift Brunnli Tourismus GmbH / Stefan Zurrer | Photo 7 © Urs Jossi 2023 | Photo 9 © Iglu-Dorf GmbH / Massimo Cappuccio

Our premium partners

