

Switzerland: Swiss bliss in the lead-up to spring.

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Swiss bliss in the lead-up to spring.

Dear media friends,

This month is known as the fifth season in some cantons across Switzerland; the few weeks of the year when carnival traditions take over! One has to see it in order to believe what it's all about.

Another Swiss experience that's one of a kind is a husky sleigh ride with breath-taking views of the Matterhorn.

Thanks to 2024 being a leap year, Switzerland will also see the 100th Anniversary of the Parsenn Derby, one of the country's oldest ski races, celebrated on 29 February!

Thanks to that, beer lovers also get one more day of drinking - to mark the occasion, the Swiss capital of Bern will be serving afterwork beers at seven museums across the city between now and 3 March.

And last but not least, the iconic Schilthorn, known for its links to James Bond, will host the world's most remote disco on 10-12 May! The kick-off event taking place in London on 16 March should get you in the groove, so get in touch for more details.

We remain at your disposal for further information and are happy to help with your next piece!

Best wishes,

Myriam, Fran and Fiona
Your UK & Ireland media team



Basel carnival.

The Basel carnival, aka Fasnacht, is the largest in Switzerland and takes place over three days every year. From 19 to 21 February, visitors to the city can experience exceptional fun, wild antics and culture, accompanied by music and lanterns. Discover [other carnivals](#) all over Switzerland.

[Experience Fasnacht in Basel.](#)



Husky rides in the snow.

Mountain lovers can enjoy a 90-minute sleigh ride led by up to ten mountain huskies, 3,000m above sea level against the breathtaking backdrop of the iconic Matterhorn. Accompanied by a guide, guests can learn all about the dogs, and can even pose for one or two photographs with them!

[Get on that sleigh.](#)



100th years of the Parsenn Derby.

The Parsenn Derby is one of the oldest downhill ski races in Switzerland, and was the brainchild of Fred Edlin, a member of the Ski Club of Great Britain. Skiers can sign up either individually or in groups. This year, the race will take place on 29 February.

[Find out more.](#)



Beer at the museum.

Renowned for its microbreweries and wide range of local beers, between now and 3 March, the city of Bern is inviting visitors to seven of its cultural institutions after work to enjoy their exhibits over a local beer. Culture and craft beer - what's not to love?

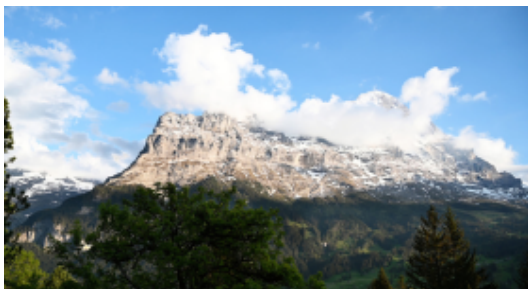
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Detour Discotheque.

The world's most remote disco is coming to Switzerland! Detour Discotheque lands on top of the Schilthorn from 10 to 12 May, hosting parties in three scenic locations across this beautiful mountain region. Fans and nature lovers alike can discover a world of retro glamour at 2,970m above sea level, set to the sounds of guest DJs Erol Alkan, DJ Paulette and Kayyak.

[Discover Detour Discotheque.](#)



Eiger Walk of Fame.

This spring, the Jungfrau Railways will open its new mountain trail, the Eiger Walk of Fame. Guests on the hike will enjoy stunning panoramic views of the famous Eiger North Face and the mountain resort of Grindelwald, while panels along the path will tell the stories from courageous mountaineers who took on the North Face.

[Walk the Walk of Fame.](#)



Internet on short-haul flights.

Starting in winter 2024/2025, passengers on SWISS will benefit from broadband internet access on the entire short-haul aircraft fleet! UK visitors flying to Switzerland with SWISS will soon be able to use chat and messenger services for free, and surf the web, send emails and use social media for a fee.

[Find out more.](#)



Baking workshops at Kambly.

The Kambly biscuit factory is open to the general public, and runs workshops for both individuals and groups. ~Following a tour of the Kambly experience, visitors can get stuck in and create premium Kambly biscuits themselves, all while learning more about the four-generation history of this beloved Swiss brand.

[Bake those biscuits.](#)



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