

March-ing into springtime.

Dear media friends,

First things first - we'd like to inform you about some internal changes: After 3.5 years as Head of Media and Communications, I will be taking on a new role at Switzerland Tourism as Marketing Manager UK & Ireland with a special focus on cities, hotels, and luxury.

Fran Lambert will take over the media department as of immediately. She's been part of the team for over two years and knows Switzerland inside out already. So fear not, you'll be looked after very well going forward!

There is still time to enjoy some spring skiing as the snow conditions in many resort are still impeccable! And anyone who's done with winter should head to Switzerland and witness the cherry blossoms that enchant visitors to the city of Bern every spring.

Gourmets can take part in a range of culinary tours to explore Lausanne in its various facets, whereas train enthusiasts should head to the southern part of Switzerland and enjoy a ride on the Centovalli Railway, which celebrates its centenary this year.

Art lovers should visit the Royal Academy in London to marvel at the works of Swiss painter Angelica Kauffman, one of the most celebrated artists of the 18th century.

Lastly, here are two important links we hope you will take a look at - do get in touch if any news or trips are of interest:

- [Summer 2024 media booklet](#)
- [Summer 2024 group media trips](#)

It's been lovely getting to know you these past few years and hopefully our paths will cross again. Best of luck to Fran in her new role!

Best wishes,

Myriam, Fran and Fiona
Your UK & Ireland media team



Spring skiing in Zermatt

Locals attest that March and April are the best months for spring skiing in the Matterhorn Ski Paradise (above Zermatt), Europe's highest ski area. These months offer perfect snow conditions, well-groomed pistes and ample rays of spring sunshine. Visitors can unwind with a drink on a sunny terrace before heading back down to the car-free village.

[Ski in the sunshine.](#)



Bern's cherry blossoms.

This spring, Bern's Rosengarten will turn into a pink paradise, framing the city's famous UNESCO-listed Old Town. These exotic trees were gifted to the city by Japanese farmer and beekeeper Yoshiyuki Urata in 1975. Visitors can see them blossom from late March to mid-April.

[Experience 'la vie en rose'.](#)



Gourmet tours of Lausanne.

Visitors to Lausanne are invited to experience the city's finest culinary offerings by joining one of Lausanne Tourism's new food-themed walking tours. Those who prefer savoury treats can pick from the Trendy Gourmet Tour, Veggie Gourmet Tour or Swiss Gourmet Tour and for those with a sweet tooth, Lausanne also offers a Choco Gourmet Tour.

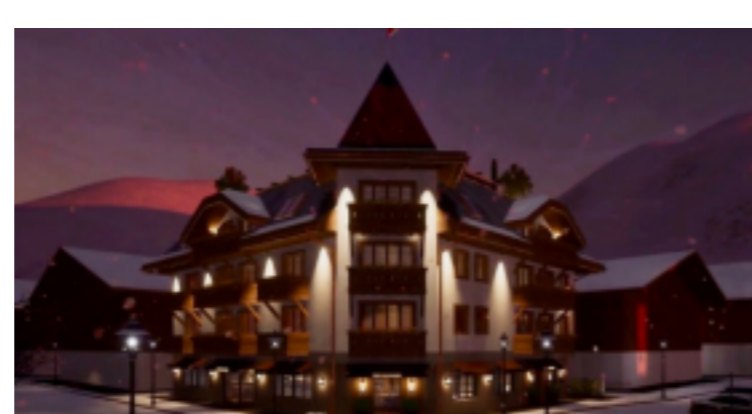
[Take me to the Swiss food.](#)



Angelica Kauffman art exhibition in London.

One of the most celebrated artists of the 18th century, Angelica Kauffman was a founding member of the Royal Academy of Arts in London and has helped shape European art. Until 30 June 2024, visitors to the RA can explore her life and famous works, including her celebrity portraits, ceiling frescos and historical paintings.

[Discover Angelica's art.](#)



The new Mansard Lifestyle Hotel.

Situated in the stunning mountainous landscape of Gstaad in the Bern Region, this new three-star boutique hotel boasts 29 rooms, a restaurant, lounge and bar, rooftop bar, and spa complete with sauna, steam room and wellness area. The official hotel opening will be on 17 May.

[More on the Mansard.](#)



Centenary year of the Centovalli Railway.

The Vigezzina-Centovalli Railway, linking Locarno in Switzerland to Domodossola in Italy, was inaugurated in 1923. This beautiful railway line, which as its name suggests, passes through around 100 valleys, is celebrating its centenary year in 2024, and to mark the occasion, will be organising events and other festivities throughout the year.

[Celebrate the Centovalli.](#)



125 years of the Gurten funicular.

The Gurten funicular, a symbol of the early days of modern tourism, first opened in 1899 and will celebrate its 125th anniversary this year. Currently undergoing various renovations and improvements including new obstacle-free access, panoramic carriages, digital services and enhanced comfort, this iconic railway is due to reopen to the public in May 2024.

[Find out more.](#)



SWISS Air Rail News.

Thanks to the new SWISS Air Rail service, long-haul passengers can now travel seamlessly to and from Lausanne, Fribourg and Bern via Geneva Airport, all on one ticket. This new extended route network, developed in partnership with the Swiss Federal Railways (SBB), means that long-haul visitors flying to and from Geneva can now enjoy guaranteed connections, first-class Swiss transport services, and an overall enhanced travel experience.

[Find out more.](#)



We are Swisstainable.

Switzerland Tourism is proud to announce that since the beginning of 2024, we have officially been classified as level III in the Swiss Confederation's national sustainability programme, 'Swisstainable'. This achievement reflects our ongoing commitment to sustainable corporate development and contributing towards a more sustainable travel and tourism industry.

[About the Swisstainable programme.](#)



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