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## A Swiss April awakening.

Dear media friends,

Well, the clocks have gone forward and spring has officially sprung, so swap out those ski goggles for shades and read on for inspiration on what to see and do on your next trip to Switzerland!

The next month is an exciting one, as we rev up for what looks set to be THE event of the season, the Detour Discotheque atop the mighty Schilthorn, taking place on 10-12 May.

Glacier 3000 announces good news with the imminent reopening of its panoramic restaurant, while St. Moritz celebrates all things art with a focus on environmental issues, courtesy of British painter Adam Attew at the GRACE LA MARGNA. Also new is the Märchen Hotel in Braunwald, a fairytale hotel set against the magical backdrop of central Switzerland.

For anyone feeling inspired and raring to go to Switzerland this spring, we are also currently recruiting for this year's [UK & Ireland summer group media trips](#), the first of which is a trip to Switzerland's Italian-speaking region of Ticino on 13-16 May. Do get in touch if you feel your publication could be a good fit for any of these trips.

We wish you a great April and look forward to helping with your next Swiss feature!

Best wishes,

Fran and Fiona

Your UK and Ireland media team



## Detour Discotheque.

It's not too late to buy tickets for the most remote party! Detour Discotheque lands on top of the Schilthorn on 10-12 May, hosting parties in three scenic locations across this beautiful mountain region. 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.

Let the music take you higher.



## Glacier 3000 restaurant.

After suffering fire damage, the restaurant on Glacier 3000 will reopen this summer and will be open all year round. With an emphasis on improved customer experiences and energy efficiency, the new restaurant will provide 400 seats across two floors and a panoramic terrace.

Enjoy lunch with a view.



## British artist in St. Moritz.

Acclaimed British artist Adam Attew has just been named the inaugural Artist-in-Residence at the newly opened GRACE LA MARGNA St. Moritz. One of the aims of the artwork on display is to highlight through art the challenges posed by climate change in alpine environments.

Meet Adam.



## New Märchen Hotel.

Situated in Braunwald, central Switzerland, the newly opened Märchen Hotel is a family hotel par excellence. Children will be transported into a fairytale world with playgrounds, adventure pools and a Fairyland. Parents can enjoy child-free time in the wellness areas and restaurants.

Step into a fairytale.



## 75 years of underground excursions.

This year, the Lac Souterrain de St-Léonard, the largest navigable underground lake in Europe, open to the public since 1949, is celebrating its 75 years. Visitors can explore the cave by boat with a guide and uncover all its mysteries. Situated between Sion and Sierre, this unmissable natural phenomenon is easily accessible by train.

Go deeper underground.



## Swissminiatur Museum.

Swissminiatur is Switzerland's largest open-air miniature museum for all ages and is located in the Ticino region near Lake Lugano. Discover 129 models of Switzerland's most famous buildings, monuments and means of transport way on a 1:25 scale.

Take a walk in miniature.



## History meets the future on Mount Rigi.

Start your journey in Arth-Goldau before heading up Mount Rigi in a historical train, then return in a modern railcar to Vitznau. From the end of May onwards, travellers can travel up to the 'Queen of the Mountains' on historic train rolling stock on a daily basis.

[Take a journey through time.](#)



## SWISS and sustainability.

SWISS is proud to be the first airline in the world to enter into a pioneering partnership with the Swiss company, **Climeworks**. As a global leader in Direct Air Capture (DAC), Climeworks has developed an innovative technology to remove CO<sub>2</sub> directly from the air and then have it stored permanently underground.

[Find out more.](#)



## Engelberg is Swisstainable.

Engelberg is the fourth Swiss destination to join the national sustainability programme, Swisstainable. This classification reflects this destination's ongoing commitment to continuous sustainable development, pursuing measures in the area of sustainability and making an important contribution to a sustainable Swiss tourism industry through initiatives like energy climate protection, renewable energies and environmentally-friendly mobility.

[Explore Engelberg.](#)



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