

Press Release, November 2008

Lonely Planet's Best in Travel 2009

Zürich is among the top ten cities in the world

Lonely Planet has named the top ten cities in the world – and Zürich is one of them. The renowned guidebook publisher sees the biggest city in Switzerland as a hip metropolitan city with a pulsating nightlife.

In the book 'Lonely Planet's Best In Travel 2009', published in October 2008, the publishing house lists the 850 hottest travel trends and destinations – and names the top ten cities in the world. Zürich is also extolled as being one of the top ten metropolitan cities in the world, which travelers simply have to visit.

In the article about Zürich, the author writes: 'Zürich has two faces, old and new. The wide, placid Limmat River runs through it; elegant clock-faces and 800-year-old churches grace one side, while Züri-west, home to some of Europe's hippest nightlife, sprawls out on the other.' And indeed, in Zürich contrasts are combined in a very special way, which surprises visitors from all over the world each time they come here. However, Zürich's bathing culture is also unique. For example, the author of the book 'Lonely Planet's Best In Travel 2009' recommends a trip to the outdoor pool Letten-Badi, where the city's trendsetters meet. However, shopping also has to be experienced in Zürich – for instance in the world-famous Bahnhofstrasse.

Zürich Tourism is delighted about the top-ten ranking. Among other reasons, because no other guidebook is as popular with young tourists travelling alone as the one published by Lonely Planet. Marketing Manager Maurus Lauber: 'Over the last few years, we have tried to raise awareness of the hip aspects of Zürich as well. For Zürich is home not only to the typical Swiss stereotypes – like banks, chocolate and watches.' Zürich is now also very popular due to its pulsating nightlife, bar scene, trendy shops and art galleries: 'You can celebrate parties here without any restrictions – namely in a way which is virtually impossible in other cities.' The author of the article in the book 'Lonely Planet's Best In Travel 2009' agrees: 'After dark... Zürich quickly becomes the poster girl for Europe's hip club scene, on a par with Berlin and London.'



The top ten cities selected by the editorial team of the book 'Lonely Planet's Best In Travel 2009' are, apart from Zürich, Antwerp, Beirut, Chicago, Glasgow, Lisbon, Mexico City, Sao Paulo, Shanghai and Warsaw.

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