



Switzerland Hot News

Top News

150 Years of Winter Tourism

The British were the first winter tourists in the Alps and discovered a whole new world: the white winter holiday. It all started in St. Moritz in the Engadin valley 150 years ago. The hotelier Johannes Badrutt made a daring bet with some of his summer guests. Subsequently, the British flocked to the Engadin, and over the years left their mark in the form of polo and cricket tournaments, the Cresta Run as well as skeleton and bobsleigh races. In the winter of 2014/2015, Switzerland will be celebrating 150 years of winter tourism. As the birthplace of winter tourism, St. Moritz is set to take center stage.

More: www.engadin.stmoritz.ch/winter/en/activities/scintillating-st-moritz/150-years-of-winter-tourism/

Winter Anniversary Related Events

Gourmet Festival St. Moritz in British Hands – January 26-30

The Gourmet Festival 2015 will be a British edition to celebrate 150 years of winter tourism. Gourmet fans can look forward to exciting and enjoyable encounters with nine young, highly creative avant-garde star chefs from Great Britain's top league!

More: www.stmortiz-gourmetfestival.ch

FIS World Ski Championships Vail/Beaver Creek

During the 2015 Alpine World Ski Championships in Vail/Beaver Creek, the House of Switzerland in Vail will be devoted to the theme of "150 Years of Winter Tourism".

Hotel News

Reopening of the Hotel de Rougemont

The "Hotel de Rougemont", an exceptional Swiss Alpine Boutique Hotel, opens its doors in December 2014. Just 10 minutes from Gstaad, this hotel offers 33 rooms and suites, along with a luxurious spa, gourmet restaurant, and a wine list that will delight even the fussiest of connoisseurs.

More: www.hotelderougemont.com/en/



Unbeatable Views at “Le White” in Champéry

The “Le White” is a modern and stylish mountain four-star hotel with unbeatable views over the Dents-du-Midi summits. It will open in February 2015. With 27 rooms and suites, a health spa, and the authentic French restaurant “Le 42”, the hotel provides a perfect haven of comfort and tranquility for those returning from a day skiing, mountain biking or hiking.

More: www.lewhite.ch/eng

Sustainable Reka Holiday Village Blatten-Belalp

On Christmas 2014, Reka opens the new holiday village Blatten-Belalp. It is a family-friendly holiday resort with an indoor pool, play areas for children, and young people find a wide range of adventure activities in the surroundings of the village, comparable to other Reka holiday villages. The village meets the highest sustainability requirements. With Minergie standard isolation, heat pumps and solar panel heating as well as photovoltaic electricity production the village will be practically independent regarding its energy production.

More: www.reka.ch/en/thecompany/aboutus/projects/Seiten/rekas-new-holiday-village-at-blatten-belalp.aspx

The “wellnessHostel4000” Starts into its First Winter Season

This September, the Swiss Youth Hostel Association opened a new youth hostel at Saas-Fee. The building's unique architecture and the integrated «Aqua Allalin» complex with an indoor pool, wellness and fitness areas make new youth hostel extraordinary. It provides a facility made for active families, sports groups and solo travelers.

More: youthhostel.ch/en/hostels/saas-fee // www.aqua-allalin.ch

Bürgenstock: New Resort above Lake Lucerne

Completion is planned for 2017. The resort will be car-free and feature three hotels with 400 rooms and 800 beds as well as 68 residence suites and 12 restaurants and bars, all set in a breathtaking mountain landscape. A large selection of recreational options completes the picture. This project involves total investments of 485 million Swiss francs.

More: <http://en.buergenstock.ch/>

Have you ever had a Ski Butler? Try “The Chedi Andermatt”

Skiing vacations are great, if only you didn't have to schlep your equipment. “The Chedi Andermatt” offers the perfect solution: a ski butler. As a guest at the hotel it is possible to enjoy this service. In the morning, guests comfortably step into preheated ski boots, made ready by your helpful ski butler, who then carries the skis or rental equipment to



the slopes and back. He is also a reliable source of information about the daily snow and weather conditions.

More: www.ghmhotels.com/en/anderlatt/services/ski-butler-services/

Hotel Kameha Grand Zürich Glattpark

The “Kameha Grand Zürich Glattpark” will open in March 2015. With 245 rooms, suites, an event hall for up to 1,500 people and a conference area with space for 10 to 200 participants, the hotel is focused primarily on business travelers. A spa with a sauna, fitness area and rooftop terrace measuring over 10,000 square feet, two bars, sushi, cigar and shisha lounges and a restaurant will also appeal to guests who are looking for relaxation and a lifestyle experience. The interior of the hotel is very impressive. The “Kameha Grand Zürich Glattpark” is in the running for inclusion in the “Leading Hotels of the World” list. Construction began in June 2012.

More: www.lheg.com/grandhotels2.php?lang=en

Anniversaries

Matterhorn: Climbed for 150 Years

In 2015, Zermatt celebrates the Matterhorn throughout the year with events and festivities. The destination will be marked on the 150th anniversary of first ascent on July 14 of the Brit Edward Whymper.

More: www.zermatt.ch/en/150

Saas-Fee: 30 Years “Last Christmas”

Love it or hate it! This year is the 30th anniversary of Wham!’s worldwide hit “Last Christmas” – the video of which was filmed in Saas-Fee. On the occasion of the anniversary, the Saas valley is staging a series of special events in the weeks of December 6-19 and January 10-23.

More: www.saas-fee.ch/en/first-swiss-skier

Rhaetian Railways: 100 Years Chur – Arosa

This year Rhaetian Railways are celebrating the 100th anniversary of the Chur-Arosa route, which was built at the beginning of the 20th century in only two years. Today, locals as well as tourists reach the renowned holiday resort Arosa (1,800m/5,900ft) in an hour's time. The RhB railway company is organizing a weekend of festivities in both Chur and Arosa on December 13/14 in honor of the 100-year old, 26km- (16-mile) long connection.

More: www.rhb.ch/en/news-events/100-years-chur-arosa



Winter News

“Top of Europe Ice Magic” Interlaken

From mid-December till February the center of Interlaken will be transformed into a winter wonderland. “Top of Europe Ice Magic” consists of various-sized ice-skating rinks, linked by a 400-meter (435-yard) long curving runway. And there are various cozy restaurants and bars on the Ice Magic Piazza to heat up after skating.

More: www.icemagic.ch/en/home.html

Stand-Xpress: Adelboden-Lenk Brings People Together

The first 10-person gondola lift in the Bernese Oberland opens for the winter season 2014/15. Snow sports enthusiasts, hikers and sunbathers will appreciate this new way of transport with its 89 spacious cabins, leather seats and panoramic windows. Within 10 minutes, the gondolas take them up the 1,000m (3,300ft) climb to the Metschstand at 2,100m (6,900ft), a unique viewing point in the valley.

More: www.lenk-simmental.ch/en/BergbahnenWinter/LBB-Winter

Superpass: 3 Ski Areas with One Ticket

As of winter 2014/15, the “Superpass” is available and valid in the three tariff associations Gstaad Mountain Rides, Alpes Vaudoises and Adelboden-Lenk. It can be bought for 4 up to 15 consecutive days and is also available as a seasonal pass.

More: www.superpass.ch/en/

Zermatt - Cinema Lounge Close to the Stars

At the highest mountain railway station of the Alps, at an altitude of 3,883m (12,800ft), visitors can enjoy films, which feature, among other things, the impressive mountain sceneries around the Matterhorn in Zermatt. The visit of the cinema lounge is included in the Matterhorn glacier paradise ticket.

More: www.zermatt.ch/en/Media/News/New-Cinema-lounge-at-the-Matterhorn-glacier-paradise

Have a Peek at the New “Peak Walk”

In November the new spectacular suspension bridge “Peak Walk” on the Glacier3000 is supposed to be finished – and ready for brave visitors. The 107-meter (351-feet) long bridge will worldwide be the only one to connect two mountain peaks.

More: www.glacier3000.ch/en/newspeakwalk



Nostalgic Fondue Ride up to Mount Rigi

Have you ever had fondue in a heated nostalgic railway car from 1911? On the ride up to Mount Rigi you can. During the ride up from Goldau through the magic snowy scenery, you first get an aperitif, and later a tasty cheese fondue, which is sure to fill your stomach and heighten the spirits. A coffee with some Rigi-Kirsch, the local liquor, will do the rest on the trip back to the valley.

More: www.rigi.ch/Adventures/Majestic-moments/Majestic-moments-Individuals/Fondue-excursion-sheer-nostalgia

Titlis Rotair 360 with New Cabins

The two round cabins of the Titlis Rotair have been replaced with cabins that fully rotate, allowing all the passengers to experience the 360-degree panorama. Big windows ensure idyllic views of steep rock faces, deep crevasses and distant snow-covered mountain peaks.

More: www.titlis.ch

Do you Dream of a Romantic Winter Wedding?

In Engelberg a chapel made entirely of snow and ice is planned at the igloo village for the season 2014/15. Thereby the snow palace is turning into a unique location for weddings. The newlyweds and their guests can then spend the night at the igloo village or be taken back to the valley by cable car, if so desired.

More: www.iglu-dorf.com/en/events/Eventideen/hochzeit.htm

Winter Hiking with Fantastic Views

The hiking trail from the Mont Soleil to the Mont Crosin offers a unique experience of nature with fantastic views over the vast landscapes of the Jura. Along the route, there are interesting information panels about solar and wind energy. Hikers can start from the Mt. Soleil or the Mt. Crosin, the trails are maintained and marked. Total distance: 6 km/3.7miles.

More: www.myswitzerland.com/en/mont-soleil-mont-crosin.html

Snow Park LAAX: Longest Half pipe of Europe

With four snow parks, a super pipe, a mini pipe and a freestyle slope, LAAX is Europe's leading freestyle resort. This winter they are extending their super pipe by 40m/44yards to an impressive length of total 200m/218yards, which is Olympic standard.

More: www.laax.com/en/skiing-area/snowparks/



St. Moritz: First Yoga Slope in the World

Yoga means as much as «connection» and «integration». We tend to lose touch with our physical bodies, are no longer in contact with nature, and don't know what to believe. Yoga equips us with tools to change it. Yoga now can also be done on snow, thanks to the world's first yoga slope on Corviglia. There, you can practice yoga on snow alone or with professional instruction at four different sites.

More: www.engadin.stmoritz.ch/winter/en/activities/sports/skiing-snowboarding/corviglia-skiing/yoga-on-snow/

Free Ski Pass until Christmas in Davos

A great offer to start the season! From the November 16 to the December, all guests who book an overnight stay in one of the participating hotels or vacation apartments in Davos Klosters, receive a free ski pass for the Jakobshorn and Parsenn ski regions.

More: www.davos.ch/en/holiday-shop/lift-pass-for-free.html

Other News

Explore the New Hölloch Bivouac

At the Hölloch, nearby Lucerne, you dive into a mysterious world. The impressions gathered on a two-day expedition and the effect on the human senses are very intense. The new dome bivouac serves for overnight accommodation at a historic site, namely that of the first bivouac at the Hölloch in September 1949. There are no special requirements for this tour except for a normal physical condition. The tour is bookable from November to mid-March.

More: www.trekking.ch/en/caves/2-day-bivouac-expedition

Meet that famous St. Bernard Dog Barry in Bern

200 years ago, Barry passed away – the most famous rescue dog of all times. He has been a legend up to this day. The Saint Bernard dog can be admired in the Museum of Natural History in Bern. A new exhibition is dedicated to the heroic dog from the Great St. Bernard Pass. But which stories are true and which are a myth? The exhibition will tell you the whole truth.

More: www.barry.museum/index_en.html

Embark on a Culinary Journey through Bern

Bern has a new city tour: the “Voyage Culinaire”. This tour is designed for groups and combines activities, which build up the team spirit on the topic of food and beverage in an ideal way with fun, sightseeing and culinary delicacies. You will see the historic side



of Bern, get a presentation of wines and an introduction to tasting techniques as well as a typical Bernese dinner in two renowned restaurants. The winter option comes with an aperitif with mulled.

More: www.bern.com/en/social-program-bi/activities-incoming/VoyageCulinaireBern

Reopening of the Brigerbad

The Brigerbad, the public swimming pool of Brig, is being reconstructed and partly newly built. On December 31, it reopens as a completely refurbished wellness temple, open all year round. The “New Brigerbad” offers its guests seven different areas: swimming pool, thermal pool, spa grotto, wellness area, bar with organic products, reception area, and restaurant.

More: www.thermalbad-wallis.ch/

Transportation News

Swiss Travel System launches the Grand Train Tour of Switzerland

The Grand Train Tour of Switzerland is the new suggested itinerary and represents the very best of Swiss public transport, highlights top excursion attractions, and can be enjoyed all year round. The departure point and duration of the Grand Train Tour are flexible and visitors can decide depending on the time on disposal and interest. The tour can be done with just a single ticket, the Swiss Travel Pass. Passengers only have to make an advance seat reservation on the special panorama trains.

The Swiss Pass is to receive a new name

From January 1, 2015 the popular all-in-one ticket will be marketed worldwide as the Swiss Travel Pass. However, the scope of services remains unchanged – ranging from unlimited travel by rail, road and waterway, 50% discount off most mountain railways, and free admission to more than 480 museums nationwide. Also new as of 2015 are the periods of validity of the Swiss Travel Pass (3, 4, 8 and 15 consecutive days). Travelers under the age of 26 will receive a 15% reduction off the regular price of the Pass.

SWISS launches new “SWISS Choice” range of individual travel services

Swiss International Air Lines Ltd., customers can now add a number of individual services to create and enhance their air travel experiences. To date, the new “SWISS Choice” gives customers three options: an option to reserve preferred seats in advance; arrange an inflight treat for themselves or a travel companion; and/or pre-order inflight duty-free items.

More: <http://www.swiss.com/us/EN/book/swiss-choice/offers-overview>



Edelweiss Air: 2015 Summer Timetable – More flights to Zurich

With its 2015 Summer Timetable, Edelweiss, a member of the Swiss International Air lines family, is increasing the number of nonstop flights from Las Vegas, Tampa/Florida and Vancouver to Zurich. The airline offers a third weekly flight between these destinations and Zurich.

More: www.edelweissair.ch/en/company/media/presse/

CONTACT FOR MORE INFORMATION

North America

Ursula Beamish-Mader, Manager Media Relations North America

480 University Ave, Suite 1500, Toronto, ON M5G 1V2

Phone: [416-695-3496](tel:416-695-3496), Email: ursula.beamish@switzerland.com

East Coast

Michaela Ruoss, Media Coordinator North America

608 5th Avenue, Suite 202, New York, NY 10020

Phone: +1 212-757-5944 x 235, Email: michaela.ruoss@switzerland.com

West Coast / Texas / Florida

Maja Gartmann, Media Coordinator North America

501 Santa Monica Blvd., Suite 607, Santa Monica, CA 90401

Phone: +1 310-260-2421, Email: maja.gartmann@switzerland.com

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