



Switzerland Hot News

Top News

Brand New: The Grand Tour of Switzerland

In spring, Switzerland Tourism is launching the Grand Tour of Switzerland – a 1000-mile route to explore the highlights of Switzerland on one single tour. It includes numerous sightseeing opportunities and gives you access to iconic spots for excursions along a route that leads through the most beautiful parts of the country. You can do it with almost all forms of transport (car, train, motor bike or bike) and all of it or just parts. No matter how you tailor-make it for yourself, it will be an amazing trip.

More: To follow.

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

The Gourmet Festival 2015 will be a British edition to celebrate 150 years of winter tourism. From January 26 to 30, gourmet can experience 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".



Other 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 British climber Edward Whymper. There are many activities planned, including a musical performance of the Matterhorn Story in Open Air Theatre, depicting the successful ascent. For one week, Zermatt will return to the way it was in 1865.

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 to 19 and January 10 to 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 thanks to the 26km- (16-mile) long connection.

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

Abbey St. Maurice: Religious Rumor has it

Built in 515, the Abbey of Saint Maurice was the spiritual center of the Burgundy Empire. Today, the pilgrimage destination is renowned for its basilica and its treasure, which includes rare masterpieces of sacral art works created by goldsmiths. Next year, it is celebrating its 1500-years anniversary. Being one of the oldest permanently used Catholic churches, rumor has it that the pope might visit the community in June 2015.

More: http://www.saint-maurice.ch/xml_1/internet/en/intro.cfm



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 opened for the winter season. Snow sports enthusiasts, hikers and sunbathers can 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

Lauberhorn Guest Race in Wengen: February 5 – March 26

The Lauberhorn Run, held in Wengen each year in mid-January, is one of the highlights of the Skiing World Cup and the scene of all kinds of fates and emotions. At 4.5 km (2.78 mi), it is the longest and most demanding World Cup downhill course. For all who are ready for the legendary slope there is race in Wengen, every Thursday from February 5 to March 26 – on the top section of the famous slope. Everyone can join.

More: <http://www.lauberhorn.ch/en/home>

Superpass: 3 Ski Areas with One Ticket

As of this winter, 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/

Have a Peek at the New “Peak Walk”

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

More: www.glacier3000.ch/en/newspeakwalk



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

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 this season. 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

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

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

Other News

Explore the New Hölloch Bivouac

At the Hölloch caves, 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 in the serves for overnight accommodation at a historic site, namely that of the first bivouac at the Hölloch caves 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

See Gauguin's masterpieces in Basel

As one of the great European cultural highlights in the year 2015, the exhibition at the Fondation Beyeler brings together about fifty masterpieces by Gauguin from leading international museums and private collections from February 8 to June 28. Gauguin's groundbreaking paintings have become icons of modern art and are some of the most significant and valuable cultural treasures in the world.

More: <http://www.fondationbeyeler.ch/>

Reopening of the Brigerbad

The Brigerbad, the public swimming pool of Brig, was reconstructed and partly newly built. On December 31, it reopens as a 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/

Hotel News

Reopening of the Hotel de Rougemont

The "Hotel de Rougemont", an exceptional Swiss Alpine Boutique Hotel, opens its doors this December. 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



“La Vue”: Luxury Oasis in Zermatt

A new hotel is brightening up the town in car-free Zermatt. The new luxury chalet La Vue is built on a rocky promontory 131 feet above the village. Guests take a private lift to gain access to their holiday oasis. The six residential units in all (between 90 and 300 square meters in size) can accommodate up to ten people. Made from larch wood, dark stone and glazed panels, the apartments provide comfort and luxury at a top location. Guests are encouraged to sit back and relax in the in-house spa area.

More: <http://www.lavue.ch/en/la-vue.html>

Sustainable Reka Holiday Village Blatten-Belalp

A new Reka Holiday Village of the latest generation is set to open right on time for Christmas in Blatten, Valais. The holiday resort features 50 family-friendly apartments, an indoor pool and a diverse range of children’s entertainment. With Minergie-standard insulation, heat pumps and solar-panel heating, as well as photovoltaic electricity generation, the new Reka Holiday Village will be virtually self-sufficient in energy terms.

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

Modern, innovative and sustainable: in Saas-Fee, right by the PostBus stop, the new wellnessHostel4000 has opened in September. A stay there pays a double dividend. The typically uncomplicated approach, the generous communal rooms and the characteristically low prices of the Swiss Youth Hostels can be ideally combined with the sport and wellness offerings of the Aqua Allalin. The new showpiece youth hostel plus wellness facilities has 168 beds and is open 350 days a year. The building has been constructed in line with the Minergie-Eco Standard and heat is supplied by the local solar district heating network.

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

Bürgenstock: New Resort above Lake Lucerne

The new Bürgenstock 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. The project involves total investments of 485 million Swiss francs and is supposed to be completed in 2017.

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/andermatt/services/ski-butler-services/

Hotel Kameha Grand Zürich Glattpark

The “Kameha Grand Zürich Glattpark” opens 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 focuses 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 those looking for relaxation and a lifestyle experience. 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

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.

More: To follow.

Swiss Travel Pass: New Name for Proven Product

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.

More: <http://www.swisstravelsystem.com/en/home.html>



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/

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