



Switzerland's Hot News 2015

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, gives you access to iconic spots for excursions along a route and 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: <http://www.myswitzerland.com/en-us/grand-tour-of-switzerland.html>

Lights! Camera! Switzerland. Select the Winner!

“Lights! Camera! Switzerland.” is an unmatched opportunity to jump-start a career as a TV star, and earn \$10,000 for hosting the show. The deadline for the application was March 9. 3168 people applied for this chance to host a TV travel show in Switzerland. An expert panel will select the finalists – based on creativity and originality of their application. Who made the finals will be announced on March 18th on <http://lightscameraswitzerland.com/>. As of then, everyone is invited to vote for their favorite candidate until May 5th, and enter the chance to win a trip to Switzerland.

In June, the winner of Lights! Camera! Switzerland. embarks on a 10-day journey to shoot some highlights along the “Grand Tour of Switzerland” including Bern, Lucerne, St. Moritz, and the most scenic trains of the Swiss Travel System.

More: <http://lightscameraswitzerland.com/>



Anniversaries

Eastern Switzerland

Bad Ragaz: 175 Years of Thermal Waters

For 175 years, the famous thermal waters have been flowing from Altes Bad Pfäfers to Bad Ragaz, turning the former farming village Bad Ragaz a world-renowned spa town over time. Numerous events, special offers and activities will be organized to celebrate the anniversary this summer – for example the «water and artists festival» in the center of Bad Ragaz on Saturday, 15 August.

More: <http://www.resortragaz.ch/en/media-relations/press-releases/grand-resort-bad-ragaz-celebrates-175-years-of-thermal-water.html>

Jungfrau Region

Interlaken: 150 Year of Culinary Art and Victoria-Jungfrau

In 2015, the world-renowned Victoria-Jungfrau Grand Hotel & Spa celebrates its 150th anniversary. As of March, guests can experience the very best the 150 years of culinary art have to offer: The hotel's restaurant “La Terrasse” presents new interpretations of classic, almost forgotten gourmet dishes. A culinary tour titled “Es war einmal...” (once upon a time) takes the guests to five historic places in the hotel, where they enjoy a specially created 5-course dinner along with entertaining anecdotes.

More: <http://www.vjc-promo.ch/en/vj-150-jubilaum/around-the-anniversary/>

Valais Region

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 the 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.

More: www.zermatt.ch/en/150



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, the abbey 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

Summer News

Basel Region

See Gauguin's Masterpieces in Basel

Until June 28, the exhibition at the Fondation Beyeler brings together about fifty Gauguin masterpieces from leading international museums and private collections. The artist'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/>

Bern Region

Meet Klee and Kandinsky in Bern

From June 19 to September 27, the exhibition "Klee & Kandinsky" at the Paul Klee Museum in Bern reveals a lot about the fine line between friendship and rivalry, between mutual artistic stimulation and differentiation, but also between success and damnation. Never before has such an outstanding selection of works of the two masters and Bauhaus neighbors been united in an exhibition.

More: <http://www.zpk.org/de/ausstellungen/vorschau/klee-kandinsky-969.html>

Brand new Museum Card

Bern has a new Museum Card for art enthusiasts. It entitles overnight guests for 24 or 48 hours to free entry to the collections and special exhibits of all the museums in the city of Bern, which are members of the «museen bern» association.

More: <http://www.bern.com/en/travel-planning/museumcard>



Are you ready for some Design Insights?

The new «design tour langenthal», bookable all year round, offers fascinating insights into the development and production of design products over more than 120 years. Experience the high standards set for the products, and the great passion and skill with which those expectations are met. You have the option of an unguided Showroom Tour or a guided Factory Tour.

More: <http://www.bern.com/en/region/oberaargau/highlights-oberaargau/design-tour-langenthal-en>

Travel in Time with the Swiss Federal Railways

The new Historic exhibition of the Swiss Federal Railways SBB in Windisch takes visitors all the way from the past to the present, illustrating more than 150 years of Swiss railway history with documents, videos, photos, works of art, and other objects.

More: <http://www.sbb.ch/en/group/the-company/history/sbb-historic.html>

Jungfrau Region

Ballenberg Museum to highlight Grain and Bread

On the grain field, at the mills, in the bakery, or at the farm: Switzerland's open air-museum stages eight thematic sites to show the cultural diversity of bread and grain in different regions and throughout the centuries. Visitors learn interesting and surprising facts about everyday agricultural life and the importance of bread while getting to smell bread baking in a fire stove. The exhibition is open daily from April 11 to October 31.

More: <http://ballenberg.ch/en/Veranstaltungen/>

See some of Picasso's Intimate Work in Interlaken

Visit the Kunsthaus Interlaken and discover the intimate world of Pablo Picasso's drawings, paper cutouts, etchings and lithographs, created using the famous Swiss colored pencils Caran d'Ache. Most of these unique works will be on public display for the first time ever. The exhibition is open from May 31 to August 31.

More: <http://www.myswitzerland.com/en-us/events/event-280638223.html>

**James Bond Action on Allmendhubel**

The Allmendhubel, Mürren's local mountain, is a typical summer hotspot and very popular among families and hikers. As of this summer, it will offer another attraction: A thrilling ride on three-wheel downhill carts ride down to Mürren! The route follows the bob run from the Bond movie "On Her Majesty's Secret Service", covering 2.5 miles (4 km) of ground and an altitude difference of 980ft (300m).

More: http://schilthorn.ch/cmsfiles/press_release_summer_engl.pdf

Schilthorn: Word's First 007 Walk of Fame

James Bond leaves a trail on the Schilthorn once again. The world's first "007 Walk of Fame" is mainly inspired by "On Her Majesty's Secret Service", partly shot on this very mountain. Among the invited to leave their handprints on the Schilthorn are George Lazenby (James Bond), Diana Rigg (Tracy), Yuri Borienko (Grunther), Terence Mountain (Raphael), Gabriele Ferzetti (Draco), Willy Bogner (cameraman) and Bernhard Russi (stunts).

More: http://schilthorn.ch/cmsfiles/press_release_summer_engl.pdf

Männlichen-Wengen: Take the "The Royal Path" Peak Trail

The cable car ride to the Männlichen takes just 5 minutes from Wengen. Once on the mountain 7,300ft (2,230m) above sea level, set off on the "The Royal Path", a scenic trail to the summit. The 20-minute ascent with the mountain panorama in sight will make you feel like a king. On the throne-like summit, enjoy the view of the Eiger, Mönch and Jungfrau as well as Lake Thun.

More: <http://www.maennlichen.ch/en/experience-hikes.html>

Spiez: See Picasso's Jugglers, Women, and Bullfights

From July 5 to September 27, you can see a section of the most important topics represented in Picasso's work at the castle of Spiez. The 50 graphic reproductions include some of the early jewels from the times of the jugglers, Minotaur and bullfighters, as well as examples of Picasso's later erotic creations, which illustrate the unique dynamic contrasts of the painter and model motive.

More: <http://www.schloss-spiez.ch/schloss/index.php>



Central Switzerland

Einsiedeln: Experience Milk Production First-Hand

In May 2015, the milk production facilities in Einsiedeln open a show dairy. Guests are granted insight into the world of milk processing and can watch the cheese makers as they turn the milk into a number of tasty products. They can make their own cheese, participate in a guided tour of the milk production facilities, or browse around in the shop.

More: <http://www.einsiedeln-tourismus.ch/en/>

Sattel-Hochstuckli: New Tubing Run for More Fun

Rondos kids' world at Sattel-Hochstuckli already has a large bouncing castle and a 2,100ft (660m) long summer toboggan run. Thanks to the new tubing run visitors can now also speed down the outdoor run on rubber tires.

More: <http://www.sattel-hochstuckli.ch/en/summer/index.php>

New «Dragon Ride» Up to Mount Pilatus

As of April 1, the new «Dragon Ride» cable car carries guests from Fränkmüntegg to Mount Pilatus. The cabin has a cockpit-like design and large windows to give passengers the impression of flying. The unique experience lasts about three-and-a-half minutes. Thanks to state-of-the-art technology, the cableway can operate smoothly even in high winds.

More: <http://www.pilatus.ch/en/railway-cableways/aerial-cableway/>

Circle Lake Lucerne Afoot

The new Waldstätter trail makes the unique nature and culture landscapes of the Lake Lucerne region accessible to the public. It leads from Brunnen via Lucerne to Rütli. Combined with the "Swiss Path", it circles the entire Lake Lucerne. The new Waldstätter trail is a classic long distance route, which can be divided into several day tours.

More: <http://www.uri.info/en/gaestival2015/waldstaetter-path?fs=fontl>



Eastern Switzerland

Appenzell: Join the World's highest-located Whisky Tour

As of this summer, a new and worldwide unique high altitude whisky tour leads across the Alpstein. Exquisite whiskies have been resting for months in their fine barrels at 27 mountain inns, surrounded by famous peaks such as the Hoher Kasten, Ebenalp, and Säntis. These unique distillates from Appenzell open up unexpected tasting experiences to hikers who enjoy them just as much as the clean mountain air and the breathtaking views.

More: <http://www.appenzell.info/en/service-navi/home.html>

Space Treasures in the Treasury of Liechtenstein

The exhibition "Vom Fürstentum über die Welt ins Weltall" (from the principality across the world into outer space) shows unique objects in the new treasury. Among others, genuine moon rocks from the trips of Apollo 11 and Apollo 17 are shown, and their history is explained. You can also see the worldwide largest Fabergé egg and the crown jewels.

More: <http://www.landmuseum.li/Default.aspx>

Walk the new Altnau Apple Trail

The new Altnau Apple Trail leads along magnificent orchards and offers a fantastic view of Lake Constance. Much is to be discovered about this typical apple growing region and the tasty fruit while enjoying the trail by walking, by bike, or on a horse-drawn carriage. Resting areas and playgrounds invite to linger, and the three mascots, which accompany young and old visitors on the trail, make sure nobody gets bored.

More: <http://www.postbus.ch/pag-startseite/pag-reisen-und-freizeit/pag-freizeitklick/pag-angebote/pag-at-alttau/pag-angebot-detail.htm>

Graubünden/Engadin

St. Moritz to Host Alpine Ski Championships in 2014

St. Moritz already staged four World Ski Championships – in 1934, 1948, 1974 and 2003. In 2017 the next spectacular Alpine Ski Championships takes place in St. Moritz. There are many reasons to expect an unforgettable event: the layout of the slopes on the sunny slopes of the Corviglia; the atmosphere of glamorous, cosmopolitan St. Moritz and the ski enthusiastic inhabitants of the Engadin.

More: <http://www.engadin.stmoritz.ch/winter/en/activities/scintillating-st-moritz/sports-in-st-moritz/fis-alpine-world-ski-championships-2017/>

**Davos: New Jakobshorn Cable Car**

As of this summer, the trip up to the Jakobshorn takes even less time. Both valley and mountain stations were rebuilt in state-of-the-art fashion. A new cable car takes guests from Davos Platz to Jschalp. The cable cars can transport up to 100 passengers, thereby doubling the hourly capacity to 1250 persons and offering more comfort to the passengers.

More: <http://www.davos.ch/en/cable-cars/summer/more-information/reconstruction-jakobshornbahn.html>

Lenzerheide: UCI Mountain Bike World Cup

From July 2 to 5, the UCI Mountain Bike World Cup visits Lenzerheide for the first time ever. As the only Swiss venue for the event, the holiday destination brings the Bike World Cup to the Swiss mountains. The cross-country and downhill races will be held around the Rothorn valley station. Lenzerheide will host more World Cup races in the cross-country and downhill disciplines from 2015 to 2017, as well as the Mountain Bike & Trials World Championships in 2018.

More: <http://www.uci.ch/mountain-bike/news/article/2015-uci-mountain-bike-world-cup-calendar-published/>

Meet the Famous Schellen-Ursli from the Engadin Valley

Every Swiss child knows the story of “Schellen-Ursli” and his quest for the biggest possible “Plumpa” bell for Chalandamarz, the traditional Engadin festival around March 1. At last, the adventures of the boy with his unruly black hair, undersized trousers, pointed cap and beaming smile are headed for the big screen, to be released in autumn 2015.

More: <http://www.c-films.com/en/productions/current.html>

Lake Geneva Region**Lausanne: 100 Years of International Olympic Committee**

In 2015, the International Olympic Committee celebrates the 100th anniversary of its headquarters in Lausanne. To mark the occasion, an exhibition will be held at the Olympic Museum from March 25 to June 28, showcasing the highlights of this historic relationship. Period photographs will be displayed at several iconic locations in the city to commemorate events associated with those places.

More: <http://www.olympic.org/museum>

**Have a Peek at the New “Peak Walk”**

In November 2014 the new spectacular suspension bridge “Peak Walk” on the Glacier3000 was finished – and now is ready for brave visitors. The 107-meter (351-feet) long bridge is worldwide the only one to connect two mountain peaks.

More: <http://www.glacier3000.ch/en/activities/peakwalk>

And the Winner is: The Hotel President Wilson, Geneva

The Hotel President Wilson has been awarded for the “World’s Leading Hotel Suite”, during the final ceremony of the World Travel Awards™ in Aguilla. This prestigious trophy, considered as the Oscars of Tourism, will make the famous 1600 square meters Royal Penthouse Suite even more popular among the worldwide celebrities.

More: <http://www.hotelpresidentwilson.com/en/rooms/royal-penthouse>

Ticino Region**Experience Lugano Arts and Culture**

The opening of the LAC (Lugano Arts and Culture), Lugano's new landmark, is scheduled for September 2015. Located by the lakeshore, the arts and cultural center will include a theatre and concert hall as well as rooms for exhibitions and events. The large square in front of the center is suitable for open-air performances and events, taking advantage of the region's typical warm climate.

More: <http://www.luganolac.ch/7/about/>

Valais Region**Saas-Fee: When Ice and Fire Meet**

The highest culinary cooking world championships at an altitude of 1,800 meters: surrounded by ice-cold glaciers, nine teams will compete for the hotly desired first world championship title of the amateur cooking clubs in September 2015. For three days, they will reveal culinary secrets to be tasted and rated by you. The venue of this event is the traditional village of Stadeldorf, where the festivities not only include fine food, but also music and entertainment. The new Ice & Fire is a must for amateur chefs and all those who love great cooking!



Zermatt: Revamped Hörnli Hut to be Opened

The Hörnli Hut Lodge reopens in July, in time for the 150th anniversary of the first Matterhorn ascent. Used as a starting point for climbers taking the Hörnli Ridge Route, the new Hörnli Hut on 10,700ft. (3,260m) above sea level fulfills the standards of a high Alpine hut in terms of energy, functionality and water supply while meeting the needs of modern mountaineers.

More: <http://www.hoernlihuette.ch/project.html>

See the “The Matterhorn Story” under the Stars

The open-air theatre performances about the first ascent of the Matterhorn in 1865 will be held above Zermatt on the Riffelberg (8,530ft/2,600m). Amateur and professional actors will appear in this drama of triumph and death on the iconic mountain.

More: <http://www.zermatt.ch/en/150/Activities-Offers-for-2015/Zermatt-s-first-open-air-theatre>

Zurich Region

Rapperswil: Opening of Himmapan Elephant Park

Knie's Children's Zoo in Rapperswil will soon have an impressive place for visitors to meet elephants: The new «Himmapan» elephant park is the largest construction project in the zoo's over 50-year old history. By building the new elephant enclosure, the zoo affirms its commitment to the conservation of the endangered Asian elephant and secures the 90-year old tradition of elephant keeping at Knie for the future.

More: <http://himmapan.ch/>

Hotel News

Lake Geneva Region

Lausanne: Reopening of the Royal Savoy

A restaurant with a lobby bar and Sky Lounge, 100 rooms in the historic building and 80 rooms on new premises in a 16,400 square feet (5,000 square meter), plus an extensive spa area: all this awaits guests as of June 2015 at the magnificently located Hotel Royal Savoy in Lausanne after its renovation.

More: <http://en.royal-savoy.ch/homepage/>



Valais Region

The Capra: A new Boutique Hotel in Saas-Fee

Whoever appreciates an exclusive environment with individual touches will like the new boutique hotel The Capra. The luxurious, attractive, and cozy hideaway surrounded by magnificent mountain scenery leaves nothing to be desired. 14 high-class design suites, individually styled with loving attention to detail fulfill the guests' every wish for a dream holiday right beneath the majestic peaks of Saas-Fee. Gourmets and wellness enthusiasts won't miss out either.

More: <http://www.capra.ch/?lang=en&selected=true>

Lake Lucerne Region

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/>

Zurich Region

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.

More: <http://www.kamehagrandzuerich.com/en/home>



A new Hotel at at the Foot of the Üetliberg Mountain

On June 1, the Atlantis by Giardino opens. As an urban retreat, it seamlessly combines the luxury of a five-star superior hotel in the city with the natural surrounds of its green and peaceful location at the foot of Üetliberg mountain. 98 rooms with striking post-modern architecture are offered as well as an outdoor swimming pool, two restaurants and a concept spa.

More: http://atlantisbygiardino.ch/index_en.php

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: <http://www.swisstravelsystem.com/en/home/highlights-en/grand-train-tour-of-switzerland.html>

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.myswitzerland.com/en-us/transport-travel/transport-travel-passes.html>

Additional flights on SWISS to Switzerland

As of end of May, Swiss International Air Lines will fly twice daily from Chicago O'Hare to Zurich. From July 5, they will also have a second flight between Zurich and San Francisco six times a week. A second round-trip is already operating between Zurich and Miami.

More: www.swiss.com



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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Media Corner

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