



Switzerland.

Best of Switzerland with. Ticino Tourism & Zurich Tourism.

Nicola Peverelli, Sabrina Schöllhorn and Oliver Guggisberg
November 23, 2021

Lauterbrunnen, Bernese Oberland

Travel regulations



- **As of October 25, 2021, all people vaccinated outside of the EU (including tourists from the U.S. and Canada) are required to apply for the Swiss vaccination certificate to enter indoor venues.**
 - Apply [HERE](#) for the Swiss COVID certificate / [HERE](#) for Geneva
 - Cost for conversion: CHF 30 per person (to be paid in advance).
 - Processing time can take up to 5 working days.
 - More information [here](#).

- Entering Switzerland:



- To return to US and Canada a PCR COVID or rapid test is required (Testing sites [MySwitzerland.com](https://www.myswitzerland.com))
- Find relevant information and updates on our website: [MySwitzerland.com/open](https://www.myswitzerland.com/open)

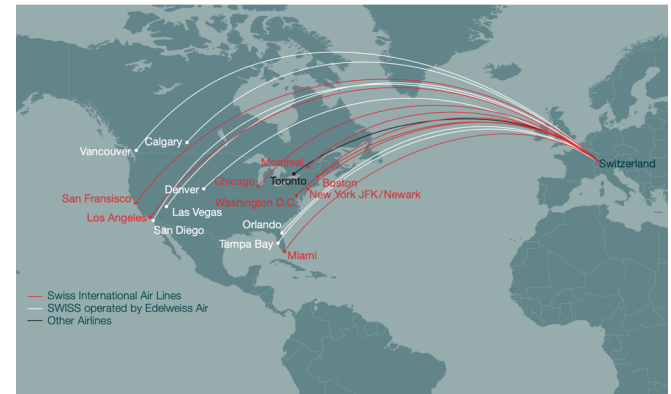
SWISS – The airline of Switzerland.



SWISS – The airline of Switzerland.

New timetable of direct flights (find live route network on [swiss.com](https://www.swiss.com))

- Daily service to Zurich, operated by SWISS
 - JFK – *daily, starting DEC 14*
 - Newark – *6x weekly*
 - Miami – *daily*
 - Boston – *5x weekly*
 - Chicago – *daily*
 - San Francisco – *5x weekly*
 - Los Angeles – *5x weekly*
 - Montreal – *5x weekly*
- SWISS will resume service on the long-haul connection Geneva - New York as of mid-December on selected days during the week
- Additional flights to Zurich, operated by Edelweiss Air (as of March 2022):
Denver (Monday & Friday), Vancouver (Wednesday, Friday and Saturday)



Switzerland Tourism North America.

New York



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Ticino where the Swiss quality meets the Dolce Vita

November 2021

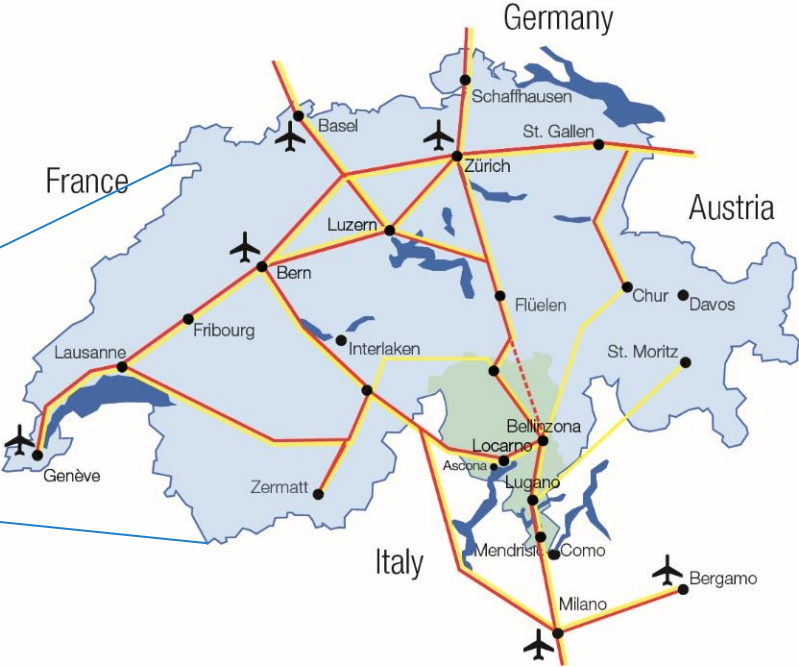
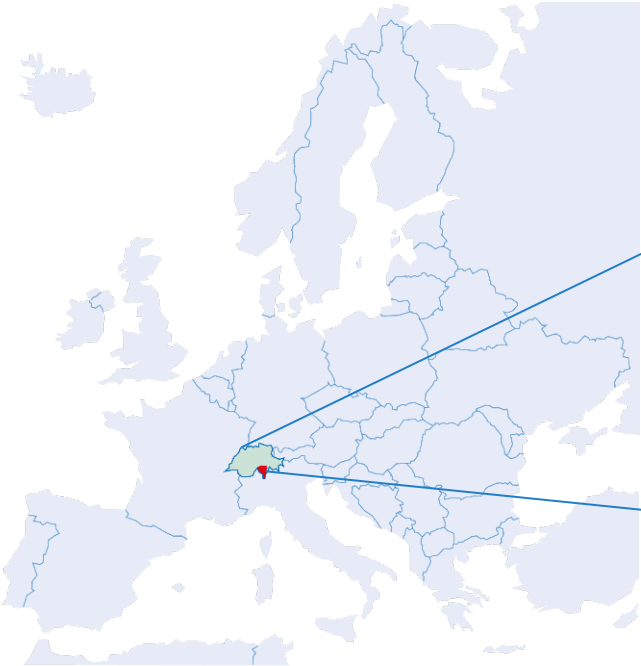




TICINO 

small moments
a great experience

Where are we?





Reasons to come to Ticino

- Ticino: The unexpected Switzerland **from palm trees to glaciers**
- **Swiss quality Italian lifestyle**
- Nice **climate** throughout the year. Not only summer but our spring and fall are stunning!
- **Gastronomy**... with white Merlot & Grottos
- Beautiful nature, **great outdoor** activities
- **Smiley people**
- **Easy to reach!** 1h 30 from Zurich, 1h from Milan

A photograph of a railway tunnel. The tunnel has a ribbed, arched ceiling and concrete walls. A train with blue headlights is approaching from the distance. A person in a red safety vest is visible near the tracks. The text "The world's longest Railway tunnel Zurich – Bellinzona in 1.39h!" is overlaid on the image.

The world's longest
Railway tunnel
Zurich – Bellinzona in 1.39h!



TIPPS & ITINERARY IDEAS



FROM BOUTIQUE TOWN TO OUTDOOR PARADISE

Lugano Region

■ 08.25 am Lakecruise

Start the day with a cruise on Lake Lugano: either make it a leisurely round trip or get off the boat at Morcote, the most beautiful village of Switzerland voted by the Swiss people in 2016. From this picturesque village walk up to Mount San Salvatore or take the bus back to the centre of Lugano.

■ 12.14 pm Via Nassa

Have a lunch break on Piazza Riforma then stroll along Via Nassa, the main shopping street of Lugano, which leaves nothing to be desired. Walk back along the lakefront and see the impressive historical buildings along the promenade.

■ 06.11 pm Sunset at Mt. Brè

In Castagnola, take the funicular which stops directly on the top of Switzerland's sunniest mountain. Breathe in the fresh air and enjoy the view over the whole region and into parts of Italy. Have a delicious dinner while watching the sun go down.

■ 08.30 pm Concert at LAC

To conclude the day, visit an art exhibition at the LAC Lugano Arte and Cultura centre or enjoy a great concert in its beautiful hall directly on the lakefront. This new Arts Centre promises to become one of Switzerland's most important cultural institutions.



Lugano City Tour

- Enjoy the sunset behind Mount San Salvatore by sitting on a bench at Parco Ciani after a shopping tour in Via Nassa
- Finish your cultural experience in Lugano with a concert at the LAC or visit its art gallery

luganoregion.com



Mount Brè

- Sunniest mountain in Switzerland
- See San Salvatore and lake Lugano
- 925 m / ~ 3000 feet
- 15 minutes

montebre.ch



Morcote

The most beautiful village of Switzerland, located directly on the Lake Lugano and reachable by lake cruise

morcoteturismo.ch



Food & Wine Tour

- Guided tour with several stops to explore the boutique town Lugano and its gastronomic specialties
- Booking:
Patricia Carminati
tours-in-ticino@bluewin.ch



Cruise & Cook

- Enjoy the surroundings of Lake Lugano during a cruise and cook tour.
- Risotto workshop in Grotto
- Booking:
Patricia Carminati
tours-in-ticino@bluewin.ch



7 Wonders – Tasting Experience

- Seven local dishes marry seven local wines
- Cruise + Grotto
- Booking:
Patricia Carminati
tours-in-ticino@bluewin.ch



WHERE GLAMOUR MEETS NATURE

Lake Maggiore and Valleys

08.47 am
Lakefront of Ascona

Take a seat on the famous Piazza directly on the Ascona lakeshore - the so-called "Pearl of Lake Maggiore". Sip a delicious cappuccino and admire the view of Lake Maggiore and the Brissago Islands.

09.30 am
Brissago Islands

Board a boat going to the Islands - the lowest point of Switzerland and a botanical paradise. The Mediterranean atmosphere, the view of the lake and the surrounding natural landscape gives visitors the chance to enjoy the restaurant's gastronomic specialties in a unique environment.

03.28 pm
Verzasca Valley

Ever wanted to feel like James Bond? The 220m (722 ft) bungee jump at the Verzasca Dam makes it possible. After this adrenaline-rich experience relax on the shores of the Verzasca River under the double-arched bridge in Lavertezzo.

08.12 pm
Piazza Grande

Savour dinner on Piazza Grande and reflect on an exciting day of experiences while the sun slowly sets and the stars above this world-famous square begin to sparkle. In summer this square hosts several festivals like the Locarno Festival and Moon&Stars.



Ascona-Locarno

- Located on the Swiss side of the Lake Maggiore
- In 1 hour from the palm trees to the glacier
- 2'300 hours of sunshine a year
- Ascona: the pearl of Lake Maggiore and an exclusive tourist destination
- Locarno: the city of movies on Lake Maggiore. The Piazza Grande is the heart of the city
- Typical villages, waterfalls, forests, alpine lakes: the magic of our valleys



Brissago Islands

- Botanical paradise with flowers of all over the world
- Gourmet restaurant & dinner with a view

isolebrissago.ch



Ascona

So called “Pearl of Lake Maggiore” with a beautiful carfree old town “Borgo” and famous lakefront to take a walk while enjoying an icecream


ascona-locarno.com



Verzasca Valley

- Verzasca Valley, known for its crystal clear waters and swimming holes
- Are you brave enough to jump from the famous “Ponte dei salti” of Lavertezzo?

ascona-locarno.com



Bellinzona,
the door
to the Alps



Saturday market Bellinzona,
delicacies among
the UNESCO castles

A hand holding a camera lens, with a scenic view of a lake and mountains visible through the lens. The text "Media Stories" is overlaid on the image.

Media Stories



Valle Bavona

- Transumanza Path
- The valley's Rustici
- Foroglio's captivating beauty
- Energetic nature
- No need for electricity



Merlot Bianco

- The only one in the world!
- White vinification process
- Up to 30% of Ticino's Merlot production
- A must have for any Ticino-style Aperitivo



Locarno Film Festival

- Most significant cinematography event in Switzerland
- Among the most important in Europe
- Since 1946
- Remo Rossi's Pardo d'Oro
- Locarno74: 209 films & +300 screenings

Swiss cheese made in USA.

- History of migration from Ticino to California
- Nicasio valley Cheese Company
- Swiss specialty cheese made in Marin County (CA)



HOME OUR STORY ▾ NICASIO CHEESE ▾ RECIPES SHOP ▾ CONTACT

Our Story

Home » Our Story

OUR LEGACY





2021, what's new?

Shooting stars above Lugano!



3 new Restaurants have been awarded with 1 Michelin star

- Restaurant “**I Due sud**” by Chef Domenico Ruberto
Hotel Splendide Royal*****s
- Restaurant “**Principe Leopoldo**” by Chef Christian Moreschi
Hotel Villa Principe Leopoldo*****s
- Restaurant “**META**” by Chef Luca Bellanca
Palazzo Mantegazza



GUIDA MICHELIN SWITZERLAND

Galleria Arté al Lago

Lugano
Moderna



GUIDA MICHELIN SWITZERLAND

Principe Leopoldo

Lugano
Mediterranea, Classica



GUIDA MICHELIN SWITZERLAND

I Due Sud

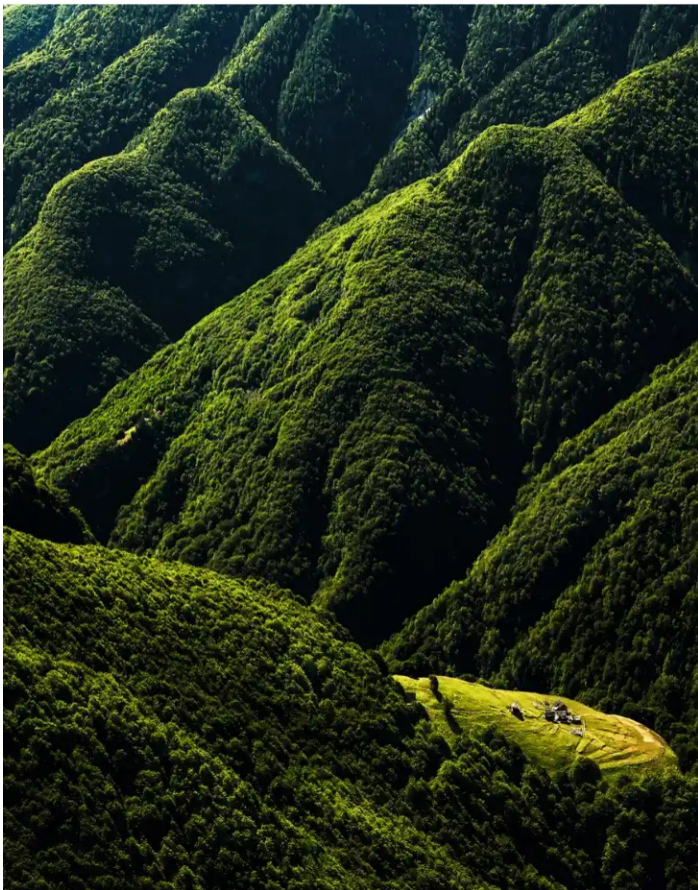
Lugano
Mediterranea



GUIDA MICHELIN SWITZERLAND

META

Lugano
Mediterranea, Italiana



Ticino is going green!

- New landingpage www.ticino.ch/green



Get around green



Sleep slow



Eco experiences



Eat local

- We reached level II of «Swisstainable» program





Adding value thank to the Ticino Ticket!

- All public transports free with the «Ticino Ticket»
- This offer is for visitors who stay overnight in hotels, youth hostels and on camping sites
- Special rates for various leisure activities during the stay in Ticino
- **About 100 \$ a day value of money FOR FREE!**

Lake Lugano, The Green Line

- The «Green Line» Ceresio is now 100% powered by green electric power
- GOAL: by 2035 Lake Lugano will be powered only by green liners



A panoramic view of a large, deep blue lake, likely Lake Lugano, nestled between lush green mountains. A town is visible on the right side of the lake, and the foreground is filled with dense green foliage. The sky is clear and blue.

More #ticinomoments
My «not to be missed»



More infos at:

www.ticino.ch

A scenic mountain landscape featuring a cyclist in the foreground, a lake in the middle ground, and a sunburst effect in the sky. The cyclist is wearing a red jacket and blue shorts, riding a green mountain bike on a grassy slope. The lake is a vibrant blue, surrounded by green hills and rocky terrain. The sun is low in the sky, creating a bright sunburst effect with rays of light. The background shows rugged mountains under a blue sky with some clouds.

Thank you for
your attention!

Zurich



Welcome to

City



Zurich



Welcome to

Old Town with
River Limmat
More than 2,000
years of history



Zürich-West
Trendy
neighborhood



Map of the Region



The perfect hub destination

Thanks to short distances and perfect traffic connections, major Swiss cities and sights await you just around the corner.



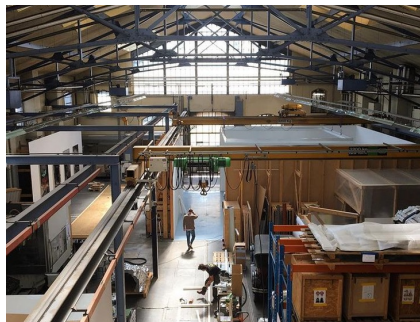
Art & Culture

More than 50
museums, over 100 art
galleries, opera,
concert halls, theaters,
1'300 pieces of art in
public space

[zuerich.com/
culture](https://www.zuerich.com/culture)



Zurich Art Weekend



June 10-12, 2022

- Three days of exhibitions, guided tours, and lectures in the city's numerous museums, galleries and off-spaces
- More than 50 exhibitions and 200 events
- Encounters with artists, artists studio visits, collection visits, lunch and dinner with gallerists and tours with curators

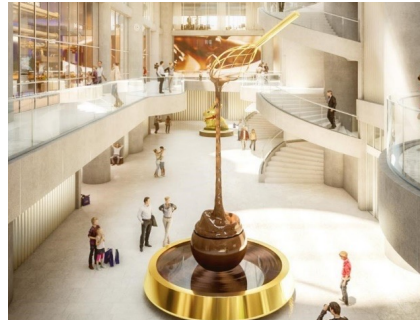
[➔ zurichartweekend.com](https://zurichartweekend.com)

Lindt Home of Chocolate



Open since September 2020

- Chocolate Fountain
- Largest Lindt Chocolate Shop in the World
- Interactive Chocolate Discovery Tour
- Pilot Plant Show Production and Research Laboratory
- Master Chocolatier Workshops
- Architects:
 - Christ & Gantenbein



[➔ lindt-home-of-chocolate.ch](https://lindt-home-of-chocolate.ch)

The Circle



Open since November 2020

Architect:
Riken Yamamoto

- At Zurich Airport
- New district with 2 hotels (Hyatt Regency and Hyatt Place), restaurants, shops, medical services, university facilities, park



thecircle.ch

Tonhalle Zurich

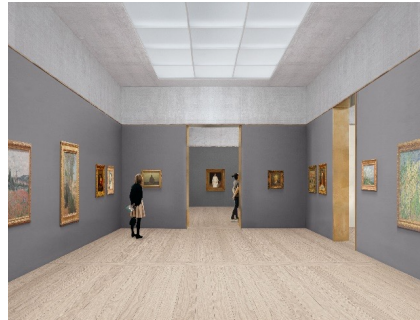


Reopened in September 2021

- Home of famous Tonhalle Orchestra, founded 1868
- One of the best concert halls in the world
- Varied classic program
- New LUX restaurant with magnificent view of the lake



Kunsthaus Zürich Extension



Opened in October 2021

- Extension designed by star architect David Chipperfield
- New home of famous Bührle collection
- Together with Paris: the most important impressionist collection
- Large collection of Giacometti and 20th century art
- Largest DADA collection in the world
- Permanent and temporary exhibits
- Largest art museum in Switzerland

[→ kunsthaus.ch](https://kunsthaus.ch)

FORTYSEVEN

Thermal Wellness

Spa Baden



Opening November 2021

- Designed by star architect Mario Botta
- Most mineral-rich thermal water in Switzerland
- Baden has a 2'000 year old bathing culture, which was already used by the Romans

Zurich - a pioneer in sustainability



Zurich ranks as #2 on the
IMD-SUTD Smart City
Index 2021

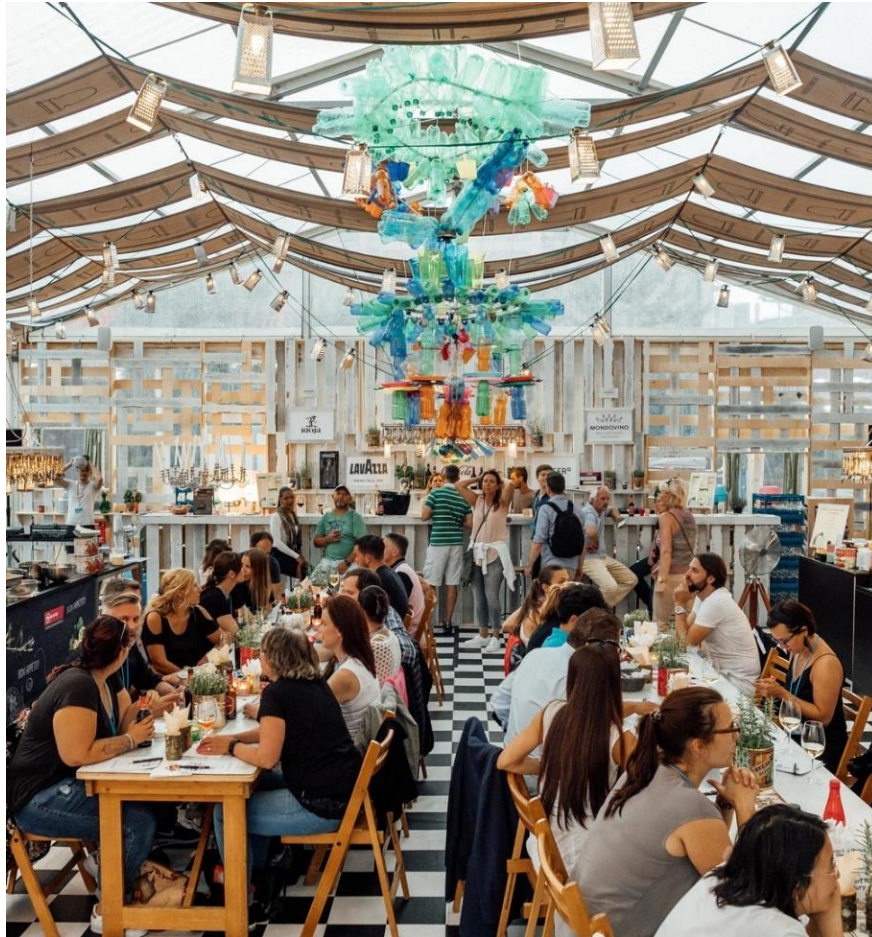
The city also ranks as #8
on the GDS-Index

1. Stay longer
2. Soak up the city
3. Keep an open mind
4. Explore Without Limits
5. Shop Locally
6. Choose real food
7. Stop working, start creating
8. Sleep better
9. Travel smarter
10. Refill

[➔ zuerich.com/wecare](https://www.zuerich.com/wecare)

Food

FOOD ZURICH



September 08-18, 2022
(annual event)

- Third largest food festival in Europe
- Eleven days
- Over 140 events
- All over Zurich

[➔ foodzurich.com](https://foodzurich.com)

Christmas Magic
Lights, markets,
and sweet scents
make Zurich a
«Christmas City»

[zuerich.com/
christmas](https://www.zuerich.com/christmas)



In the City

- Six large Christmas Markets in Zurich,
- Europe's largest covered Christmas market with famous Swarovski tree
- Singing Christmas Tree
- Lucy Christmas Lights
- Illuminarium Light Festival
- Christmas Circus & Events

In the Region

- Christmas Market Rapperswil
- Einsiedeln Christmas Market

Hotel Noel



November 26 to
December 26, 2021

Pop-up hotels for the
Christmas season

10 hotels, 10 rooms, 10
artists

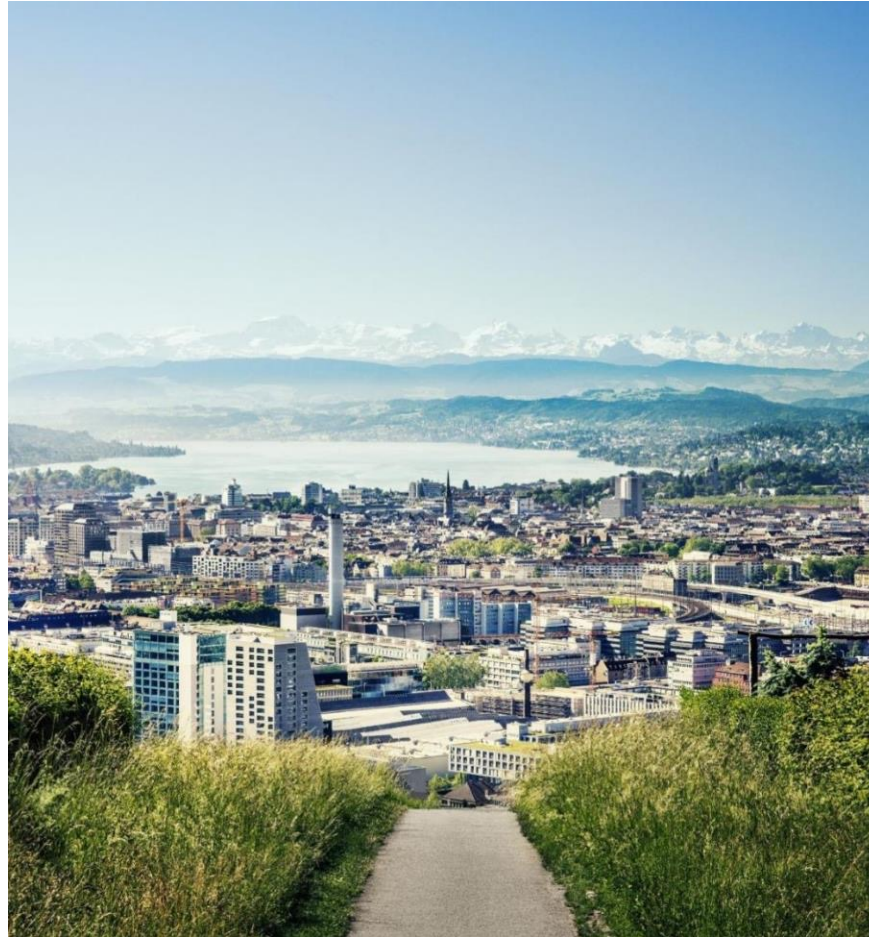
noelzurich.com



So why should
visitors come to
Zurich?

8 reasons

Minimum stay of
3days/2nights
recommended



1. Safe, clean and sustainable city with the highest quality of life
2. Located in the heart of Europe
3. Good mix of nature, art and culture
4. International city with traditional local charm
5. Wide range of hotels
6. Less crowded than other European cities
7. Compact and natural metropolis
8. Perfect HUB to explore Switzerland

It's time to go to
Zurich!



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zuerich.com, #visitzurich
zuerich.com/media



See you soon in

