

## Facts and Figures about the Swiss Museum of Transport



**Museum:** Swiss Museum of Transport (Verkehrshaus der Schweiz)  
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**Social Media:** facebook, instagram, youtube, twitter, LinkedIn, TikTok

**Type of museum:** Technical Museum with a documentation centre, Filmtheatre 3D cinema, Planetarium, Swiss Chocolate Adventure, Media World, Red Bull The Edge, Conference Centre, Hans Erni Art Museum, Shops, Restaurants

**Funding:** 90 % privately and 10 % publicly financed

**Number of objects:** approx. 3000 3D objects (at the museum); approx. 5,000 3D objects (storage)

**Exhibition and storage spaces:** exhibition 20,000 m<sup>2</sup>; overall 40,000 m<sup>2</sup>; storage 4,000 m<sup>2</sup>

**Number of employees and temporary employees:** 218

**Opening hours:** 365 days a year; summer season 10 – 18 h; winter season 10 – 17 h

Key figures	2020
Museum admissions	340'629
Filmtheater admissions	40'710
Planetarium admissions	67'603
Swiss Chocolate Adventure admissions	54'641
Media World	65'716
Members	37'499
Guided tours	291
School visits	889
Events	226

## **Overview**

More than 50 years the Swiss Museum of Transport has established a reputation as an innovative and creative museum that never fails to amaze its visitors. It is an exciting window to the world of transport, and mobility. The Swiss Museum of Transport presents its content in four languages in a hands-on, stimulating and playful manner and offers visitors an educationally and intellectually rewarding experience. It is a place where people meet and interact, a place of education, research and entertainment. It aims to raise people's interest in the transport and communication-related aspects of our lives.

Thanks to its exhibitions and activities, the museum is consistently able to build bridges between the past, the present and the future. It is widely appreciated as a destination for all generations, as an inspirational and enjoyable experience for young and old, for families and for school classes.

## **Swiss Museum of Transport – open to discoverers**

The Swiss Museum of Transport presents the past, present and future development of transport and mobility on road, rail and water as well as in the air and space in a wide range of engaging and exciting settings. The visitors experience over 3,000 objects, superb simulators, multimedia shows and interactive platforms in an exhibition area of some 20,000 m<sup>2</sup>. A visit to the Swiss Museum of Transport is further enhanced by unique attractions such as the Filmtheatre (a 3D cinema), the Planetarium, the Swiss Chocolate Adventure, the Swissarena (a walk-on 200 m<sup>2</sup> high-resolution aerial photo of Switzerland), the Nautirama and the Hans Erni Art Gallery. A Conference Centre and restaurants are as well part of the facilities.

It is a museum, a display window, a place of inspiration and learning of national significance and international reach. It is also a forum for special events and activities. And it is run according to sound business principles.

## **Switzerland's most visited museum**

The Swiss Museum of Transport is operated by the Swiss Museum of Transport Association, which owns the building infrastructure. The collections – archive materials and historical objects – are the property of the Swiss Museum of Transport Foundation. The Swiss Museum of Transport Association was originally founded in 1959 by SBB (the Swiss Federal Railways), by the former Swissair and PTT (the Swiss post, telegraph and telephone enterprises) together with private railways and transport organisations. The goal at the time was to establish a forum and showcase for aspects of transport and communication.

Today, many of the founders are sponsoring partners and the majority of association members are private persons (2015: 36,656). In contrast to other museums, the Swiss Museum of Transport is largely selffinanced. 90 per cent is covered by the admission receipts, shops, conference centre, food & beverage operations and partners. Just less than 10 per cent of the budget is contributed by the public authorities. In 2015 the Swiss Museum of Transport employed some 199 people and welcomed nearly 759,044 visitors, making it Switzerland's most visited museum.

Our Museum is the most important technique museum and the most visited one of Switzerland. In more than 50 years a unique collection of historical objects and documents have been allocated. The constant and temporary exhibitions profit from it to show the history of transport and mobility. The successful and exemplary activities and the high level of self-financement make the Swiss Museum of Transport a wellknown and internationally respected institution.

### **Swiss Chocolate Adventure**

How did Switzerland, a country known for its Alps, become equally famous for its chocolate? This is a question that the Swiss Chocolate Adventure at the Swiss Museum of Transport seeks to answer. An attraction that's unique in Switzerland, the Swiss Chocolate Adventure offers a multimedia journey providing insights into the discovery, provenance, manufacture and transport of chocolate.

Visitors, in the role of passengers, enter a lift in the form of a freight container. This takes them on a cargo ship to West Africa and one of the world's largest cocoa-growing areas. Panoramic screens in the container suggest the sea crossing and the arrival at the port. The Adventure presents the entire processing and transport chain from the cultivation of the cocoa bean, its transport to Switzerland, and the manufacture and sale of the end product. Seeing, hearing, tasting: this multimedia voyage of discovery appeals to a range of senses.

### **Flight to the Milky Way**

On 1<sup>st</sup> of July 1969, 20 days before the first moon landing, the Swiss Museum of Transport opened the largest planetarium in Switzerland. With the images from the American space travel authority NASA and the European space travel agency ESA, flights to planets, moons, other heavenly bodies, the Milky Way and beyond are now possible with the digital universe. The Planetarium is a perfect and unique place for events of all kind: for example presentations, concerts, cultural activities or talks.

### **Switzerland's largest cinema screen**

In the Filmtheatre at the Swiss Museum of Transport you will find the largest cinema screen in Switzerland. With a height of 19 metres and a length of 25 metres, you will experience breathtaking 2D and 3D films in the daytime and evening programmes. Hire the Filmtheatre with 398 seats exclusively for your group, or plan a unique presentation, conference or awards ceremony in the Filmtheatre of Switzerland.

### **Red Bull Media World, Red Bull The Edge**

Discover the multifaceted world of new and traditional media. Media World offers a variety of ways of experimenting with a range of media. Highlights include virtual reality goggles, a TV studio, a green screen facility and a 360° photo booth for taking all-round selfies. Temporary exhibitions and focus topics provide insights into exciting VR experiences.

Climbing to the top of the Matterhorn is a real adventure – and a dream for many of us. Red Bull The Edge brings you one step closer to this dream: climb the Matterhorn virtually – with the help of a visionary idea combined with innovative VR technology and 360° film production techniques.

### **Lively and unforgettable moments**

The Conference Centre has a highly modern conference hall with a capacity of up to 600 people, three seminar rooms and a generous foyer. Direct access from the entrance by escalator and lift leads to the spacious Conference Center on the 2<sup>nd</sup> floor with panoramic view of the museum grounds, city, lake and mountains.

Other exhibition and meeting rooms as well as an auditorium for up to 120 people round off the diverse facilities. The four theme halls of the museum can be rented for private events.