



Switzerland.



Switzerland.

The ABCs of Switzerland.

April 26, 2023.

Zermatt, Valais.

Housekeeping guidelines.





Switzerland.

Housekeeping.

- You can use the **Q&A** box during the whole Swiss Talk to ask any questions you might have. Please use **ONLY** the Q&A box and not the chat function. The poll function will also be activated for live questions. The person with the most correct answers will win a surprise package.
- The whole presentation will be available on our media corner:
www.MySwitzerland.com/media
- If you have any other questions or comments, do not hesitate to contact us through the following e-mail : media.northamerica@switzerland.com

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Switzerland.



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Travel regulations.



Switzerland is fully open!

- With effect from 2 May 2022, all remaining countries were removed from the SEM risk country list. This means that entry into Switzerland from all countries in the world is again possible as it was before the pandemic.
- Testing possibilities:
 - On boarding and entry to Switzerland: **no PCR or rapid test required** for fully vaccinated guests.
 - Testing sites at Zurich airport. Find more information [here](#).
 - Testing sites listed per canton can be found [here](#).
- Masks:
 - Masks are not compulsory in Switzerland.
- Find relevant information and updates on our website: [MySwitzerland.com/open](https://www.myswitzerland.com/open)

Geography.



Werdenberg, St. Gallen

Heart of Europe.

■ Fly SWISS or Edelweiss.

Flights to **ZRH** from (SWISS):

- New York (JFK) 14x/weekly
- New York (EWR) 7x/weekly
- Miami 7x/weekly
- Boston 7x/weekly
- Chicago 7x/weekly
- Los Angeles 7x/weekly (6x/weekly in Dec. & Mar.)
- San Francisco 6x/weekly
- Montreal 6x/weekly

Flights to **GVA** from (SWISS):

- New York (JFK) (7x/weekly)

Flights to **ZRH** operated by Edelweiss Air:

- Tampa (2x/weekly Summer 2023)
- Las Vegas (3x/weekly Summer 2023)
- Vancouver (4x/weekly Summer 2023)
- Denver (3x/weekly Summer 2023)
- Calgary (2x/weekly Summer 2023)





Regions of Switzerland.

Regions of Switzerland.

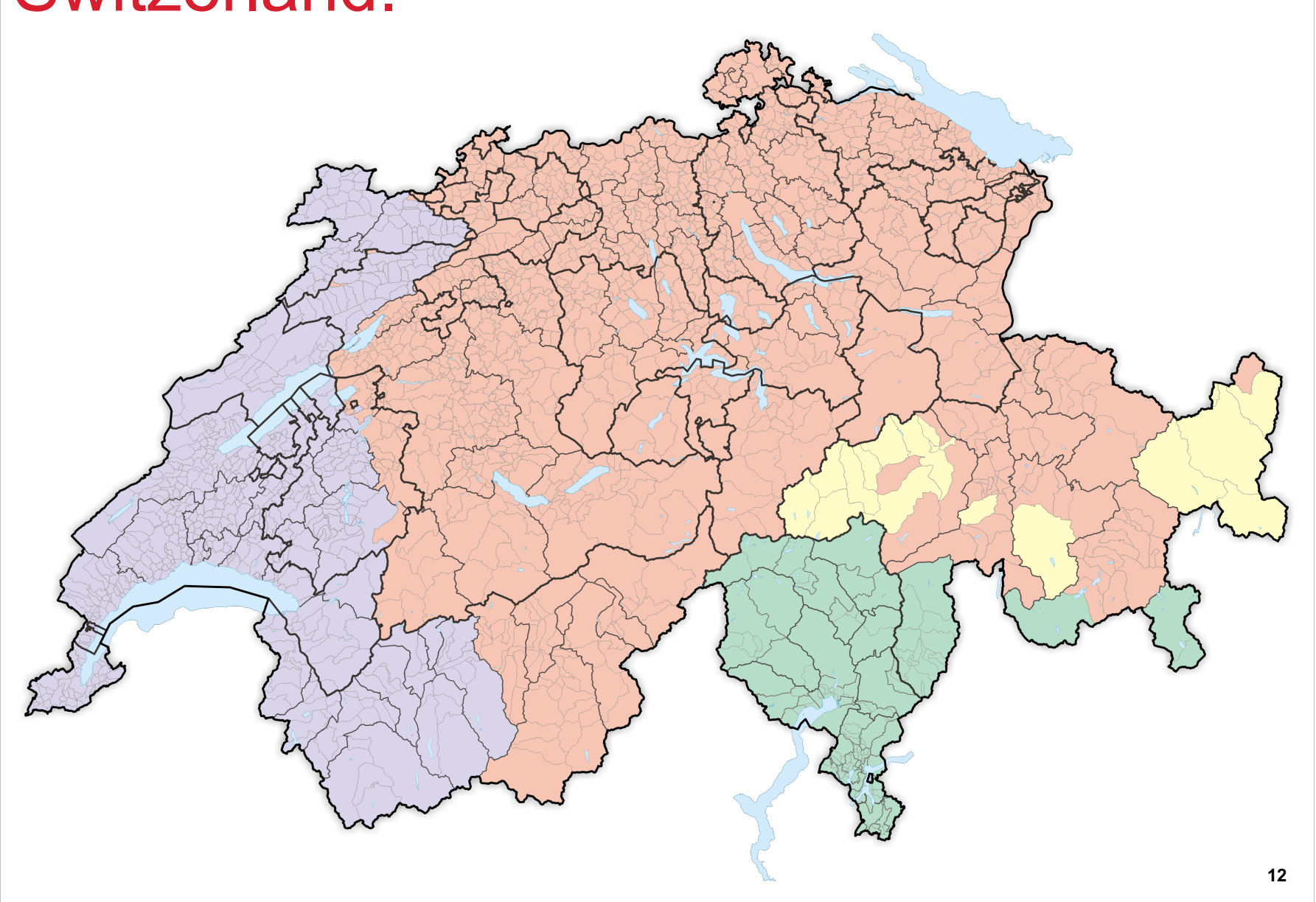
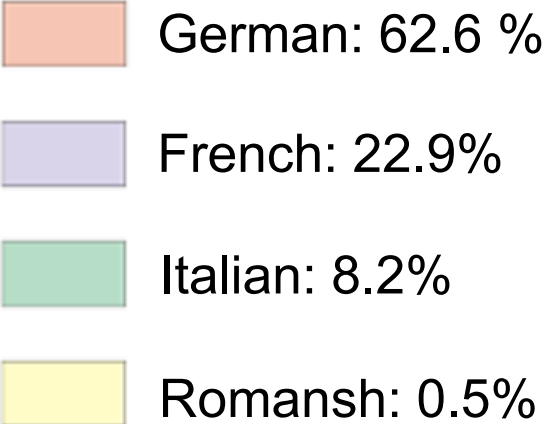
- 26 cantons
- Bern is the capital
- 15,943.4 sq mi
- 8.5 M inhabitants



Languages of Switzerland.



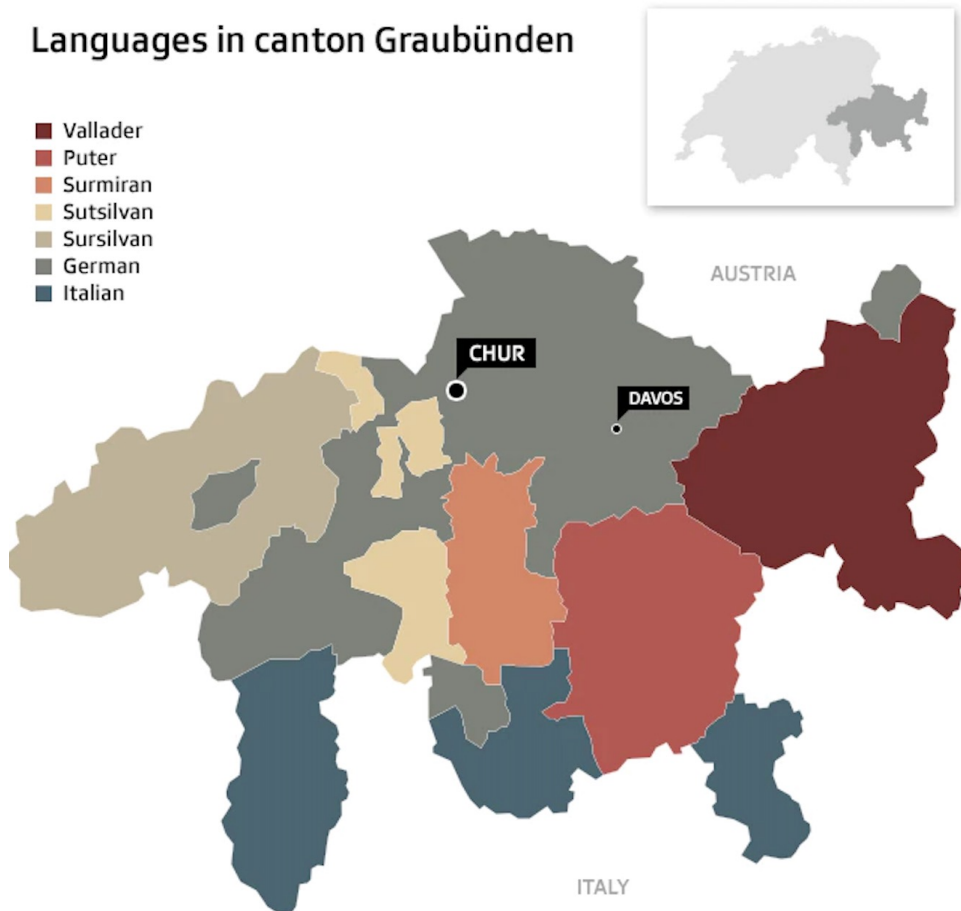
Languages of Switzerland.



Romansh: The forgotten language of the Swiss Alps.

Languages in canton Graubünden

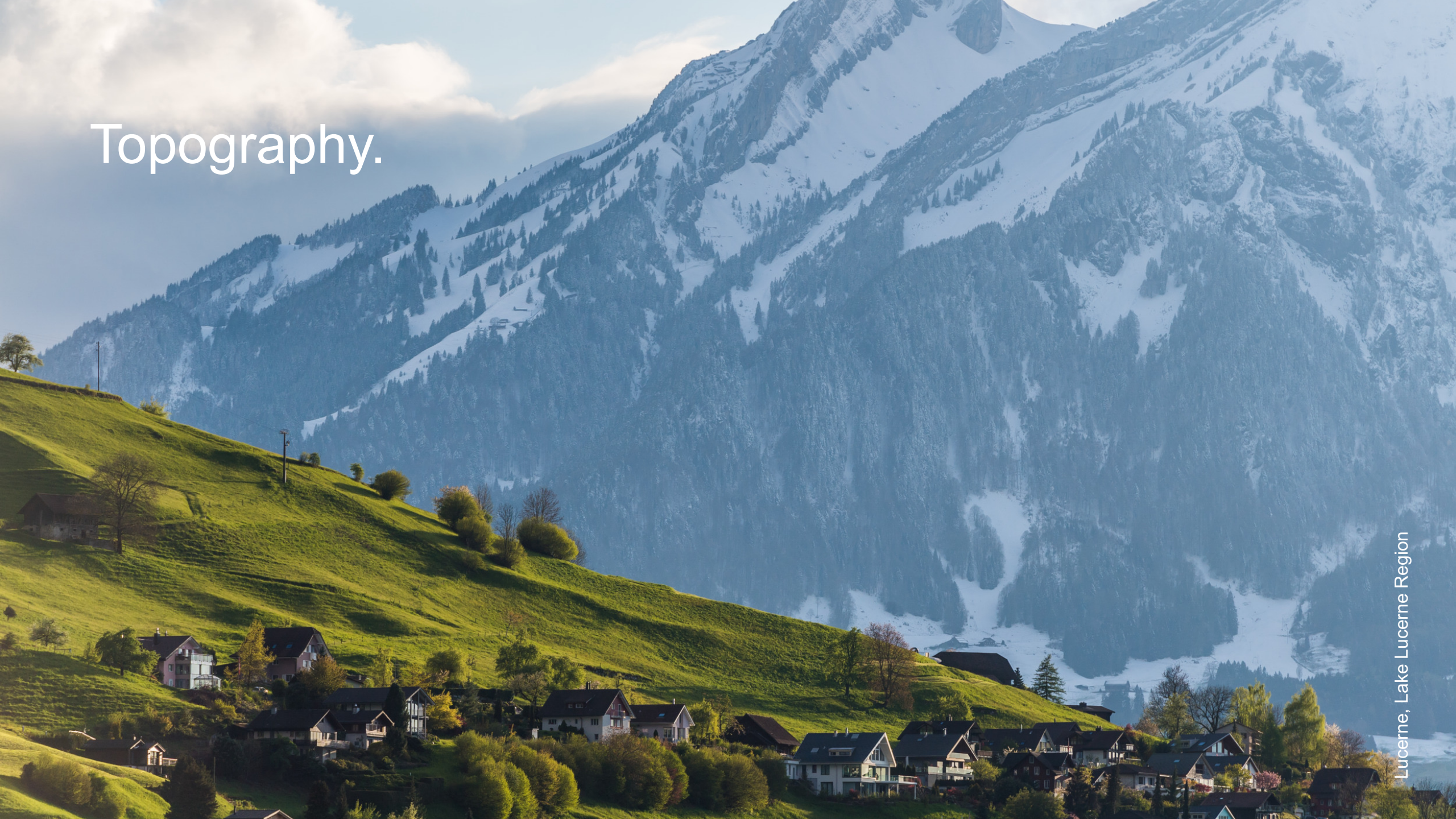
- Vallader
- Puter
- Surmiran
- Sutsilvan
- Sursilvan
- German
- Italian



Source: Verein Romontschissimo

- 40,000 people
- 5 different dialects
 - Rumantsch Grischun (Graubunden) as a standard written form
- Declared endangered by UNESCO

Topography.



Topography.



- 1500 lakes
- 56% of Swiss energy is produced by hydropower.



Grand Train Tour of Switzerland.



- Zürich-Luzern-Interlaken (Luzern-Interlaken Express) 2 ¼h
- GoldenPass Express 3 ¼h
- Montreux-Visp-Zermatt 2 ½h
- Glacier Express 7 ¾h
- Bernina Express 6 ¾h
- Gotthard Panorama Express 5 ½h
- Voralpen-Express 2 ¼h
- St. Gallen-Schaffhausen-Zürich 2 ½h
- Scenic connection routes /
Sehenswerte Verbindungsstrecken
- myGrandTrainTour Booklet

News: Some mountain railways turn 130 years old.

Schynige Platte Railway



Stanserhorn Railway



Brienzi Rothorn Railway



Wengernalp Railway



News: Glacier Ride II connects Zermatt with Cervinia.

- Opening on July 1st, 2023



Swiss history.



The legend of William Tell.

Aldorf, Uri.



Swiss Guard at Vatican City.

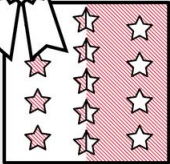


Switzerland.

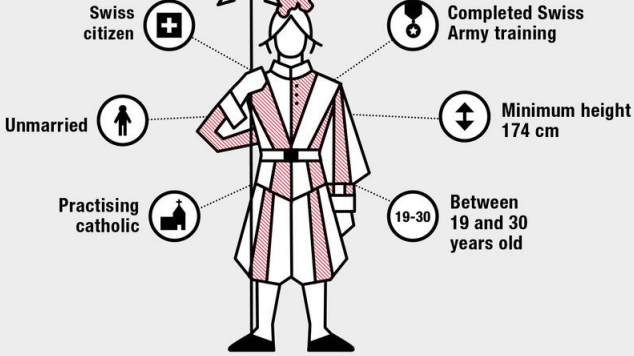
SWISS GUARD

Since 1825 most Swiss Guards have come from the canton of Valais.

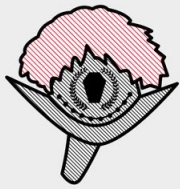
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The halberd is a multi-purpose weapon – a sort of ancestor of the Swiss army knife.



Swiss Guard uniforms are tailor-made and consist of over 120 pieces.



The new helmets of the Swiss Guard are made with 3-D printers and weigh just 570 grammes (without ostrich feathers).

ACRITER ET 500 FIDELITER

(Fiercely and faithfully) is the motto of the Swiss Guard.

The Swiss Guard has been in the service of the Pope in the Vatican for over 500 years. To meet the rising demand, it is currently increasing its ranks from 110 to 135.

2018 © FDFA, Presence Switzerland / Source: Swiss representation to the Holy See (Vatican City), www.guardiasvizzera.va

News: VR - Travelling back to 1850 in Geneva.





Swiss traditions.

Désalpe (Alpabzug).

Central Switzerland.



News: "Locals know it best.", Basel.





Swiss fun facts.



Swiss cuisine.

Do not lose the bread in the fondue pot!

News: Get a taste of Geneva with the Choco Pass.





Swiss fountains.



The Guinea pig(s*).

US Cities named after Swiss cities.



23 places called Geneva in America.



HELVETICA AMERICANA



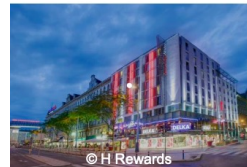
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Summer news 2023.



6 HOTEL OPENINGS.

Year in and year out, new hotels in Switzerland open their doors, while existing ones undergo renovations to enhance the quality of their accommodations. If you are interested in finding out which hotels have new or remodeled offerings, you may want to read through the following selection of proposed accommodations.



IntercityHotel Geneva Airport, Geneva.

Designed to provide convenient access to Geneva's international airport and nearby attractions, the IntercityHotel at Geneva Airport will focus on sustainability and modern design. The hotel will feature contemporary guest rooms and suites, as well as on-site amenities such as a restaurant, a fitness center, and meeting rooms. The hotel's location near the airport and public transportation makes it an ideal choice for business travelers, as well as tourists who want to explore the city's attractions. Find out more [here](#).

Hotel Alila La Gruyère by Hyatt, Fribourg.

The hotel will be located in the heart of Switzerland's Gruyère region, known for its picturesque landscapes, cheese-making traditions, and cultural heritage. The hotel will offer guests a unique and authentic Swiss experience, with 85 contemporary rooms and suites, a restaurant serving regional cuisine and many other amenities. The property will also have a terrace with views of the surrounding mountains and a garden area. More on this hotel [here](#).



Revier Hotel, Saas-Fee, Valais.

The Revier Hotel Saas-Fee is a new hotel that is set to open in the winter of 2023. The accommodation is being designed to cater to a younger, more adventurous crowd, in an eco-conscious environment. The hotel's facilities will include a spa, sauna, gym, and rooftop terrace with a bar and restaurant. The Revier is being built with sustainability in mind and will feature environmentally friendly design elements such as solar panels and a green roof. [Discover it.](#)

7 TRANSPORT NEWS.

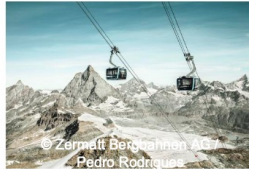


GoldenPass Express with more frequencies.

The GoldenPass Express redefined the travel experience between Montreux and Interlaken. As of 11 June 2023, the latest premium panoramic train, operated by the Montreux-Oberland Bernoise Railway (MOB), will operate four times a day on this route, with no change of trains required. Guests can choose between three travel classes and pre-order culinary delicacies. The travel class "Prestige" offers maximum comfort and a truly immersive travel experience that leaves no wishes unanswered. [Find out more.](#)

Glacier Ride II connects Zermatt with Cervinia.

The highest Alpine crossing by cableway will start its activities on July 1st 2023. The Glacier Ride II will connect Klein Matterhorn with Testa Grigia in Italy, completing the ambitious project entitled "Matterhorn Alpine Crossing". The state-of-the-art cableway will transport up to 1,300 guests per hour. Countless crystals adorn the inside and outside of the cabin, and a transparent glass floor reveals breath-taking views of the Glacier below. For the first time ever, visitors will make the seamless and wheelchair-accessible journey between Matterhorn Glacier Paradise in Switzerland and the Snow Xperience Plateau Rosa in Italy without snow sports equipment. [Learn more.](#)



These mountain railways turn 130 years old.

Most mountain railways in Switzerland were constructed in the late 1800s. They acted as a catalyst for the upcoming Alpine tourism and made alpinism accessible to the general public. While most mountain railways have replaced their rolling stock, some continue to use well-maintained trains from the founding period. In 2023, the following mountain railways will celebrate their 130th anniversary: Schynige Platte Railway, Brienz Rothorn Railway, Stanserhorn Railway, and the Wengernalp Railway.

Q&A.

Thank you.



Switzerland.