



Switzerland.



Switzerland.

Jura & Three-Lakes.

February 28, 2023

A photograph of three women sitting on a grassy hillside, looking out over a valley. The woman on the left is wearing a maroon long-sleeved shirt and sunglasses. The woman in the middle has long, wavy blonde hair and is wearing a yellow long-sleeved shirt. The woman on the right has long, dark hair and is wearing an orange long-sleeved shirt. They are sitting on a colorful blanket. In the background, there is a valley with green fields, a lake, and mountains under a blue sky with white clouds. The text "Housekeeping guidelines." is overlaid in white on the right side of the image.

Housekeeping guidelines.



Switzerland.

Housekeeping.

- You can use the **Q&A** box during the whole webinar to ask any questions you might have. Please use **ONLY** the Q&A box and not the chat function.
- 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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Quiz Question for Swiss Surprise Package:



Switzerland.

How high is the highest peak in Jura & Trois-Lacs,
and what is its particularity ?

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)

How to reach Switzerland.



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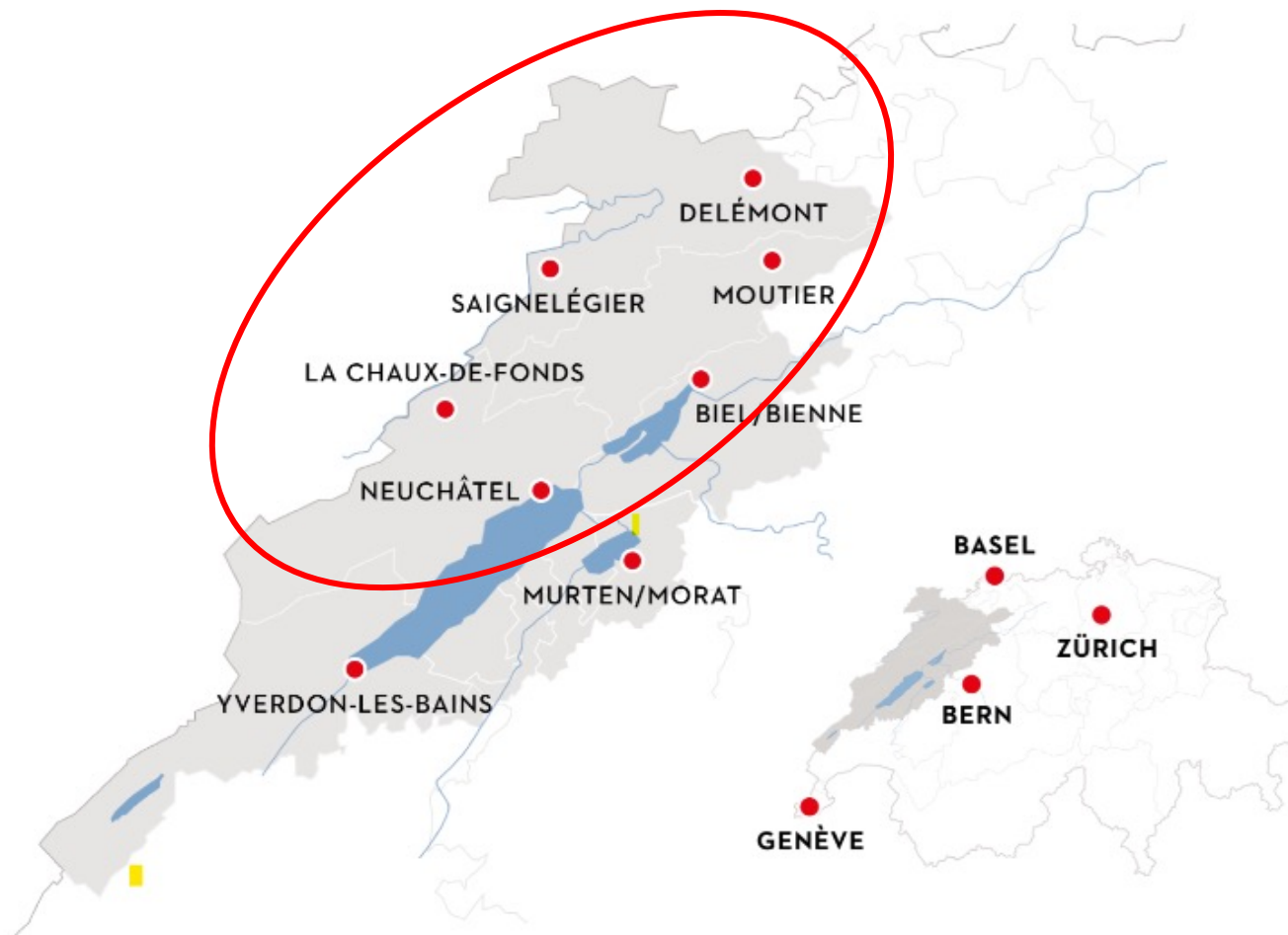


JURA & THREE-LAKES

HEAD IN THE PINE TREES, FEET IN THE LAKES



- Canton of Neuchâtel ❤️
- Canton of Jura ❤️
- Region of Jura bernois (Grand Chasseral) ❤️
- Region of Bienne Seeland ❤️
- Region of lake Morat
- Region of Estavayer-le-Lac
- Region of Yverdon-les-Bains
- Nord vaudois



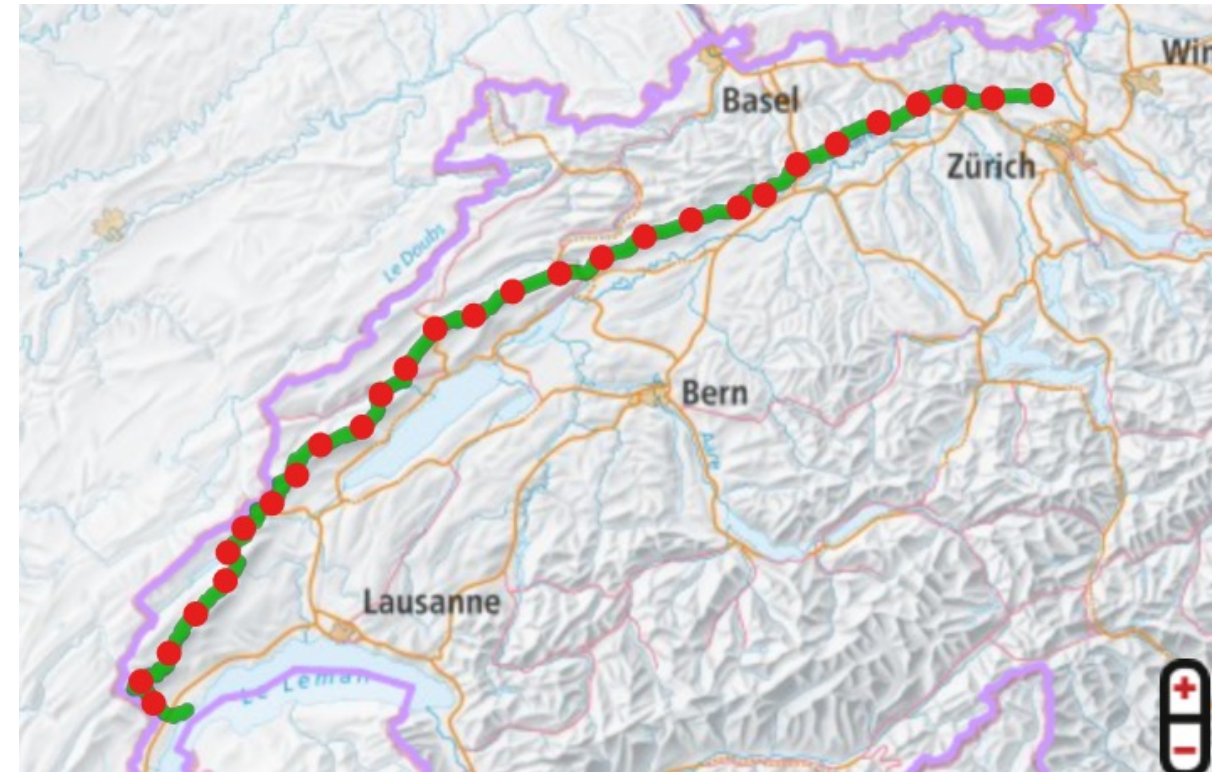
NATURE, CULTURE, TRADITIONS

- Hiking, biking, boating
- Watchmaking
- Horse riding
- Cities and culture
- Flavors
- Summer
- Autumn



THE JURA CREST TRAIL

- 16 stages, 1/3 on the territory of Jura & Trois-Lacs
- 320 km | 200 miles
- Chasseral
- Vue des Alpes
- Val-de-Travers
 - Creux du Van (« Swiss Grand canyon »)





Chasseral



Alps views



Jura neuchâtelois







Creux du Van



THE LAKES

- Lake Biel/Bienne
 - Thielle canal
- Lake Neuchâtel
 - Broye canal
- Lake Morat/Murten



Thielle canal





Pointe du Grain beach

ST. PETER'S ISLAND





Hotel « Cloître »



THE « FRANCHES-MONTAGNES »





La Gruère pond





JURA
TROIS-LACS
DREI-SEEN-LAND



www.J3L.ch

THE WATCH-MAKING INDUSTRY



La Cité du Temps (Biel/Bienne)



La Chaux-de-Fonds



Tête de Moine cheese

THE LOCAL PRODUCTS



Absinthe picking in Val-de-Travers

www.J3L.ch



Ligerz (lake Biel)

Farmhouse in the bernese Jura



THE CITIES & THE CULTURE

Biel/Bienne



St-Ursanne



Le Corbusier



Neuchâtel

OUR RECOMMENDATIONS

- Cross-country skiing in winter
- Eat a trout on the banks of the Doubs
- Meet organic producers in the Jura, sleep in their homes and taste their products
- Taste an iced absinthe parfait (dessert)
- In spring, admire the fields of daffodils in the pastures



The Doubs river



Q&A.



Switzerland.





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Quiz Question for a Swiss Surprise Package:

How high is the highest peak in Jura & Trois-Lacs, and what is its particularity?

Thank you.



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