



Switzerland.

Winter News 2023/24.

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1 NEWS FROM THE CITIES.

Stay up-to-date on the latest happenings in Swiss' vibrant and contemporary urban centers! Swiss cities are diverse, each with its own unique culture, language, and regional identity. The cities offer refined gastronomy, world-renowned museums, and endless activities and attractions. Learn about new features and attractions here.



The Villa Heleneum, Lugano.

The Bally Foundation located in Lugano nurtures creativity in the arts and has recently established its headquarters at Villa Heleneum. The foundation hosts two contemporary art exhibitions annually, with the upcoming exhibition slated to take place from mid-September to mid-April in 2024.

Find out more [here](#).

City of Music, Lucerne.

Lucerne's Official Audio Tour app offers a free personalized music-themed tour of the city, created in collaboration with IG Musikstadt and the Lucerne School of Music. It guides visitors through the city's rich musical history and recommends the best places to enjoy music. All you need to do is download the app and wear earphones to start the tour.

Discover more [here](#).



Opening of CERN Science Gateway, Geneva.

The eagerly awaited CERN Science Gateway visitor center in Geneva, designed by renowned architect Renzo Piano, is set to open soon. Featuring immersive exhibitions and hands-on educational activities, the center will strive to engage people of all ages and backgrounds in the organization's discoveries. With a net zero carbon footprint, the attraction is expected to become a symbol of education and outreach, inspiring young people to pursue careers in science and technology.

Find out more [here](#). Opening on October 8, 2023



Did you know? On Friday the 19th of January the Basel Museums Night will take place from 6 p.m. until 2 a.m. The ticket gives you access to around 200 events in 39 museums.

2 ALL ABOUT SNOW.

Switzerland is well known for its majestic mountains, scenic views, and loads of snow. These mountain tops can be used for much more than skiing and sledding, like for festivals, light shows, and much more. Expect a snowy adventure with excellent transportation options, attention to detail, and unforgettable memories—the best way to experience Switzerland's great outdoors!

New superpipe, St. Moritz, Grisons.

One of the largest snow parks in the alpine region (Corvatsch, St. Moritz) will be opening a new superpipe beginning February 2024. At 180 m (590 ft) long, 21 m (69 ft) wide and 6.8 m (22 ft) high, it is only slightly smaller than the world's largest halfpipe in another destination of the Grisons, Laax. When competitions and professional training sessions are not taking place, it is open to anyone. Find out more [here](#).



40th World Snow Festival, Grindelwald, Bern.

The motto of the 40th World Snow Festival is *Tradition*. At this festival, artists from all around the world build figures and sculptures from three-metre-high (10 ft) blocks of snow. The teams will collectively evaluate the giant snow sculptures based on the criteria of relevance, creativity, and craftsmanship. Find out more information [here](#).

January 15 to January 20, 2024

10 years ski connection Arosa and Lenzerheide, Grisons.

Ten years ago, a ski connection was established between Arosa-Lenzerheide ski area. On January 18, 2014, an aerial tramway was opened, connecting the two ski areas of Arosa and Lenzerheide by facilitating transportation from Hörnli to Urdenfürggli. As a result, the largest ski area in Grisons was created, offering 225 km (140 mi) of slopes. Find out more [here](#).



Black run at Glacier 3000, Vaud.

The Black Wall, a 3 km (1.9 mi) black run at Glacier 3000, will finally open in December. The run has a maximum incline of 46 degrees and an altitude difference of almost 1'000 m (3'280 ft), with access through a 265m (870 ft) tunnel built into the Rocher Jaune mountain. Moreover, a brand-new panoramic restaurant designed by Swiss architect Mario Botta will open its doors in spring 2024.

Find out more information [here](#). November 4 – May 5, 2024



Did you know? That you can go sledding at night like at the [Light ride Lenzerheide](#)? Find more places for night sledding [here](#).

3 MAGICAL LIGHT FESTIVALS.

As the holiday season approaches, Switzerland comes alive with magical light festivals that are truly breathtaking. These festivals are the perfect way to kick off the Christmas season and get into the festive spirit. The warm glow of thousands of lights creates a magical atmosphere that is perfect for enjoying the holiday season. Visitors can expect to see stunning light displays, festive markets, and delicious food and drink during these festivals.



City of Stars, St. Gallen.

During Advent, the city of St. Gallen is transformed into the city of stars. Around 700 stars shine above the squares and alleys of the old town and make it shine in festive splendor. Each star has fourteen rays, each of which stands for a city district. At a ceremonial opening on November 30, 2023, the stars will be lit up and the «Star City» will be inaugurated. Discover more [here](#). November 30, 2023 – January 6, 2024

Magic Forest, Lenzerheide, Grisons.

The Magic Forest Lenzerheide is an open-air winter festival in the Grisons mountains. It combines light art, music, culinary delights and a market village. The atmosphere in the forest makes the Magic Forest Lenzerheide a unique experience. Fine music, delicious food and light installations await.

Experience the festival [here](#). December 15, 2023 – January 3, 2024



Lilu Light Festival, Lucerne.

Lucerne will once again become a luminous meeting point. Artists from all over the world will present the diverse and fascinating facets of light. Experience the different light installations in squares, alleys and throughout the city every day from 6 to 10 p.m..

Check out the event [here](#). January 11- 21, 2024

Illuminarium, Zurich.

The Illuminarium captivates visitors of all ages, immersing them in an enchanting multisensory experience. In the open courtyard area of the National Museum, a bar, fondue chalet, and diverse food stalls provide an array of culinary pleasures.

Find out more [here](#). November 9 – December 30, 2023



Did you know? The list of events doesn't end here. If you are interested in other events in Switzerland this winter check out the following calendar on [MySwitzerland.com](#) [here](#).

4 CHRISTMAS MARKETS.

In the middle of Switzerland's winter landscapes, Christmas markets come alive, blending tradition and festivity. These markets offer crafts, local treats, and a vibrant holiday atmosphere, illuminating Swiss winter with joyful traditions. Discover what Christmas in Switzerland is like [here](#).



Basel.

In the center of Basel you'll find one of the country's largest Christmas markets. The festively decorated old town, the smell of mulled wine, and the Rhine River create a unique atmosphere.

Discover everything about the Basel Christmas Market [here](#).

November 23 – December 23, 2023

Bern.

Did you know that there are multiple Christmas markets in Bern? The most renowned one is the Berner Sternenmarkt, which means Star Market in English. This market boasts a large Fondue chalet, a carousel, and a stunning view of the parliament. It's definitely worth checking out! Find out more [here](#).



November 23 – December 29, 2023



Chur.

Experience the Christmas market in Chur, the oldest city in Switzerland. In the middle of the charming old town, visitors are delighted by home-baked festive treats.

Discover more [here](#).

December 1st from 2-9 p.m. and 2nd from 11 a.m.- 7 p.m.

Lugano.

Visit Lugano, Switzerland's southernmost city, during the holiday season to enjoy festive lights, a beautifully decorated Christmas tree, and a Christmas market on Piazza delle Riforma with live music, entertainment, and local delicacies. Find out more [here](#).

December 1 – January 7, 2024





Lucerne.

The old town is especially magical with its colorful wooden houses and the largest advent wreath shining on the Franziskaner fountain. Don't forget to enjoy some hot cocoa while taking in the unique atmosphere. Find out more about the different markets [here](#).

December 1 – 23, 2023

Montreux.

During the holiday season, over 170 merchants, craftsmen, and restaurant owners set up illuminated chalets along the shores of Lake Geneva. One of the most exciting moments of this festive event is when Santa Claus makes an appearance, flying over the area in his sleigh. Find out what makes this Christmas market special [here](#).

November 23 – December 24, 2023



St. Gallen.

Amidst the charming old town of St. Gallen, 700 stars will illuminate the historic facades of the UNESCO World Heritage site and the winding alleys. There are various stands offering a diverse array of products, including artistic handicrafts and mouth-watering delicacies. Visitors are sure to find something to suit their tastes. More information [here](#).

November 30 – December 24 2023



Zurich.

There are plenty of enchanting Christmas markets to explore in Zurich. One of them is the Christmas village located at Bellevue, which is situated right in front of the renowned Opera House and adjacent to the beautiful Lake of Zurich. Another must-visit spot is the Main Station of Zurich, which will be hosting one of Europe's biggest indoor Christmas markets. For further details, check [here](#).

November 23 – December 23, 2023



Did you know? In Zürich there are unique ship cruises like the Brunch Cruise, Cheese Fondue Cruise, and many more. Discover them [here](#).

5 HOTEL OPENINGS.

Every year, Switzerland welcomes new hotels and upgrades existing ones to improve the quality of services. If you're looking for information on the latest hotel openings and renovations, check out the following selection of recommended accommodations.



Locke am Platz, Zürich | opening November 2023.

Locke offers 80 new apartments in Zurich with fully-equipped kitchens, laundry, gym, co-working spaces, and dog-friendly options. Enjoy on-site restaurants, bars, and events. Perfect for long-term stays for business, school, or group travel. Find out more [here](#).

The Mansard, Gstaad | opening March 2024.

Opening in March of next year, "The Mansard" lifestyle hotel is located in the heart of Gstaad, one of the most famous ski resorts in the world. The hotel features 30 rooms along the promenade, as well as a Grand Café offering casual fine dining and a carefully selected wine list. The lobby showcases an open fireplace and a glass ceiling that reveals the sky, creating a sense of freedom and well-being. More on this hotel [here](#).



Florens Lake Resort & Spa, Oberried at lake Brienz | opening in 2024.

A new and exclusive resort is currently under construction on the shores of Lake Brienz, located near Interlaken. The resort offers 155 luxury apartments and suites that are available for rent. The stunning natural backdrop of the turquoise waters and surrounding mountains, combined with top-notch hotel services, make for an unforgettable experience. Discover it [here](#).

Mandarin Oriental Savoy, Zurich | opening Winter 2023.

After undergoing a comprehensive renovation, the Mandarin Oriental Savoy in Zurich is set to welcome guests in the winter of 2023. This historic property, dating back to 1838, holds the distinction of being the first grand hotel in the city and will become the oldest gem in the Mandarin Oriental collection. Nestled in the heart of Zurich, right on the renowned Paradeplatz, it enjoys proximity to upscale fashion boutiques, the city's historic district, and the picturesque lakeside promenade leading to Lake Zurich. More on this hotel [here](#).



Drei Berge Hotel, Mürren | renovated in 2023.

Nestled in the picturesque alpine village of Mürren, lies the unique Drei Berge Hotel. This car-free village is only accessible by train or cableway and sits at an altitude of 1638 m (5374 ft) in the Bernese Oberland. The hotel takes its name from the three magnificent mountains - Eiger, Mönch, and Jungfrau - that can be admired from its location. Originally established as Hotel Bellevue in 1907, Drei Berge Hotel has been refurbished with a modern touch and adorned with vintage decorations, bringing it back to life. Find out more [here](#).



Hôtel Marmont, Geneva | opening 2024.

The Hôtel Marmont, a luxurious and modern four-star hotel, has recently opened in the United Nations capital, Geneva. It is conveniently located near prestigious boutiques, as well as the lake and the famous jet d'eau. The hotel's spacious and comfortable rooms provide a peaceful oasis. Additionally, guests can easily reach popular attractions such as the shores of Lake Geneva, the charming old town with its cobblestone streets, and the luxury boutiques of Rue du Rhône, all within walking distance. Find out more [here](#).

The Grace, St. Moritz | opened in August 2023.

A well-known hotel in St. Moritz, La Margna, which dates back to 1906, reopened in August 2023 with a new name, Grace La Margna St. Moritz. The hotel is a prominent attraction for local tourism, overlooking Lake St. Moritz from above the local railway station. Along with the original historic Art Nouveau building, a new modern extension with additional rooms and a spacious spa area have been added to the property. Guests can enjoy a new experience in the 74 rooms and suites of the reimaged hotel year round. Find out more [here](#).



Explore our diverse collection of Swiss hotels and accommodations. From cozy chalets to luxurious mountain retreats, we have options for every budget and taste. Immerse yourself in the unique culture and hospitality of Switzerland and start planning your next adventure today.

- [Snow Sports Hotels](#)
- [Typically Swiss Hotels](#)
- [Wellness & Spa](#)
- [Boutique Hotels](#)
- [Luxury & Gourmet](#)



Did you know that Switzerland has a range of extraordinary winter lodgings like the Igloos and Pods? Get inspired [here](#).

6 TRANSPORT NEWS.

Here, we will list all the transportation news in Switzerland, including any route improvements. Every year the offers are extended to offer a more special stay within Switzerland to our guests. Also, certain routes are being improved to assure a more convenient travel experience.



Matterhorn Alpine Crossing.

The two destinations, Zermatt and Cervinia are expanding their offering to winter and summer visitors. The scenic trip will get you back and forth between Switzerland and Italy in around an hour and a half. Passengers await the most spectacular experience with panoramic views, where the cabins have glass floors while crossing borders.

Discover everything about the Alpine Crossing [here](#).

Since July 2023

FlemXpress, LAAX.

Encounter majestic landscapes and attractive experiences in an innovative, sustainable and barrier-free way. The UNESCO World Natural Heritage Site Tectonic Arena Sardona is now accessible and experienceable for everyone by means of the world's first ropetaxi. The ropetaxi will take you directly to the destination, no matter what time of the year it is. Find out what makes this ropetaxi special [here](#).



Opening December 2023



NostalChic Class by Gornergrat Railway.

Experience the ride from Zermatt to the Gornergrat in a nostalgic coach. Every seat is a window seat since the train only allows space for 22 people. A local, experienced guide will provide exciting insights and stories while traveling as well as culinary highlights of the regions are being served. Stops for unique photo spots and a souvenir after the trip are also part of this experience.

Find out more [here](#).

125 years Anniversary Gornergrat Railway.

The Gornergrat Railway, Switzerland's inaugural electric rack railway, ascended the Gornergrat (3'089 m / 10'134 ft) on August 20, 1898, marking a milestone in railway engineering that permitted visitors to explore the enigmatic mountain and glacier world above Zermatt. This achievement had a significant influence on the growth of tourism in the town. In 2023, the Gornergrat Railway will commemorate its 125th anniversary with various celebratory events and promotions. More info [here](#).



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100 years Anniversary Centovallina.

The Centovallina Train is about to celebrate its 100th anniversary. This scenic railway line connects Switzerland and Italy, offering breathtaking views of the Centovalli and Valle Vigezzo regions. Join us in celebrating this iconic symbol of cross-border connectivity and natural beauty.

Find out more information [here](#). Celebrations will start on November 25.

SWISS Airlines.

SWISS International Air Lines will be expanding their network to include new destinations like Washington DC. Additionally, flights from Toronto to Zurich will also be available. SWISS will offer free Wi-Fi with no data limit on all long-haul flights, available in all classes of travel starting from summer 2024.



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Edelweiss Air.

FlyEdelweiss Air, which is affiliated with SWISS, is upgrading its long-haul fleet with the latest Airbus A350-900 by 2025. This aircraft is highly regarded for its fuel efficiency and eco-friendliness. Starting from summer 2024, FlyEdelweiss will be offering daily flights to Vancouver and more flights to Calgary, Las Vegas, and Tampa. Travelers can now visit the Swiss Alps without layovers or stopovers.



Did you know? SBB's network consists of around 3'000 km (1'864 mi) of railway tracks that serve over 1.1 million passengers each day. More than 11,000 trains operate daily on this extensive network. Thanks to one of the world's most densely populated rail networks, public transportation makes even the most remote locations easily accessible.

7 OUR MEDIA TEAM NORTH AMERICA.

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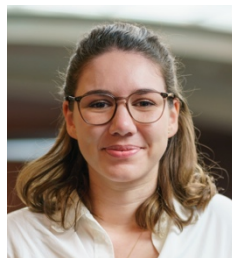
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