



A Guide to Exploring the Locations of Your Favorite Films

Dear media friends,

With the Oscars upon us, shining a spotlight on the cinematic world, we're looking back at some of our own stunning features.

Did you know that James Bond is half-Swiss? But that's only half the reason why Switzerland prominently features in Bond films. The other half, which resonates more widely, is Switzerland's own versatility and splendor. Whether it's the medieval charm of Lucerne, the alpine marvel of the Jungfrau Region, or the serene beauty of Lake Geneva, Switzerland's diverse landscapes and world-class offerings continue to leave their mark on the world of cinema, serving as the perfect backdrop for a variety of film, television and documentary programming, not to mention music videos. From timeless classics like Heidi to Hollywood blockbusters, films set the stage for travelers' expectations, inspiring them to explore new places and seek thrilling experiences.

Whether you're a cinephile or an adventurer, this guide highlights Switzerland's top seven film locations, inviting you to embark on your own cinematic journey.

Warm Regards,
Your North America Media Team
Divine, Laura, Fabio, Manuela, Patricia & Balthazar

Jungfrau region.



On Her Majesty's Secret Service.

The quintessentially Swiss Jungfrau Region gained global fame as the backdrop for 'On Her Majesty's Secret Service' (1969), starring Sean Connery. Atop 9,744 ft Schilthorn, the revolving summit restaurant 'Piz Gloria' doubled as Bond's arch-nemesis' headquarters. Offering stunning views of 200 snow-capped peaks, it's a must-see for both Bond enthusiasts and nature lovers. Additionally, Grindelwald's mountainous scenery provided the backdrop for Princess Leia's Alderaan in the Star Wars saga.

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Lucerne.



Bollywood.

Lucerne, nestled amidst the Swiss Alps, boasts dramatic landscapes featured in numerous films. The iconic Kapellbrücke (Chapel Bridge) framed by Mt. Pilatus forms an ethereal, fairy-tale backdrop—particularly popular in Bollywood. Lucerne's medieval charm and stunning lake views are visual poetry for both filmmakers and audiences alike—and its central location has enhanced its popularity as one of the top year-round destinations nationwide.

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Zurich.



The Girl with the Dragon Tattoo.

Zurich, sitting at the northern tip of Lake Zurich and on the Limmat river, blends urban living and nature. The genteel city presents vibrant day-to-night activities, top-notch museums, and iconic landmarks like Grossmünster church—with scenes from both 'The Girl with the Dragon Tattoo' and 'Bourne Identity' echoing through its cobblestone streets. Alongside the old town, Zurich's diverse culinary scene, embracing global flavors and local wines, offers a unique fusion of culture. For the ultimate cinematic experience, check into the art-filled Dolder Grand Hotel, and spend the night in the palatial, 1950s-inspired Masina suite where Rooney Mara's character stays, carrying out her multimillion-dollar banking transactions.

[Find out more](#)

Valais.



Last Christmas.

Perched at 5,900 ft in the region of Valais, Saas-Fee is encircled by 18 peaks over 13,000 ft—including Switzerland's highest, the 14,914 ft Dom. Known as the "Pearl of the Alps," this car-free village is where Wham! filmed its evergreen hit 'Last Christmas' in 1984. Summer offers 217 miles of hiking trails, an adventure forest, and friendly marmots, while winter transforms Saas-Fee into a skiing paradise with 22 lifts and 93 miles of runs—still, not quite long enough to get that 80s tune out of your head.

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Grisons.



Youth.

In eastern Switzerland's Graubünden region, famed for its Alpine scenery and Winter Olympics in St. Moritz, hotels steal the spotlight: Notably, Hotel Waldhaus in Flims and Hotel Schatzalp in Davos, featured in Paul Sorrentino's Oscar-nominated film 'Youth.' This slow-paced masterpiece stars Michael Caine, a retired orchestra conductor contemplating life with friend Harvey Keitel at a Swiss spa hotel—inspiring viewers to do the same. After active days on slopes, soothe in healing thermal waters and saunas, or indulge in Swiss luxury anti-aging treatments—you'll find everything you need to rediscover yourself. Here, holistic health is not just a philosophy but a lifestyle.

[Learn more](#)

Ticino.



GoldenEye.

Ticino, in southern Switzerland, radiates an irresistible Italian flair with its sun-kissed piazzas, ornate churches, and Mediterranean climate. In 'GoldenEye' (1995), Pierce Brosnan's James Bond leapt from the Contra Dam—a 721.78 feet plunge into the pristine Verzasca Valley—marking one of the most dramatic Bond film openings ever. Now a bungee site, fans can daringly relive Bond's iconic leap, etching it into history as one of cinema's greatest stunts. In summer, don't miss bathing in the Versazca river's emerald waters, polished gorges, and deep pools for a refreshing escape. As winter blankets the region, embrace the thrill of downhill skiing with panoramic views of Lakes Maggiore and Lugano, completing Ticino's year-round allure.

[Keep exploring](#)

Tips.



Film productions in Swiss hotels.

There are many places in Switzerland that exude Hollywood flair. From unforgettable classics to romance, action and comedy—many films have been shot in Switzerland. And it's not only popular tourist destinations that have been used to set the scene. You'll also recognise certain hotels from the big screen.

[Discover more](#)



Events and Cinemas.

Switzerland has a dynamic theater and film scene that caters to a wide range of interests. This calendar of events dedicated to these art forms can help fans keep abreast of upcoming shows, screenings and festivals. From classic plays to contemporary productions, independent films to Hollywood blockbusters, there's something for everyone.

[Check the calendar](#)



The magic of beautiful places.

Uncover treasures off the beaten path by exploring 50 carefully curated villages showcasing the rich cultural and architectural tapestries of our nation. These remarkable villages, handpicked from the Federal Inventory of Swiss Heritage Sites (ISOS), span across all regions and cantons, inviting you to embark on a captivating journey along the Grand Tour of Switzerland.

[Discover beautiful places](#)



Swiss Talk.

We had the opportunity to discover the International Museum of the Red Cross and Red Crescent with our guest speaker Pascal Hufschmid, Executive Director, International Museum of the Red Cross and Red Crescent, an art historian with a longstanding passion for international relations and humanitarian causes.

Here you can have a look at the [Presentation](#) of this Swiss Talk.

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