



Stay up to date with the latest news and events for the summer in Switzerland

Dear media friends,

Welcome to summer in Switzerland!

From bucket list to IT list, Switzerland is having a moment. With visitors up 23 % from the US and 13% from Canada (over 2019), travelers can't get enough of Switzerland. In summer and fall, Switzerland comes to life with a myriad of experiences. From the enchanting melodies that echo through the cobbled streets of Lucerne to Basel's innovative blend of art and technology, every corner of the country offers its own unique charm. Join us on a captivating journey of discovery through the rich history of Lugano, where past and present intertwine in unexpected ways. And as Zurich prepares to host the prestigious UCI Road and Para-Cycling World Championships, excitement is in the air, promising thrilling competitions. Immerse yourself in the artistic world of Bad Ragaz, St-Gallen with the Swiss Sculpture Triennial, a celebration of creativity against the backdrop of the region's breathtaking landscape. And those looking for peace and quiet in nature will find a refuge of luxury and relaxation with the opening of a number of remarkable hotels. With new flight routes and increased access, there is plenty to discover in 2024.

With anticipation of this summer, we send you our best wishes

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

Lucerne.



Switzerland's City of Music.

Lucerne offers a diverse range of music events throughout the year. From the nostalgic sounds of the "Retro Festival" in April to the melodious tunes of the "Piano Festival" in May and the lively atmosphere of the "Lucerne City Festival" in June to the world-famous "Summer Festival" from August to September. During this summer period in particular, Lucerne lives up to its reputation as a city of music.

[Discover more here](#)

Basel.



ARTour.

The ARTour Basel is an innovative journey between the digital and real world that allows visitors to experience art in a new way. 10 AR artworks in the center of Basel can be discovered using the free ARTour app. For Roche's 125th anniversary, renowned artists have created digital works on the theme of "Celebrate Life." This unique exhibition offers fascinating perspectives on the city, combining art, technology and joie de vivre in an impressive way.

[More information here](#)

Lugano, Ticino.



Unexpected Classic Tour.

The "Unexpected Classic Tour" in Lugano offers a fascinating journey through the history of the city. Accompanied by friendly actors, visitors experience a mixture of past and present, while historical figures come to life and offer entertaining insights into bygone eras. Discover numerous historical monuments and modern buildings by renowned Ticino architects. This free tour takes place every Monday and promises unforgettable surprises.

[Discover Lugano here](#)

Zurich.



Road World Championships.

In 2024, the UCI will bring the Road and Para-Cycling World Championships to Zurich, where history will be made. For the first time, para-athletes, elite riders, and juniors will compete for the coveted rainbow jerseys. The event includes individual time trials, team competitions and exciting road races, culminating on Sechseläutenplatz in Zurich.

[Find all information here](#)

Bad Ragaz, St-Gallen.



Swiss Triennial of Sculpture.

From May 4 to October 30, Bad Ragaz, also known as "Bad RagARTz", invites visitors to the 9th Swiss Sculpture Triennial. The exhibition showcases selected works by internationally renowned artists in parks, gardens, streets, and squares, all under the theme "Present" – offering art that is directly and freely accessible. With special guided tours for all age groups and a focus on young art and art education for people with disabilities, the exhibition offers a diverse experience. Accompanied by festivals, readings, music, and philosophy, Bad Ragartz 2024 promises to be an inspiring cultural event.

[Learn more about this event here](#)

Wengen, Bern.



The Grand Hôtel Belvédère.

Opening this summer in the heart of Wengen, in the middle of a private forest, this hotel offers 90 rooms and suites with views of the Lauterbrunnen Valley. With its classic Alpine architecture, it celebrates the artisanal heritage of the Bernese Oberland. Dining options include the Brasserie Belvédère and the Waldrand restaurant, which offer Swiss cuisine with a modern twist. The spa has five treatment rooms, saunas, a hammam and indoor and outdoor pools with views over the valley and the mountains. Guests can take part in tailor-made experiences such as guided tours, mountain activities, yoga and live music with the hotel's DJ.

[Find out more here.](#)

Tips.



Summer News 2024.

Discover the Swiss summer highlights here! From city life to culinary delights and cultural events - everything at a glance. Be inspired by Swiss hospitality in the renovated and newly opened hotels. Stay tuned for more updates and experience summer in Switzerland! Visit our Media Corner to view our full media press news kit.

[Keep up to date here](#)

Swiss Talk.

We had the opportunity to discover the world-famous Tonhalle Zurich with its exceptional acoustics with our guest speakers Paavo Järvi, Grammy Award winner and chief conductor of the Tonhalle Orchestra Zurich, and Manuela Braun from the management. Here you can have a look at the Presentation of this Swiss Talk

[See more here](#)



Edelweiss - more flights.

Edelweiss is expanding its long-haul flights from North America to Zurich (ZRH) in summer 2024. Travelers from Vancouver (YVR) will be able to fly daily to Zurich during the extended season from May to October. Calgary (YYC) will benefit from up to three weekly flights from May to September. In addition, visitors from Tampa (TPA) will have four weekly direct flights to Zurich (ZRH) during the summer months, while Zurich will now be served throughout the year.

SWISS – new routes.

Swiss has announced details of its 2024 summer schedule, which includes new routes between Zurich (ZRH) and Toronto Pearson (YYZ) and to Washington DC (IAD). The seasonal service to Toronto will be offered five times a week from May 2024, while the year-round service to Washington, DC will be operated daily.

[Discover connections here](#)

[Discover the options here](#)



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