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Dear Grüezi, Bonjour, Buongiorno, Allegra, Welcome,

What could be more magic than walking through a colorful forest, jumping into a pile of leaves or enjoying the peace and tranquility of nature. No other time of the year has as much to offer as fall in Switzerland, with its golden colors and splendor. Therefore we'd like to bring a breeze of fresh and clean Swiss fall air to your home.

We can't wait to welcoming you back to Switzerland. **Swiss International Air Lines** is slowly increasing its flight capacity to North America and we are very pleased to see these positive signs. Unfortunately, traveling to Switzerland from the United States is still not possible, however, **Canadian travelers are allowed to enter Switzerland following a 10-day quarantine upon arrival.**

In this Switzerland update you receive access to the brand new **Switzerland Tour Guide 2021**, we will provide you with the hottest **Switzerland documentary** on **AmazonPrime** and we reveal the **best hotel in the world** according to 750,000 Condé Nast Traveler readers.

Moreover, don't miss out on our **Trivia afternoon** with The Leading Hotels of the World and lastly filter up your Social Media accounts with our customized cow filter.

Happy reading!

Your Swiss trade team North America,
Paolo, Mirko, Pascal, Martin, Isabelle, Fabia & Florin



Switzerland Tour Guide.

Organizers of group trips and tour guides alike are facing some new challenges. We at Switzerland Tourism firmly believe that choosing Switzerland as your next destination will give you peace of mind as well as your guests the memorable vacations. This guide is the perfect planning tool for student, religious, senior, niche & affinity groups, who seek to explore Switzerland's Cultural Heritage sites. This year's edition spotlights the following five major tourism players in Switzerland: Lucerne, Andermatt with the Radisson Blu Hotel Reussen, Glacier Express, Voralpen-Express and the Luzern-Interlaken Express.

➤ [Get a fresh copy here.](#)



Switzerland documentary on AmazonPrime.

Don't miss the two times Gold Telly Award winning documentary, **Real Rail Adventures: Swiss International Hubs with Jeff Wilson**. This documentary explores the creative genius, historic ramparts, and modern wonders of five hub cities in centrally located Basel, Bellinzona, Geneva, Interlaken and Zurich. This 56 minute documentary hosted by Jeff Wilson lets you dream about Switzerland and provides you with valuable insider information for your next trip to Switzerland. Take a break, have some Swiss chocolate and enjoy cruising around Switzerland with Jeff Wilson.

➤ [Watch here.](#)



The Best Hotel in the World.

The 33rd annual Readers' Choice Award by Condé Nast Traveler for the **best hotel in the world** goes to the **Baur au Lac in Zurich**. More than 750,000 Condé Nast Traveler readers (US and UK) have submitted responses assessing their travel experiences around the world. The Baur au Lac has for generations been the top address of discerning travelers arriving in Switzerland's largest city from around the globe. It is indeed the distinctive elegance of the guest rooms – coupled with the legendary Service - that has earned the hotel its enviable reputation.

➤ [Read more here.](#)



Join the LHW & Switzerland Tourism Trivia.

The team of **The Leading Hotels of the World** and **Switzerland Tourism** invite you and your team to an afternoon of Trivia!

Learn about LHW's unique portfolio of independent hotels and fun facts about Switzerland and the Grand Tour of Switzerland.

When: Tuesday, October 27, 2020

Time: 1-2pm PDT / 4-5pm EDT

[➤ Register here.](#)



Create your Swiss fall at home.

The alpine descent of the cattle is an annual highlight and beloved local tradition in many alpine regions of Switzerland. Each year, the festivities surrounding the alpine descent attract herds of locals and tourists alike - with local delicacies, folklore music, festive costumes and brightly decorated sheep and cows. As most of the events this year are taking place without the public, we bring the colorful Swiss tradition to your home: Try our new filter on Social Media!

[➤ Cow Crown.](#)



Switzerland webinars.

We will hold the following webinars over the next few weeks. Make sure to tune in and learn all about Switzerland:

November 5 **Winter Wonderland Lucerne – Lake Lucerne Region.**

November 19 **What's new 2021 with the Swiss Travel System.**

December 3 **Skiing the Swiss Alps with Ski.com.**

December 17 **Railbooker's independent Switzerland journeys.**



Our hotel recommendations.

Hotel Kirchbühl, Grindelwald.

In the Apartments & Hotel Kirchbühl, a family business managed hotel by the fourth generation, guests enjoy the highest holiday feelings and delicacies from the Bernese Oberland - at the foot of the Eiger North Face.

Ermitage Wellness- und Spa-Hotel, Gstaad-Schönried.

The Chalet hotel is one of the leading Swiss wellness hotels with an extensive range of massages and active courses.

Belle Epoque Hotel Victoria, Kandersteg.

Art Nouveau rooms, excellent food with 13 Gault Millau points and a wide range of leisure activities in the Bernese Alps round off a cosy stay at the Belle Epoque Hotel Victoria.

Royal Savoy, Lausanne.

One of the most magnificent Swiss Art Nouveau hotels with a view of Lake Geneva, the Alps and the city of Lausanne shines. The cuisine of the "Brasserie Royal" is masterfully created, the Sky Lounge boasts with panoramic views and the luxury spa pampers its guests.

Hotel Pilatus-Kulm, Luzern.

Nowhere are the stars brighter and the sunrise more spectacular than on the Pilatus Kulm. So close to Lucerne, yet an entirely different world. The 50 rooms of the Pilatus Kulm Hotels offers a view, which is truly magnificent and leaves a lasting impression.

Grand Hotel Kronenhof, Pontresina.

Historic hotel with glacier views. Rooms and salons are tastefully furnished with care and elegance, and the attentive service is discrete. The hotel offers an ultra-modern spa as well as the gourmet restaurant "Kronenstübli".

Hotel Täschlerhof, Täsch.

Once tried a raclette in the rustic barrel cellar or in the winter garden, it is clear that the Berghotel is a typical Valais hotel. The Matterhorn Gotthard Railway takes only twelve minutes to Zermatt.

The Omnia, Zermatt.

Located in the heart of Zermatt, "The Omnia" overlooks the resort from a 150 feet high rocky outcrop. An elevator transports guests through a tunnel onto the rock, allowing them to float into the lobby. Open fireplaces create a cosy atmosphere and the uplifting spa area boasts views of the Matterhorn.

Hotel Matthiol, Zermatt.

This four-star hotel on the edge of a forest offers views of the Matterhorn and is run by a young and innovative team. In the contemporary restaurant "Filet et Fils", guests are served traditional cuisine with a cosmopolitan twist.

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