



Switzerland.

International Media Trips 2024.

[MySwitzerland.com](https://www.myswitzerland.com)

Switzerland selected.

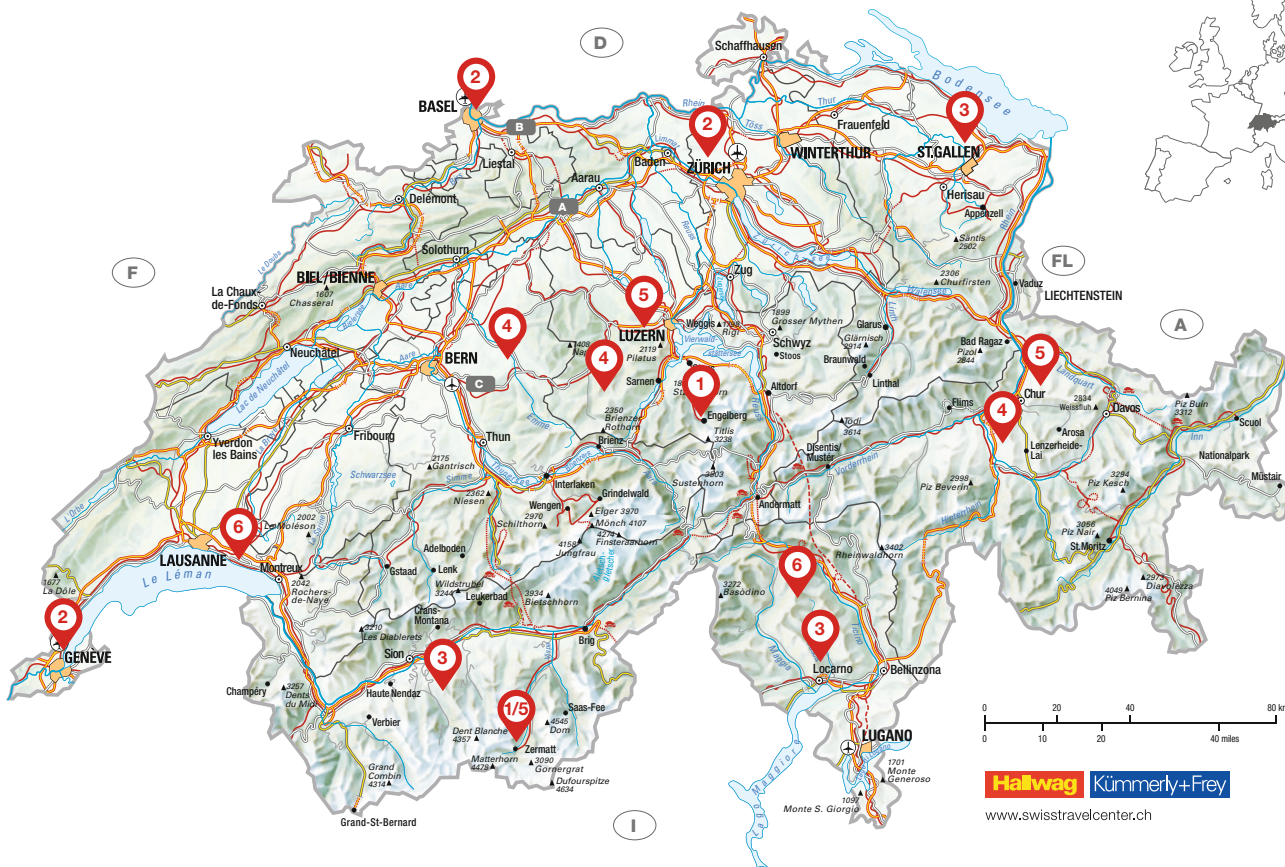
Welcome to an exclusive exploration of Switzerland with our curated media trips. Embark on a journey to uncover hidden gems, immerse yourself in art, ascend peaks via cable cars, embrace nature, savour exquisite wines, and navigate seamlessly with public transportation. Join us as we discover Switzerland's treasures, where each moment paints a vivid picture of tradition and innovation.

All programmes are conducted in English, and the number of participants is limited to a maximum of 10 journalists.

Switzerland Tourism



Ascona, Ticino, winter panorama



i The Grand Tour of Switzerland is a suggested route that makes use of the existing Swiss road network. Visitors follow the route at their own risk. Switzerland Tourism and the Grand Tour of Switzerland association accept no liability for construction works, diversions, signage relating to special events or safety provisions along the route.

Hallwag Kümmerly+Frey
www.swisstravelcenter.ch



The Grand Tour is signposted in a clockwise direction.

1. Chasing snowflakes: Swiss winter media trip.

Embark on a mesmerising media journey through the Swiss Alps. Witness the brand new iconic Matterhorn Alpine Crossing in **Zermatt** and ascend to the Titlis glacier on the **Titlis Rotair** for breathtaking views. Experience skiing in the Swiss Alps and explore alternative winter activities. Each snowflake adds a touch of magic to your adventure, unveiling the enchanting beauty of Switzerland's winter wonderland.



Where Engelberg
Zermatt



When 14–19 April 2024

Highlights

- Matterhorn Alpine Crossing, Zermatt
- Titlis glacier and Titlis Rotair
- Skiing in the Alps
- Alternative winter activities

2. Brushstrokes and beyond: a Swiss art adventure.

Exploring Switzerland on this media trip unveils the **Art Museums of Switzerland (AMOS)**, where cultural treasures narrate the nation's history. A visit to the Swiss national **Circus Knie** brings entertainment to life, reflecting Switzerland's vibrant spirit. In Swiss cities, the lifestyle blends art, tradition and modernity, creating a charming and sophisticated atmosphere.



Where Basel
Zurich
Geneva



When May 2024

Highlights

- Art Museums of Switzerland (AMOS)
- Swiss national Circus Knie
- Lifestyle in the Swiss cities

3. Hidden gems along the Grand Train Tour of Switzerland.

Seize the moment, prepare to be amazed and discover hidden gems along the Grand Train Tour of Switzerland. Experience an exciting train journey that starts in the alpine region of Valais and continues across the Swiss-Italian border on the charming Vigezzina-Centovalli Railway. In Locarno, the sun-kissed beauty of Ticino promises an unforgettable mountain excursion. The journey continues on the Gotthard Panorama Express, which reveals unique insights along the historic route. A cable car ride to the Säntis summit, a true jewel of the Swiss Alps, rounds off the trip.



Where Valais
Locarno
St.Gallen



When 1st half of June 2024

Highlights

- Gotthard Panorama Express
- Vigezzina-Centovalli Railway: 100-year jubilee
- Säntis cable car



4. Swisstainable: discovering Switzerland's natural beauty.

Embark on a sustainable media trip through Switzerland, exploring eco-conscious gems like the Swiss National Park in the Engadin and the **UNESCO Biosfera Engiadina Val Müstair**. Dive into the **UNESCO Biosphere of Entlebuch**, marvel at classified **Swisstainable** destinations, and witness Switzerland's commitment to preserving its breathtaking landscapes. This journey promises not just picturesque views, but a deeper understanding of sustainable practices in the heart of Europe.



Where Graubünden
Entlebuch
Bern Region



When June/July 2024

Highlights

- Swiss National Park and UNESCO Biosfera Engiadina Val Müstair
- UNESCO Biosphere Entlebuch
- Visit of classified Swisstainable destinations



5. Swiss Travel System: sustainable Swiss train adventures.

Switzerland inspires not only with its beauty, but also with sustainable travel. From Chur, we cross the Alps on the Bernina Herb Express and take the Glacier Express to Zermatt, where we are awed by the arrangement of stunning glaciers and learn about sustainability in the construction of cable cars. The Luzern–Interlaken Express takes us through picturesque landscapes to Lucerne, where eco-friendliness plays an important role aboard the boats on Lake Lucerne. Experience sustainable travel and discover fascinating Switzerland in an environmentally friendly way!



Where

Chur
Zermatt
Lucerne



When

2nd half of September 2024

Highlights

- Bernina Herb Express
- Glacier Express
- Luzern–Interlaken Express
- Sustainability aboard public transportation

6. Grape Escape: a Swiss wine journey.

Experience a Grape Escape media adventure amidst the vibrant autumn colours of Swiss vineyards in Lavaux and the canton of Ticino. Discover unique accommodations nestled in the vineyards, explore local wineries, and savour the essence of Swiss wines through exquisite tastings – a sensory journey through the picturesque landscapes of Switzerland.



Where

Lavaux
Ticino



When

October 2024

Highlights

- Sleeping in unique locations in the Swiss vineyards
- Vibrant autumn colours
- Visit of local wineries and wine tasting

