

Picture Perfect Switzerland



Brimming with urban culture, endless activities, breathtaking terrain and once-in-a-lifetime experiences, Switzerland is a year-round playground that will delight the most adventurous of souls.

From the trendy cosmopolitan metropolis of Zurich to the mountainous city of Lucerne; the serene lakeside Lausanne - Montreux region to the charming oasis of Basel, and the mountains and valleys of the Jungfrau - Interlaken region, each boasts its own unique personality that promises a new and exciting experience, no matter when or where you go.

Whether you're seeking a snowy winter getaway or a sundrenched summer escape, this curated guide will take you on a journey through Switzerland and showcase all that this picturesque country has to offer.

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CITY OF ZURICH

ABOUT

The largest city in Switzerland, Zurich is a cosmopolitan destination that perfectly combines all the elements of the ultimate urban oasis.

Visit the world-famous Kronenhalle, a restaurant that is frequented by the rich and famous; explore the narrow cobbled laneways of Zurich's Old Town and find unique trinkets and treasures, jump on a day tour to Mount Titlis, Grindelwald or Bern, or grab a ticket to Street Parade and dance up a storm at the world's largest Techno party.

Boasting a vibrant nightlife, a variety of museums, festivals, restaurants, endless events and picturesque surrounds, Zurich is a must for all travellers.

ESSENTIAL EXPERIENCES

Kronenhalle

A former beer hall, this world-famous restaurant is favoured by the rich and famous, and boasts an impressive art collection and serves a range of German, Austrian and Swiss dishes.

Zurich's Old Town

Rub shoulders with the locals, wander the narrow cobbled laneways, peruse quaint boutiques and discover hidden gems, or paint the town red and experience the city's vibrant nightlife.

Im Viadukt

The trendiest street to shop in Zurich-West, the former industrial area is bursting with independent boutiques, eateries and even a food hall with an oyster bar and cheesemongers.

George Bar & Grill

Located on the 5th floor of Haus Ober, this chic penthouse restaurant serves an impressive selection of grilled dishes, and even boasts a bar, lounge, and terrace with incredible views.

Street Parade

The world's largest Techno party, which sees hundreds of thousands of music fans dance around the streets of Zurich - it's the highlight of the summer calendar!

TOP ACTIVITIES

Food and Wine Tuk Tuk Tour in Zurich

Zip through the streets of Zurich on a 3-wheeled electric Tuk Tuk, and enjoy Swiss Cheese Fondue and sip wine on this 1.5-hour culinary adventure.

Chocolate & Sweets Walking Tour of Zurich's Old Town

With the help of an expert guide, discover Switzerland's history of chocolate and taste everything from truffles to chocolate bars, hot chocolate and ice cream on this 2.5-hour tour.

Mount Rigi and Lucerne Summer Day Trip from Zurich

Escape Zurich for the day and discover Lake Lucerne, Mount Rigi and the fairytale town of Lucerne, with the tour offering plenty of free time to take in the beauty of the Swiss Alps.

WHERE TO STAY

Small Luxury Hotel Ambassador a l'Opera Zurich

Falkenstrasse 6, 8008, Zurich

★★★★★



Right in the heart of Zurich, this chic hotel offers a variety of stylish guest rooms, some even with a balcony. Free WiFi is available, as well as a pillow menu, and the famous Bahnhofstrasse shopping strip is only a 10-minute walk.

LOCAL FAVOURITE

With the first ray of summer light, open-air bars start popping up all over Zurich, with many public bathing facilities converted into bars and lounges at night, where people can enjoy concerts or movie screenings.



CITY OF LUCERNE

ABOUT

The gateway to central Switzerland, Lucerne is a bucket list destination. From the iconic Chapel Bridge and Water Tower to the picturesque Lake Lucerne, and the uber-trendy Sunset Bar, Lucerne is a melting pot of beauty and endless photographic moments. Whether you're looking for adventure or would prefer something more low-key, this idyllic Swiss destination has something to suit all types of travellers.

Enjoy day trips to Mount Titlis and Mount Pilatus, immerse yourself in the sights and sounds of the Lucerne Festival, or sit down and enjoy some of the world-famous Cheese Fondue at local favourite, Zunfthausrestaurant Pfistern - there's truly something for everyone!

ESSENTIAL EXPERIENCES

Chapel Bridge & Water Tower

Running across the Reuss River, the Chapel Bridge is the world's oldest covered wooden bridge, whilst the 34-metre high Water Tower is the most photographed Swiss monument.

Lake Lucerne

Cruise the picturesque Lake Lucerne on board one of the five historic paddle wheel steamers, and enjoy incredible views of the Swiss Alps and the fairytale-like city skyline.

Zunfthausrestaurant Pfistern

Located in the heart of Lucerne, this restaurant is a great spot to enjoy Cheese Fondue on the riverside and enjoy incredible views of the iconic Chapel Bridge.

Lucerne Festival

A prestigious event series that sees three festivals take place over the course of the year in the heart of Switzerland, with a variety of International classical music stars taking to the stage.

Sunset Bar

One of the trendiest open-air bars in Switzerland, the Sunset Bar looks out directly over Lake Lucerne, and is the perfect place to enjoy a BBQ and a spritzer with friends in summer!

TOP ACTIVITIES

Mount Titlis Eternal Snow Half-Day Trip from Lucerne

Ride the aerial cableway to the summit of Mount Titlis and enjoy spectacular mountain views, and popular attractions including the Titlis Cliff Walk, Europe's highest suspension bridge.

Golden Round Trip with Lake Cruise to Mount Pilatus

Enjoy a 1-hour cruise on the picturesque Lake Lucerne, followed by a ride on the world's steepest cogwheel railway to Mount Pilatus, which offers panoramic views of the lake and alps.

Taste My Swiss City Food Tour Lucerne

A must for foodies, this tour goes off the beaten track and offers visitors the chance to immerse themselves in Swiss life, eat like the locals and taste the flavours of Lucerne.

WHERE TO STAY

Art Deco Hotel Montana

Adligenswilerstrasse 22, 6002, Lucerne



Boasting breathtaking views of Lake Lucerne, this modern hotel offers spacious rooms and suites, as well as free WiFi. The restaurant serves delicious Mediterranean cuisine, whilst the Louis Bar has an impressive whiskey collection.

LOCAL FAVOURITE

Every year from mid-July until mid-August, an open-air cinema pops ups right next to Lake Lucerne, and screens all the must-see classics as well as new releases - it's a movie experience like no other!



CITY OF BASEL

ABOUT

Perched in the Northwestern border of Switzerland and intersected by the Rhine River, Basel is a melting pot of history, culture and art, making it a one-of-a-kind destination.

Boasting an entirely unique charm, Basel is the perfect place to begin, end or base your Swiss adventure. From the world-class art collection at the Kunstmuseum to the stunning architecture of the Basel Cathedral, and the internationally renowned ART Basel exhibition, the city is a rich tapestry of vibrant colours and aesthetics. Discover the popular district of Kleinbasel and the myriad of Michelin Star dining options, trendy bars and nightlife or opt for a relaxing day by the Rhine spent swimming, sunbathing and people watching.

ESSENTIAL EXPERIENCES

Border Triangle

The tripoint of Switzerland, France and Germany, the Border Triangle is a meeting place of countries, cultures and languages and a unique landmark for a fun photo-op.

Cheval Blanc

Housed at the Grand Hotel Les Trois Rois on the bank of the Rhine River, this multi-award winning restaurant boasts French haute cuisine and an elegant riverside dining space.

Kunstmuseum Basel

A divine showcase of new and old, the Kunstmuseum's vast historical and contemporary art collections catalogue some of the most significant art movements since the 15th century.

Basel Tattoo

From rock and roll to classical music, the Basel Tattoo showcases the best military bands from around Europe over a fun-filled week of music, parades and performances.

Basel Cathedral

Adorning the cityscape with its red sandstone walls, colourful mosaic roof tiles and ornate turrets, the Basel Münster is one of the city's most famous monuments and a must-visit!

TOP ACTIVITIES

Basel Zoo Entrance Ticket with Hotel Pick and Drop Off

Home to over 5,000 exotic animals and set on 32-acres of picturesque grounds, Basel's historic Zoological Gardens promise a fun-filled day out for the whole family.

Stories of Basel's Old Town

Visit Basel's prominent historic landmarks and contemporary attractions on a guided walking tour lead by a local expert, and learn about the city's rich history, both past and present.

Basel City Sightseeing Bus Tour

Wander through a museum, explore Basel's Old City remains, marvel at architectural monuments or take a ferry and cross the Rhine on this hop-on, hop-off tour.

WHERE TO STAY

Krafft Basel

Rheingasse 12, 4058 Basel, Switzerland

★★★★★



Situated on the bank of the Rhine River, this stunning boutique hotel boasts an idyllic location for exploring the city surrounds, whilst the comfortable guest rooms, gourmet restaurant and sweeping terrace cater to all traveller types.

LOCAL FAVOURITE

The iconic Rhine River is a year-round aquatic playground. Jump aboard a traditional ferry, sunbathe on the river's edge or do as the locals do and ride the gentle current downstream, Wickelfisch in hand - it's an essential Basel experience!

JUNGFRAU - INTERLAKEN REGION

ABOUT

One of the most famous regions of Switzerland, the Jungfrau - Interlaken region will absolutely take your breath away.

Visit in summer and choose from over 500 kilometres of walking paths and mountainous hiking trails, get up close to one of the many fresh waterfalls, or take a dip in one of the crystal-blue lakes. For an unmissable experience, take the cogwheel train to Europe's highest railway station and explore the beauty of Jungfrauoch, which is home to an intricately hand-carved ice palace. For the ultimate winter playground, make your way to Grindelwald and experience the World Snow Festival, or learn to ice skate in the magical wonderland of Interlaken at the annual Ice Magic event. The Jungfrau - Interlaken region promises a truly unforgettable experience!

ESSENTIAL EXPERIENCES

Harder Kulm

Make your way to the viewing platform via cable car, 1,322 metres above sea level, before taking a seat at the restaurant and enjoying views over Interlaken, Eiger and Jungfrau.

World Snow Festival

Held annually in the glacier village of Grindelwald, this famous festival has a different theme each year, and is quickly becoming one of winter's most popular events.

Alpine Migration

Watch as the cows are driven down the mountain and return home in time for the colder months, decorated in big bells, flowers and ribbons - an unforgettable experience!

Ice Magic

A family-friendly event that sees Interlaken turned into a magical winter wonderland, where visitors can take ice skating lessons, dine at The Igloo Restaurant and peruse market stalls.

Farm Visit

Visit Swiss farmers and get up close and personal with the farm animals, and learn about everyday life on the land. There's even the chance to taste some of the fresh produce!

TOP ACTIVITIES

Jungfrauoch Top of Europe Ticket

Take the cogwheel railway to Europe's highest railway station and discover a world filled with ice, snow, rock (even Lindt Chocolate!) as far as the eye can see - it's truly heaven on earth.

Tandem Paragliding Experience from Interlaken

Take in the stunning alpine scenery as you launch from a grassy slope in Beatenberg and fly back down to earth. There's even the chance for adrenaline junkies to do some aerial tricks!

Mt First Admission in Grindelwald

In a gondola from Grindelwald Valley, make your way to the top of Mt First at 2,168 metres above sea level. Once at the top, the First Flyer, First Glider and scooter-bike rides are a must!

WHERE TO STAY

Belvedere Swiss Quality Hotel Grindelwald

Dorfstrasse 53, 3818 Grindelwald

★★★★★



A five-minute walk from the centre of Grindelwald, this hotel offers a gourmet restaurant, spa, sauna, indoor pool, outdoor saltwater spa, as well as free WiFi. Panoramic views of the Bernese Alps make it the ultimate Swiss hideaway!

LOCAL FAVOURITE

Chästeilet in the Justis Valley is a 300-year old summer tradition that sees alpine farmers make cheese from more than 250 cows before dividing it up between them at the end of the season, and donning traditional costumes for the journey home.



LAUSANNE - MONTREUX REGION

ABOUT

Stretching from the majestic slopes of the Vaud Alps to Lausanne and Montreux on the shores of Lake Geneva, the Vaud District's breathtaking scenery, charming villages and gently sloping vineyards enchant everyone that visits.

Boasting vibrant bars, restaurants, museums and an ideal lakeside location, Lausanne offers a taste of the laid-back Swiss lifestyle. Soak up the sunshine and panoramic lake views at Port Ouchy, explore the cobbled streets and quaint cafes in the city or venture to the Lavaux Vineyards and enjoy stunning vistas and local wines. For a change of scenery, Montreux is a little slice of heaven. Nestled between the lake and the vineyards, the picturesque resort town allows you to relax, recharge and appreciate the beautiful surrounds.

ESSENTIAL EXPERIENCES

Freddie Mercury Statue

This bronze statue in Montreux pays homage to the lead singer of Queen, who spent time in Montreux to get away from it all, and recorded Queen's final album in their Montreux studio.

Port Ouchy

With cafes and bars, sprawling green space and panoramic views of Lake Geneva, Lausanne's historic lakefront promenade is a year-round playground to eat, play and people watch!

La Pinte Besson

Tucked away down a backstreet in Lausanne, this traditional Suisse Brasserie is the oldest in town, and a true hidden gem for rich cheese fondue and an impressive wine list.

Lavaux Vineyards

This UNESCO World Heritage site stretches between Lausanne and Montreux, with spectacular terraced vineyards overlooking Lake Geneva.

Montreux Jazz Festival

The second largest jazz festival in the world, this event sees thousands of international jazz fans and artists flock to the shores of Lake Geneva for two weeks of music and fun!

TOP ACTIVITIES

Full-Day Trip to Diablerets from Montreux

Experience the beauty of the Swiss countryside on a full-day tour from Montreux to Diablerets and enjoy a leisurely afternoon exploring the charming village and spectacular surrounds.

Taste My Swiss City Lausanne - Self Guided Food Tour

Indulge your taste-buds on the ultimate foodie tour around Lausanne, sampling some of the city's regional dishes from local dining hotspots, for a truly unique culinary experience.

High Level Experience Swiss Alps from Lausanne

Catch the cable car to the peak of 3000 Glacier and spend the day exploring the heart-stopping Peak Walk, sledding on the snowy playground and enjoying the mountain views.

WHERE TO STAY

Grand Hôtel Suisse-Majestic

45 Avenue des Alpes, 1820 Montreux, Switzerland



Situated in the heart of Montreux, this palatial hotel captures the elegance and majesty of its surrounds, boasting plush suites, a panoramic terrace restaurant and bar, a luxe spa and a prime location, minutes from Lake Geneva and the train station.

LOCAL FAVOURITE

Each Saturday from early-July to mid-August, Vevey's Place du Marché and Place de l'Hôtel-de-Ville set the stage for the Vevey Folk Markets, a vibrant celebration of Swiss folklore. With traditional arts and crafts, alphorn players and dancers, and wine tasting.



SWISS TRAVEL SYSTEM

ABOUT

The Swiss Travel System covers more than 29,000 kilometres of Swiss public transport, across trains, buses and boats. Exploring Switzerland is easy, flexible and all available on one simple ticket. From Panoramic Trains and Grand Tours that pass through mountains, glaciers, valleys and lakes all across the country. To find out more about the Swiss Travel System, head to www.myststnet.com.

PREMIUM PANORAMIC TRAINS

The Glacier Express

Switzerland's signature train trip, taking passengers on a picturesque journey through the Alps, from Zermatt to St. Moritz.

GoldenPass MOB Panoramic

This journey blends rich tradition with stunning landscapes, easily viewed from large panoramic windows from Zweisimmen to Montreux.

Gotthard Panorama Express

Head through the heart of Switzerland from Lugano or Bellinzona in the south, to Fluelen in the north, on an historic 5.5-hour journey.

Bernina Express

Connects the north of Europe to the south, passing through 55 tunnels and over 196 bridges from Chur to Tirano on a 3-hour trip that passes stunning glacial scenery.

Luzern-Interlaken Express

Links two world-famous destinations on an often too quick 2-hour journey, which takes passengers past crystal-blue lakes and breathtaking waterfalls.

GRAND TRAIN TOUR OF SWITZERLAND

Offering a unique travel experience, the Grand Train Tour of Switzerland combines eight different routes, covering approximately 1,280 kilometres. Passengers can start at any point along the tour, allowing them to customise their journey. With four-day and eight-day options available, passengers can sit back, relax and let the stunning Swiss landscapes pass by.

SWISS TRAVEL PASS

The all-in-one Swiss Travel Pass is the key to Switzerland's public transport network. The single ticket allows visitors to explore the best of Switzerland by train, bus or boat. It includes unlimited travel on the popular Premium Panoramic Trains, unlimited use of public transport in more than 90 towns and cities, and much more. To find out more about the Swiss Travel System, head to www.myststnet.com.