



5 Switzerland's capital city, **Bern** not only has an old town with UNESCO World Heritage status, it is also home to world-class modern architecture and design. [www.berninfo.com](http://www.berninfo.com)



6 **Lake of Lucerne** lures travelers with its fantastic landscapes and historic sites. Twenty boats—five of which are nostalgic paddle steamers—take to the water for culinary excursions and scenic round-trips. [www.lakelucerne.com](http://www.lakelucerne.com)



9 The **Glacier Express** takes you from Zermatt to St. Moritz—or vice-versa. You'll journey across 291 bridges and through 91 tunnels on this 7½-hour panoramic trip through the very heart of the Alps. [www.glacierexpress.ch](http://www.glacierexpress.ch)



10 Pure, raw nature. Discover the untouched alpine landscapes of the **Swiss National Park**, a place of exceptional fauna and flora. [www.nationalpark.ch](http://www.nationalpark.ch)



11 What mountains. What space. What light! **St. Moritz** and the **Engadin** offer breathtaking panoramas, with the grand expanse of the lake-dotted valley infused with incomparable light. [www.engadin.stmoritz.ch](http://www.engadin.stmoritz.ch)



LUCERNE'S COVERED BRIDGE, KAPPELLBRÜCKE, WITH ITS HISTORIC WATER TOWER. SWISS-IMAGE.CH / CHRISTOPH GONNER/REUTERS



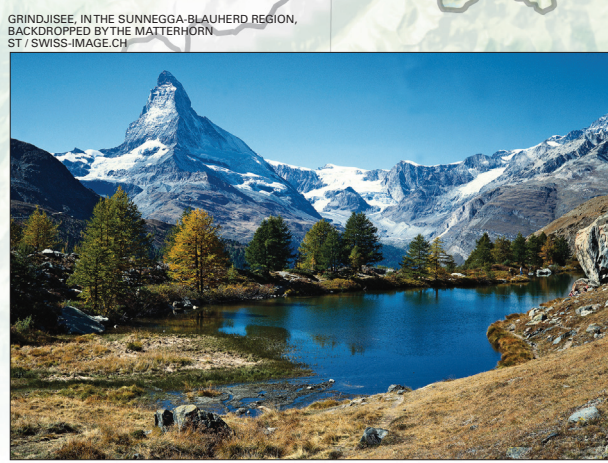
8 **Mount Pilatus**, Lucerne's landmark mountain, full of possibilities, is famous for having the world's steepest cog railway—and for its Golden Round Trip excursion. [www.pilatus.com](http://www.pilatus.com)



1 **Geneva** is a vibrant international city, best known throughout the world as the European headquarters of the United Nations as well as the International Red Cross. [www.geneva-tourism.ch](http://www.geneva-tourism.ch)

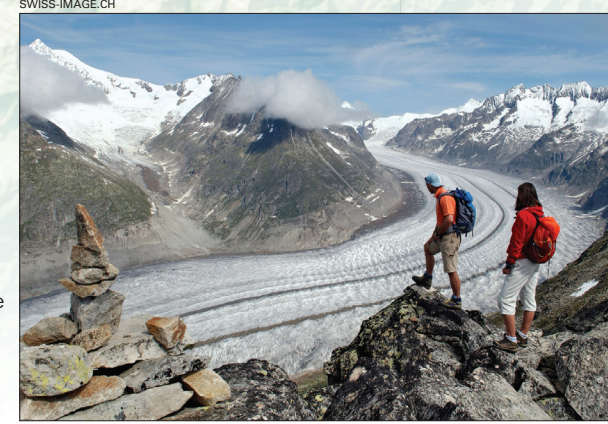


2 **Lavaux, Vineyard Terraces**, a must-see lakeside UNESCO World Heritage site, is nestled between Lausanne and the Montreux Riviera. In these vineyards, the aroma of white-wine Chasselas grapes sometimes fills the air at harvest time. [www.lake-geneva-region.ch](http://www.lake-geneva-region.ch)



3 **Valais—Matterhorn Region**—is the very heart of the Alps. A stupendous mountain universe, home of the world-famous Matterhorn peak, with vacation resorts for all tastes. [www.valais-tourism.ch](http://www.valais-tourism.ch)

4 The **Aletsch Glacier**—the biggest glacier in Europe—stretches more than 14 miles (23 kilometers). The Swiss Alps Jungfrau-Aletsch region is a UNESCO World Heritage site. [www.jungfrau-aletsch.ch](http://www.jungfrau-aletsch.ch)



The sites included in the World Heritage List are of outstanding universal value to humanity. They represent the diversity of the cultural and natural heritage of our planet. [www.unesco.org](http://www.unesco.org) / [www.worldheritage.ch](http://www.worldheritage.ch)



#### How to get there

No airline is more Swiss than Swiss International Air Lines. Whether traveling in first, business, or economy class, you can count on friendly, professional service and various extras—such as delicious chocolate—that are typically SWISS. Swiss International Air Lines offers nonstop service to Switzerland from eight North American gateways: Boston, Chicago, Los Angeles, Miami, Newark, New York JFK, Montréal, and (starting June 2010) San Francisco. For information and reservations, call 1-877-FLY SWISS, or visit [www.swiss.com](http://www.swiss.com).

#### Getting around

Switzerland is home to one of the most comprehensive public transport networks in the world—affordable, easy to use, and spectacularly scenic. A train departs Geneva and Zürich airports every few minutes. The best way to travel around and experience Switzerland's surprises is with a Swiss Pass, which affords you unlimited travel on

the Swiss Travel System's public transport network for 4, 8, 15, or 22 consecutive days. Put together your personal travel strategy, choosing from some 12,500 miles (20,120 kilometers) of train, bus, and boat routes. Your Swiss Pass includes the classic scenic routes and public transport systems of 41 Swiss cities, giving you a 50 percent discount on most mountain railways and cable cars. In addition, you get free admission to more than 400 museums. Ask for the Family Card: Children under the age of 16 are accompanied by at least one parent travel for free. For more information, visit [www.swisstravelsystem.ch](http://www.swisstravelsystem.ch). For bookings, contact Rail Europe at 1-800-438-7245, or visit [www.MySwitzerland.com/train](http://www.MySwitzerland.com/train).

Smaller than nearly all its neighbors, Switzerland looms large as a land of superlatives. Ideally located in the heart of Europe, the country brims with photo-op scenery and rich cultural diversity. Case in point: Switzerland boasts four national languages, a reflection of the profound wealth of influences found here. A playground for travelers, Switzerland beckons with famed mountains and unspoiled nature parks—paradise for hikers, cyclists, and road-trippers. The cities impress visitors with their charm and authenticity. The fact is, nowhere else are great-outdoors attractions, cultural sensations, and innovative gastronomy in such close proximity—and, thanks to one of the world's best public transport systems—as easily accessible.



**Switzerland**  
[www.MySwitzerland.com](http://www.MySwitzerland.com)



# Switzerland

Nature as you have never seen it before.



Whether you have always dreamed of traveling to Switzerland, are considering a return trip, or just now are putting the country on your wish list, these facts and figures will serve as inspiration.

- No matter where you are in Switzerland, you are never more than 15 miles (24 kilometers) away from a lake or a river.
- There are over 37,000 miles (60,000 kilometers) of signposted hiking trails in Switzerland.
- For American travelers, the Swiss franc often offers better value than the euro.
- Switzerland has been ranked highest in several recent sustainability studies, including the Environmental Performance Index conducted by Yale and Columbia Universities.
- More than 9,000 trains run daily on the approximately 1,860-mile (3,000-kilometer) network of the Swiss Federal Railways (SBB/CFF/FFS).
- Over 14 percent of Switzerland is protected. At a number of nature parks, you can experience the natural world in its raw and untouched form. Each park has its distinctive features, from geological majesty to rare, exquisite plants.

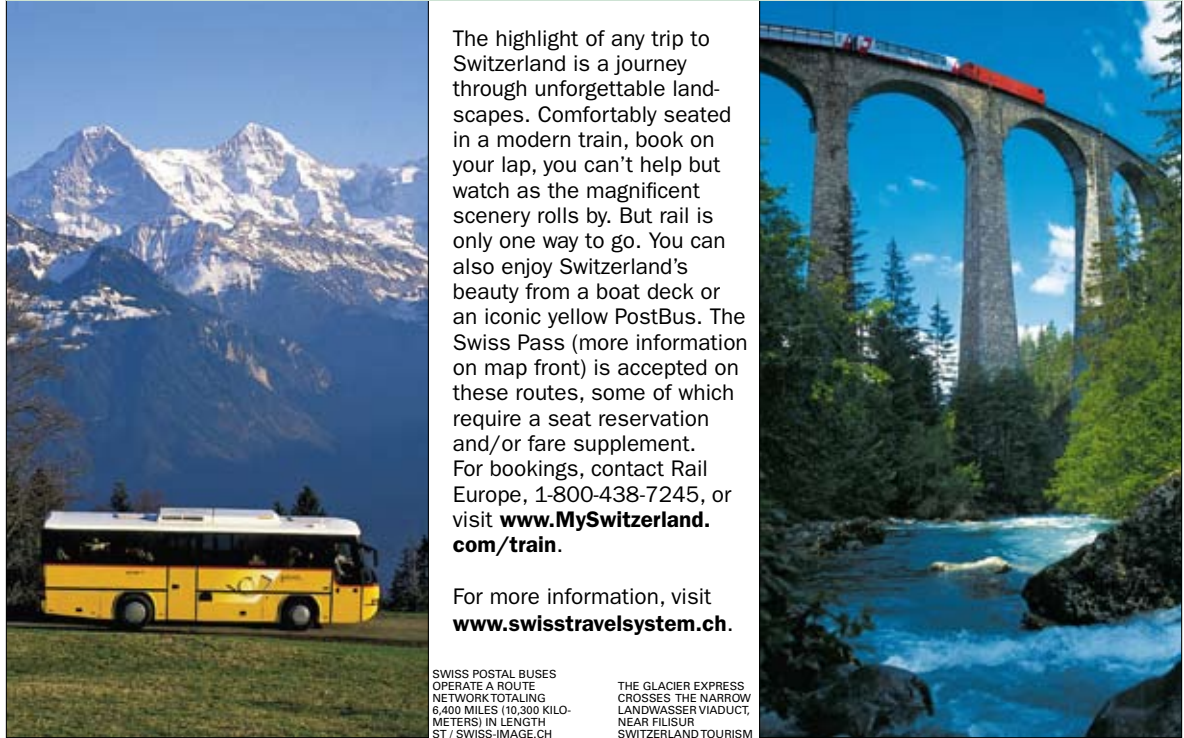
## Getting to Know the People

The Swiss are a friendly and hospitable people who share an independent spirit, a respect for tradition, and no fewer than four national languages—German, French, Italian, and Romansh (a derivative of Latin)—and dozens of dialects. No need to bring along a dictionary, though: English is widely spoken. Switzerland's more than 700 years of history is reflected in the many

festivals that take place throughout the year, while internationally acclaimed art collections and hundreds of museums celebrate Switzerland's creative spirit. To learn more, visit Switzerland's news-and-information platform, [www.swissinfo.ch](http://www.swissinfo.ch).



## Traveling Switzerland's Most Scenic Routes



The highlight of any trip to Switzerland is a journey through unforgettable landscapes. Comfortably seated in a modern train, book on your lap, you can't help but watch as the magnificent scenery rolls by. But rail is only one way to go. You can also enjoy Switzerland's beauty from a boat deck or an iconic yellow PostBus. The Swiss Pass (more information on map front) is accepted on these routes, some of which require a seat reservation and/or fare supplement. For bookings, contact Rail Europe, 1-800-438-7245, or visit [www.MySwitzerland.com/train](http://www.MySwitzerland.com/train).

For more information, visit [www.swisstravelsystem.ch](http://www.swisstravelsystem.ch).

SWISS PORTAL BUSES OPERATE A ROUTE NETWORK TOTALING 1,400 MILES (2,250 KILOMETERS) THROUGHOUT SWITZERLAND AND TOURISM ST. SWISS IMAGE.CH

THE GLACIER EXPRESS CROSSES THE NARROW GAUGE RAILWAY LINE BETWEEN ST. MORITZ AND ZERMATT. SWISS IMAGE.CH

## Engadin St. Moritz From the pristinely rustic to the elegantly chic, Switzerland's Southeast is an inviting collaboration between nature and man.

Allegria and welcome to a valley of stunning contrasts. From sparkling lakes to soaring peaks, St. Moritz boutiques and restaurants to a wealth of pretty villages, the Engadin is one of the world's top-rated destinations, according to November/December 2009 *National Geographic* Traveler magazine.

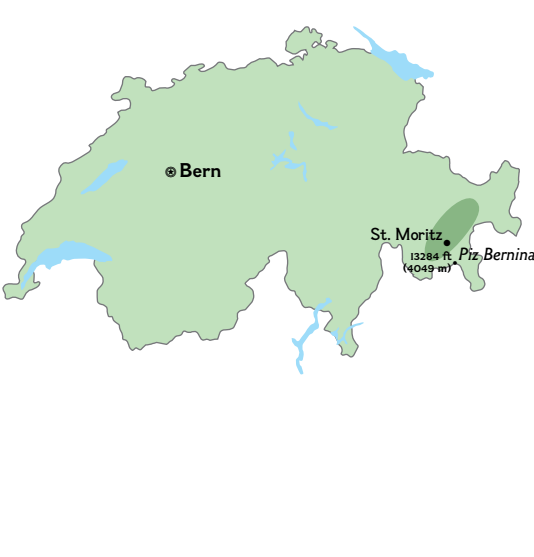
With an average of 322 sunny days a year, the Engadin Valley is an inviting playground dotted with iridescent blue lakes. You'll find some 360 miles (580 kilometers) of mountain and valley paths to explore on foot or by mountain bike. Be prepared for exhilaration: The Bernina Massif boasts the highest peaks in the Eastern Alps.

This majestic area will not disappoint those in search of pure mountain experiences coupled with some of the best hotels in the world. Also on tap are top-rated restaurants and world-class shops in St. Moritz. Another of its charms: The Engadin area is home to a varied cultural scene. Visit the Friedrich Nietzsche House in Sils to get a stunningly realistic insight into the famous philosopher's life, or admire the colorful paintings by Giovanni Segantini in a uniquely designed museum sporting a large cupola.

The Engadin St. Moritz region strikes a careful balance. It is a world-class destination that pays close attention to its natural resources, focusing on renewable energies and employing hydro-electric power. There is a Clean Energy Tour for visitors interested in finding out more about the valley's pioneering green efforts. A seamless public transportation system offers summer guests who stay in select hotels for at least two nights free use of local public transportation—including cable cars.

From nature in its purest form to superb infrastructure, this corner of Switzerland continues to be a magnet for outdoor enthusiasts who want a taste of the good life.

[www.engadin.stmoritz.ch](http://www.engadin.stmoritz.ch)



THE LAKE OF SILS WITH THE SNOW COVERED PIZ DA LA MARGONA SWISS IMAGE.CH / CHRISTOP SONDERGGER



HIKERS REST ON DAVOZZLEA ABOVE PERS GLACIER ENGADIN ST. MORITZ TOURISM



BIKER ON THE ENGADIN'S SUVERETTA PASS SWISS IMAGE.CH / ALTA REDA / STEFAN EISEND



## Lake Geneva & Matterhorn Region Southwest Switzerland, where the lake meets the Alps, offers unforgettable wine-and-food experiences.

Talk about quintessential Switzerland! From Geneva's famous water fountain to the UNESCO World Heritage site of the Lavaux Vineyard Terraces and the eternal ice on top of the Matterhorn, this Switzerland-in-a-shell area invites discovery and exploration.

The region has one of the world's highest concentrations of museums and architectural gems, including Geneva's Museum of Modern and Contemporary Art, the Olympic Museum in Lausanne, Chillon Castle on the Montreux Riviera, and the Pierre Gianadda Foundation in Martigny.

With its lakes and mountains, vineyards and valleys, the Lake Geneva & Matterhorn Region rewards the senses—even before you try the local fare and unrivaled wines. No less than 26 Michelin-star restaurants position the Lake Geneva & Matterhorn Region as the very best "gastronomic destination" in all of Switzerland.

Part of Geneva's great appeal is that it manages to combine a laid-back atmosphere with the buzz of an exciting city. It is a shopper's paradise, with chic international fashion boutiques, well-stocked department stores, and specialty shops.

The Lake Geneva Region owes its reputation as the "Cocktail of Europe" to the remarkable diversity of its delightful landscapes: Palm-lined shores, lush green pastures, gently wooded hills, and snowcapped summits are among the scenic splendors.

Last but not least there's the majestic Matterhorn as well as luxury resort towns, such as Crans-Montana, Leukerbad, Saas-Fee, Verbier, and Zermatt, all of which—in the midst of the Alps—enjoy an exceptionally mild climate and plenty of sunshine.

[www.lgm.ch](http://www.lgm.ch)



THE 1100-KILOMETER CORNERGRAT HIGH ABOVE ZERMATT WITH THE MATTERHORN IN THE BACKGROUND SWISS IMAGE.CH / ROLAND GERTH



THE LAVAUX VINEYARD TERRACES UNESCO WORLD HERITAGE SITE SWISS IMAGE.CH



GENEVA'S JET D'EAU (WATER FOUNTAIN) GENEVA TOURISM & CONVENTION BUREAU



## Lucerne/Lake Lucerne Region Centrally located Lucerne and its surroundings hit the heights with peak panoramas and cultural performances.

The gateway to Central Switzerland, the city of Lucerne lies on the shores of Lake Lucerne, amid an impressive mountain panorama. Thanks to its central location, attractions, beautiful lakeside setting, and proximity to other fine destinations, Lucerne is an excellent starting point for journeys and excursions throughout Switzerland.

Whatever you expect from a unique city, Lucerne will not disappoint you. The museums, theaters, and festivals make Lucerne a city of culture that elegantly maintains a careful mix of traditions and trends. Lucerne is home to some of Switzerland's most famous landmarks, such as the world-renowned Chapel Bridge and adjacent water tower. Yet, tradition and modernity stand side-by-side with ease in Lucerne, a city that has earned a reputation for innovative design. The futuristic Culture and Convention Center (KKL), designed by leading French architect Jean Nouvel, is one of many architectural highlights. Lucerne also plays host to many festivals throughout the year, including the Lucerne Festival, one of the major international classical music events.

Above Lucerne stands Mount Pilatus, where, according to legend, a dragon once lived. The best way to get acquainted with Mount Pilatus is by taking the steepest cog railway in the world (with a gradient of 48 percent). From hiking to biking, climbing to paragliding, Mount Pilatus offers plenty of summer fun. Several hiking paths lead around the mountain and offer a stunning panorama over six lakes and 73 mountain peaks. Plus you'll find Switzerland's longest summer toboggan run, a challenging 4,500 feet (1,372 meters) long with numerous twists and turns, promising fast fun with each run. A large rope park offers fun-filled outdoor adventure for everyone, with instructors who expertly guide you from tree to tree.

[www.luzern.com](http://www.luzern.com)



LUCERNE'S OLD TOWN AND KAPPELBRÜCKE (CHAPEL BRIDGE) SWISS IMAGE.CH



THE WORLD'S STEEPEST COG RAILWAY TAKES SWISS IMAGE.CH / PHILIPP GIEBEL



MOUNT PILATUS: PANORAMIC SUMMIT IN CENTRAL SWITZERLAND SWISS IMAGE.CH / CHRISTOP SONDERGGER



## Itinerary 1: A taste of authenticity

Switzerland has one of the most varied cuisines in the world, as well as magnificent wines. A culinary journey through four cultures and four languages awaits you.

### Days 1-2 LAKE GENEVA REGION

Discover the wines of the UNESCO-labeled Lavaux Vineyard Terraces after you stroll along romantic footpaths that weave through the vineyards. Meet the winegrowers and share their passion. You won't want to miss such regional specialties as *papet vaudois* (local sausage with leek and potato), sautéed filets of perch, or unique cheeses such as L'Etivaz and Vacherin Mont d'Or.

### Day 3 ZERMATT

On your way to Zermatt, stop at Europe's highest vineyard—the Vespertermen—where the spicy white-wine Heida grape grows. Walk along a vineyard trail and indulge in some wine-tasting. End your day with breathtaking views of the Matterhorn while you enjoy some typical fare: *raclette*, the roasted-chestnut dish called *brissölle*, or rye bread with air-dried beef.

### Days 4-5 ENGADIN ST. MORITZ

Travel on the Glacier Express train from Zermatt to St. Moritz, then work off some of those calories on the Via Gastromom hiking trail (from Furttschellas to Val Fex). Afterward, dig into *capuns* (chard stuffed with meat and topped with cheese), *plain in pigña* (potatoes baked with salami), local traditional barley soup, and Engadin walnut cake.

### Day 6 TICINO

Travel on the Palm Express to sunny Ticino, where southern charm and hospitality await you. The specialties of the region, such as polenta, risotto, and Merlot wine, are best experienced in an authentic "grotto"—a traditional tavern that was once a storage cave for cured meats and aged cheeses.

### Day 7 ZÜRICH

You can't leave Switzerland without having tried *Zürcher geschnetzeltes* with *rösti*, the classic preparation of sliced veal in a fine cream sauce accompanied by a traditional grated-potato dish. For tasty Swiss souvenirs, stop by Springli for some chocolate truffles and filled macaroons called *Luxemburgerli*.

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| <b>Accommodations Tip</b><br>Travel back in time when you stay at a Swiss Historic Hotel. Thanks to the carefully retained architectural features, each hotel, built between 1682 and 1908, reveals charms of bygone days. | <b>Travel Tip</b><br>Switzerland produces some 450 varieties of cheese, each one of them deliciously unique. Stop by one of the many show dairies and try your hand at cheesemaking. |
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FINAL 12/16/09



## Itinerary 2: Land of lakes and mountains

The natural paradise that is Switzerland offers endless summer experiences: swimming in a mountain lake, hiking the Swiss Alps, cycling through vineyards, or simply enjoying a breathtaking panoramic view.

### Day 1 GENEVA AND LAKE GENEVA AREA

Enjoy an invigorating morning swim in majestic Lake Geneva with the mountains as a backdrop and then head over to the Olympic capital Lausanne, where you can use a bicycle for free and explore the surrounding area.

### Day 2 LUCERNE

Take a stroll around the old town of Lucerne and admire the world-renowned Chapel Bridge. For a full day of adventure, board the world's steepest cog railway to Mount Pilatus, where summer tobogganing, rope-activity parks, and hikes await you. Alternatively, you can enjoy the unique and serene beauty of the moor and karst landscapes at Entlebuch Biosphere Reserve.

### Day 3 BERNESE ALPS

Admire the spectacular panoramas from the Schilthorn and then take the cable car down to Stechelberg, near Lauterbrunnen. With its 72 thundering waterfalls, secluded valleys, and colorful alpine meadows, the Lauterbrunnen Valley is one of the largest nature conservation areas in Switzerland.

### Days 4-5 VALAIS REGION

Enjoy an unforgettable day in the Binntal Nature Park, known for its natural beauty, culture, and surprising cuisine. Alternatively, spend a day in the Swiss Alps Jungfrau-Aletsch World Heritage site, hiking alongside the longest glacier in Europe.

### Days 6-7 ENGADIN ST. MORITZ

Hikes for all levels of fitness await you here. Take a stroll around one of the many lakes or, for a fantastic view, head up to Muotats Muragl. Choose from one of 21 hiking routes in the only Swiss National Park or summit one of the many peaks of the region.

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| <b>Accommodations Tip</b><br>For a truly unique Swiss experience, in the countryside, along the water, in the mountains, or in town, be sure to stay at a typically Swiss Hotel, where service is a touch more personal, the atmosphere authentic, and the food surprisingly down to earth. | <b>Travel Tip</b><br>Switzerland Mobility: Make your way through Switzerland by hiking, biking, canoeing, or inline skating on the country's largest network of interconnected routes. Luggage transfer and equipment rental services are available. <a href="http://www.switzerlandmobility.ch">www.switzerlandmobility.ch</a> |
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## Itinerary 3: Urban delights and scenic journeys

Nowhere else are cultural attractions and scenic beauty in such close proximity and, thanks to one of the world's best public transport systems, as easily accessible.

### Day 1 GENEVA

Spend a day in the world's smallest metropolis—Geneva—and visit the watch museum or Museum of Modern and Contemporary Art. Or unwind in one of the many beautiful parks. If the weather is good, take a refreshing swim in the majestic Rade de Genève.

### Day 2 GENEVA TO MONTREUX VIA MONTREUX

Take a boat from Geneva to Montreux and keep an eye out for Chillon Castle. In Montreux, board the GoldenPass Line train, which will take you past six lakes and two language zones to the very heart of Switzerland: Lucerne.

### Day 3 LUCERNE TO LOCARNO

Board an historic paddle steamer and relax as you cross the Lake of Lucerne. Next, hop on the Wilhelm Tell Express, a panoramic train that runs on the former Gotthard railway line, south of Flüelen. Enjoy an evening in Locarno, the town with the mildest climate in Switzerland.

### Day 4 LOCARNO/LUGANO TO CHUR

Today's journey will take you by PostBus from southern Switzerland to Tirano, Italy, and then on the Bernina Express railway, past mighty glaciers and towering mountains to Switzerland's oldest city, Chur. It is no wonder that the "Rhodanese Railway in the Albula / Bernina Landscapes" is a UNESCO World Heritage site.

### Day 5 CHUR TO BASEL

Take a stroll in the old part of Chur and soak up the city's over-5,000-year-old history before boarding the train to Basel. With the greatest concentration of museums in the country and one of the most important annual art fairs in the world—Art Basel—the city is a true cultural center. On top of that, Basel's old town is one of the most intact and beautiful in Europe.

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| <b>Accommodations Tip</b><br>Prepare to be dazzled when you visit one of the Design & Lifestyle Hotels, where innovative architects have used only the best materials to create unique, inviting spaces. Or surrender to exquisite state-of-the-art care: Spend several recharge-your-batteries days at one of Switzerland's museums and a 50 percent discount on most mountain railways and cable cars. Ask for the Family Card: Children under the age of 16 who are accompanied by at least one parent travel for free. | <b>Travel Tip</b><br>With the Swiss Pass (available for 4, 8, 15, or 22 consecutive days), you can travel on the entire Swiss Train System network of 12,500 miles (20,120 kilometers) of train, bus, and boat routes. You also receive free admission to more than 400 museums and a 50 percent discount on most mountain railways and cable cars. Ask for the Family Card: Children under the age of 16 who are accompanied by at least one parent travel for free. |
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