

Beat: Travel

## SWITZERLAND - 100 Years of SWITZERLAND Tourism

### Switzerland Tourism with News for Summer

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**USPA NEWS** - 'Take a Holiday in Switzerland' has been a Motto during 100 Years claiming 'Nothing beats a relaxing and refreshing Holiday in Switzerland'. Switzerland has been promoting itself as a holiday destination for 100 years on photos, posters, video ads...

'Take a Holiday in Switzerland' has been a Motto during 100 Years claiming 'Nothing beats a relaxing and refreshing Holiday in Switzerland'. Switzerland has been promoting itself as a holiday destination for 100 years on photos, posters, video ads... Much of the territory covered by present-day Switzerland is mountainous. For this reason, the Alpine passes have played a significant role in the development of the country. The Swiss have always maintained & nurtured their own local customs & because of this, Switzerland is a country with an enormous wealth of cultural activity & living tradition. As a Country where diverse traditions & cultures meet and interact, Switzerland has been a melting-pot in the heart of Europe since time immemorial.

A region may be in some ways strongly culturally connected to the neighbouring country that shares its language, the Country itself being rooted in western European culture. Switzerland is home to many notable contributors to literature, art, architecture, music and sciences. In addition the Country attracted a number of creative persons during time of unrest or war in Europe. Among the most important cultural performances held annually are the Paléo Festival, Lucerne Festival, the Montreux Jazz Festival, the Locarno International Film Festival and the Art Basel. Alpine symbolism has played an essential role in shaping the History of the Country and the Swiss National Identity.

The cuisine of Switzerland is multifaceted. While some dishes such as Fondue, Raclette or Rösti are omnipresent through the Country, each Region developed its own gastronomy according to the differences of climate and languages. Traditional Swiss cuisine uses ingredients similar to those in other European countries, as well as unique dairy products and cheeses such as Gruyère or Emmental, produced in the valleys of Gruyères and Emmental. Chocolate has been made in Switzerland since the 18th century but it gained its reputation at the end of the 19th century with the invention of modern techniques such as conching and tempering which enabled its production on a high quality level.

The most popular alcoholic drink in Switzerland is wine. Switzerland is notable for the variety of grapes grown because of the large variations in terroirs, with their specific mixes of soil, air, altitude and light. Swiss wine is produced mainly in Valais, Vaud (Lavaux), Geneva and Ticino. Vineyards have been cultivated in Switzerland since the Roman era, even though certain traces can be found of a more ancient origin. The most widespread varieties are the Chasselas (called Fendant in Valais) and Pinot noir...

Nature had one of her finest moments in Switzerland with colossal glaciers, raging falls, hidden valleys and 4000m mountains... You can choose to explore this small country on foot or skis, by bike or raft, with karabiner or paraglider; it is up to you. There will always be a land where you can find adventure and solitude and the Lakes are a defining feature of the Swiss landscape. The Swiss are proud of the beauty of their country. There is a lot of untouched nature and in general people are careful with it and value protecting the environment. People do have a vote in big decisions and they tend to choose the solutions that combine economic growth with protection of the Alps, and favor rail traffic over road traffic.

Another major issue is Global Warming. Switzerland is working on decreasing its CO2 footprint, for example by making the right choices for transportation and by recycling waste. The Swiss Train System is one of the best in the world: clean, safe and comfortable. You can easily buy local biological products, that's quite easy in Switzerland as many supermarkets offer a wide range of these products.... Any time is a good time to visit Switzerland. What's the best time depends on your plans.

The Press Conference given on May 4, 2017 was an opportunity to highlight the numerous reasons to visit Switzerland this coming Summer. (with a focus on Bern, Gstaad and Jungfrau region) :

\* June : the early summer

This is a wonderful time for hiking. The highest trails may still be inaccessible because of snow, but the majority will be open. Cable

cars and cogwheel trains that were closed in low season will be operational again. By late June, all pass roads that were closed for winter should be open.

\* July/August : summer high season

This is the time for outdoor activities: hiking, biking, paragliding and other sports, enjoying the views from the peaks. It's a perfect time for hiking in high terrain. By mid July, these trails should be clear of snow. Summer has traditionally been popular among tourists in Switzerland, just like winter.

\* September: perfect for outdoor activities

September is considered the best month for high altitude hiking. It's also very suitable for other outdoor activities.

Source : Press conference given on May 4, 2017 in Paris when were attending different Swiss Area Representatives, the Switzerland Tourism Representatives and different Partners - 100 Years of Switzerland Tourism

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