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Ideas for summer in Switzerland

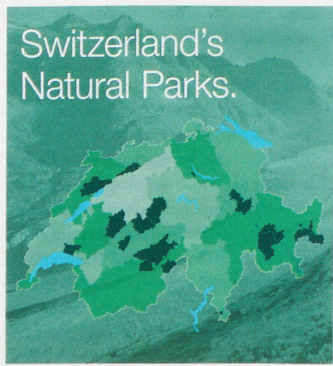


Summer in Switzerland offers magnificent, diverse landscapes, majestic mountains and crystal-clear lakes which are great for water sports and all kinds of leisure activities.

Discover nature parks and UNESCO world heritage sites

Switzerland's national park high up in the Engadine is world-famous. But did you know that there is at least one nature park in almost every region? Fauna and flora can flourish in these areas without human interference. And every one of these parks has something special to offer with traces of life from millions of years ago, rare plants or incredible, breathtaking views.

Visitors can enjoy culinary delights and activities suited to their personal tastes and requirements on these new nature trips. The beauty of these trips lies in experiencing nature first-hand, visiting parks and UNESCO world heritage sites and finding out all about nature.

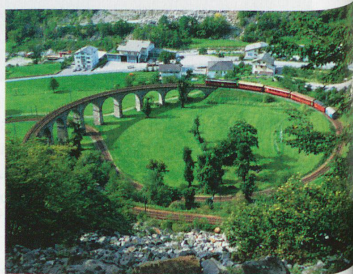


Switzerland's Natural Parks.

Switzerland's most beautiful panoramas

Enjoying the wonderful, world-famous panoramas is the highlight of any journey through Switzerland. Take in the view from the panoramic window of a train, the deck

of a ship or a coach. Switzerland's natural beauty will enthrall you. Travel on the Glacier Express from St. Moritz to Zermatt and enjoy the stunning landscape from the new panoramic carriages. Or discover the wonders of central Switzerland, the Bernese Oberland and the region around Lake Geneva on a journey on the Golden Pass line. Further information can be found at www.MySwitzerland.com/aso.

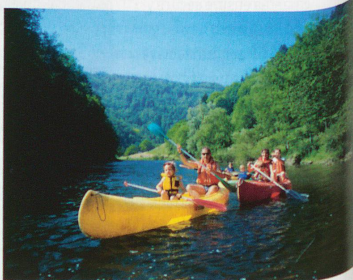


Outdoor activities

Switzerland is a natural paradise for all those who enjoy outdoor activities, and SwitzerlandMobility is the ideal route planner for the most beautiful tours. SwitzerlandMobility shows you the best routes for mountain bikers, hikers, skaters, cyclists and canoeists. It covers all parts of the country and caters to all tastes and abilities.

www.MySwitzerland.com/aso (SwitzerlandMobility section) contains every route with details of public transport, journey stages, places of interest, accommodation and useful services.

Swiss Trails makes SwitzerlandMobility's route network easy to use. More than 500 places offering accommodation of different categories can be



booked through Swiss Trails. All this accommodation is linked together with daily, customised luggage transport. Bicycles can also be hired at any stage of the journey, even if there is no hire point nearby. Swiss Trails simply delivers the bikes to the required destination.



Typically Swiss hotels

The service is a little friendlier, the atmosphere is authentic and the cuisine is surprisingly local. Typically Swiss is no empty promise, but rather an assurance of an exceptional

Swiss hotel experience. Not only do guests stay in a traditional Swiss environment, they also get the best tips on where to visit first-hand. Whether in a romantic alpine chalet, a charming guest-house or a luxury hotel, guests will feel as though they are in seventh heaven.

The accommodation's uniqueness lies in its diversity. Typically Swiss hotels are found throughout the country. No two are the same, but they are all typically Swiss and as authentic as the region in which they are located. Our hotels are always in the best locations and as diverse in character as the country itself.



Regional delicacies *The cuisine is as authentic as the accommodation. Everything served is home-produced and, of course, typical of the region, from Zürcher Geschmeltztes and Freiburger Vacherin to Meiringen Meringues. And the wine cellar is full of the best labels from the local area: the beguiling Petite-Arvine in Valais, the mouth-tantalising Saint Saphorin in Vaud and the intricate Pinot Noir in Grisons.*

Competition

Experience authentic Switzerland and win a week's holiday in one of our Typically Swiss hotels. Want to find out more? Visit www.MySwitzerland.com/aso.

Tips from Switzerland Tourism: At www.MySwitzerland.com/aso you will find the package offer of the month and the registration form for *Network Switzerland*. Register by 31 July 2009 and you will automatically be entered in the prize draw for a weekend at a "Typically Swiss hotel". Other interesting information and attractive offers from Switzerland Tourism can be found in our newsletter. Register at www.MySwitzerland.com/aso

A collaboration between Switzerland Tourism and the Organisation of the Swiss Abroad (OSA)



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