

**Zeitschrift:** Swiss review : the magazine for the Swiss abroad  
**Herausgeber:** Organisation of the Swiss Abroad  
**Band:** 37 (2010)  
**Heft:** 1

## Werbung

### Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

### Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

### Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 22.08.2025

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**



Hotel Lej da Staz, Lake Staz, St. Moritz

## Typically Swiss. Irresistible.

In Switzerland, how do you find typical hotels and places that best express the essence of "Swissness"?

The "Swiss way of life" does not just mean chalets decked with flowers and a good fondue shared among friends. Swiss culture, traditions and innovation have a multitude of faces. Switzerland Tourism has selected more than 250 hotels which best represent a typically Swiss lifestyle. Beside a lake or in the mountains, in the city or in the countryside, top modern or more traditional in style, they all captivate you with their characteristic Swissness. These "Typically Swiss Hotels" can be visited at [MySwitzerland.com/aso](http://MySwitzerland.com/aso).

### Relive the past

The loveliest way to discover typical Switzerland and its traditions is to journey into the past. For example, by discovering the Open-Air Museum of Rural Dwellings in Ballenberg, which displays more than 100 authentic old houses originating from every region of the country. To travel back in time, visit: [MySwitzerland.com/aso](http://MySwitzerland.com/aso).

### Network Switzerland

Register on [MySwitzerland.com/aso](http://MySwitzerland.com/aso) before 31 March 2010 and win a two-night stay at the Wellness & Spa Hotel Ermitage Golf\*\*\*\*\* in Gstaad.

### Gliding with the wind.

Adrenaline in the Engadine: gliding on skis or snowboard over the frozen lake of Silvaplana, letting yourself be carried along by the wind – that's what we call snowkiting, a sport that gives you wings. A specialist school on the spot will initiate you into the arcane mysteries of the snowkite.



Tip 1

[Further information:](#)  
[MySwitzerland.com](#)  
SEARCH 4049 >>



Tip 2

[Further information:](#)  
[MySwitzerland.com](#)  
SEARCH 4010 >>



Tip 3

[Further information:](#)  
[MySwitzerland.com](#)  
SEARCH 328371 >>

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



Auslandschweizer-Organisation  
Organisation des Suisses de l'étranger  
Organizzazione degli Svizzeri all'estero  
Organisazion dals Svizzers a l'ester

Switzerland Tourism.  
[MySwitzerland.com](http://MySwitzerland.com)

