



Biker in the mountains above Pontresina

Summer Presskit 2019

Research Ideas and Media Trips

graubünden



Las Palas mountain hut, Disentis Sedrun

Welcome to our home



Whether you want to research a particular topic in Graubünden or if you are still looking for the right adventure – we are here to help you.

Cornelia Keller
+41 81 254 24 57

cornelia.keller@graubuenden.ch



Thalia Wünsche
+41 81 254 24 32

thalia.wuensche@graubuenden.ch



Graubünden Ferien
Alexanderstrasse 24
CH-7001 Chur
www.graubuenden.ch

Please review our policies to support media trips at
www.graubuenden.ch/en/media.

News

Experiences and Offers

Swiss Epic Comes to the Graubünden



From 2019 to 2023, Graubünden will be the venue for the Perskindol Swiss Epic. This mountain bike race is part of the Epic Series, which also includes the Absa Cape Epic in South Africa. The first event will take place between 20th and 24th August 2019 in Davos, St. Moritz and Lenzerheide.

www.swiss-epic.com

Via Sett Long Hike: New Start in Chur



Via Sett now starts in the capital of Graubünden, Chur, and leads from there in six days to Chiavenna in Italy. Thanks to this change, the long-distance hike has gained two additional attractive daily stages. The tour can be booked as a package, including overnight stays, packed lunches and luggage transport from hotel to hotel.

www.graubuenden.ch/via-sett-hike

Arosa: Bear Safari and New Residents for Arosa Bärenland



Arosa Bärenland is a refuge for three bears rescued by Vier Pfoten, an animal welfare organisation: former circus bear Napa moved in in 2018, followed by Amelia and Meimo from Albania in February 2019. The bear adventure starts en route: the Rhaetian Railway travels from Chur using special bear carriages and wooden bears are hidden along the train tracks.

www.arosabaerenland.ch

Arosa: Skill Centre for Bikers



A practice area for bikers will open in summer at Hörnli Express valley station in Arosa. The Skill Centre offers curves, root, wood and stone elements to help new bikers develop the technique to ride their first trails. Use of the Skill Centre, including the conveyor, is free for all guests.

www.arosalenzerheide.swiss/en/Region/Arosa/Summer/Mountainbike

Davos: Swiss Premiere for '24h Trophy'



At the 24-hour hiking event in Davos, sports enthusiasts can take on a new challenge: a 59 km hike in one day. Participants will be accompanied by local guides and there will be refreshment stations on the route. The event, from 28th to 30th June, is part of the "Biolectra 24h Trophy" endurance hiking series.

www.graubuenden.ch/24h-wanderevent (German)

Davos and Flims: New Fox Trails



Following their success in Lenzerheide, new fox trails will open in Flims and Davos in summer. Fox trails are scavenger hunts for teams of 2 to 7 people. To follow the trail, participants must find hidden messages and solve riddles. Going from checkpoint to checkpoint makes for a satisfying walk.

<https://events.foxtrail.ch/en>

Flims: Hubertus Archery Park



In the new archery park, children and adults learn to handle a bow and arrow. After renting equipment and a short introduction, shooters travel using the mountain railway. There are 28 posts with 3D targets between Crap Sogn Gion and Curnius, and boards showing facts about the native wildlife.

www.flims.com/en/activities/rockspark

Prättigau: New Two-part Via Ferrata on Sulzfluh



Sulzfluh via ferrata now has a neighbour. The new, two-part via ferrata runs close to the footpath above Lake Partnun, at 2640 m above sea level. The first section is easy, suitable for families and beginners. The second, more difficult part offers a challenge for those with via ferrata experience.

www.graubuenden.ch/klettersteige-im-praettigau (German)

Susch: Susch Museum



Contemporary art in old cloister and brewery walls: The new Susch Museum is an experimental location for works that seek and create connections with Engadin's landscape. The new cultural institution in Lower Engadin was created by Polish entrepreneur Grazyna Kulczyk as a bridge between East and West.

www.muzeumsusch.ch/en

Surselva: Open Air through the Rhine Valley



No windows, but wind and fresh air – a ride on the Rhaetian Railway's open observation car will delight railway fans big and small. Every Sunday in summer, they travel through the Rhine Gorge, a unique landscape with rare birds, white rock faces and bizarre rock formations.

www.rhb.ch/en/world-of-railway-experiences/railway-experiences/open-panoramic-cars

Engadin Scuol Zernez: Tschlin Beerfest



There are many beer festivals, but not many mountain beer festivals. Hence the three beer producers in Engadin, Bieraria Tschlin SA, Alpenbrauerei Girun and Pontresiner Brauerei, decided to make a similar event. The second festival takes place on 26th October 2019. It starts with a hike, where you can sample different beers.

www.graubuenden.ch/bergbierfestival (German)



Lake Cresta, Flims

Anniversaries

650 Years since the Discovery of the First Mineral Spring in Scuol



It was the mineral water that brought the first spa guests to Scuol. Its beneficial effects have long been known. This summer is the 650th anniversary of the springs' discovery. Several events are planned for the anniversary, amongst others, spring festivals, which will be celebrated in all the communities of Scuol.

www.scuol.ch/650jahremineralwasser (German)

500 Years of "Alte Herberge Weiss Kreuz", Splügen



In this former mule driver's hostel, many of the historical features of the building have been preserved from the 16th century. Where this was not possible, old has been complemented by new elements: for example, the hall with modern furniture is located in the former hayrick.

www.weiss-kreuz.ch (German)

150 Years of Quellenhof Grand Hotel, Bad Ragaz



Quellenhof Grand Hotel is celebrating its 150th anniversary with a new lobby, bar and modern rooms. Not only will the "Grande Dame" in the spa town of Bad Ragaz be refurbished, but also the attached Tamina Therme. Sweat it out in the 90 m² infusion sauna – the largest in Switzerland – and relax in the lounge with integrated sauna bar.

www.resortragaz.ch/en and www.taminatherme.ch/en

111 Years of Waldhaus Sils



Chagall, Dürrenmatt and Einstein appreciated the grandeur and cosiness of the hotel Waldhaus Sils, which retains its charm to this day. Owned by the same family since it opened, they have invested heavily in preserving the house. It celebrates its 111th birthday with a cultural festival in June.

www.waldhaus-sils.ch/en

100 Years of Lia Rumantscha



One of Switzerland's four official languages, Romansh, is spoken only in Graubünden. Guests can combine their holidays with language lessons. In many regions, Lia Rumantscha, institution for Romansh language learning, offers courses for holidaymakers. The institution celebrates its 100th anniversary in summer.

www.liarumantscha.ch

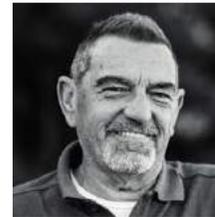
100 Years of the Museum of Fine Arts in Chur



The Museum of Fine Arts has been located in Villa Planta in Chur for 100 years. Extended by architects Barozzi Veiga in 2016, it has grown in area and importance. To celebrate its centenary, the museum will bring a unique artwork to Graubünden: "The Environment of Love" by Swiss artist Martin Disler, a 140-metre-long, 4.4-metre-wide painting.

www.buendner-kunstmuseum.ch/en

50 Years as Captain of Europe's Highest-Altitude Shipping Line



Every day, Franco Giani, captain of Europe's highest-altitude shipping line, greets passengers on Lake Sils. Although he has been transporting from Sils Maria to Maloja for half a century, the journey inspires him every time. The reason: "Every day is different, like the light on the lake", thus the anniversary.

www.graubuenden.ch/50-years-as-captain

Natural Experiences to Switch Off and Unwind

There are many ways to escape the hustle and bustle of everyday life in the remote valleys of Graubünden. Some extraordinary experiences to help you switch off are:

Outdoor Yoga on San Romerio in Valposchiavo



Alpe San Romerio offers weekly yoga classes in summer, in the tranquillity of the mountains, at 1800 m above sea level. The purpose-built platform stands in a powerful place amidst untouched nature and offers views of the surrounding mountains. The classes are taught by a Hatha Yoga teacher from the valley. Yogis who want to stay for several days can spend the night in a mountain hut on San Romerio.

www.sanromerio.ch/en/yoga

Cloister Retreat in Val Müstair



St. Johann in Müstair UNESCO World Heritage Monastery offers six rooms for retreats from everyday life for a few days or weeks. Guests are invited, but not required, to attend the nuns' Liturgy of the Hours and to use the cloister's church and Chapel of Grace for prayer or reflection. Several times a year, professionally managed fasting weeks are offered.

www.muestair.ch/en/your-visit/guesthouse-maiensaess

Shinrin Yoku in Flims



Shinrin Yoku – in English: forest bathing – is a recognised healing method from Japan. Almost one third of Graubünden is covered in trees, ideal for this new type of wellness. It is offered in Flims by Sandra Schmidt, Director of the Schweizerhof Hotel. Her meditative walks help guests experience the forest with all of their senses.

www.graubuenden.ch/waldbaden (German)

Hike with a Four-legged Guide



Whether donkeys, alpacas or goats – they are all mountainous, hardy and cuddly, making them perfect hiking companions. Since they can also be stubborn, bipeds must adapt their pace to their four-legged friends. This is usually more leisurely: The animals don't like to miss a snack at the roadside and if they hear rustling in the undergrowth, they will stop and prick up their ears.

www.graubuenden.ch/wandern-mit-tieren (German)

Alpine Holiday in Naturpark Beverin, Viamala



High on the Schamserberg, far from the nearest village, lies Alp Nurdagn agritourism farm. Since last summer, guests can spend the night in the former barn and have their meals in the Alpbeizli (Alpine café bar). Although remote, it can easily be reached by public transport. From the nearest Alpine bus stop it takes only thirty minutes on foot to get there.

www.alpnurdagn.ch (German)

Pilgrimage on Jakobsweg in Graubünden



There are many reasons for pilgrimage and they don't necessarily have to be religious. It's undisputed that it has a calming effect to walk on foot for several days. The most famous pilgrimage in Europe is the Camino de Santiago, finishing in the Spanish town of Santiago de Compostela. Twenty daily stages and over 250 km of this hike lead from east to west, from Müstair to Sedrun, through Graubünden.

www.jakobsweg-gr.ch (German)

Small and Charming: Accommodation with up to Six Rooms

There are many mountain villages in Graubünden, where mass tourism is unheard of. Here, you will find accommodation that wins you over with charm and character, not size.

Coltiviamo Sogni in Campascio, Valposchiavo



On their land near the Italian border, the Paganini family farm berries, fruits and, as the farm's name implies, dreams. Part of their business is a guest house opened in 2017 with two modern double and family rooms. Their offering includes a rich breakfast buffet with products from their company. Spend 200 CHF in the farm shop and stay one overnight for free.

www.coltiviamo-sogni.ch (German)

Albiert Greina in Vrin, Surselva



Fall asleep with a view of the starry sky and wake up to mountain views – Martina and Livio Caviezel-Caminada, hosts of Albiert Greina mountain lodge, have developed two outdoor bedrooms for guests, whose large windows brings the landscape into the room. You do not have to sacrifice comfort: plenty of wood and a stove create a homely atmosphere.

www.albiertgreina.ch (German)

Pontisella B&B in Stampa, Bregaglia Engadin



In 2018 Daniel Erne woke an old patrician house from its slumber and set up a Bed & Breakfast. The four rooms of the B&B Pontisella are uniquely and minimalistically furnished: In them designer furniture meets old masonry or wood panelling. Behind the house is a large garden where Daniel grows vegetables and herbs and guests can enjoy the mild summer evenings of Val Bregaglia.

www.pontisella.ch (German)

Berghaus Splügenpass, Viamala



Berghaus Splügenpass promises “time travel” in the Alps at 2035 m above sea level. Carefully restored, it evokes centuries gone by, when Alpine travel was still an adventure. The property was built with six rooms in the heyday of the pass some 200 years ago, when it was visited by 400 to 500 pack animals per week and from 1823 by carriages and wagons too.

www.berghaus-spluegenpass.ch (German)

Brücke 49, Vals



“Arrive as a guest, leave as a friend” is the motto of Thomas Schacht and Ruth Kramer, the hosts of Brücke 49. You will feel at home straight away in their four-room B&B. The Swiss-Danish pair combine their centuries-old house with a stylish, luxurious interior and a casual atmosphere. Breakfast, for example, is served at a large communal table.

www.brucke49.ch

Türmlihus in Fideris, Prättigau



Each of the B&B's four rooms represent a colour and are furnished with antiques or exceptional new pieces. Home-made jam, butter and cheese from a nearby Alp and eggs from the neighbouring farm are served for breakfast. There are cosy places to relax around the house, be it under the cherry tree, in the sunny meadow or on the front on colourful sunbeds.

www.tuermlihus.ch (German)

Individual Research Trip

Three New Routes for Gravel Bikers and Road Cyclists

Road cycling needs no introduction, but what are gravel bikes? They are a fusion between mountain and road bikes, and are taking over the world. Gravel bikes combine thick tires with drop handlebars, and disc brakes with comfortable frames, inspired by mountain bikes. They reflect the growing cycling community, no longer content to be confined to asphalt, but keen to cycle on gravel roads and easy trails.

In summer, three attractive new circular routes will open for cyclists near the Rhine's source:

To the Source of the Vorderrhein (6 Days)

This gravel bike adventure starts in the Alpine town of Chur and leads high into the mountains to Lake Toma, source of the Vorderrhein, and the Maighels mountain hut. Along the way, you can discover gravel roads and woodland paths through Surselva with the imposing Rhine Gorge, pastel houses and lush, green meadows.

To the Origin of the Hinterrhein (6 Days)

On the way to this source, gravel bikers fast-forward through Graubünden's history: the legendary Viamala, a thunderous, deep gorge full of drama and legend; a secret gold bunker in the mountain, Castle Rietberg and the ceiling paintings in St Martin's Chapel, Sistine Chapel of the Alps.

To the Source of the Rhine (5 Days)

Approximately 270 km long, this tour for road cyclists connects both sources of the Rhine. It crosses two passes – San Bernardino and Lukmanier – and passes through all three language regions of Graubünden. Just before the finish in Chur, another highlight awaits cyclists: the ride through the Rhine Gorge, the "Swiss Grand Canyon".



Individual Research Trip

On Foot around the Highest Mountain in Graubünden

At 4049 m above sea level, Piz Bernina is the highest mountain in the Eastern Alps and the only four-thousand-metre peak in Graubünden. From summer 2019, hikers and trail runners will be able to circle this mountain massif on the new Bernina Tour and experience the variety of landscapes at its base.

The route begins in the town of Poschiavo in the southern, Italian-speaking valley of Valposchiavo. Travelling there on the Rhaetian Railway on the Albula-Bernina UNESCO World Heritage Route is an experience in itself. Additionally, the route gives hikers and trail runners a preview of the views they can expect ahead of them. From Poschiavo, it's a five or six stage journey over the Bernina pass and Fuorcla Surlej to Maloja in Engadin. Highlights include the overnight stay on the Diavolezza with a view of the Morteratsch glacier, conquering the Fuorcla Pisch Pass, the wild, romantic Val Fex and the view over the Engadin Lake District from Surlej. From Maloja, the tour leads over the Muretto Pass to Italy and from there, along the shores of Lago Palù and Lago di Gera, back to Poschiavo.

So that you don't have to carry a heavy backpack over an altitude different of 6500 m and 134 km, services including luggage transport from your last accommodation to your next, overnight stays and mountain rail tickets are bookable from this summer in Switzerland. Nevertheless, you will need to be fit and sure-footed for the Bernina Tour.

The route is traversable from 15th June, snow permitting. Continued services and route signage are planned for the route in Italy.



Individual Research Trip

First and Highest: Golf Courses in Graubünden

Graubünden not only invented winter tourism, but also had the first 18-hole golf course in Switzerland. Both happened in Samedan, close to the well-known Alpine town of St. Moritz. Since 1893, guests and locals have been teeing off on the sandy ground between the meander of the Inn river and the dead straight valley road to Pontresina. If the players watch their ball flying a bit longer than elsewhere, it's because they are glued to the view of the imposing peaks; Engadin's mountain panorama is irresistibly charming, not just for hikers and climbers.

The mountain view is common to all 13 golf courses in Graubünden. However it's their diversity that wins you over: they range from 500 to 1900 m above sea level, are located in both valleys and on plateaus, and have between 9 and 27 holes. On Sedrun Golf Course, you can play a hole over the young Rhine and in Alvaneu, the bath of the same name guarantees optimum muscle relaxation, with its sulphurous water. The golf course in Arosa is even a record holder: its tee-off lies at 1905 m above sea level and is thus the highest 18-hole golf course in Europe.

Also remarkable is the density of golf courses, higher in Graubünden than the rest of Switzerland. Measured by number of inhabitants, the region has twice as many golf courses as England and seven times as many as Germany. The big advantage: if you like variety, you don't have to visit the same course every day. If you holiday in Davos, you there are around 10 different golf courses within an hour's drive. Because you benefit from a 20% discount on the green fee for all golf courses in the region when you stay in one of Graubünden's 100+ golf hotels, it's doubly attractive.



Individual Research Trip

The Perfect Family Holiday: When Less is More

In small mountain villages with a few hundred inhabitants – and there are many here – you can search in vain for a water park, cinema or zoo. This won't stop you having a fun family holiday, as you'll see from the children's eyes lighting up on returning home from an action-packed week.

Instead of the zoo, they can visit the farm. The advantage: domestic farm animals – such as goats, cows and rabbits – can be petted in contrast to the exotic animals in the zoo. The children will also see wild animals: deer, which can be seen at the forest's edge in the early morning and marmots along the footpaths, which call to one another with shrill whistles when they see people coming.

On hot days, the fountain becomes a pool for children from the village and those on holiday – water fights with new friends included. Alternatively, you can walk to the nearest lake. Ice-cold water on your skin and glistening stones underfoot are more exciting than any wave pool. When the journey back leads through Graubünden's biggest playground, the forest, you can collect pine cones, make patterns from natural materials or compete in tree trunk slalom. The possibilities are endless.

Once it's dark, it's worth going out once more: Orion and Cassiopeia are the stars of this show. Away from light pollution, you can see many more stars and the Milky Way shines like a light band in the black night sky.

If you want to spend an even more secluded family holiday, you can stay in an Alpine hut far away from civilization. If you are looking for children's programmes and hotels catering for families, they can be found in larger resorts such as Arosa Lenzerheide, Savognin Bivio Albula or Engadin St. Moritz.





Capuns, a specialty from Graubünden

Our Travel Partners

Swiss International Air Lines

From Berlin, Bremen, Dresden, Dusseldorf, Frankfurt am Main, Hamburg, Hanover, Leipzig/Halle, Munich, Nuremberg and Stuttgart via Zurich, SWISS serves over 100 destinations in 43 countries. With a fleet of 90 aircraft, SWISS transports around 17 million passengers a year.

As a Swiss airline, SWISS offers both leisure and business travellers comfortable travel and first-class service. The warmth and Swiss quality can be felt in every detail of a SWISS flight. Swiss hospitality combined with little extras and a special cabin interior make SWISS a unique product in the air, as well as on the ground. Short distances at the Zurich hub also ensure relaxed travel. SWISS is part of the Lufthansa Group and a member of the Star Alliance, the world's largest airline network.

SWISS and Graubünden Ferien are working together closely to make Graubünden better known as a tourist destination and to promote its positive image further. As a top quality airline, SWISS connects Graubünden and Switzerland with Europe and the world, making it an important ambassador of the alpine country.

Media contact

Swiss International Air Lines Ltd.

media@swiss.com

More information: www.swiss.com



Swiss Travel System AG

Switzerland comprises the densest public transport network in the world. It extends over 29,000 captivating kilometres, linking city centres, tiny tucked away villages, mountain resorts and lakes. Especially for travellers from abroad, the Swiss Travel System offers visitors the opportunity to discover the many diverse delights by road, rail and waterway. And with just a single all-in-one ticket – the Swiss Travel Pass.

The world-famous panoramic routes through Graubünden, such as the Glacier Express and the Bernina Express, are also included (excl. seat reservation fee) and are a part of the Grand Train Tour of Switzerland (www.myststnet.com/gttos). Furthermore, the Swiss Travel Pass offers free admission to more than 500 museums nationwide (of which 29 in Graubünden) and 50 % fare discount off most mountain railways.

Media contact

Swiss Travel System AG

+41 44 225 80 40

media@swisstravelsystem.com

More information: www.myststnet.com



Switzerland.
by train, bus and boat.