Press Kit Summer 2017

Research ideas and media trips

graubünden
Switzerland’s No.1 holiday destination.
En route in Graubünden: from 5 to 90 km/h

On foot, in the saddle, on the train or on wheels. In Graubünden many paths lead to a perfect holiday. Hikers will have a hard time choosing a route. There are 10,000 kilometres of marked paths awaiting you; from a relaxed culinary trail through to themes for the family all the way to the demanding end. What do they have in common? You experience nature up close and personal. Whether it be in the Swiss National Park in Engadine, in the Rhine Gorge of the Surselva – the Grand Canyon of Switzerland – or the chestnut forests of the Bregaglia. Since it is particularly spectacular in the midst of mountain peaks, the cable cars can bring you to many locations in the summer for free.

This is true not only for hikers but also for mountain bikers. If you are on a bike you can go up the mountain or even return to the valley on almost any route according to the motto “endless trails”. If this were not enough: in Davos Klosters there are single trails – including the longest in Switzerland – as far as the eye can see. In Lenzerheide the bike park provides lots of adrenaline boosts. In Flims, the kids can try their first riding trials on the Pumptrack. Whether young or old – those who pedal all day need a restful night. In Graubünden, there are more than 70 bike hotels with a bicycle garage, a workshop, laundry service and bike-crazy hoteliers.

These accommodations are located in large resorts or in the less known valleys of the region. Here holidaymakers will also find small idyllic mountain villages with names like Tschlin, Soglio or Splügen. These are places where you can get a break from the hustle and bustle of the city and experience the traditions that shape everyday life. Guests are greeted personally in these small villages; with a hearty “Buongiorno”, a friendly “Allegra” or a drawn out “Grüazi”. In Graubünden one speaks three of the four national languages of Switzerland.

The narrow-gauge railway which takes guests to their destination is also small and impressive, and a ride with the Rhaetian Railway (RhB) is more than just a journey; it is an experience. The train routes are so beautifully placed in the landscape that the Albula and Bernina Line received the title of UNESCO World Heritage Site. Holidays begin a little earlier than elsewhere in the largest holiday region of Switzerland, namely the moment you hop aboard the red-painted carriages of the RhB in Landquart or Chur. Here you enter a different world. That of Graubünden.

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.

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On the following pages you will find summer news, ideas for individual research as well as a trip on a particular topic, which we have compiled for you and takes place in a group on a specified date.

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

500 years of the Reformation

This year, Europe celebrates 500 years of the Reformation and the two cities Chur and Ilanz in Graubünden bear the title “Reformation City of Europe”. Numerous events are planned in the region for this occasion. Among other things, in May, August and September, three five-day journeys take place on this topic in the Bregaglia, the only Italian speaking reformed valley in Switzerland.

Adventures

Chur: Scenic guided tour on the Reformation

In the jubilee of the Reformation, Chur offers a classic city tour along with a scenic city tour, which provides an insight into the life of the local reformer Johannes Comander. Visitors will experience in captivating scenes how he defied the representatives of the Catholic faith, as well as the radical reformers.

Davos Klosters: Double Kirchner anniversary

The Davos Kirchner Museum by architects Annette Gigon and Mike Guyer celebrates two jubilees in the summer: the 25th anniversary and 100 years of Kirchner in Davos. The special summer exhibition (28th May to 29th October) is called "Jetzt soll ich wieder am Theater malen" and an exhibition hall in the museum will be transformed into a theatre.

Lenzerheide: First foxtails in the mountains

From this summer on, you will be able to go on ‘Foxtails’ (modern scavenger hunts with tricky puzzles) outside of Swiss cities. In Lenzerheide teams have an amazing view on the mountain trail, with the lake trail offering a more comfortable experience around Lake Heidsee.

Lenzerheide: Bivouac on the Rothorn

The adventure starts with a guided hike to the Parpaner Rothorn. A campfire will be lit at the top which is where dinner will also be prepared. The night is spent under the stars at 2,700m above sea level. The next morning you can enjoy the sunrise before going to the restaurant for breakfast.

Maloja: Museo Fortezza a Maloja

The three fortifications erected on the eve of the Second World War are architectural monuments of a blocking point of regional importance. After a complete reconstruction of the fortress and the establishment of the site as a modern museum, a generation of younger visitors will be reminded of the time of this war in five languages.

www.churtourismus.ch/en

www.kirchnermuseum.ch/en/up-to-date

http://events.foxtrail.ch/en

www.lenzerheide.com/en/summer/summer-tips/mountain-experiences/rothorn-sunrise

www.pro-castells.ch (in German)
**Pontresina: Ibex-experience Languard**

Above Pontresina lives the largest ibex colony in Switzerland. From this summer onwards guests can also learn more about the Alpine inhabitants. For example, on the new ibex promenade or the ibex tour to ‘Paradise hut’. There is also a new natural adventure playground for children.


**Rhaetian Railway: New excursion and adventure trains**

From the summer of 2017 all new “Alvra” excursion and adventure trains will travel on the Albula Line. In addition to comfortable seating areas, they also have a photo carriage with movable panoramic windows, a relaxing compartment with tables and benches in mountain-hut style and a children’s play area, as well as optimal storage space for sports equipment.


**Savognin: Forest trail Laresch**

The Laresch playground with BBQ near Savognin is being extended. From July, a forest trail leads through the idyllic adjacent forest. Woody forest inhabitants accompany the children along the way. Wooden games and a charming wooden hut invite you inside to play.

[http://en.savognin.ch](http://en.savognin.ch)

**Scuol Samnaun Val Müstair: New Schellen-Ursli trail**

The book and the film have made childhood hero Schellen-Ursli well known. Few people know however, that Schellen-Ursli’s village actually exists. It is called Guarda and is located in the Lower Engadine. From this summer, it offers a new attraction to its most famous resident. His story can be experienced in a completely different way on the trail made by local artisans.


**Hotels und Restaurants**

**Arosa: Valsana**

The completely new Valsana at the village entrance of Arosa will be opened a few minutes' walk from the mountain railway in autumn 2017. A lot of wooden elements, stone and light was used in the area, which includes a hotel with 40 rooms and a restaurant with a sun terrace, nine apartments with hotel services and eleven apartments.

[www.valsana.ch/en](http://www.valsana.ch/en)

**Pontresina: Hotel Walther will be renovated**

In spring Hotel Walther in Pontresina celebrates its 110th birthday. For the anniversary there will be a renovation. The Grand Hotel in Belle Époque style is brought back to its roots with the redesign of the parterre which will be modernised at the same time. The new classical furnishing features Engadine adornments and selected materials.

[www.hotelwalther.ch/en](http://www.hotelwalther.ch/en)

**Val Lumnezia: Il Mulin**

In the late spring of 2017, the gastronomic establishment "Il Mulin" will open in the still functional mill. It is located in the village of Morissen in Val Lumnezia. From the "stiva dil muller" (miller's room), the guests can enjoy a direct view of the millstone and the furnishings of the mill while enjoying local specialities.

[www.ilmulin.ch](http://www.ilmulin.ch) (in German)
Event Highlights

Savognin: Origen, Summer 2017
Origen is Romansh and means origin, creation. The name says it all and stands for one of the most individual cultural institutions of the alpine region. Origen works with archaic theatrical forms and interprets them anew, away from the sectional thinking of urban cultural life.

www.origen.ch

Chur: Buskers, 9th and 10th June 2017
Chur’s old town is transformed into a showcase for lively street art on both of these days. More than 50 artists from musicians to comedians and magicians from 15 nations present their shows at changing locations directly on the street.

www.buskers-chur.ch (in German)

St. Moritz: La Tavolata, 28th to 30th July 2017
La Tavolata in St. Moritz was the first of its kind and is taking place for the seventh time this year. It unites a whole village, both locals and guests at a 400-meter-long table that runs through the pedestrian zone. Highly prized hotel kitchens compete in a peaceful competition against new talents. The audience is the jury.

www.tavolatastmoritz.ch

Davos: Davos Festival – young artists in concert, 5th to 19th August 2017
For two weeks in Davos, highly qualified young musicians on the threshold of promising careers are invited and organised into diverse chamber music groups. The 32nd festival has the motto "playground".

www.davosfestival.ch (in German)

Scuol Samnaun Val Müstair: 16th National Park Bike Marathon, 26th August 2017
This bike marathon is unique because of the backdrop. It goes around the impressive landscape of the Swiss National Park. There are four lengths with distances ranging from 47 to 137 kilometres, 29 individual categories and three for teams. Anyone who likes to pedal can take part in it. For families, there is also the team category large & small.

www.bike-marathon.com (in German)

Arosa: Arosa Classic Cars, 31st August to 3rd September 2017
Every year, an extraordinary race takes place on the mountain route to Arosa attracting around 25,000 spectators. Over 150 international classic sports cars compete against each other on the course with 76 corners. A highlight of the event are the rides where visitors can experience the racing circuit live from the car.

www.arosaclassiccar.ch/en

Prättigau: Alp Spectacle, 7th and 8th October 2017
The Prättigauer Alp Spectacle gets going when the cows return to the valley in the autumn. A specialty market, the alpine Olympics, and the crowning of the alpine queen (which is of course, a cow) provide the entertainment for the locals and guests at the folk festival.

www.alpspektakel.ch (in German)

Bregaglia: Chestnut Festival, 1st to 22nd October 2017
The chestnut is the queen of Bregaglia in October. The southern valley is decorated in autumnal colours and offers a backdrop that has inspired artists such as Segantini and Giacometti. Just like during their lifetime, the chestnuts are harvested and dried in traditional "Cascinas". A lot of work, and patience is required until chestnut flour can be produced from the fruit. This is however the main ingredient in the Bregaglia kitchen. Guests can experience everything about these lively traditions at the Chestnut Festival.

Exceptional people from Graubünden

With only 28 people per square kilometre, Graubünden is the most sparsely populated canton of Switzerland. With this in mind however, the region has exported some exceptional people. A selection are as follows:

Culture: Dr. Giovanni Netzer

Dr. Giovanni Netzer is a theologian, art historian and graduated theatre scholar. After studying in Munich he returned to Savognin where he founded the cultural festival Origen, one of the largest cultural institutions in the region. His stage work is characterized by cult shapes, experimental outdoor theatre and the linguistic diversity of his homeland.

www.origen.ch

Sport: Claudio Caluori

At the end of his competitive career – he was multiple Swiss champion in Downhill and Dual Slalom – Claudio Caluori remained true to the bike sport. He designs and builds pump tracks, trails and bike parks all over the world with his company Velosolutions. From Bali to Zurich and New York. He also tests competition routes for Red Bull: he rides them with a helmet camera and commentates live.

www.velosolutions.com/en

Nature: Pirmina Caminada

Pirmina Caminada was a hunter for 25 years before she entered a pure male domination in 2016 and became the first gamekeeper in Graubünden. In the summer you can often meet the ornithologist, herbalist and incense expert in her café at the end of the world. In a yurt at the foot of the Greina Plain, she welcomes hikers with creamy goat’s cheese and syrups made from wild flowers and plants.

www.cafegreina.ch (in German)

Cuisine: Adrian Hirt

“Alpenhirt” stands for traditional dried meat specialties from Graubünden. The man behind the brand is Adrian Hirt, a trained chemical engineer from Tshiertschen. At the time of founding the company, he relied on the old recipes of his grandfather which had no artificial additives. In addition to products that are to be consumed, he offers culinary adventures to guests offering insights into country life such as milking cows.

www.alpenhirt.ch (in German)

Style: Helen von Albertini

Helen von Albertini grew up in Zurich. Her study led her to Paris, and her work to New York and Tokyo where she designed fabrics and fabric prints for haute couture and ready-to-wear fashion. Seven years ago, she moved to Ardez in the Lower Engadine and founded a glove manufactory. For her label UNA, she manufactures fine gloves which are sold both in Switzerland and abroad.

www.una-manufaktur.com (in German)

Music: Werner Erb

When Werner Erb blows into his horn, the mountains echo in the alpine town of Chur just as much as in the Grand Canyon in the USA. He has also blown his alphorn there and created echoes for miles around. Erb gives weekly free workshops for like-minded musicians in Chur and gives free concerts every Wednesday with his alphorn group in the old town.

www.wernererb.ch (in German)
Group Media Trip, 23rd to 27th August 2017

Alpine safari – on the trail of the ibex & Co

Do you know the “Big Five”? They are the animals that everyone had to see who was on safari in Africa. Not only the Serengeti but also the Alps offer exciting encounters with wild animals. Only in Graubünden, the “Big Five" have slightly less sharp teeth: they are chamois, red deer, marmot, eagle and ibex. In the right place, with the help of a gamekeeper and a bit of luck, you can also track them down.

We are looking for these animals on this tour. Ibex are the symbol of Graubünden and a large colony of these animals live at Piz Beverin. Therefore, the nature park bearing the same name is our first stop. In order to get acquainted with the goblins of the Alps (this is another name for marmots), we take an excursion to a high valley before going into the Engadine and reaching the only national park in Switzerland. We take a hike through the home of the red deer and learn from a ranger about bears and wolves, which are occasionally spotted in the region.

Highlights of the program
- Game tour in Beverin Nature Park
- Marmot trail with wildlife watching possibilities in Avers
- Hiking in the Swiss National Park
- Visit of the bear exhibition and the bear adventure trail

Further information and registration:
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Individual research trip
Biking in Graubünden: Endless trails

Trail making? People from Graubünden have been doing this for centuries. The Romans built the first roads for their troops, and farmers made paths for their animals. Today, the trail makers are known as the “trail crew”, for example in the biking region of Davos Klosters. Here, six bikers work on new paths and restore old ones. So far a network of 17,000 kilometres has been created in Graubünden. The special thing: trails are open for both bikers and hikers alike. According to the motto “endless trails” everyone is able to use them, assuming of course mutual, tolerant respect for each other.

The biking paradise is built on five different regions in Graubünden: Davos Klosters, Engadine St. Moritz, Flims, Lenzerheide and Scuol Samnaun Val Müstair. Lenzerheide offers bike-park action, Engadine St. Moritz makes flow-riders happy and in Flims you can ride between glaciers and the Rhine Gorge. Best of all: thanks to the Rhaetian Railway, the typical yellow postbuses and the cable cars, bikers get from A to B to C much quicker. You do not have to limit yourself to just one destination for a biking holiday. Should you be worn out, typical specialties such as Capuns, Pizokels, Bündnerfleisch or a piece of nut torte serve as ideal energy supplement.

In addition to hobby bikers, the world elite feel at home in Graubünden. From the 7th to the 9th July 2017, the UCI Mountain bike World Cup will be held in Lenzerheide for the third time. The Bike World Championship follows in September 2018 as the icing on the cake.
Individual research trip

Long-distance hiking: Walking through the valley of the artists

The Via Bregaglia crosses the beautiful landscape of the Bregaglia from Maloja to Castasegna and connects Swiss mountain pastures with Italian beauty. The Val Bregaglia can be crossed via three different paths in three to four days: the historic valley trail, the panoramic trail or mountain trail. If you prefer to hike in a more comfortable fashion with only a daypack, you can arrange for your luggage to be brought from one hotel to the next.

Culture forms a very special part of this hike in addition to the natural elements. Here, the route through the valley is extremely special. The Bregaglia was home to sculptor Alberto Giacometti. The small villages and landscapes of the region have inspired not only him but also other famous artists including Giovanni Segantini and Varlin. You encounter their footsteps again and again on this hike: for example, in Stampa where works are exhibited in the Ciäsa Granda Cultural Center.

At the end of the hike and just before the Italian border, a different culture comes into focus. The one that makes you hungry. Between Soglio and Castasegna the fruit that characterize the Bregaglia cuisine can be found: chestnuts! In autumn, they fall from the trees in prickly skins, are sorted by hand and dried over smoke. Their importance for the valley is also recognized by the fact that they have their own festival (see page 9).

For architectural enthusiasts, the Via Bregaglia passes many exciting buildings. In Castasegna you find the only building south of the Alps by the German architect Gottfried Semper: the Villa Garbald. In Stampa and Soglio the Palazzi Salis and Castelmur. The first serves as a hotel, and the second houses an exhibition about the story of Bündner confectioners.

Individual research trip

Where the fox says goodnight to the squirrel

Fragrant alpine meadows, cosy fireplaces, clear mountain lakes and child friendly activities. There is certainly no time for boredom with children in Lenzerheide. A new experience is awaiting them this summer: the first two ‘Foxtrails’, which are modern scavenger hunts in the mountains with tricky puzzles. You can enjoy the view on the mountain while searching for the tracks. The shorter “Seetrail” takes families around the local lake. Another animal can also be found in the forest: the squirrel. With a little luck, you can observe them looking for food, playing around on the ground or in the trees.

Thanks to themed trails, hiking in Lenzerheide is fun for children even if the small animals are hiding. Enjoy the ‘weather trail’: a 2.5-kilometre long trail that leads through the forest and meadow as well as over sticks and stones. The children are given instructions at nine stations to decrypt the corresponding ‘weather map’. If you like to solve puzzles, you can also do this on the only ‘Globi’ hiking trail in Switzerland. You can pick up a backpack with craft materials, puzzles and writing materials free of charge at the local information office.

Other family-friendly activities

- The longest marble run in Switzerland
- Lido on Lake Heidsee with pirate ship, climbing mountain and hanging bridge
- Family friendly FLOWline in the bike park
- Fishing at Lake Heidsee with the children
- Rope park and Tyrolienne on the mountain Pradaschier
- Longest toboggan run in Switzerland (3,100 meters, 31 curves and 480 meters of altitude)
Individual research trip
Wine experiences in Graubünden

The Bündner Herrschaft only has three percent of the entire Swiss vineyard area and is not known to everyone in the international wine world. However, it is worth taking a closer look: in this region there are 60 winemakers, seven of them belonging to the prestigious Mémoire des Vins Suisses who win awards with their wines in Switzerland and abroad.

One of them is Martin Donatsch. He won the Pinot Noir World Title twice in a row. He is the 5th generation owner of the winery bearing the same name in Malans. Since taking over the vineyards, his parents take care of the restaurant "zum Ochsen". Local dishes are served, often refined with a good slurp of wine. The wine cellar is of course filled with great wines with many coming from the region.

Hanspeter Kunz really creates a winemaking experience in Fläsch. Whoever attends his seminar is introduced to the art of vine growing and vinification. The winemakers of the Bündte Winery aim to impress you with an innovative offer. You can stay in the vineyard in a wine barrel. Two barrels were converted into bedrooms and one into a lounge. One bottle of wine is included in the price for an overnight stay.

The winery Salenegg is in the same village. It is one of the largest in Graubünden and at the same time the oldest winery, not just the region, but in all of Europe. The prior of the Pfäfers Monastery laid the foundation as early as 950 AD. However, the lady of the castle Helene von Gugelberg did not stop there. She added a modern area to the time-honoured building and became specialized in the production of delicate vinegar, which is rather unusual amongst winemakers.

Individual research trip
Water sports in-between mountain peaks

Hikers love Graubünden, as do water sport lovers. The two largest lakes in the region (Lake Silser and Silvaplana) are part of the Upper Engadine Lake Plateau and attract sailors, windsurfers and kitesurfers. The Maloja wind is reliable, blowing through the valley almost every day. Water lovers also have fun on the Lakes Davos and Heidsee where you can try out wake boarding in the summer. Water sports with a mountain view is truly a special experience.

The Rhine Gorge (called Ruinaulta by the locals) also offers amazing views. If you have taken the Rhaetian Railway from Ilanz to Reichenau you will not forget the landscape and the turqoise river, which winds all the way through the mountains. This 20-kilometre stretch can also be covered on water. To your left and right you see the high rock walls, and in front and behind you see the foaming river. River rafting on the Anterior Rhine is a water experience for adventurers.

A second canyon that the Rhine flows through is Viamala in the Hinterrhein. It is too tight for river rafting but for canyoning it is just right. The track leads downwards for more than 300 steps. Then you dive into the water wearing a thick neoprene wetsuit and a helmet. You follow the river by jumping, swimming and sliding over deep precipices, strong waterfalls and steep cliffs.
Individual research trip

Straight into nature from the oldest city in Switzerland

Magic mountains or vibrant city vibes? Perhaps both! Chur combines urban life and nature like no other place in Switzerland. Visitors stroll through the historic streets in the morning and in the afternoon they hike or bike through the surrounding mountains. For dinner they make their way back into the old town. The culinary offering in Chur is large and varied from a simple traditional Bündner local restaurant to that of a Gault Millau restaurant. Chur has the highest density of restaurants and bars in Switzerland.

There are also so many possibilities for excursions out into the natural environment. The gondola to the Hausberg Brambrüesch at 2174m above sea level starts in the middle of the city. Mountain bikers will find marked freeride and biking trails while hikers hike around the Dreiibündenstein. In less than an hour by postbus or the Rhaetian Railway you will reach the large hiking areas of Lenzerheide, Arosa and Flims Laax. And this all without even having to change bus or train.

Chur has another ace up its sleeve: it has many stories to tell being the oldest city in the country. Both about the past, but also the present. The free city audio guide summarizes the 5,000-year history of the city in 120 minutes. The personal guided tours are even more interesting with themes ranging from architecture to legends to the confectioners of the region.

Our Travel Partners

Swiss International Air Lines

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As “The Airline of Switzerland”, SWISS embodies the country’s traditional values, and is committed to delivering the highest product and service quality. With its workforce of 8,564 personnel, SWISS generated total operating income of CHF 5 billion in 2015. SWISS is part of the Lufthansa Group, and is also a member of Star Alliance, the world’s biggest airline grouping.

SWISS and Graubünden Tourism 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.

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