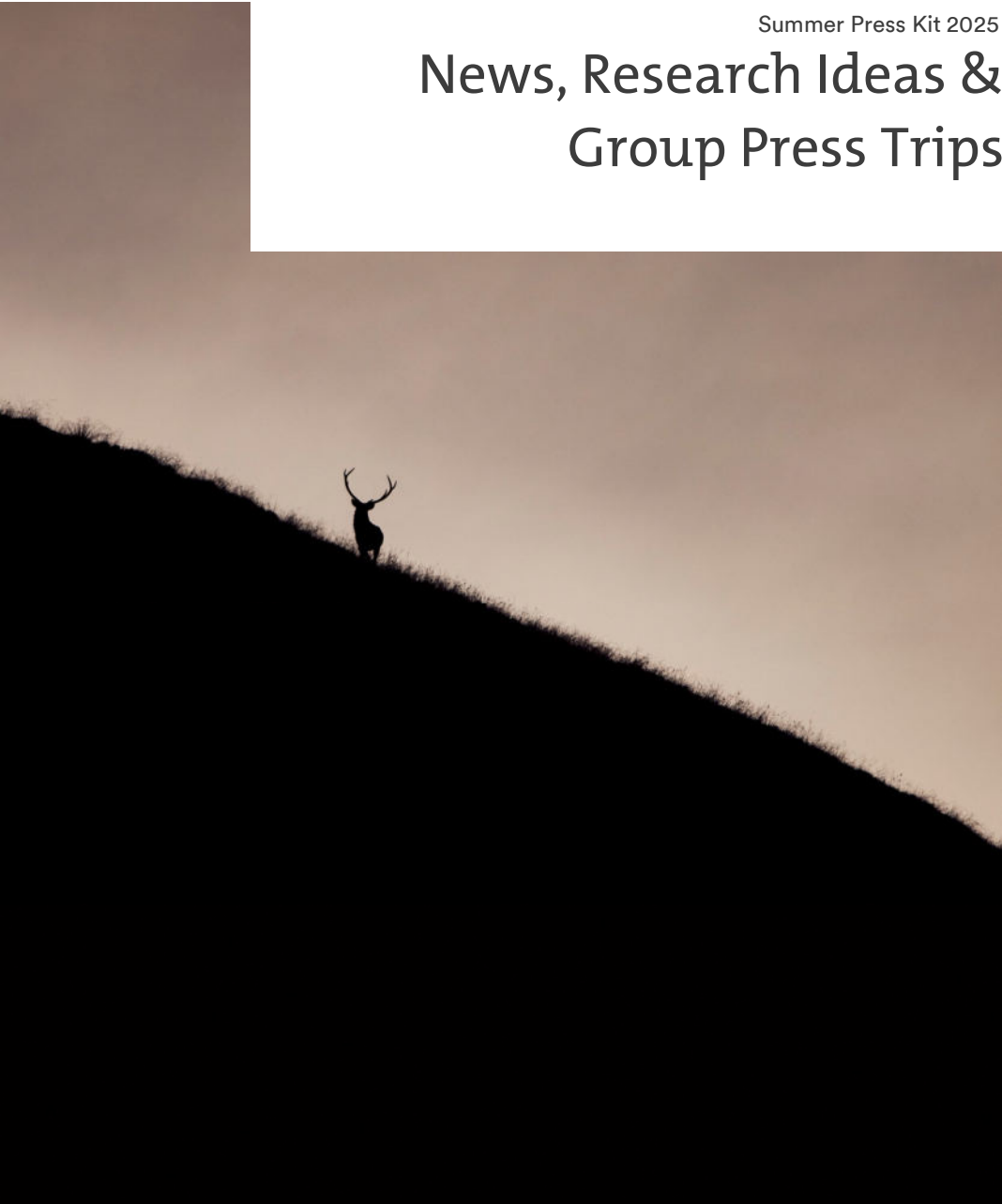


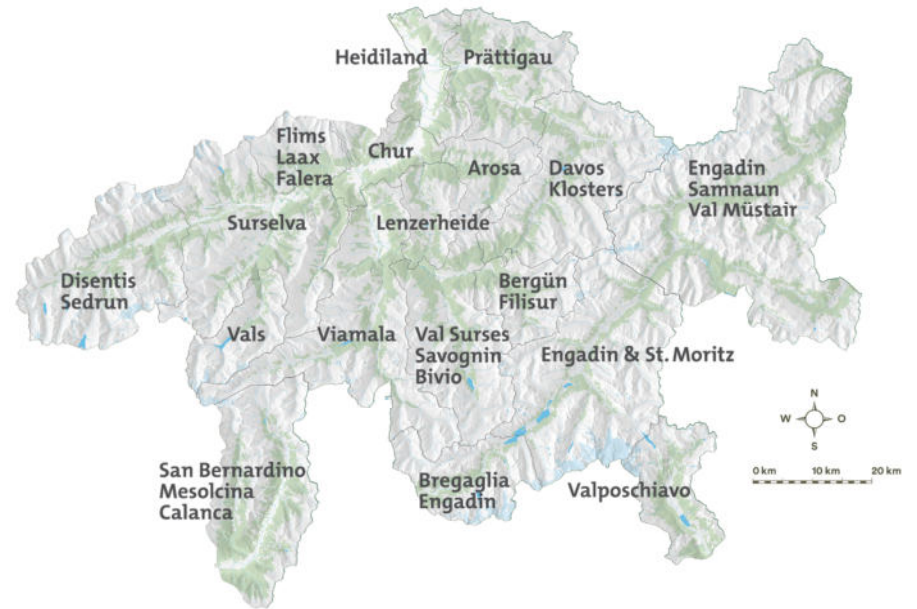
Summer Press Kit 2025

News, Research Ideas & Group Press Trips





A Warm Welcome to You



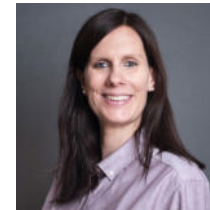
Whether you want to research a specific topic in Graubünden or are still looking for the right story – we are happy to be at your service.



Nadja Cantieni
+41 81 254 24 68
nadja.cantieni@graubuenden.ch



Sandra Frühstück
+41 81 254 24 42
sandra.fruehstueck@graubuenden.ch



Cornelia Schnell
+41 81 254 24 57
cornelia.schnell@graubuenden.ch



Thalia Wünsche
+41 81 254 24 32
thalia.wuensche@graubuenden.ch

New Experiences & Offers

Bergün Filisur: Landwasser World



In summer 2025, Landwasser World, near the Landwasser Viaduct, opens its doors. With new and existing attractions on offer, guests can discover the iconic railway bridge and the Albula region in a variety of ways. One of these new services is the viaduct shuttle. It runs every half hour from Filisur over the famous viaduct to Alvaneu and the new "Schmitten GR Landwasserviadukt" stop. From there, one of the viaduct viewing platforms is just a few minutes' walk away. (see p. 21)

Brusio: Museo del Tabacco (Museum of Tobacco)



The Misani tobacco factory is the last witness to tobacco growing and processing in Graubünden. Opened in 1840, over 100 people worked in the factory in its heyday circa 1860. The factory closed in the 1990s and has since stood empty. The association of heir Pietro Misani has breathed new life into what is now the Museum of Tobacco. With historic machines and original documents, it provides an insight into the history of tobacco processing. www.museo-tabacco.ch (in German)

Disentis: Toboggan run



The new Catrina toboggan run on Caischavedra promises an adrenaline rush in both summer and winter. The run is 675 metres long and negotiates a height difference of 100 metres. After enjoying the toboggans, you can stop off at the Caischavedra panoramic restaurant or the Stiva Pius at the mountain station. Why not take a hike to Cuolm da Vi or Lag Serein lake? www.ndermatt-sedrun-disentis.ch/en/stories/toboggan-run

Engadin: Culinary e-bike tour



Travel by e-bike from restaurant to restaurant and course to course in the Engadin. Starting in Celerina, you'll ride via St. Moritz to the hotel Randolins, for an appetiser. Next stop is Lake Staz and the main course at the Lej da Staz restaurant. Refuelled, you'll continue on to Zuoz. There you'll get dessert. Before the last leg back to Celerina, you can enjoy a post-dinner drink and snacks at the Bever Lodge. www.maps.engadin.ch/en/tour/e-bike/culinary-e-bike-tour/804628153

Flims: FlemXpress



The FlemXpress gives direct access to the UNESCO World Heritage Site Swiss Tectonic Arena Sardona. The new lift is a pioneering project: it is fully automated and runs on demand. Energy consumption is expected to be up to 50 per cent lower, as the gondolas do not rotate constantly on the cable, but only leave the station when they are called. Passengers have the option of selecting one of six stations at the touch of a button. <https://flemxpress.ch/?lang=en>

Laax: rocksresort Action Tower



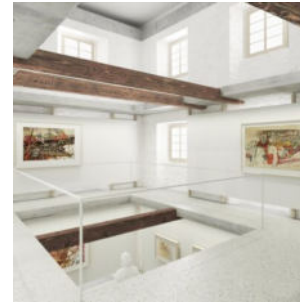
Daredevils and thrill seekers will get their money's worth on the rocksresort action tower: from a height of 30 metres, you can plunge into the depths on the vertical drop or fly across the resort on the zipline. The 73-metre-long spiral slide takes you downhill at lightning speed. The action tower is part of the world's longest treetop trail (1.5 kilometres), connecting the rocksresort to Laax. www.laax.com/en/rocksresort-park

Pontresina: Showcasing the Ova da Bernina whitewater gorge



An adventure trail with nine viewing stations will open around the Ova da Bernina whitewater gorge by autumn 2025. The already opened centrepiece is the Piazza Bernina with its 37-metre-long balance beam. Another highlight, the "Scena suot la punt" viaduct viewing station, is being built in 2025. The viewing stations consist of plain structures and simple geometric shapes, providing wonderful views and interesting facts about Pontresina. www.pontresina.ch/en/guide/mountains-and-valleys/the-ova-da-bernina-white-water-gorge

Trun: Casa Carigiet



"Casa Carigiet" is the birthplace of Graubünden painter Alois Carigiet, who illustrated the children's book A Bell for Ursli (Schellen Ursli). The listed building burnt down in 2019. The Trun Cultura association saved the ruins and began restoring them over several. The first section will open to the public in summer 2025. On display are previously unpublished works by Alois Carigiet from the heirs' family archive. <https://trun-cultura.ch> (in German)

Sedrun and Andermatt: Urban golf



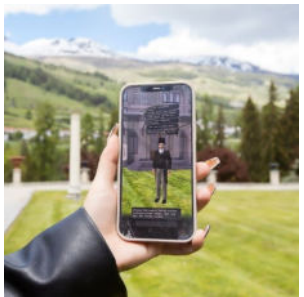
Urban golf has arrived in the mountains. From this summer, you can try out this trendy new sport in Sedrun in Graubünden and in Andermatt in the canton of Uri – including a round on the Oberalpass. Urban golf is a variant of traditional golf. However, it is not played on a golf course, but in all kinds of places: in alleyways, parks and other interesting locations.

Zuoz: Canyoning



From this summer, the Engadin Outdoor Center will be offering canyoning near Zuoz. This experience involves abseiling over waterfalls between 5 and 30 metres high, with crystal-clear water and impressive rock formations. There are no big jumps and slides on this tour and visitors do not need any previous canyoning experience. The Engadin Outdoor Center also offers other outdoor adventures, such as river rafting on the Inn. www.engadinoutdoorcenter.ch/en

Scuol: AR puzzle fun "Misteri a Vulpera"



The interactive puzzle game "Misteri a Vulpera" (the Vulpera Mystery) invites guests to embark on a journey back in time. Using augmented reality, they visit the Grand Hotel Waldhaus in Vulpera, which burnt down 35 years ago, and help to find the missing hotel guest Henry Wells. Players get closer to finding the solution by conversing with AI characters and signs, which provide clues when scanned with a mobile phone camera. www.engadin.com/en/misteriavulpera

Accommodation & restaurants

Flims: Reopening of the mountain inn Segneshütte



The mountain inn Segneshütte sits 2,100 MASL at the entrance to the UNESCO World Heritage Tectonic Arena Sardona. Thanks to the FlemXpress, guests can go straight there by gondola lift. To mark the occasion, the hut was renovated and its concept refreshed: in addition to self-service, the restaurant now provides a table service area. You can also stay at the Segneshütte: in modern double, three- and four-bed rooms with shower/WC on the same floor. <https://segneshuette.ch/en>

Flims: Ustria La Cauma at Lake Cauma



In winter 2024, a new restaurant opened by the famous Lake Cauma. The Ustria La Cauma serves regional specialities with a hint of Mediterranean cuisine. The building for the restaurant was designed by local architect Corinna Menn. As the creator of the Rhine Gorge viewing platform "Il Spir", she is no stranger to the region. Guests can reach the restaurant on foot via hiking trails or in the Caumasee lift. www.ustrialacauma.ch/en

Splügen: Speluca brewery & gourmet hotel



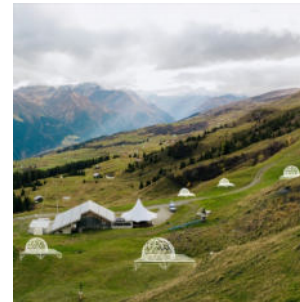
Summer 2025 will see the Speluca gourmet hotel in Splügen opening, with a restaurant seating 200 guests. The new accommodation offers hotel rooms, hostel rooms with bunk beds, and apartments. The hotel also includes a brewery – opened in winter 2024 and presided over by German master brewer Tobias Palmer. The brewery and gourmet hotel are backed by Czech investor Jan Michal, who is convinced of Splügen's tourism potential. www.speluca.ch/en

Val Bregaglia: Reopening of the Sciora alpine cabin



After the Bondo landslide in August 2017, the Swiss Alpine Club's (SAC) Sciora alpine cabin had to be closed because there was no longer a safe access route to it. This summer it will celebrate its reopening after eight years. This has been made possible by a new hiking trail with four suspension bridges to reach the hut again, from June. Cinzia Fanconi from Bergell and her partner will be the new hut wardens. <https://graubuenden-erleben.ch/sciora> (in German)

Vella: Adventurly's GlampingVillage



The first glamping village from Swiss glamping specialist Adventurly is being built in Val Lumnezia. From the beginning of July to mid-October, guests can stay in half a dozen bubble suites above Vella in the middle of the mountains. The new glamping accommodation is located close to the La Tegia mountain restaurant, so breakfast and dinner are provided on site. You can reach the glamping village in about 2 hrs on foot from Vella or 30 mins from the Hitzeggen mountain station.

Anniversaries

1250 years: Benedictine Convent of St John



The Benedictine Convent of St John has been a UNESCO World Heritage Site since 1983 and boasts the world's best-preserved early medieval fresco cycle. Continuously inhabited since its foundation in the 8th century, its oldest beams date back to 775. Today, eight nuns still live in the convent. Guests can visit the convent individually, on guided tours or over several days during a stay in the guest house. www.muestair.ch/en

150 years: Thomas Mann

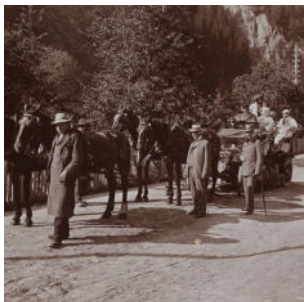


© ETH-Bibliothek Zurich, Image Archive

In the spring of 1912, Thomas Mann came to Davos for the first time to visit his wife Katja, who was in the forest sanatorium with TB. The spa town later inspired Mann's Nobel Prize winning novel *The Magic Mountain* (*Der Zauberberg*). Thomas Mann would have been 150 in 2025. In Davos, his 150th birthday celebrations will include guided tours tracing his footsteps and an immersive menu with VR elements.

<https://graubuenden-erleben.ch/magic-mountain>

100 years: Driving in Graubünden



Graubünden has only allowed driving for 100 years. From 1900 to 1925, Graubünden banned automobiles. Fearing noise and dirt, the population was unique in Switzerland in resisting the "motorised monsters" and it took ten referendums to approve them. Public transport was introduced earlier: the first steam trains ran from 1890 and the first Postbus from 1919, with a dispensation from the Swiss government. <https://graubuenden-erleben.ch/autoverbot> (in German)

40 years: Openair Lumnezia



Openair Lumnezia began in 1985 as a small rock concert in Davos Munts, founded by a youth organisation. In those days, the local bands attracted around 700 people. The festival has since moved to Degen and, with around 18,000 visitors a year, has a firm place in the Swiss open-air calendar. Swiss music legends Patent Ochsner and Hecht will be among the performers at the anniversary event, 24-26 July 2025.

<https://openair-lumnezia.ch> (in German)

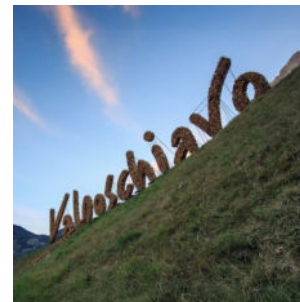
25 years: BierVision Monstein brewery



In Autumn 2000 a lawyer, a hotelier, a building contractor and a graphic designer founded BierVision Monstein AG. Nine months later, it began its operations in a former dairy, which at 1,619 MASL gave it the accolade of being Europe's highest brewery at the time. Every year, 300,000 litres of beer are brewed there. BierVision Monstein also offers numerous beer-oriented experiences: from a nostalgic trip on a vintage bus with a brewery tour to brewing seminars and a beer trail.

<https://monsteiner.ch> (in German)

10 years: 100% Valposchiavo



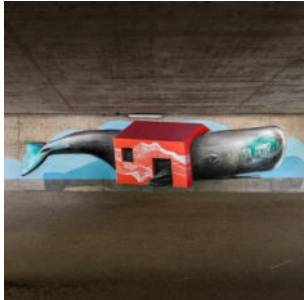
The "100% Valposchiavo" project was launched in summer 2015. Over the years, close cooperation between agriculture, food processing operations and gastronomy in the valley has created closed value chains from production to processing and consumption. Guests can experience this in twelve restaurants that offer at least three dishes made exclusively from ingredients grown and processed in the valley.

www.valposchiavo.ch/en/experience/100-valposchiavo/the-project

Art and culture in the mountains

Graubünden proves that art and culture flourish not only in urban centres, but also in decentralised mountain regions. We present six unique projects.

Mesocco: Zoo di Mesocco



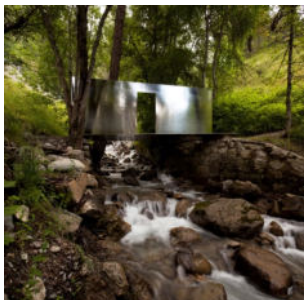
While murals are almost to be expected in an urban context, they remain a rarity in rural surroundings. "Lo Zoo di Mesocco" from the mMoMAM (Mini Museum of Modern Art Misox) is an exciting example of this. The project presents 14 animal murals and aims to encourage visitors to reflect on their relationship with nature. The street art works were designed by the Swiss Nevercrew. www.mmomam.com/lo-zoo-di-mesocco

Mulegns: Tor Alva



In the 18th & 19th centuries, many emigrants from Graubünden became confectioners. Some of them acquired great wealth and, back in their home villages, built stately homes and palazzi. The foundation Nova Fundaziun Origen wondered what a returning confectioner would build today and found the answer in the world's tallest digitally printed tower. The tower's opening is planned for 20 May 2025. <https://origen.ch/baustellen> (in German)

Sent: Parkin Not dal Mot



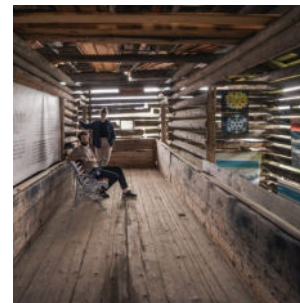
One of Graubünden's most exciting artists is Not Vital. He owns Tarasp Castle and a sculpture park at the entrance to the village of Sent. The Parkin (the Romansh word for "little park") is his playground, where he lets his imagination run free interacting with nature. In 1998, Not Vital bought the overgrown property and, with the help of his brother Duri Vital, transformed it over the years into the park it is today. <https://notvital.com/en/fundaziun/parkin-sent>

Disentis: #Caschlatsch



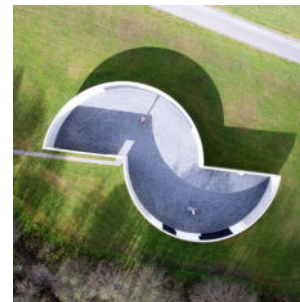
The #Caschlatsch wooden tower is a prime example of the symbiosis of tradition and innovation, craftsmanship and technology. The tower's elements were planned and built in the Robotic Fabrication Lab at ETH Zurich through a human-machine collaboration. The modules were then transported to a carpentry workshop in Disentis and prepared to an extent that they could be assembled on site. <https://graubuenden-erleben.ch/caschlatsch> (in German)

Arosa: Aus-Ställen



In the past, almost everyone in Graubünden farmed and the stables for the livestock were located in the middle of the villages. Today, their remains often lie unused. A number of villages in Graubünden have been inspired by this and are using these historic buildings as (temporary) art spaces. One example of this is Arosa's "Aus-Ställen" project. <https://graubuenden-erleben.ch/aus-staelle> (in German)

Trun: Ognà



Ognà by Graubünden artist Matias Spescha is Switzerland's largest walk-in sculpture. The structure is 48 metres long, 30 metres wide and rises 5.5 metres into the air. Matias Spescha would have been 100 years old in 2025. In his honour, Trun Cultura will present three exhibitions throughout the year, showcasing current works by Gaspare O. Melcher, Corsin Fontana and Not Vital, which will create a dialogue with Spescha's work. www.ogna.ch (in German)

Women at the top

It's true. In a mountainous region like Graubünden, it is harder to find women who run companies or hold leading roles in associations. But they do exist – in the hotel industry, mountain sports and research.

Head chef **Claudia Canessa**



Peruvian chef Claudia Canessa found herself by chance in St. Moritz. Here she cooked at the Sunny Bar in the Kulm Hotel from 2016. At the end of 2023, she got her own restaurant in the 5-star hotel; the colourful Amaru, created by London designer Luke Edward Hall. It serves street food-inspired dishes that combine Peruvian tradition with modern fusion cuisine. Their excellent ceviche has become a classic.

Tourism director **Tanja Amacher**



Tanja Amacher celebrated her tenth anniversary as Managing Director of Tourismus Val Surses Savognin Bivio AG this winter. She completed her apprenticeship in tourism and later worked as a branch manager at the Kuoni travel agency and as Managing Director at ZR Zurich Relocation AG, a company that rents out business apartments. Her favourite way to spend her free time is riding her horse or enjoying a glass of fine wine with her husband.

Research group leader at SLF **Marcia Phillips**



Marcia Phillips studied Geography and Geology at UNIL and was the 1st doctoral student at the WSL Institute for Snow and Avalanche Research SLF in Davos. Her thesis: Avalanche barriers in permafrost. After spending time in Canada researching permafrost at high latitudes, she returned to the Alps in 2001 and set up a permafrost monitoring network in the Swiss Alps. She heads the permafrost research group at the SLF.

President of the Swiss Mountain Guide Association **Rita Christen**



© Riccardo Goetz

In 2020, Rita Christen was elected President of the Swiss Mountain Guide Association (SBV), the first woman president in its 100-year history. At that time, the proportion of women was less than 3 per cent. Rita Christen was confirmed as President in 2024. She works as a mountain guide and as a court clerk at the High Court of the Canton of Graubünden. She is the mother of two grown-up sons and lives with her husband in Disentis.

Hotel directors **Noëmie Ruckstuhl and Eva Leitner**



Eva Leitner and Noëmie Ruckstuhl are the co-directors of the Sunstar Hotel Pontresina, which opened in summer 2024. Both are originally from the Basel region, but also have ample experience in the hotel industry in Graubünden. Eva Leitner was previously assistant manager at Hotel Castell in Zuoz. Noëmie Ruckstuhl was the director of the Hotel Sunstar Lenzerheide. What is special about their team at the Sunstar Hotel Pontresina is that they have dispensed with hierarchies and instead prioritise responsibilities.

President of the Greenstyle Foundation **Senta Gautschi**



Senta Gautschi is a coach, yoga teacher and co-founder and president of the Greenstyle Foundation in Laax. The non-profit organisation is dedicated to preserving and protecting the environment in Flims Laax. The donations it receives are used to support charitable projects in the area of sustainability, environmental education and research in the Laax holiday destination. The foundation was established in 2016 and has since supported numerous projects.

Group press trip, 7 to 11 July 2025

From St. Moritz to Zermatt by e-bike

From St. Moritz via Andermatt to Zermatt: In ten daily stages, the Glacier Bike Tour takes riders 370 km with 9,500 metres' altitude difference, across three cantons and three passes, along the iconic Glacier Express train route. The route was specially developed for touring e-bike riders. It combines a sporty experience with the enjoyment of nature, culture, country and people.

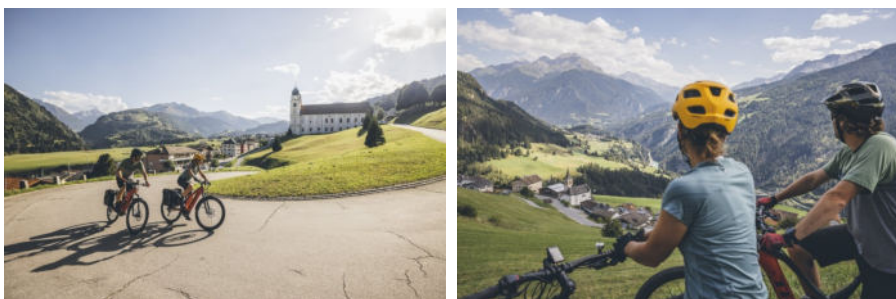
On this group press trip we don't do all the stages of the e-bike tour, just the prettiest ones. We shorten the other routes by taking the train. In Graubünden, you spend the night in a hotel in St. Moritz and in a monastery in Disentis and conquer the Albula and Oberalp Passes. Thanks to the e-bikes, you won't get out of breath despite the high altitude and can enjoy the mountain views as you go. We are also travelling light. Eurotrek will transport your suitcases from hotel to hotel for you.

On the group press trip, we will cover up to 60 km and 900 metres in altitude per day by e-bike. A good basic level of fitness and solid cycling technique are required for participation.

Programme highlights

- Ride over the Albula and Oberalp Passes by e-bike
- Overnight stays in St. Moritz and Zermatt
- Lunch with a panoramic view on Nätschen above Andermatt

If you are interested in participating, please contact us.



The Glacier Bike Tour leads over three passes, including the Albula Pass © Sebastian Doerk

Group press trip, 21 to 25 August 2025

Multi-day hike in Schanfigg

The Schanfigger Höhenweg follows old mule tracks from Arosa to Graubünden's capital, Chur. Through the Schanfigg with its picturesque side valleys of Sapün and FONDEI, you hike across sunny plateaus, original Walser settlements, wild gorges and rolling green mountains.

On this press trip, we hike the first three daily stages of the tour and take two detours to show you the highlights of the region. The group (max. 6 journalists) is accompanied by a local hiking guide who knows the Schanfigg better than the back of her hand.

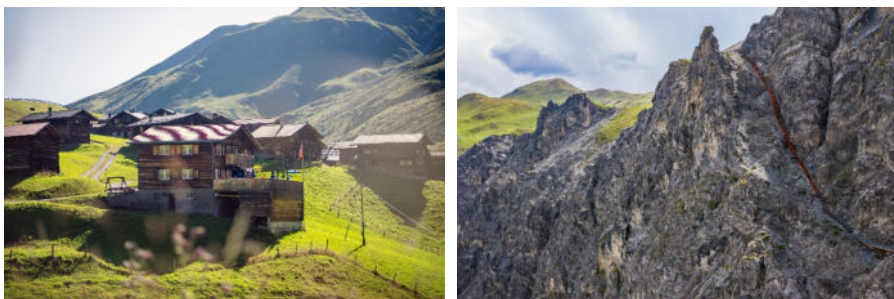
The daily stages are between four and five hours long and we climb between 750 and 850 metres in altitude every day. This group press trip is not suitable for those who suffer from vertigo as we climb the "Tritt" rock stairs (see pic). You are responsible for carrying your own luggage during the hike. Except for the Hochwang ski lodge, you will spend the nights in single rooms.

This group press trip is led in German.

Programme highlights

- 200-metre staircase "Tritt" near Medergen
- Ascent of the Mattjisch Horn
- Sleep in the Heimeli, Strassberg and Hochwang mountain inns
- Accompanied by a local hiking guide

If you are interested in participating, please contact us.



Group press trip, 11 to 15 October 2025

Rail & mountain fun

Davos became famous as a health resort at the end of the 19th century and is now world-famous for the World Economic Forum. Klosters impresses as a former Walser settlement whose charm still enchants guests today. BTW: The first steam trains of the Rhaetian Railway ran from Landquart via Klosters to Davos from 1890.

After travelling to Davos by train the day before, we start our mountain fun with an e-bike day trip: surrounded by high peaks, we cycle along easy gravel roads to the Vereina mountain inn. Thanks to electric assistance, riding uphill is no problem.

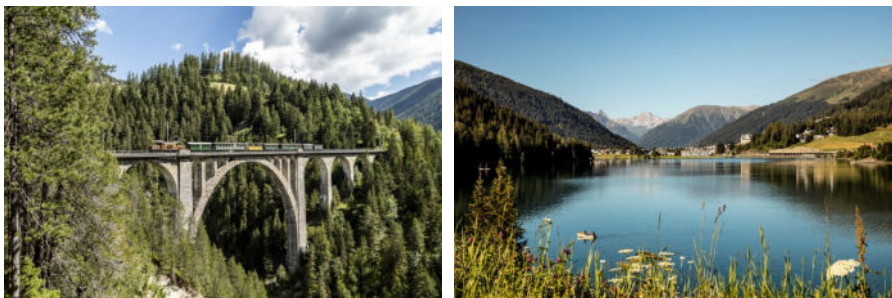
The following morning, a hike from the Rinerhorn to the idyllic Davos side valley of Sertig is on the programme. In the afternoon we visit the Monstein brewery. Excellent beer has been brewed here in a former alpine dairy at 1,625 MASL for a quarter of a century.

The last day is about enjoying the railway. We travel in historic railway carriages from Davos to Filisur, where we visit the new Landwasser World. After another overnight stay, it's sadly time to say goodbye to the mountains and take the train back home.

Programme highlights

- Visit the new Landwasser World by the Landwasser Viaduct
- Hike in the Sertig side valley and e-bike tour to Vereina mountain inn
- Visit one of the highest situated breweries in Switzerland

If you are interested in participating, please contact us.



Research idea

The new Landwasser World

In summer 2025, the Landwasser World around the Landwasser Viaduct area, the trademark of the Rhaetian Railway, will open its doors. With new and existing offers from the worlds of railway, culture, agriculture, forest and water, guests can discover the iconic railway bridge and the Albula region in a variety of ways.

A selection of new and existing offers:

Viaduct shuttle (NEW): The viaduct shuttle runs every half hour from Filisur over the Landwasser Viaduct to Alvaneu and to the new "Schmitten GR Landwasserviadukt" stop. From there, the Hennings viewing platform with a view of the famous railway bridge is just a few minutes' walk away.

Coach of illusions Filisio (NEW): At Filisur station, guests are immersed in a fascinating world full of railway-themed optical illusions in an old train carriage.

Historic train: A historic train from the 1920s runs twice a day between Davos Platz and Filisur.

Landwasser express: The Landwasser express (tourist train) takes guests twice a day from Filisur station to the pillars of the Landwasser Viaduct. A bistro, benches and a fireplace invite you to linger a while.

Albula Rail Museum: 600 exhibits from more than 100 years of railway history bear witness to pioneering deeds in Graubünden, to the people who shaped the railway – and the landscapes that were shaped by it.

Further experiences are planned for the coming years: for example, an adventure farm and a zipline among the trees.

More information: <https://shop.landwasserwelt.ch/en>



Research idea

Wakker Prize for Poschiavo

Poschiavo utilises its peripheral location, combining independence, building culture, and sustainable development to create a forward-looking model for mountain regions. Historic buildings and contemporary architecture, innovative projects and a diverse cultural programme create quality of life and counteract out-migration. The Swiss Heritage Society has therefore honoured Poschiavo with the Wakker Prize 2025 as a role model for the successful combination of tradition, progress and community spirit.

Local historians used to call Valposchiavo the lost valley. Today, Poschiavo has long since left behind the image of an isolated village. The new millennium brought with it a new dynamic. The merger of various power plant companies to form Repower has brought in new tax revenues. Farmers have been given a new perspective since they started focusing on regional value creation and high-quality products with the 100% Val Poschiavo project.

Poschiavo is now so attractive that many Poschiavo residents who have left are even able to imagine returning. This leaving and returning is part of Valposchiavo's success story. To this day, young people have to go to the Engadin or Chur if they want to attend grammar school or do an apprenticeship. But that's not a bad thing for the valley: the locals broaden their horizons elsewhere and come back to the valley with fresh ideas.

The Wakker Prize is awarded annually by the Swiss Heritage Society. It honours municipalities that demonstrate special achievement in the area of townscape and settlement development. This includes in particular the promotion of design quality in new buildings, respectful treatment of the historic building fabric, and exemplary local planning that takes environmental concerns into account.



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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.mystsnet.com/grandtraintour). Furthermore, the Swiss Travel Pass offers free admission to more than 500 museums nationwide (of which 29 are in Graubünden) and 50 percent discount off most mountain railways.

media@swisstravelsystem.com
www.mystsnet.com



Graubünden Ferien

Alexanderstrasse 24

7001 Chur

www.graubuenden.ch/en/media

