

Media Information

Zürich – a Unique Mixture



As a “metropolis of experiences” by the water, with a magnificent view of the snow-capped Alps on the horizon, Zürich Downtown Switzerland offers a unique mixture of attractions – over 50 museums and more than 100 art galleries, international fashion labels and Zürich designs, and the most flamboyant and lively nightlife in Switzerland. Recreational activities range from a visit to the riverside and lakeside bathing areas in the very heart of the city, to a spectacular hike on the Uetliberg mountain. Zürich is like a gourmet menu – its secret lies in the quality of the ingredients.

The city of Zürich lies in the heart of Europe and at the center of Switzerland, on the northern shores of Lake Zürich. Its multicultural flair and the variety of leisure activities on offer attract guests from all over the world to this “region of short routes”. Zürich is quick and easy to reach, whether by train, plane or private vehicle. Its international airport has direct connections with over 150 destinations. Just a 10-minute train ride from the airport and situated right in the city center, Zürich’s Main Railway Station is regarded as a central European railroad hub.

A total of 370,000 people live in this experience, science and business center. Thanks to its top-quality infrastructure set amidst natural surroundings, it is a popular place for study and research. For example, at Zürich University or the Swiss Federal Institute of Technology Zürich (ETH); built in 1855 by Gottfried Semper, the ETH Zürich is today associated with 21 Nobel prizewinners.

Experience and Enjoy Zürich

A Wealth of Art in More than 50 Museums and Over 100 Art Galleries

A typical feature of Zürich is its high concentration of art galleries; along the Rämistrasse “art mile”, the galleries are just a few minutes’ walk apart, while at the site of the former Löwenbräu brewery they even stand side by side. In addition to renowned art galleries, the world-famous auction houses, Christie's and Sotheby's, have branches in Zürich, which is considered to be one of the world's major art trade centers.

The city alone is home to over 50 museums, some 14 of which are devoted to art. The museum of fine arts, the Kunsthaus Zürich, boasts a significant collection of paintings, sculptures, photographs and videos. In addition, it has an extensive collection of works by Alberto Giacometti. Another highlight is the Rietberg Museum, one of the leading centers of non-European art in the world. Just a stone's throw from Zürich's main station, the Swiss National Museum – housed in an over 100 year old building reminiscent of a fairytale castle – contains the country's most comprehensive collection of exhibits relating to Swiss cultural history.

Art can also be experienced outside of museums and galleries, for example, by paying a visit to the Giacometti Hall at the Zürich City Police headquarters, the choir at the Fraumünster Church with its stained glass windows by Marc Chagall or, outside in the open air, Jean Tinguely's “Eureka” sculpture on the banks of Lake Zürich.

Just a 20-minute train ride from Zürich, the cultural city of Winterthur has made a name for itself as Europe's largest center for expertise in photography, thanks to the Fotomuseum Winterthur and the Swiss Foundation for Photography. Furthermore, the Oskar Reinhart Museum, exhibiting 500 pictures by important artists, and the Technorama, the only science center in Switzerland, are based here. In the town of Zug, just 22 minutes by train from Zürich, the light installation by artist James Turrell transforms the station building after dark into a hovering illuminated object.

Further information:

www.zuerich.com / Media & Travel Trade/ International Media / Media Texts: “[Art & Architecture in Zürich](#)”
www.zuerich.com / Experience Zürich / [Culture](#)

Shopping – Bahnhofstrasse Jewels or Urban Zürich Labels?

Some 150 years ago, part of the city's fortifications was transformed into what is now arguably the most famous “Station Road” in the world, the Bahnhofstrasse. Zürich's shopping mile has contributed largely to the city's reputation as an El Dorado for shoppers and is a top address for international fashion labels, jewelry and watches. However, it is just one of the places where you can find urban Zürich labels; whether in Zürich-West or in the Aussersihl quarter, you often come across local brands where you least expect them. They inspire the fashion-conscious and cause a sensation far beyond Switzerland's borders – as has, for example, the cult label Freitag, with its unique style of bags and accessories.

In stark contrast to these exclusive locations are the artisans' street, Schipfe, lined with quaint workshops and ateliers, and the pedestrian shopping malls in the Niederdorf and Oberdorf. Here, against the picturesque backdrop of the Old Town, you can find trendy boutiques, antique shops, bookshops and markets.

Whether you are looking for clothes or souvenirs, culinary delights to thrill the taste buds or exquisite jewelry to adorn the wrist, Zürich Airport and the Main Railway Station are good places to do shopping out of hours or on weekends.

Further information:

www.zuerich.com / Media & Travel Trade/ International Media / Media Texts: "[Shopping in Zürich](#)"
www.zuerich.com / Experience Zürich / [Shopping](#)

Nightlife – Unconventional and Trendy Side by Side

Zürich boasts the highest density of clubs in Switzerland – here, you can never turn up too late. From a house music party in the legendary Kaufleuten to Greatest Hits from the Eighties at the oldest club in the city, the Mascotte, to a gay event at the Labor Bar – parties really get going after 11.00 pm and continue into the wee hours of the morning. Here, there are no official closing times. In summer, nightlife can be found not only in the clubs, but also outside in the open air; the venues where visitors bathe and relax during the day are ideal places to flirt and dance at night.

The clubs in the trendy district of Zürich-West have turned Zürich into *the* European party metropolis; here, hip locales rub shoulders with unconventional bars, and out of the old is born the new. Moreover, at the gateway to Zürich, the Grand Casino Baden tempts with the highest jackpots in Europe.

Further information:

www.zuerich.com / [Experience Zürich](#) / [Nightlife](#)

Former Industrial Area is Instilled with New Life – Zürich-West, Sihlcity

New bars, clubs and restaurants are constantly springing up in Zürich. The former industrial district, Zürich-West, has developed into a trendy quarter. Numerous factory halls, such as the ship building hall or the Löwenbräu brewery, bear witness to the industrial era. However, they no longer stand deserted and empty; instead, creative minds have put the space to good use and instilled it with new life.

In 2007, the brand new district of Sihlcity opened on the site of what was once the Sihl paper factory. Awaiting guests at the foot of Zürich's Uetliberg mountain are 120,000 square yards of shopping fun, culinary highlights, recreation, culture, fitness and wellness, as well as hotel facilities.

Further information:

www.zuerich.com / Media & Travel Trade/ International Media / Media Texts: "[Zürich's West Side Story](#)"

Creative Cuisine

On Zürich's dining scene, creative ideas are implemented swiftly and effectively. The entire world of cuisine is at home here. Every quarter has its own culinary highlights, be it the wine selection at the Altstadt Keller, the traditional veal specialty, "Zürcher Geschnetzeltes", in one of the city's time-honored guild houses, trendy cuisine tucked away within former factory walls, experiential dining high above the rooftops of Zürich, or gourmet menus surrounded by greenery.

In the legendary Kronenhalle, a popular haunt among Hollywood stars, guests can even dine below a genuine Picasso or Miró. At the other end of the scale, the best bratwurst in town is to be had at the sausage stand at the Vorderer Sternen.

A place in the gastronomic annals has been accorded among others to Hiltl, the oldest vegetarian restaurant in Europe, to Tibits, the world's first vegetarian take-out, and to the Blinde Kuh, the first restaurant in the world to be run by blind people in complete darkness.

The culinary establishments in Zürich are as numerous as they are varied; here, there is one restaurant for every 180 inhabitants. Around a quarter of these increase their capacity in the warmer months by setting up tables outside – surrounded by greenery, in a courtyard or direct on the quayside.

Further information:

www.zuerich.com / Media & Travel Trade/ International Media / Media Texts: "Gastronomy in Zürich"
www.zuerich.com / Eating & Drinking

Spectacular Stage Performances – Opera, Ballet, Theater

Zürich offers a rich variety of cultural venues and events. The Opera House, one of the leading such establishments in Europe, enjoys international acclaim for both its opera and ballet productions. The Tonhalle concert hall boasts some of the best acoustics in the world. The Schauspielhaus, Switzerland's largest theater, stages performances of world-class caliber. In a sophisticated blend of old and new, the historic shipbuilding halls in the trendy Zürich-West district have given way to a cultural center complete with Schauspielhaus theater auditoriums, a restaurant, the Turm Bar and a jazz club. Numerous smaller theaters also enchant the public.

Further information:

www.zuerich.com / Experience Zürich / Culture
www.zuerich.com / Events

Celebrating Festivals – from Sechseläuten to the Street Parade

Horsemen clad in period costumes, a traditional parade and hopes for a fine summer characterize what is probably Zürich's most traditional festival – Sechseläuten, the spring festival of the guilds that is held every April. Here, the "Böögg" snowman, an effigy stuffed with fireworks, is perched on top of a huge bonfire, and the quicker its head explodes, the longer and hotter the summer will be – or so tradition has it.

A quite different kind of festival is the Street Parade, one of the largest house and techno parties in the world, where hundreds of thousands of colorful, energetic and tireless ravers dance to the beat of the music, generally in temperatures normally more associated with Mediterranean climates.

If you leaf further through the festival calendar, you are guaranteed to find something to suit each and every taste. One of the absolute highlights is the Zürich Festival in June and July, a unique combination of opera performances, concerts, plays, dance and fringe theater. Moreover, the Theater Spektakel, one of the most important European festivals for contemporary forms of the performing arts, offers a high-caliber event in September to round off the open air season.

Further information:

www.zuerich.com / Events

Summer, Sun and Water Fun

In summer, the banks of Zürich's rivers and lake are buzzing with activity. Here, everyone from street artists to party-goers to business executives can be found enjoying the sun. With

no fewer than 40 swimming facilities – 18 of them outside in the open air, including on the lake and by the river – Zürich has the highest density of public bathing areas in the world. In recent years, these venues have developed into veritable leisure centers. During the day, guests relax in, on or by the water, while after dusk, the waterside areas are transformed into bars and lounges offering a varied cultural program, with events ranging from readings to theater, sport and poetry slams through to concerts. These venues are regarded as the ultimate meeting place on a mild summer evening.

While the water flowing in Zürich's lakes and rivers is among the cleanest in the world, that gushing from the city's fountains is of drinking quality. Consequently, anyone who gets thirsty in Zürich can simply take a drink from the nearest fountain. Fortunately there is never one very far away, for with a total of around 1,200, Zürich has one of the greatest number of fountains in the world.

At the gateway to Zürich is Baden, with its picturesque Old Town. This town boasts the thermal springs with the highest mineral content in Switzerland. The Rhine Falls, the largest waterfall in Europe, is a spectacular natural attraction just an hour's drive from Zürich.

Moreover, whether rain or shine, Alpamare, Europe's largest covered water park, offers the ultimate experience in water fun.

Further information:

www.zuerich.com / Experience Zürich/ Sport & Fun / For Water Lovers

Nature on the Doorstep

In Zürich, you can get to the woods within just 10 minutes from any point in the city. Barbecue areas, educational trails and hiking paths delight nature lovers by guiding them past lakes and rivers, through woods and meadows, up hill and down dale. Lake Zürich, which extends right into the city itself, invites visitors to enjoy boat trips lasting between one and seven hours. Depending on the route, the boats cruise leisurely past romantic villages as far as the charming harbor town of Rapperswil. The Chinese Garden, situated in the Zürichhorn park, was presented to Zürich by the city of Kunming and is one of the most important gardens of its kind outside China. This gift was a token of thanks to Zürich for its assistance in developing Kunming's drinking water supply.

Indigenous animal species such as deer, squirrels, hares, foxes, woodpeckers and owls can be seen in the Sihlwald forest. A quite different world of flora and fauna is to be found in the indoor Masoala Rainforest at Zürich Zoo; here, even in the depths of winter, visitors can observe exotic species of animals and plants that thrive in a tropical climate. Zürich Zoo is home to some 4,000 animals from all over the world. Moreover, at Knie's Children's Zoo in Rapperswil, visitors can feed the circus animals, have a ride on the elephants and ponies, and enjoy live animal shows.

In Zürich, on a clear day, even snow and perpetual ice appear to be almost within touching distance – Mount Titlis, among other places, is just a short journey. From Zürich, it is possible to book a trip to top Swiss destinations as a tour lasting anything from a few hours to a whole day. Visitors are thus able to combine an outing to Swiss places of interest during the day with a chance to enjoy Zürich's culture, cuisine and nightlife after their return. Indeed, even such famous persons as Goethe and Mozart enjoyed the benefits offered by Zürich as the gateway to the Alps.

Further information:

www.zuerich.com / Media & Travel Trade/ International Media / Media Texts: "Families in Zürich"

www.zuerich.com / Experience Zürich / Families / [Zoo/ Animal Parks](#)

www.zuerich.com / Experience Zürich / Families / [Experience Nature](#)

Top Sporting Events – at the Focus of the Action

Several times a year, the cameras of the sporting world focus on Zürich – for example, during the Mercedes CSI show-jumping tournament; the Art on Ice figure-skating gala; the World-Class Zürich track and field meeting; Europe's largest freestyle event, freestyle.ch; and the Zurich Open, one of Europe's most important women's indoor tennis tournaments.

In the Zürich region, there is a way for everybody to get – and stay – fit. Besides beach volleyball, bodyflying, free bicycle rental, hiking, jogging, rollerblading, swimming in the riverside and lakeside bathing areas or indoor swimming pools and wakeboarding, various sports centers offer excellent facilities for badminton, climbing, squash, tennis and much more.

At the Zürich Marathon, Monday Night Skate, Ironman Switzerland or the Silvesterlauf race, participants can either go all out to win or simply take part for fun. Afterwards, there is ample opportunity to relax and recuperate, such as at a lakeside sauna or a hamam.

Further information:

www.zuerich.com / Experience Zürich / [Sport & Fun](#)

www.zuerich.com / Events

Christmas Delights and Winter Magic

The melodious tones of Advent concerts intermingle with the scent of the many delicious items on sale at Zürich's Christmas markets. The Advent period only lasts a short time, which means that the calendar of events is all the more tightly packed. Highlights range from the traditional Christmas market in a picturesque Old Town setting to the largest indoor Christmas market in Europe, held at Zürich's Main Railway Station. Or from Christmas concerts and theater to the Live on Ice ice-skating rink. Furthermore, at Switzerland's largest New Year's Eve party, visitors and locals alike welcome the New Year in style with a spectacular fireworks display organized by Zürich's hoteliers.

History

From the Roman Turicum to the City with the Best Quality of Living in the World

Zürich has been permanently settled for around 7,000 years. What started out as a Roman customs post known as Turicum has since developed into an experience, science and business metropolis, without forfeiting any of its rural charm.

After the withdrawal of the Romans, in the Middle Ages Zürich, as the burial site of Zürich's patron saints, the martyrs Felix and Regula, was an important place of pilgrimage. This continued until 1519, when Huldrych Zwingli was appointed the first priest of the Grossmünster Church and started the Reformation. Under Zwingli, Zürich became the

birthplace and center of the Reformation in German-speaking Switzerland. Subsequently, religious refugees from the South settled in Zürich, bringing with them specialist expertise and business connections, and the city gradually grew into a textile center.

There followed the age of industrialization, and with the construction of Zürich's Main Railway Station, the railway opened up a gateway to the world. The various structures that were subsequently put into place transformed Zürich into a major transportation, research and business center.

Nowadays, Zürich is the cultural and business capital of Switzerland and a popular domicile for the head offices of many multinational companies. Wherever influences from different countries converge, a multitude of lifestyles and forms of cultural expression can always also be found. Thanks to the city's open attitude towards things new, in Zürich innovative trends can be quickly put into practice and further elaborated.

No other city in the world enjoys such a high quality of life as Zürich; for the last seven years in succession Zürich has ranked in first place in the quality of living survey conducted by the British human resources consultants, Mercer. The study analyzed 215 cities based on 39 different criteria. Besides its safety and cleanliness, guests particularly appreciate Zürich's extensive range of cultural activities, special events, cuisine, shopping outlets, outdoor activities, and wellness and health facilities.

A Small Selection of What Zürich Has To Offer

Stroll Through the Old Town – Exploring Zürich by Retracing Trails of the Past

The classic "Stroll Through the Old Town" guided tour invites visitors to explore Zürich's Old Town, with its 2,000 year-old history, by retracing trails of the past. Participants wander through narrow, winding streets and discover tucked-away places. The tour guide brings the city to life with interesting anecdotes about people who have left their mark on Zürich. The two-hour tour takes visitors to the remains of Roman thermal spas, medieval guild houses, St. Peter's Church and the Grossmünster. The tour follows a route along the Bahnhofstrasse via Schipfe and the Lindenhof to the Niederdorf.

Dates/Times: March 21st – October 31st, daily at 3.00 pm, Saturday & Sunday
also at 11.00 am

From 1st November. Wednesday & Saturday at 3.00 pm

Tickets/Departure: Tourist Service at the Main Railway Station

Cost: Adults: CHF 20.-
Children 6 – 16 years old: CHF 10.-

Duration/Languages: Two hours, conducted in German & English

Special Hotel Offer – ZürichBREAK

With the "ZürichBREAK – Stay for 3 Nights, Pay for 2" special offer, a number of Zürich hotels are inviting guests to stay a third night free of charge, thus enabling them to enjoy even more of the Zürich region. ZürichBREAK is valid until December 31st, 2008. Prices start at CHF 240. - per person in a three star double room, excluding the city tax of CHF 2.50 per person per night.

Further information and reservations:

www.zuerich.com/zuerichbreak, hotel@zuerich.com, tel. +41 215 40 40, fax +41 44 215 40 44

Special 25% Off Hotel Offer

Selected Zürich hotels are offering a 25% discount on weekend stays. Prices start at CHF 68. - per person per night in a double room, excluding the city tax of CHF 2.50. This offer is valid from Friday to Sunday, from 1st August 2008 to 4th January 2009.

Further information and reservations:

www.zuerich.com / Hotels & Accommodation, hotel@zuerich.com, tel. +41 215 40 40, fax +41 44 215 40 44

Tutankhamen Inclusive Hotel Offer

Zürich is staging a world premiere with the exhibition about the forgotten Pharaoh and his treasures. This inclusive offer from Zürich Tourism means that guests can experience life in ancient Egypt at first hand: prices start from CHF 101. - per person per night for an inclusive stay in a double room, excluding the city tax of CHF 2.50. This offer has now been extended until 7th September 2008.

Further information and reservations:

www.zuerich.com/tutanchamun, hotel@zuerich.com, tel. +41 215 40 40, fax +41 44 215 40 44

World Class Zürich Athletics Inclusive Hotel Offer

The cameras of the sporting world will turn on the World Class Zürich Athletics meeting from 29th August 2008. This inclusive offer from Zürich Tourism includes entry to this thrilling sporting spectacle plus hotel accommodation in Zürich. Prices start from CHF 310. - per person per night in a double room, excluding the city tax of CHF 2.50. Spaces are limited to 100.

Further information and reservations:

www.zuerich.com/weltklasse, hotel@zuerich.com, tel. +41 215 40 40, fax +41 44 215 40 44

A wide range of hotels

The Zürich region offers a whole range of options for an overnight stay from sleeping in the straw to sleeping in luxury in a hotel: you can stay in the city or in the surrounding area, on the Uetliberg mountain, the lake or at the airport. A total of around 250 hotels look forward to welcoming guests. International comparisons have shown standards to be very high.

The statistics for bed nights confirm the trend that Zürich is becoming an increasingly popular holiday destination: in 2007 the canton of Zürich recorded 4'319'306 bed nights, which was an increase of 7.76 % on the previous year as well as an overall record. The most modern venues for events ranging from a small meeting to a large scale exhibition with 13,000 participants all go to promote national and international congress tourism

Further information and reservations:

www.zuerich.com / Hotels & Accommodation, hotel@zuerich.com, tel. +41 215 40 40, fax +41 44 215 40 44

ZürichCARD – an Affordable Way to Explore Zürich's Places of Interest

The ZürichCARD, Zürich's attractive city card, provides free travel by train, bus, boat, aerial cableway and tram on the entire local public transportation network. The many special benefits include free admission to over 40 museums, a complementary welcome drink in numerous restaurants to accompany a meal, special Europcar car rental rates, and a

discount on the price of the “Züri bag” souvenir. Moreover, with the ZürichCARD, night owls receive a free entrance ticket to the oldest nightclub in Zürich, the Mascotte.

Prices adults / Valid for 72 hours CHF 34.- / CHF 24.-
children (aged 6 -16) Valid for 24 hours CHF 17.- / CHF 12.-
Available from Tourist Service at the Main Railway Train Station, Zürich Airport,
various railway stations, VBZ ticket offices, various Zürich hotels, Lake
Zürich Navigation Company (ZSG) ticket office at Bürkliplatz

Further information:
www.zuerichcard.ch

ZürichCARD PLUS – One Ticket Offering Over 100 Benefits in the Zürich Region

The ZürichCARD PLUS provides free travel on the entire ZVV public transportation network. It also offers the same benefits as the ZürichCARD, as well as special discounts at a number of tourist attractions in the region, such as museums, the Rhine Falls platform, Alpamare water park and the Atzmännig summer toboggan run.

Prices adults / Valid for 24 hours CHF 33.- / CHF 22.-
children (aged 6 -16)
Available from Tourist Service at the Main Railway Train Station, Zürich Airport,
various train stations, VBZ ticket offices, various hotels in the region,
Lake Zürich Navigation Company (ZSG) ticket office at Bürkliplatz

Further information:
www.zuerichcard.ch

Media Information Zürich Tourism, Stampfenbachstrasse 52, P.O. Box, CH-8021 Zürich,
Daniela Strobel, daniela.strobel@zuerich.com,
tel. +41 44 215 40 82, www.zuerich.com

Further Special Offers Zürich Tourism, Tourist Service at the Main Railway Station,
& Reader Information CH-8021 Zürich
tel. +41 44 215 40 00, information@zuerich.com, www.zuerich.com

Hotel Reservations tel. +41 44 215 40 40, hotel@zuerich.com, www.zuerich.com

Photographs of the Destination Zürich

www.swiss-image.ch, log-in picture database (Username: zuerich, Password: town)
http://www.zuerich.com/media_travel_trade/photo_gallery/index.html (Username: zuerich, Password: town)

Zürich, June 2008