

STORIES FROM LUCERNE

Mediakit
Lucerne-Lake Lucerne Region
Spring/Summer 2023/24





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Welcome...

Dear Media Professionals

Switzerland as a travel destination and the Lucerne-Lake Lucerne Region have one thing in common: there is an incredible amount to see and experience in a small area. Large cities such as Zurich, Bern and Lucerne are already destinations for many people from near and far. However, the fact that Switzerland is also home to some wonderful small-town gems is still an insider tip for many. In our latest media dossier, we introduce you to a number of small towns in the Lucerne-Lake Lucerne Region and give you an insight into why they are worth a visit.

Discover how tourism around Lake Lucerne has developed over the years, what curious things the region has to offer and what events take place throughout the year. We also provide information on how we can help you with your research and what you need to bear in mind when filming and photographing with drones in Lucerne.

Let the stories and locations in the Lucerne-Lake Lucerne Region inspire you for your next article. We will be happy to help you.

Lucerne Tourism,
Corporate Communications and PR Team

...to the heart
of Switzerland.



FACTS AND CURIOSITIES



The City.
The Lake.
The Mountains.

The Lucerne-Lake Lucerne Region lies in the heart of Switzerland; within it, the city of Lucerne is a cultural stronghold. Nowhere will you find more to see and do than here, a city nestling in a magnificent landscape characterised by mountains and water. Here are some facts, records and curiosities to spark your interest:

708,194 people

called the Lucerne-Lake Lucerne Region home at the end of the year 2022.

5 cantons

Lucerne, Schwyz, Obwalden, Nidwalden and Uri are all located on Lake Lucerne.

394 km²

is the size of the UNESCO Biosphere Entlebuch, Switzerland's first such reserve.

348 mountain cableways and railways

provide access to the mountains around Lake Lucerne – including some record holders.

5 seasons

Carnival, where winter meets spring, is seen as the fifth season in this tradition-conscious region in the heart of Switzerland.

3,944,351 visitors

booked accommodation in the region in 2022, about a third in the city of Lucerne.

- 52.5 degrees Celsius

was the temperature recorded on 7 February 1991 at Glattalp in Canton Schwyz. A record low!

35 forts and castles

are a reminder of the splendour of times past.

57 kilometres

is the length of the twin-bore Gotthard Base Tunnel, the world's longest railway tunnel. Completed in 2017, its portals are in Canton Uri and the south of the Alps.

46° 48' 4" N, 8° 13' 36" E

The geographical centre point of Switzerland is on the Älggialp in the Canton of Obwalden.

TOURISM HISTORY

FROM SIMPLE FISHING VILLAGE TO POPULAR HOLIDAY DESTINATION

1815	Inauguration of the Goldener Adler in Küsnacht am Rigi, the first hotel to be built by Lake Lucerne.
1837	Launch of the first paddle steamer to see service on Lake Lucerne, the Stadt Luzern.
1856	Inauguration of Lucerne's first railway station built of timber.
1871	The Vitznau-Rigi Railway, Europe's first mountain railway, commences operations.
1916	The collapse of tourism caused by the war led to the closure of hotels – a pattern that repeated itself in the 1930s and after.
1938	One of the region's first ski lifts goes into service in Oberiberg – the ensuing decades witness a
1959	Ceremonial inauguration of the Swiss Museum of Transport.
1998	Inauguration of the KKL Luzern with its overhanging roof.
2001	Following a referendum, the Entlebuch is awarded the UNESCO "Biosphere" label. Today, the valley is a model of sustainability for other
2015	The Gästival "guest festival" celebrates 200 years of hospitality in the region, with a floating stage in the shape of a water lily as the central attraction.
2023	During exploratory work in the Lucerne lake basin, artefacts dating from around 3400 BC are found. Lucerne is thus 2400 years older than

Hospitality with tradition

The upper strata of European society began acquiring a taste for the Alps in the 1760s: mountaineering and hiking soon became de rigueur in these circles. Visitors also discovered the region around Lake Lucerne, which became popular for its scenic landscapes. Lucerne city's first phase as a tourist destination began in 1835 with the opening of the Hotel Schwannen, where steamships started docking not long afterwards.

The arrival of the railways in 1852 made it possible for the European elite to converge on Lucerne. Previously medieval in character, it began its transformation into a modern city oriented towards the lake with the construction of spacious hotels and waterside promenades. Visitor numbers increased steadily from the mid-19th century. The inauguration of Europe's first mountain rack railway in 1871 saw tourists start converging on the peaks around Lake Lucerne. Visitors would often stay for weeks, and famous personalities attracted to Lucerne helped cement the city's international reputation.

The third phase of the region's tourism history coincided with the global economic boom at the turn of the century. It was destined not to last: The First World War caused tourism to collapse in 1914, and the upswing in Lucerne's fortunes at the end of hostilities came to another abrupt halt with the outbreak of the Second World War. Many hotels had to close.

A spirit of optimism emerged following the difficult war years. Lucerne positioned itself with various cultural and sporting events such as the event series now feted as the Lucerne Festival, and the World Rowing Championships on Lake Rot. 1959 witnessed the inauguration of the Swiss Museum of Transport (destined to become the country's most visited museum), with further museum openings to follow. The 1970s and 1980s saw Lucerne develop as an international holiday destination, which has resulted in today's broad mix of overseas visitors.

The inauguration of architect Jean Nouvel's KKL Luzern culture and convention centre in 1998 coincided with Lucerne increasingly positioning itself as a festival and congress city and a quality-focused tourism destination. Thanks to its privileged location on the lake in the immediate vicinity of the surrounding mountains, Lucerne was promoted as "Switzerland in a nutshell".

JUBILEES 2024



1924

100 years of the Swiss Ornithological Institute in Sempach

The inauguration of an observation tower on 06 April 1924 was the start of the Swiss Ornithological Institute in Sempach. The far-sighted move would establish a foundation devoted to ornithology and the long-term protection of birds in Switzerland. Today, the Ornithological Institute cares for injured and abandoned birds, while interested visitors to the visitor centre can learn more about the world of these feathered aerial acrobats.

vogelwarte.ch

1924

100 years of the Welttheater Einsiedeln

The Welttheater (World Theatre) Einsiedeln is poised to perform before the grand façade of the Benedictine monastery for the 17th time. The original text was written by the Spanish baroque poet Pedro Calderón de la Barca, who first staged the spiritual play on life and death in 1655. Since 2000, contemporary adaptations of the drama have been staged in Einsiedeln in the open air.

einsiedlerwelttheater.ch

1884

140 years of Victorinox

When Karl Elsener opened a cutler's workshop in Ibach near Schwyz in 1884, the story of the Swiss Officer's and Sports Knife – better known as the Swiss Army knife – had begun. The red pocket knife has long since conquered the world, and stands as a testament to Swiss quality and functional design.

victorinox.com

Caption
from left to right: Imposing view of
the monastery in Einsiedeln,
child in the Sempach ornithological
station, typical Swiss army knife

EVENTS AND FESTIVALS

ANNUAL HIGHLIGHTS IN SPORT, MUSIC, CULTURE AND CULINARY ARTS



SPORT

May
Lucerne Regatta
 (World Rowing Cup III)
lucernergatta.com

July
Athletics Meeting Lucerne
spitzenleichtathletik.ch

October
SwissCityMarathon
swisscitymarathon.ch

December
FIS Ski Jumping World Cup
weltcup-engelberg.ch

Music

January
Piano Festival «Le piano symphonique»
sinfonieorchester.ch

April
Spring Festival
lucernefestival.ch

MUSIC

April
Stans Music Days
stansermusiktage.ch

May
Piano Fest
lucernefestival.ch

June
Heirassa Festival
heirassa-festival.ch

July
Luzern Live
luzern-live.ch

August/September
Lucerne Festival
lucernefestival.ch

September
World Band Festival
worldbandfestival.ch

November
Lucerne Blues Festival
bluesfestival.ch

November
Forward-Festival
lucernefestival.ch

CULTURE

January
Lilu Light Festival Lucerne
lichtfestivalluzern.ch

February
Carnival
luzern.com/fasnacht

March
Fumetto Comic Art Festival
fumetto.ch

September
Entlebuch Desalpe
alpabfahrt.ch

December
Nicolas Chase
klausjagen.ch

November to January
Christmas City
luzern.com/weihnachten

CULINARY ART

Tuesdays & Saturdays
Lucerne weekly market
luzern.com

April
Lucerne Street Food Festival
streetfood-festivals.ch

May
Entlebuch Herb & Wild Plant Market
biosphaere.ch

October
Lucerne Cheese Festival
cheese-festival.ch

October
Chestene-Chilbi (chestnut fair)
weggis-vitznau.ch

Caption
 Concert during Lucerne Live
 2023

Please note
 Cancellations or programme changes are possible. Please check the official event websites for any details.

TOWN GEMS IN THE HEART OF SWITZERLAND



Caption from left to right:
View of the main street in Willisau,
entrance to the old town in
Sempach, genuine Willisauer Ringli

Switzerland is famed around the world for its spectacular mountains and stunning natural landscapes. However, not everyone realises that the alpine republic has many picture-perfect small towns too. This summer, we are recommending a whole string of little towns in the Lucerne-Lake Lucerne Region that are definitely worth an excursion.

Willisau

Situated in the rural hinterland of Lucerne, the tiny town of Willisau enchants visitors with its historic old town. Linking the Obertor and Untertor gates and lined with history-steeped buildings and facades, the main street invites you to take a pleasant stroll. Stop for a break in one of the cafés and sample Willisau Ringli, a special kind of sweet cookie for which the town is widely renowned. Discover the Chapel of the Holy Blood and its fascinating legend on a tour or learn how Kafi Luz, a traditional drink from the region, is prepared. The tourist office, located near the entrance to the old town, stocks many more locally produced goods.

willisau-tourismus.ch

Sempach

Standing by the lake that takes its name, the cosy little town of Sempach is known for the Battle of Sempach, and for being home to the Swiss Ornithological Institute. The Battle of Sempach, fought between the Swiss Confederation and the Habsburgs in 1386, is a highly significant event in the history of Switzerland. Commemorating the battle, the battle chapel contains many artefacts, including a monumental mural depicting the event.

At the Swiss Ornithological Institute, which celebrates its 100th anniversary in 2024, interested persons will find a wealth of information on ornithology and the protection of birds. Sempach was awarded the Wakker Prize for heritage protection in 2017. The old town area has many delights for visitors, including the Luzernertor gate, the Witches' tower and the town hall, which was completed in 1475.

sempachersee-tourismus.ch

TOWN GEMS IN THE HEART OF SWITZERLAND



Caption from left to right:
Tell monument in Altdorf,
birthplace of Brother Klaus,
Art Nouveau Hotel Paxmontana

Altdorf

The down-to-earth little town of Altdorf is shrouded in myth and legend. The very roots of Switzerland may be traced to these towering mountains and the rushing Reuss river. To this day, Swiss national hero William Tell maintains a presence, gazing out across Altdorf from atop his podium on town hall square. The Tell-Museum charts the legend of the freedom fighter, bringing the story to life with historic artefacts. With its mansions and manor houses, its squares and alleyways, the architecture is evocative of southern Europe. No wonder the little town of Altdorf was awarded the Wakker Prize for heritage protection. The nearby Cultural Monastery of Altdorf, a former Capuchin monastery, is a resonant place of peace that is surely worth a detour.

uri.swiss

Sarnen

The small town of Sarnen, whose picturesque old town is lined with characteristic wooden houses and narrow cobbled streets, stands on the shores of Lake Sarnen in the middle of an impressive mountain landscape. The village square forms the centre of the town, which is flanked by historic buildings including the town hall, the chapel, the Steinhaus (stone house) and the Red House. Nicholas of Flüe, better known as Brother Klaus, lived just outside Sarnen in Flüeli-Ranft. According to legend, it was the intercession of Brother Klaus that extinguished a large fire in Sarnen and saved the village from certain destruction. With the Art Nouveau Hotel Paxmontana, there is yet another architectural eye-catcher located nearby, which is a source of positive energy that is ideal for those seeking peace and contemplation.

obwalden-tourismus.ch

TOWN GEMS IN THE HEART OF SWITZERLAND



Caption from left to right:
Sursee town hall,
Winkelried house in Stans,
CabriO cable car with
open upper deck

Sursee

The pretty town of Sursee stands on the northern shore of Lake Sempach. With an historic old town of vibrant squares, a late Gothic town hall, the Sure river running straight through town and many fountains, Sursee is a perfect place for a languid stroll. At the Ramseier world of experience, interactive displays show inquisitive visitors how the apple gets from the tree to the juice bottle. Meanwhile, the seminar centre offers a golfing experience with a difference. Just outside town, guests will find a particularly tasty natural attraction: wheels of cheese mature in the Kaltbach Cave, where the unique climate allows them to develop their distinctive taste.

sempachersee-tourismus.ch

Stans

The capital of the canton of Nidwalden lies in the foothills of the Stanserhorn. In the small town of Stans, the deep-rooted sense of tradition and culture is tangible. The town is home to the Winkelried monument, the Winkelried house (which now houses a museum of art from central Switzerland), the parish church of St. Peter and Paul and the former St. Klara monastery. Today the Culinarium Alpinum, which is housed in the one-time monastery, is a prominent centre of excellence for regional cuisine in the Alps as well as a guesthouse. Those seeking active recreation can play a round of frisbee golf, or head for the hills: with its historic funicular railway and the world's first aerial cable car with an open upper deck, the Stanserhorn promises visitors stunning views before they even arrive on the mountain.

nidwalden-tourismus.ch

TOWN GEMS IN THE HEART OF SWITZERLAND



Caption from left to right:
Town hall on main square in Schwyz,
Spreuer Bridge with
Musegg Wall in Lucerne,
balmy night in Lucerne's new town

Schwyz

The little town of Schwyz, capital of the canton to which it lends its name, stands in the pyramid-shaped shadows of the majestic Mythen mountains. It is home to the Swiss National Museum and the Museum of the Swiss Charters of Confederation, which house two nationally and historically important collections of documents and objects – including the famous Federal Charter of 1291, which stood as the constitutional document of Switzerland for centuries. After the village was almost completely destroyed in the catastrophic fire of 1642, its centre was rebuilt in the patrician style. As a result, grand buildings and villas dating from the 17th and 18th centuries define the village today. Schwyz is also home to one of Switzerland's most popular exports: the famous red Swiss Army knife, which originated here.
schwyz-tourismus.ch

Lucerne

The cultural and social heart of Central Switzerland is located on the shores of Lake Lucerne. The city of Lucerne is famed for attractions that include the Chapel Bridge, the beautiful facades of the old town district, narrow passages, lively squares, Switzerland's oldest surviving city wall and the Lion Monument. Yet here too, there are less well-known delights to discover: those handful of visitors who inadvertently stray into the Neustadt or Bruchquartier districts will find local crafts on sale alongside trendy bars and restaurants. In summer, the parks and bars dotted around town are perfect places to unwind and indulge, while locals and visitors alike dance the night away at a whole range of musical events and festivals.
luzern.com

TRAVEL ITINERARY

THIS IS WHAT AN INDIVIDUAL MEDIA TRIP COULD LOOK LIKE



Day 1

Make your own way to Lucerne on public transport. It is a short walk from the railway station to Schwanenplatz, where you check in to the history-steeped Hotel Schweizerhof. Famous personalities like Mark Twain and Leo Tolstoy have stayed in the Belle Époque structure, which is more than 150 years old. Next, join a guided tour of Lucerne to learn all about the history of the city, plus other fascinating facts. Over lunch on the Wilhelm Tell floating restaurant, you will meet your contact person from Lucerne Tourism.

Take this opportunity to ask any questions you may have about the itinerary or your research in the Lucerne-Lake Lucerne Region, and take other information on board. In the afternoon, explore Lucerne at your own pace as you continue with your research. Round off the day with an evening meal in the Restaurant Scala, high above the rooftops of Lucerne.

Day 2

After a restful night, fortify yourself for the day ahead – today you're heading for the mountains! From Lucerne, you take the train to Stans, the capital of Nidwalden. Here your personal guide will be waiting to take you on a tour of the little town. Then it's time to get familiar with the culinary traditions of the Alps. Housed in the former Capuchin monastery in Stans, the Culinarium Alpinum tasks itself with upholding and conveying the full diversity of Alpine culinary traditions.

In the afternoon, the perspective changes: first you take a funicular railway dating from 1893 to the midway station, before the world's first cable car with an open deck continues to the summit of the Stanserhorn. Savour the impressively panoramic mountain views as they open before you. With luck, you may even spot a marmot or two. After filling up in the revolving restaurant at the end of an eventful day, it's time to head back to Lucerne.

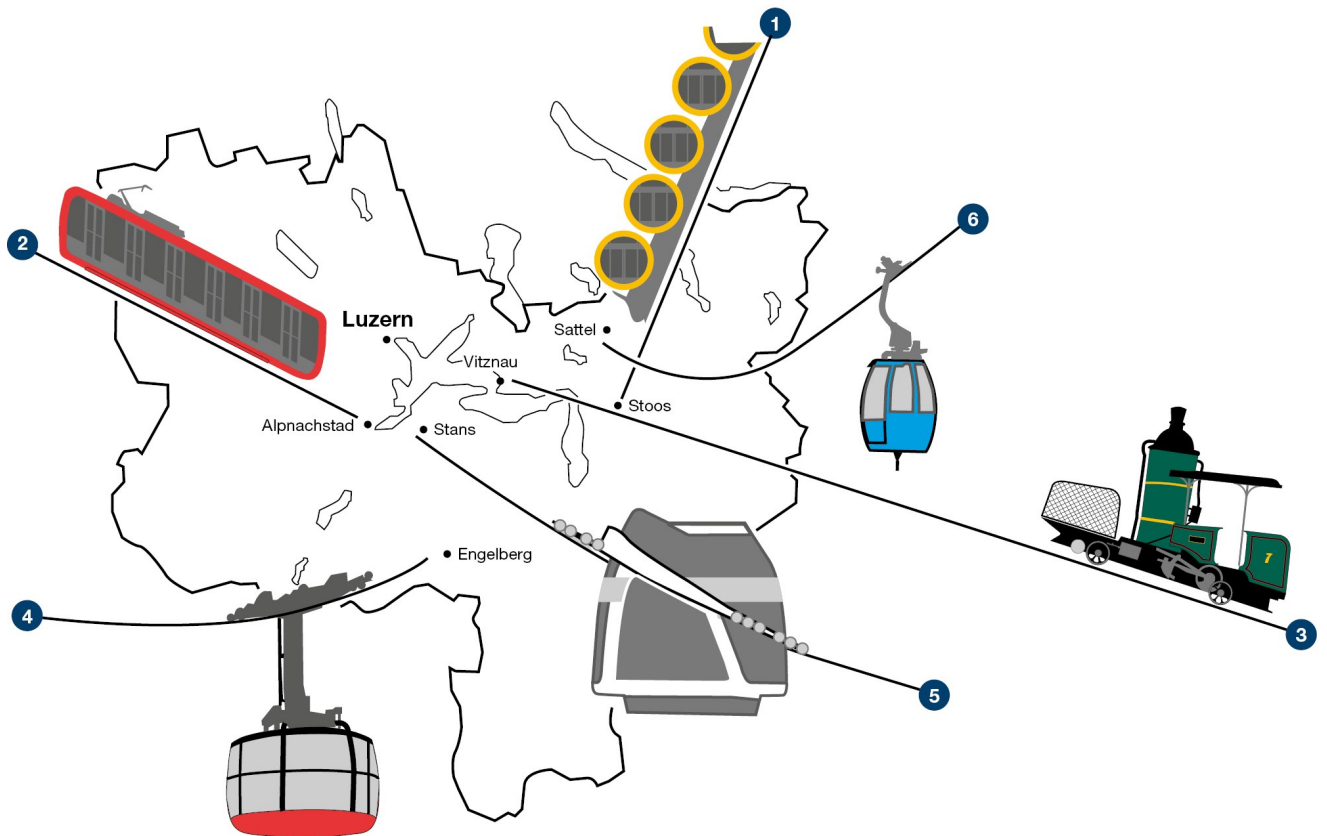
Day 3

More of Lucerne's cultural attractions are on the agenda on day three of your research trip. For example, you could visit the KKL Luzern Culture and Convention Centre, which is world-renowned for its acoustics and striking architecture. Alternatively, head for the Swiss Museum of Transport, the country's most popular museum, to find out what characterises public transport in Switzerland.

The historic old town, the extensive range of museums, the cultural attractions, the musical events and our proximity to the lake and the mountains are all great reasons to come to Lucerne. In the afternoon, it's time to say goodbye with a heavy heart – but we are already looking ahead to your next visit to the Lucerne-Lake Lucerne Region.

Caption from left to right:
View from the CabriO cable car
to the Stanserhorn,
city tour in Lucerne, flight hall in
the Swiss Museum of Transport

RECORD-BREAKING REGION



The steepest

Funicular railway | 1

The Stoosbahn railway opened in 2017 as the steepest funicular in the world – a technical and engineering marvel that turns the journey between Schlattli near Schwyz to the car-free mountain village of Stoos into an experience not to be missed. The Stoosbahn boasts a maximum gradient of 47 degrees (110 percent) and negotiates 744 metres of elevation.

stoos-muotatal.ch

Rack railway | 2

Inaugurated in 1889 and boasting a gradient of up to 48 percent and a journey time of around 30 minutes, the rack railway on the Pilatus is the world's steepest. It climbs its way metre by metre from Alpnachstad to Pilatus Kulm, past flowering alpine meadows and striking rock formations. New panorama cars have been in service since March 2023.

pilatus.ch

The first

Mountain railway in Europe | 3

Travelling between Vitznau and Rigi Staffelhöhe, the Vitznau-Rigi Railway entered service in 1871 as Europe's first mountain railway. Its route was extended up to Rigi Kulm two years later. The railways on the Rigi continue to be a reliable mode of transport up the "Queen of the Mountains"; the trip takes around 30 minutes. Dating from founding years, the legendary engine no. 7 has been preserved along with other artefacts.

rigi.ch

Rotating cable cars | 4

The world's first aerial cableway with rotating cabins, the Titlis Rotair is popular with summer visitors and winter skiers alike; it has been completing the journey between Stand and the summit of the Titlis in five minutes since 1992. The cabins make a complete rotation during the ride, offering unique panoramic views of snow-capped mountains and glacier crevasses.

titlis.ch

Aerial cableway with open-air upper deck | 5

The CabriO aerial cableway has been providing access to the summit of the Stanserhorn since 2012. Its two double-deck cabins have open upper decks that offer a sensation of floating under the open sky. Getting to the lower terminus is an experience in itself thanks to the vintage funicular railway from Stans.

stanserhorn.ch

Rotating gondola cabins | 6

The world's first gondola aerial cableway with rotating cabins, the Stuckli Rondo travels between Sattel and the middle of the Sattel-Hochstuckli recreation region. The gondolas rotate fully twice during ascent and descent, giving visitors a chance to appreciate the wonderful pre-alpine panorama.

sattel-hochstuckli.ch

MEDIA AND RESEARCH TRIPS



Caption from left to right:
Filming with an American TV crew
on Lake Lucerne,
taking pictures for an influencer
trip from the Gulf States,
entrance to the rock world in the
Glacier Garden

Media and research trips

Are you planning to produce an article or a feature about the Lucerne-Lake Lucerne Region? We can assist you with your researches as well as story and fact finding. We work with our destination partners to organise tailor-made media visits.

Please contact us at least four weeks before your arrival, so that we can provide you with all the assistance you need. How we can assist you:

- Travel in the Lucerne-Lake Lucerne Region
- Accommodation
- A travel itinerary tailored to your requirements (excursions, visits, interviews, content, stories etc.)

Are you unable to explore the Lucerne-Lake Lucerne region in person? No problem. We welcome any interest in our destination and are happy to help you with your home-based research.

FILM- & TV-PRODUCTIONS IN LUCERNE

The Lucerne-Lake Lucerne Region provides wonderful locations for TV and film productions. Lucerne Tourism and Film Commission Lucerne & Central Switzerland provide their expert, straightforward assistance in the realisation of projects.

We provide assistance in the realisation of projects, including supervising productions in the region, scouting production locations, coordinating shooting permits and other forms of facilitation.



Competencies and Support

The media department of Lucerne Tourism is happy to help with film and video productions in a touristic context.

For large-scale film and TV productions (e.g. crime thriller or documentary) as well as commercial assignments of all kinds, the Film Commission Lucerne & Central Switzerland offers professional support and coordination.

Filming in the city of Lucerne

Being one of the most beautiful cities in Switzerland, Lucerne is perfectly suited as a scenery for film and video productions of all kinds. For a successful filming process, a few important points must be observed:

Generally, permission must be obtained from the City of Lucerne for filming in public spaces. Filming on private property is only permitted with the consent of the owner. Filming on bridges is not permitted for safety reasons.

In the city of Lucerne and the Lucerne lake basin, the use of a drone is not possible without a permit (see below). There is a zone with restricted air traffic above Lake Lucerne. Permits must be obtained by the drone pilot himself from the respective authority.

Operation of drones

Since 1 January 2023, the provisions of the EU drone regulation have applied in Switzerland, which distinguishes between the three categories 'open', 'special' and 'subject to authorisation'.

The drone guide from the Federal Office of Civil Aviation FOCA provides an overview of the applicable rules and provides information on the cases in which a drone flight requires authorisation.

In the city of Lucerne and over bodies of water in the canton of Lucerne, it is not possible to use a drone without authorisation. It is important to allow sufficient time to obtain authorisation and to submit applications as early as possible.

Footage

Lucerne Tourism provides you with the following for your media work
free image and film material for your media work.
A selection of impressions of the adventure region Lake Lucerne Region can be found in our media corner: luzern.com/media

For further image and film material, please contact us at media@luzern.com.

All information in this document is subject to errors and changes.

WE'RE HERE FOR YOU



from left

Sibylle Gerardi

Head of Corporate Communications & PR

Damian Süess

Project Manager Communications & PR

Nina Brun

Assistant Communications & PR

Contact

Luzern Tourismus AG
Bahnhofstrasse 3
CH-6002 Luzern

Mail: media@luzern.com
Phone: +41 41 227 17 05

Media corner

News, press releases, text content, footage and further information can be found on:
luzern.com/media

Social Media

-  @visitlucerne
-  @visitlucerne
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