

STORIES FROM LUCERNE

Mediakit
Lucerne-Lake Lucerne Region
Fall/Winter 2025/26



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Welcome...

Dear media professionals,

When the lush green of summer turns to bright yellow and radiant orange, autumn arrives in the Lucerne-Lake Lucerne Region, where a variety of experiences and traditions are waiting to be discovered. After picturesque autumn, Lucerne throws on its festive garb, with plenty more highlights in store. In our latest media dossier, you can discover what makes a visit to Lucerne and the Lake Lucerne Region in autumn and winter particularly worthwhile.

You can also find out how tourism around Lake Lucerne has developed over the years, what 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 to look out for when filming and photographing with drones in Lucerne.

Be inspired by the stories and places in the Lucerne-Lake Lucerne Region for your next post. We will be happy to help you with this.

Lucerne Tourism
Corporate Communications and PR Team



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:

722, 703 People

called the Lucerne-Lake Lucerne Region home at the end of the year 2023.

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.

4,068,528 guests

Booked accommodation in the region in 2023, 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 skiing boom.
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 regions.
2015	The Gästival „guest festival“ celebrates 200 years of hospitality in the region, with floating stage in the shape of a water lily as the central attraction.

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 Lucerne 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".

Some milestones
in 200 years of
tourism history.

2023 During exploratory work in the Lucerne lake basin, artefacts dating from around 3400 BC are found. Lucerne is thus 2400 years older than previously assumed.

JUBILEES 2025



Caption from left to right:

a traditional carriage of the Arth-Rigi Railway, visitors in the Bourbaki Panorama, the Hotel Schweizerhof with colourfully illuminated

1845

180 years of the Hotel Schweizerhof

The Hotel Schweizerhof Luzern can look back on an eventful history. The grand hotel was opened in 1845 and is now managed by the fifth generation. The glory of bygone times has been preserved over the years and these glorious times are still evoked by many things to this day. With its idyllic location on Lake Lucerne, the Hotel Schweizerhof is the ideal starting point for exploring Lucerne.

schweizerhof-luzern.ch

1875

150 years of Arth-Rigi Railway

The Arth-Rigi Railway was put into operation on 4 June 1875. It was the first railway line to be located entirely in the canton of Schwyz. The railway connects Arth am See with Rigi Kulm. Over the years, the Arth-Rigi Railway has developed steadily through renovations and the purchase of modernised railcars. To this day, these historic railcars can still transport you back in time.

rigi.ch

1925

100 years of Goldau Zoo

The Goldau Nature Park and Zoo Association was founded in 1925. With its unique landscape, the zoo offers a habitat for over 100 species of wildlife. The park's focus is on nature and species conservation, as well as education and research. To celebrate its anniversary in style, numerous events and activities are taking place throughout the year.

Verkehrshaus.ch

2000

25 years of Bourbaki Panorama

The large circular painting in the Bourbaki Panorama, the centrepiece of the museum, commemorates the internment of French soldiers who found refuge in Switzerland in the winter of 1871. The cultural monument was created by the Geneva painter Edouard Castres. The medium of the panorama expands the boundaries of perception and is considered the precursor of cinema and the inspiration for numerous digital narrative forms.

bourbakipanorama.ch

EVENTS AND FESTIVALS

ANNUAL HIGHLIGHTS IN SPORT, MUSIC, CULTURE AND CULINARY ARTS



SPORT

June
Lucerne Regatta
lucerneregatta.com

July
UEFA Women's EURO 2025
uefa.com

July
Athletics Meeting Lucerne
spitzenleichtathletik.ch

October
SwissCityMarathon
swisscitymarathon.ch

December
FIS Skisprung Weltcup
weltcup-engelberg.ch

MUSIC

April
Spring Fest
lucernefestival.ch

April//May
Stans Music Days
stanseumusiktage.ch

May
Piano Fest
lucernefestival.ch

June
Heirassa Festival
heirassa-festival.ch

July
Luzern Live
luzern-live.ch

August/September
Summer Festival
lucernefestival.ch

September
World Band Festival
worldbandfestival.ch

November
Lucerne Blues Festival
bluesfestival.ch
ester.ch

November
Forward-Festival
lucernefestival.ch

January
Piano Festival «Le Piano Symphonique»
sinfonieorchester.ch

CULTURE

February/ March
Carnival
luzern.com/fasnacht

March
Fumetto Comic Art Festival
fumetto.ch

November/December
Eiszauber Lucerne
eiszauber.ch

December
Nicolas Chase
klausjagen.ch

January
Lilu Light Festival Lucerne
lichtfestivalluzern.ch
luzern.com/weihnachten

CULINARY ART

Tuesdays & Saturday
Lucerne weekly market
luzern.com

April
Lucerne Street Food Festival
streetfood-festivals.ch

May
Entlebuch Herb & Wild Plant Market
biosphaere.ch

Oktober
Käsefest Luzern
cheese-festival.ch

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

Caption:

Concert at the ice magic
Lucerne 2024

Please note

Cancellations or programme
changes are possible.

Please check

luzern.com or contact the
organisers directly for further
information.

AUTUMN IN LUCERNE: 5 HIGHLIGHTS

#1

Lozärner Mäas Autumn Fair

The Lozärner Mäas is the city of Lucerne's traditional autumn fair. Every year in October, more than 90 wooden market huts are waiting to be discovered in Inselipark. Culinary highlights can be sampled from the Mäas terrace, the snack stalls by the lake and the Mäas restaurant, and the Luna Park on Bahnhofplatz and Europaplatz has something for everyone, from leisurely children's rides to adrenaline-filled thrill rides.

luzerner-herbstmesse.ch



#2

Wellness with a View

The wellness hotels and day spas in the Lucerne-Lake Lucerne Region are the perfect place to shift down a gear and forget about everyday life. Here you'll find first-class health and well-being offers to help you escape the hustle and bustle of your day-to-day.

luzern.com/wellness



#3

Wild Cuisine

Treat yourself to delicious game dishes. Many restaurants offer seasonal specialities from the forest. Roe deer or wild boar are often served with side dishes such as spaetzle, red cabbage and cranberries. Delicious options for vegetarians are available too.

luzern.com/wildrestaurants



#4

A Spectacle of Colour

Rich green turns to soft yellow, which turns to fiery orange and red. The impressive interplay of colours is best seen from one of the vantage points in the city of Lucerne. Whether from the Musegg Wall, the viewpoint at Château Gütsch or Dreilinden Park, the clear autumn air makes for impressive views.

luzern.com/fotospots



#5

Hiking

The Lucerne-Lake Lucerne Region offers enchanting mountain experiences with vast valleys and crystal-clear lakes. Although the temperatures are already getting colder, autumn is the perfect time to explore the region on foot. At higher altitudes, you can enjoy the last warm rays of sunshine.

luzern.com/hiking



Caption
top to bottom: carousel at the Lozär-
ner Mäas, wellness hopping, game
platter, view of Lucerne from the
Musegg Wall, hiking above the
clouds

AUTUMN TRADITIONS IN THE LUCERNE- LAKE LUCERNE REGION



Caption

from left to right: Ferris wheel at the Lozärner Mäas, cheese festival in Lucerne, transhumance in Entlebuch

Chilbis

The Swiss “Chilbi” is also known as fairground. At a “Chilbi”, you’ll usually encounter amusement rides, game booths and food stalls. The term “Chilbi” is derived from the Old German word for “consecration”. Even though some traditional church festivals still take place in the autumn, folk festivals with no religious background are also referred to as “chilbi”. Alongside the Lozärner Mäas, one of the best-known chilbis in Central Switzerland is the Chestene Chilbi in Greppen.

luzerner-herbstmesse.ch

kastanien.net

Woldmannndli / Men from the Woods

Every year on Kilbi Saturday, figures dressed in jute bags walk from the Gurschenwald forest to Andermatt and through the village. Their faces are blackened with soot. Many of them carry cowbells; others blow goat horns. These are the “Woldmannndli” (= men from the woods). The origin of this tradition is unclear. However, it is assumed that the “Woldmannndli” represent the workers and day labourers who once protected the Gurschenwald forest in Andermatt. This was especially important for security against avalanches. In the past, this custom was reserved for young men, but today everyone can participate.

luzern.com/woldmannndli

Cheese Festivals

Cheese has a long tradition in Switzerland. Fittingly, the largest cheese market in Central Switzerland takes place every October on Kapellplatz in Lucerne: This is the Cheese Festival and showcases the diversity in the heart of Switzerland. Discover unknown creations from small businesses, as well as the famous Sbrinz AOP and Emmentaler AOP. Stans in the canton of Nidwalden also hosts the “Genussmarkt” in October, selling Alp cheese, home-made farm products, honey and wine from local farms.

cheese-festival.ch

Transhumance

When food on the pastures becomes scarce in autumn, transhumance takes place: The traditional return of livestock from the mountain pastures to the valley. The farmers return to their home villages with their decorated animals.

Transhumance always attracts many spectators. For example, the Entlebuch Transhumance attracts more than 10,000 visitors every year.

biosphaere.ch/de/erleben/sommer/natur-kultur/entlebucher-alpabfahrt

WINTER IN THE LUCERNE-LAKE LUCERNE REGION: 5 HIGHLIGHTS

#1

Ice Magic Lucerne

Ice skating with views of Lake Lucerne and the unique mountain panorama. During this magical time, Europaplatz transforms into a winter wonderland with an ice rink, a charming chalet and a variety of inviting pavilions to browse. The “Fyrobíg Advent Concert” takes place on the stage on selected evenings. The concerts and use of the ice rink are free for everyone. Ice skates can be hired on site.

eiszauber-luzern.ch



#2

Christmas Markets

During the Christmas season in Lucerne, a number of Christmas markets are waiting to be discovered. Be it the traditional Christmas market on Franziskanerplatz, Rudolfs in Inselipark or at lofty heights on Mount Pilatus, in the Lucerne-Lake Lucerne Region, a wide range of activities is on offer. Grab a mulled wine and go for a wander.

luzern.com/weihnachten



#3

Winter Sports

Discover the best of fun in the snow. In the Lucerne-Lake Lucerne Region, you can even get to the slopes by boat. Explore a wide variety of snow sports resorts in a unique winter sports destination.

luzern.com/wintersportgebiete



#4

Lilu Light Festival Lucerne

Every year in January, Lucerne lights up. Squares, sights and alleys in the Old Town and around Lucerne's bay are artfully illuminated by artists from all over the world, showcasing their fascinating light installations. The event is accompanied by a side programme for all the senses.

lichtfestivalluzern.ch



#5

Carnival

Lucerne's fifth season begins with a big bang on “Schmutziger Donnerstag” (Dirty Thursday). The colourful spectacle inspires thousands of people from all generations. Five days of celebrations take place in the alleys of the city and winter is driven out. Highlights of the Lucerne Carnival are the Fritschi parade on Dirty Thursday, the Wey parade on Gûdis Monday and the Monster Parade on Gûdis Tuesday.

luzern.com/fasnacht



Caption
from top to bottom: Ice Magic
Lucerne, Franziskanerplatz Christ-
mas Market, winter sports in Kle-
wenalp, Lilu Light Festival Lucerne,
carnival parade

EXPERIENCE MAGICAL WINTER MOMENTS



Caption
from left to right: Cross-country
skiing on the Stoos, sledging on
Mount Pilatus, ice fishing in
Melchsee-Frutt

A Selection of Winter Experiences

If you fancy some fresh mountain air and crunching snow under your feet, the Lucerne-Lake Lucerne Region is just the place for you. From relaxed snowshoe tours, cross-country ski trails with far-reaching views and fast-paced sledge runs to ski runs for all levels, the region has everything to offer.

Engelberg

Featuring the “Big 5”, Engelberg is one of the top freeride destinations in the Alps. All five runs can be reached without having to unbuckle your skis. At the “SnowXpark”, you can do fast-paced laps on electric snowmobiles.

Melchsee-Frutt

Melchsee-Frutt offers classic snow sports, as well as a freestyle park with up to 40 obstacles for creative fun. For a unique experience, visit the Schrattehöhle, which can also be explored in winter in the company of a cave guide. You can also enjoy a few relaxing hours ice fishing on the plateau.

Mount Stoos

Skiing, snowboarding, snowshoeing, sledging or cross-country skiing – snow enthusiasts are in good hands on Mount Stoos. For adrenaline lovers, Mount Stoss also offers an airboard run with panoramic views.

Andermatt

In Central Switzerland’s largest continuous snow sports area, visitors can expect a wide range of sports and leisure activities in winter. The ice rink

offers varied winter fun, with pirouette training, Bavarian curling or an ice hockey match.

Sörenberg

With its many blue slopes, the Sörenberg ski resort is particularly suitable for families. Experienced skiers will also get their money’s worth on one of Europe’s six steepest runs.

Klewenalp

In winter, the Klewenalp turns into a sunny high plateau for winter sports enthusiasts. Away from the slopes, you’ll find snowshoe trails and winter hiking trails. Thanks to convenient arrival by boat and gondola, the winter experience begins on the journey there.

Mount Pilatus

Tobogganing on Lucerne’s local mountain is fun for the whole family. The various downhill slopes made of natural snow promise adventure. Snow sports equipment can be hired at the valley station.

Mount Rigi

The small, family-friendly ski resort on Mount Rigi is never in a hurry. And the views of the surrounding mountains and Lake Lucerne are all the more beautiful for it. Those with a valid ticket for the cogwheel or aerial cableway can use the ski lifts free of charge.

You can find more winter sports
areas at:
[www.luzern.com/the-region/
winter/winter-sports-resorts](http://www.luzern.com/the-region/winter/winter-sports-resorts)

CHRISTMAS MAGIC IN LUCERNE



Caption
from left to right: Iffelen at the
Lucerne Advent opening, carol
singers in Lucerne, St. Nicholas
and Schmutzli at the Nicolas Cha-
se in Küssnacht.

Winter Customs

Between festively decorated alleys and snow-covered squares, the Lucerne-Lake Lucerne Region is home to many winter customs steeped in history.

Carolling

Every weekend before Christmas, the carol singers parade through Lucerne's Old Town with their lights and songs. The custom dates back to the 10th century. At that time, the Latin texts of the Church, which were difficult to understand, were presented in song and theatre. Even today, a Christmas play is performed at three squares in the old town, while the specially formed choir accompanies the performance with interpretations of traditional Christmas carols. In Lucerne, the tradition has been kept alive by the Luzerner Spieleuten since 1938.

spieleute.ch

Iffelen

Iffelen are head lanterns in the shape of an oversized, illuminated bishop's cap. The lanterns are made of punched cardboard and coloured tissue paper. They can be up to 2 metres high. Traditionally, St. Nicholas adorns the front of each lantern, while on the back, there is a cross and the lettering IHS to represent Jesus. Artistic patterns complete the picture. Iffelen are worn on parades in honour of St. Nicholas, otherwise known as "Samichlaus" or Santa Claus. One of the most famous parades of this kind is the Küssnacht Nicholas Chase.

Nicholas Chase

The Küssnacht Nicholas Chase is a winter custom that takes place in early December. It's the highlight of Advent in Küssnacht am Rigi. The impressive procession attracts more than 30,000 visitors every year. At 8.15 p.m., the bang of a firecracker signals the start of the procession. Santa Claus walks through the village with his entourage by torchlight, accompanied by whip crackers, Iffelen caps and cow bell ringers. The procession ends with horns that echo through the night with their eerie call.

klausjagen.ch

Gingerbread

Lucerne gingerbread is a local speciality from Central Switzerland. It's a flat, round, dark gingerbread biscuit and differs from all other gingerbread in one specific ingredient: Rather than being made with honey, Lucerne gingerbread is made with pear syrup. Cream is also used instead of milk. Other main ingredients include white flour, sugar and gingerbread spice, though there's no standard recipe.

Samichlaus

In contrast to many countries, in Switzerland, Santa Claus is known as "Samichlaus". On 6 December, he and his helper, the "Schmutzli", visit families in their homes and hand out presents to well-behaved children if they recite a verse or sing a song for them.

HIGHLIGHTS DURING ADVENT



Caption
Mount Pilatus above Lucerne at
Christmas time

Highlights during Advent

22. November 2025

«Lozärner Adväntseröffnig»

In Lucerne, Advent is opened with the festive “Lozärner Adväntseröffnig” on Europaplatz. Visitors can look forward to live music, the “Samichlaus” procession, ice skating shows, dance performances and a wheel of fortune. The highlight of each year is the lighting of the large Christmas tree by the “Weihnachten in Luzern” association. The event is open to all visitors free of charge.

luzern.com/weihnachten

12. November until 4. January 2025

Ice magic Lucerne

eiszauber.ch

1. December until 6. December 2025

Lucerne Christmas crib

weihnachten-luzern.ch

18. until 21. December 2025

«Venite» International Christmas Forum Lucerne
venite.ch

23. November until the end of December 2025

Christmas City Train

luzern.com/weihnachten

Christmas markets

14. until 16. November 2025

Christmas market on Pilatus Kulm

15. November until 2. December 2025

Rudolfs Weihnacht

rudolfs.ch

30. November/ 7. December/ 14. December 2025

Christmas market at Hotel Schweizerhof

schweizerhof-luzern.ch

Dates to be determined

Bruchweihnachten

bruchweihnachten.ch

4. until 21. Dezember 2025

Christmas market at the Franziskanerplatz

weihnachtsmarkt-luzern.com

Several weekends during December

Lucerne craft market at the wine market

handwerksmarkt.ch

16. until 23. Dezember 2025

Christmas tree market

Please note

Cancellations or programme
changes are possible.

Please check
luzern.com or contact the organi-
sers directly for further informati-
on.

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. Over lunch at the restaurant Burgerstube, 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. 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 good night's sleep, you'll start the day early this morning: You'll take the boat to Vitznau and from Vitznau, Europe's oldest cogwheel railway will transport you to the summit of Rigi Kulm. High above the clouds, you can enjoy a magnificent view. In good weather, you'll go on a short snowshoe tour, continuing to the Rigi Kaltbad Mineral Baths and Spa for a

few relaxing hours. Refreshed, you'll make your way back to Lucerne. There you can immerse yourself in the Christmas bustle and skate against a breathtaking backdrop, stroll through one of the Christmas markets or discover Lucerne at Christmas on the heated Christmas City Train in comfort. In the evening, a cheese fondue awaits at the Eiszauber Chalet.

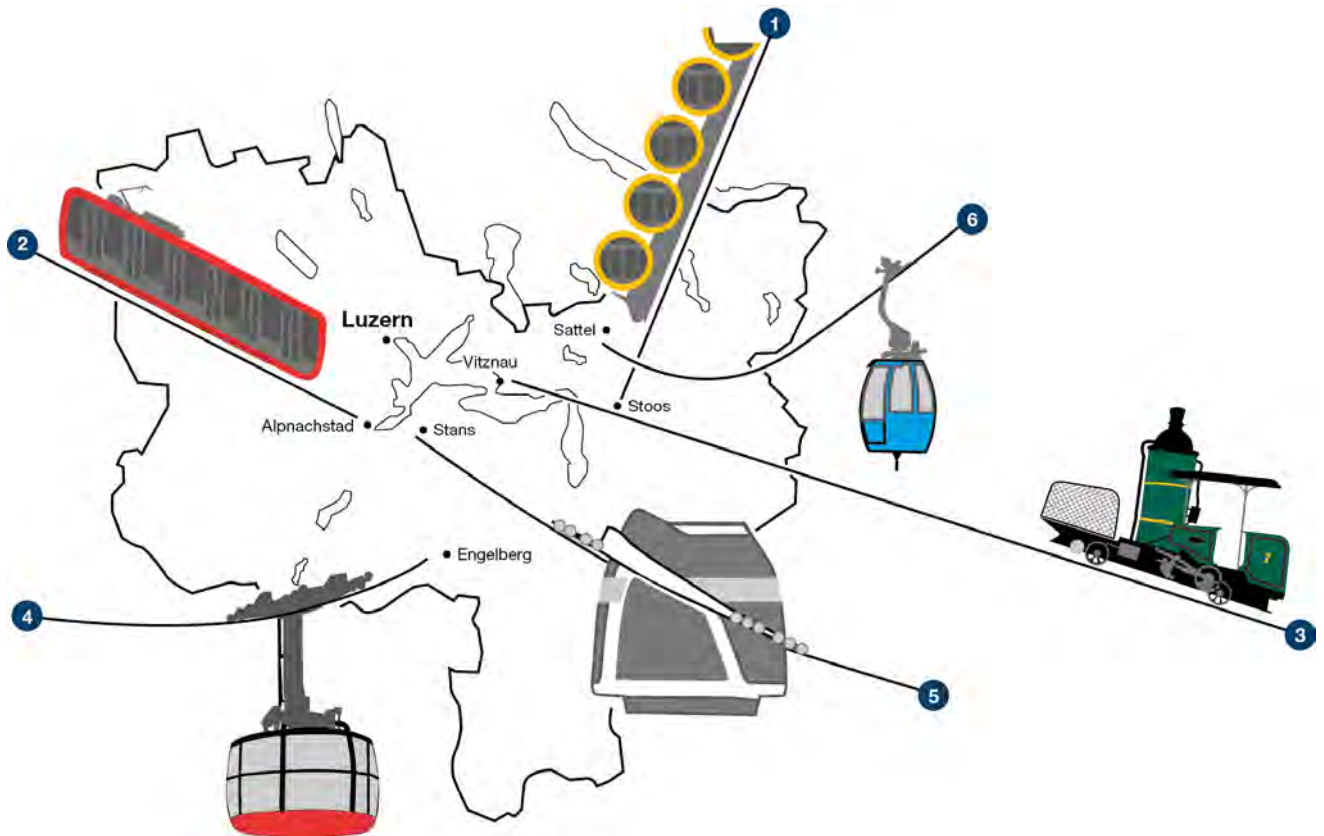
Day 3

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.

To round things off, you will visit Max Chocolatier, where you will have the opportunity to taste unique chocolate creations or try your hand at a workshop. 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: snowshoe hike
on the Rigi, Rudolf's Christmas,
Max Chocolatier

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 TIPS



Caption from left to right:
Filming with TV crew on Lake Lucerne,
social media shooting,
filming in Lucerne town hall

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 and meals
- 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 ARE HERE FOR YOU



From left

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Media corner

News, Medienmitteilungen, Text-, Bild-, und Filmmaterial sowie weitere Informationen finden Sie auf unserer Medienwebsite:
luzern.com/medien

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Stories from Lucerne
Mediakit Lucerne-Lake Lucerne Region
September 2025

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