

U.S. Department of Justice
Washington, DC 20530

Supplemental Statement
Pursuant to the Foreign Agents Registration Act of 1938, as amended

For Six Month Period Ending 09/30/15
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No.
Alpine Tourist Office 2052

(c) Business Address(es) of Registrant
c/o Switzerland Tourism
608 Fifth Avenue, Ste # 603
New York, NY 10020

2. Has there been a change in the information previously furnished in connection with the following?

- (a) If an individual:
 - (1) Residence address(es) Yes No
 - (2) Citizenship Yes No
 - (3) Occupation Yes No

- (b) If an organization:
 - (1) Name Yes No
 - (2) Ownership or control Yes No
 - (3) Branch offices Yes No

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes No

If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes No

If yes, furnish the following information:

| Name | Position | Date Connection Ended |
|------|----------|-----------------------|
|------|----------|-----------------------|

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes No

If yes, furnish the following information:

| Name | Residence Address | Citizenship | Position | Date Assumed |
|------|-------------------|-------------|----------|--------------|
|------|-------------------|-------------|----------|--------------|

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes No

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes No

| Name | Residence Address | Citizenship | Position | Date Assumed |
|------|-------------------|-------------|----------|--------------|
|------|-------------------|-------------|----------|--------------|

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

| Name | Position or Connection | Date Terminated |
|------|------------------------|-----------------|
|------|------------------------|-----------------|

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes No

If yes, furnish the following information:

| Name | Position or Connection | Foreign Principal | Date Terminated |
|------|------------------------|-------------------|-----------------|
|------|------------------------|-------------------|-----------------|

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes No

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes No
- If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes No
- If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.
- Alpine Tourist Commission

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes No

Exhibit B⁴ Yes No

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes No

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, identify each foreign principal and describe in full detail your activities and services:

Media cooperation with the New York Times - Online & Mobile campaign

-
12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes No

If yes, describe fully.

⁵ "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

| Date | From Whom | Purpose | Amount |
|---------|-----------------|--------------------|-----------|
| 4/27/15 | Germany Tourism | Marketing expenses | \$ 77,398 |
| 5/4/15 | Austria Tourism | Marketing expenses | \$ 80,103 |

\$ 157,501

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, have you filed an Exhibit D⁸ to your registration? Yes No

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes No

If yes, furnish the following information:

| Foreign Principal | Date Received | Thing of Value | Purpose |
|-------------------|---------------|----------------|---------|
|-------------------|---------------|----------------|---------|

^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

(2) transmitted monies to any such foreign principal? Yes No

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

| Date | To Whom | Purpose | Amount |
|--------------------|---------|---------|--------|
| see separate sheet | | | |

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes No

If yes, furnish the following information:

| Date | Recipient | Foreign Principal | Thing of Value | Purpose |
|------|-----------|-------------------|----------------|---------|
|------|-----------|-------------------|----------------|---------|

(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

| Date | Amount or Thing of Value | Political Organization or Candidate | Location of Event |
|------|--------------------------|-------------------------------------|-------------------|
|------|--------------------------|-------------------------------------|-------------------|

10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²
Yes No

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?
Yes No

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.
Alpine Tourist Commission

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- Radio or TV broadcasts
- Magazine or newspaper
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches
- Other (specify) _____

Electronic Communications

- Email
- Website URL(s): www.alpseurope.com, www.austria.info/alps, www.germany.travel/alps, www.myswitzerland.com/alps
- Social media websites URL(s): _____
- Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- Public officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) _____

21. What language was used in the informational materials:

- English
- Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes No

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

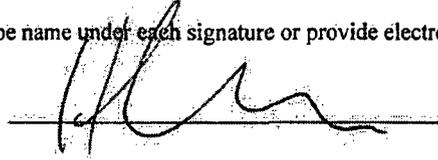
VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

10/2/2015



¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

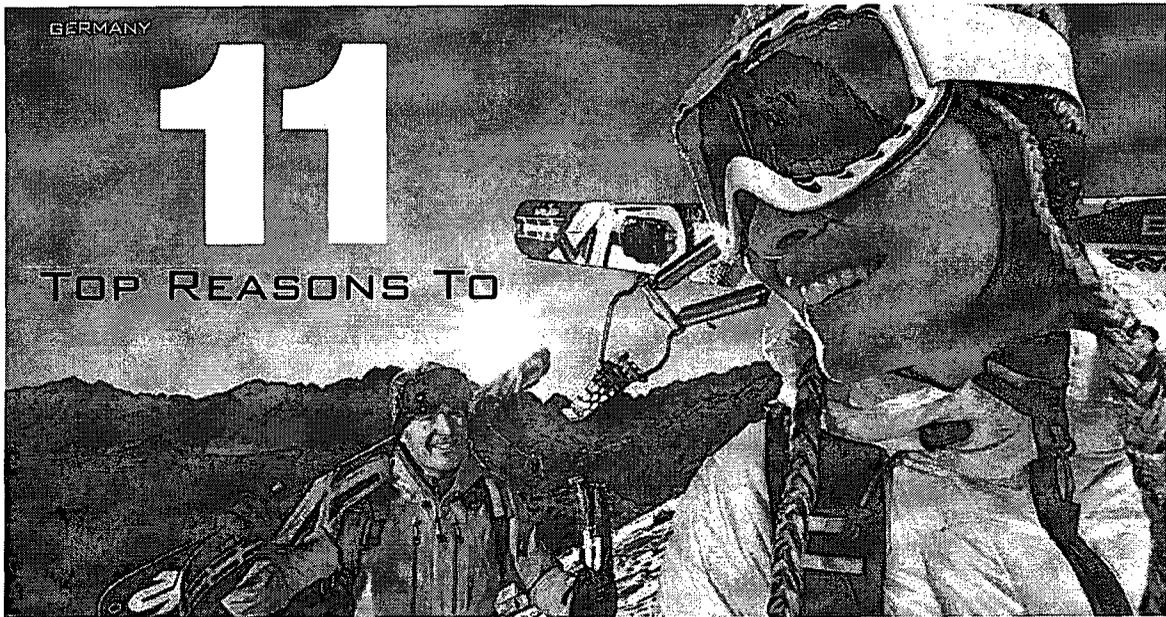
Addendum 15 a)

| | | | |
|-----------------------------|---|----|-----------|
| 4/9/15 The Swiss Bakery | THE SWISS BAKERY - AMEX online contest (Giftbasket) | \$ | 123.62 |
| 4/16/15 Switzerland Tourism | MTS Window Decal & Ad design produced by Switzerland Tourism | \$ | 174.00 |
| 4/22/15 FARA | FARA Registration Fee 3/31/15 | \$ | 305.00 |
| 4/23/15 Sandbox | Sandbox - Window Decals at ATC Energy Lounge | \$ | 861.51 |
| 4/27/15 MJPA | MJPA - furnitures, rugs for ATC Energy Lounge at MTS | \$ | 2,703.41 |
| 4/30/15 The Swiss Bakery | THE SWISS BAKERY - AMEX online contest (Giftbasket) | \$ | 618.67 |
| 5/15/15 Switzerland Tourism | ATC Alpine Energy Lounge, Coffee Break, AV (CAD 4,576.48) | \$ | 3,955.43 |
| 5/20/15 Austria Tourism | Austrian Goodies - Mannerschnitten for ATC Energy Lounge | \$ | 183.68 |
| 5/20/15 Austria Tourism | Austrian Goodies - Shipping Mannerschnitten for ATC Energy Lounge | \$ | 41.24 |
| 5/20/15 Comm Design | Print ATC Brochure (rest payment) | \$ | 3,322.50 |
| 5/26/15 New York Times | NYT - XXL Box Apr-Jun, Part 1 | \$ | 21,022.55 |
| 5/28/15 Switzerland Tourism | Shipping costs MTS 2015 | \$ | 447.72 |
| 6/29/15 New York Times | NYT - XXL Box Apr-Jun, Part 2 | \$ | 21,109.31 |
| 7/21/15 Snowbound | Snowbound Planning Guide 8-Pages | \$ | 12,600.00 |
| 7/21/15 Snowbound | Snowbound Planning Guide - insert | \$ | 275.04 |
| 7/21/15 New York Times | Digital Campaign NYT 2015 | \$ | 13,368.15 |
| 8/12/15 New York Times | Print Campaign (1 of 2) May 2015 | \$ | 54,000.00 |

Total \$ 135,111.83



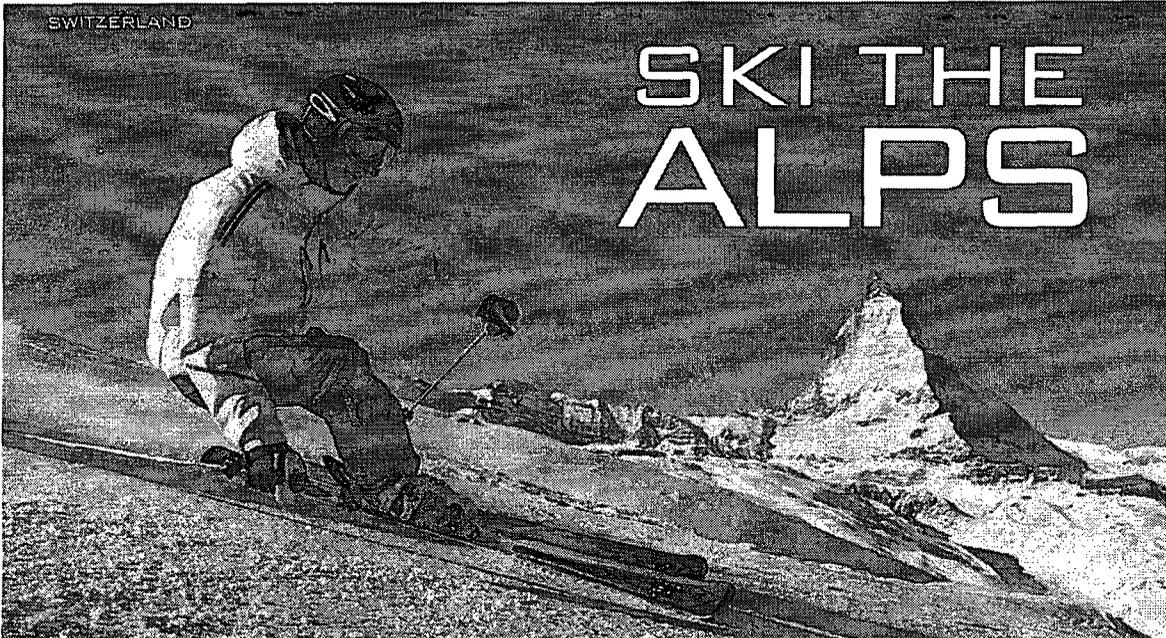
AUSTRIA



GERMANY

11

TOP REASONS TO

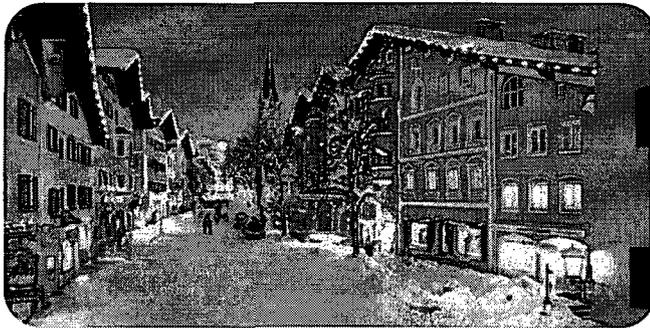


SWITZERLAND

SKI THE ALPS

- 1** It's more affordable than you think.
- 2** The weather is better, average temperatures hover around 25 degrees.
- 3** Vertical drops of over 4000 feet are the norm, meaning longer runs and uncrowded lifts.
- 4** Ski right into charming villages, lifts are usually within easy walking distance of your hotel.
- 5** Perfect snow, which is generally powdery and fluffy well into spring.
- 6** Easy trail marking systems, with orientation maps at lift stations and numbered runs.
- 7** More than skiing: sleigh rides, snowshoe adventures, ice skating, shopping, great spa facilities, and much more.
- 8** The Alpine ski experience is the ultimate difference with resorts built around centuries-old villages, where the architecture and traditions of the region are integral to daily life.
- 9** Ski where it all started. It is, after all, the cradle of downhill skiing as we know it today.
- 10** Experience the original Apres-ski and chill out in cozy huts, bars and lounges.
- 11** It's the Real Deal, do we need to say more.

ENJOY THE ALPS IN AUSTRIA



KITZBÜHEL

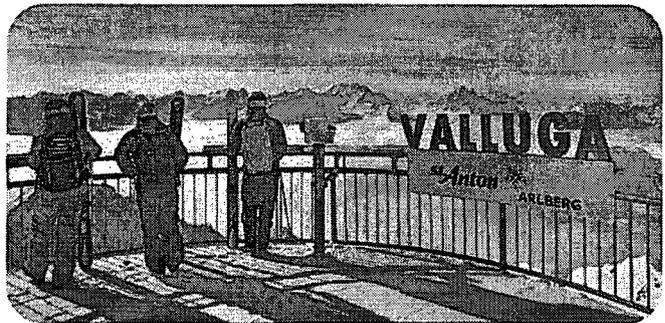
Telling the tale of Kitzbühel in Tyrol is not enough. To really do it justice, you have to experience "the most legendary city of sports in the Alps" for yourself. This confidence emerges from a place steeped in tradition and a long history of winter sports fame. In fact, skiing has been going on here since 1892. Visitors can enjoy 105 miles of groomed slopes accessible by 53 cable cars and lifts, incredible freeride opportunities and the famous Streif, the most well-known run in the world.

ACTIVITY TIPS

Off the slopes, stroll through this traditional mountain village with designer boutiques and laid-back coffee shops. Kitzbühel also offers great winter hiking trails with guided walking or snowshoe tours. Or take a drive in Mercedes-Benz 4Matic models with expert instructors who help you negotiate sheer inclines and cross slopes. Kitzbuehel.com/en

LODGING

Austria Trend Hotel Schloss Leoben—scenic views of Kitzbühel and only a 10-minute walk from the heart of town
Hotel Kitzhof—just a five-minute stroll from the picturesque center of Kitzbühel, with four distinct restaurants



ST. ANTON AM ARLBERG

Famously referred to as "The Cradle of Alpine Skiing," St. Anton am Arlberg in Tyrol boasts superbly kept slopes, reliable snowfall and a welcoming environment. From December to April, this winter sports paradise guarantees snow blanketing its 211 miles of marked runs and 124 miles of backcountry (or off-piste) terrain. Cross country skiers revel in the 25-mile network of trails, and visitors enjoy toboggan runs, ice skating rinks, curling and other winter sports activities.

ACTIVITY TIPS

St. Anton is the birthplace of Alpine skiing. Witness this heritage in the World Cup Stadium with a stunning multi-media show traveling through the history of skiing (every Wednesday), or visit the Museum of St. Anton for a glimpse at the region's history of winning racers. Stantonamarlberg.com/en

LODGING

Sport Hotel—located right near the ski lifts, with a renowned steakhouse and live piano music in the bar
Hotel Nassereinerhof—rest your muscles in the newly expanded spa with panoramic pool, saunas and steam bath



Soelden Tourism

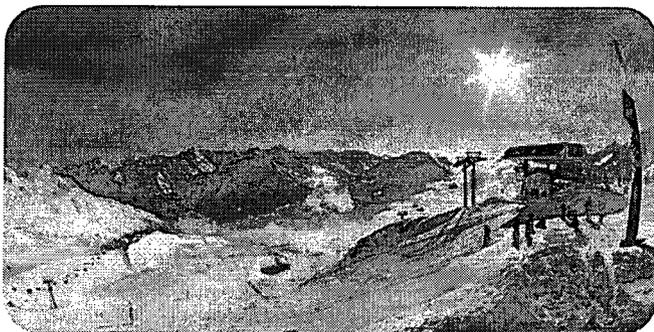
FUN CITY EXCURSIONS

CHRISTMAS MARKETS

Get swept away by the holiday spirit at one of Austria's Christmas markets in Innsbruck or Salzburg (about a 1.5- to 2.5-hour drive from most resorts, from the end of November to the end of December). In Salzburg, the most famous is set in beautiful Cathedral Square with traditional stalls selling everything from ornaments and crafts to delicious cookies and mulled wine. Innsbruck hosts five Christmas markets—each with its own character.

SWAROVSKI CRYSTAL WORLDS

Imagine standing inside a crystal, watching as light bends on hundreds of mirrored surfaces. It's not a dream. This is what it's like standing in the Crystal Dome, the showpiece of the Swarovski Crystal Worlds in Wattens, a 20-minute trip from Innsbruck. Journey to this special universe where the magic of crystals is displayed in 14 subterranean chambers created by renowned artists and designers.



Soelden Tourism

ÖTZTAL

Have you ever wanted to ski or board on a glacier? **Ötztal** in the Tyrol region is the place for you. It is home to two major resorts: **Sölden** and **Obergurgl-Hochgurgl**. Sölden is directly connected to the glacier slopes by a system of lifts called the **Golden Gate to the Glacier**. Visitors can glide down the slope from **Schwarze Schneide** at **Rettenbach Glacier**, the region's longest ski trail at just over nine miles. Obergurgl is one of the few areas in the Alps where snow is guaranteed, and guests can choose from 68 miles of slopes.

ACTIVITY TIPS

After an exciting day on the slopes, rest your weary muscles at the architecturally stunning **Aqua Dome spa center** in Längenfeld, Tyrol's only thermal spa. A spectacle that should not be missed is **HANNIBAL**, the open-air theater play with more than 500 actors recreating the historical crossing of the Alps by Carthaginian troops back in 218 BC. Oetztal.com/en

LODGING

Hotel Tyrolerhof—a traditional yet modern establishment with wellness cuisine and many sporting activities
Bäckelar Wirt—stylish, contemporary rooms, friendly atmosphere, excellent value



Soelden Tourism

INNSBRUCK

When it comes to competitive ski slopes, **Innsbruck** in Tyrol is the gold standard. This Olympic city, surrounded by beautiful mountains, features nine ski regions and was the host of the 1964 and 1976 **Winter Olympic Games**. Groups have access to over 310 miles of trails in 25 village resorts, all connected by a free ski bus. **Family-friendly resorts**, high-altitude peaks and advanced terrain are all part of the winter fun in Innsbruck, which also is known for its history, architecture and cultural events.

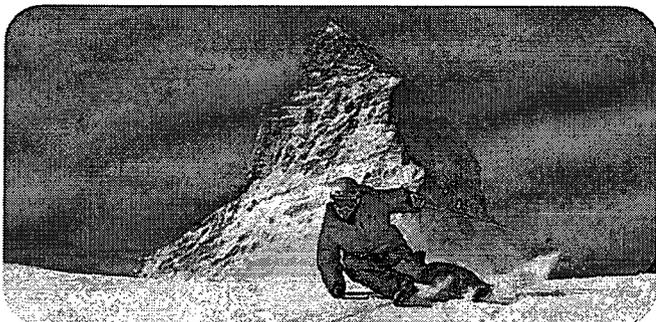
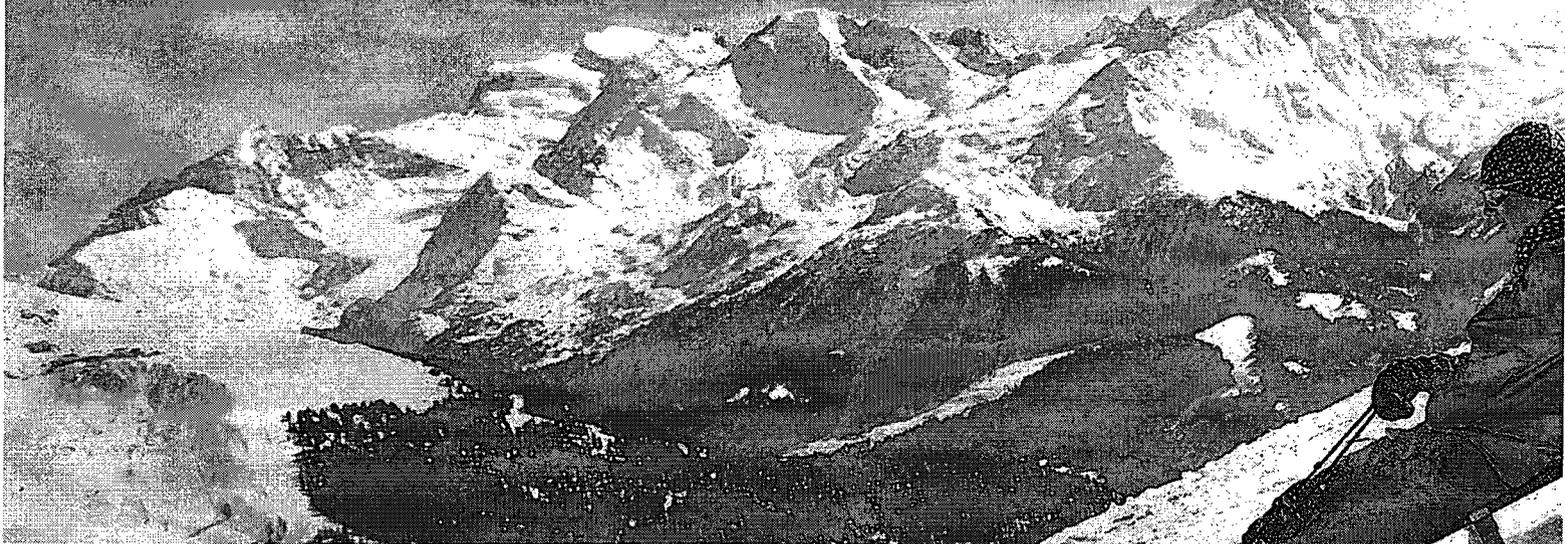
ACTIVITY TIPS

Take part in an **Olympic bobsled experience** and speed through 10 curves and a hair-raising loop called the **Kreisel**, all controlled by a professional driver, of course. Or don't miss tobogganing from the top of the mountain downhill at breakneck speed on traditional Alpine sleds. Innsbruck.info/en

LODGING

Hotel Grauer Bär—unwind in the wellness center's outdoor whirlpool at this city-center favorite
Hilton Innsbruck—relax in rooms offering views of the Tyrolean Alps and dine at the elegant **KONRAD** restaurant

ENJOY THE ALPS IN SWITZERLAND



SWISS PHOTOGRAPHY/STUDIO VISUALS

ZERMATT

Ever had the urge to ski in the summer? In **Zermatt**, you can. It is Europe's largest and highest lying summer ski region, where snow is guaranteed 365 days a year. This top-ranked ski resort boasts 224 miles of pistes sprawled across two countries—Switzerland and Italy. It is also home to the most photographed mountain in the world, the **Matterhorn**. And in 2015, the first ascent of the mountain will celebrate its 150th anniversary. Groups can stroll through the car-free streets of this fairy-tale village bustling with life, culture and excitement. It's easy to get around with 63 mountain railways chugging off to new destinations.

ACTIVITY TIPS

The snowboarders and free-style skiers in your group will revel at the sprawling **Snowpark Zermatt**, home to **Gravity Park**. Here, daredevils can pull tricks on jibs, rails, kickers and a half-pipe. For a different adrenaline kick, try ski touring and heli-skiing. Groups will carve into untouched snow on pristine slopes far from civilization. Zermatt.ch/en

LODGING

Hotel Ambassador—third largest in Zermatt and close to the city center, with sauna and swimming pool
Hotel Walliserhof—open since 1896, full of tradition and history



SWISS PHOTOGRAPHY/STUDIO VISUALS

ST. MORITZ

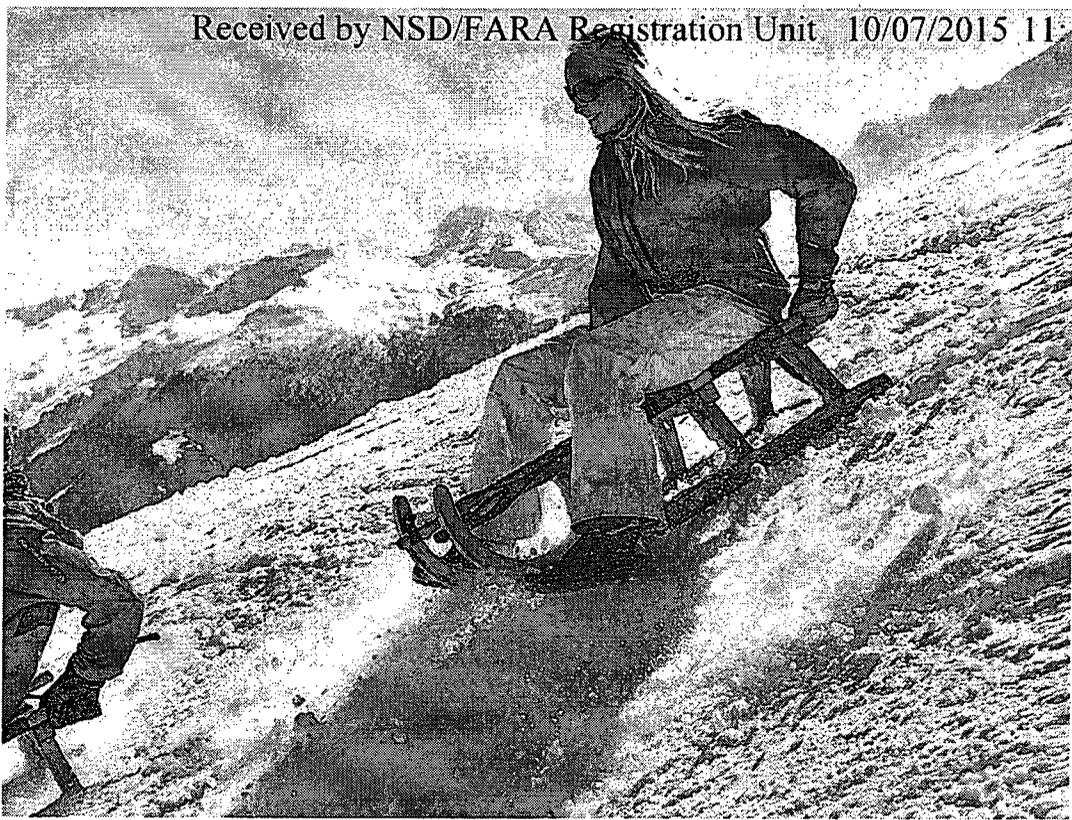
The top of the world awaits. **St. Moritz**, dubbed the "Roof of Europe," enchants vacationers with a stunning and sun-drenched landscape, wide-open valleys and thrilling ski trails. Winter sports fans enjoy 217 miles of slopes across four large ski areas. The glamorous alpine destination has hosted two **Winter Olympic Games**—1928 and 1948—and will welcome the prestigious **Alpine World Ski Championships** in 2017. Off the mountain, groups can wine and dine at one of 34 restaurants, and a lucky few may be able to take a dip in Europe's highest outdoor Jacuzzi.

ACTIVITY TIPS

While the downhill-skiing scene is hot here, so is cross country skiing. Glide along **130 miles of trails**, crossing frozen lakes and open plains. Groups can also take a ride in the **Olympic Bob Run**, the oldest bobsleigh run in the world. Enjoy 75 seconds of pure adrenaline as you rocket down this ice track. Engadin.StMoritz.ch/en

LODGING

Hotel Laudinella—emphasis on the arts and cultural events, with concerts, lectures and film evenings
Hauser Swiss G Hotel—newly renovated rooms, outdoor après ski bar, even a confectionery and chocolate shop



FUN CITY EXCURSIONS

ZURICH – FONDUE TROLLEY

The bustling metropolis of Zurich is not to be missed. This multicultural city offers a variety of leisure activities for groups. Guests can climb aboard the fondue trolley for a cozy two-hour tour filled with delicious cheese fondue and the lights of downtown Zurich. This is a great way to see the city and enjoy popular regional cuisine.

BERN – THE CAPITAL

Bern has maintained its historic features, culture and atmosphere exceptionally well. The unique character of Bern is seen in its Old Town, with nearly four miles of arcades lining the streets—referred to by locals as “Lauben.” They house the longest weather-sheltered shopping promenade in Europe, which has helped Old Town make the list of UNESCO World Heritage Sites. Groups can admire the sandstone facades, narrow streets and impressive boutiques.

swiss-magic.ch



JUNGFRAU REGION

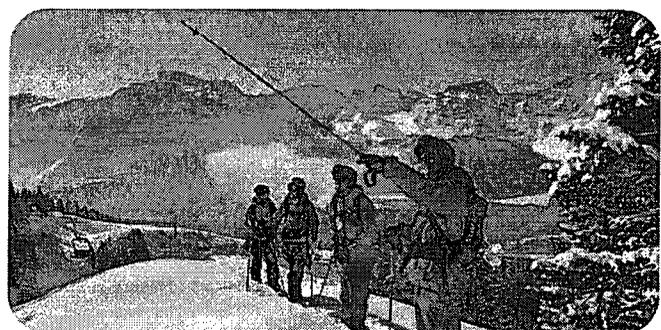
Get ready for an adventure at the “Top of Europe.” Jungfrau consists of three famous regions—Grindelwald, Wengen and Mürren. Ski on more than 130 miles of slopes, ranging from leisurely to fast. This is the home of the **Lauberhorn Ski Race**, the longest downhill race in Europe. The region also boasts the world-famous **UNESCO World Heritage Site of Eiger, Mönch and Jungfrau**, representing the natural beauty of the Alps. Just as spectacular is the picturesque **Lauterbrunnen Valley**, where you can gaze at Europe’s largest subterranean waterfalls—at least 72 of them.

ACTIVITY TIPS

For a unique activity, head to **Ice Magic**, Switzerland’s biggest ice rink, in Interlaken. Skate along the ice trails or challenge friends to a game of curling. Test your climbing skills at **Switzerland’s first indoor rope park** in Grindelwald; maneuver through five routes ranging from easy to difficult. Twist and turn through woods and meadows and past frozen waterfalls. JungfrauRegion.ch/en

LODGING

City Hotel Oberland, Interlaken—the best in Swiss hospitality at the foot of the Eiger, Mönch and Jungfrau mountains
Hotel Eiger, Grindelwald—Enjoy a variety of restaurants and relax in the selfness center



ENGELBERG TITLIS

Experience Switzerland’s backcountry at **Engelberg Titlis**, the country’s largest winter destination. Here, glacial slopes tower 10,000 feet above sea level, making it possible to ski from October to May. Engelberg is the top free-ride and backcountry resort in Switzerland. With just over 50 miles of runs, 14 lifts and runs for all skill levels, groups will never get bored. Be sure to take a ride in the **TitlisRotair**, the world’s first revolving cable car, and take a trip with the **Ice Flyer Chairlift** over the glacier. If you feel like an adventure off the slopes, take a stroll across Europe’s highest suspension bridge, the **Titlis Cliff Walk**.

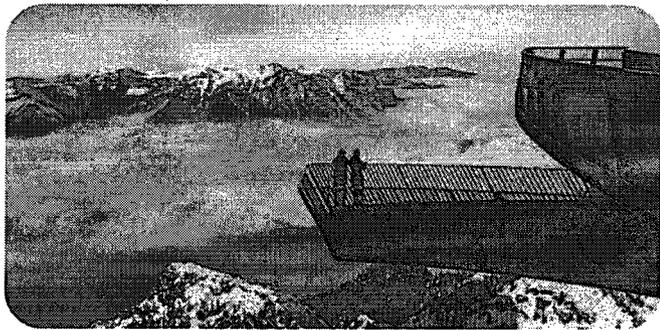
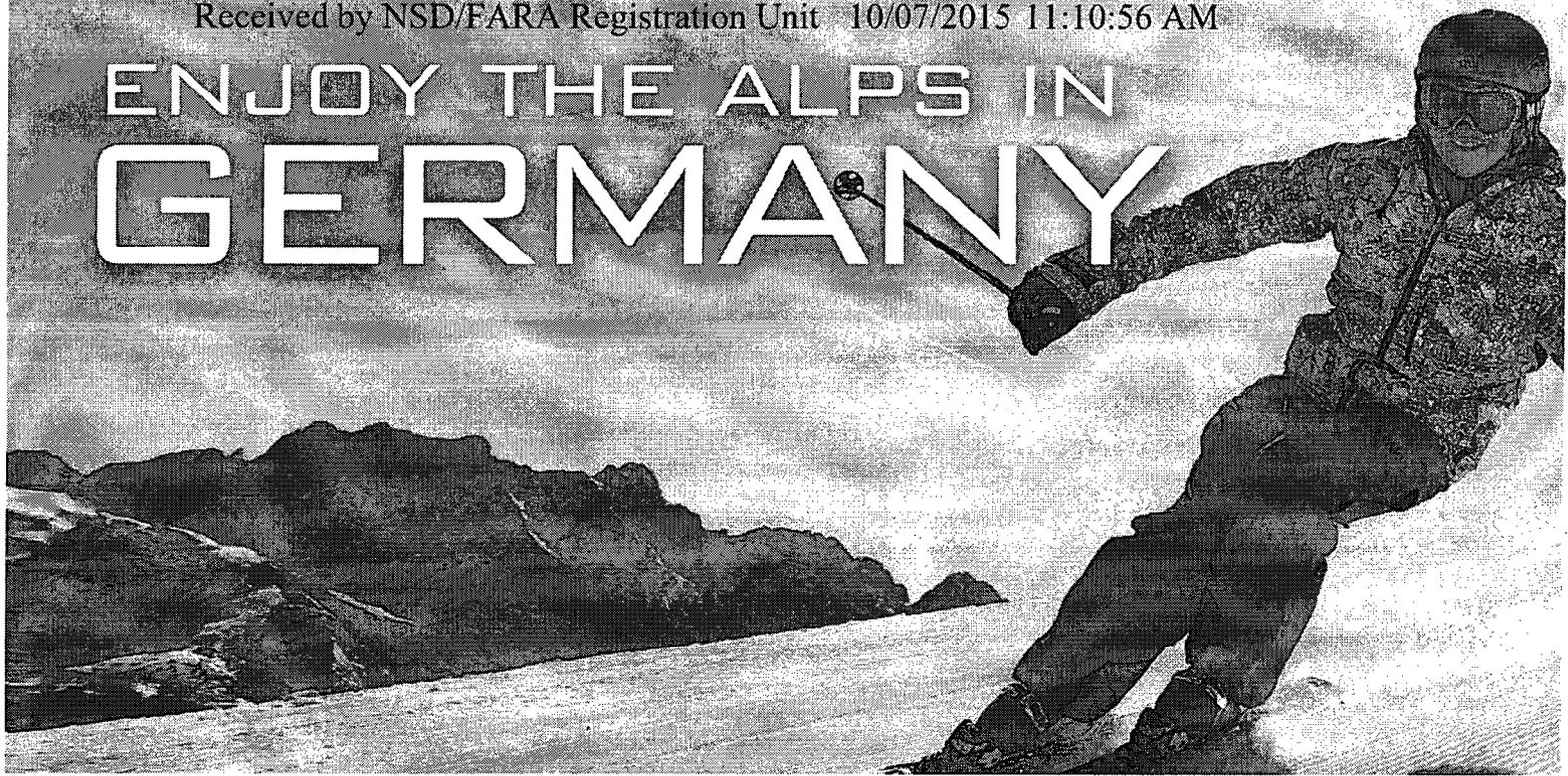
ACTIVITY TIPS

Whiz down a nicely groomed run in **Glacier Park**, which offers guests year-round fun. Snow tubing is the best way to enjoy this winter playground. The new highlight in Engelberg is **snowXpark** on **Lake Trübsee**. Glide down the designated trails on a snow bike and enjoy the panoramic views. Engelberg.ch/en

LODGING

Hotel Terrace—a short lift ride from the village center, with the perfect amenities for any group
Hotel Ramada Regina Titlis—Take a dip in the indoor pool or enjoy a massage while staying in the heart of Engelberg’s town center

ENJOY THE ALPS IN GERMANY



GARMISCH-PARTENKIRCHEN

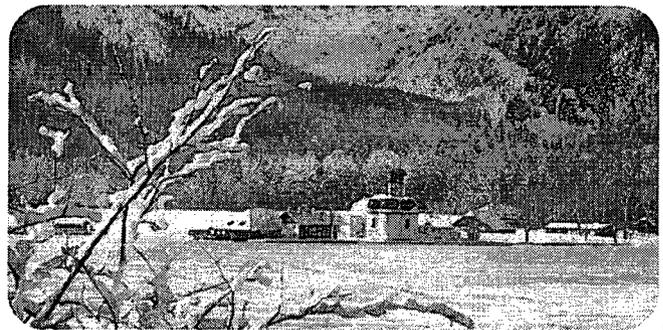
Skiers and snowboarders of all levels appreciate Germany's top winter sports resort, home of the most modern Olympic ski jump and only 55 miles south of Munich. This premium resort offers over 25 miles of heart-pounding slopes—including the classic **Kandahar slope**—state-of-the-art lift facilities, beautiful views and ideal snow conditions from November to May. The diverse ski area is Germany's only glacier skiing resort and has the country's highest mountain. Winter vacationers should pay a visit to **Partnach Gorge**, a unique natural phenomenon with frozen waterfalls.

ACTIVITY TIPS

Away from the slopes, head to picturesque **Ludwigstrasse** in the historic center of **Partenkirchen**, pick up your next pair of goggles or **Lederhosen**, a memorable souvenir to bring home, and just enjoy the atmosphere of this typical Bavarian town. **Oberammergau**, another enchanting Bavarian village, is only a half hour's drive away, while **King Ludwig's** fairy-tale **Neuschwanstein Castle** is an hour's trip. Gapa.de

LODGING

Dorint Sporthotel—a great four-star, 155-room hotel at the foot of the **Zugspitze**
Sonnenbichl—Over 100 years of history flavor this elegant 92-room, four-star hotel complemented with modern touches



BERCHTESGADEN

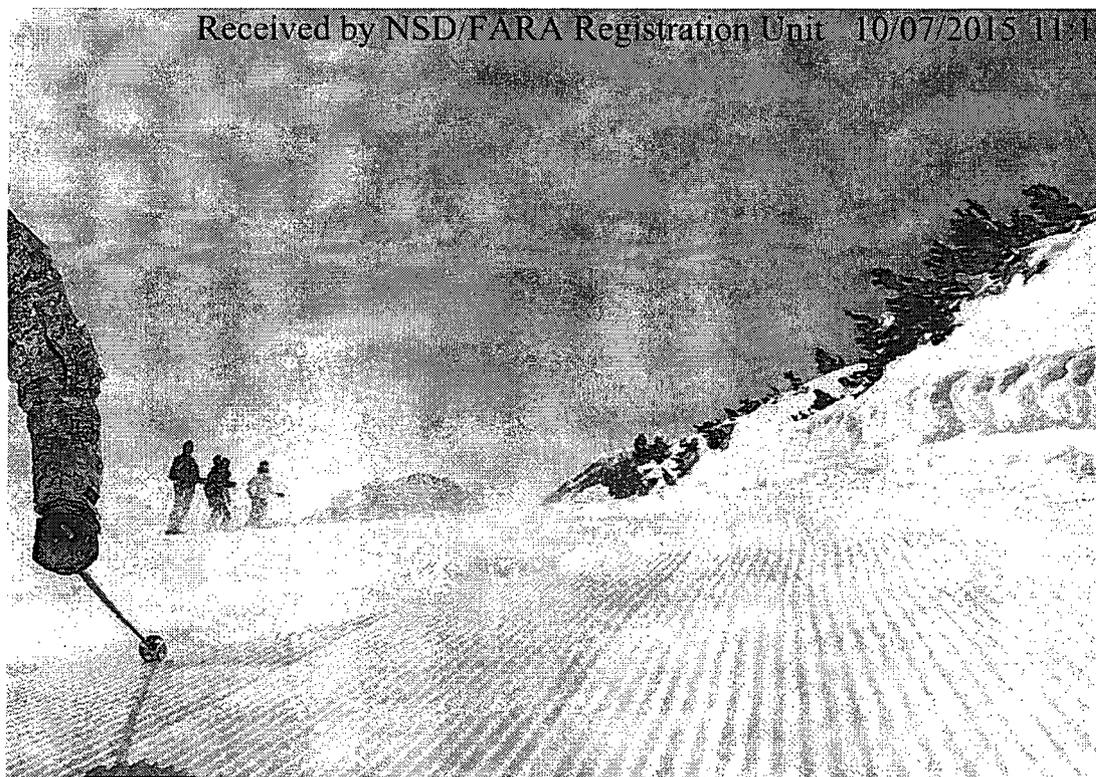
Located on the border of Austria, **Berchtesgaden** features six ski areas comprised of 37 miles of diverse skiable terrain. This Bavarian winter wonderland attracts skiers and boarders from all corners of the world. Towering over "Berchtesgadener Land" is the **9,000-foot Watzman Mountain**, consisting of three dramatic peaks: **Hoheck**, **Mittelspitze** and **Südspitze**. On the eastern side of the mountain lies **Lake Königssee**, a stunning body of water surrounded by soaring rock cliffs. Float along the pristine lake on a boat tour, where you can take in the sights and see **St. Bartholomew Chapel**.

ACTIVITY TIPS

Reach a whole new speed level on the bobsleigh track, the world's first artificial refrigerated track, built in 1969. Zoom through the luge and bobsleigh **World Cup ice tunnel** at 75 mph, with an experienced driver at the reigns, of course. If you prefer something less intense, Berchtesgaden offers endless miles of walking trails best tackled with snowshoes strapped to your feet. Make your way through alpine national parks and see deer and chamois in their natural habitat. Berchtesgadener-land.com/en/home

LODGING

InterContinental—a stunning luxury resort with 138 rooms, beautiful alpine views and the Michelin-starred restaurant, **Le Ciel**
Edelweiss—a four-star hotel with 126 rooms, exceptional amenities and a convenient location



Matthias Fend

FUN CITY EXCURSIONS

COSMOPOLITAN MUNICH

Munich, with its state-of-the-art airport, is the gateway to the Alps. Cosmopolitan and sophisticated, the city is just an hour's drive from Germany's mountain resorts. Munich offers first-rate shopping, world-class museums and other cultural attractions.

CHRISTMAS MARKETS

Get into the holiday spirit at a traditional German Christmas market. The Freiburg Christmas Market, located in the heart of the old quarter, features a range of handmade products and delightful treats. You can even bake your own biscuits or create your own candles.



© iStockphoto.com

OBERSTDORF

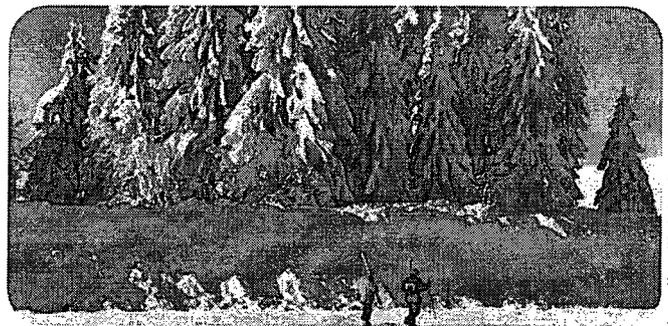
Germany's southernmost village has hundreds of miles of summer hiking trails, as well as over 85 miles of cleared winter trails and panoramic walks. Skiers and snowboarders will spend most of their time on the 80 miles of slopes and 50 miles of cross-country ski tracks, all accessible by 10 cable cars, 14 chairlifts and 23 T-bars. Take some time to skate on the frozen lakes or in the ice stadium, or try your hand at curling. Get some guidance from trained skibob instructors, or take a ride down the toboggan run.

ACTIVITY TIPS

Oberstdorf is also a spa town, so there's no better place to relax after a day on the slopes. The region is especially known for Kneipp cures, and nearly every hotel and lodge offers some kind of wellness treatments. For something really different, stay at the **Iglu Lodge**, where you can sleep like an Eskimo. Here, groups can dine on original **Allgäu cheese fondue** and spend the night bundled up in reindeer skin. Oberstdorf.de/en

LODGING

Schule—Recharge at the first Kneipp cure hotel in Oberstdorf, a family-run establishment that makes you feel right at home
Hotel Oberstdorf—A cozy hotel with a large alpine wellness area, eight saunas, a fitness room and fireside bar



© German National Tourist Board/Photo.com

FELDBERG

Not all ski resorts are found in the Alps. Feldberg is the biggest ski resort in Germany outside the famed mountain range. Located in the **Black Forest**, the Feldberg is the highest mountain in the region at nearly 5,000 feet. Visitors can speed down 30 miles of slopes ranging from beginner to advanced, connected by 35 lifts; or spend the day trekking along over 200 miles of cross country ski trails. A true paradise for snowboarders and freeskiers, **Snowpark Feldberg** is a thrilling playground filled with jibs, jumps and lots of good vibes.

ACTIVITY TIPS

Southwest Germany boasts the country's highest concentration of Michelin-starred restaurants, and no one should leave without savoring a slice of **Black Forest cake**—that famous concoction of chocolate, whipped cream and cherries. Two of the world's premier auto companies—**Mercedes-Benz** and **Porsche**—also were born in Southwest Germany; you can learn all about these upscale brands at their museums in Stuttgart. Hochschwarzwald.de/Feldberg

LODGING

Vier Jahreszeiten—A four-star hotel offering 208 comfortable rooms and apartments with views of the scenic Black Forest
Maritim—A beautiful lakeside hotel with 129 elegant rooms and a large private meadow and shore area

HOW TO BEST SKI THE ALPS

GETTING THERE

Zurich Airport and Munich Airport, two of the best airports in Europe, serve as gateways to the Alps for North American travelers. Many ski resort towns are easily accessible via the fast, frequent and efficient train service that Europe is known for.

MONEY MATTERS

Germany and Austria, as members of the European Union, use the Euro as their unit of currency. In Switzerland it's the Swiss Franc. Visa, MasterCard and American Express are commonly accepted. For obtaining local currency, there are ATM machines at airports, train stations and banks that accept overseas bank cards.

LANGUAGES SPOKEN

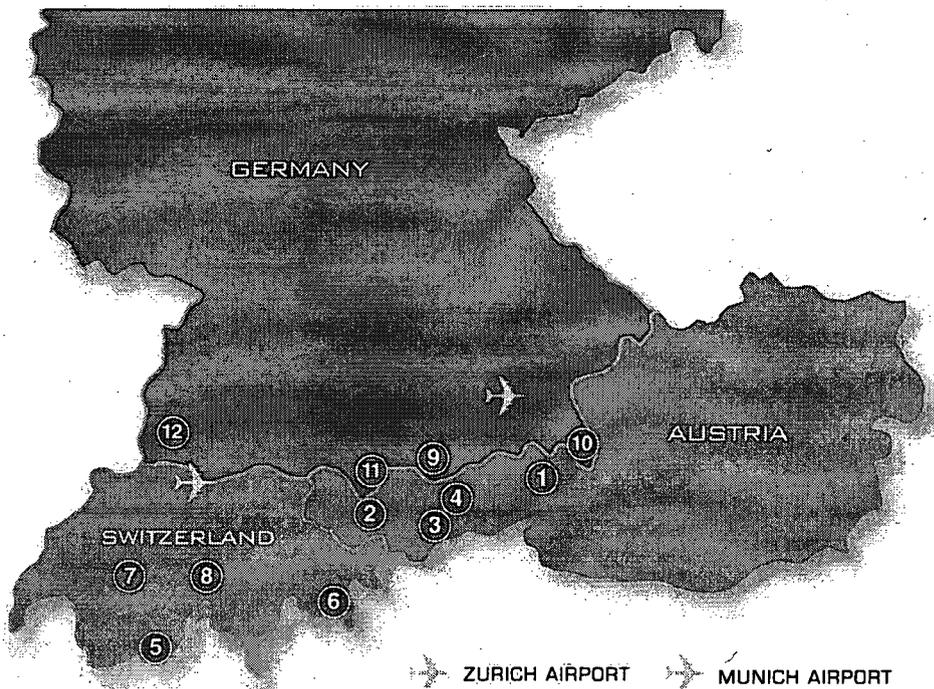
German is the predominant language in the Alps. Switzerland also has French- and Italian-speaking regions. English is commonly spoken and understood, even in the smaller ski resort areas, so language is not a barrier for North American travelers:

STATE-OF-THE-ART LIFTS AND GONDOLAS

The Alps have always been at the forefront of winter sports. Their innovation can be seen in the technology used in resort lifts and gondolas. Visitors can ride up the mountain in well-designed cable cars, or gondolas, that offer stunning views of the mountains and connect skiers to incredible terrain. Many gondolas and chairlifts include heated seats, high-speed capabilities and weather-protection hoods. It makes sense that these technologically advanced machines are found throughout the region, as the world's best lift manufacturers come from the Alps.

SKI RENTALS

All the major resorts in Switzerland, Austria and Germany offer ski and snowboard rentals. There are numbers of shops in the villages where groups can rent all the equipment they need. Many shops will offer a discount for multi-day rentals, and there are special packages for group rentals. Some resorts even let you rent your skis online and pick them up upon arrival. Most prices are comparable to rates in the U.S.



- | | | |
|------------------------|--------------------|--------------------------|
| 1 KITZBÜHEL | 5 ZERMATT | 9 GARMISCH-PARTENKIRCHEN |
| 2 ST. ANTON AM ARLBERG | 6 ST. MORITZ | 10 BERCHTESGADEN |
| 3 ÖTZTAL | 7 JUNGFRAU REGION | 11 OBERSTDORF |
| 4 INNSBRUCK | 8 ENGELBERG TITLIS | 12 FELDBERG |

LIFT TICKETS

Many resorts in the Alps offer accommodating lift ticket options, even allowing visitors to purchase hourly passes if they are short on ski time. Depending on your group's schedule, guests may not want to ski every day, so some resorts offer flexible passes that let them go for a certain number of days during their stay. Groups also have access to reduced rates on ski tickets if they book in advance. On top of all the different ski passes, the Alps offer extremely reasonable prices—many of which are half the cost of lift tickets in the U.S.

SHOULDER SEASONS

Peak season for skiing and snowboarding in the Alps is between December and February, but there are times earlier or later in the season that are just as good, if not better, for groups to visit. November and early March prices are not as high and resorts are less crowded. Some of the

higher-altitude resorts can be skied as early as October and as late as May. Late fall can be pretty cold, but there are good breaks on hotels; the spring season tends to have slightly better weather and reasonable rates.

SKI SCHOOLS

When it comes to ski and snowboard instruction, Alpine Skiing instructors are top-of-the-line. Skiing, as we know it today, originated in the Alps and the ski schools in the region are highly professional. Instructors train each skier with fun and effective methods, the same ones that have helped coach the top ski racers in the world. Even the U.S. Ski Teams train in Austria each year. Groups have access to some of the most skilled ski teachers in Europe.



AUSTRIAN TOURIST OFFICE
61 BROADWAY, SUITE 1701
NEW YORK, NY 10006
www.austria.info



GERMAN NATIONAL TOURIST OFFICE
122 EAST 42ND STREET, SUITE 2000
NEW YORK, NY 10168-0072
www.germany.travel



SWITZERLAND TOURISM
608 FIFTH AVENUE, SUITE 603
NEW YORK, NY 10020
www.myswitzerland.com



ATC CAMPAIGN: AUSTRIA DIGITAL MEDIA REPORT

CAMPAIGN PERFORMANCE METRICS + ANALYSIS

LEVELVING +  **Austria**
arrive
and revive

DECEMBER, 2014

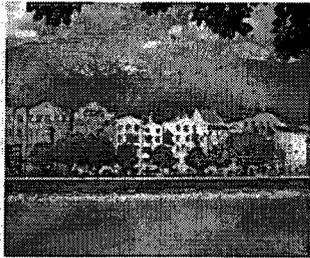
DISPLAY: PUBLISHER PERFORMANCE

December

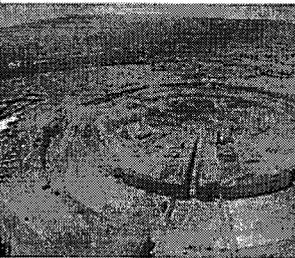
| | Cost | Imp | Clicks | CTR |
|---------|---------|-----------|--------|-------|
| Taboola | \$3,091 | 9,033,675 | 8,220 | 0.09% |
| MoM Δ | 32% | 31% | 24% | -9% |

You May Also Like

Sponsored Links by Taboola



Discover Storybook Scenery throughout the Alps!
Alpine Tourist Commission



Video: A Fresh Drone's Eye View Of The Apple Spaceship
Fortune.com



A Startling Revelation About Paying Off Mortgages
Bills.com

Table Description: The data above shows the performance of the display publishers that are included on the media plan.

The metrics detailed in the table are measured to understand efficiency by targeting type. Looking at these metrics holistically provides insight into consumer engagement and cost efficiency across targeting tactics.

***Impressions:** An impression is a measure of the number of times an ad is seen

***Clicks:** Clicks are what Sizmek records as a click on the ad unit

***CTR:** Click-through rate (clicks divided by number of impressions)

DISPLAY: TABOOLA CREATIVE PERFORMANCE

December

| ATC - Active | Imp | Clicks | CTR | CPC |
|--|------------------|--------------|--------------|---------------|
| Top Places to visit during your Alpine Journey! | 5,020,705 | 5,245 | 0.10% | \$0.36 |
| MoM Δ | -15% | -13% | 4% | 0% |
| 10 Picture Perfect Places! Visit Austria's Alps | 1,380,436 | 1,102 | 0.08% | \$0.45 |
| MoM Δ | N/A | N/A | N/A | N/A |
| Top Must-Sees during your Austrian Alps Journey! | 892,850 | 792 | 0.09% | \$0.40 |
| MoM Δ | N/A | N/A | N/A | N/A |
| Discover Storybook Scenery throughout the Alps! | 676,360 | 500 | 0.07% | \$0.42 |
| MoM Δ | 160% | 255% | 48% | 110% |
| Top Must-See Castles during your Alpine Journey. | 817,678 | 376 | 0.05% | \$0.35 |
| MoM Δ | 94% | 52% | -23% | 25% |
| Discover Picture Perfect Scenery through the Alps! | 245,646 | 205 | 0.08% | \$0.30 |
| MoM Δ | -19% | -2% | 19% | 29% |
| Grand Total | 9,033,675 | 8,220 | 0.09% | \$0.38 |
| MoM Δ | 31% | 24% | -9% | 7% |

Table Description:

The data above shows the performance of display creative executions.

Because the data represents the performance of ads in the current month, the table does not include latent conversions, which occur when a user who was exposed to a prior month's ad converts in the current month.

The ATC Austria campaign delivered over 9 million impressions

The "Top Places to visit during your Alpine Journey!" was the top performing messaging

DISPLAY INSIGHTS

- The ATC Austria campaign served over 9 million impressions that drove 8,220 clicks and strong engagement with a 0.09% CTR
 - The campaign generated a 31% increase in impressions primarily due to a 32% increase in investment
 - The "Top Places to visit during your Alpine Journey!" continued as the top performing messaging serving accounting for 64% of the total clicks and generating the a 4% increase in engagement with a 0.10% CTR



ATC CAMPAIGN: SWITZERLAND DIGITAL MEDIA REPORT

CAMPAIGN PERFORMANCE METRICS + ANALYSIS

LEVELVING +



DECEMBER, 2014

DISPLAY: PUBLISHER PERFORMANCE

| December | | Cost | Imp | Clicks | CTR |
|----------|--|------------|-----------|--------|-------|
| Taboola | | \$2,640.09 | 6,639,865 | 7,717 | 0.12% |
| MoM Δ | | 4% | -1% | -1% | -3% |

AROUND THE WEB

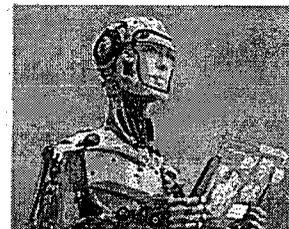
Sponsored Links by Taboola



Explore the Alps in Beautiful Switzerland!
Alpine Tourist Commission



5 Richest Oscar Winners And Their Staggering Net Worths
Bankrate



Why You No Longer Want a Human Financial Advisor
Business Insider | Future Advisor

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***CTR:** Click-through rate (clicks divided by number of impressions)

DISPLAY: TABOOLA CREATIVE PERFORMANCE

December

| Active | Imp | Clicks | CTR | CPC |
|--|-----------|--------|-------|--------|
| Visit One of The World's Most Stunning Places! | 6,265,988 | 7,181 | 0.11% | \$0.35 |
| MoM Δ | 52% | 16% | -24% | 8% |
| Explore the Alps in Beautiful Switzerland! | 88,082 | 206 | 0.23% | \$0.41 |
| MoM Δ | -27% | 232% | 368% | 54% |
| Drive Your Car in a Fairytale - the Swiss Alps! | 160,621 | 173 | 0.11% | \$0.27 |
| MoM Δ | -92% | -87% | 80% | -26% |
| Discover Picture Perfect Scenery through the Alps! | 62,713 | 88 | 0.14% | \$0.13 |
| MoM Δ | -58% | -25% | 75% | -60% |
| Top Places to visit during your Alpine Journey! | 62,461 | 69 | 0.11% | \$0.13 |
| MoM Δ | -62% | 21% | 176% | -48% |
| Total | 6,639,865 | 7,717 | 0.12% | \$0.34 |
| MoM Δ | -1% | -1% | -3% | 4% |

Table Description:

The data above shows the performance of display creative executions.

Because the data represents the performance of ads in the current month, the table does not include latent conversions, which occur when a user who was exposed to a prior month's ad converts in the current month.

DISPLAY INSIGHTS

The Switzerland campaign produced 7,717 clicks in December

The "Explore the Alps in Beautiful Switzerland!" messaging generated the highest engagement

- In December, the ATC Switzerland campaign served over 6.6 million brand impressions that drove 7,717 clicks with a very strong 0.12% CTR
 - With a lot of competition around the holidays the campaign remained svery steady overall with only a slight 1% decline in clicks, and 4% increase CPCs
 - The "Visit One of The World's Most Stunning Places!" continued as the top performing messaging accounting for 93% of the total clicks while the "Explore the Alps in Beautiful Switzerland!" generated the highest engagement with a 0.23% CTR



ATC CAMPAIGN: GERMANY DIGITAL MEDIA REPORT

CAMPAIGN PERFORMANCE METRICS + ANALYSIS

LEVELVING + **Germany**
The travel destination



DECEMBER, 2014

DISPLAY: PUBLISHER PERFORMANCE

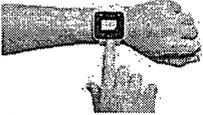
December

| | Cost | Imp | Clicks | CTR |
|---------|---------|-----------|--------|-------|
| Taboola | \$2,775 | 6,593,552 | 7,323 | 0.11% |
| MoM Δ | 14% | 29% | 15% | -7% |

From The Web



Discover Picture Perfect Scenery through the Alps!
Alpine Tourist Commission



Big Worries about Wearables in the Workplace
AT&T Networking Exchange



Ginni Rometty's terrible, horrible (no good, very bad) ...
Fortune.com



Paulina Gretzky Shares All Behind The Scenes Of Her ...
Golf Digest



Top 11 Richest Women in the World
LikeShareTweet

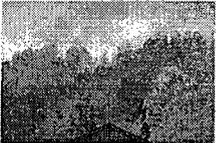
Sponsored Links by Taboola



Harsh Scenes Make These 12 Awesome Movies Tough to ...
Movie Museum



8 Iconic Supermodels: Then and Now!
InStyle.com



Fall in Love with Vermont.
Ben and Jerry's

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***CTR:** Click-through rate (clicks divided by number of impressions)

DISPLAY: TABOOLA CREATIVE PERFORMANCE

December

| Active | Imp | Clicks | CTR | CPC |
|--|-----------|--------|-------|--------|
| Top Must-See Castles during your Alpine Journey. | 5,274,772 | 6,431 | 0.12% | \$0.39 |
| MoM Δ | 22% | 9% | -13% | 0% |
| Discover Picture Perfect Scenery through the Alps! | 512,405 | 240 | 0.05% | \$0.36 |
| MoM Δ | 81% | 118% | 17% | 80% |
| Top Places to visit during your Alpine Journey! | 496,514 | 407 | 0.08% | \$0.27 |
| MoM Δ | 99% | 125% | 17% | 3% |
| Discover Storybook Scenery throughout the Alps! | 309,861 | 245 | 0.08% | \$0.30 |
| MoM Δ | 16% | 42% | 32% | 3% |
| Total | 6,593,552 | 7,323 | 0.11% | \$0.38 |
| MoM Δ | 29% | 15% | -7% | 0% |

Table Description:

The data above shows the performance of display creative executions.

Because the data represents the performance of ads in the current month, the table does not include latent conversions, which occur when a user who was exposed to a prior month's ad converts in the current month.

The ATC Germany campaign served 5.1MM brand impressions in November

“Top Must-See Castles during your Alpine Journey” accounted for 93% of the total clicks

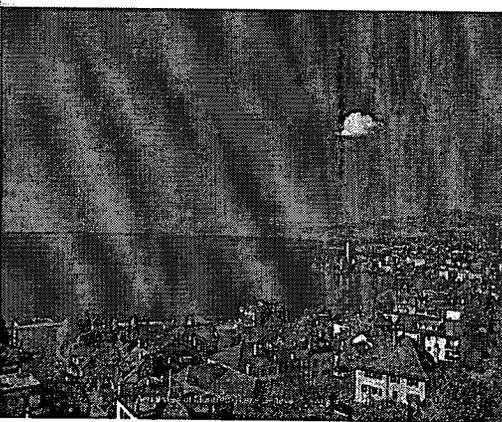
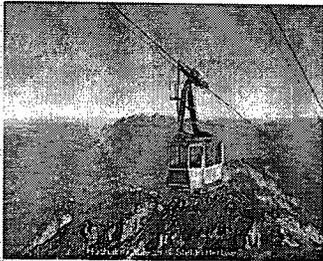
DISPLAY INSIGHTS

- The ATC Germany campaign delivered over 6.5 million impressions generating 7,323 with a 0.11% CTR
 - The campaign generated a 15% increase in clicks due primarily to a 14% increase in investment while also generating a 29% increase in brand impressions
 - The “Top Must-See Castles during your Alpine Journey.” was the top performing messaging generating a 9% increase in clicks, accounting for 88% of the total clicks. This messaging however did see a slight decline in engagement to a very strong 0.12%

ABSOLUTELY ALPS

An Alpine Driving Journey





Top-of-the-World Experiences

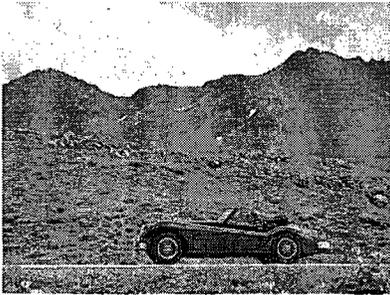
Journey to the most spectacular landscapes on earth, the Alpine nations of Switzerland, Germany and Austria. Begin at any point on the map to follow a route that leads to places where you can indulge your passions for the great outdoors, history, art, fine food and wine, music and festivals. Below, find suggestions and insider tips for your visit to this magnificent mountain region.

Contents

| | |
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| Munich | 26 |

Good to know...

Driving the Absolutely Alps itinerary is uncomplicated and offers the greatest flexibility and freedom: you explore at your own pace. Roads are well maintained, whether you select a superhighway or a meandering byway.



Alpine driving. St. Moritz © swiss-image.ch

Car Rental

There are car rental agencies at airports and downtown locations in most larger cities. Except at airports, rental agencies are closed Sundays. Smaller vehicles have manual transmissions; automatics require advance reservations. Drivers must be over 21 years of age.

Include satellite navigation in your rental package to reduce stress during the journey.

Road Regulations

Reflective Safety Vest

Drivers are required to carry a reflective safety vest in their car at all times. This new regulation is required by law and is subject to heavy fines. Please check with your car rental company to ensure a Reflective Safety Vest is located in the car.

Road tolls

Prior to entering Austria's and Switzerland's motorways and highways, toll stickers are required on all vehicles! Stickers can be obtained from the gasoline stations well as post offices and sundries.

Seat belts

Seat belts are compulsory and children under 12 are required to sit in the back. Dipped headlights are compulsory in tunnels. Use of the horn is discouraged except on mountain roads with blind turns.

Speed limits

Maximum speed on motorways

| | |
|-------------|-----------------------------|
| Switzerland | 120 km/h (75 mph) |
| Austria | 130 km/h (81 mph) |
| Germany | no speed limit or as posted |

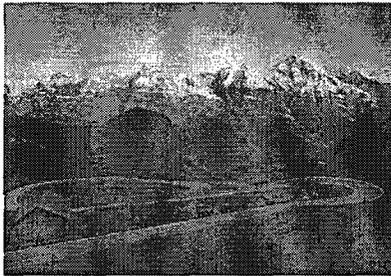
Be sure to check when these routes are open, as most high passes close during winter.

Gasoline

Most petrol stations are closed at night, even on motorways; self-service petrol pumps remain open.

Emergencies

Emergency telephones are available on motorways, larger roads and in the mountains. Motorist help calls can also be made from any telephone 24hr a day by dialing: Austria 120, Germany 112 and Switzerland 140



Grossglockner High Alpine Road © Österreich Werbung / Popp Hackner

Store Opening Times

Most shops open from 9 am to noon and 2-6.30 pm (Sat 4pm or 5pm), although in large towns they may not close for lunch.

Useful Websites

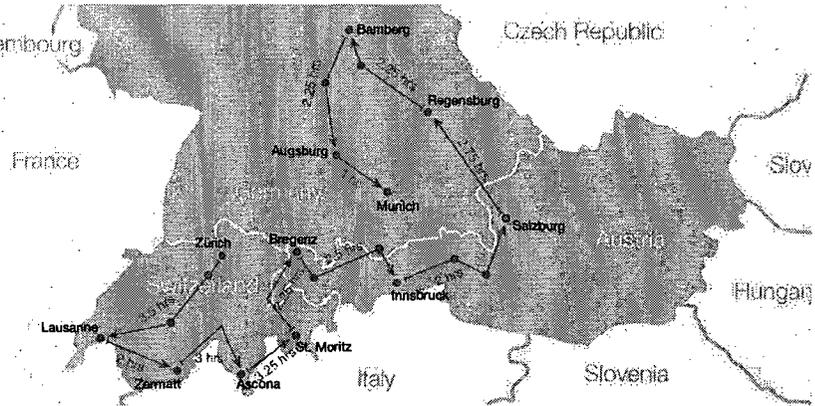
Austria.info, Germany.travel, myschweiz.com



Alpine driving. St. Moritz © swiss-image.ch

Driving times

The map below gives approximated driving times between some of the destinations, not counting the stop overs in between.

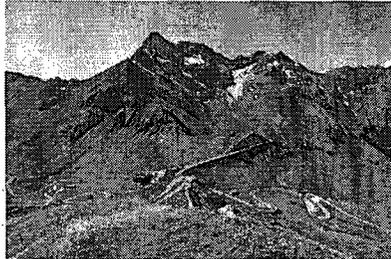


Best times to travel

Summer Season
May - September

Special Seasons

Oct (Wine Harvest)
Nov - Dec (Christmas Markets)
Jan - Feb (Viennese Ball Season)
March (Easter Celebrations)



Grossglockner High Alpine Road © Österreich Werbung / Hornberger

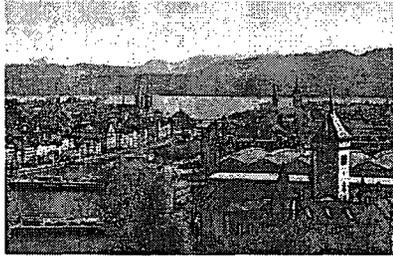


Tauernautobahn Werfen © Österreich Werbung / Wehrhaupt W.

Zurich

Switzerland

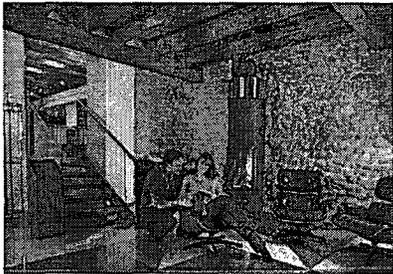
A horizon of snowcapped Alps. Over 50 museums and 100 art galleries. A renowned design scene. The liveliest nightlife in Switzerland. One of the greatest opera houses in the world. An exploding gastronomy sector. It's no surprise Zürich so often tops international quality-of-life surveys. The so-called "metropolis of experiences," this famously clean and efficient city consistently wins over travelers on multiple fronts, from its exclusive Bahnhofstrasse to its access to breathtaking hikes to its famed jewelry, fashion and watches. zurich.com



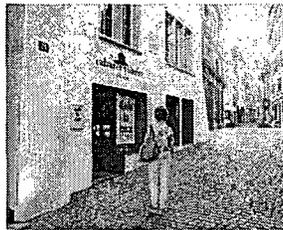
Old town of Zurich with river Limmat © swiss-image.ch

STAY The fairy tale-like **Dolder Grand** is synonymous with exclusivity, relaxation and stunning vistas. Located between the pulsating city and a peaceful green zone, the five-star hotel offers magnificent views of Zurich, the lake and the Alps all at once. Within the city itself, the deluxe **Widder Hotel** consists of nine medieval heritage buildings, conveniently located in the heart of the Old Town. The penthouse suite features a rooftop terrace with unparalleled postcard views. thedoldergrand.com, widerhotel.ch

EAT Zurich exploded onto the international culinary scene in recent years. A variety of restaurants exists, starting with the **Zunftthaus zur Waag**, a traditional house dating to 1315; locals still enjoy the traditional food, not far from the Cathedral Grossmünster. The **Hiltl Restaurant**, open since 1898, is a vegetarian mecca with the city's largest salad buffet. At **Qual 61**, light, market-fresh dishes are served alongside breathtaking views of the city, the Alps and the lake, whose banks it occupies. zunftthaus-zur-waag.ch, hiltl.qual61.ch



Widder Hotel © swiss-image.ch



Cabaret Voltaire in the old town of Zurich © swiss-image.ch

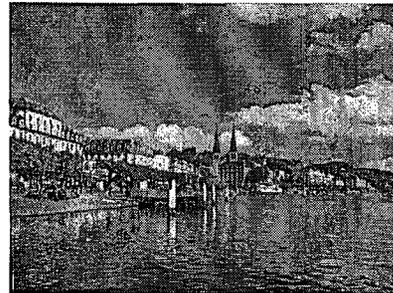
DO Founded in 1916 by the poets and performers Hugo Ball and Emmy Hennings, the **Cabaret Voltaire** in Zurich's Old Town is considered the birthplace of Dadaism – and remains vital to the movement today. In 2016, the landmark celebrates its centenary. That same year, **Manifesta** – the itinerant and esteemed European Biennial of Contemporary Art – will be held in Zurich. cabaretvoltaire.ch

Lucerne

Switzerland

The gateway to central Switzerland, Lucerne has long drawn travelers dazzled by the surrounding mountain panorama and the city's perch on gorgeous Lake Lucerne. The nearby mountains Rigi, Pilatus and Stanserhorn offer unforgettable hikes, while the souvenir and watch shops in town deliver premiere shopping. And of course the famed Chapel Bridge has formed the centerpiece of Lucerne's townscape since the 14th century – and is one of Europe's oldest, covered wooden bridges. lucerne.com

EAT Located near the Lion Monument in the center of the city, the handsome **Old Swiss House** is one of the most photographed attractions around. For its part, the **Opus** is a lively, unpretentious wine bar, set within a pair of interconnected medieval buildings and opening onto views of the river. In summer, Swiss folklore comes alive at the **Stadtkeller**, over platters of smoked pork and accompanied by rollicking folk music. oldswisshouse.ch, restaurant-opus.ch, stadtkeller.ch



Lucerne's lake promenade © swiss-image.ch



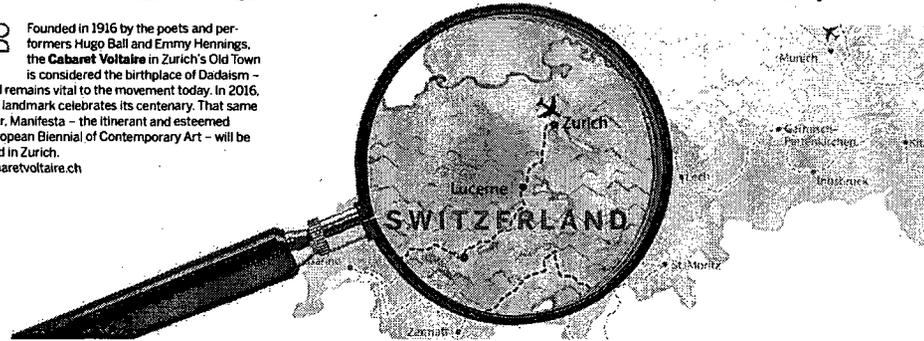
Stadtkeller © swiss-image.ch

STAY The **Park Hotel Weggis**, situated right on the shores of Lake Lucerne, offers equal parts charm and sumptuous design. Enjoy your own private beach, as well as mountain views and stylish rooms/suites. The plush **Montana**, for its part, sits higher up above the lake, thereby affording unmatched views, not to mention 66 art deco rooms and suites, and a restaurant with 15 Gault Millau points. The Montana joined "Small Luxury Hotels of the World" in 2004. parkweggis.ch, hotel-montana.ch



A craftsman at the glassworks © swiss-image.ch

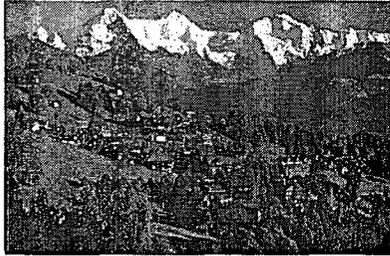
DO The **Hergiswil Glassworks** has called Lake Lucerne home since 1817. The tradition of craftsmanship lives on, via modern design. Visitors can observe the glassblowers working at the furnace, as well as a fascinating history of the operation's evolution over time. gasi.ch



Interlaken

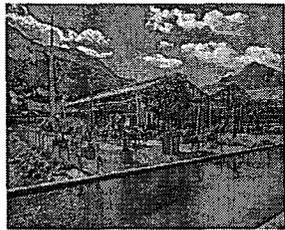
Switzerland

Tucked between Lake Thun and Lake Brienz is Interlaken, a small city famed as much for its geographic identity as its storybook scenery. Three mighty mountains, Eiger, Mönch and Jungfrau, tower above, while the city itself is intimate enough that visitors can get around by bicycle or on foot. Situated on an alluvial plane, Interlaken is the starting point for numerous activities. Over 45 mountain railways, cable cars, chair lifts and ski lifts service 200 kilometers of pistes and a dense network of hiking trails. Excursion ships, including historic paddle steamers, ply the waters of the two surrounding lakes. interlaken.ch



Beatenberg with Mt. Eiger, Mönch and Jungfrau © swiss-image.ch

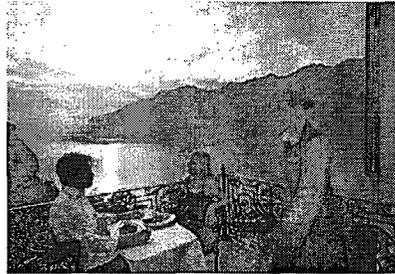
STAY Combining traditional style and spaciousness with modern luxury and comfort, the **Victoria-Jungfrau Grand Hotel & Spa** is nestled between lakes and rivers, and affords great views of its beautiful natural surroundings. The historic **hotel Giessbach Fälli** peeks down on Lake Brienz and the foaming Giessbach waterfalls – a small, exquisite world all its own. The unspoiled lake scenery is breathtaking. victoria-jungfrau.ch, giessbach.ch



The Tropical Hot house in Frutigen © swiss-image.ch

DO The **Tropical Hothouse Frutigen** isn't just the newest tourist attraction in the Bernese Oberland, it's one of the most fascinating – part science experiment, part public exhibition. Every second, around 100 liters of pure mountain water flow out of the base tunnel, which also carries trains through the Lotschberg. The natural warmth of the water is used for the sustainable production of exotic fruit, caviar and, eventually, some 60,000 sturgeon. Not to be missed. tropenhaus-frutigen.ch

EAT The **Hotel Krebs** is right in the heart of Interlaken, and its attractive terrace commands unforgettable views of the peaks of the Bernese Oberland. The menu and wine list at **Restaurant Krebs** go perfectly with the scenery. Like much of the old city, the cool and glassy **Restaurant Benacus** merges charming elements of middle age ruin with modern accoutrements. The result is an intimate atmosphere for enjoying the delicacies that emerge its inventive kitchen. krebshotel.ch, benacus.ch



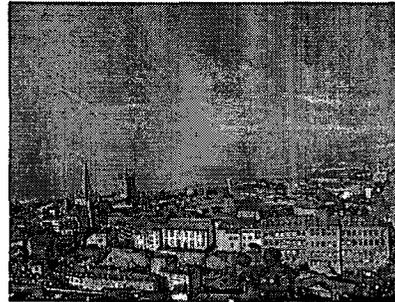
Above Interlaken with view over Lake Thun © swiss-image.ch

Lausanne

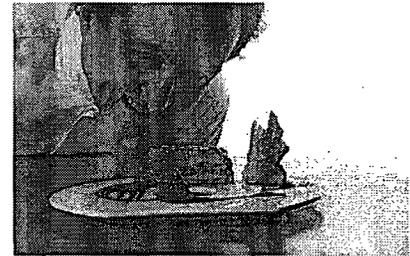
Switzerland

Deep in the Swiss Riviera is the hilly lakeside city of Lausanne. Lake Geneva spreads out below, with vineyard-covered slopes all around. What might seem like a quaint, medieval locale – it's largely car-free, and given to peaceful walks along the water – in fact brims with life. The nation's highest court is based here, as is the International Olympic Committee and a mishmash of cafes, boutiques and university-centric nightlife. Rising impressively from the opposing French lakeshore are the Savoy Alps, and some of the best skiing in the world. lausanne-tourisme.ch

EAT In the heart of the medieval village, **Le Cerf** has acquired a reputation around the world, thanks largely to chef Carlo Crisci. From crawfish to frog legs, Crisci's dishes never fail to impress. Suspended above the shores of Lake Geneva, the terrace-lounge **La Deck** offers one of the most beautiful panoramas in the world – as well as market-fresh cuisine and inventive recipes. lecerf-carlocrisci.ch, barontavernier.ch

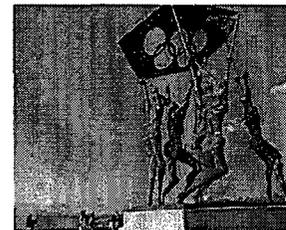


Bird's eye view over Lausanne and Lake Geneva © swiss-image.ch



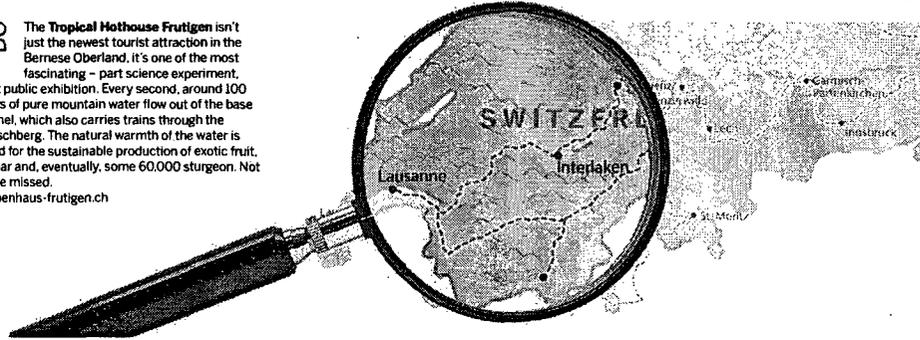
A dessert creation at the restaurant Le Cerf © swiss-image.ch

STAY For the past century, the grand, Art Nouveau-style **Lausanne Palace & Spa** has offered its exclusive clientele a mix of luxury and magnificent lake views. Its four first-class restaurants provide a culinary tour from France to Japan. Located in the Ouchy district, the **Château d'Ouchy** was originally a medieval castle built by the Bishop of Lausanne in the 12th century. Today the magnificent structure, rebuilt in the neo-gothic style, represents an important landmark on the shores of Lake Geneva. lausanne-palace.com, chateaudouchy.ch



The Olympic Museum © swiss-image.ch

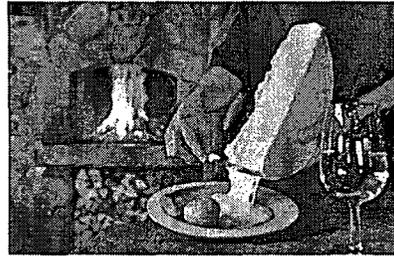
DO Ready to experience the Olympics at close quarters? To feel the Olympic spirit the way the athletes feel it, to study the history of the games from antiquity to today? In Lausanne it's possible, thanks to the **Olympic Museum** and its array of high-tech exhibits. Originally opened in 1993 in Ouchy, the landmark movingly reflects the unifying spirit of the games, too. olympic.org



Zermatt

Switzerland

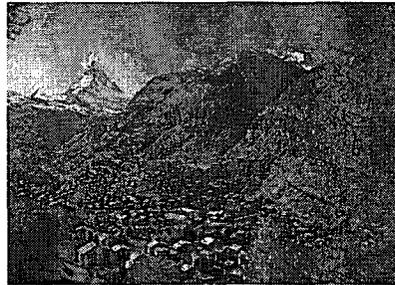
Zermatt lies at the foot of the Matterhorn, perhaps the world's most famous mountain. Once a quiet agricultural community, this small town became an acclaimed destination for its skiing and mountaineering offerings. The car-free vacation destination has preserved its original character and offers an unlimited array of excursions. Walking, cycling, climbing and high-Alpine tours are popular throughout summer and autumn, while winter guarantees an unmatched ski region: 360 km of pistes in three varied ski-areas -- the Sunnegga-Rothorn, Gornergrat-Stockhorn, Schwarzsee and Matterhorn glacier paradise. For such an active place, the quiet and calm is staggering. zermatt.ch



Raclette: famous cheese speciality of the Valais Region © swiss-image.ch

STAY With its regal facade and dramatic mountain backdrop, the **Grand Hotel Zermatterhof** blends with cheerful informality and warm hospitality. The luxurious **Hotel Firefly** is known for its attention to detail, and all 15 individual suites have a balcony -- and many an open fireplace. Experience innovative design at the **Hotel Matthiol**, an oasis of tranquility amidst the breathtaking Alpine landscape. zermatterhof.ch, firefly-zermatt.ch, matthiol.ch

EAT At the **Le Corbeau d'Or**, Alain Kuster's gourmet cuisine will transport you to the peaks of pleasure. He lovingly tends his herb and vegetable garden and makes delicious dishes with the fresh produce. At **The Omnia** Executive Chef Patrick Weber has a reputation for pure, authentic flavors in his seasonal dishes. At **Chez Heini**, dine in a rustic ambience, spellbound by the flavors emanating from the open fire. hotel-mirabeau.ch, the-omnia.com, chezheini.ch



Zermatt with the Matterhorn in the background © swiss-image.ch



Outdoor dining in Findeln © swiss-image.ch

DO Perched on the south-facing slopes of the Sunnegga-Unterrothorn-Oberrothorn mountains is a picturesque cluster of hamlets. Welcome to **Findeln**. This original Valais settlement has a small chapel worthy of a trip, as well as Switzerland's highest rye crop fields -- at an altitude of 2100 meters. The main hamlets are **Eggen** and **Za Gassen**, both accessible by the Zermatt-Sunnegga funicular. The views of the Matterhorn are spellbinding. zermatt.ch

Ascona

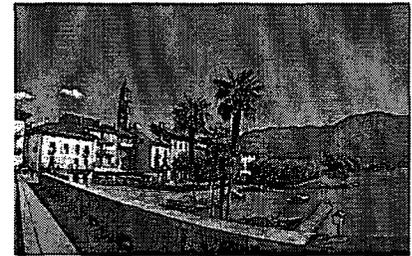
Switzerland

Considered the "Pearl of Lake Maggiore," the colorful southern town of Ascona is known for its cultural heritage as well as its broad appeal to travelers. With a variety of landscapes and a striking Mediterranean climate -- yes, those are palm trees -- the lakeside gem has become a favorite holiday resort. The choice of hotels (including a dozen luxury class) is as wide as the culinary choices. ascona-locarno.com

EAT The **SEVEN** exists to awaken the senses, a place for pleasures of the palate, and of unforgettable encounters. Eclectic cuisine, a great wine list, superb architecture, ambience and sound design -- and of course the unique location on the lake -- create an extraordinary experience. Just a short stroll from the **Piazza Grande**, the restaurant **Da Valentino** is ideal for a romantic meal or a relaxed evening in front of a roaring fire. seven-ascona.ch, ticino.ch



Hotel Eden Roc overlooking the Lago Maggiore © swiss-image.ch



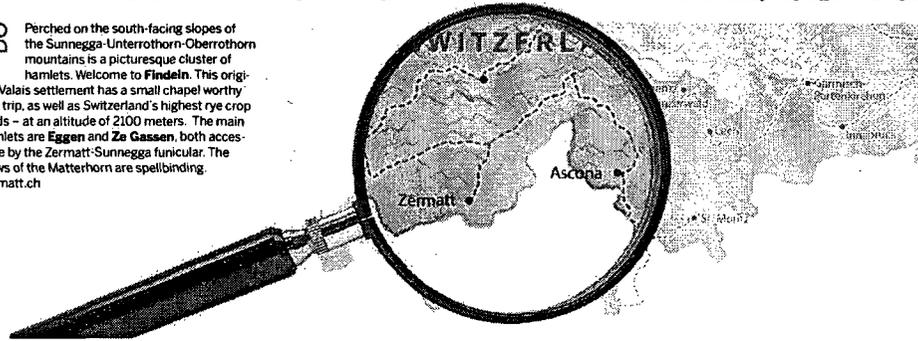
The mediterranean charm of Ascona at the Lago Maggiore © swiss-image.ch

STAY The **Hotel Eden Roc** has long been famous for its heavenly elements: the absolute peace and quiet, the private beach, the panoramic landing stage for boats, the luxury rooms and a veritable Garden of Eden. **Ascona's picturesque piazza** is just minutes away on foot. The intimate first-class **Boutique-Hotel La Rocca** has its own unique view over the **Brissago Islands**. Experience expert traditional Mediterranean cuisine, skillfully prepared with seasonal, local ingredients. edenroc.ch, la-rocca.ch



Traveling on the Centovalli Railway © swiss-image.ch

DO The Centovalli Railway connects the Ticino and the Valais via the shortest possible route -- but it's hardly just a means of transportation. This two-hour excursion takes visitors through the **magnificent landscapes of Centovalli and Valle Vigezzo**. Passengers journey through the picturesque "One Hundred Valleys," over deep gorges and crevices with glittering cascading waterfalls, across verdant alpine meadows, over breathtaking bridges and through vineyards and forests of chestnut trees. centovalli.ch



St. Moritz

Switzerland

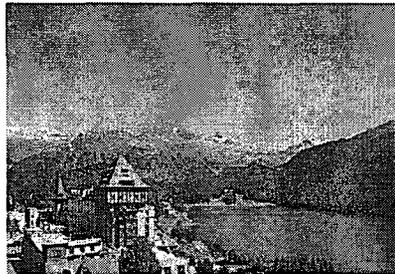
Situated on the southern side of the Swiss Alps, Engadin St. Moritz is known throughout the world as the "festival hall of the Alps." With its bright, sunny days, its mineral springs and a pleasant climate, the resort town is a favorite among the Swiss and international travelers alike. Piz Bernina is the only four-thousander in the eastern Alps (4,049 m. altitude). But it's not just mountains here. Engadin St. Moritz has a fascinating cultural heritage: Romansch is the official main language, but German is also spoken, as is Italian in the neighboring valleys, French at the Club Med, and English at the Cresta Run. The result is a cultural hodgepodge that can't help but result in a memorable trip. stmoritz.ch



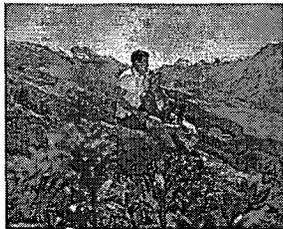
Dining with a view at the Muottas Muragl © swiss-image.ch

STAY As you'd expect of a five-star luxury hotel in the heart of the Swiss Alps, **Badrutts Palace Hotel** offers every conceivable service. The comfort of each guest is paramount, as has been the case across its great lineage. **The Hotel Misani** fuses modernity and warm hospitality with great, accessible adventure – in a unique environment. badruttspalace.com, hotelmisani.ch

EAT At dusk, enjoy a truly "magic hour" high above the expansive Upper Engadin, followed by mountain dining at its most delightful – a romantic candlelight dinner at the **Panorama Restaurant Muottas Muragl**. The **Restaurant Lej da Staz** lies adjacent to the idyllic Lake Staz, between St. Moritz, Celerina and Pontresina. It's pure Alpine Chic – authenticity, hospitality, nature and peace dovetail seamlessly here – and one of Engadine's most bewitching spots. lejstaz.ch, muottasmuragl.ch

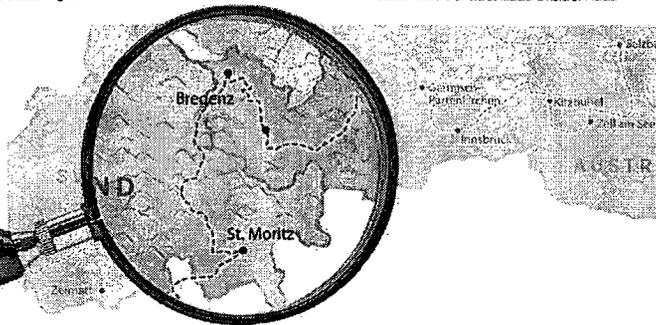


Badrutts Palace Hotel in St. Moritz © swiss-image.ch



Ricola Herb Garden near Pontresina © swiss-image.ch

DO **The Ricola Herb Garden** is a short walk from the center of Pontresina, towards the Roseg valley. Behold the 13 herbs used in the original Ricola herb cough drops. Company founder Emil Richterich created the recipe in the summer of 1940, and it is still in use today. Small displays tell the surprisingly interesting story of those Ricola herb drops in your medicine cabinet. Ricola-Herb-Gardens

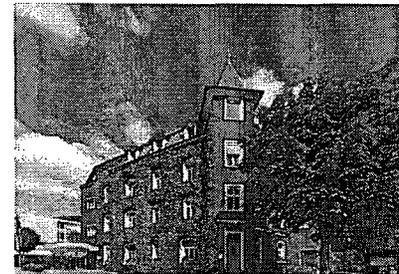


Bregenz

Austria

On the eastern shores of one of Europe's largest lakes lies the friendly and inviting city of Bregenz, capital of Vorarlberg. Bordering Germany, Switzerland and Liechtenstein, the region is known for its blend of first-class culture and jaw-dropping mountainous landscape. Start the day at a café on Kornmarktplatz, the city's (newly renovated) heart, then pop over to the exhibitions at the Kunsthaus Bregenz, home to an electrifying collection of contemporary art; later, learn about the region's deep history at the new Vorarlberg Museum (its roots go back to Roman times). Both the Bregenz bay on Lake Constance and Pfänder mountain are postcard-worthy sites. Take a cruise on Lake Constance and touch Swiss, German and Austrian shorelines. bregenz.travel

EAT Bregenz may be limited to a three-country triangle, but gastronomically it casts a wide net. Fresh trout from Lake Constance is common, as are game meats from the Pfänderstock and traditional cheeses from the nearby Alps. Some favorite restaurants for these regional delicacies: **The Wirtshaus am See** (situated directly at the lake's shore with fantastic views), the locally beloved **Zum Kommissar**, and the grand dame of them all, the Gourmet **Restaurant Deuring Schössle**. wirtshausamsee.at, kornmesser.at, deuring-schoessle.at



Outdoor view of the Hotel Schwarzer © Hotel Schwarzer



View of Bregenz © Österreich Werbung / Mälban

STAY Elegant or rustic, romantic or relaxed: Accommodation in Bregenz is as varied as its guests' tastes. The **Seehotel Am Kaiserstrand**, newly opened in 2010, reveals not only one of Bregenz's most glamorous pasts, it also occupies the prime spot in town: directly at the shore of Lake Constance. The **Hotel Schwarzer** is beloved – plus convenient to the Old Town and its diverse culture and shopping opportunities. For a more historic surrounding, the **Gourmethotel Deuring Schössle** is located in an ivy-covered old castle. seehotel-kaiserstrand.com, schwarzer.s-hotels.com, deuring-schoessle.at



Bregenz Festival © Bregenzer Festspiele Anja Kohler

DO At the internationally acclaimed **Bregenz Festival**, held every year in July and August, an evening of opera begins well before the conductor lifts his baton: spectacular sunsets and dramatic views of Lake Constance set the tone for the actual performance on the floating stage. For four weeks audiences experience monumental productions under open skies. Orchestral concerts and theater troupes round out the festival. Its reputation for bold, edgy productions is no mystery. bregenzerfestspiele.com

Bregenzerwald

Austria

In the westernmost tip of Austria lies the Bregenz Forest, or Bregenzerwald. "Forest" tells only part of the story: mountains, pastures, 22 picturesque villages, a premiere skiing location, 30,000 inhabitants and almost as many cows. UNESCO has recognized the cultural significance of the region, and its farming and cheese production traditions remain largely intact. (Don't miss the "alpine cheese.") But age-old knowledge and skills also offer a solid foundation for innovation here – case in point, Bregenzerwald's award-winning architecture and craftsmanship. The region is also home to the village of Schwarzenberg, whose well-preserved center – the old "Hof" – boasts a harmonic interplay of historic buildings, charming streets and quaint squares. The Baroque church, the dancing house, (a former courthouse) and 16 other historic houses have been well-preserved.
bregenzerwald.at, tourismus.schwarzenberg.at



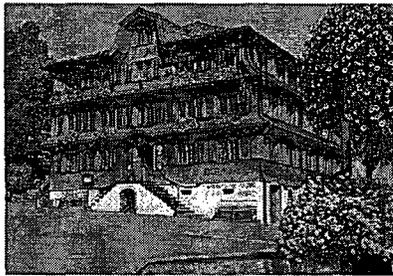
Hotel Gasthof Hirschen in Schwarzenberg © Hirschen Schwarzenberg

STAY

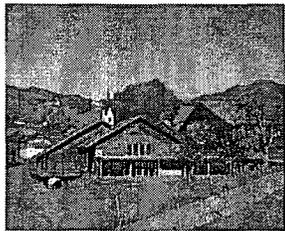
The wood industry is central to Bregenzerwald, and its hotels reflect this fact in their architecture and their handcrafted structures. Some of the most appealing: the **Gasthof Hirschen Schwarzenberg**, with its 250-year history; the **Hotel Post in Bezau**, which was awarded second place in the category of "Wellness Hotels" in 2012; the **Hotel-Gasthof Krone** in Hittisau, which cooperated with craftsmen from the Bregenzerwald Werkraum; and the **Hotel Krone in Au**, which reflects the style of modern Vorarlberg wooden architecture.
hotel-hirschen-bregenzerwald.at, hotelpostbezau.com, krone-hittisau.at, krone-au.at

EAT

In the Bregenzerwald the term "MundArt" refers both to the special dialect of the region and to the creativity displayed in local kitchens. Eight cozy Bregenzerwald restaurants and inns have embraced "MundArt" in their very motto: **Gasthof Adler** and the **Hotel Gasthof Hirschen** in Schwarzenberg, **Gasthof Gams** and the **Hotel Post** in Bezau, **Hotel Gasthof Krone** and the **Hotel Das Schiff** in Hittisau, a **Schulhaus** restaurant in Krumbach, **Hotel Krone in Au**. All are within 15 minutes of Schwarzenberg.
bregenzerwald.at



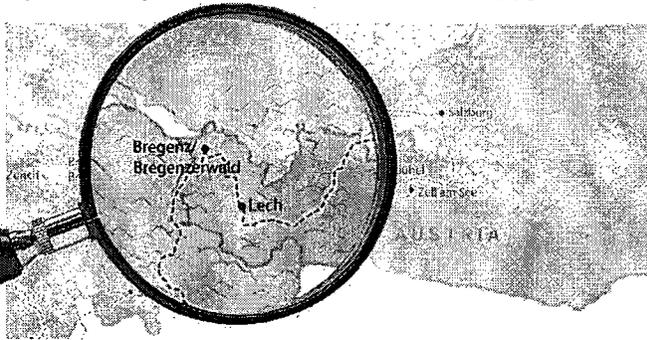
Hotel Gasthof Hirschen in Schwarzenberg © Hirschen Schwarzenberg



Angelika Kauffmann Hall © Schubertiade Schwarzenberg

DO

Angelika Kauffmann's Legacy. Angelika Kauffmann (1741-1807) was an Austrian Neoclassical painter who had a successful career in London and Rome. She grew up in the village of Schwarzenberg, the daughter of Joseph Johann Kauffmann, a relatively poor man but a skilled painter. Joseph taught his precocious daughter to paint, and by 12 she was already known for her talent. Schwarzenberg honors her legacy today with both the Angelika-Kauffmann Museum and the Angelika-Kauffmann Hall – home to the acclaimed classical music festival **Schubertiade Schwarzenberg**.
angelika-kauffmann.com, schubertiade.at



Lech

Austria

The Arlberg is a majestic Alpine mountain massif and one of the world's best ski areas, as well as a great resort in summer. It consists of five charming villages: luxurious Lech, sophisticated Zurs, cozy Stuben, exclusive St. Christoph and cosmopolitan St. Anton. Lech is the shining star of the bunch, having transformed from alpine farming community into international travel destination without losing its distinctive Walser character. Energy efficiency has been an important issue for decades and is a firmly established local value – Lech is a pioneer in this field. This great respect for nature pays dividends for the visiting tourist, as it's earned Lech the "Most Beautiful Village in Europe" award in the 2004 "Entente Florale" competition.
lechzuers.com

EAT

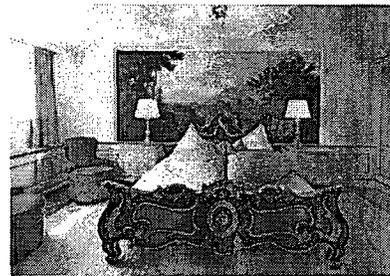
There's just something about a wonderful meal at 4,750 feet. Lech has become a phenomenal success in the international gourmet scene, thanks in part to restaurants like the **Grigeler Stuben** and its sophisticated use of local herbs. And don't miss the restaurant at the **Arlberg Hospiz Hotel** in St. Christoph, outside of Lech. This culinary temple not only serves the best in regional Austrian cuisine, but boasts the world's largest private collection of magnum bottles of Bordeaux and Burgundy wines.
burgvitalresort.com, arlberghospiz.at



Hospiz Alm Restaurant © Arlberg Hospiz Hotel

STAY

Lech has some of the most charming accommodations in the world – starting with the **Releis & Châteaux Hotel Gasthof Post**, in the center of the village. This five-star, family-owned property is one of the most exclusive addresses on the Arlberg mountain. A newer option is the deluxe Ski and Spa Hotel **Aurelio Lech** with its individually designed rooms and suites. Another gem: the artsy **Kristiania Lech**, a small luxury ski hotel with 29 artfully appointed rooms and suites.
postlech.com, aureliolech.com, kristiania.at



Gasthof Post © Gasthof Post GmbH & CoKG



Lege Artis Festival © Lech Zuers Tourismus Maria Muehl

DO

Lech's Summer of Culture. Lech is well-known as an Alpine paradise – but it's also popular among travelers with an eye toward culture. Imagine listening to an outstanding orchestra at an outdoor cafe while gazing at a sunset over a distant peak – that's the Lech Summer of Culture in a nutshell. From the traditional Lech Village Festival to the Lech Classical Music Festival, the Lech Alpine summer represents a cultural explosion, amidst the heavenly mountain scenery of the Arlberg.
lechzuers.com

Garmisch-Partenkirchen

Germany

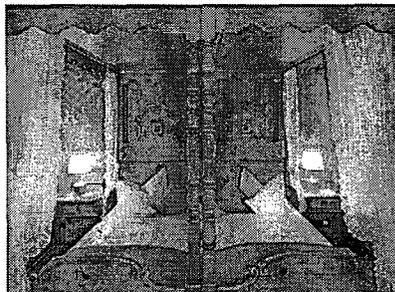
An hour south of Munich lies the valley resort town of Garmisch-Partenkirchen, surrounded dramatically by the majestic Alps. The town is a perfect destination for any Alpine vacation – in winter with perfect snow from November to May, or summer, with its bounty of adventure. Travelers find no shortage of arts, culture, history, sports, wellness and nature. Locals, meanwhile, still live and celebrate their Alpine traditions in everyday life. Shop for your own Dirndl dress and Lederhosen leather pants, or celebrate “Heimatwochen” (local weeks) in July and August by mingling in colorful tents and tasting local delicacies. Join the crowds to watch costumed processions, see Bavarian folk dance performances and hit the dance floor yourself. Only 15 miles away is the Zugspitze – at 9,718 feet, Germany’s highest peak – a popular hiking and winter sport destination with unforgettable views over the Alps. gapa.de



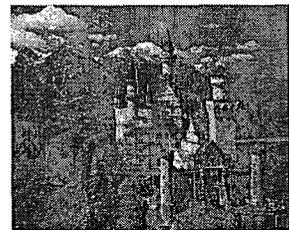
Dinner at restaurant Vaun © Restaurant Vaun

STAY In town choose family-owned five-star hotel **Reindl's Partenkirchener Hof** for charming hospitality and Bavarian tradition. Alternatively, the four-star **Grand Hotel Sonnenbichl** boasts a relaxing spa and four quality restaurants. Ten miles outside Garmisch-Partenkirchen the four-star **Kranzbach Hotel** is an oasis of peace and quiet, surrounded by mountain vistas. The old English-style country mansion contrasts successfully with the modern glass and wood design. Spa treatments abound. reindls.de, sonnenbichl.net, daskranzbach.de

EAT Indulge in **traditional German cuisine** – with a twist. Koch's restaurant and Vaun have won accolades for their innovative approach to sustainable and organic cuisine. Ingredients are purchased locally, have no additives and change with the seasons. The open kitchen allows diners to watch the food be prepared – to magnificent effect. restaurant-vaun.de, kochs-garmisch.de

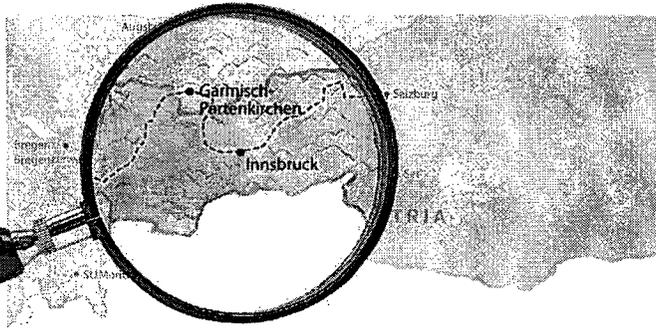


Reindls © Reindls Partenkirchener Hof



Schwangau, Neuschwanstein Castle with Lake Alpsee © GNTB

DO **Neuschwanstein Castle**, 1 hour and 40 minutes south of Munich, is Germany's most famous castle. King Ludwig II built it as his retreat and homage to Richard Wagner. It was later copied by Walt Disney, making it famous throughout the world. Being surrounded by the Alps – nearly engulfed – only adds to its beauty. A visit is a key experience in the region. neuschwanstein.com



Innsbruck

Austria

Innsbruck is where rugged Alpine nature meets modern urban lifestyle. The capital of the Alps may be 800 years old and boast one of the most beautiful baroque and gothic centers in Europe, but it is also young and vibrant. Nowhere else can you shop in an historic medieval city center and, 20 minutes later, be in a mountain restaurant 5,500 feet high. The charming city is also the only site to have hosted Olympic Winter Games three times! Attend one of the countless cultural events in summer and enjoy the baroque music of the Innsbruck Festival of Early Music, or the beautiful waltz melodies of the Imperial Palace concerts. Breathtaking views, cutting-edge architecture, a shopping paradise along the newly redesigned Maria-Theresien-Strasse, numerous museums, cultural events and countless culinary delights, complete the Innsbruck experience. innsbruck.info

EAT A traditional Tirolean tavern, a gourmet restaurant or a laid-back bar? Our tips include the **Ottoburg** restaurant, which inhabits one of Innsbruck's oldest buildings, a Gothic residential tower dating from 1494. Meanwhile the award-winning **Europa Stüberl** charms diners with its wooden Tirolean Stuben, or parlors. For great views of the mountains and fine dining after a day of shopping and touring the city, head to the glassy and memorable restaurant **Lichtblick**. ottoburg.at, grandhoteleuropa.a, restaurant-lichtblick.at



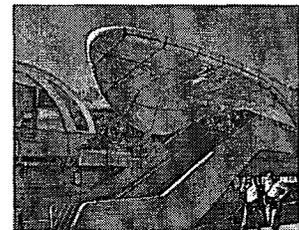
Romantic Hotel Schwarzer Adler © Innsbruck Tourismus



Restaurant Ottoburg © Innsbruck Tourismus

STAY Some of Innsbruck's lodging features beautiful traditional Alpine design, while some is trendy and modern. The city's most starred hotel is the **Grand Hotel Europa**, featuring direct underground access to the railway station. Another highlight is the **Romantic Hotel Schwarzer Adler** and its five centuries of history. Looking for luxury apartments with Alpine flair? Try the **Alpine Lodges Kühtal**, located on a sunny slope of the magnificent Tirolean mountains, in the village of Kühtal. grandhoteleuropa.at, deradler.com, alpinlodges.com

DO **Daring Design in the heart of the Alps.** Zip from Innsbruck's Old Town to the top of the Nordkette mountain range via funicular and cable car designed by star architect Zaha Hadid! In a country renowned for architectural daring, these biomorphic, futuristic creations rise above – literally. After a scenic ride, the top makes a perfect starting point for hikes. On Fridays the Nordketten funiculars stay open longer – enjoy a romantic dinner with great views -- while the Seegrube restaurant offers a great jazz brunch on Sundays in July and August. nordkette.com

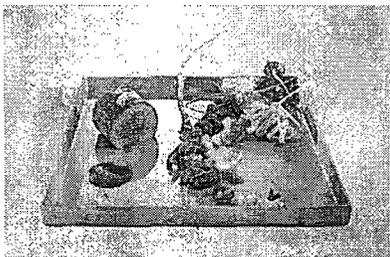


Nordketten Cable Cars © Innsbruck Tourismus

Kitzbühel

Austria

Lifestyle meets tradition meets the mountain - this is Kitzbühel. Uniquely situated in the "airport triangle" of Munich, Salzburg and Innsbruck, this elegant town in the heart of the Alps is easy to reach. The synergy of old and new plays throughout its hotels, restaurants and infrastructure. The historic section of the town is 700 years old - ideal for strolling through Tirol's most beautiful outdoor shopping center and enjoying the traditional cozy Austrian coffee houses. The picturesque inner town has a great selection of international and local boutiques, and the density of top hotels and award-winning restaurants make "Kitz" a favorite destination for those who seek out the finer things in life. It has a great selection of international and local boutiques, and the density of top hotels and award-winning restaurants makes "Kitz" a favorite destination for those who seek out the finer things in life. kitzbuehel.com



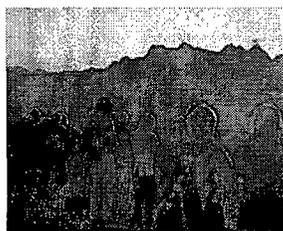
Hotel Restaurant Rosengarten © Relais & Châteaux Rosengarten

EAT Kitzbühel has no shortage of glorious venues for staying and eating, but a few rise above the rest - such as **Relais & Châteaux Rosengarten** in Kirchberg/Tirol, owned and managed by Simon Taxacher, one of Austria's most lauded chefs. Also recommended: the **Petit Tirolia** at the Grand Tirolia Kitzbühel, where a young and modern cuisine merges with high-quality regional ingredients. rosengarten-taxacher.com, grand-tirolia.com



Outdoor view © Hotel zur Tanne

STAY Kitzbühel's hospitality knows no equal. The best in town: the **Relais & Châteaux Hotel Tennerhof**, a centuries-old farmhouse whose rooms feature wonderful Austrian décor. (Don't miss the Michelin starred and Gault-Millau 16-point dining experience.) Then there's the **Welches Ritual Kitzbühel**, with its stylish, Alpine luxury. A boutique hotel in the mold of an old Tirolean inn is the **Hotel Schwarzer Adler**; the award-winning spa features an outdoor pool with underwater sound system, counter-current swimming and a rooftop bar. hotelzurtenne.com, adlerkitz.at, roesskitz.at



Hornspitz Breakfast © Bergbahn AG Kitzbühel

DO **Hornspitz Breakfast**, Kitzbühel's Hornbahn cable cars offer departures as early as 4:30 a.m., allowing you to summit the Kitzbüheler Horn Mountain before sunrise for a contemplative morning service, a hearty mountain breakfast and a romantic walk through the Alpine flower garden. You'll observe the sunrise alongside local woodwind melodies. Early summiteers then take a guided walk around the Horn. A ticket for the cable car ride, breakfast and guided hike is just 34 Euro. Be sure to register the day before. bergbahn-kitzbuehel.at



Zell am See

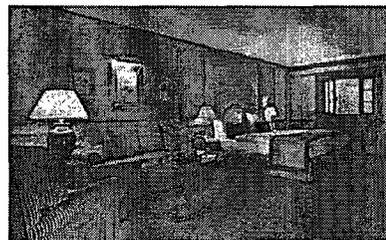
Austria

From bluer-than-blue Lake Zell to the snow-white peaks of the Hohe Tauern mountains to its charming village center, Zell am See is made for the active traveler. In summer, dive into the lake, cycle the picturesque shores or search out the best mountain views. Enjoy Zell am See's renowned spa and wellness facilities and its innovative organic culinary movement. The towering Schmittenhöhe boasts perhaps the most beautiful vista of any Austrian mountain, with views of 30 different 10,000-foot peaks, plus the lake, the river basin and the entire Saalach Valley. The new cable car from Porsche Design zips to the top, where a high-altitude promenade awaits. Sculptures dot the paths of one of Europe's largest art spaces, covering more than 450 acres across the mountain. zellamsee-kaprun.com

EAT The Salzburgerland region is an organic food pioneer. Nowhere in Europe is the proportion of organic farmers higher and Salzburgerland has more outstanding gourmet restaurants than anywhere else in Austria. A local favorite is **Schloss Kammer** in Maishofen, a family-run castle hotel and restaurant famous for serving local delicacies. The gourmet temples are **Mayer's Schloss Prielau** and the **Salzburgerhof**, but don't miss **Obauer's Schloss Hubertus** in Filzmoos and **Döllner's Genusswelten** in Golling - all within an hour of Zell am See. schlosskammer.com, schloss-prielau.at, salzburgerhof.at, obauer.com, johannamaler.at, doellner.at



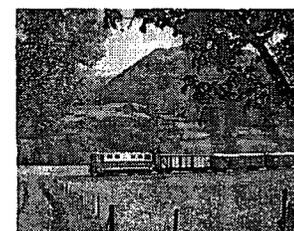
Schloss Kammer © Hotel & Landgasthof Schloss Kammer



Wellness-Gartensuite © Hotel Salzburgerhof Zell am See

STAY A century ago Zell am See was a tiny market village. In time the village grew, becoming a city in 1928. Today the lovely spot has grown to almost 10,000 inhabitants and offers a wide variety of entertainments, events and local festivities. Staying at the **Salzburgerhof** or the **Romantikhotel Zell am See** puts it all within striking distance. Just outside of Zell am See lies the picturesque castle **Schloss Prielau**, with stunning views over the lake and the mountains. salzburgerhof.at, romantik-hotel.at, schloss-prielau.at

DO **National Park Hohe Tauern by Train**. The narrow-gauge Pinzgau train, vintage 1898, offers a romantic trip through the gorgeous Upper Pinzgau landscape - and a gateway to the stunning Hohe Tauern National Park, the largest in Austria. Start in Zell am See and take the train to Mittersill where you can visit the National Park Center with its top-notch exhibits. Or take a leisurely day hike with a ranger. Thirty hikes, ranging from easy to difficult, are available in summer, and the National Park Center is open daily. nationalpark.at

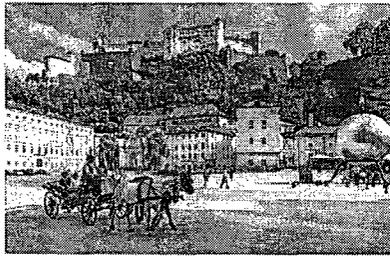


Pinzgauer Train © Pinzgauer Lokalbahn

Salzburg

Austria

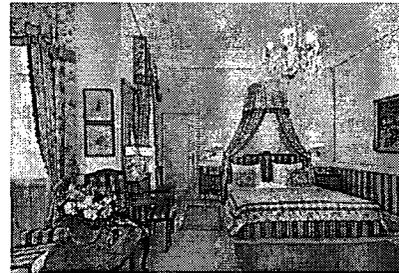
"Salzburg is the heart of the heart of Europe," the poet Hofmannsthal declared, and a few steps in this beloved arts center reveal why. From a rich classical music heritage to today's cutting-edge Walk of Modern Art, from top-shelf music festivals to the Museum der Moderne Salzburg, the city offers cultural experiences at every turn. Mozart's Birthplace offers insights into the composer's life and the Salzburg of the mid-1700s. Meanwhile it was through "The Sound Of Music" that the Pegasus sculpture and the hedge maze reached worldwide fame, but the gardens of Mirabell Palace have dazzled strollers for centuries. Salzburg Festival Mozart Week, Easter Festival and Whitsun Festival are all cherished – but with over 250 performances in 45 days, the summer Salzburg Festival is unrivaled. salzburg.info



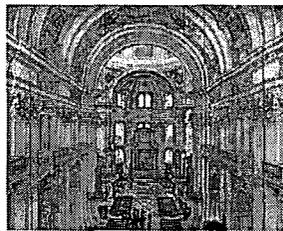
Kapiteplatz Salzburg © Salzburg Tourismus

STAY Ancient wooden floors or walls of modern art. Rustic furniture or baroque design. Whether you prefer a five-star hotel on the banks of the Salzach, a charming boutique hotel in the Old City or a comfortable farm on the outskirts, you'll find the perfect accommodations in Salzburg. Three top choices: the family-run **Sacher Hotel** with stunning views over the Old Town, the traditional yet Alpine-chic **Hotel Goldener Hirsch** and the **Blaue Gans**, whose 600-year-old walls boast a wonderful art collection. sacher.com, goldenerhirsch.com, hotel-blaue-gans-salzburg.at

EAT Shady beer gardens, traditional coffeehouses, gourmet restaurants, trendy bars and cozy inns invite epicures to wine and dine in Salzburg. The rich diversity of restaurants in the city caters to the palate of gourmets, those with a sweet tooth and night owls alike. Our personal tips include the award-winning restaurants **Riedenburg** and **Esszimmer**, the locally beloved **Auerhahn** and Salzburg's culinary temple with a revolving chef residency, the **Hangar-7**. salzburg.info

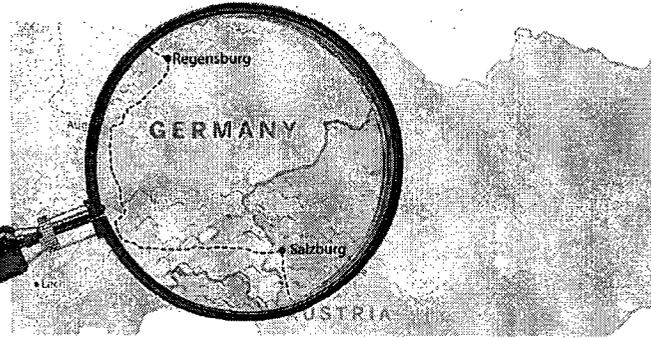


Deluxe Double © Hotel Sacher



Inside the cathedral © Dommuseum zu Salzburg, Josef Kral

DO **Gallery Walk in Salzburg's Cathedral District.** For centuries Salzburg was governed by mighty prince-archbishops, the spiritual and worldly rulers of the city. Their influence on the city's culture and economy knew no bounds. Today, you can explore the former center of their power, the DomQuartier Salzburg. For the first time in 200 years, the entire complex is accessible to the public. Tour the private and public spaces that testify to the prince-archbishop's vast influence. Open daily, except Tuesdays, 10 a.m. to 5 p.m. domquartier.at

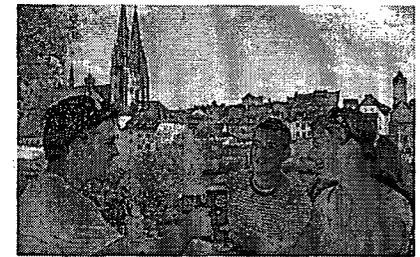


Regensburg

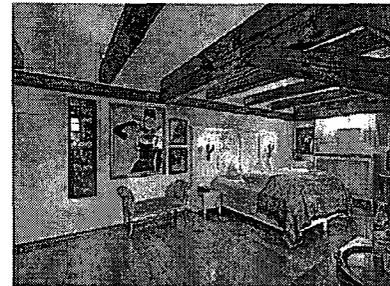
Germany

Because it has been maintained almost in its original form since the 8th century, the Old Town of Regensburg has been a UNESCO World Heritage Site since 2006. The fourth largest city of Bavaria and best preserved medieval city in Germany, 80 miles northwest of Munich, is not to be missed. Here legendary Bavarian hospitality meets spectacular historic buildings from the Middle Ages. St. Peter's Cathedral dates back to 700 AD and is the only example of French Gothic architecture in Bavaria. The 11th century Stone Bridge across the Regnitz river is the only preserved arch-bridge of its kind in Germany. regensburg.de

EAT Dine face-to-face with the Regensburg Cathedral at the historical **Haus Heuport**. Here you can relish a fusion of Bavarian, European and Asian cuisines, all made with local produce; the wine and beer pairings are terrific. Or try Bavarian cuisine sight unseen: The **Regensburger Ratskeller** makes use of its historic setting for a dining-in-the-dark experience. Rely exclusively on your taste buds! heuport.de, regensburger-ratskeller.de



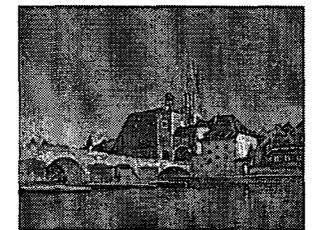
Regensburg Beer Garden with View of Cathedral © Regensburg Tourismus



Grand Hotel © Hotel Orpheus

STAY Hotel Goliath sits in the heart of Regensburg's Old Town. Each of the four-star rooms has a distinct design - you can even choose your favorite color. Breakfast and snacks are served all day, and the historic restaurant **Bischofshof** is just next door. Four-star **Hotel Orpheus**, a three-minute walk from the cathedral and the Stone Bridge, occupies three locations, one of them an old warehouse for salt storage. Each building offers uniquely furnished rooms in baroque and antique styles. hotel-goliath.de, hotel-orpheus.de

DO The princess of Thurn and Taxis founded the first large-scale postal service, back in the 15th century. She had built a magnificent castle, the Thurn und Taxis Palace, which has more rooms than the Buckingham Palace. Gawk at the palace's ornate ballroom and marble staircase, as well as the treasure chamber and the carriage museum. Located in the picturesque green belt that surrounds the Old Town of Regensburg. thurnundtaxis.de



Regensburg Stone Bridge and cathedral © Regensburg Tourismus

Nuremberg

Germany

Founded circa 1050, Nuremberg is one of the oldest cities in Germany and offers wonderful exploring to the amateur history buff. Contemporary Nuremberg has a population of 500,000 and is easily accessible by airplane, car or high-speed trains. Its Old Town and exhibition grounds make it an abiding draw for tourists. The old town, with the churches of St. Lawrence and St. Sebald, is divided in two by the Pegnitz river. The Dürer Haus is northern Europe's only remaining home of a Renaissance artist. Between 1509 and 1528 the great Albrecht Dürer created his artwork here. Nuremberg is also home to the most famous German Christmas market, the Christkindlesmarkt: a truly memorable holiday shopping experience. tourismus.nuernberg.de



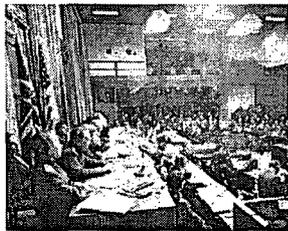
Nuremberg Gingerbread © Congress & Tourismus Zentrale Nürnberg, Stellen Oliver Riese

EAT Besides the Nuremberg bratwurst, the city is famous for its tasty gingerbread. This traditional baked delicacy is made with honey, cloves, cinnamon, anise and ginger – a sweet and spicy treat best enjoyed at the Christkindlesmarkt. It comes plain or chocolate-coated. For year-round enjoyment visit the Nuremberg gingerbread factory in the city's southeast. lebkuchen-schmidt.com



Nuremberg Christmas Market © GNTB, Andrew Cowin

STAY The five-star Sheraton Carlton Hotel Nuremberg is located in the heart of the city center, the old town and the market square just steps away. The recently renovated Bayerischer Hof Erlangen dates back to 1894, when it was a theater and restaurant. The hotel's current restaurant, Rosmarin, was awarded 15 points by Gault Millau and puts local produce to use in its regional and Mediterranean cuisine. sheratonnuernberg.com, bayerischer-hof-erlangen.de



Courtroom 600 © Stadtarchiv Nürnberg

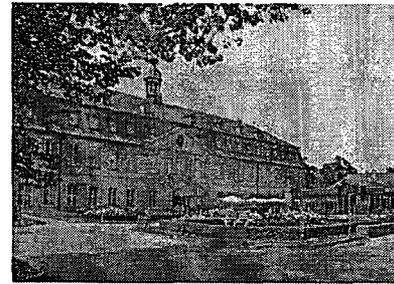
DO Nuremberg is, of course, home to the Palace of Justice, famous for the war crime trials after WWII. In 2013, a special documentation was created for the famed Courtroom 600, detailing the significance of the palace and these trials in detail. Unforgettable even for those who don't consider themselves history lovers. memorium-nuernberg.de

Bamberg

Germany

With its narrow alleys, medieval and baroque buildings and picture-perfect sights, Bamberg is one of the most beautiful places in Bavaria. The Old Town is Europe's largest and oldest intact city center, having been declared a UNESCO World Heritage Site in 1993; the history of this town goes back to the 9th century. Meanwhile, just as appealing to some is Bamberg's beer culture. With nine breweries, it wasn't long before the nickname "beer city" was born. Never fear, wine lovers: A fine glass of something regional isn't hard to find here, and enjoyed over an exquisite dinner at one of the numerous small cafes and bars within the Old Town. Bamberg is located in the north of Bavaria, only 150 miles from Munich. bamberg.info

EAT The Das Eckerts prepares their delicacies strictly with produce from within a 60 mile radius. This ensures fresh, local and seasonal food. The interior is thoroughly modern – local oak wood, leather, limestone and sandstone – and designed to reflect the characteristics of the surrounding Franconian region. A highlight: the cooking classes, which teach the preparation of seasonal Franconian dishes. das-eckerts.de



Welcome Hotel Residenzschloss Bamberg © Welcome Hotel Residenzschloss Bamberg



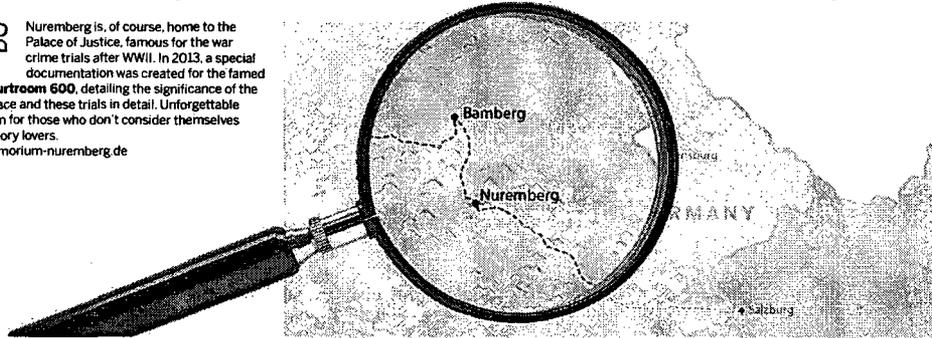
Bamberg Beer cellar © Bamberg Tourism Marketing

STAY The Romantikhotel Messerschmitt's wine tradition dates to 1422, when a local sailor brought a barrel of wine and established a wine house. Today, a whiff of that history can be found in the wine cellar of the family hotel, founded by airplane pioneer Willy Messerschmitt. Or stay at four-star Welcome Hotel Residenzschloss, on the bank of the river Regnitz, just a short walk to the historic Old Town. Built in 1787, the hotel now blends baroque and modern design. hotel-messerschmitt.de, welcome-hotels.com

DO The Old Town is the central highlight of Bamberg, having been declared a UNESCO World Heritage Site in 1993. Warp back to the ninth century via old cobblestone lanes and a wealth of historic buildings. A beer at one of the local breweries offers the perfect respite for reflecting on all that has and hasn't changed. bamberg.info



Bamberg Fall Colors © Bamberg Tourism Marketing



Rothenburg

Germany

Rothenburg ob der Tauber is located 130 miles north-west from Munich and is situated at the scenic crossing of the Romantic Road and the Castle Road. Founded in 1142 AD, it's been a free imperial city since 1274, and its location and rampart made it the most important town of the Middle Ages. The town lies between the two international airports of Frankfurt and Munich, making it relatively easy to get here. Rothenburg is one of Bavaria's hotspots for tradition, medieval history – and Christmas. The famous Käthe Wohlfahrt Christmas Village and the Christmas museum are must-sees at this beautiful German town. The richness of the old medieval buildings and museums make it even more memorable.
tourismus.rothenburg.de



Hotel & Brauereigasthof Landwehr © Hotel & Brauereigasthof Landwehr/Brau

STAY

Enjoy the four-star Vital Hotel Meiser, a family hotel outside of Rothenburg with impeccable attention to detail – and a terrific spa. Villa Mittermeier, right in Rothenburg, is one of Bavaria's Sightsleeping Hotels that brings old traditions to a contemporary setting. And nestled in the picturesque center of town is the four-star **Hotel Eisenhut**, which often hosts royals, celebrities and politicians, and offers exquisite views of Rothenburg, and the Tauber valley.
vitalhotel-meiser.de, villamittermeier.de, eisenhut.com

EAT

The **Landwehr** brewery has been brewing beer atop the Taubertal Valley since 1755. The owner shares with his guests not just his beloved brews, but his love for antiques and his attention to detail. The restaurant is known for its hospitality, friendliness and award-winning cuisine. Homemade beer and Franconian wines are both paired with the seasonal and locally sourced meals.
landwehr-braeu.com



Room at Hotel Eisenhut © Hotel Eisenhut



Rothenburg night watchman © Rothenburg Tourismus Service

DO

Roam the historic Old Town of Rothenburg and the medieval buildings at its center. The St. Jakobs Church is the tallest building there, its construction dating to 1311 and continuing until 1485. Stroll along the ramparts and see the 42 defense towers surrounding the city. A guided walk with the night watchman around town will transport you right back to the **Middle Ages**.
nightwatchman.de

Augsburg

Germany

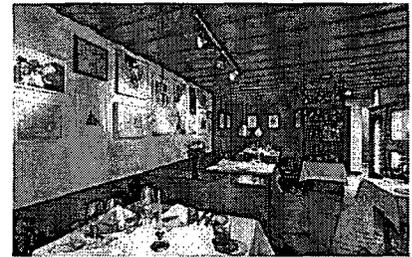
Augsburg, located on the Romantic Road 30 minutes northwest of Munich, was founded by the Romans in 15 BC. There the oldest social housing complex, the Fuggerei, became home to the needy citizens of Augsburg. Founded by the wealthy Fugger family in 1516 it is still in use today. The Cathedral and Renaissance City Hall with the Golden Hall deserves a visit – famed for its murals, it's one of the most important cultural monuments of the German Renaissance. Today the hall is frequently used for receptions and concerts. The city isn't without its historic celebrity connections - Mozart and Brecht, notably. Today Augsburg is home to many technical colleges, bringing a vibrant student life into the Renaissance town.
augsburg-tourismus.de

EAT

Falkost Kahn offers gourmet meals and other local ingredients – partly via its restaurant and partly through its café and bistro, where you can get everything from a snack to a whole dinner. **Restaurant Die Ecke** brings a Mediterranean touch to its Bavarian-Swabian meals. They feature aromas, spices and recipes from all over the world – but only the freshest local organic ingredients.
falkost-kahn.de, restaurant-die-ecke.de



Augsburg, Town hall and cathedral by night © Regio Augsburg Tourismus GmbH



Restaurant Die Ecke © Restaurant Die Ecke

STAY

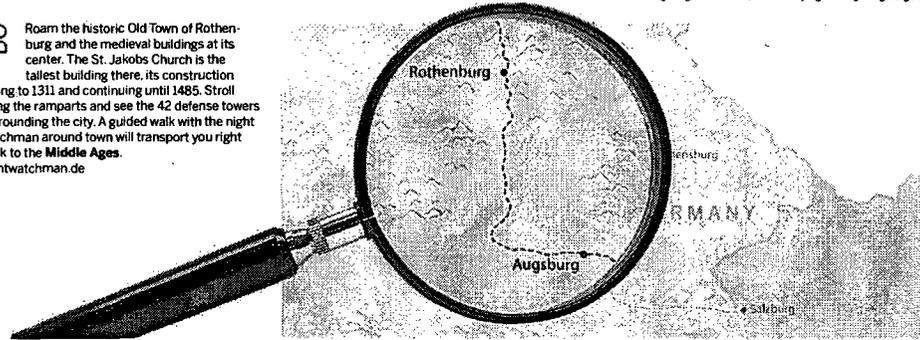
Hotel Schempp combines classical design with functionality in its four-star establishment. Also combined: European and Asian cuisine, in their exceptional restaurant. The four-star hotel **Steigenberger Drei Mohren** has a 500-year history, and a location convenient to the best sights. Its 2011 renovation features contemporary design throughout its spacious rooms and suites, and the restaurant and bar have become popular among Augsburg residents.
hotel-schempp.de, steigenberger.com

DO

At the **Fuggerei**, a remarkable history of the world's oldest social housing complex unfolds. Explore how residents lived half a millennium ago, and how residents live there now. The current inhabitants are happy to talk with visitors about life there. For many, the Fuggerei area is a recovery haven in the city. During your tour a stop in the Fuggerei Stube is highly recommended.
fugger.de



Fountain © Fuggersche Stiftungs-Admin., Eckhart Matthäus



Munich

Germany

Munich – and its modern international airport – are the gateway to the German Alps. Over the centuries this cosmopolitan city has retained its beautiful Bavarian charm and traditions. You can experience top-notch shopping at Maximilianstrasse, one of the most exclusive areas in Munich. Planned by King Ludwig I, it's home to the Bavarian Parliament, Maximilianeum, the National Theater and the Bavarian State Opera. Discover the BMW-World, museum and factory for an in-depth take on the BMW brand and history. Munich is also considered the beer metropolis of the world, thanks to the Oktoberfest, the airport brewery and the array of iconic beer gardens. The city's also home to no less than 12 Michelin-starred restaurants, featuring both Bavarian and international cuisine you won't soon forget.

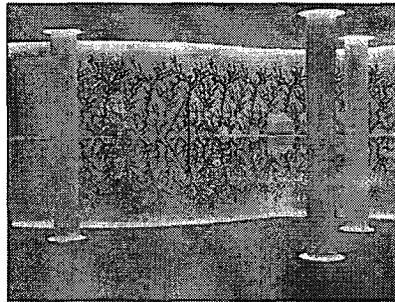
muenchen.de



Beer garden © München Tourismus, L. Gervasi

EAT Given all the beer it's no surprise how popular Munich's pretzels, sausages and chicken are. These traditional Bavarian delicacies represent one side of the culinary continuum, while the palate-spoiling haute cuisine scattered throughout town represent the other. From traditional Bavarian to Mediterranean, from French to Asian, the variety is matched only by the quality.

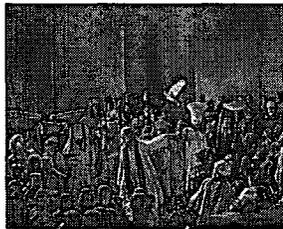
muenchen.de



The Charles Hotel SPA © The Charles Hotel

STAY Munich's finest hotels range from internationally renowned chains to local luxury hotels. The central **Charles Hotel** provides outstanding service, a rejuvenating spa and views of Munich's old town and botanical gardens. The **Mandarin Oriental Munich** features a restaurant whose French-inspired Asian cuisine earned it a Michelin star. The restaurant **Atelier**, at five-star **Hotel Bayerischer Hof**, also boasts a Michelin star. Experience haute cuisine with an inspired wine list.

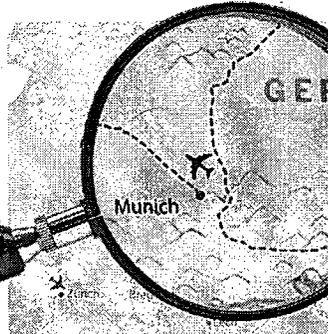
bayerischerhof.de, thecharleshotel.com, mandarinoriental.com



Passion Plays © Marketing Garmisch-Partenkirchen

DO **Oberammergau**, an hour south of Munich, is world-famous for its "Passion Plays," which take place every ten years. Depicting the suffering and death of Jesus Christ, the performances have been ongoing since 1634. During the years in between, you can nevertheless get a taste with a backstage tour of the theater. For a more permanent sense of local art, note the gorgeous frescoes on house walls, called "Lüttlmalerei." Their origins date back to the Baroque epoch.

ammergauer-alpen.de

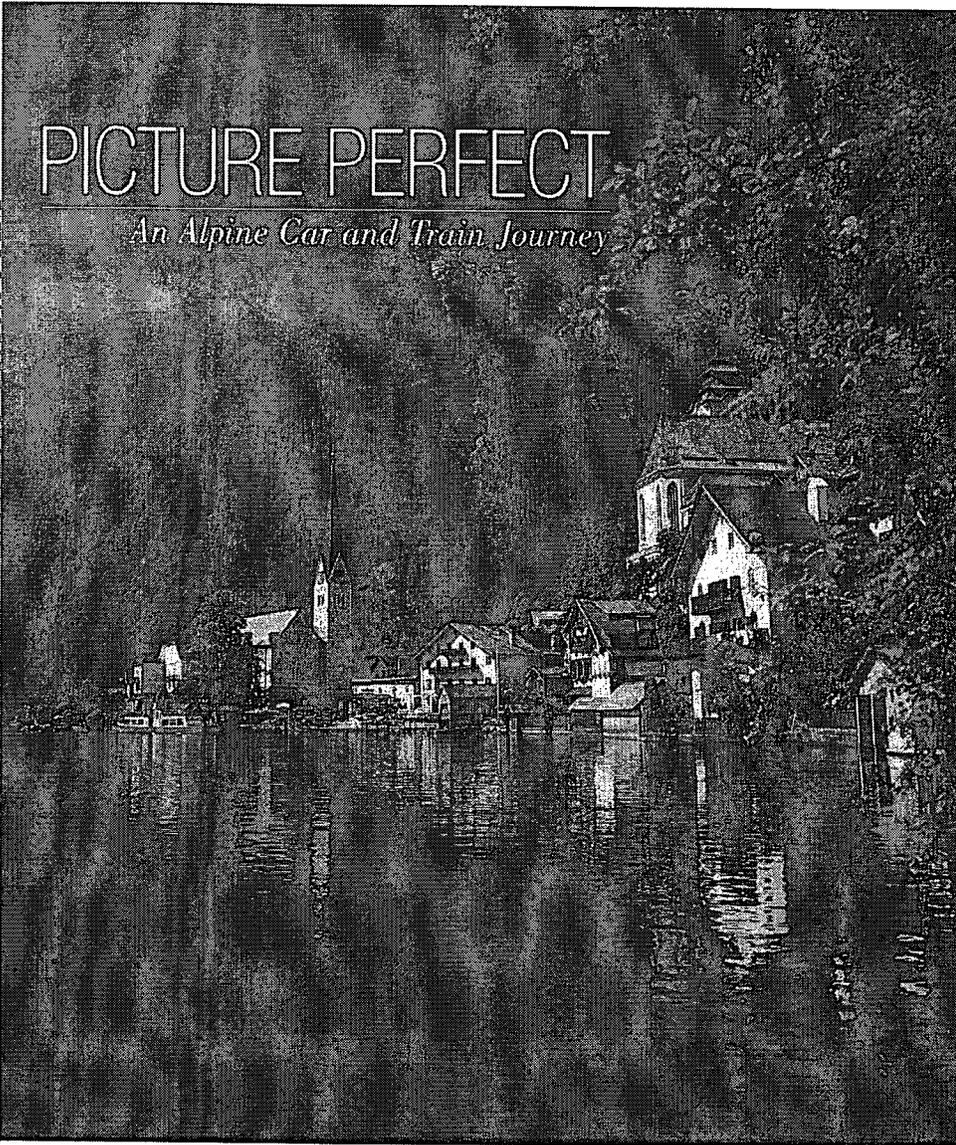


Wishing you a great journey through the Austrian, Swiss and German Alps!

Austria
drive and revive
austria.info

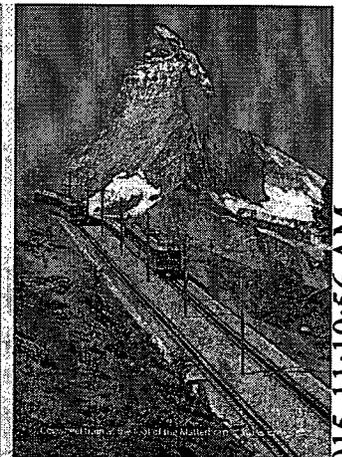
Germany
The travel destination
germany.travel

Switzerland
MySwitzerland.com



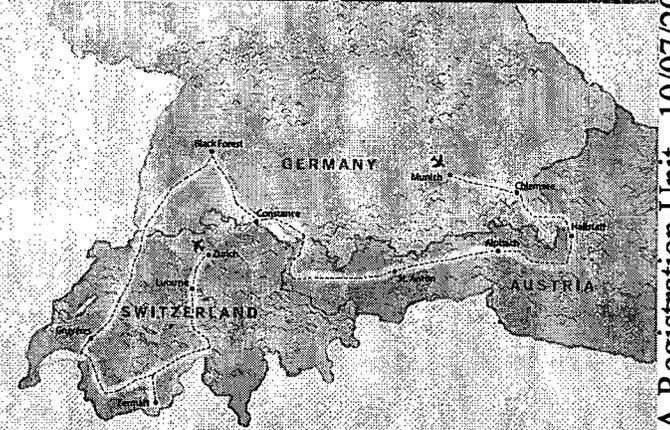
PICTURE PERFECT

An Alpine Car and Train Journey



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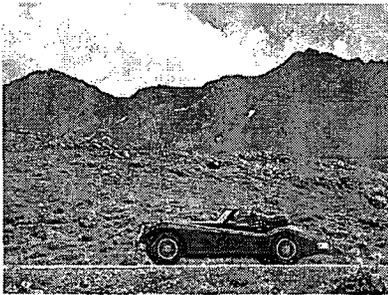
Picture Perfect

From the distinctive hut villages of the Görtiach Valley to the awe-inspiring Matterhorn and the fairy-tale Arlberg mountains, a drive through Austria, Switzerland and Germany delivers one breathtaking sight after another – all in under two weeks. Or leave the driving to someone else and discover the Alps conveniently by train. For gorgeous scenery and unforgettable experiences, these Alpine countries are entirely unparalleled and entirely unique.



Good to know...

Driving the "Picture Perfect" itinerary is uncomplicated and offers the greatest flexibility and freedom; you explore at your own pace. Public transportation on the other hand enables stress-free traveling in the Alpine region.



Alpine driving, St. Moritz © swiss-image.ch

Car Rental

There are car rental agencies at airports and downtown locations in most larger cities. Except at airports, rental agencies are closed Sundays. Smaller vehicles have manual transmissions; automatics require advance reservations. Drivers must be over 21 years of age.

Include satellite navigation in your rental package to reduce stress during the journey.

Road Regulations

Reflective Safety Vest

Drivers are required to carry a reflective safety vest in their car at all times. This new regulation is required by law and is subject to heavy fines. Please check with your car rental company to ensure a Reflective Safety Vest is located in the car.

Road tolls

Prior on entering Austria's and Switzerland's motorways and highways, toll stickers are required on all vehicles! Stickers can be obtained from the gasoline stations as well as post offices and newsstands.

Seat belts

Seat belts are compulsory and children under-12 are required to sit in the back. Dipped headlights are compulsory in tunnels. Use of the horn is discouraged except on mountain roads with blind turns.

Speed limits

| | |
|----------------------------|-----------------------------|
| Maximum speed on motorways | |
| Switzerland | 120 km/h (75 mph) |
| Austria | 130 km/h (81 mph) |
| Germany | no speed limit or as posted |

Be sure to check when these routes are open, as most high passes close during winter.

3

Gasoline

Most gas stations are closed at night, but self-service stations usually remain open.

Emergencies

Emergency telephones are available on motorways, larger roads and in the mountains. Motorist help calls can also be made from any telephone 24hr a day by dialing:
Austria 120, Germany 112 and Switzerland 140



Grossglockner High Alpine Road © Österreich Werbung / Popp Hackner

Store Opening Times

Most shops are open Mon - Fri from 9 am to 6.30 pm, Sat 4pm or 5pm (some may close for lunch.)

Useful Websites

Austria.info, Germany.travel, mysitzerland.com

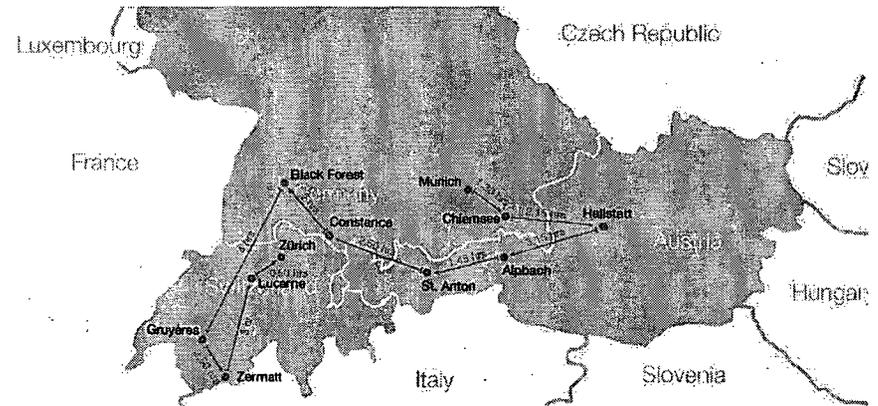
Getting around

Meanwhile, the train offers one of the most hassle-free ways of touring the Alps. Crisscrossing the region is a popular small-gauge railway, letting travelers experience the most scenic vistas in the most relaxing manner.



The Glacier Express at the Oberalp Pass © swiss-image.ch

Driving times for the "Picture Perfect" journey
The map below gives approximated driving times between some of the destinations, not counting the stop overs in-between.



Best times to travel

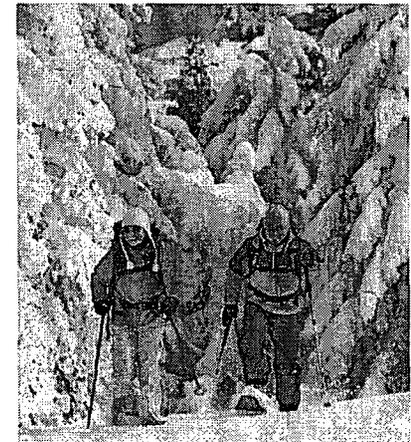
Summer Season
May - September

Special Seasons

Oct (Wine Harvest)
Nov - Dec (Christmas Markets)
March (Easter Celebrations)



Nuremberg Timber-framed houses © GNTB, Andrew Cowlin



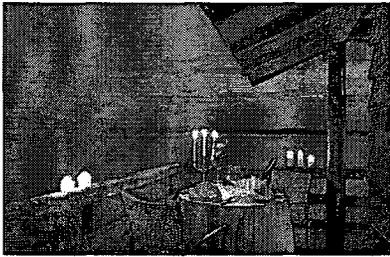
Snow-dad fir trees, couple on a snowshoe walk* © GNTB, Daniel Geiger

4

Lake Chiemsee

Germany

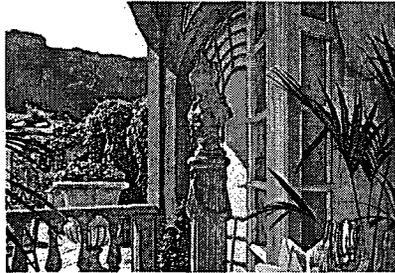
Lake Chiemsee, Germany's second-largest inland lake, is nestled in the Chiemsee-Alpenland region, one of Bavaria's most diverse landscapes, and just an hour from Munich. Known as the "Bavarian Sea," Lake Chiemsee is among the most beautiful lakes in the Bavarian Alpine foothills. Two of the main islands in the lake are Herrenchiemsee and Frauenchiemsee, also called Herreninsel (gentlemen's island) and Fraueninsel (ladies' island). The third main island, Krautinsel (cabbage island), is the smallest. An impressively clean lake, it is ideal for swimming and boating. The architecture of Prien on Lake Chiemsee is extremely picturesque and many of the shops and houses are decorated in the traditional style of Upper Bavaria. The health resort is the only Kneipp Health Cure Center in Upper Bavaria.
chiemsee-alpenland.de



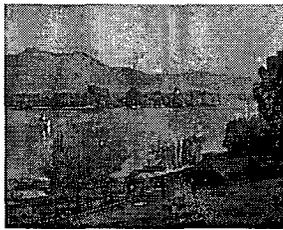
Candlelit Dinner Seehaus © Hotel Gut Ising

STAY The beautiful, four-star **Yachthotel Chiemsee** sits on the lake's western shore in the Chiemgau region. Herrenchiemsee Island is seen easily from the hotel. The **Residenz Heinz Winkler** is located in a late medieval building, called the Hotel Post for centuries. Each suite has its own distinctive character. A beautiful ambiance, culinary delicacies and seasonal arrangements invite you to relax and enjoy. The cuisine has been awarded three Michelin stars more than 20 times.
yachthotel.de, residenz-heinz-winkler.de

EAT For charming and romantic dining, celebrate at the terrific **Gut Ising** on Lake Chiemsee, where three restaurants offer delicious, adventurous variety. Enjoy local, traditional cuisine at **Zum Goldenen Pflug** Restaurant. The cozy **Klaus** beer garden offers awe-inspiring views of the Alps and a small but tasty menu. The offerings at **USINGA Gourmet Restaurant** include impressive Alpine cuisine along with modern, seasonal and international favorites.
en.gut-ising.de

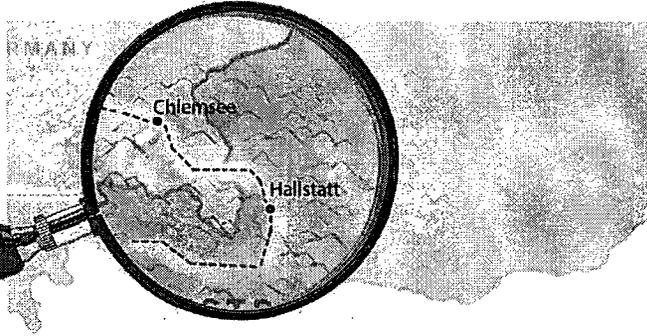


View of Kampenwand © Residenz Heinz Winkler



Island of Women, Chiemgauer Mountains © GHTB, Fritz Mader

DO The breathtaking landscape of the Chiemgau region and the Upper Bavarian Alps offer abundant outdoor and cultural activities. Consider visiting **Herrenchiemsee Palace**, inspired by King Ludwig XIV, a fairytale showpiece that attracts millions yearly. For over a millennium, **Altoetting** has been Bavaria's spiritual center, and for five centuries has served as Germany's principle Marian pilgrimage site – for the one million pilgrims and visitors who come each year to see the "Black Madonna" in the octagonal Chapel of Grace.
herrenchiemsee.de, altoetting.de



Hallstatt

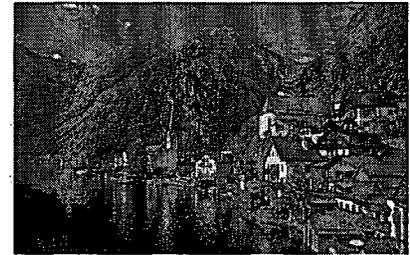
Austria

Between Hallstätter See and the awe-inspiring Dachstein Mountains lies the pristine Salzkammergut Lake District. A mystical aura suffuses the region, with its otherworldly peaks and vast history. Centuries-old traditions remain intact here, and the Dirndl – the local traditional costume – is still part of every woman's wardrobe. Hallstatt is the oldest village in the **Salzkammergut** – and in fact in Austria – dating back 7,000 years. This UNESCO World Cultural Heritage site can be reached only by foot or boat, and evidence suggests this isolated village rose to prominence through a thriving salt trade as early as the 8th century B.C. So spectacular is it that the Chinese have created an elaborate replica of the ancient salt mining village. But only in the original will you discover what makes it truly unique and deeply Austrian.
hallstatt.net

EAT The Salzkammergut Lake District is a magnet to fish junkies, who love the local trout, char and European whitefish. For some of the finest fish, try Hallstatt's **Seewirt Zauner** at the historic market square and the **Bräuhaus Lobisser**, with its lake terrace and cozy traditional restaurant. Or head to **Gasthaus Fűrberg** in St. Gilgen, at the neighboring Lake Fuschl, and enjoy mouthwatering specialties from the local fishery.
zauner.hallstatt.net, brauhaus-lobisser.com, fuerberg.com



Heritage Hotel © Hallstatt HotelierlichungsGmbH



Hallstatt © Österreich Werbung Pigneter

STAY Between the mountains and the lake, it's hard to find lodging without breathtaking views in Hallstatt. Particularly recommended are the **Hotel Grüner Baum**, at the romantic market square, and the **Heritage Hotel**, in which three historic houses merge to form a luxury hotel. Another gem: **Schloss Fuschl**, the legendary castle hotel just 50 minutes from Hallstatt, and 30 minutes from Salzburg.
hotel-hallstatt.com, gruenerbaum.cc, schlossfuschlsalzburg.com



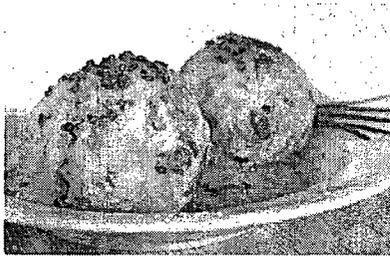
Salzkammergut Dirndl © Kraft

DO The best way to experience the beauty of this famous location? A traditional **salt boat ride** on the Hallstätter Lake. These unique boats, called "Fuhren," once transported salt all the way to the Danube. For an even more intimate glimpse of Hallstatt's 7,000-year history, visit the incredible **Hallstatt Mines** and descend into the world's oldest salt mines. Finally, channel your inner Maria von Trapp and rent your own Dirndl at the **Dirndl To Go shop**.
hallstatt.net, salzwellen.at

Alpbach

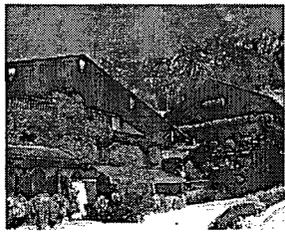
Austria

Austria's third-largest province, Tirol, is in the heart of the Alps, surrounded by majestic mountains, rolling meadows and picturesque valleys. Its villages, such as **Alpbach** (likely a permanent settlement for more than 1,000 years), are filled with rustic Alpine architecture – handsomely crafted buildings made of bold, natural wood and stone that easily withstand the rugged environment and its weather, and blend beautifully into the landscape. Geraniums and other flowers surround the area's charming, cozy homes. Not surprisingly, Alpbach has been named "Austria's Most Beautiful Village" and also "Europe's most beautiful flower village." A visit to this quaint and exquisite village, with lovely views in every direction, should be one of your top priorities when you come to Austria. alpbachtal.at



Tirolean Kneedel © Tirol Werbung

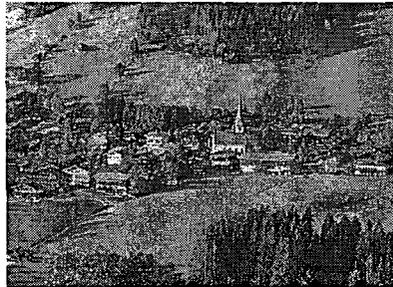
STAY Wake up with an Alpine sunrise and a spectacular panoramic terrace view in this lovely Tirolean village. You are ensconced in the **Alpbacherhof**, a four-star superior hotel where traditional wooden style and delightful, contemporary design blend in perfect harmony. Another favorite choice is the romantic **Boeglerhof**, a four-star superior hotel, parts of which date back to the 14th century – charming in every way, every day. alpbacherhof.at, boeglerhof.at



Alpbach Center © Alpbach Seeland Tourismus

DO Upon arrival in Alpbach, stroll the village and enjoy the abundant flower displays. You won't stop taking photos in such a beautiful spot, and during the summer there are numerous cultural events. Start your visit with a **guided tour**, focused on Alpbach's fascinating history and architecture. Don't miss the **July Village Fest's** great music and fine food. In September, the **cattle are brought down from the Alpine meadows** – another not-to-be-missed traditional event, which includes a charming handicraft and farmer's market. alpbachtal.at

EAT Enjoy the legendary hospitality of the Tirolean Alps. The "Tiroler Wirtshaus" seal of approval assures that an inn's products offer the finest quality, feature locally sourced ingredients and a generous helping of Gemütlichkeit. In Alpbach, both the **Hotel Wiedersbergerhorn** and the **Hotel zur Post** (all food grown sustainably and organically) are proud recipients of the seal and our favorite local recommendation. post-alpbach.at, wiedersbergerhorn.com



Alpbach Village © Alpbach Seeland Tourismus

St. Anton

Austria

The Arlberg is a majestic Alpine mountain massif in western Austria, spanning the provinces of Tirol and Vorarlberg. An old trading route brought precious salt on a narrow trail across the Arlberg Pass for centuries, and valley farmers grazed their cattle in the high pastures. Over time, five charming villages grew as centers of agriculture, commerce and stopovers for those crossing the dangerous pass. In the 19th century, tourism's rapid growth helped the villages develop into deluxe retreats. Today, luxurious Lech, sophisticated Zürs, cozy Stuben, exclusive St. Christoph and cosmopolitan **St. Anton** are superb summer and among the world's best ski resorts. St. Anton am Arlberg is famous as the Cradle of Alpine Skiing, thanks to the Arlberg Ski Club (founded in 1901) and local boy Hannes Schneider, renowned skiing pioneer. stantonamarlberg.com

EAT The **Hospiz** in St. Christoph am Arlberg was founded in 1386 to shelter Arlberg Pass travelers. More than 620 years later, it's a five-star castle hotel serving award-winning Austrian cuisine, with a wine cellar dating back to the 14th century. The **Hotel Alte Post** in St. Anton is another jewel with exceptional flavors, a vast selection of wines, historic architecture and rustic Alpine hospitality. And for exquisite traditional dishes crafted by landlady Mrs. Kometer stop by the **Hotel Sonnblüchli** in St. Anton. arlberghospiz.at, sonnblichl.cc, hotel-alte-post.at



St. Anton am Arlberg © Tourismusverband St. Anton am Arlberg



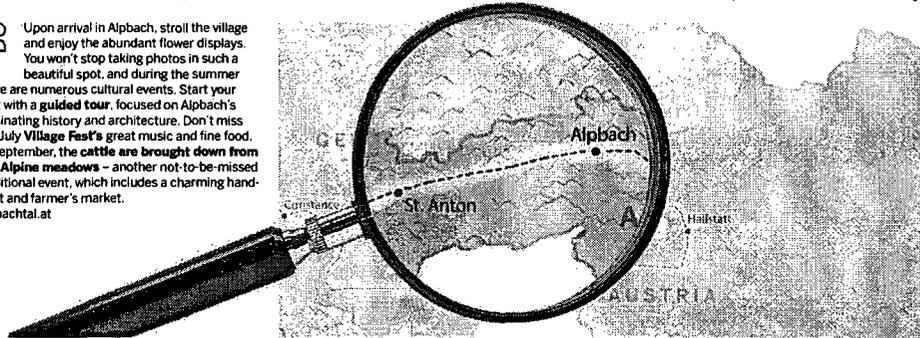
Arlberg Hospiz Hotel © Arlberg Hospiz Hotel

STAY At 4,300 feet, cosmopolitan St. Anton is an extraordinary experience. Its five-star **Hotel Raffl's St. Antonerhof** combines traditional values with refined comfort and a sophisticated ambience. The cozy, four-star **Hotel Galzig** is beautifully situated at the Galzigbahn station, and surrounded by the majestic Arlberg Mountains. The four-star boutique **Hotel Himmthof**, once an old farm house, is now a heavenly country hotel, presided over by friendly young owners, Herr and Frau Penz. The saunas, steam room and plunge pool work miracles. antonerhof.at, skihotelgalzig.at, himmthof.com



Galzigbahn © Arlberger Bergbahnen

DO St. Anton am Arlberg, dripping with history, is iconic as the place Alpine skiing was invented, a topic you'll learn much more about when visiting the outstanding **Museum St. Anton am Arlberg**. Afterward, get on the prize-winning, state-of-the-art **Galzigbahn** cable car and two other cable cars, which rise 9,222 feet to **Valluga Mountain**, the highest peak in the Arlberg. You'll feel nature's power and on a sunny day easily see the peaks in Italy, Switzerland and Germany. museum-stanton.com, skiarlberg.at



Lake Constance

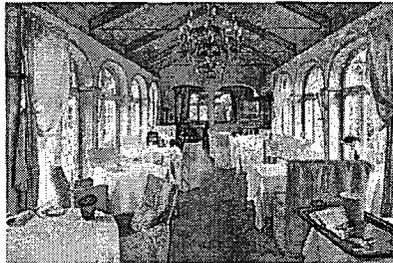
Germany

Three countries, one lake: **Lake Constance**, at the northern foot of the Alps in Germany, Switzerland and Austria, is Central Europe's third-largest lake. It features three major islands: Mainau is the garden island, with flowers overlooking the lake, a tropical greenhouse and thousands of butterflies; Reichenau Island is a UNESCO World Heritage Site, home to the Abbey of Reichenau monastery; Lindau is famous for its rich, old town houses and intriguing buildings. One can cross the lake on car ferries to reach three countries – going from Romanshorn to Friedrichshafen, or Constance to Meersburg. Constance is a university city and home to prehistoric stilt house settlements that are part of the UNESCO World Heritage Site, and an oasis of natural beauty, harmony and relaxation. constance-lake-constance.com



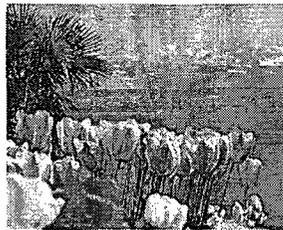
Romantik Hotel Residenz am See © Romantik Hotel Residenz am See

EAT The **Romantik Hotel Residenz am See** has two restaurants: the gourmet **Casala** and the **Residenz**, a favorite among locals throughout the Lake Constance region, striking a perfect balance between traditional recipes and innovative new culinary directions. In the gourmet **Restaurant Ophelia**, in the five-star **Riva Hotel Konstanz**, you experience classical cuisine with a modern interpretation. The chef has been awarded 17 Gault Millau points and two Michelin stars. Later, you may indulge in the Finnish sauna, gym and beauty treatments. hotel-residenz-meersburg.com, hotel-riva.de



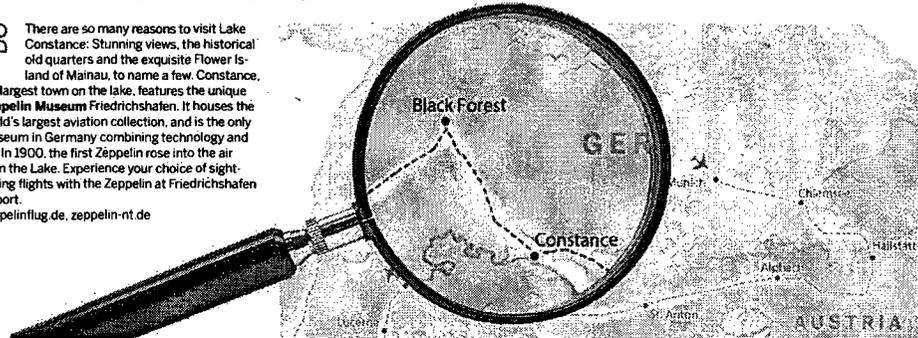
Villno Restaurant © Hotel Villno, C. Duipper

STAY The Relais & Châteaux **Hotel VILLINO** at Lindau, Lake Constance, is an exquisite country house hotel with award-winning cuisine and a fairytale garden, which invites you to stroll and relax. The **Steigenberger Inselhotel** in Constance, a former Dominican monastery, is situated lakeside. From the five-star hotel, it is only a few minutes to the old town and the center of Constance with its countless historical buildings. villino.com, steigenberger.com



Island Mainau Lake Constance © Mainau GmbH

DO There are so many reasons to visit Lake Constance: Stunning views, the historical old quarters and the exquisite Flower Island of Mainau, to name a few. Constance, the largest town on the lake, features the unique **Zeppelin Museum Friedrichshafen**. It houses the world's largest aviation collection, and is the only museum in Germany combining technology and art. In 1900, the first Zeppelin rose into the air from the Lake. Experience your choice of sight-seeing flights with the Zeppelin at Friedrichshafen Airport. zeppelinflug.de, zeppelin-nt.de



Black Forest

Germany

When it comes to diversity, the **Black Forest** is a rarity, featuring mountain peaks, breathtaking views, deep lakes and charming valleys. The area offers everything you could want for the perfect photos and the perfect vacation. Unspoiled landscapes adorn the region, with virtually the entire Black Forest designated as the largest nature park in Germany. The area offers an array of health and spa resorts, thermal baths – such as Badenweiler or Bad Wildbad – delicious regional food and towns filled with historic architectural treasures. Popular tourist destinations include Freiburg, the Feldberg mountains, Titisee Lake and Triberg Waterfall. blackforest-tourism.com

EAT This region's 17 Michelin-starred restaurants make it a first choice among diners. The **Restaurant Bareiss**, ranked in the Michelin Guide's top ten for German gastronomy, is a culinary experience that transports diners beyond the everyday. Its deservedly high praise include two Michelin stars and numerous other awards for excellence and originality. The meals at **Restaurant Schlossberg** also exude great creativity, ranging from salad with pumpkin seed dressing to what may be the nation's finest schnitzel. bareiss.com, hotel-sackmann.de



3-star Gourmet Restaurant Bareiss © Hotel Bareiss



Parkhotel Adler © Parkhotel Adler

STAY **Traube Tonbach** is nestled in the romantic Tonbach Valley, a luxurious area with tall trees and gently rolling hills. The Black Forest hotel, owned and operated by the same family for more than 200 years, is known for hospitality, flawless accommodations and its wellness center.

Parkhotel Adler, a family-owned, five-star hotel in Hinterzarten, Lake Titisee, is rich in tradition and highly recommended for its beauty and massage services, treatment rooms, jacuzzi, and Earth-Fire sauna. traube-tonbach.de, parkhoteladler.de



Hiking Tonbach Valley © Hotel Traube Tonbach

DO **Black Forest** vacations offer outdoor activities from hiking and biking, to sailing, skiing and climbing. And if you are a lover of art and architecture, you will find the region's museums of the highest caliber. For hikers, the three main long-distance trails are the Westweg, Mittelweg and the Ostweg. Freiburg offers evocative old quarters, and its characteristic bächle – narrow channels of water that parallel the road. The **Schwarzwaldhochstrasse** makes for a spectacular route from Baden-Baden to Freudenstadt. blackforest-tourism.com

Gruyères

Switzerland

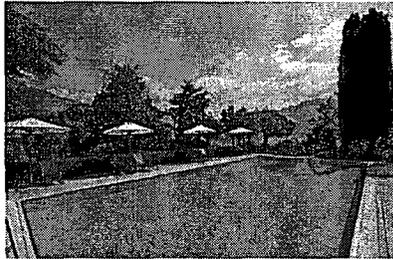
World-famous Gruyères cheese comes from the quaint medieval town of Gruyères, perched atop a small hill, surrounded by rolling green landscape and the peaks of the Fribourg Pre-Alps. The chocolate train, with its modern panorama cars, offers stunning views of the vineyards surrounding Montreux which is just an hour car ride from Gruyères. Specialties such as cheese fondue, raclette and desserts made with the excellent local double cream are all available – and appreciated by the picturesque town's visitors. For those with sweets on the brain, a tour of **Cailler chocolate factory** is essential. For cultural history, the famous Gruyères Castle, dating to the 13th century, has been made into a museum featuring 800 years of regional architecture, history and culture. la-gruyere.ch



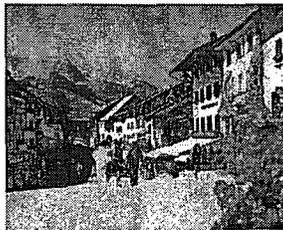
Maison Cailler - Chocolate Factory © mysitzerland.com

STAY The easy-to-find **Hotel de Gruyères** has a fantastic view of the medieval town and the Moléson. Each room features a warm, rustic décor, and provides a serene view of the mountains. The five-star **Fairmont Palace Montreux Hotel** is one of the "Leading Hotels of the World" and "Swiss Deluxe Hotels." Built in 1906, this jewel of Belle-Époque architecture features 235 suites, all luxuriously appointed and equipped with state-of-the-art technology. gruyeres-hotels.ch, fairmont.com

EAT For complete immersion in the brand, history and products of the **Cailler Chocolate** factory, choose the interactive audiovisual tour that entertainingly focuses on various phases of Cailler chocolate production. For the ultimate treat, you'll get the opportunity to produce your own creations in the chocolate workshop under the guidance of a Cailler chocolate maker. Still hungry? **Le Chalet de Gruyères** invites you to sample their classic, local Gruyères cheese fondue followed by a sweet meringue with double cream. cailler.ch, gruyeres-hotels.ch



Fairmont La Montreux Palace © mysitzerland.com



Castle in Gruyères © mysitzerland.com

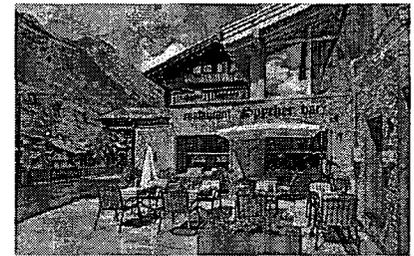
DO The **Gruyères Castle** – one of the most impressive in Switzerland – towers above the medieval town. The castle tour offers a walk through eight centuries of architecture, history and culture. Built in the 13th century, it was home to a long succession of Gruyères counts. Discover the Castle's permanent historical displays and its many temporary exhibitions. Enjoy the multimedia show "Gruyères," an enchanting blend of high-definition images, music, light and sound. chateau-gruyeres.ch

Zermatt

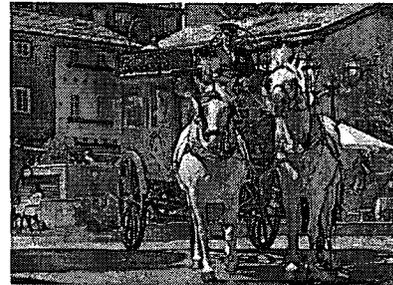
Switzerland

Amazing and car-free Zermatt rests at the foot of the **Matterhorn** in the middle of an extraordinary hiking and skiing region. It is one of the world's most attractive vacation villages. Its ski region encompasses 63 mountain railways and over 220 miles of slopes. In particular, the "Matterhorn glacier paradise" is Europe's largest and highest summer skiing region, with numerous national ski teams training here. The area is legendary among mountaineers for its lacework of 250 miles of hiking trails, snaking throughout the Matter Valley. The cog railway operates between Zermatt and the 10,000-foot-high Gornergrat, offering spectacular views of the Matterhorn and glaciers from the summit. zermatt.ch

EAT Why not stop by the **Spycher Restaurant** in Zermatt to savor a flambé, Crepes Suzette or Stroganov? Devotees of Swiss cuisine will love this rustic, quintessentially grill and flambé restaurant, with a wine cellar "de prestige" featuring more than 150 fine wines. Meanwhile, **Chez Vrony** pampers you with lovingly prepared dishes and carefully selected wines – traditional recipes and classic cuisine. aristella-zermatt.ch, chezvrony.ch

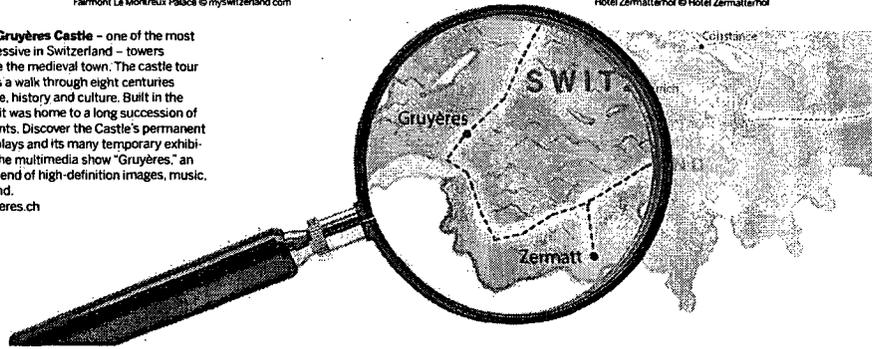


Restaurant Spycher © Restaurant Spycher



Hotel Zermatterhof © Hotel Zermatterhof

STAY The traditional **Hotel Monte Rosa** is located in the center of Zermatt's car-free zone. Zermatt's oldest hotel was the mountaineering headquarters of Edward Whymper, the first to ascend the Matterhorn. Guests enjoy free access to the Mont Cervin Palace wellness area. Another choice, set in a park in the heart of Zermatt, is the five-star property **Grand Hotel Zermatterhof**, with 78 guestrooms and suites for the most discerning guests. It features a terrace, indoor pool, sauna, steam room and nine-hole golf course. monterosa.ch, zermatterhof.ch



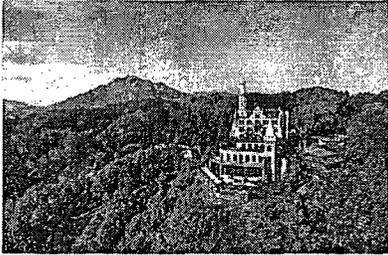
Stellisee with view of the Matterhorn © swiss-image.ch

DO The stunning reflections of the Matterhorn on the glassy surface of Lake **Stellisee** are seen in pictures all around the world. The lake is a 20-minute walk from the Blauherd summit station, which is about 45 minutes from Zermatt. The cable car carries visitors to the summit of the **Rothorn**, in summer the starting point for various hikes. At Europe's highest vantage point, accessible by cable car, a fascinating panoramic vista of the Matterhorn awaits. Bring your camera! zermatt.ch

Lucerne

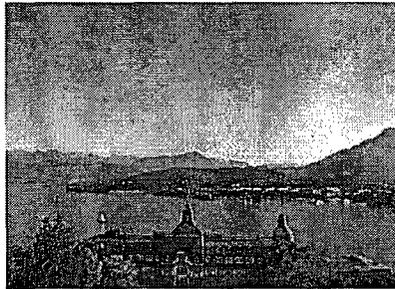
Switzerland

Lucerne is the ideal starting point for many excursions throughout Central Switzerland. A trip to one of its regional mountains, Mt. Pilatus or Mt. Rigi – the queen of mountains – is essential. But treks to the Stanserhorn, the Bürgenstock or a steamship cruise on Lake Lucerne are no less rewarding. The covered medieval Chapel Bridge, replete with gable paintings, is the centerpiece of Lucerne. It is one of the oldest covered wooden bridges in Europe. With its picturesque lakeside setting and impressive mountain backdrop, Lucerne is known as "the Essence of Switzerland." Tradition and modernity stand side-by-side in Lucerne, where innovative design is just one of the city's attractions.
lucerne.com



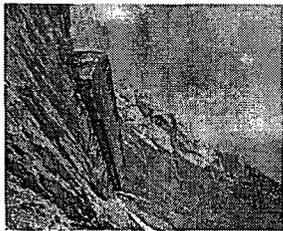
Chateau Gutsch © myswitzerland.com

EAT With panoramic views of the city, mountains and lake, the **Restaurant Château Gütach** has been a magnet for visitors for over 120 years. The restaurant offers the most spectacular dining experience in Lucerne, offering everything from Châteaubriand to fine cheese plates. Nearby, restaurant **Sauvage** at Hotel Wilden Mann, with its 14 Gault Millau points, is a jewel, celebrating traditional cuisine while embracing new international cooking, too. chateau-guetsch.ch, wilden-mann.ch



Palace Luzern © myswitzerland.com

STAY **Palace Lucerne's** perfect service evokes the finest of the Swiss hotel industry's legendary hospitality. It is only a few minutes' walk to Old Town. Imbued with tradition, this five-star hotel offers 129 individually designed, luxuriously appointed rooms and suites. Also in town, **Hotel Montana** has unparalleled panoramic views of Mt. Pilatus, the Chapel Bridge and the city of Lucerne. It offers 66 art deco rooms and suites, and has been a member of Small Luxury Hotels of the World since 2004. palace-luzern.ch, hotel-montana.ch



Pilatus cogwheel train © swiss-image.ch

DO Ride the steamship from Lucerne to Alpnachstadt, where the world's steepest cogwheel train pulls you up to Pilatus Kulm (7,000 feet). Take in the remarkable view of the lake, the mountains and the city of Lucerne. Then stroll through the rock gallery or hike to the Tomlishorn for a delicious snack in the restaurant. A spectacular ride by aerial cable car and gondola down to Kriens/Lucerne concludes this phenomenal day trip of the **Golden Round Trip**. pilatus.ch

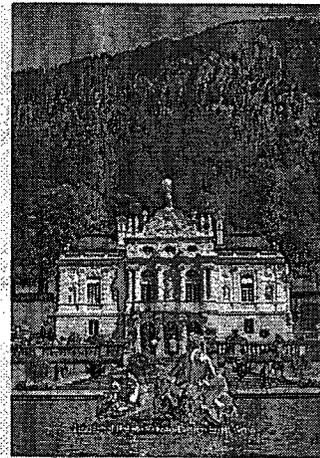


Wishing you a great journey through the Austrian, Swiss and German Alps!



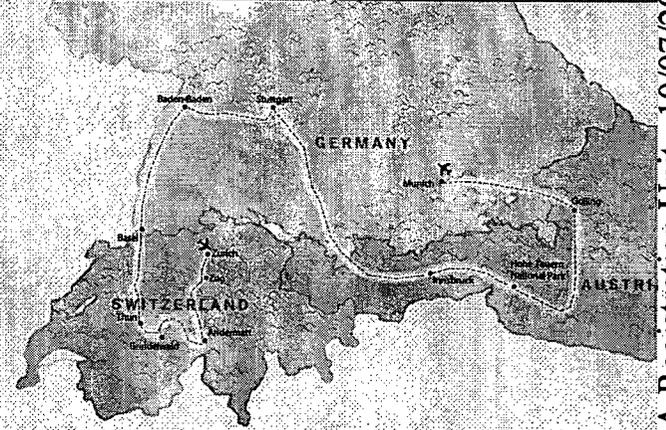
CASTLES, CAKES & CARS

An Alpine Driving Journey



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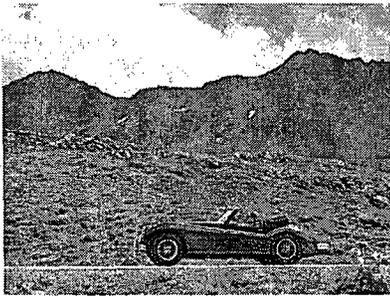
Castles, Cakes & Cars

Combining a tour that includes castles, cakes & cars is as simple as pie. Unite Austria, Germany and Switzerland and you get the full experience. Welcome to Stuttgart – the home of luxury car brands Mercedes and Porsche. Taste the superb, award-winning tart, called 'Zuger Kirschtorte'. And become a knight for a day whilst exploring the medieval castle of 'Ambras'. Find many more suggestions below.



Good to know...

Driving the "Castles, Cakes & Cars" itinerary is uncomplicated and offers the greatest flexibility and freedom: you explore at your own pace. Roads are well maintained, whether you select a highway or a meandering byway.



Alpine driving. St. Moritz © swiss-image.ch

Car Rental

There are car rental agencies at airports and downtown locations in most larger cities. Except at airports, rental agencies are closed Sundays. Smaller vehicles have manual transmissions; automatics require advance reservations. Drivers must be over 21 years of age.

Include satellite navigation in your rental package to reduce stress during the journey.

Road Regulations

Reflective Safety Vest

Drivers are required to carry a reflective safety vest in their car at all times. This new regulation is required by law and is subject to heavy fines. Please check with your car rental company to ensure a Reflective Safety Vest is located in the car.

Road tolls

Prior on entering Austria's and Switzerland's motorways and highways, toll stickers are required on all vehicles! Stickers can be obtained from the gasoline stations as well as post offices and newsstands.

Seat belts

Seat belts are compulsory and children under 12 are required to sit in the back. Dipped headlights are compulsory in tunnels. Use of the horn is discouraged except on mountain roads with blind turns.

Speed limits

Maximum speed on motorways
 Switzerland 120 km/h (75 mph)
 Austria 130 km/h (81 mph)
 Germany no speed limit or as posted

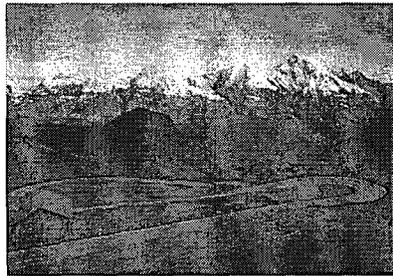
Be sure to check when these routes are open, as most high passes close during winter.

Gasoline

Most gas stations are closed at night, but self-service stations usually remain open.

Emergencies

Emergency telephones are available on motorways, larger roads and in the mountains. Motorist help calls can also be made from any telephone 24hr a day by dialing:
 Austria 120, Germany 112 and Switzerland 140



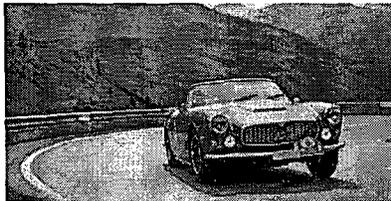
Grossglockner High Alpine Road © Österreich Werbung / Popp Hackner

Store Opening Times

Most shops are open Mon - Fri from 9 am to 6:30 pm, Sat 4pm or 5pm (some may close for lunch.)

Useful Websites

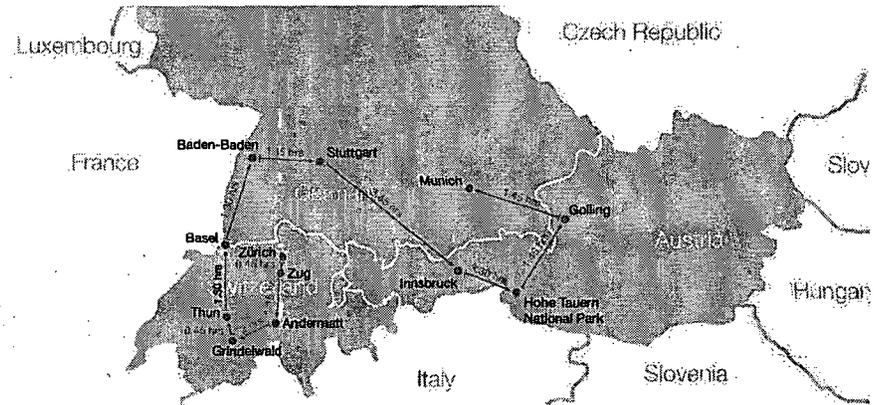
Austria.info, Germany.travel, myswitzerland.com



Alpine driving. St. Moritz © swiss-image.ch

Driving times for the "Castles, Cakes & Cars" journey

The map below gives approximated driving times between some of the destinations, not counting the stop overs in-between.

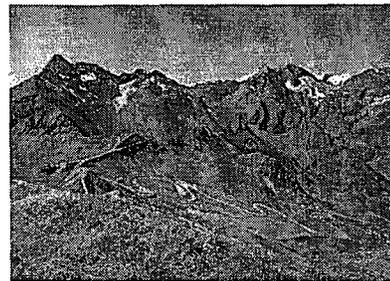


Best times to travel

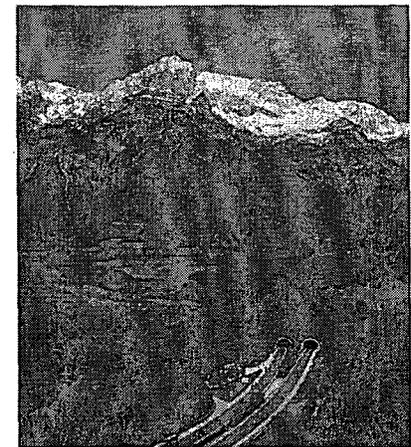
Summer Season
 May - September

Special Seasons

Oct (Wine Harvest)
 Nov - Dec (Christmas Markets)
 March (Easter Celebrations)



Grossglockner High Alpine Road © Österreich Werbung / Homberger

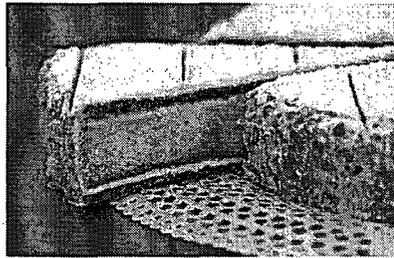


Tauernautobahn Werfen © Österreich Werbung / Weinhaupt W.

Central Switzerland

Switzerland

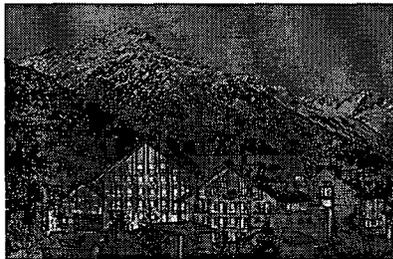
From its craggy and breathtaking peaks to its cozy, picture-book towns, from the snowy white of its mountains to the brilliant green of its sweeping meadows, Central Switzerland is jam-packed with breathtaking sights and legendary landmarks. The German-speaking town of **Zug** takes its name from its long fishing history — “zug” refers to the right to pull up fishing nets — and is also well-known for its much-loved cherry tart. To the south, the fjord-like tips of Lake Urnersee are irresistible to sailors and swimmers alike, while the surrounding countryside is manna to cyclists. Driving through the **gateway to the Alps** can't help but form a lasting memory, as will the **Gotthard Pass**, Europe's most spectacular high mountain pass. centralswitzerland.ch



Zuger Kirschtorte © myswitzerland.com

STAY A modern and deeply deluxe hotel, **The Chedi Andermatt** boasts 104 spacious rooms and suites with a terrace. The cozy après-ski bar and stylish wine room will help you unwind. The open fireplace and panoramic windows peering out onto the Alps will make you never want to leave. Guests have access to a sprawling, 25,000 square-foot wellness complex, featuring indoor and outdoor pools, saunas, a salt steam bath, whirlpools, ice fountains, spa treatments and more. thechedi-andermatt.com

EAT The charming **Waldstätterhof** - lying at the banks of Lake Lucerne - offers a spectacular view of the glorious Alps, and is an essential stop-over on the way to Andermatt. Guests have a fantastic choice between light and healthy salads, regional cheeses and a fine variation of local meat dishes. Meanwhile, **Zuger Kirschtorte**, a local layer cake with a rabid international following, celebrates its hundredth anniversary next year. The confectionery Speck offers guided tours, for those curious about how this award-winning sweet temptation is made. Zuger.Kirschtorte.waldstaetterhof.ch

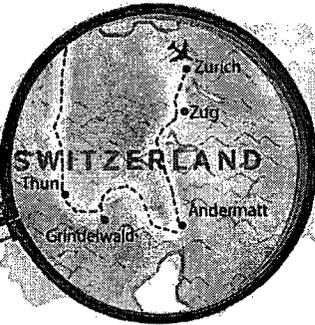


The Chedi Hotel, Andermatt © myswitzerland.com



The Tremola St. Gotthard Pass © swiss-image.ch

DO Connecting Airolo and Goeschenen, as well as the German-speaking and Italian-speaking parts of Switzerland, the well-developed **Gotthard Pass** road is one of the country's most dramatic. At the top of the pass, the view opens onto a high plateau, where drivers will find a museum and, in summertime, a cozy pub with a small beer garden facing a small lake. History buffs will appreciate that international traffic first crossed the famed **Devil's Bridge** in 1230. anderematt.ch/en

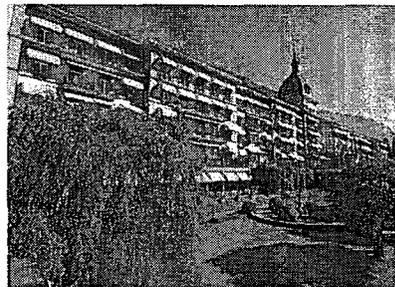


Bernese Oberland

Switzerland

Crisscrossed by sailboats and excursion steamers, the turquoise waters of **Lake Thun and Lake Brienz** form a living postcard. In nearby tributary valleys and sunny ledges, meanwhile, the quaint villages — think sumptuous chalets and warm guesthouses — embody that much-imitated Swiss comfort and serenity. Mountain railways afford panoramic views, and epic ski tours take you to pristine mountain peaks. You'll meet friendly locals along the way, and at holiday resorts and traditional destinations such as Interlaken or **Gstaad**, you'll find top-level outdoor adventure. Above it all reigns the majestic mountain chain: Eiger, Mönch and Jungfrau. The Jungfrau railway travels from the heart of the peaks to Europe's highest-altitude railway station, over 11,000 feet high. BerneseOberland.ch

EAT Nestled in a beautiful park right on Lake Thun, **Schadau Castle** makes for an unforgettable gastronomic excursion. Awarded 14 Gault Millau points, it offers unparalleled views of the Alps and the famous Eiger, Mönch and Jungfrau peaks. The Sun terrace at the **Hotel Krone Restaurant** might just be the most attractive terrace in all of Thun, with its magical view onto the river Aare. Enjoy a variety of grilled food, soups and salads. schloss-schadau.ch,krone-thun.ch



Victoria-Jungfrau Grand Hotel & Spa © myswitzerland.com



Schadau castle Thun © myswitzerland.com

STAY Gstaad's luxurious and newly renovated **Grand Hotel Park** enjoys a lovely south-facing location, just minutes from the promenade. Akin to a massive chalet, this five-star establishment delivers Alpine chic, contemporary interiors and quality service. Combining traditional style, elegance and spaciousness with modern luxury and comfort, the **Victoria-Jungfrau Grand Hotel & Spa** purveys a welcome informality. Tucked between lakes and rivers at the foot of the Jungfrau massif, it affords stunning views of its majestic surroundings. grandhotelpark.ch,victoria-jungfrau.ch



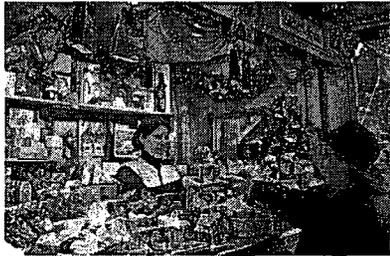
Castle in Thun © swiss-image.ch

DO The city of Thun, at the lower end of Lake Thun, is the gate to the Bernese Oberland. The medieval **Thun Castle** above the town of Thun - from the Celtic dunum, meaning "fortified city" - dates to the late 12th century. Today, concerts and other public events are held in the intact hall, and five floors of the castle now house a museum highlighting the region's history. thun.ch

Basel

Switzerland

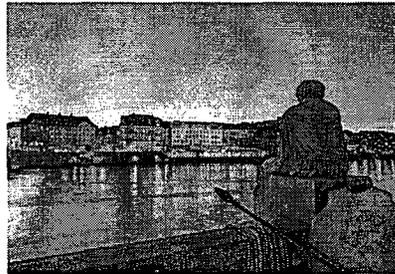
At the junction of three nations, this cultural epicenter offers nearly 40 museums and just as many high-caliber events. **Basel** is a city of contrasts, old patrician homes sit cheek-to-jowl with deeply modern buildings. A range of both classical and contemporary productions are shown on the stages of the Basel theater. The symphony orchestra is a renowned one, as is the musical theater. Historic landmarks include the large market square, with its richly decorated red sandstone town hall, and the late Romanesque-Gothic cathedral. The Zoo Basel is the oldest and largest in Switzerland. Need somewhere to catch your breath? The Botanical Gardens, a variety of parks and the banks of the Rhine are made for relaxing in this green city. basel.com



Lackerlihuus in Basel © swiss-image.ch

STAY The ornate **Grand Hotel Les Trois Rois**, a five-star riverside property, is within walking distance of museums and shops. With 101 traditional rooms and suites, the landmark offers a sophisticated blend of antique furniture and high-tech infrastructure. With its perfect view across the River Rhine, the **Hotel Krafft** is ideally located in the heart of Basel. Simplicity, authenticity and quality are the order of the day here, and have been since 1873. lestroisrois.com; krafftbasel.ch

EAT A Basel specialty, **Lackerli biscuits** are a sweet treat made from honey, almonds, candied fruits and spices. The Lackerli House purveys the largest selection of this widely exported delicacy. Sold in an old-fashioned aluminum box, they make a great souvenir. Culture and hospitality go hand in hand at **Teufelhof** in Basel. Awarded 16 Gault Millau, the chef creates a range of culinary delights, using only the finest and freshest products. laeckerli-huus.ch; teufelhof.ch



Grand Hotel Les Trois Rois, Basel © Grand Hotel Les Trois Rois



Castle Bottingen © myswitzerland.com

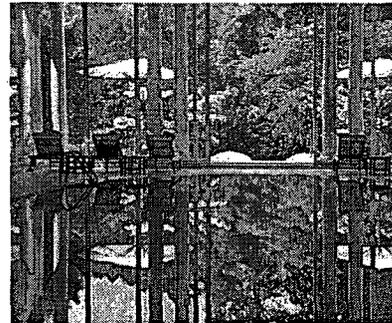
DO Basel is home of several world-class art museums such as the **Tinguely** museum, featuring many works from the 20th century Swiss painter and sculptor Jean Tinguely. Seemingly rising from water, the romantic castle **Schloss Bottingen** is a site to behold. The moated 14th century edifice also makes for a wonderful place to enjoy an afternoon in the park, far from the hustle and bustle - yet convenient to the city of Basel. tinguely.ch; weiherschloss.ch

Baden-Baden

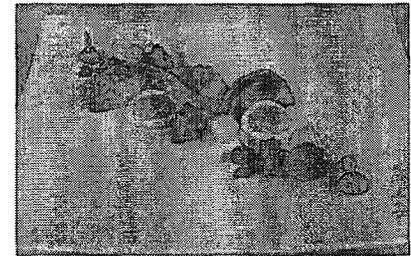
Germany

Baden-Baden represents both the gateway to the Black Forest and an epicenter of luxury. The spa resort tradition here dates back over two millennia, and has attracted a diverse cultural scene all its own. The Festspielhaus is Europe's second largest opera house and concert hall. The alabaster-white Kurhaus is a landmark and one of the world's most beautiful casinos. The annual horse races at the Iffezheim racecourse have been prominent society events since 1858. As it possesses the sunniest and warmest climate in Germany, Baden-Baden is also a remarkable wine region. The Southern Black Forest is just an hour away. Of course, no visit is complete without a slice of its namesake creation, the beloved Black Forest Cake. baden-baden.de

EAT **Le Jardin de France** offers "la cuisine du cœur" (cuisine of the heart) within an intimate courtyard, and recognized by a Michelin star. With its deep red walls and shimmering chandeliers, the Michelin-starred **Brenners Park-Restaurant** offers gourmet cuisine and excellent service in a luxurious setting. lejardindefrance.de; brenners.com

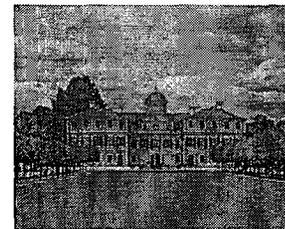


Brenners Spa Pool © Brenners Park-Hotel & Spa



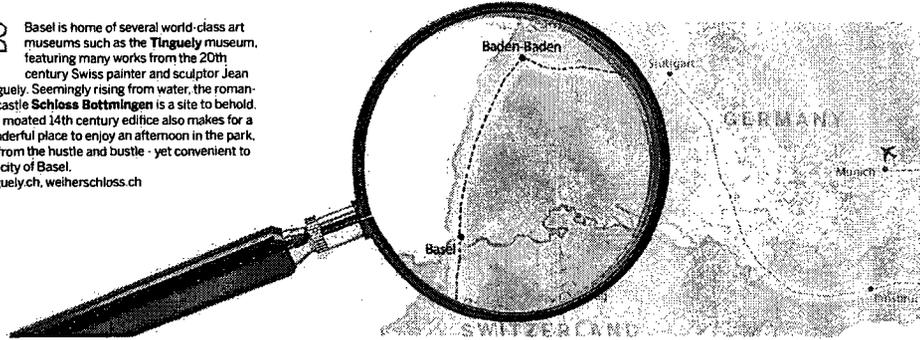
Cauliflower and Romanesco © Brenners Park-Hotel & Spa

STAY An urban oasis, the five-star **Brenners Park-Hotel & Spa** combines grace and tradition — all within an enchanting parkland. **Hotel Belle Epoque** is a green sanctuary of silence, nature and elegance. The villa, built in 1874, has been beautifully restored; the antique furniture sends guests back in time. **Hotel Der Kleine Prinz** belongs in a fairy-tale. The unique family-owned hotel, located in a gracious 1890 townhouse, calls to mind the charms of The Little Prince. brenners.com; hotel-belle-epoque.de; derkleineprinz.de



Schloss Favorite Rastatt © Staatliche Schlösser und Gärten Baden-Württemberg

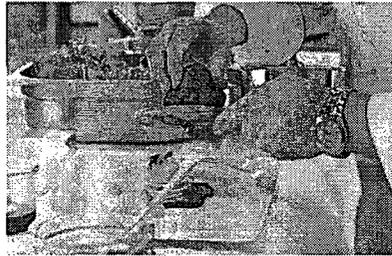
DO Nowhere else in the world is relaxation so stylish and sophisticated. Among the town's twelve thermal spas: the glassy **Caracalla Therme** and the historical Roman-Irish **Friedrichsbad**, a temple to bathing. **Lichtentaler Allee**, a historic park, is home to the **Frieder Burda Museum**, considered one of the world's greatest modern art collections. **Schloss Favorite Rastatt**, just 15 minutes outside town, is the oldest "porcelain palace" in Germany, and warrants a visit. baden-baden.de



Stuttgart

Germany

Not one but two luxury automotive brands call **Stuttgart** home - and as you might expect, the museums are as thoughtfully designed as the cars themselves. Sometimes referred to as "the cradle of the automobile," Germany's sixth-largest city also goes by the loving nickname "Benztown." Spread across hills, vineyards, valleys and parks — just an hour from the Black Forest — Stuttgart boasts a surprisingly lovely landscape for a car town. The city center sits in a bucolic valley, nestled between picturesque woodlands and vineyards: the surrounding wine region is one of the country's largest. Comprising opera, ballet and drama, Stuttgart's State Theater is the world's largest multi-genre theater. The baroque opera house is one of few in Germany to have survived World War II. stuttgart.de



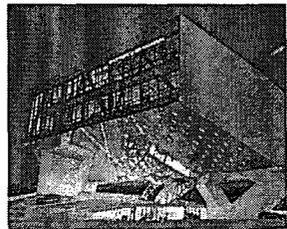
OLIVO Restaurant © Steigenberger Hotel Graf Zeppelin

EAT Stuttgart is famed for its **Maultaschen** — a Swabian cousin to the ravioli, filled with meat and vegetables. At the **Weinstube Schellenturm**, in a 16th century tower, diners can enjoy this traditional delicacy paired with the perfect wine, followed by Swabian cakes and the famous Black Forest Cake, naturally. Meanwhile, Nico Burkhard's Michelin-starred **OLIVO** allures with delicate innovations, from rabbit with carrot and sesame to sweetbreads with confit egg. weinstube-schellenturm.de, olivo-restaurant.de



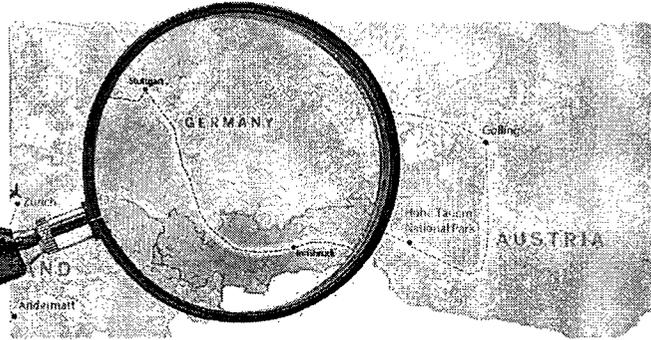
Junior Suite © Althoff Hotel am Schlossgarten

STAY The five-star **Althoff Hotel am Schlossgarten** is centrally located within Stuttgart's famed castle gardens, near the Königstraße shopping area and the State Theater. In the Michelin-starred **Zirbelstube**, guests find distinctive local ingredients merged with contemporary French cuisine. The rooms and suites of **Le Meridien Hotel Stuttgart**, both modern and elegant, meet the highest demands of business and leisure guests. The wellness and fitness center is the largest spa in downtown Stuttgart. hotelschlossgarten.com, lemeridienstuttgart.com



Porsche Museum © GNTB, Jochen Keute

DO Gottlieb Daimier and Wilhelm Maybach developed the first internal combustion engine in a Stuttgart greenhouse, which is now a much-visited attraction. With its futuristic design, the Mercedes-Benz Museum offers a rare comprehensive history of the automotive industry. Not to be outdone, **Porsche's** spectacular museum was designed by the award-winning architecture firm HG Merz in Stuttgart's Zuffenhausen district, where the iconic vehicle first got rolling. stuttgart.de

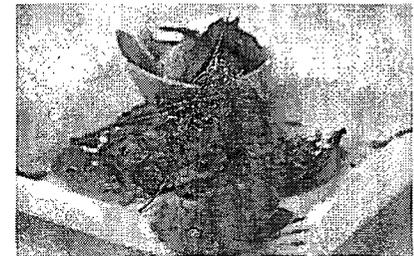


Innsbruck

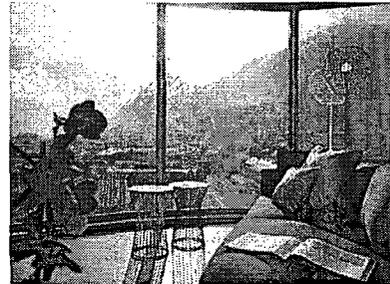
Austria

Imperial Habsburg gave rise to some of history's most striking construction projects. In the heart of the majestic Alpine mountain range lies one of the most remarkable. Ambras Castle, a Renaissance castle and palace, perches dramatically above the 800-year-old city of **Innsbruck**. Sited atop a former 10th century fortification, this architectural triumph housed Archduke Ferdinand II, his secret wife Philippine Welser and a vast collection of art and weaponry for the last three decades of the 16th century. Pristine and regal, the monument is divided into a lower and upper castle. Beneath the latter the archduke built a massive banquet hall, complete with wooden inlaid ceiling and Tyrolean portraits. Known as the Spanish Hall, it remains one of the most significant examples of late Renaissance construction. innsbruck.info

EAT Innsbruck's **Ottoburg** restaurant inhabits one of the region's oldest buildings, a Gothic residential tower dating to 1494. The award-winning **Europa Stüberl** offers a glimpse of traditional wooden Tyrolean Stuben, or parlors. Finally, for magnificent views over Innsbruck and its surrounding peaks, the **Grünwalderhof in Igls** seems straight off of a film set, and features fine Tyrolean cuisine. ottoburg.at, gruenwalderhof.at, grandhotелеuropa.at

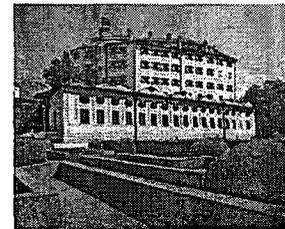


Pepper Filet Steak © Ottoburg



Presidential Suite © Adlers Hotel Innsbruck

STAY Lodging options in Innsbruck range from traditional Alpine design to the elegant and modern. The city's most starred hotel is the **Grand Hotel Europa**, featuring direct underground access to the railway station. Another highlight is the modern **Adlers Hotel**, with fantastic views over Innsbruck and the Inn Valley — particularly on the upper floors. Looking for true Alpine flair? Just outside Innsbruck is the **Sporthotel Igls**, a chalet-style hotel with a pool and history going back to 1689. grandhotелеuropa.at, deradler.com, sporthotel-igls.com

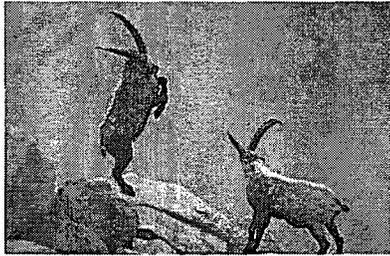


Castle Ambras © 2010 TVB Innsbruck

DO Start your exploration of **Castle Ambras** by roaming the pristine grounds. In the upper castle, dive into imperial history in the breathtaking Spanish Hall — its 27 full-figure portraits of Tyrolean rulers hark back to its late Renaissance heyday. The adjacent gallery boasts 200 portraits of the Habsburg family, from Titian, Lucas Cranach and Antonis Mor. The lower castle's rare Chamber of Art is the only one from the Mannerist era preserved at its original location. schlossambras-innsbruck.at

Hohe Tauern National Park Austria

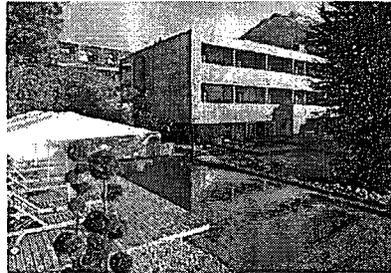
Stretching across three Austrian regions - Carinthia, Salzburg and East Tirol - the **Hohe Tauern National Park** is the largest of Austria's seven national parks, and the largest nature reserve in the Alps. It's also home to some of the planet's most remarkable natural phenomena: vast glaciers, the towering Großglockner peak and the unforgettable Krimml Waterfalls, Europe's tallest waterfalls. Start at the National Park Center Hohe Tauern in Mittersill - its state-of-the-art exhibitions are a great introduction. Continue via the Fellaertauern Pass to Matrei in East Tirol for an overnight. This town lies in the heart of the park, with 150 of Austria's highest mountains just beyond the doorstep.
hohetauern.at



Alpine ibex © Grossglockner Hochalpenstrassen AG

STAY Picturesque, set in the heart of the National Park Hohe Tauern and close to the Grossglockner High Alpine Road, Matrei in East Tirol makes for a perfect place to stay. The **Hotel Rauber** is a longstanding favorite there among locals and international travelers alike. The warm and cozy **Hotel Hinteregger**, meanwhile, boasts modern wooden architecture and a "car-free holiday" program.
hotel-rauber.at, hotelhinteregger.at

EAT Dining in the National Park Hohe Tauern means merging outstanding local cuisine with sweeping views of the surrounding mountains. Make the short drive from Matrei to Kals, then up the mountain via cable car - this takes you to the award-winning **Adler Lounge**, where modern meets the imposing Grossglockner as a backdrop. The next day stop at the **Gasthaus Lukashansl**, a stately, 350-year-old inn on the Grossglockner High Alpine Road.
adlerlounge.at, wildpark-ferleiten.at

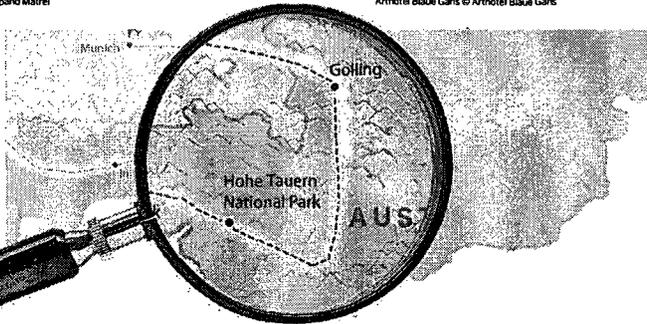


Hinteregger Hotel © Tourismusverband Matrei



View from the Hochtor © Grossglockner Hochalpenstrassen AG

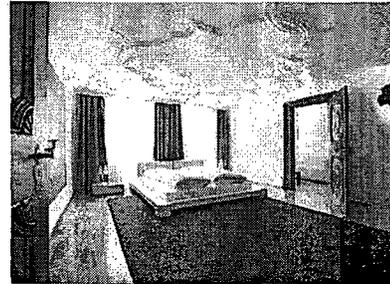
DO From the quaint village of Heiligenblut, start your trek on the famed, 30-mile **Grossglockner High Alpine Road**. At 12,460 feet, this winding asphalt ribbon epitomizes the Alpine driving experience. Lookout points abound, offering vistas onto blossoming meadows, dramatic cliffs and massive glaciers. At the foot of the Grossglockner, a 30-minute walk takes you right to the sprawling Pasterze glacier. Then, continue driving on the High Alpine Road towards Zell am See and Salzburg, occasionally stopping at the ancient trails and pre-Celtic artifacts you'll encounter along the way.
groszglockner.at



Salzburgerland Austria

For the dedicated gastronome, the province of **Salzburgerland** can seem too good to be true: numerous regional specialties, over 200 top culinary addresses and a communal commitment to putting regional products front and center. Central to all this is the popular Via Culinaria. Choose from seven culinary pathways - for gourmets, fish fans, sweet tooths, beer enthusiasts, cheese fanatics, meat lovers and mountain huts aficionados - and carve out the most mouthwatering trek through Austria. The paths make for a great excuse to crisscross the city of Salzburg and Salzburgland, and to explore unforgettable restaurants, pastry shops, cheese dairies, local inns and even fisheries. And the flexible design of these pathways allows you to weave in and out of non-culinary stops, too. Even the gastronome must pause now and then to digest.
via-culinaria.com, salzburgerland.com

EAT With its Michelin star plus three toques, Salzburg's understated **Restaurant Esszimmer** isn't to be missed. Meanwhile, meat lovers and vegetarians alike will love a multi-course meal at Elixhausen's **Restaurant Gmachi**. No visit to the Salzburg region is complete without a sweet treat, and the **Confiserie Braun** in Hallein is one of the sweetest addresses around, thanks to a century of perfection from the family responsible.
restaurant-esszimmer.jimdo.com, gmachi.com, confiserie-braun.at



Arthotel Blau Gans © Arthotel Blau Gans



Salzburger Nockerln © Salzburger Land Tourismus

STAY **Döllner's Geniesser Hotel**, a romantic boutique hotel, complements your stay with wonderful food from its butchery and delicatessen store. The **Arthotel Blau Gans** in the heart of the city of Salzburg is a lovely boutique hotel - wrapped in 600-year-old walls. Just outside Salzburg, in Elixhausen, the **Romantik Hotel Gmachi** delivers not only a picturesque Alpine setting but a history of hospitality that's been in the family since 1334.
doellner.at, hotel-blau-gans-salzburg.at, gmachi.com



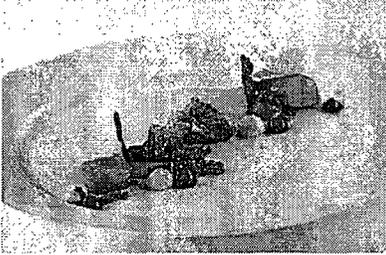
Döllner's Gourmet Store © Döllner's Genusswelten

DO A favorite stop along the Via Culinaria is **Döllner's World of Culinary Delights**, in Golling; it's run by the accomplished Döllner family, whose ranks include Austria's top chef, a hotel manager, a sommelier, a designer and a master butcher. Enjoy dinner in the award-winning restaurant, and lunch at the cozy traditional tavern. Explore the Enoteca's terrific wine list. Ultimately, indulge at the butchery and delicatessen store, and don't forget to take a culinary sampler box (especially their famous home-made jams!) to bring those memories home.
doellner.at

Munich

Germany

Munich is Germany's lifestyle capital and the gateway to the German Alps. Its modern, international airport offers direct flights from the US. After arrival, visitors can stop en route to the city center for a visit to BMW World, Factory and Museum. This futuristic temple to the beloved auto brand delivers a thorough education — and sells all manner of accessory products for any BMW enthusiast. One of the most beautiful places in all of Germany is the Marienplatz square. Home to the Old and New Town Halls, where the famous clocktower is located, it's the heart of Munich. A trip to the English Garden, between the Isar and the city center, makes for a perfect post-shopping reward. muenchen.de



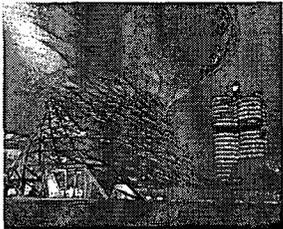
Dallmayr Restaurant © 2014 Stefan Randkober

EAT For decades, the gourmet restaurant **Käfer-Schänke** has been a go-to spot for casual dining amidst sparkling elegance. The cuisine has an international flair, with the focus periodically shifting from country to country. Dine in style at **Restaurant Dallmayr** thanks to Michelin-starred chef Diethard Urbansky. Meals are served on the finest hand-painted Nymphenburg porcelain plates. You will rejoice in a world of delights that provide a unique experience for your palate. feinkost-kaefer.de, us.dallmayr.com



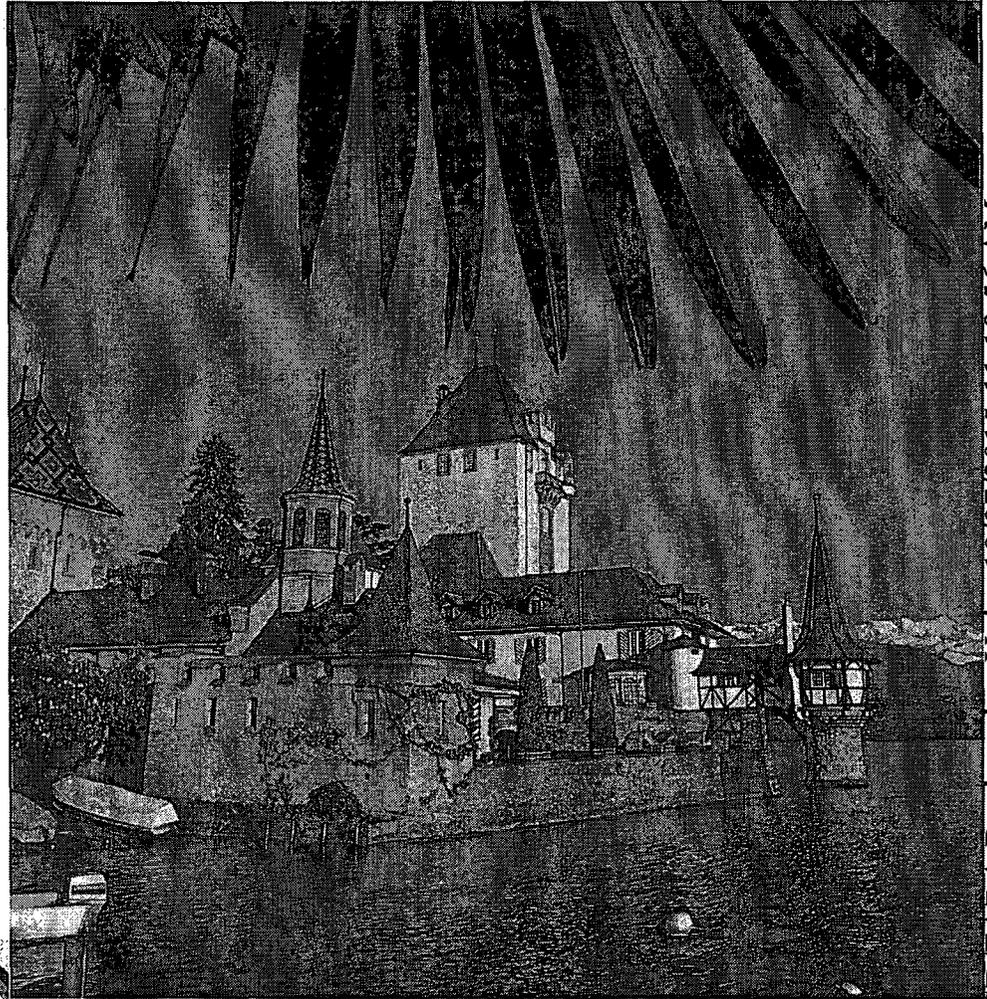
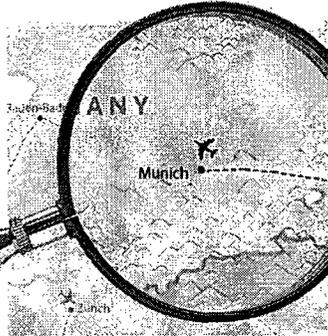
Sofitel Munich Bayerpost © Sofitel Munich Bayerpost

STAY The five-star, family-run **Hotel München Palace**, in the posh Bogenhausen quarter, merges contemporary style with classical design. **Hotel Vier Jahreszeiten Kempinski** is centrally located, and spa guests enjoy a magnificent view of historic Munich from the sun terrace. Occupying Munich's former Bavarian Royal Post Office, the design hotel **Sofitel Munich Bayerpost** overlays modernity atop wonderful history. muenchenpalace.de, kempinski.com, sofitel-munich.com

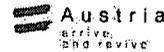


BMW World © BMW AG

DO An hour from Munich is Ingolstadt, where the **Audi Forum** features all manner of automotive events and exhibitions. Audi is a member of the "German Big 3" luxury automakers, along with BMW and Mercedes-Benz, which are the three best-selling luxury automakers in the world. The city of **Ingolstadt** also features an array of stunning Gothic buildings, from the Herzogskasten — the Old Ducal Castle — to the New Castle. The Baroque palace Nymphenburg, former summer residence of the rulers of Bavaria is the House of Wittelsbach, is another architectural masterpiece. Muenchen.de



Wishing you a great journey through the Austrian, Swiss and German Alps!



austria.info



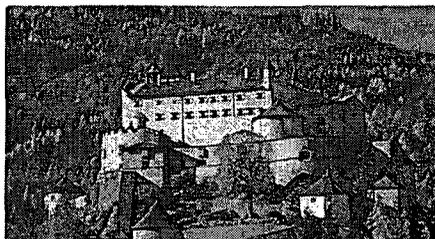
germany.travel



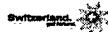
MySwitzerland.com

ABSOLUTELY ALPS

Top-of-the-World Experiences



Journey to the most spectacular landscapes on earth, the Alpine nations of Switzerland, Germany and Austria. Begin at any point on the map to follow a route that leads to places where you can indulge your passions for the great outdoors, history, art, fine food and wine, music, and festivals.



SWITZERLAND



LUCERNE
On the edge of Lucerne's Old Town and beside the river Reuss, this amazing find delights terrace visitors with a view of the Alps and the city's covered bridge dating back to 1367. The kitchen offers traditional Swiss dishes such as cheese fondue, Lucerne fritschpöstete (meat pie with veal, sausage and mushrooms) and rosti potatoes as well as fish, wild game and vegetarian fare.

[CLICK HERE](#) to explore more.



ASCONA
Did you know that Switzerland produces many outstanding wines that it reserves for its own tables rather than export? Visit the wine cellars of Ascona in the Ticino region at the foot of the Alps to sample fine Merlots as well as new blends of grapes. Tastings at 40+ plus picturesque wine cellars amid sunny vineyards reveal the fruits of Ticino winemaking, combining tradition and innovation.

[CLICK HERE](#) to explore more.

AUSTRIA



GALLERY WALK IN SALZBURG'S CATHEDRAL DISTRICT
For the first time in 200 years, the entire complex of Residence, Cathedral and the Benedictine Monastery of St. Peter is accessible to the public. Embark on a tour of discovery through the private and public spaces that served as a visible testament to the prince-archbishops' total influence. Open daily, except Tuesdays, 10 A.M.-5 P.M.

[CLICK HERE](#) to explore more.



SCHWARZENBERG / BREGENZERWALD
The region of the Bregenzerwald lies in the western-most tip of Austria sharing Lake Constance with Germany and Switzerland. This breathtaking region is perfect for your summer family vacation offering 22 picturesque villages among mountains, pastures and forests. While enjoying the Schwarzenberg region be sure to visit the village of Bregenzerwald. Its well-preserved 18th century center offering historic buildings, charming streets and quaint squares will fill you with a sense of well-being from a long-ago era.

[CLICK HERE](#) to explore more.

GERMANY



REGENSBURG
This gem is the best preserved medieval city in Germany and has the unique combination of an inviting skyline, legendary Bavarian hospitality and spectacular historic buildings from the Middle Ages. Because it has been preserved almost in its original form since the 8th century, the Old Town of Regensburg has been a UNESCO World Heritage Site since 2006. A place you should not miss during your tour through Southern Germany.

[CLICK HERE](#) to explore more.



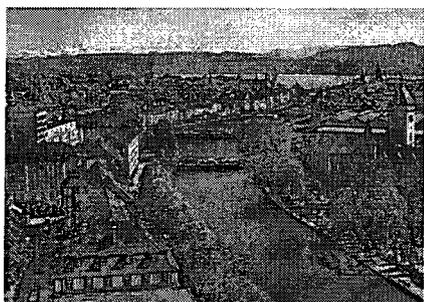
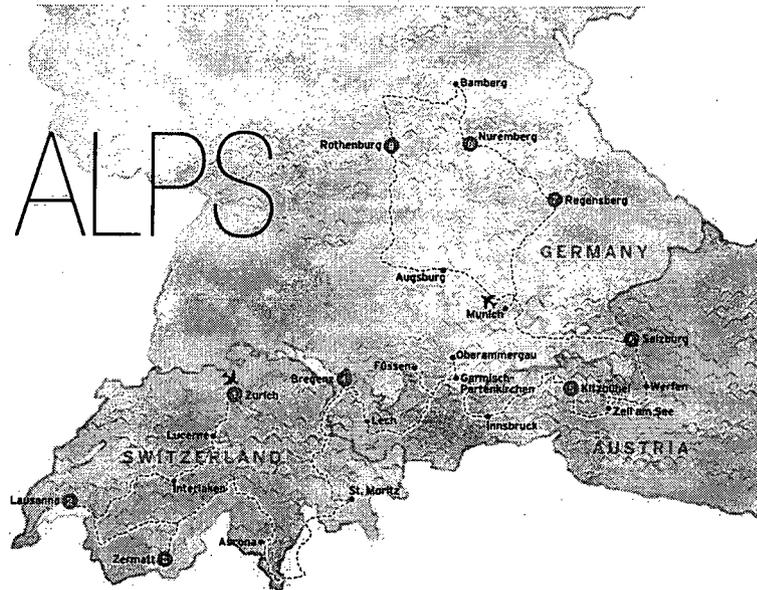
NUREMBERG, COURTROOM 600
Nuremberg is a fascinating and history-charged city and home to the Palace of Justice, famous for the war crime trials after WWII. In 2013, a new exhibit was introduced depicting the importance and uniqueness of the Palace of Justice and the Nuremberg trials in detail.

[CLICK HERE](#) to explore more.

ABSOLUTELY ALPS

Driving through the Alps gives travelers the freedom to experience history, culture and panoramas on their own timetable. It can take just an hour to drive from one destination to the next in a sporty European rental, catching views of these magnificent mountains and valleys at every turn.

VISIT AUSTRIA.INFO/ALPS, GERMANY.TRAVEL/ALPS, MYSWITZERLAND.COM/ALPS FOR MORE INFORMATION.



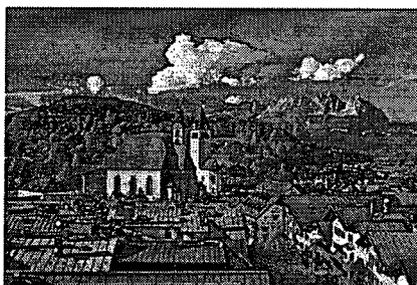
1. ZURICH: Cabaret Voltaire
Cabaret Voltaire in Zurich's Old Town, founded 1916, is regarded as the birthplace of Dadaism. The nightclub remains a magnet for creative artists and performers as well as travelers who appreciate uncommon talents. This landmark celebrates its centenary in 2016, the same year that Manifesta—the esteemed European Biennial of Contemporary Art—will take place in Zurich. cabaretvoltaire.ch

2. LAUSANNE: Le Cerf
Le Cerf restaurant in the heart of the medieval village draws gourmets from around the world. From crawfish to frog's legs, duck to monkfish, chef Carlo Crisci's dishes impress with flavor and delight by presentation. Twenty minutes outside the city and suspended above the shores of Lake Geneva, Le Deck terrace-lounge offers an exquisite panorama along with inventive, market-fresh cuisine. lecerf-carlocrisci.ch, barontavernier.ch

3. ZERMATT: Findeln Hamlets
Comprising picturesque hamlets on the south-facing slopes of the Sunnegga-Unterrothorn-Oberrothorn mountains, Findeln is an ancient settlement in the canton of Valais. It has a small chapel, restaurants and, standing at an altitude of 6,890 feet, Switzerland's highest rye fields. Eggen and Ze Gassen, the main hamlets, are accessible by the Zermatt-Sunnegga funicular. And from all perspectives, the Matterhorn views are spellbinding. zermatt.ch

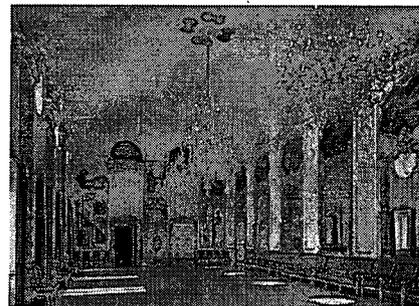
4. BREGENZERWALD: MundArt
"MundArt" refers to this region's special dialect and the creativity of local kitchens that use local ingredients. In and around Schwarzenberg, eight cozy restaurants and inns have embraced MundArt: Gasthof Adler, Hotel Gasthof Hirschen, Gasthof Gams, Hotel Post, Hotel Gasthof Krone, Romantik Hotel Das Schiff, Restaurant Schulhus and Hotel Krone. In good weather, meals may be served outdoors in a garden or meadow. bregenzerwald.at

5. KITZBÜHEL
Kitzbühel's hospitality is unparalleled: Its Relais & Châteaux Hotel Tennerhof, a centuries-old farmhouse with wonderful Austrian decor, boasts a Michelin-starred restaurant...Weisses Rössl Kitzbühel epitomizes stylish Alpine luxury with a wine cellar that dates to the 1400s...Boutique Hotel Schwarzer Adler, which has welcomed Tyrolean travelers for centuries, features an award-winning spa, indoor and outdoor pools, and a rooftop bar. hotelzurtenne.com, adlerkitz.at, roesslkitz.at



6. SALZBURG: DomQuartier
For centuries Salzburg was governed by prince-archbishops, the worldly and spiritual rulers of the city. Now visitors can explore the former center of their power, the DomQuartier Salzburg. For the first time in 200 years, the entire cathedral-museum complex is open to tour, revealing the vast riches and influence of these overlords in their private and public spaces. domquartier.at

7. REGENSBURG: Thurn und Taxis Palace
On the Danube River in Bavaria, Regensburg's Old Town is a UNESCO World Heritage site, filled with 11th- to 13th-century architecture. The city is also home to Thurn und Taxis Palace, which has more rooms than Buckingham Palace. The property, including its ballroom and treasure chamber, proclaims its opulence in every corner. The grounds also contain the baroque St. Emmeram basilica and carriage museum. thurnundtaxis.de



8. NUREMBERG: Palace of Justice
Nuremberg is home to the Palace of Justice, famed for the war crimes trials held in Courtroom 600 from 1945 to 1949. Opened recently, a special exhibition focuses on the significance of the Palace and explains the defendants, prosecutors, witnesses, evidence and verdicts. Visitors of all ages will find a guided tour in this historically significant place unforgettable. memorium-nuremberg.de

9. ROTHENBURG: St. Jacobs Church
Roam Rothenburg's historic Old Town and medieval buildings. St. Jacobs Church, constructed between 1311 and 1485, is the tallest and contains a magnificently carved, 500-year-old wooden altarpiece depicting scenes from the Bible. Stroll along the ramparts, where defense towers surround the city. A guided walk with the Night Watchman transports travelers back to the Middle Ages in Germany's best-preserved walled town. nightwatchman.de

ABSOLUTELY ALPS

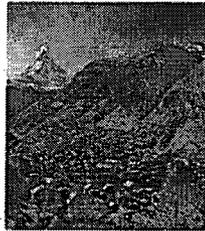
Your Alpine Driving Journey



Driving through the Alps gives you the freedom to experience history, culture and panoramas on your own timetable. It can take just an hour to drive from one destination to the next in a sporty European rental, catching views of these magnificent mountains and valleys at every turn.

Just a few highlights of the many beautiful and memorable destinations:

ZERMATT, SWITZERLAND



THE GOURMET FLAVORS OF ZERMATT

At the foot of the Matterhorn lies Zermatt, a small town acclaimed as a ski destination. While there, enjoy artisanal, gourmet dishes prepared by Alain Kuster at Le Corbeau d'Or or at The Omnia, where Executive Chef Partick Weber has cultivated a reputation for creating pure, authentic flavors in his seasonal dishes.

[CLICK HERE](#) to explore more.

INNSBRUCK, AUSTRIA



FUTURISTIC DESIGNS OF THE ALPS

Ride from Innsbruck's Old Town to the top of the Nordkette mountain range via the funicular with biomorphic, futuristic-looking cable cars designed by acclaimed architect Zaha Hadid. On Fridays, the funicular stays open late and can transport visitors to a romantic dinner with incomparable views at the Seegrube restaurant.

[CLICK HERE](#) to explore more.

ROTHENBURG, GERMANY



OLD WORLD TRADITION IN ROTHENBURG

Located 130 miles northwest of Munich, Rothenburg is one of Bavaria's most popular destinations known for its tradition, medieval history and Christmas celebrations. Find yourself transported back to the Middle Ages during a guided tour of the Old Town, including St. Jakob Church that dates to 1311, and stroll along the ramparts to see the 42 defense towers surrounding the city.

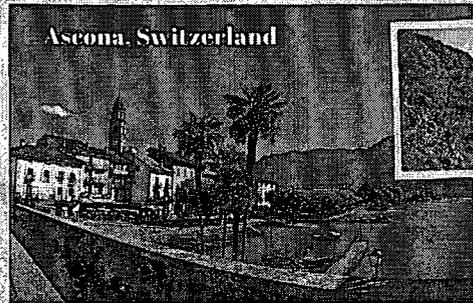
[CLICK HERE](#) to explore more.



Absolutely Alps

A Remarkable Driving Journey Awaits

This year, take the journey of a lifetime: visit the most spectacular landscapes on earth – the Alpine nations of Switzerland, Germany and Austria. You'll follow a route that leads to places where you can indulge your passions for the great outdoors, history, art, fine food and wine, music and festivals. Below, find suggestions on what to eat, where to stay, and what to do during your visit to this magnificent mountain region.



Ascona, Switzerland

Considered the "Pearl of Lake Maggiore," Ascona is known for its cultural heritage and its broad appeal to travelers. This picturesque location features beautiful hotels, from Hotel Eden Roc – considered a veritable Garden of Eden – to the first-class Boutique-Hotel La Rocca with a view of the Brissago Islands. Ascona is truly exceptional.

The community boasts amazing cuisine at Ristorante de Valentino, an ideal spot for a romantic meal in front of a roaring fire, and breathtaking tours over the cascading waterfalls and forests of chestnut trees of Centovalli and Valle Vegesio. www.lacoreas.com



2. St. Moritz, Switzerland

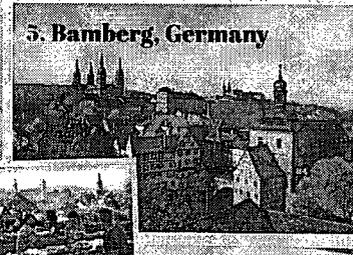
Situated on the southern side of the Swiss Alps, Engadin, St. Moritz, better known as the "festival hall of the Alps," has five-star amenities to satisfy the desires of cultured travelers. From the warm hospitality of Hotel Misani and candlelight dinners at Panorama Restaurant to a stroll through famous Rosebark Garden, located just a short walk from the center of Pontresina, towards the Roseg Valley, the popular destination is the perfect gateway. stmoritz.ch/en



Innsbruck, Austria

Known as the capital of the Alps, Innsbruck is where rugged nature meets an urban lifestyle. Visitors can enjoy a meal at Ottoburg restaurant, which inhabits a Gothic residential tower dating from 1494 or the award-winning cuisine of Europa Stüberl after checking into the city's most starred hotel, the Grand Hotel Europa.

Travelers can also zip from Innsbruck's Old Town to the top of the Nordkette mountain range via funicular and cable car. At the top, visitors can enjoy a beautiful hike. On Fridays the funiculars are open longer so visitors can dine while enjoying the great views. innsbruck.info



5. Bamberg, Germany

With its narrow alleys, medieval and baroque buildings and picture-perfect sights, Bamberg is one of the most beautiful places in Bavaria. Sightseers can travel back to the ninth century with cobblestone lanes and historic buildings found in the UNESCO World Heritage Site, Old Town.

Local delicacies can be savored at Das Eckerts, a restaurant designed to reflect the characteristics of the surrounding Franconian region, while oenophiles can relish the wine traditions of Romanikohotel Messerschmitt, a family hotel containing a wine cellar nearly six centuries old. bamberg.info



6. Munich, Germany

Over the centuries, the cosmopolitan city of Munich has retained its beautiful Bavarian charm. Traditional delicacies represents one side of the culinary continuum, while the palate-spoiling haute cuisine represent the other side. Oberammergau is world-famous for its "Passion Plays," which take place every 10 years and date back to 1634. During the off years, visitors can tour the theater and appreciate the Baroque-style frescoes.

The rejuvenating spa and views of the botanical gardens make the Charles Hotel an ideal location. The Mandarin Oriental Munich features a Michelin-starred restaurant, providing guests with mouth-watering delights. muenchen.de



7. Kitzbühel, Austria

The elegant town of Kitzbühel is easy to reach thanks to its convenient location in the "airport triangle" of Munich, Salzburg and Innsbruck. For fine dining, tourists can visit the Relais & Châteaux Rosengarten, owned by one of Austria's most lauded chefs.

A guest experience at the Relais & Châteaux Hotel Tennerhof, a centuries-old farmhouse featuring Austrian décor, is not likely to be forgotten. Visitors can also summit the Kitzbüheler Horn Mountain before sunrise for a morning service hearty breakfast and romantic walk through the Alpine flower garden. kitzbuehel.com

To plan your Absolutely Alps driving journey, please visit: myswitzerland.com/alps, austria.info/alps, germany.travel/alps

