

STORIES FROM LUCERNE

Mediakit
Lucerne-Lake Lucerne Region
Spring / Summer 2026





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Welcome...

Dear media professionals,

As the birds chirp in the trees and the first flowers begin to bloom, spring is slowly returning to the Lucerne–Lake Lucerne region. Discover in our latest media kit what highlights the region has in store at this time of year and what awaits you in the mountains this summer.

You can also find out how tourism around Lake Lucerne has developed over the years, what the region has to offer and what events take place throughout the year. We also provide information on how we can help you with your research and what to look out for when filming and photographing with drones in Lucerne.

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

Lucerne Tourism,
Corporate Communications and PR Team

...to the heart
of Switzerland.



FACTS AND CURIOSITIES



The City.
The Lake.
The Mountains.

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

722, 703 People

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

5 Cantons

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

394 km²

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

348 mountain cableways and railways

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

5 seasons

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

4'202'624 guests

Booked accommodation in the region in 2025, about a third in the city of Lucerne.

- 52.5 degrees Celsius

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

35 forts and castles

are a reminder of the splendour of times past.

57 kilometres

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

46° 48' 4» N, 8° 13' 36» E

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

TOURISM HISTORY

FROM SIMPLE FISHING VILLAGE TO POPULAR HOLIDAY DESTINATION

1815 Inauguration of the Goldener Adler in Küsnacht am Rigi, the first hotel to be built by Lake Lucerne.

1837 Launch of the first paddle steamer to see service on Lake Lucerne, the Stadt Luzern.

1856 Inauguration of Lucerne's first railway station built of timber.

1871 The Vitznau-Rigi Railway, Europe's first mountain railway, commences operations.

1916 The collapse of tourism caused by the war led to the closure of hotels—a pattern that repeated itself in the 1930s and after.

1938 One of the region's first ski lifts goes into service in Oberiberg—the ensuing decades witness a skiing boom.

1959 Ceremonial inauguration of the Swiss Museum of Transport.

1998 Inauguration of the KKL Luzern with its overhanging roof.

2001 Following a referendum, the Entlebuch is awarded the UNESCO „Biosphere“ label. Today, the valley is a model of sustainability for other regions.

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

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

Hospitality with tradition

The upper strata of European society began acquiring a taste for the Alps in the 1760s: mountaineering and hiking soon became de rigueur in these circles. Visitors also discovered the region around Lake Lucerne, which became popular for its scenic landscapes.

Lucerne city's first phase as a tourist destination began in 1835 with the opening of the Hotel Schwannen, where steamships started docking not long afterwards.

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

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

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

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

Some milestones
in 200 years of
tourism history.

JUBILEES 2026



Caption from left to right:

The steamboat Uri on Lake Lucerne, a parade at the Lucerne carnival, view of the village of Schüpheim in the UNESCO biosphere

1901

125 years of the steamboat Uri

The steamboat Uri has been travelling on Lake Lucerne since 1901, making it the oldest boat in the Lake Lucerne Navigation Company's fleet. During the generalisation in 1994, the neo-baroque salon was restored to its original 1920s style. To mark the anniversary, all five steamboats join together to form a unique parade. They start together in Lucerne and travel in formation to Lake Uri.

lakelucerne.ch

1926

100 years of the Lucerne carnival badge

The carnival badge is a traditional symbol of Lucerne Carnival. The first official badge was issued in 1926 by the then "Lucerne Carnival Committee". For many carnival revellers, wearing the badge is still a matter of honour today. The purchase directly supports Lucerne Carnival, as part of the proceeds go towards financing the big carnival parades.

lfk.ch

2001

25 years of the UNESCO Biosphere Entlebuch

The UNESCO Biosphere Entlebuch is recognised as a model region for sustainable development. It is home to the largest moorland landscape in Switzerland, impressive karst areas and valuable habitats. In the anniversary year, the aim is to show how a sustainable community works and how the balance between preservation and renewal can be achieved. Throughout the year, various events and activities in all of the biosphere's municipalities invite visitors to discover and participate.

biosphaere.ch

EVENTS UND FESTIVALS

ANNUAL HIGHLIGHTS IN SPORT, MUSIC, CULTURE AND CULINARY ARTS



SPORT

June
Lucerne Regatta
lucerne-regatta.com

July
**Athletics Meeting
Lucerne**
spitzenleichtathletik.ch

October
SwissCityMarathon
swisscitymarathon.ch

December
FIS Skisprung Weltcup
weltcup-engelberg.ch

MUSIC

April
Spring Festival
lucernefestival.ch

April
Stans Music Days
stansermusiktage.ch

May
Pulse Festival
lucernefestival.ch

June
Heirassa Festival
heirassa-festival.ch

July
Luzern Live
luzern-live.ch

August/September
Summer Festival
lucernefestival.ch

September
World Band Festival
worldbandfestival.ch

November
Lucerne Blues Festival
bluesfestival.ch

November
Forward-Festival
lucernefestival.ch

January
**Piano Festival «Le
Piano Symphonique»**
sinfonieorchester.ch

CULTURE

February
Carnival
luzern.com/fasnacht

March
**Fumetto
Comic Art Festival**
fumetto.ch

November/December
Eiszauber Lucerne
eiszauber.ch

December
Nicolas Chase
klausjagen.ch

January
**Lilu Light Festival
Lucerne**
lichtfestivalluzern.ch

CULINARY ART

Tuesdays & Saturday
Lucerne weekly market
luzern.com

April
**Lucerne Street Food
Festival**
streetfood-festivals.ch

May
**Entlebuch Herb & Wild
Plant Market**
biosphaere.ch

Oktober
Cheese festival
cheese-festival.ch

Oktober
**Chestene-Chilbi
(chestnut fair)**
weggis-vitznau.ch

Caption:
Concert during
Lucerne Live 2023

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

SPRING IN LUCERNE: 5 HIGHLIGHTS

#1

Experience Lake Lucerne

When the temperatures rise, it's the perfect time to let the wind blow around your nose on Lake Lucerne. The lake impresses with its unique landscape and the historical sites along the shore. Numerous offers such as round trips and panoramic cruises or culinary experiences make a boat trip a special excursion.

lakelucerne.ch



#2

Walk on the Musegg Wall

The medieval defensive structure of the city of Lucerne will reopen to visitors in April. The Musegg Wall with its nine towers, once a symbol of power and protection, is part of the historic city fortifications and towers impressively over Lucerne.

museggmauer.ch



#3

Hiking in the spring sunshine

The Lucerne-Lake Lucerne Region inspires with varied mountain experiences and impressive mountain railways. Mount Rigi, Mount Pilatus, Mount Titlis, Mount Stanserhorn and other mountain worlds are waiting to be discovered and invite you to enjoy the spring sunshine in front of a breathtaking panorama.

luzern.com/wandern



#4

Weekly market

Every Tuesday and Saturday, Lucerne's weekly market transforms the banks of the Reuss into a colourful hive of activity. Between Rathausquai, Unter der Egg, Jesuitenplatz and Bahnhofstrasse, regional producers offer fresh bread, tangy mountain cheese, seasonal flowers and crisp vegetables. The market is open from 6 am to 12 noon.

luzerner-wochenmarkt.ch



#5

Spring Festival

The Lucerne Festival Orchestra attracts music lovers from all over the world to Lucerne in spring. One week before Easter, the three-day Lucerne Festival Spring opens the festival year. The orchestra is often joined by renowned and celebrated soloists.

lucernefestival.ch/en



Caption
top to bottom: Boat trip on Lake
Lucerne, the Musegg Wall, hiking in
spring, flower stall at the Lucerne
weekly market, the Lucerne Festival
Orchestra

MOUNTAIN HOPPING IN THE LUCERNE- LAKE LUCERNE REGION



Caption
from left to right.: looking at a
mountain map, taking the cogwheel
up to Mt. Pilatus, hiking on Mt.
Pilatus

The Lucerne-Lake Lucerne Region is a paradise for mountain lovers. Spectacular summit experiences and record-breaking downhill runs are waiting to be discovered.

Summit happiness - The Big 6

Mount Pilatus

The steepest cogwheel railway in the world leads up to 2,132 metres above sea level to impressive rock formations and spectacular views over Lake Lucerne. For the curious, the mountain has mystical dragon stories in store.

luzern.com/pilatus

Mount Rigi

Europe's oldest cogwheel railway has been travelling through diverse nature with rolling hills to the summit of the Queen of the Mountains for over 150 years. Between alpine huts and gourmet cuisine, you will find culinary diversity that can only be found on Mount Rigi.

luzern.com/rigi

Stoos

The steepest funicular railway in the world climbs 110% and takes you to the charming, car-free mountain village of Mount Stoos. From the summit of the Fronalpstock, you have a breathtaking panoramic view of ten lakes and the surrounding mountains as far as the Jura. The birthplace of Switzerland can be seen right at your feet: the Rütli.

luzern.com/stoos

Stanserhorn

The first part of the journey up the Stanserhorn is on the nostalgic funicular railway before you board the world's only Cabrio aerial cableway for the final section. A spectacular 360° view, curious marmots and legendary Älplermagronen await at the top in the revolving restaurant.

luzern.com/stanserhorn

Titlis

The first revolving gondola offers visitors a 360° panoramic view during the ride. At 3,238 metres above sea level, snow and glacier ice can be found all year round.

luzern.com/titlis

Brienzer Rothorn

The historic Brienzer Rothorn railway runs through unspoilt nature to the highest peak in Canton Lucerne. At 2,350 metres, you can enjoy the picturesque view of Lake Brienz and the Swiss Alps. With a bit of luck, you might even spot ibexes.

luzern.com/brienzer-rothorn

MOUNTAIN HOPPING IN THE LUCERNE- LAKE LUCERNE REGION



Caption
from left to right.: Enjoying the
sunset on Mt. Pilatus, dessert at
Resturant Pilatus Kulm

Mountain moments that stay

The Lucerne-Lake Lucerne Region is home to numerous unforgettable mountain experiences. From hikes with breathtaking panoramic views and cosy Alpine huts to family-friendly excursions and culinary experiences, there is something for everyone.

Hikes

The adventure region can be discovered on foot on numerous hikes. Varied hiking trails, tranquil natural spots and panoramic paths make every outdoor heart beat faster.

luzern.com/hikes

Mountain experiences

Mountain experiences combine exercise, nature and adventure in a special way. Varied offers for young and old promise the perfect excursion for the whole family, whether in the rope park, on the toboggan run or on the via ferrata,

luzern.com/mountain-adventures

Culinary delights on the mountain

A variety of regional specialities are waiting to be discovered in the mountain restaurants. Cosy breaks, extensive mountain breakfasts and delicious lunches can be enjoyed in a relaxed atmosphere. Enjoyment with an unrivalled panorama makes every dish a culinary highlight.

luzern.com/mountain-restaurants

Spend the night on the mountain

Various mountain hotels and mountain huts in the Lucerne-Lake Lucerne Region invite you to switch off, refuel and linger. Whether it's a romantic night under the clouds or a relaxing weekend in the countryside surrounded by fresh mountain air and magnificent views, time out is always good for you.

luzern.com/mountain-accommodation

Lucerne Travel Pass-A ticket for the whole region

The Lucerne Travel Pass (formerly the Tell-Pass) gives you free travel on trains, buses, boats and numerous mountain railways throughout Central Switzerland. The all-in-one ticket can be purchased for three, four, five or ten consecutive days to discover the Lucerne-Lake Lucerne Region in a simple and uncomplicated way.

lucerntravelpass.ch

TRAVEL ITINERARY

THIS IS WHAT AN INDIVIDUAL MEDIA TRIP COULD LOOK LIKE



Day 1

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

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

Day 2

After a restful night's sleep, you'll start the day early with a sunrise trip up the Stanserhorn. For the first part of the journey, you'll take the historic funicular railway. You'll then switch to the Cabrio cable car – the only one of its kind in the world – and enjoy the views and the fresh mountain air from the upper deck. Once at the top, you'll visit the herd of marmots and explore the summit.

After a bite to eat at the revolving restaurant, we head back to Stans. The next stop is the Culinarium Alpinum. On a guided tour featuring cheese and juice tastings, you'll get to know the operations at the former Capuchin monastery. Back in Lucerne, round off the day on the water with a sunset cruise and an excellent three-course meal.

Day 3

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

To round things off, you will visit Max Chocolatier, where you will have the opportunity to taste unique chocolate creations or try your hand at a workshop. In the afternoon, it's time to say goodbye with a heavy heart – but we are already looking ahead to your next visit to the Lucerne-Lake Lucerne Region.

Caption from left to right:
View of the Stanserhorn from above, guided tour of Lucerne, flight hall at the Swiss Museum of Transport

SUSTAINABILITY



Caption
from left to right.: Travelling by bus
in the Lucerne-Lake Lucerne Region,
weekly market in Lucerne

Swisstainable

From tourism, for tourism. This applies to the Swiss sustainability programme Swisstainable. The primary objective is the sustainable development of Switzerland as a tourist destination. The programme creates orientation and transparency for guests looking for sustainable offers. This helps them find their way through the jungle of labels. At the same time, the programme is a movement for the entire industry. Over 2500 tourism businesses are already part of it. They must fulfil clearly defined criteria. The programme distinguishes between three levels

Level I—committed

Companies at Level I are committed to sustainable corporate management and are continuously developing their operations in the direction of sustainability.

Level II—engaged

Companies at Level II are committed to sustainable corporate management and continuous further development in terms of sustainability. These companies also have a certificate recognised at this level.

Level III—leading

Level III companies have a comprehensive, recognised sustainability certificate that covers all dimensions of sustainability and is regularly audited externally.

Lucerne's commitment

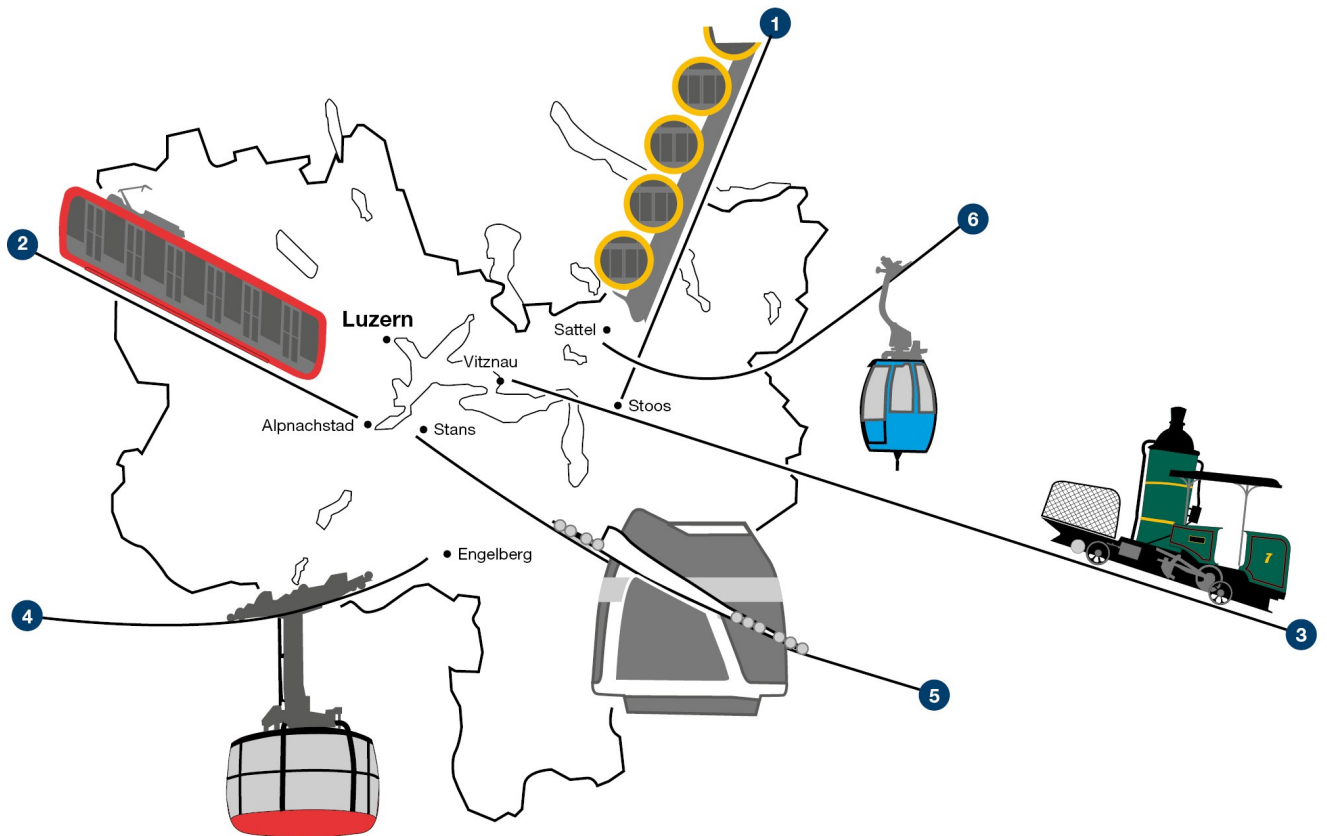
The City of Lucerne and Lucerne Tourism are committed to sustainable tourism development, optimising their own organisation and promoting natural and cultural attractions for business and leisure tourists. As a destination management organisation, Lucerne Tourism is also committed to the sustainable development of tourism infrastructure in the city of Lucerne and the Lucerne-Lake Lucerne region.

The sustainability policy of Lucerne Tourism incorporates sustainability targets and measures for the three spheres of society, environment and economy.

Select targets include:

- Promoting environmentally sound mobility (including free public transport passes for hotel guests)
- Boosting the regional economy (cooperation agreements, contract awards, etc.)
- Flattening demand peaks through improved utilisation of capacity in the off season (promoting the winter months, encouraging winter conferences, etc.)
- Raising awareness of tourism among the population of the Lucerne-Lake Lucerne region
- Upholding and communicating culture, traditions, history and nature
- The overriding aim is to strike a harmonious balance between the needs of guests, the local population and the environment.

RECORD-BREAKING REGION



The steepest

Funicular railway | 1

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

stoos-muotatal.ch

Rack railway | 2

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

pilatus.ch

The first

Mountain railway in Europe | 3

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

rigi.ch

Rotating cable cars | 4

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

titlis.ch

Aerial cableway with open-air upper deck | 5

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

stanserhorn.ch

Rotating gondola cabins | 6

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

sattel-hochstuckli.ch

MEDIA AND RESEARCH TRIPS



Caption from left to right:
Filming with TV crew on Lake Lucerne, shots for influencer trip from the Gulf States, filming in Lucerne town hall

Media and research trips

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

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

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

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

FILM- & TV-PRODUCTIONS IN LUCERNE

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

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



Competencies and Support

The media department of Lucerne Tourism is happy to help with film and video productions in a touristic context. For large-scale film and TV productions (e.g. crime thriller or documentary) as well as commercial assignments of all kinds, the Film Commission Lucerne & Central Switzerland offers professional support and coordination.

Filming in the city of Lucerne

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

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

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

Operation of drones

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

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

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

Footage

Lucerne Tourism provides you with the following for your media work free image and film material for your media work.

A selection of impressions of the adventure region Lake Lucerne Region can be found in our media corner: luzern.com/media

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

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



WE'RE HERE FOR YOU



From left

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swi⁺zerland

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Media corner

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

Social Media

@visitlucerne
 @I love Lucerne
 @visitlucerne
 Luzern Tourismus
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