

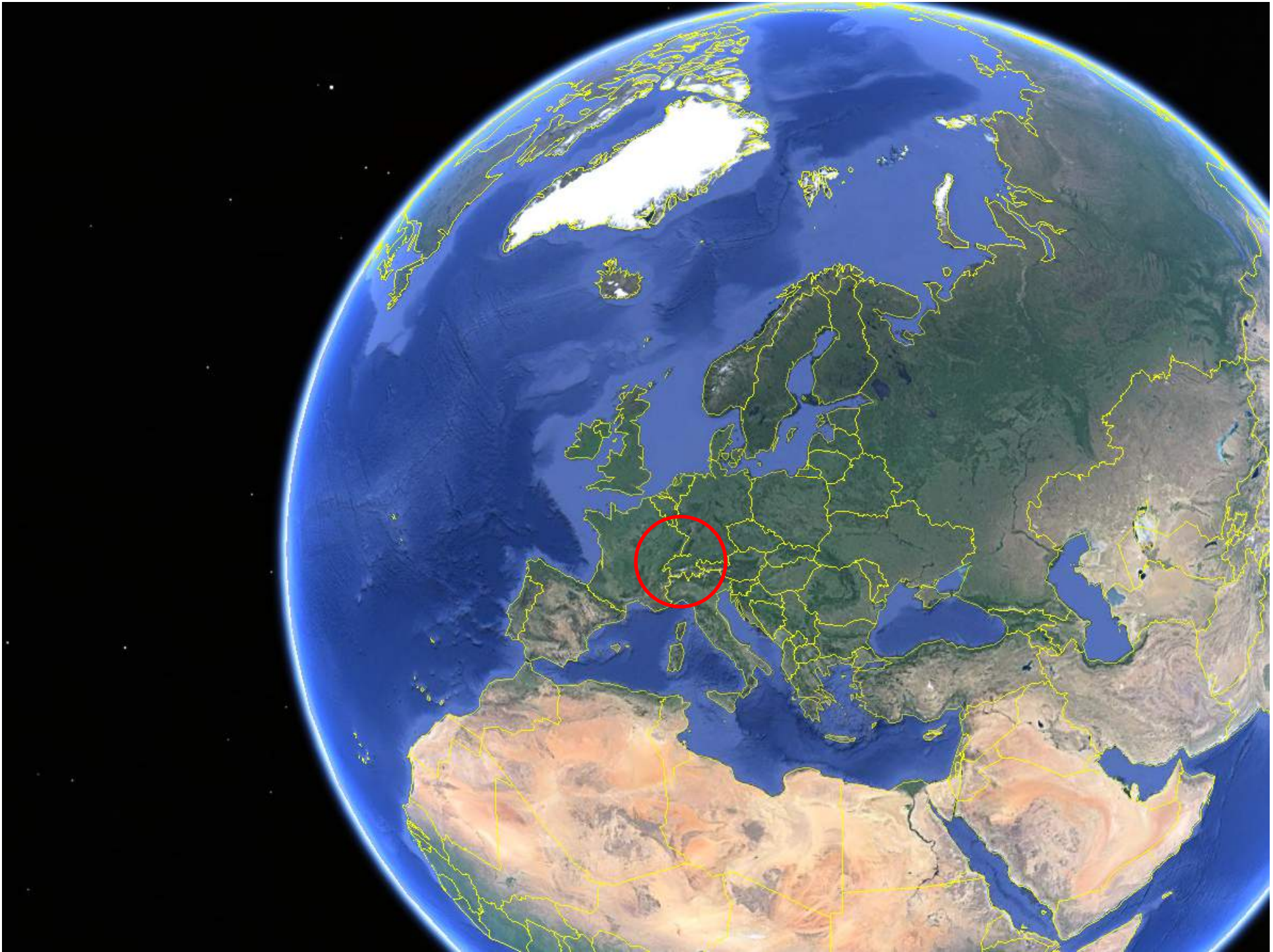


Switzerland *Mobility*

a model for Europe?



Switzerland ***Mobility***



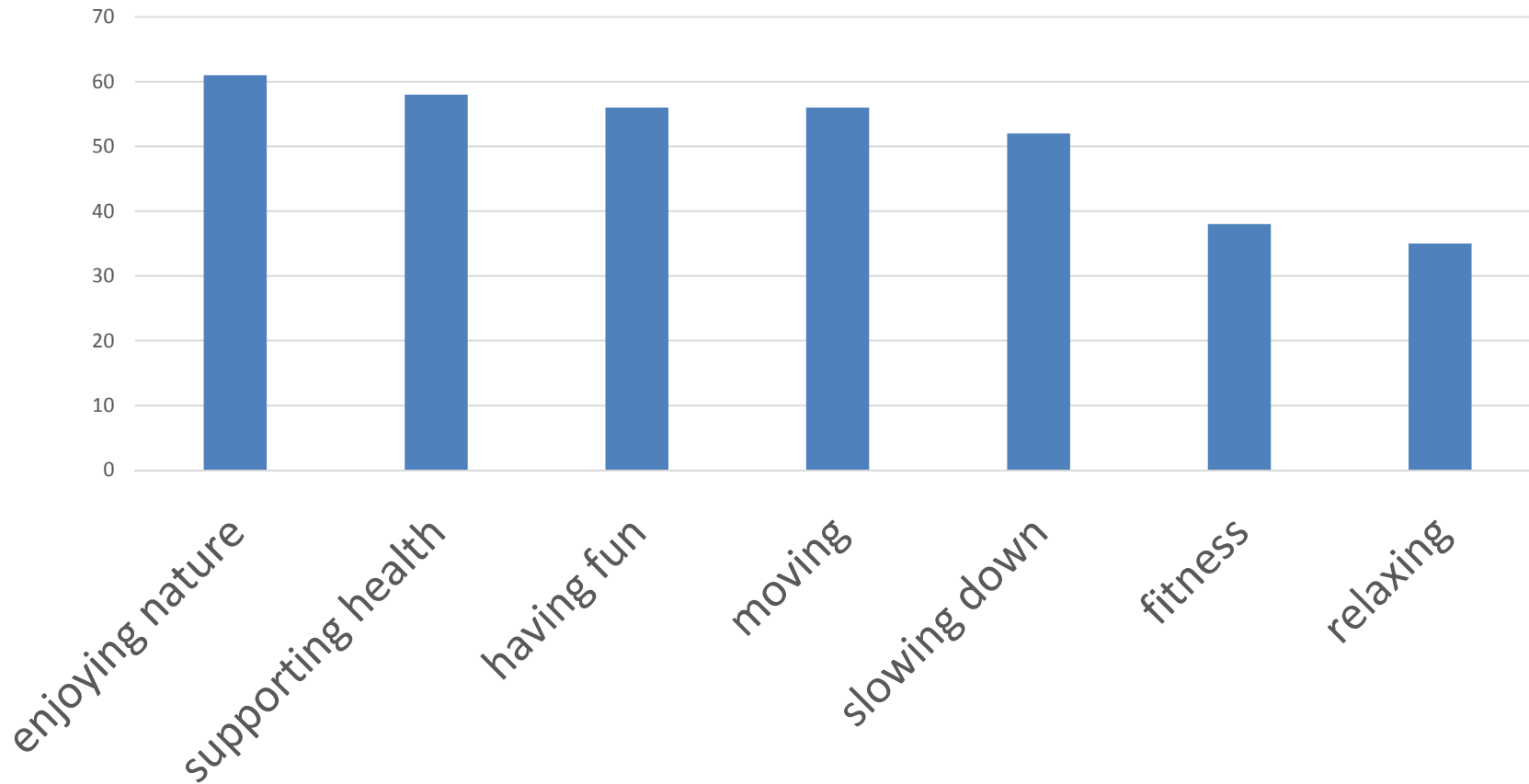






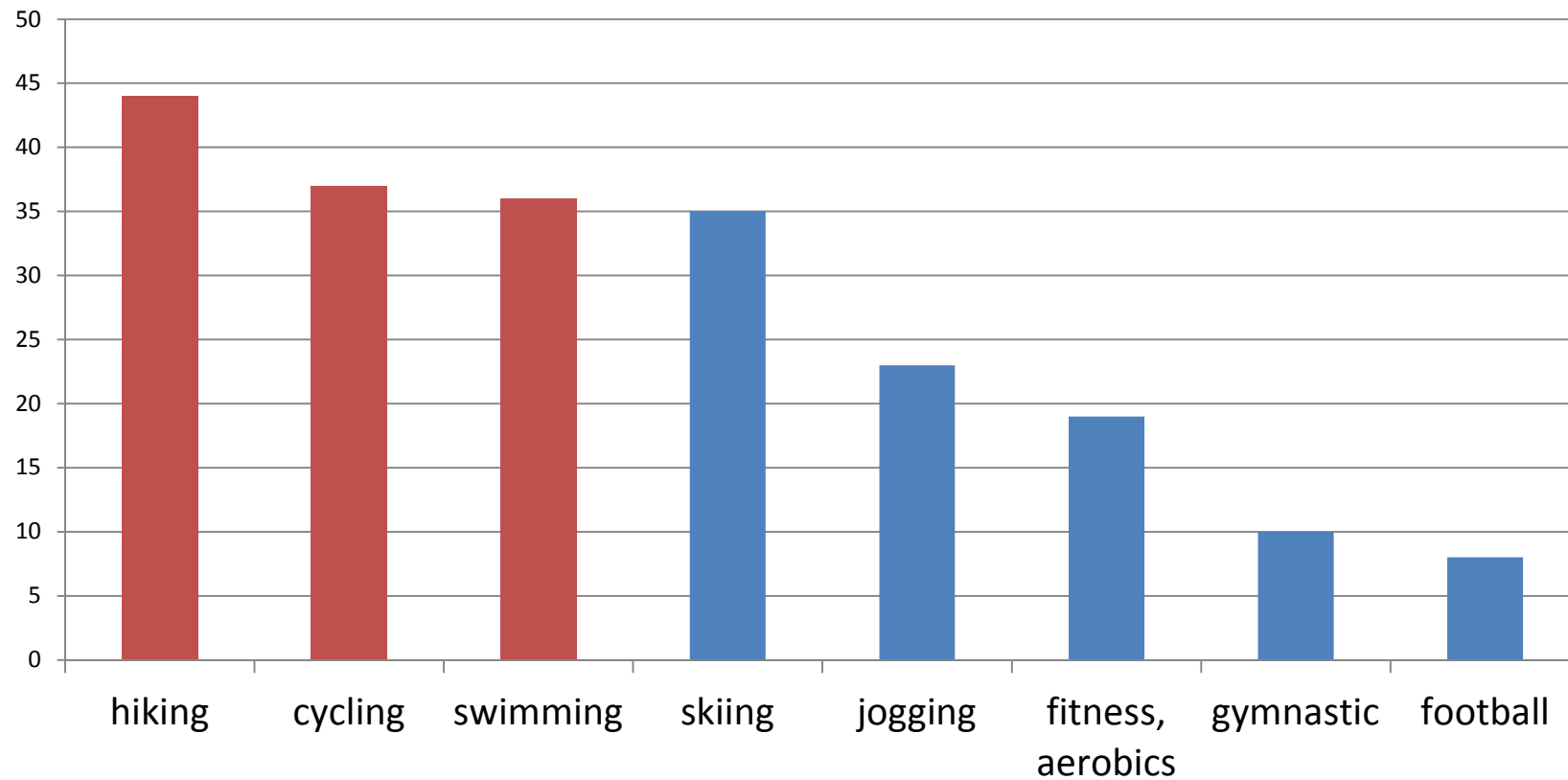


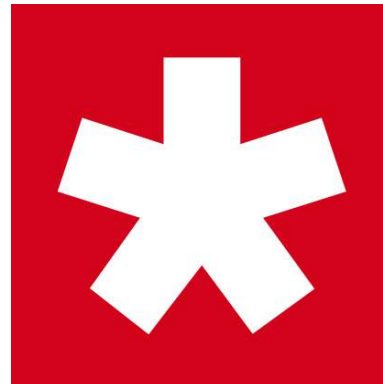
# Favored leisure in Switzerland (2014):





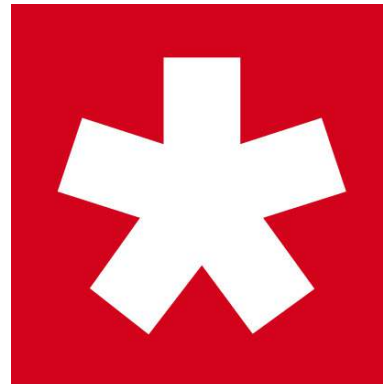
# Most popular sports activities in Switzerland (2014):





Schweiz **Mobil**

The national network  
of **non-motorized traffic**  
for leisure and tourism



Schweiz**Mobil**

The national network  
of **H**uman **P**owered **M**obility  
for leisure and tourism





**What is the aim of  
SwitzerlandMobility?**



# *Vision*

In 2008 Switzerland  
is the world leader  
in sustainable mobility  
for tourism, leisure  
and everyday life.

# Switzerland *Mobility* Foundation

*the national network of HPM for leisure and tourism*



Swiss  
Government



Principality of  
Liechtenstein



Cantons



Organisations,  
public transport



Tourism,  
supplier



# Switzerland **Mobility** Foundation

*the national network of HPM for leisure and tourism*



Swiss  
Government

Principality of  
Liechtenstein



## What Switzerland *Mobility* does



Development of HPM-routes



Coordination of the implementation



HPM-signalization



Linking with tourism, public transports ..



Communication worldwide





# Routes



Signalization

Routes



Information

Signalization

Routes



Publicity

Information

Signalization

Routes



Guests

Publicity

Information

Signalization

Routes



Guests

Publicity

Information

Signalization

Routes



Guests

Publicity

Information

Signalization

Routes





Guests

Publicity

Information

Signalization

Routes



Guests

Publicity

Information

Signalization

Routes



**Investments**

Gue

Publicity

Informatio

Signalizati

Routes



**Investments**

Gue  
Publicity  
Informatio  
Signalizati  
Routes



Investments

Gue

Publicity

Informatio

Signalizati

Routes



Guest  
Publicity  
Information  
Signalization  
Routes

**Investments**



Guest  
Publicity  
Information  
Signalization  
Routes

**Investments**



Guest  
Publicity  
Information  
Signalizati  
Routes

**Investments**

The graphic features a dark blue background. On the right, a red flag with a white cross on a teal pole. A large, dark blue curved arrow points from the top right towards the center. The arrow contains the word "Investments" in white, bold, sans-serif font. To the left of the arrow, there are five horizontal colored bands (red, green, blue, yellow, red) containing the following text in white, sans-serif font: "Guest", "Publicity", "Information", "Signalizati", and "Routes".

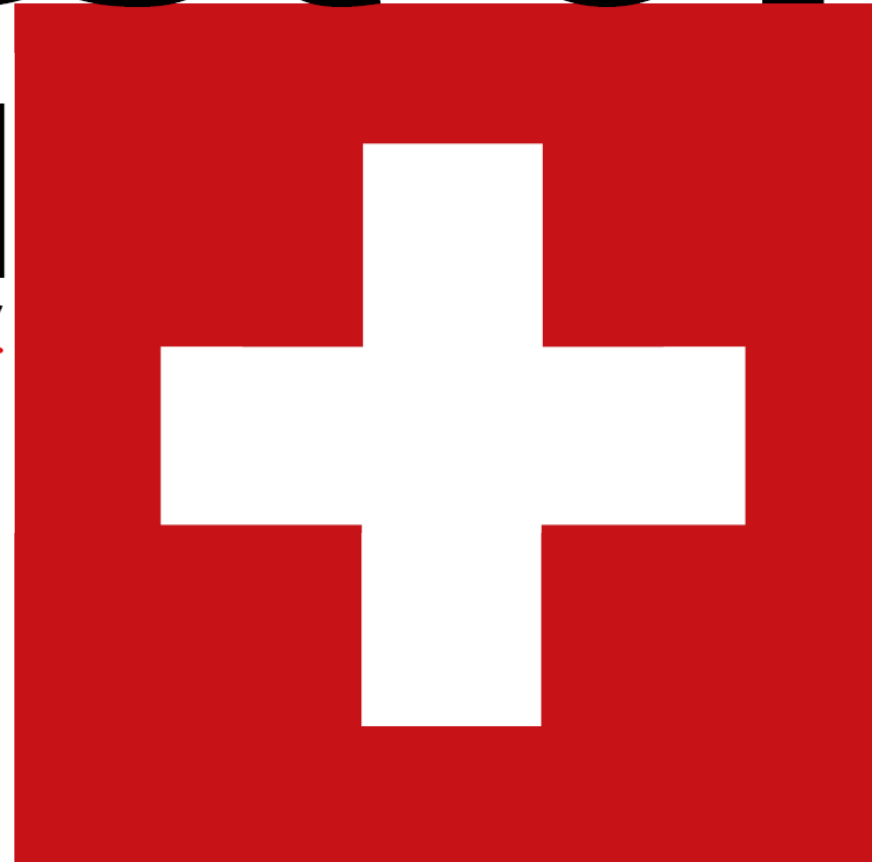


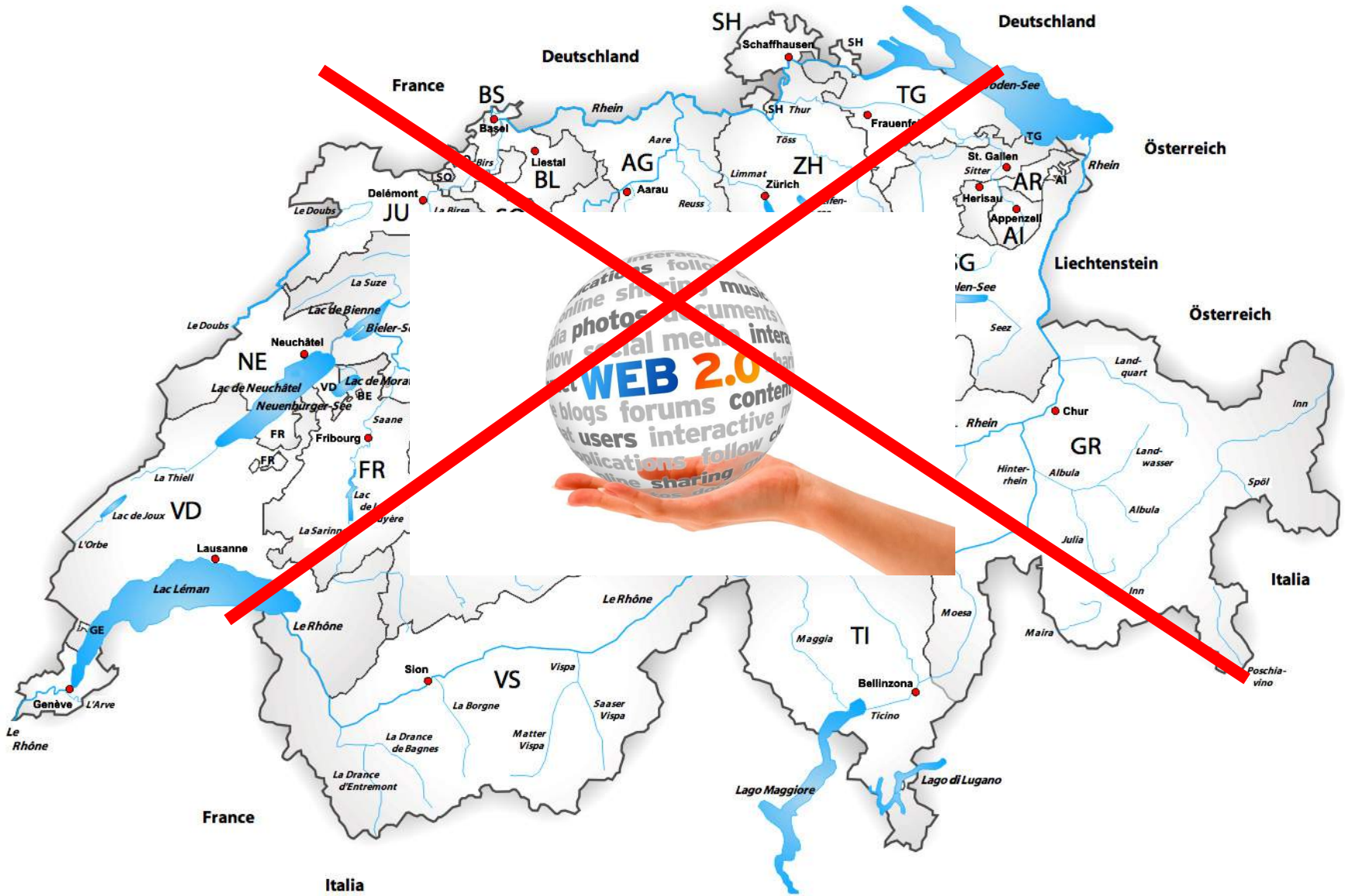
Message

# Best of

# HPM

*Human Powered Mobility*





Message

# Best of

**HPM**  
*Human Powered Mobility*

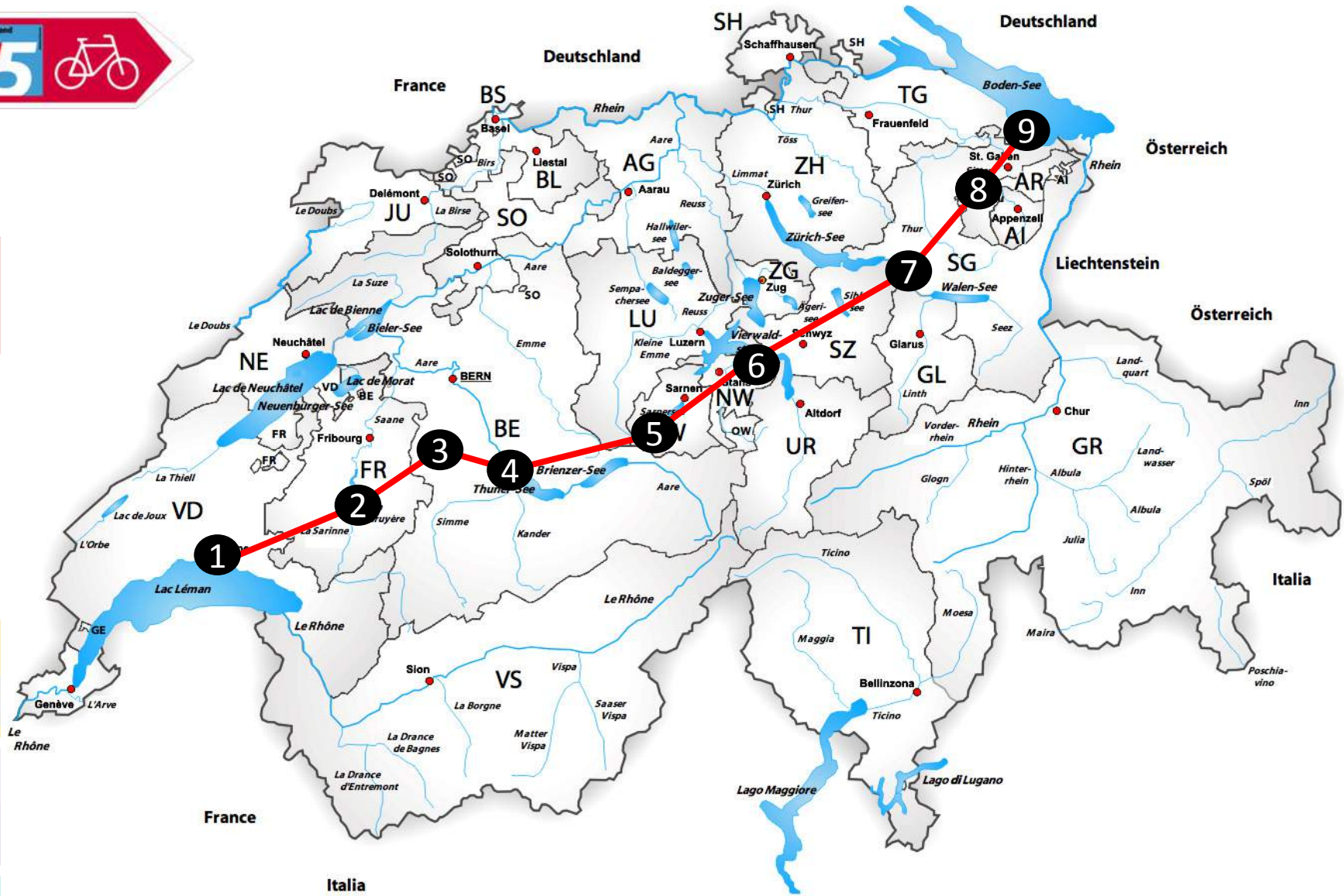
harmonized

homologated

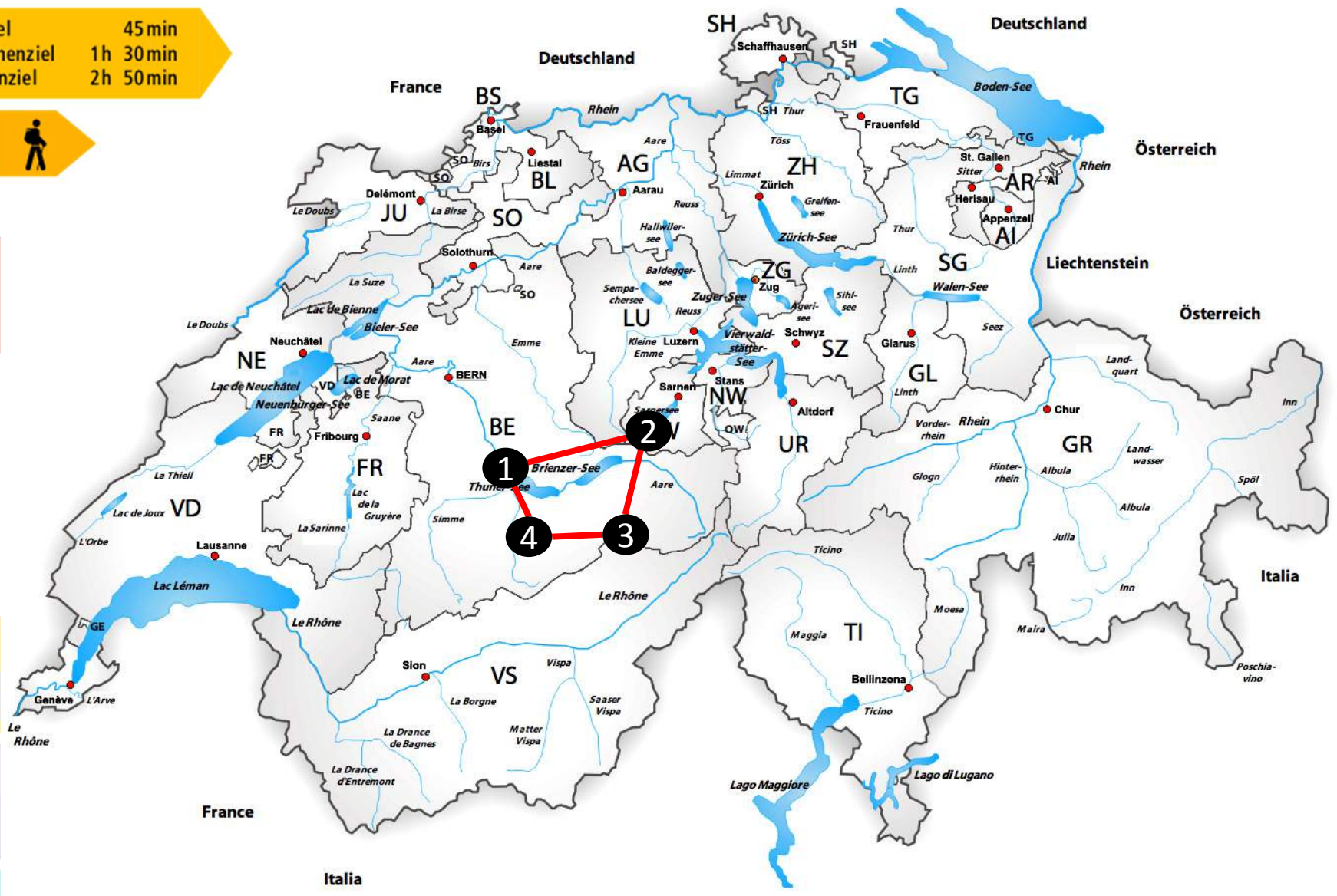
linked

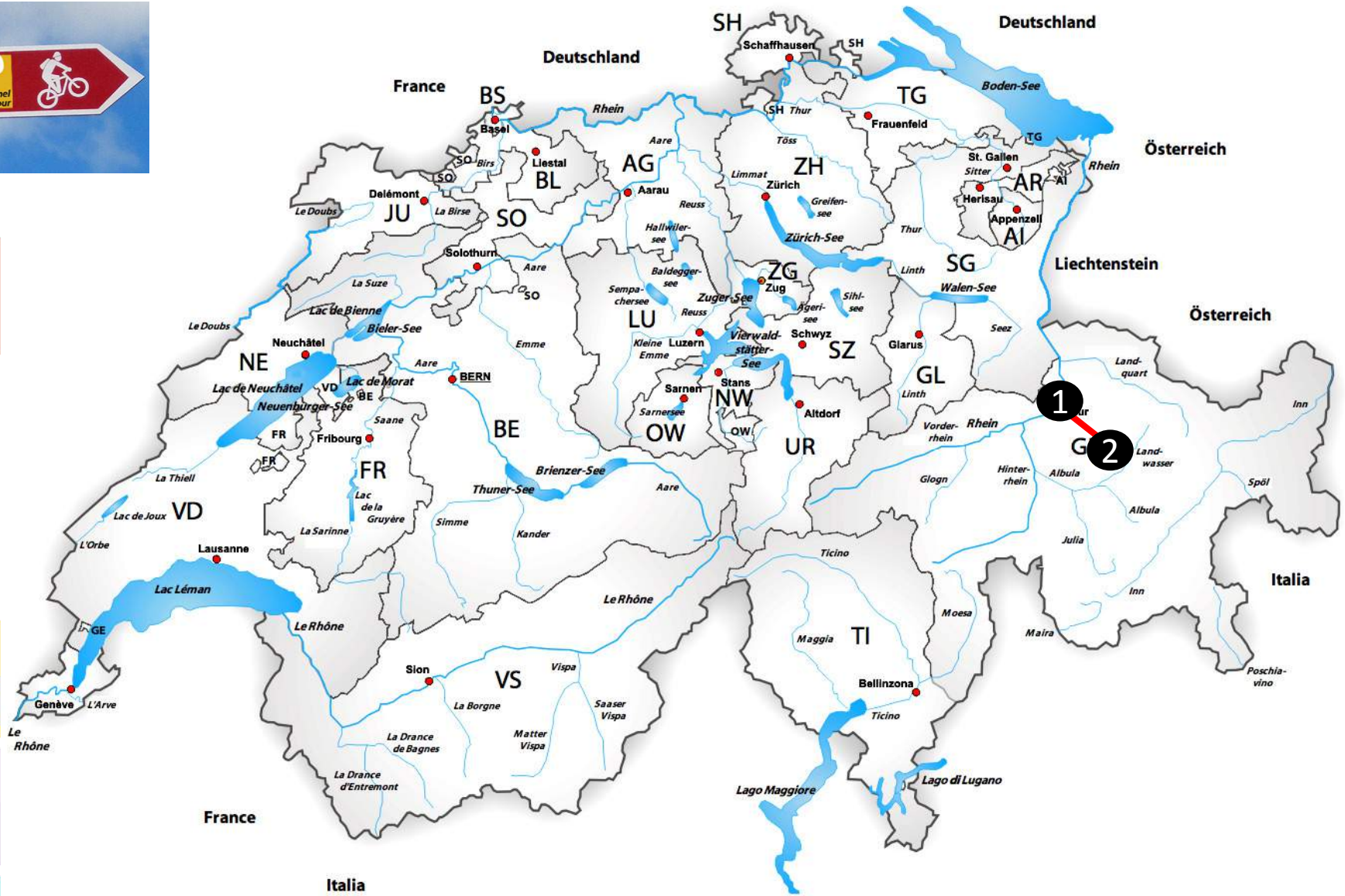
communicated





Nahziel 45 min  
 Zwischenziel 1h 30min  
 Routenziel 2h 50min





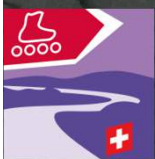


## Cycling in Switzerland

9 national  
54 regional «Best of»-routes  
68 local

12'000 km





Thun 30 km  
Belp 9 km

Langnau 39 km  
Muri 5 km

Biel/Bienne 50 km  
Aarberg 30 km

Neuchâtel 55 km  
Kerzers 26 km

8 Aare Route  
94 L'Aarouse Emme Sihl

















## Hiking in Switzerland

7 national  
62 regional «Best of»-routes  
261 local

12'000 km





## Mountainbiking in Switzerland

3 national  
15 regional «Best of»-routes  
172 local

8'000 km





## Skating in Switzerland

- 3 national
- 13 regional «Best of»-routes
- 2 local

1'000 km







## Canoeing in Switzerland

- 1 national
- 8 regional «Best of»-routes
- 6 local

350 km







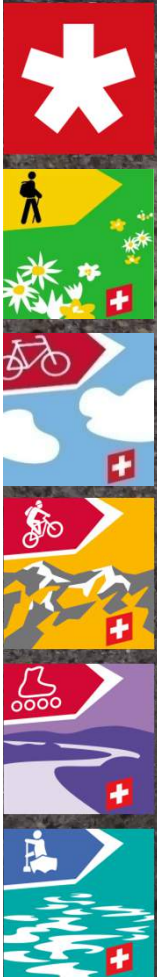




# Communication







**SchweizMobil.ch**

Wanderland Schweiz - La Suisse à pied - Miking in Switzerland  
 Verkehrsmittel Schweiz - Le Suisse à vélo - Cycling in Switzerland  
 Wassersport Schweiz - La Suisse à l'eau - Water sports in Switzerland  
 Skiland Schweiz - La Suisse en ski - Skiing in Switzerland  
 Skisport Schweiz - La Suisse en ski - Skiing in Switzerland  
 Skisport Schweiz - La Suisse en ski - Skiing in Switzerland

Informationen für den Routen und Dienstleistungen von SchweizMobil sowie kostenlose Kartenausdrucke bis zum Massstab 1:25.000 unter [www.schweizmobil.ch](http://www.schweizmobil.ch)

Willkommen in Wald ZH  
615 m ü. M.

**MIGROS**





MIGROS

SAMSUNG

FLYER

# Welcome to SwitzerlandMobility, the network for non-motorized traffic

deutsch  
français  
italiano

> Hiking in Switzerland		> Map	
> Cycling in Switzerland		> Map	
> Mountainbiking in Switzerland		> Map	
> Skating in Switzerland		> Map	
> Canoeing in Switzerland		> Map	
> slowUp		> Map	



**SwitzerlandMobility Plus**

- > So easy to plan online
- > SwitzerlandMobility Plus - registration
- > Draw online route - log in



**Free SwitzerlandMobility App**

- > Download





MIGROS

SAMSUNG

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Welcome to SwitzerlandMobility,  
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> slowUp



Français

Italiano

English

Deutsch



SwitzerlandMobility Plus

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Free SwitzerlandMobility App

- > Download






## Routes

- > National routes
- > Regional routes
- > Local routes
- > Obstacle-free routes
- > Travel reports

### Hiking in ...

>>

### Selected hikes

### Map

### Services

- > Bookable offers
- > Accommodation
- > Places of interest
- > Rail, bus, boat recommendation
- > Guides, Maps
- > Places

**New:** weather forecasts help you to plan ... [test here](#)

### More ...

<ul style="list-style-type: none"> <li>&gt; Current</li> <li>&gt; Free SwitzerlandMobility App ...</li> <li>&gt; Hiking events</li> <li>&gt; Hiking trail network and signalization</li> <li>&gt; Swiss Hiking Trail Federation</li> <li>&gt; Behaviour en route</li> <li>&gt; International arrivals</li> <li>&gt; Everything about Switzerland</li> </ul>	<ul style="list-style-type: none"> <li>&gt; SwitzerlandMobility Plus</li> <li>&gt; Draw online route – log in</li> <li>&gt; Swiss Alpine Club SAC</li> <li>&gt; Taxi Alpin</li> <li>&gt; Safety tips</li> <li>&gt; GPS-Tracks</li> <li>&gt; Message to SwitzerlandMobility</li> </ul>
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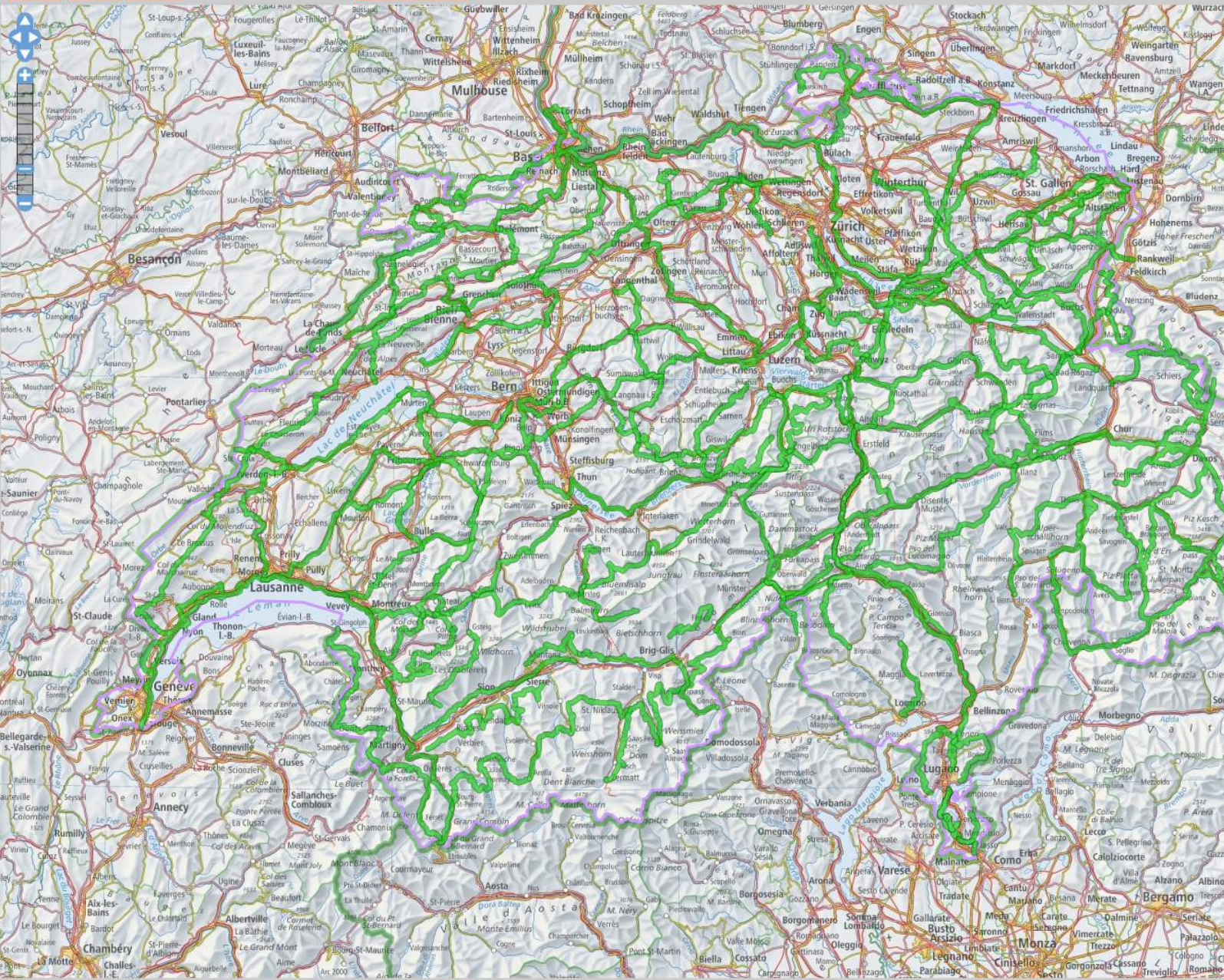




Enlarged map

Map Photo Grey Search place ... Print

- Hiking in Switzerland**
- National Routes
- Regional Routes
- Local Routes
- Obstacle-free routes
- Hiking-trail network
- Cycling in Switzerland**
- Mountainbiking in Switzerland**
- Skating in Switzerland**
- Canoeing in Switzerland**
- Rail | Bus | Boat**
- Taxi Alpin**
- Places
- Places of interest
- Accommodation**
- Bicycle and E-bike rental**
- PubliBike**
- Cycle service**
- Canoeing club**
- Shopping**
- Weather**



10 km

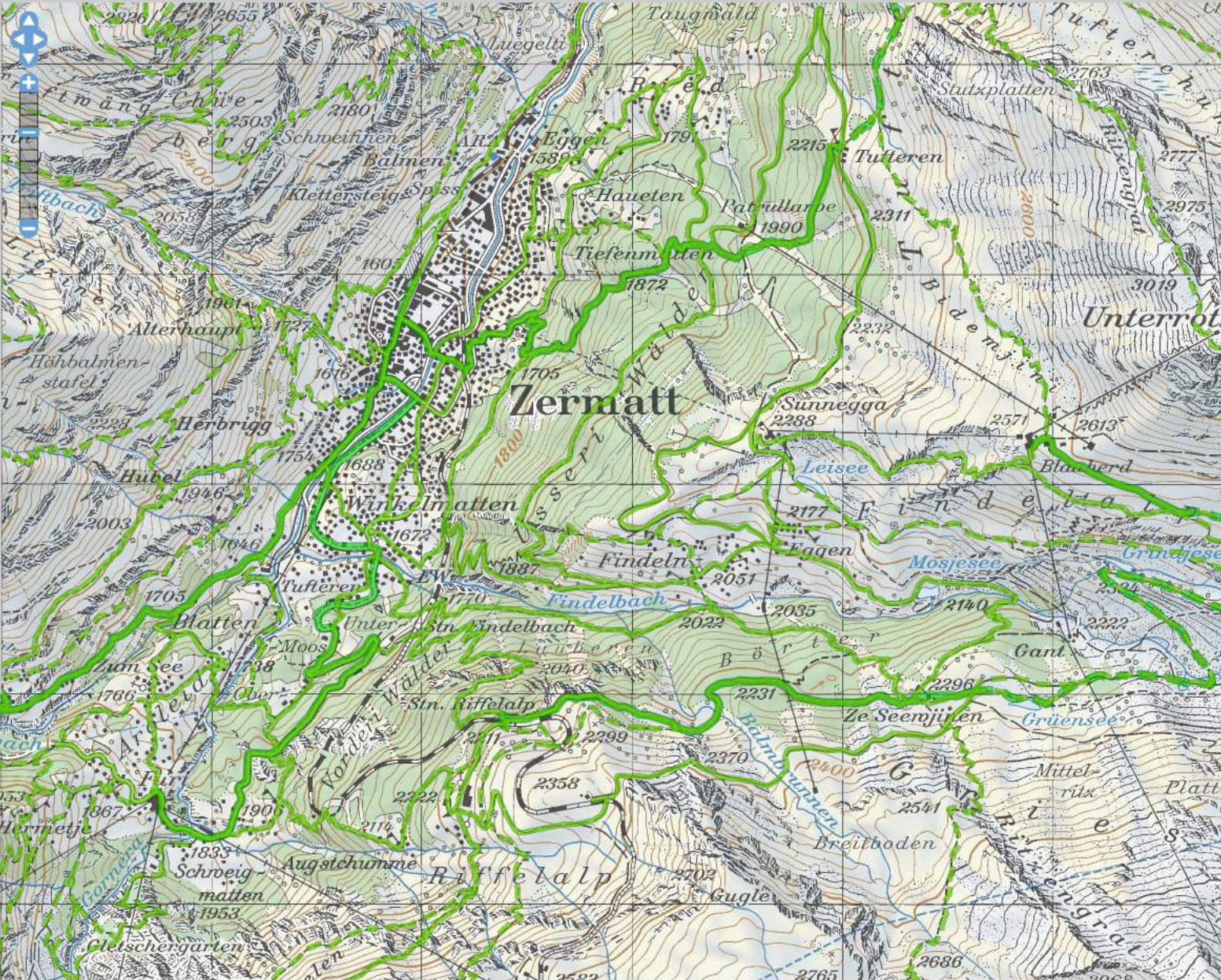
Coordinates (m): 865750, 194375 | Geodaten © swisstopo (5704000138) | Publishing credits | Copyright & privacy policy | Contact | Legend



Enlarged map

Map Photo Grey Zermatt (VS) Print

- Hiking in Switzerland
  - National Routes
  - Regional Routes
  - Local Routes
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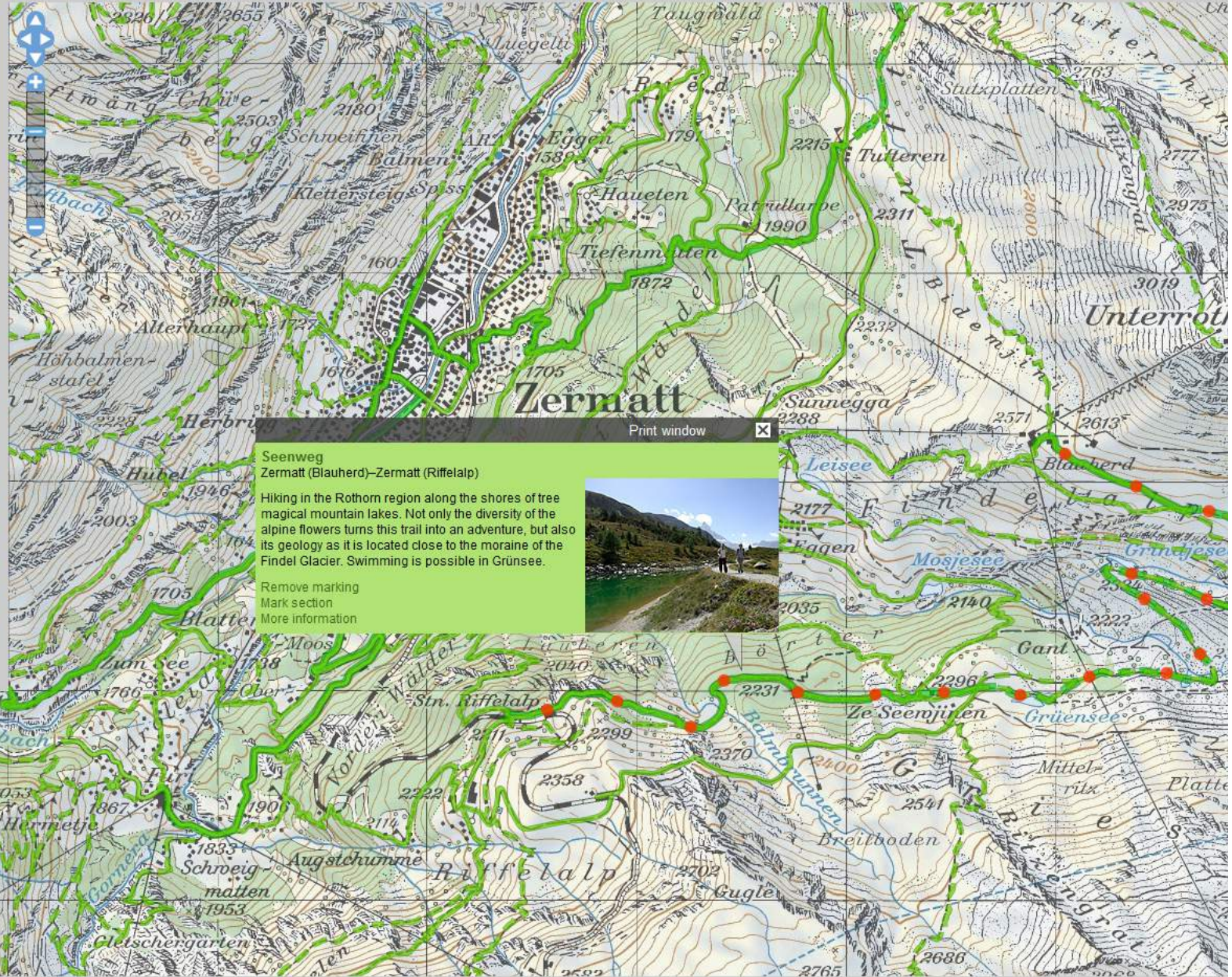


Coordinates (m): 630187, 95405 | Geodaten © swisstopo (5704000138) | Publishing credits | Copyright & privacy policy | Contact | Legend





- Hiking in Switzerland
  - National Routes
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- Weather



**Seenweg**  
Zermatt (Blauherd)–Zermatt (Riffelalp)

Hiking in the Rothorn region along the shores of tree magical mountain lakes. Not only the diversity of the alpine flowers turns this trail into an adventure, but also its geology as it is located close to the moraine of the Findel Glacier. Swimming is possible in Grünsee.

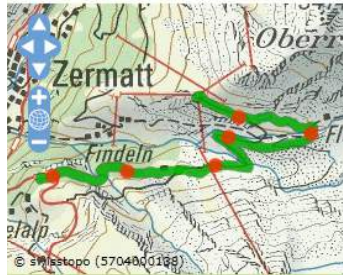
Remove marking  
Mark section  
More information





# Seenweg

Zermatt (Blauherd)–Zermatt (Riffelalp)



Enlarged map

## Photo gallery



Hiking in the Rothorn region along the shores of tree magical mountain lakes. Not only the diversity of the alpine flowers turns this trail into an adventure, but also its geology as it is located close to the moraine of the Findel Glacier. Swimming is possible in Grünsee.

The first part of the hike descends slightly from Blauherd in easterly direction to the spectacular Stellisee, in which the Matterhorn is reflected during calm weather. On the way, you can see erratic bedrock boulders that the Findel Glacier has deposited. Afterwards, take one of the four moraine trails down to the idyllic Grindjisee surrounded by innumerable larches. The continuing gravel road traverses the detritus of the Findelbach and leads to the other side of the valley and to the Grünsee (Green Lake), which conjures this green colour from the Splugaverde-coloured rocks in the surroundings.

From there, the hike leads westwards to the traditional and hospitable mountain «Bärghüs Grünsee» guesthouse, where culinary surprises and delicious Zermatt specialities are enjoyed. The variety of alpine flora, pinewood forest and close proximity of the Grünsee Lake entice guests to both long and short walks; rewarded with superb views and delightfully scented fresh air.

The path finally leads through typical mountain forest to the Riffelalp - and at an altitude of 2,211 metres, this is an intermediate station for the Gornergratbahn (cog railway). The Hotel Riffelalp, a unique living legend established by the hotel pioneer Alexandre Seiler in 1884 - and luxuriously refurbished

## Services

Find services for **Seenweg**  
[Show all services](#)

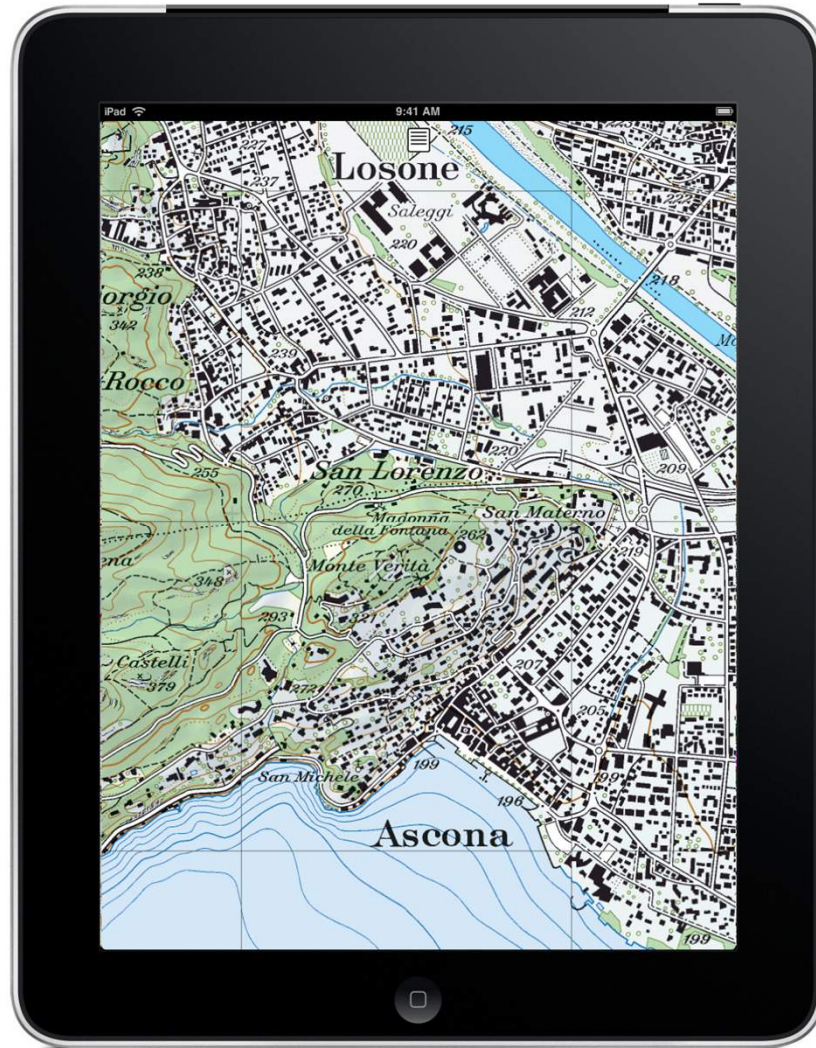
## Places



Zermatt  
[Show all](#)

## Places of interest





Switzerland **Mobility** App  
for Smartphones and tablets  
(iOS & Android).







**Book hotel**

Arrival	Departure
01.07.2014	02.07.2014
Number of rooms	Adults per room
1	2

**BOOK NOW**



## Sports & Leisure

The Lake Lucerne Region has everything you could ever wish for in terms of active recreation or relaxing leisure. Walking, hiking, cycling, mountain biking, snow sports, golf and windsurfing are just some of the many activities visitors can enjoy here. Our natural feel-good factors include the limpid waters of our lakes, the fresh alpine air, and nature in all its purity. There is also a wonderful selection of superb wellness hotels offering all the pampering and revitalisation you can handle!



Favorites

Lucerne for ...

Book a city tour



Walking / Hiking



Bike tours



Wellness



Golf



Water Sports



Inline/roller skating



Adventure



Winter



Water



Paragliding & Skydiving



Mountainbike Lake Lucerne Region

**Book hotel**

Arrival	Departure
01.07.2014	02.07.2014
Number of rooms	Adults per room
1	2

**BOOK NOW**



♥ 👍 ✉ 🛒 📄 A+ 8+1

**Favorites** ♥

Lucerne for ...

Book a city tour



## Cycling

Cycling in Switzerland. 9 national routes, 53 regional routes and 59 local routes. Discover the beauty of Switzerland on the routes of SchweizMobil.



[back](#) [Print page](#)

### National routes

#### Rhone Route Andermatt-Genève (Chancy)

The Rhone Route runs through the magnificent mountain scenery of the Valais on charming, quiet paths along the Rhone. It leads along the famous palm-lined promenades of Lac Léman and the picturesque Lavaux vineyards and ends at cosmopolitan Genève. [More](#)



#### Rhine Route Andermatt-Basel

The Rhine Route follows the Alpine river from mountain source to the large Rhine port at Basel. A vastly varied trip through diverse landscapes hewn by the mighty river over the ages. [More](#)





# Anticipated quantitative use per annum

11 million day excursions

500 000 several-day tours

1.4 million overnight stays

CHF **500 million revenue**

# Facts & Figures Switzerland *Mobility*



**1'400**

hotels, guesthouses, campings



**25'000**

linked stops of public transports



**33'000**

km net of routes



**200'000**

signposts



**2'500'000**

regular users of the website



**500'000'000**

Swiss Francs yearly adding value

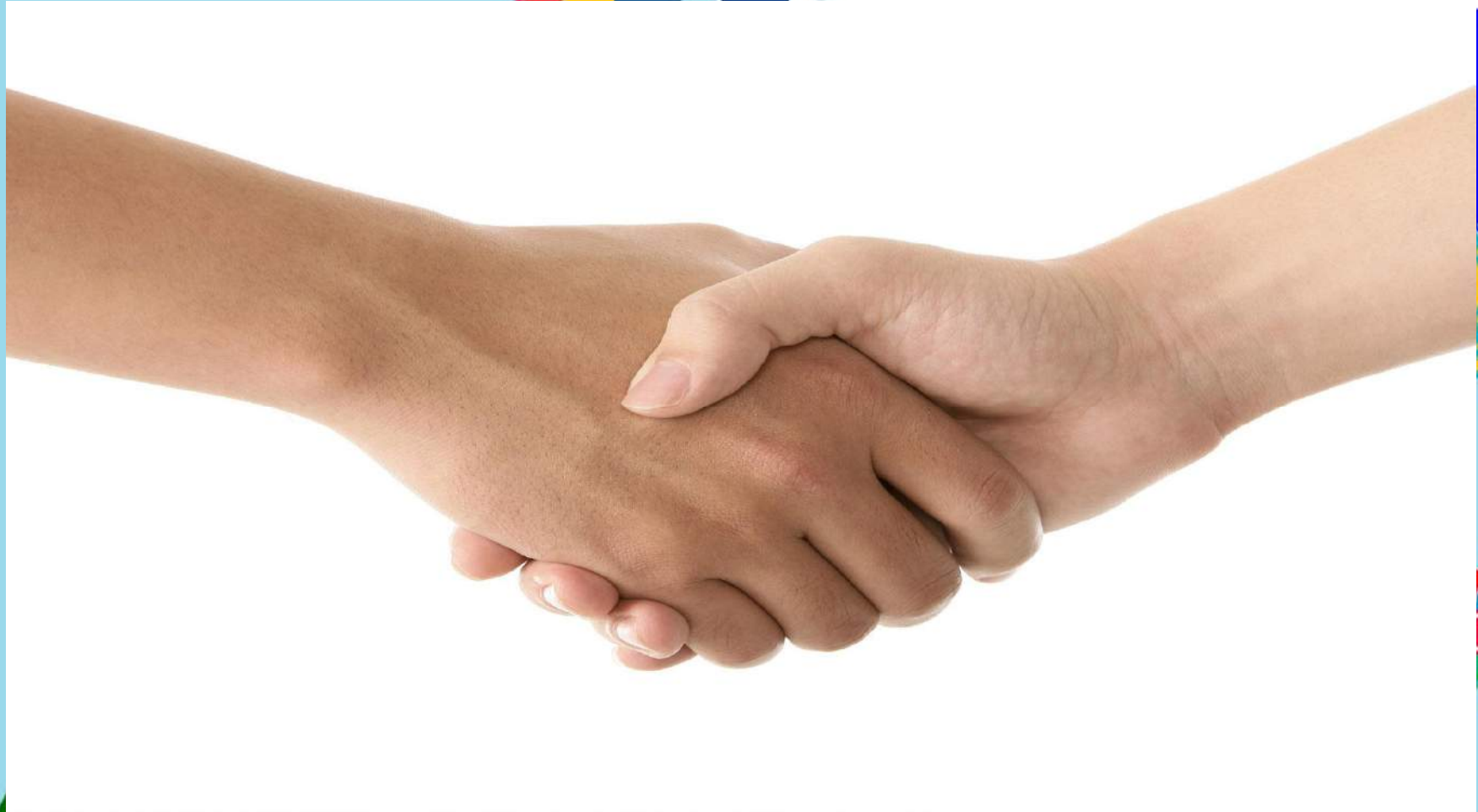
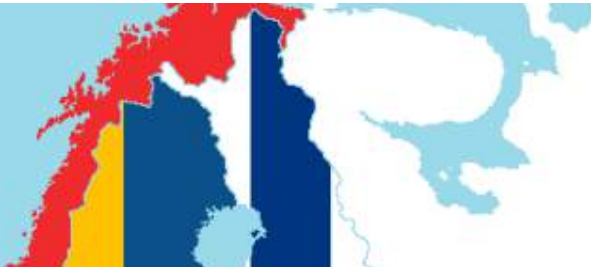


a model for Europe?



Switzerland ***Mobility***





Thank you very much  
for your attention.

