

Zürich: The Unique Mix

Zürich offers shopping, culture, nightlife with sea breezes and an Alpine panorama – seasoned with the best quality of life in the world. International fashion labels, jewellery and watches delight lovers of luxury on the shopping mile Bahnhofstrasse, urbane Zürich brands inspire the fashion-conscious in the western part of the city.



Arts & History

As one of the leading cities in the art trade, Zürich opens its doors to art and culture with over 50 museums and more than 100 galleries. The cultural and art calendar leaves nothing to be desired: from the Street Parade with the most colourful house and techno party in the world to the Zürich Festival; the latter being a unique inspirational combination of opera, concert, drama, dance and Free Form Theatre in the Zürich cultural locations of the Opera House, the Schauspielhaus (Switzerland's largest theatre) and the Tonhalle (Concert Hall).

The Old Town with its history going back over 2,000 years invites visitors to discover the traces of the past, whilst the currently trendy former industrial quarter of Zürich-West attracts with its urbanity.

Idyllic Oases

From the latest culinary trends behind old factory walls through Zürich specialties in historic guild houses to open-air eateries Zürich tempts the palate of its guests – with one restaurant for every 180 inhabitants. One can become immersed in clean lake and river water in the middle of the city. Where people go swimming during the day, at night there is flirting and dancing, as the swimming facilities transform into bars and lounges at twilight. Further idyllic oases of nature give an energy boost in and around Zürich: whether on a nostalgic steamship ride or a hike up the Uetliberg, Zürich's local mountain, with views of the snow-covered Alps on the horizon.



The Cards

The best way to experience Zürich is the ZürichCARD and ZürichCARD Plus:

ZürichCARD

The ZürichCARD entitles you to unlimited 2nd class travel on all public transport (tram, bus, rail, boat, cable car and funicular railway) in and around Zürich. Free is also the entry to 37 museums in Zürich, a trip from Zürich up to the Uetliberg or a boat trip on Lake Zürich and the river Limmat. Furthermore you can benefit from other discounts. The ZürichCARD is the best way to experience Zürich in 24h or 72h! All this for only for CHF 19 or CHF 38 (€12 or €24).

ZürichCARD Plus

Would you like to venture farther afield? In addition to the benefits to the ZürichCARD, ZürichCARD Plus entitles the holder to unrestricted travel on the entire network of the Zürich transport system ZVV as well as discounted access to regional tourist attractions and free admission to more than 14 museums in Winterthur. Benefit from this unique opportunity and explore Zürich and its region during 24h for only CHF 36 (€22).



The ZürichCARD and ZürichCARD Plus are available at Zürich Airport, train stations, VBZ-Ticketerias, hotels in Zürich and the Tourist Service at Zürich Main Railway Station.

Photo: Zürich Tourismus

<http://www.zuerich.com/zuerichcard>

Date: 2009-01-26

Article link: <http://www.tourism-review.com/travel-tourism-magazine-zurich-the-unique-mix-article749>