

TOGGENBURG TOURISMUS

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BASIC MEDIA TEXT TOGGENBURG

SUMMER-WINTER

Toggenburg – sounds great (long)

Back in the year 1870, droves of stressed-out city dwellers (yes, people were already stressed all those years ago) moved to nearby Toggenburg, in the Hochtal valley between Säntis and the seven Churfürsten peaks. They swore by the area's healing effect. Almost 150 years later, their great-great-grandsons are still doing the same. Because despite the passage of time, Toggenburg has remained unaltered. From where does this small but beautiful valley community get its reputation as an idyllic, slow-paced world? It gets its reputation from the unspoiled nature, the relaxed lifestyle, the deep snow in winter, the abundance of traditions and the affordable offers and activities that are appreciated by families. In the heart of Eastern Switzerland and just an hour's drive from Zurich and Lake Constance, hiking enthusiasts, nature lovers, winter sports fans and those seeking relaxation come here to get their money's worth. The most popular excursions in summer are Klangweg with its 27 instruments, Toggenburger Höhenweg and Chäserrugg with the summit building designed by architects Herzog & de Meuron, from where visitors can enjoy the view of the valley in its full splendour. In winter, Toggenburg transforms into a relaxed paradise with 60 kilometres of slopes, a large fun park and 17 modern cable cars and ski lifts, making it large enough for everyone to find their dream descent to happiness.

Toggenburg – sounds great (short)

For 150 years, Toggenburg has been known as an idyllic world for hiking enthusiasts, nature lovers, winter sports fans and those seeking relaxation. Here in the small but beautiful Hochtal valley between Säntis and the seven Churfürsten peaks, nature remains untouched, the lifestyle is relaxed and there is an abundance of traditions. The most popular excursions in summer are Klangweg with its 27 instruments, Toggenburger Höhenweg and Chäserrugg with the summit building designed by architects Herzog & de Meuron, from where visitors can enjoy the view of the valley in its full splendour. In winter, Toggenburg transforms into a relaxed paradise with 60 kilometres of slopes, a large fun park and 17 modern cable cars and ski lifts, making it large enough for everyone to find their dream descent to happiness.

WINTER

The relaxed winter paradise (long)

There is a relaxed mood in Toggenburg, even on the most splendid winter days. There is no sign of the hustle and bustle of the crowded tourist destination. The ski region in the Hochtal valley between Säntis and the seven Churfirten peaks, just an hour's drive from Zurich and Lake Constance, is pleasantly small. However, with 60 kilometres of ski slopes, a large fun park and 17 modern cable cars and lifts, it is big enough for everyone to discover their dream descent to happiness. In the winter paradise of this small, intact world, children can learn their first ski moves in a relaxed environment, while the professionals venture down the steep slopes without having to queue. The virtually unspoiled landscape is reminiscent of a white winter fairytale, which makes it one of the most beautiful regions for hiking enthusiasts too. With 35 kilometres of hiking trails, there is plenty of space for everyone who wants to come here to clear their mind. A special highlight: the panorama trail on Chäserrugg with the view of the summit and up to six countries. There is enough variety with the 13 kilometres of toboggan runs, easy and challenging snowshoe and ski trails as well as the countless number of trails for cross country skiers.

The relaxed winter paradise (short)

Winter in idyllic Toggenburg is a world away from the hustle and bustle. In the Hochtal valley between Säntis and the seven Churfirten peaks, just an hour's drive from Zurich and Lake Constance, a small, intact world with its virtually unspoiled landscape welcomes novice and experienced winter sports fans. With 60 kilometres of ski slopes, 35 kilometres of hiking trails, 13 kilometres of toboggan runs, the countless number of snowshoe and cross-country skiing trails as well as a fun park, the natural paradise of Toggenburg is small but beautiful, yet it is big enough for people of all ages to find happiness here.

SUMMER

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