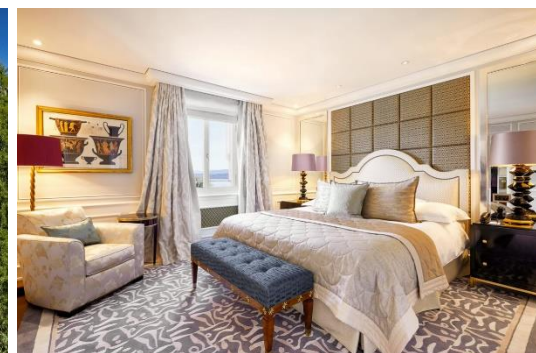


A Nature-Filled Swiss Summer City Break in Zurich with the Baur au Lac Hotel

Baur au Lac hotel unveils a picnic boating experience, a new city-break shopping offer and newly designed rooms and suites,



Zurich is a stylish, lesser-visited summer city break destination with a difference. Unlike many cities, Zurich feels close to nature with a sense of space and natural beauty thanks to its lakeside position on the sparkling Lake Zurich, plentiful green space, rivers and neighbouring Swiss mountains. Zurich is home to **over 70 green spaces and parks** with an abundance of water-based activities in the summer including **paddleboarding and wild swimming**, with water slides and watersports available at most public swimming spots. In the city, the trendy **Zurich West** district offers a unique and alternative leisure space and cultural hub not usually associated with Zurich, with railway viaducts being converted into indoor-outdoor restaurants, bars and shops.

Lake Zurich is famous for its beautiful **sailing** boats that can be admired from both the land and water. Whether you wish to learn to sail, or be skippered on a private sunset sailing tour, Lake Zurich has it all including Baur au Lac's motorboating experience detailed below. From the **lidos at the lake** to the **historic public baths in the Limmat river**, Zurich is an excellent alternative to a beach holiday with amazing freshwater quality and an abundance of experiences combined with all the perks of a city break. The late summer is the perfect time for **swimming** in one of Zurich's iconic public pools, with warm water temperatures and beautiful backdrop views of the lake and the sunny Swiss Alps. In the evening, a number of Zurich's public pools transform into **trendy outdoor bars** under the stars. More details on Zurich's outdoor pools can be found [here](#). Summer is also the best time for **hiking** around the lake, with the city being a fantastic base to explore further afield, hemmed in by two large hills: Uetliberg to the west and Züriberg to the east. Ride the Rigiblick funicular up to Züriberg or take the S10 up to Uetliberg from Zürich Hauptbahnhof for a peaceful excursion into nearby nature.

A Baur au Lac Boating Adventure

This summer, explore Lake Zurich with an idyllic **boating adventure** at [Baur au Lac Hotel](#). Hop aboard a 20th Century vintage boat accompanied by your own private local captain for an exclusive ride along the picturesque shores of Lake Zurich. While aboard, enjoy a Baur au Lac picnic hamper filled with exquisite treats from the hotel and Baur au Lac Vins.

Price Package: Overnight stay incl. breakfast & 2-hour vintage boat trip on Lake Zurich with driver and Baur au Lac picnic basket for 2 persons from CHF 1,145 (approx. £895)

City-Break Swiss Shopping Exclusive Offer

Located just a stone's throw away from Zurich's world-renowned shopping mile, Bahnhofstrasse, the Baur au Lac hotel is the ideal rest point to ease your tired feet after a day of retail therapy shopping for the country's finest artisanal products. Those looking for a scenic Swiss shopping weekend away can enjoy Baur au Lac's new "**Shop O'Clock**" offer which shines a light on the city's many local artisan businesses producing delicious local delicacies such as fine chocolate and cheese as well as high quality leather goods and jewelry:

- One overnight stay in a Deluxe Double Room
- A shopping voucher worth CHF 200, redeemable at all participating stores of the Association of Zurich specialty shops which includes Baur au Lac Vins, Omega, Bally and Confiserie Sprüngli, Lalique Suisse and Victorinox
- A Champagne welcome amenity
- A la carte breakfast
- Guaranteed late check-out until 4pm so you can shop 'til you drop

Price starts from CHF 962.00 (approx. £750).

Newly Redesigned Deluxe Suites

Baur au Lac is excited to unveil a complete refurbishment of all Deluxe Suites across the entire hotel. Each newly refurbished suite has been individually designed by a talented Swiss interior designer who has worked with Baur au Lac over the years to redesign the Lobby Lounge, suites, and the Petit Palais ballroom. The team have blended inspiration from recent interior trends in combination with Baur au Lac's love of contemporary art and antique furniture to create a fresh and original luxurious style in each room. Baur au Lac has carefully added discreet touches of opulence, colour and detail into the design in complete harmony while maintaining a light and fresh tone to the rooms. For example, the white rock crystal coffee tables maintain a clean look and feel with an added touch of glamour with gold leaf decoration to compliment gold printed sofa cushions. The rich burgundy and soft mauve of the lampshades accentuate the vibrant cushions on the shimmering, lightly-coloured sofas – the ideal spot to rest your legs after a hard day's shopping along the Bahnhofstrasse! Baur au Lac's aim is to surprise regular guests amid the familiarity that they know and love, and to inspire new arrivals with unexpected combinations of colours, fabrics and furnishings.

Outdoor Dining in Baur au Lac's Lakeside Park

Baur au Lac Hotel is the perfect location to enjoy Zurich's peaceful outdoor environment with its **large private park** located directly on Lake Zurich. Sit back and relax outdoors with refreshing cocktail or ice-cold champagne at the **Baur au Lac Terrasse**. Enjoy light and seasonal dishes, the finest pastry and scrumptious ice-cream sundaes while being surrounded by the harmonious greenery of Baur au Lac Park with spectacular lakeside views.

Baur au Lac has rooms available from CHF 695 (approx. £545) per night, based on two adults sharing a Deluxe Double room on a room-only basis.

<https://www.bauraulac.ch/en/>

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General Information on Baur au Lac

Since its opening in 1844, Baur au Lac has been run by the Baur-Kracht family, now in its sixth generation. Johannes Baur founded the hotel in 1844, providing Europe's nobility and aristocracy with a new "home" in Zurich. Some of the most powerful people in the world considered the Baur au Lac the leading address in Switzerland. In addition to King Ludwig I of Bavaria, King Carl XVI of Sweden, Queen Sonja of Norway, Emperor I. Haile Selassie of Ethiopia and Empress Elisabeth of Austria, were just a few regular guests. Before long, they were joined by the rich and the famous. In October 1856, Richard Wagner celebrated the world premiere of the first act of his Valkyrie opera at the Baur au Lac. Artists such as Marc Chagall and Henry Moore stayed, and Thomas Mann and Alfred Hitchcock were also among regular guests. It was at the Baur au Lac in 1892 that Bertha von Suttner convinced the Swedish industrialist, Alfred Nobel, of the need for a Nobel Peace Prize. Sophia Loren, Gina Lollobrigida, Audrey Hepburn, Jayne Mansfield and Brigitte Bardot personified the glamour of European cinema in the 1960s and 70s, and today, the hotel plays regular host to Hollywood stars, presidents and CEOs.

Notes to Editor

Baur au Lac's carefully- maintained heritage building, perched on the edge of Lake Zurich, has a legendary status as one of the most historic 5-star hotels in the world. A stone's throw from the Paradeplatz, Zurich's bustling financial district, the hotel is located within its own landscaped park and offers 119 rooms and suites individually decorated in styles such as Art Deco, French Louis XVI and English Regency. Baur au Lac is home to the 2-Michelin starred [Pavillon](#) with Head Sommelier Marc Almert, ASI Best Sommelier of the World 2019; [Le Hall](#), home to elaborate afternoon teas; and [Baur's](#) brasserie and bar, opened in September 2019 and designed by Martin Brudnizki whose famed UK establishments include Annabel's, Soho House and Sexy Fish.