

# Welcome to Zürich, Switzerland.

Press release, Monday, August 10, 2020

## Zurich: One Destination. Five Lifestyles.

**These “Züvenirs” are stylish mementos of summer 2020, and every one comes with the chance to win an unforgettable Zurich experience. They have recently graced the large-format Zürich Tourism billboards, and in the very areas that are particularly busy with holiday traffic. All across the country, the “Züvenir” campaign is loudly promoting the perks of summer in Zurich – perhaps a little too loudly for some, but always in a tongue-in-cheek way.**

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Taking a short summer break in Zurich means immersing yourself in the bustling boutique metropolis. The “Züvenirs” represent all the different lifestyles there are to discover in Zurich. Water sports and Mediterranean summer nights in Zübiza, outdoor adventures in the recreational area of Zükjavik, a multicultural feast for the senses in Züstanbul, a touch of extravagance and savoir-vivre in Zü-Tropez, and, last but not least, the hip combination of old, rugged cityscape with youthful carefree spirit that draws visitors to trendy Züsterdam.

### **Private boats, island adventures and bathing culture**

Every “Züvenir” you order comes with the chance to win an authentic Zurich experience. The 25 winners (five in each lifestyle), plus guests, will experience an entirely unique weekend in Zurich at the end of August or beginning of September. “We’re keeping the details of the itinerary a surprise until then,” says Martin Birrer, the summer project leader at Zürich Tourism. “But we can reveal this much... The best way for guests to experience Zü-Tropez is on a private boat on Lake Zurich and in the unique rooftop bars – and there’s a “Captain und Cüpli” (boating and bubbly) package included. To experience Zükjavik is to sit on an island under an open sky, frying a fish you caught yourself on a fire pit. In the midst of all these contrasts stands Züsterdam, where in the spirit of expanding one’s horizons, the sophisticated city of Zurich is taken apart, scrutinized, boldly reinterpreted and then washed down with a generous sip of home-made gin.” If you grab one of the must-have mementos at **zuevenirs.com** by August 13, 2020, you’ll be in with a chance of winning one of these five incredible weekends in Zurich.

### **Get ready to make some memories**

The “Züvenir” truck took Swiss people everywhere by surprise with this somewhat unconventional summer campaign. Market criers toured the country with these “Züvenirs,” all with designs promoting Zübiza, Zü-Tropez, Züstanbul, Zükjavik and Züsterdam – and always with the slogan: “The memory to this Züvenir is waiting for you.” This was followed by a digital and influencer campaign that was rolled out across Switzerland. Currently, large-scale billboards can be seen in the very areas that are

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particularly busy with holiday traffic. These posters in Switzerland's top holiday destinations loudly promote the perks of a summer break in Zurich – perhaps a little too loudly for some, but always in a tongue-in-cheek way.

The deadline to enter the “Züvenir weekends” competition is: August 13, 2020.

→ [zuevenirs.com](https://zuevenirs.com)

Whether it's in summer or autumn, for three days or just two – it's a perfect city break!

→ [zuerich.com](https://zuerich.com)

Images for editorial reporting can be found at:

→ [Link: Photos of OOH billboard locations](#)

→ [Link: Photos of OOH billboard themes](#)

→ [Link: Photos of Züvenir products](#)

→ [Link: Roadshow photos](#)

→ [Link: Roadshow video](#)

→ [Link: Zü-Tropez lifestyle](#)

→ [Link: Zübiza lifestyle](#)

→ [Link: Zükjavik lifestyle](#)

→ [Link: Züstanbul lifestyle](#)

→ [Link: Züsterdam lifestyle](#)

## Zürich Tourism

Zürich Tourism is responsible for the destination marketing and brand profiling of Zurich city and region, a multifaceted tourist destination. Zürich Tourism employs over 70 members of staff and is active in the Swiss, German, British, North American, Italian, Austrian, French, and Spanish markets, as well as in the growth markets of Brazil, Russia, India, China, the Gulf states and south-east Asia. As a destination, Zurich offers tourists and business travelers nature, culture, art, shopping and gastronomy – all in one unique location.

## Contact

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