

Press release, 3 March 2026

## The “Züri Märli tram” to travel through Zurich in spring for the first time

**Colourfully designed and with new stories on board, for the first time the beloved Märli tram will hit the road in spring. At the wheel will be the Böögg. The tram will roll through the city from 20 March to 26 April 2026, with tickets available now.**

Zürich Tourism, Coop City St. Annahof and Zurich Transport Services (Verkehrsbetriebe Zürich, VBZ) are continuing the Märli tram as part of a long-term partnership to ensure it remains a beloved Zurich tradition. After many successful years of running the tram during the Advent season, the partners have strategically developed the attraction and are writing a new chapter with the spring version.

### **The Märli tram gets a spring makeover**

In keeping with the season, the “Züri Märli tram” has been given a fresh spring look, characterised by a colourful and carefully chosen green design. What may initially appear unfamiliar amid the Zurich cityscape in fact sends a clear message: the “Züri Märli tram” is unique and tailor-made for springtime.

The “Züri Märli tram” ties in with the Sechseläuten, Zurich’s tradition spring festival. Inside the tram, children will discover three specially written stories, which tell of Zurich customs, the Böögg and the relevant guest canton in an age-appropriate, contemporary style. Narrated by storytellers wearing traditional Zurich costumes, the stories take the young passengers on an exciting exploration of local traditions. In spring, the Böögg takes on the role that Samichlaus has during Advent – driving the tram himself. The “Züri Märli tram” is implemented in close coordination with the Central Committee of the Guilds of Zurich (Zentralkomitee der Zünfte Zürichs, ZZZ).

### **Tradition, experiences and partnership for Zurich**

Member of the City Council and Head of Industrial Operations for the City of Zurich, Michael Baumer, is pleased to see Zurich traditions coming to life: “The Märli tram and the Sechseläuten are to Zurich what the Böögg is to spring. As the public transport minister for Zurich and a guild member, I’m particularly glad that these wonderful traditions are coming together for the spring tram and that this will allow us to give children and families a wonderful experience on public transport.”

Speaking on behalf of Zürich Tourism, Director Thomas Wüthrich emphasises the importance of the project: “With the spring Märli tram, we’re expanding our range of attractions for families and boosting Zurich as a multi-faceted destination for all ages. At the same time, we’re bringing local traditions to life for guests and locals alike, creating a bridge between visitors and the Zurich public.”

# Willkommen in Zürich, Schweiz.

Michael Susta, Head of Coop City, highlights the partnership-based cooperation: “The ‘Züri Märlitram’ shows what’s possible when strong partners pull together to make something happen for the city of Zurich. We’re delighted to be involved in planning this cross-generational experience and, as a result, to be contributing to a vibrant Zurich.”

## The oldest tram on Zurich’s tracks

Built in 1913, the tram has been operating as a Märlitram (fairy tale tram) since 1958, taking a circular route through Zurich city centre and capturing the hearts of children. It is the oldest tram currently travelling through the streets of Zurich. During the 20-minute journey, the iconic tram runs from Bellevue via Limmatquai and Central to Bahnhofstrasse before returning to Bellevue.

## Tickets will go on sale at 3 p.m. on 3 March.

The Märlitram will travel through the city centre from 20 March to 26 April 2026. Tickets cost CHF 12 per child and are available to buy exclusively online from 3 p.m. today. Tickets must be collected from 9 March 2026 from one of the four Coop City stores in Zurich (St. Annahof, Bellevue, Sihlcity, Oerlikon) or from the tourist information point at the main train station two hours before departure at the latest.

- ➔ [Click here for more information, including pre-sale](#)
- ➔ [For images of the “Züri Märlitram”](#)

### Infobox on the Züri Märlitram

#### Timetable

The Züri Märlitram will travel through Zurich city centre from 20 March to 26 April 2026. Each journey will depart from Bellevue and proceed via Limmatquai – Central – Bahnhofstrasse and then back to Bellevue.

Departures are scheduled for Monday to Friday from 1.25 p.m. to 6.50 p.m. and at weekends and on public holidays from 12.10 p.m. to 6.50 p.m. – every 25 minutes. Passengers can only get on and off the tram at the “Züri Märlitram” stop at Bellevue.

#### Ticket sales

Tickets costs CHF 12 per child and are available to buy exclusively online. Following purchase, tickets must be collected from 9 March 2026 using a personal confirmation code, two hours before departure at the latest at one of the five collection points in Zurich: Coop City St. Annahof, Coop City Bellevue, Coop City Sihlcity, Coop City Oerlikon or the tourist information point at the main train station.

Only children aged 4 to 9 may board. Adult chaperones are not permitted during the journey.

Tickets for the entire duration of the attraction are available to buy online from Tuesday, 3 March 2026 at 3 p.m.



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# Willkommen in Zürich, Schweiz.

## **About Zürich Tourism**

Zürich Tourism is responsible for marketing the city and region of Zurich and developing its brand profile as a diverse tourist destination. The organisation works to ensure that Zurich is seen as a premium, sustainable and enjoyable holiday destination.

## **Contact**

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