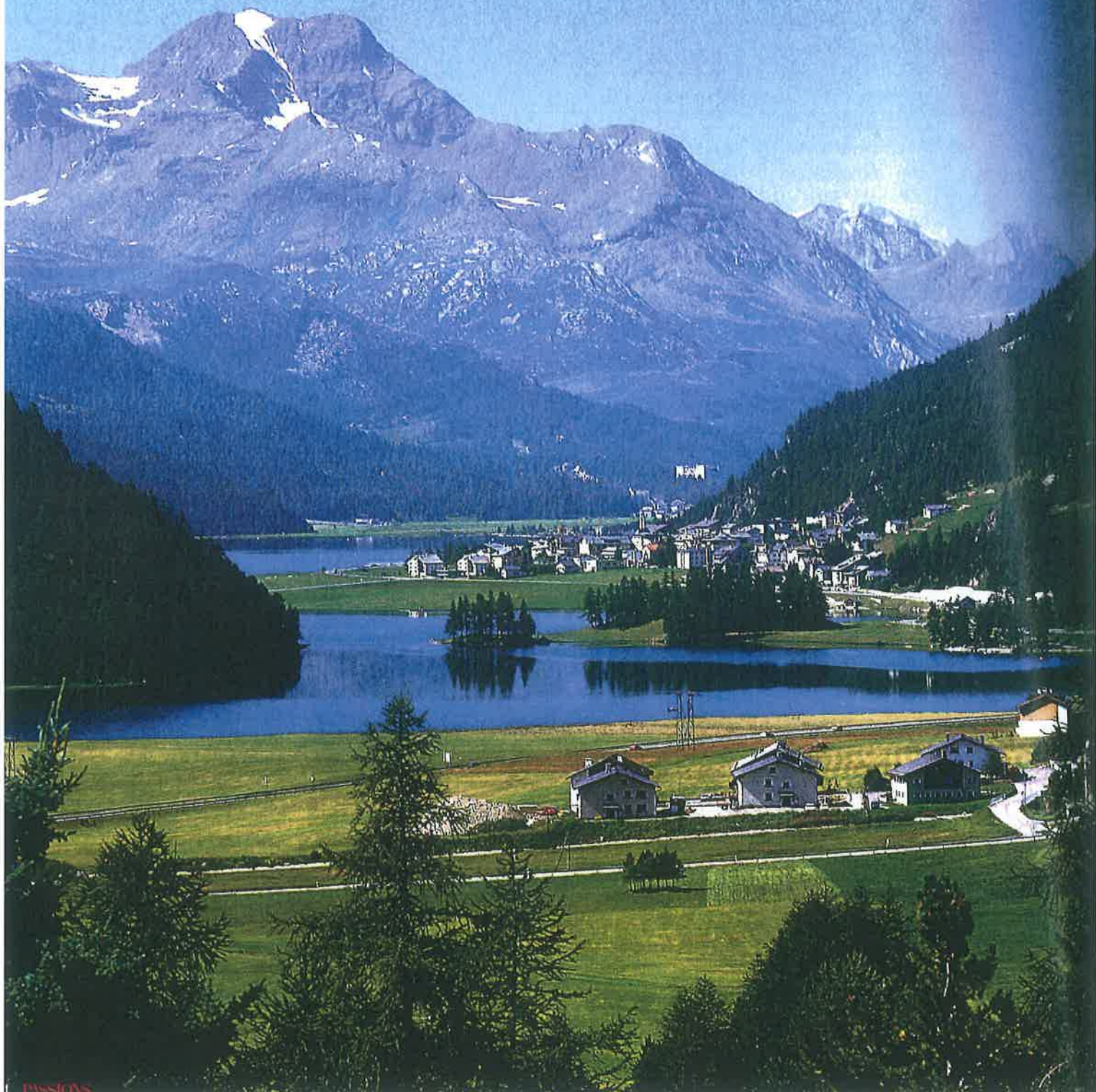
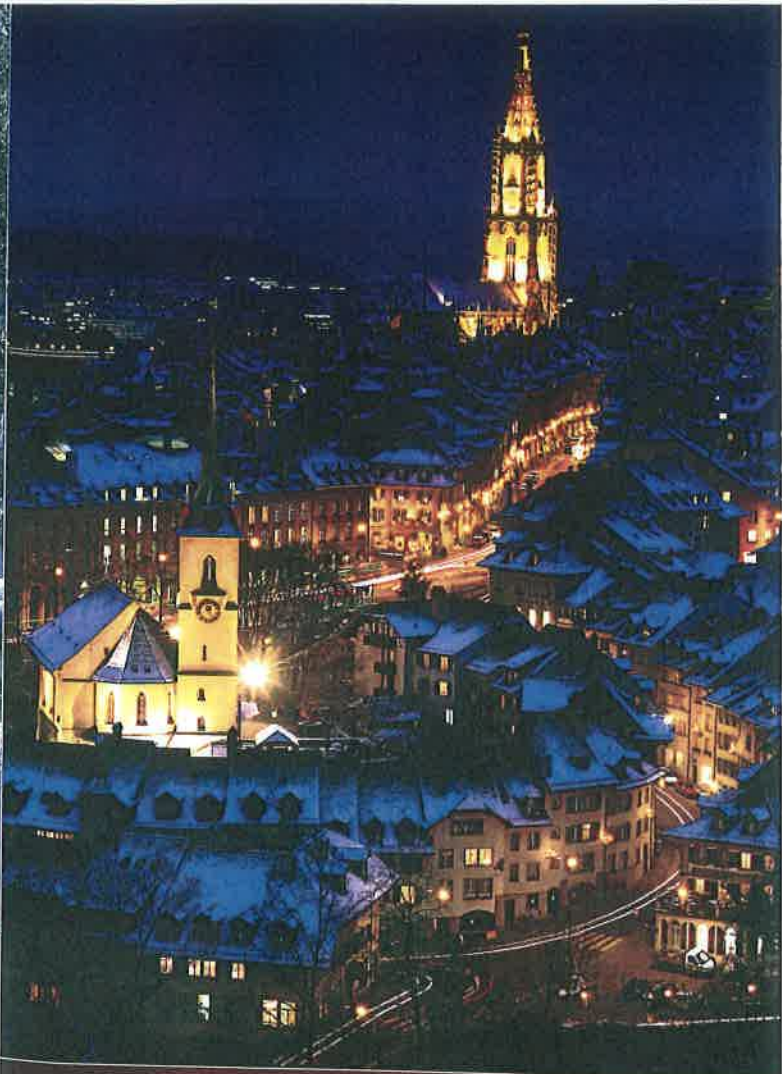


PASSION for TRAVEL

A Luxurious Getaway

Switzerland is a picturesque country, with magnificent scenic views over forests, snowy-mountain tops, glaciers and sunny valleys. PASSIONS introduces to you three great Swiss regions to spend your holidays: Lugano in the Ticino region, the Fribourg region and Lausanne in the Lake Geneva region.



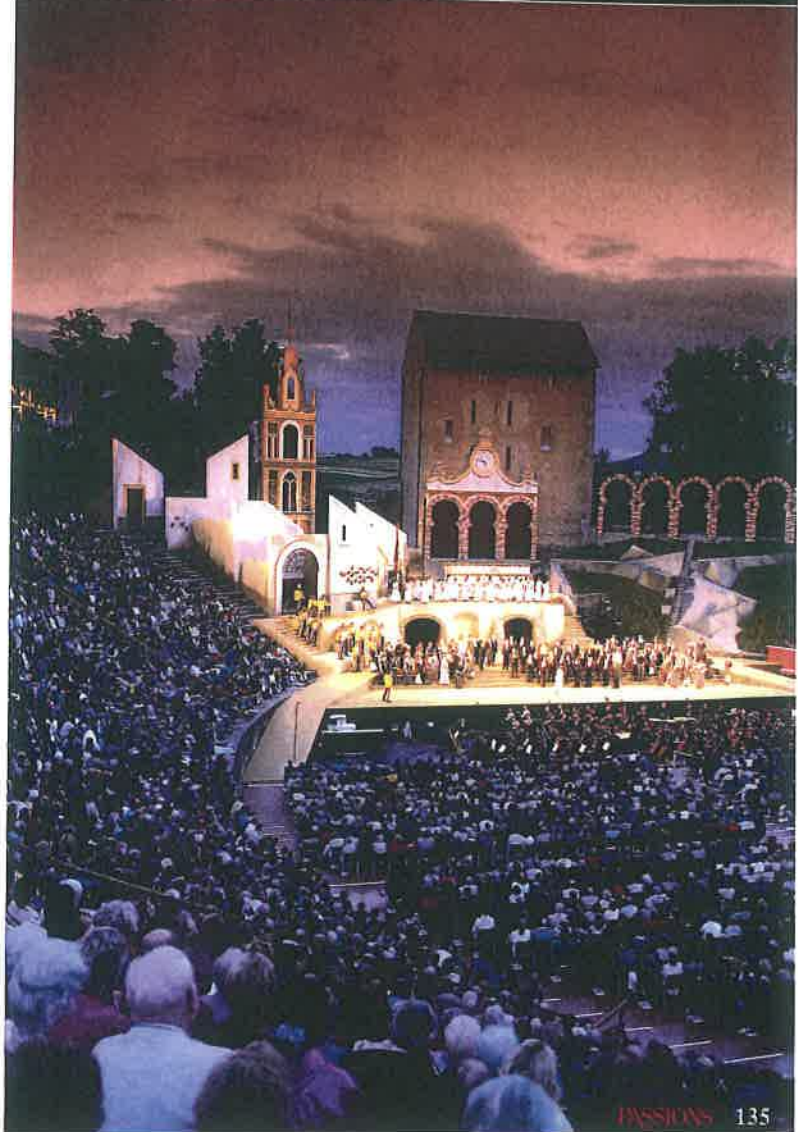


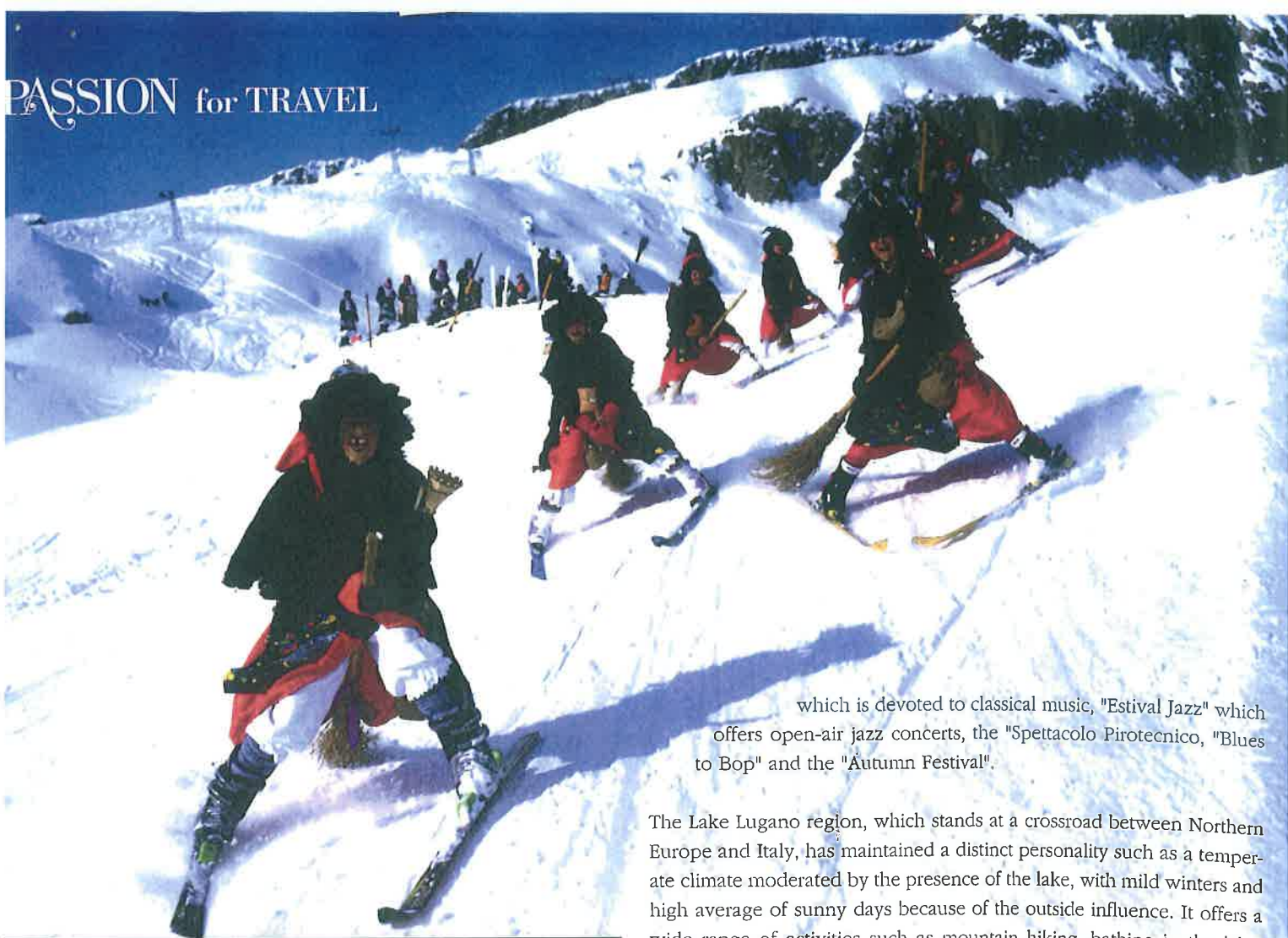
Vastly covered by the Alps in the central and southern sections, and the Jura, in the northwest, Switzerland is one of the most mountainous countries of Europe. The Swiss Alps are part of the largest mountain ranges in Europe, and are famous for their jagged peaks and steep gorges. Between the ranges of the Alps and Jura, there are long stretches of valleys and nearly every Swiss valley is traversed by streams. These mountains are popular for cross-country skiing, snowboarding, and for their picturesque waterfalls such as the Staubbach Falls in the region of Bern.

Switzerland is also famous for its many lakes, popular for their scenic beauty such as Lake Geneva, Lake of Constance, Lake of Lugano, and Lake Maggiore. Switzerland offers a wide range of nature experiences and various activities that include hiking on the Aletsch Glacier or the Swiss National Park, sailing, windsurfing, water-skiing, mountain hiking, visiting historical towns, tennis, and golf, among others.

The first city that we will cover is Lugano, in the Ticino region. This city is an ideal metropolis city, surrounded by mountains and a splendid lake, which offers shops and commercial centres that sell everything from luxury articles to antiques, souvenirs to pieces of handcraft. It is a region that is privileged with gastronomic quality and diversity and is particularly endowed with excellent restaurants. The food...is simply a memorable treat!

Although Lugano is the place marked for various kinds of performances including theatrical representations and concerts during winter, the events are even more interesting during the other seasons. Music lovers will enjoy the "Lugano Festival"





which is devoted to classical music, "Estival Jazz" which offers open-air jazz concerts, the "Spettacolo Pirotecnico, "Blues to Bop" and the "Autumn Festival".

The Lake Lugano region, which stands at a crossroad between Northern Europe and Italy, has maintained a distinct personality such as a temperate climate moderated by the presence of the lake, with mild winters and high average of sunny days because of the outside influence. It offers a wide range of activities such as mountain hiking, bathing in the lake, sailing, windsurfing, water-skiing among others. These activities allow you to totally immerse yourself in one of the most beautiful landscapes of Switzerland.



Ticino also offers a large choice of excursions at every season of the year. If you are a person who is passionate about architecture, you can also treat yourself with a journey to learn about the wide range of architectural works of buildings and monuments. The artistic and cultural heritage of the Malcantone valley, which stretches between the panoramic peaks and the deep blue waters, completes the natural splendour of the region.

Malcantone offers excellent and modern equipment to practice sports such as tennis, golf, horse-riding, swimming, trekking, delta flight, bowling, and skiing, among other activities.



The second region, Fribourg is a city that preserves the past and keeps the door open for the future, a place you can walk through the centuries, architecture from the past, the traditional handicrafts as well as modern work. Walking down the street you can hear music that is a mix of not only French and German (the common language used) but also Italian, English, Spanish and other languages. There is always something for everyone ranging from the traditional Medieval and International Folk Festivals to the modern Fribourg Film and Belluard Bollwerk Festivals. Apart from that, you can also look forward to Fribourg's music festivals such as the Bolz Carnival, the Christmas Market, St. Nicholas Day festivities and the opera.

For sport enthusiasts, Fribourg has one of best basketball and hockey teams, and you may have the opportunity to take part in the Morat-Fribourg race held in October. Otherwise, there are facilities for tennis, squash, swimming, wall climbing, skiing and golf for those interested in casual workouts. Furthermore, one must not forget to try out the dishes prepared by the talented chefs - it is guaranteed to satisfy your appetite.





Finally, Lausanne, which has been known as the Olympic Capital since 1994 and as the home to the Olympic Museum situated in the Lake Geneva region, is a beautiful city nestled between vineyards, green pastures and deep forests, overlooking the magnificent Lake Geneva. Apart from being a city of leisure, education and culture, it is also the place for businesses, congresses and health care.

If you are looking for entertainment, than Lausanne is the right place because it brings hundreds of free open-air shows, festivals or theme nights. During winter, there is the opera, theatre, dance (the famous Bejart Ballet Lausanne), apart from movies and music. The mediaeval town centre is full of small alleys and boutiques, cafes and top-ranked restaurants. Lausanne has been the forum for major events such as World and European Championships for the most prestigious sports. The afore-mentioned Olympic Museum is a definite

MUST for sports lovers. It has state-of-the-art facilities such as the stadium, swimming pools, skating rinks which is surrounded the lake for water sports, the countryside for horse riding, cycling and golfing and the nearby mountains for climbing, paragliding, skiing and snowboarding.

These are just some highlights of the regions in Switzerland that offers a great vacation among others like Jungfrauabnen, Bernese Oberland, Wallis and Graubunden. For more information on retreats to Switzerland contact Switzerland Tourism at + 41-1-288 1111 or contact the Switzerland Embassy in Malaysia at 03-2148 0622.

PASSIONS invites our readers to submit a short write-up on your favourite holiday trip complemented with beautiful pictures. The selected entries will be published in the next issue and YOU will receive an exclusive gift from us.

