



TYPICALLY SWISS TOURS

The Typically Swiss Tours

July Newsletter

TST had the luck and pleasure to meet Kevin who in the interview below tells us about "the most beautiful villages" - the Switzerland version !! It's a really interesting article and I'm absolutely positive that anyone coming here will no doubt spend some time in a lovely Swiss Village. The mountains and lakes and vistas take all the headlines but the Villages here are quaint, picturesque and stunning too.



Kevin from the most beautiful Swiss Villages

THE TST INTERVIEW

Please tell me about yourself and your organisation ?

My name is Kevin Quattropani. I am the President of Swiss version of "the most beautiful Villages". I was born in Lugano to a Swiss father and English mother. I have always been fascinated by the tourism industry and after attending the high school of tourism in Aarau, I worked for many years in travel agencies in Zurich and Ticino. Thanks to numerous trips abroad, 10 years ago I discovered the concept of "the most beautiful Villages" networks, which were

then active in more than 10 countries, from France to Spain, from Italy to Belgium, and so in 2015 I founded the association of the most beautiful Villages in Switzerland and today we are part of the federation of the most beautiful Villages of the World.



Bosco Gurin (TI)

What is the purpose of the organisation ? What does it stand for ?

The concept of the association is to enhance and promote member municipalities by networking them. Several studies have shown, that tourists can move even from afar to visit a city, but for smaller communities networking and joint promotion is more effective. For rural villages, often even a dozen or so extra tourists per day can make a difference in maintaining services that also benefit the local

population such as a post office or a small supermarket. Having a good mix of better-known and lesser-known locations also helps to make the network as a whole known.



Moudon (VD)

How many villages are in the organisation ?

To date, 48 municipalities in 18 Swiss cantons and 2 municipalities in the Principality of Liechtenstein are members of the association. From famous localities such as Gruyères and Ascona, to lesser-known locations such as Tschlin and Niedergesteln, they all have beauty, a unique location and a remarkable history in common. Many of them are located by a lake, on the banks of a river or dominate a valley. The first municipality to join was Poschiavo in the canton of Graubünden in 2016 and the last Planken in the

Principality of Liechtenstein in 2024.



Le Landeron (NE)

How do villages qualify ?

To be part of the network, municipalities must comply with a set of criteria set worldwide by the federation, which are then adapted to individual countries. Beauty, uniformity as well as the will to network are all key components. In our case, we also require the presence of a museum as history is important to us. In Switzerland, the maximum number of inhabitants a locality can have is 10,000 to be a member. At present the smallest we have is Bosco Gurin in Ticino with 55 inhabitants and the largest is Arlesheim in the canton of Basel with 9,500 inhabitants.

Please can you showcase 3 of your villages.

It is not easy to choose 3 because all 50 are unique, but nevertheless here are 3 definitely underrated and worth discovering:

1. Luthern (LU) : tucked away in the valley of the same name, not far from the town of Willisau, this village has retained its authenticity and serenity. Excellent local cheeses and yoghurts are sold here, and in the hills above, beautiful paths offer idyllic views.



Luthern (LU)

2. Büren an der Aare (BE) : For many, Canton Bern is synonymous with the Jungfrau region, yet there is so much more. This small town lies quietly on the banks of the Aare

river, one of the longest and most beautiful rivers in Switzerland. Its houses are very picturesque and its old wooden bridge is remarkable.



Buren an der Aare (BE)

3. Gersau (SZ) : The history of this village on the shores of Lake Lucerne is simply exceptional. Until 1817, it was an independent republic covering 24 square kilometres and only accessible by boat. Its splendid museum of local history is definitely worth a visit and its lakeside promenade is very beautiful and well-kept.



Gersau (SZ)

Thanks Kevin for this very interesting and informative interview - I am sure some of the readers will be adding these villages to their travel plans.

TST COMPETITION

TST in conjunction with Kevin is offering a book (in german) on Switzerland's most beautiful Swiss Villages - all you have to do is answer this dead easy question.

In which charming Swiss Village, will you find one of the most prettiest streets - Brungasse ?

A) Brienz.

b) Murren

c) Weggis

Answers as usual to Info@typicallyswisstours.com by July 5th.

Good Luck



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