

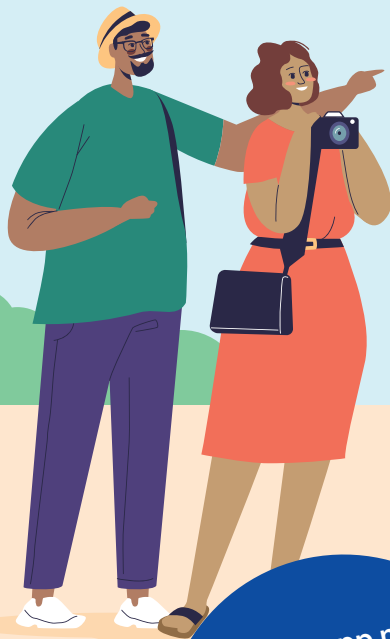
#inlovewithzug

Zug Destination Magazine

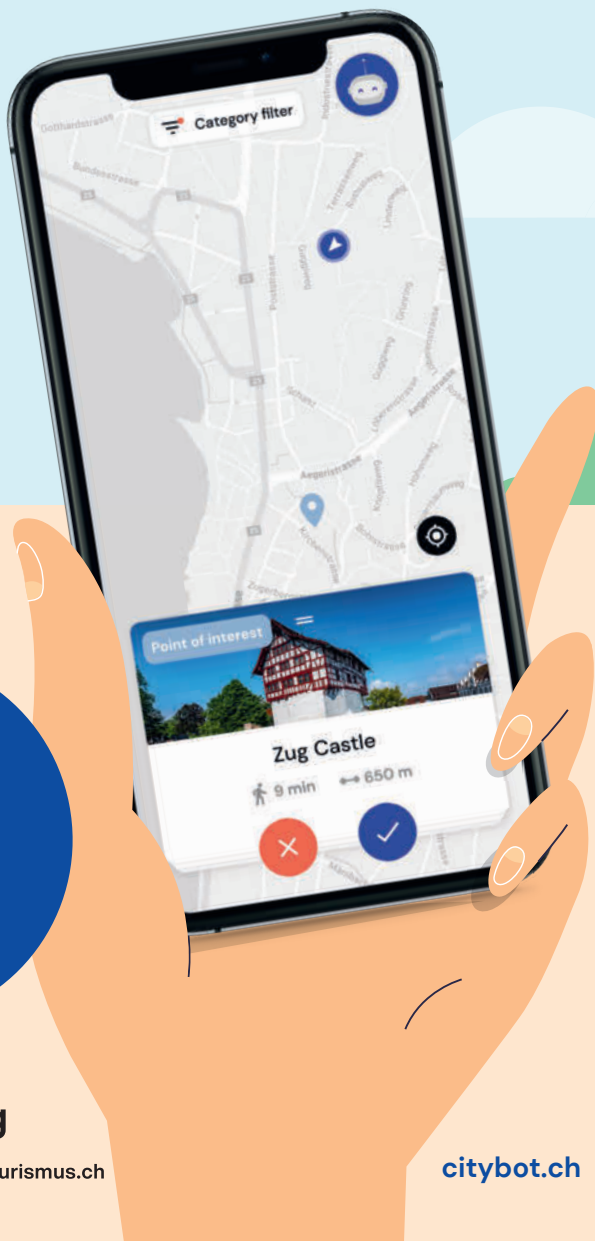


Yeaaaaah...

Your personal Zug city guide always at hand



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and discover Zug:





Welcome to the Zug region!

We are pleased to introduce our new tourism magazine: #inlovewithzug. In it, you will find exciting and inspiring information plus insider tips for an unforgettable visit.

We take you on a journey to uncover hidden gems and prominent sights in the enchanting region of Zug. Get information on the best hiking trails and leisure activities, discover the region's cultural highlights and find out which regional delicacies you definitely need to try.

In addition to providing ideas for destinations and activities, we want to introduce to you the people who make up the heart and soul of the region and who are proud to represent their homeland.

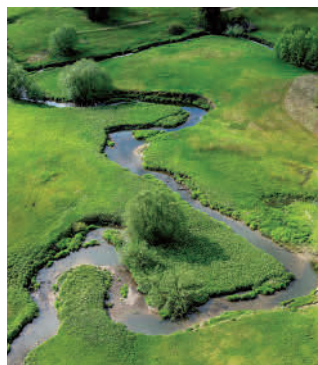
Immerse yourself in the beauty and variety of Zug ... We hope you enjoy reading this issue – and discovering all the region has to offer!

Dominic Keller

Managing Director
Zug Tourism



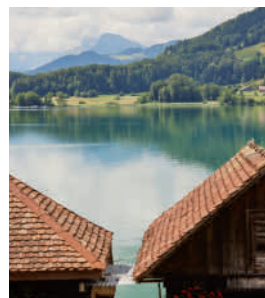
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zug-tourismus.ch

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1

Old town and the Zyturm

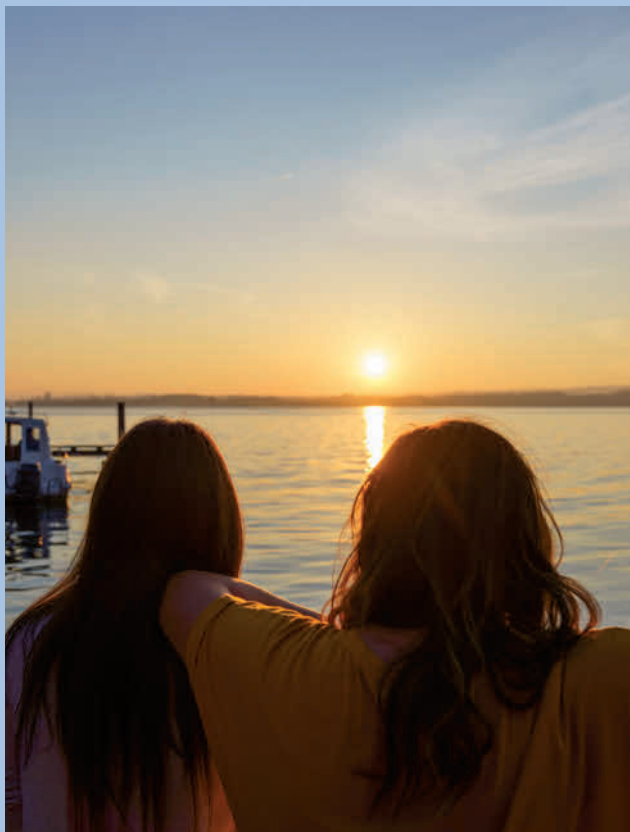
Zug old town, featuring the Zyturm tower, is worth a visit any time of year. Explore this jewel of an area on the banks of Lake Zug and visit the 52-metre-high Zyturm tower, all at your own pace. In the tower, which defines the city's skyline, there is a little room formerly used by the *Föhnwächter* – a special fire watchman – where you can enjoy a magnificent panoramic view.



2

Zugerberg (Zug Mountain)

You can reach the recreational paradise that is the Zugerberg by funicular in just eight minutes. Zug's very own mountain is surprisingly multi-faceted, offering pleasant hiking with numerous sun terraces for leisurely breaks, a thrilling downhill bike trail, lots of fun for the kids in the Schattwäldli playground, plenty of barbecue areas for grilling cervelat sausages – all against a backdrop of breathtaking views.



3

Sunsets

For romantic types only? By no means! The Zug sunset is one of the most impressive you will see and consistently captivates tourists and locals alike. Check it out for yourself: pick a spot on the shore and settle down to behold a magnificent kaleidoscope of colours as the lakeside buildings, sky, horizon and hills all take on an enchanting glow. Few free live spectacles come close to this moving natural phenomenon.

4

Zug city tours

What events has the historic heart of the city of Zug witnessed over the course of the years? Our city guides know all the strange, silly and scary tales of the things that have happened in the old town on the banks of Lake Zug. Take a guided tour to find out things that hardly anyone else knows.

5

Shopping “Made in Zug”

Zug's picturesque old town has more to offer than just historic buildings, as it's also home to many creative artisans and designers. Here you will find unique, individual treasures “Made in Zug”, as well as sustainable products and culinary delights.



7

Morgarten tour

Discover the area around Zug by bike (a real insider tip!). You can take a fantastic e-bike circular tour over Zug Mountain and through the surrounding hills, starting from the idyllic old town of Zug. A point of interest in addition to the lake and mountain views is the Battle of Morgarten memorial site, where the nascent Swiss Confederacy had its first real test, from which it emerged victorious, in 1315.



6

Ägeri Valley panorama hike

The panoramic trail on the heights above Lake Ägeri attracts hikers from near and far for the incomparable, stunning views out over the Ägeri Valley recreation area. Our tip: take public transport for a comfortable journey that is easy on the environment and means you don't have to find parking!

8

Kunsthhaus Zug

Kunsthhaus Zug is a museum of contemporary and modern art set in beautiful surroundings in central Zug. The Kunsthhaus is renowned for its collection of Viennese Modernist works. It is also home to a noteworthy collection of Swiss surrealist and fantasy art, as well as works of relevance to the canton of Zug.



9

Zug cherry cake

Is it possible to visit Zug without trying a piece of cherry cake? In theory yes, but it's not recommended! The city's sweet cherry cake is so tempting that not even Audrey Hepburn or Charlie Chaplin could resist it. As for who makes the best cherry cake, the residents of Zug cannot agree. You'll just have to try out the city's various cafés and make up your own mind.



10

Lake Zug boat trips

Cast off for an idyllic cruise on sparkling Lake Zug! Enjoy the cool breeze coming off the lake with a refreshing drink on a boat trip on Lake Zug, its surface dappled by the light of the sun. Our tip for a short break on land: a visit to the idyllic Villette Park in Cham – it will be well worth it!



Zug's big "living room" is the place to be

Text
Claudia Wirz
Images
Daniela Kienzler

← Feeling good
in the Freiruum
market hall: oper-
ations manager
Marco Husi.

Freiruum – free space and open room for freedom of choice. An 11,500 sqm hall for enjoying food from around the world, for parties, for cooking courses, for great coffee, for jumping and climbing – even for working (if we must).

You wouldn't necessarily expect to find something like the Freiruum in a smaller city like Zug. But Zug is a place full of surprises. While Zug may be small, a look at its economic history reveals it has always been a cosmopolitan city. In fact, it is thanks to this economic history that there is an 11,500 sqm market hall right in the centre of town today, where kids and adults come for fun and recreation.

The Freiruum – the name is a play on the German words for free/freedom and space/room – was formerly a large industrial building, which was converted into a space where, today, people come to eat, drink, chat and celebrate – as well as work and even jump and climb. It is one of two industrial halls originally erected on a property owned by the global enterprise Landis & Gyr. Up until quite recently, heavy equipment was still being manufactured here for worldwide distribution. The machines are gone now, moved to a different location, and a fresh breeze of urban flair has been blowing through the old hall since 2019.

People gather there to have a good time with friends and work colleagues, to discover all the different kinds of food to be had, or simply because they want to have their meeting in a "cool" location. The Freiruum has plenty to offer kids as well, with a parkour zone and a trampoline park with more than 400 sqm of jumping surfaces where children aged six and over can bounce to their heart's content, plus the Spiilruum area – a special playroom for

younger children. Adults can also get some physical exercise at one of Switzerland's largest bouldering halls. Basically, the Freiruum is the "place to be", as operations manager Marco Husi proudly puts it. "The Freiruum is a bit like a busy neighbourhood street," says Husi, but with a roof over it, and no street noise.

Great food from around the world

The heart of the Freiruum is the spacious food court, with seating for 500 spaced throughout, around a bar located in the middle that doubles as an information point for visitor enquiries. In all, there are 16 food vendors for guests to choose from, and you can really take a culinary trip around the world, should you so desire, with options including Lebanese, Greek, Tibetan, Italian, American, Mexican, French, Hawaiian, Thai, Japanese and Swiss cuisine. The café/bar areas can serve whatever beverage your heart desires, from exquisite coffee to fine wine. Workshops on cooking, beer and wine are offered for those who enjoy experiential learning.

The industrial hall structure means the amount of natural light in such a large building is maximised. Natural light was important for the machinery manufacturing operations back in the day, and now it is ideal for the hall's many plants, which transform the former factory space into a green oasis and emphasise its air of urban casualness. Some of them are, admittedly, artificial, but at least seven large trees inside are real, tended by the landscaping service.



← The old factory hall has been transformed into a relaxing green oasis.



↑ You can always find a spot to sit in the Freiruum.

There is also a spacious outdoor area, opened in 2021, for those who prefer spending time in the open air.

The Freiruum is so spacious, it is usually not necessary to make reservations. That's part of the "freedom" inherent in the hall's name, as you can almost always find a spot to sit, often a quieter one too, such as for working. Larger groups visiting Zug's oversized living room should consider making a reservation, however. It can get a bit full sometimes on Friday and Saturday evenings, as Marco Husi notes. Cashless payment is required and free WiFi is provided. Every day is different here, with a stream of various events taking place in the Freiruum, which morphs into a Christmas market during the Advent season.

The art-historical perspective of architectural preservation is an interesting aspect of the Freiruum hall. Retired monument conservator Heinz Horat expressed a very positive opinion on the Freiruum in a trade journal article, saying: "This is exactly what I have in mind when I think of a successful conversion project for a former industrial building. Rather than trying to 'spruce up' the space, they have inventively managed to retain the building's industrial character while creating a lively space with a fresh, revitalised feel." That says it all, really.

Tips



11 Bouldering and jumping

The Freiruum is a great place to go for both kids and adults who like physical activity. The 2,000 sqm sports hall has every need covered. Kids aged six and over can bounce away in the trampoline park and run around in the parkour zone. Directly adjacent is one of Switzerland's largest bouldering halls, where adults can learn how to climb and hone their skills.



11 Spiiruum playroom for younger children

The sports area of the Freiruum has a special section for younger children, too, called the "Spiiruum" – a play area of almost 250 sqm with a comfortable and inviting lounge area for parents to relax in.



Freiruum
zug-tourismus.ch/en/freiruum

The eerie beauty of the moors

Text
Claudia Wirz
Images
Andreas Busslinger

If you love the special nature of moorland hiking, you must come to the canton of Zug, which features four extraordinary hiking trails through nature reserves of national importance. Aside from the high Alpine regions, the moors are Switzerland's only remaining primeval landscapes.

The Biber river
meanders gracefully
across the
Ägerried moor. ↓



For centuries, people have found moors spooky. They are places of shifting terrain and uncertain ground, an in-between world of land and water, haunted by ghosts or demons. As the German author Annette Droste-Hülshoff wrote in 1842: “How creepy it is to cross through the fen / When it’s billowing with haze / Mists writhing like phantoms.”

With the ghosts and demons long departed, the moors are no longer quite so eerie; all that remains is the longing of the modern city-dweller for unspoilt nature. The quietness of the moors provides a counterweight to today’s noisy urban living in built-over landscapes.

Yet even the moors bear the mark of human exploitation, as many such areas were created through the practice of peat extraction. Peat was, for a long time, used mainly as fuel, and when wood was harder to come by, peat extraction boomed. Moorlands are protected today as important biotopes for fauna and flora; they are also excellent for storing CO₂. Another reason for protecting the moors is the fact that such lands develop quite slowly: it takes 1,000 years for one metre of peat to form.

From Raten to Rothenthurm

The Rothenthurm moor is Switzerland’s highest-profile moorland conservation area. Moor conservation was written into the Swiss federal constitution in 1987 upon adoption of the Rothenthurm initiative – reason enough to go explore every corner of this historic landscape. Much of the moorland is located in the canton of Zug. The “Ägerried” moor located between Raten and Rothenthurm is one of Zug’s four moorlands of national importance.

An easy hiking trail starts at the Raten pass, which is mostly fog-free in winter, and gently climbs up into the forest. The first stop along the way is St Jost Chapel, with

attached restaurant, where you really get the feel of being on the old pilgrimage route to Einsiedeln. The view from here is breathtaking! For more extraordinary views, hike on to the right in the direction of Ahoren; in about 15 minutes, you will come to a lovely lookout point with barbecue area.

But for now, we are taking the left-hand hiking path, sloping slightly down to the moor. At the halfway point, we can see the landscape extending out before us in all its splendour, including the not inconspicuous Rothenthurm church, which is our destination. Walking past the Steinstoss restaurant we find ourselves on a firm path to the Bubugg bridge, where we cross the Biber river. The Biber winds its way through the landscape like a snake, demarcating the border between the cantons of Zug and Schwyz.

Upland moor on the Zugerberg

Up on the Zugerberg, aka Zug Mountain, a somewhat sportier hike through moor landscape awaits. Owing to extensive peat extraction in the early 20th century, only a small remnant of the former mountain pine upland moor has survived, near the Früebüel agricultural research farm. Even so, the Eigenried is the canton’s largest moor, a site of national importance and a genuine pearl among Zug’s natural parklands.

The circular hike begins at Buschenchappeli, leading through lovely light forest terrain to Räbrüti. We walk across the Eigenried here following an effortless ascent. At an altitude of nearly 1,000 metres above sea level, we enjoy a view over a very pretty

Reminiscent of
the far north:
Eigenried moor on
the Zugerberg.





← A virtually untouched environment: Reusspitz.

↑ The Boden area of Unterägeri is an oasis away from the hustle and bustle of regular life.

birch forest and a landscape that is reminiscent of the far north. On the other side of the moor we return to the starting point via Frübüel, with the Rigi, the queen of the mountains, ever in view.

Colourful wedge

At the place where the Reuss and Lorze rivers converge, the canton of Zug drives a cheeky and colourful wedge between its neighbouring cantons of Zurich and Aargau. This area is called the Reusspitz. Unlike the land up on the Zugerberg, the Reusspitz moor remains largely in its original state. This landscape's value as a habitat for migratory and breeding birds and other species was discovered early on. This area, the "Maschwander Allmend land triangle", was made a conservation zone in the canton of Zug in 1946. The area can be explored via various paths starting from either Maschwanden (ZH) or Mühlau (AG). Note that dogs are not allowed on some trails.

Those who can't get enough of moors will find Zug's fourth moor of national importance at the village of Unterägeri. An outing to the moor can be easily combined with a trip up the Zugerberg (Zug Mountain). The "Boden" area at Nollen ski lift is a good starting point for several different tours. The Vita Parcours – which has won awards for its scenic beauty – starts here,

as do three Nordic walking routes. The still landscape around Hänggi (or Hünggi), Chnoden and Zigermoos, which is very different from what we saw in Rothenturm, Reusspitz and Eigenried, is a serene and beautiful natural oasis – always a good place to get away from the hustle and bustle of everyday life.



Moore
zug-tourismus.ch/
en/moore

553 KM

The Zug Hiking Trail Club develops and maintains the 553 kilometres-plus of hiking trails that extend across the entire canton. The Club's 1,000 or so members enjoy a host of benefits, including some 25 guided hikes per year, around four of which are offered within the canton of Zug itself. Pro hikers give participating members numerous practical hiking tips, such as the ideal pace to keep up. The golden rule is: don't go too fast! Keeping an even pace of 60 steps per minute is literally "the best way to go".

www.zugerwanderwege.ch



Fine foods ... from the market!

Text
Sabine Windlin
Images
Daniela Kienzler

← Niklaus Elsener
exclusively sells
products made of
sheep's milk.

Every Saturday, the Landsgemeindeplatz in the city of Zug transforms into a special kind of shopping centre, where market vendors from the region offer produce and specialities in a unique ambience in this square in the historic old town.

The concept of a “shopping event” usually refers to a promotion at a shopping centre dominated by major distributors and international chains, offering the kind of goods you can get in lots of other places as well. But the term can also be applied to an experience where producers committed to upholding the highest quality standards are personally on hand, offering wares with a regional connection – that’s a real shopping event.

An event where, rather than searching through the aisles of air-conditioned, brightly lit stores for groceries, you’re out in the open air looking at attractively displayed wares. Instead of losing yourself in a huge mall with escalators moving you up and down through countless floors, you select products while strolling over cobblestones in historical settings, browsing contentedly, with no need to rush and no pressure to buy, and no annoying loudspeaker announcements or background music prompting you to purchase.

The “soundtrack” you’ll hear at half past seven on a Saturday morning in the Landsgemeindeplatz features creaking crates of green fruit and vegetables and the click-clack of the wooden poles and the canvas roof coverings for the sales stands being built on the square by experienced hands. In no time at all, an array of foodstuffs, delicacies and treats of all kinds will be arrayed before you. At Niklaus Elsener’s stand you will find sheep dairy products – pasteurised milk, cheese (hard, semi-hard, soft, spreadable and cream), *formaggini* marinated in herbs and rapeseed oil, and yoghurt in various flavours – as well as sheep

sausage. Overseeing it all is Elsener, a cheesemaker and farmer at the Schäflihof farm in Edlibach (ZG), who has been on this spot every Saturday for nine years as a purveyor of specialised, niche wares. “Each and every Saturday!” he makes sure to point out. “Reliability is important,” he adds, for that is how to develop a regular clientèle. Elsener is eager to talk to us, for the moment, but at “rush hour”, around 9 a.m., when the most customers always appear, he has his hands full.

Creations and surprises

Strolling on, we encounter Lilly Deichmann, who has just set up a huge table on her stand laden with vegetables and fruit produced by the Enikerhof farm in Hünenberg. Tomatoes, jalapeños, aubergines, celery, radishes, potatoes, carrots, kohlrabi and cabbage together create a melange of shapes and colours that really catches the eye. As the smell of fresh herbs fills your nostrils, you suddenly feel the urge to start cooking right away. You discover that she has early cherries on offer, as well as prettylooking speckled string beans, green and white asparagus, and – surprisingly! – large, juicy, easy-to-slice onions of a kind you simply can’t find in the supermarket. The fresh strawberries, popping with colour, turn out to be an unexpected taste experience. Lilly tells us of the thirteen varieties of fruit and veg that thrive on her farm, pointing to bottles of quince cider and rhubarb juice that are highly popular as seasonal specialities. The sight of her baked goods and a stylishly packaged raspberry vinegar make your mouth water as you



↑ A wide range of goods are on offer at this well-organised market.



← Robert Bütler sells flowers and perennials of every colour.

↑ Lilly Deichmann from the Enikerhof farm has a stand at the market every Saturday.

move on to the next stand, manned by Louis Schifferle, who is all about olives, be they marinated whole or pressed into oil. Stop and take a look at all his other products: pesto, tsatsiki, tapenade, hummus and antipasti made of capers and artichoke hearts, and Amalfi lemons of an eye-catching bright yellow, which are particularly attractive in the morning sun. Who can resist?

We'd love to take along a bouquet of flowers from the Röbi Flowers stand – carnations, sunflowers, lilies, fragrant roses and peonies – but the basket on the bike is full up. No problem! By attaching a carrier bag to each of the handlebars we get to take along some beautiful bouquets and summer flowers after all. We'll just have to be careful biking home to make sure these precious lovelies survive the journey.

Tips



17 Baar Saturday market

Held every Saturday from early March to the end of October from 8:30 to 11:30 a.m., in front of the Rathaus-Schüür building. Local farmers selling their produce: vegetables, fruit, meat, fish, cheese, bread, flowers, plants & seedlings, eggs, honey, syrups, berries, spirits ... and much more. Schüür-Kafi; café open from 8:30 a.m. to noon.



18 Cham village market

Held every Saturday from late March to the end of October from 9 to 11:30 a.m. on the villagesquare in front of the Lorzensaal event venue. Locally produced baked goods, cheeses, fish, meat, jams and a tremendous variety of vegetables and fruit. A market pub and performances by music groups make for a lively market atmosphere.



Markets

zug-tourismus.ch/en/markets

Out on the lake ... with fish in the net

Verena Merz, a professional fisher on Lake Ägeri, serves freshly caught rudd, pike, perch and whitefish to guests of her family's hotel and restaurant. Working in the great outdoors is a fascinating but also demanding and exhausting experience.

Text Sabine Windlin
Images Daniela Kienzler



Verena Merz
casting nets out
on Lake Ägeri.

A fresh yet gentle breeze blows across Lake Ägeri at midday, creating a ripple of little waves on its surface. A few rays of sunshine venture tentatively through the clouds, while a picturesque panorama of distant mountains and nearby hills hovers on the horizon. There is a holiday mood here, though this idyllic spot in Morgarten near Oberägeri is, for some, a workplace, as it is the launching point for the boats of professional fishers like Verena Merz. The 25-year-old fisher – the only woman doing the job professionally in the entire canton of Zug – has been casting her nets here for years to secure the catch for the Eierhals restaurant, a family operation she runs together with her mother Vreni and sisters Judith and Annette.

Verena Merz grew up surrounded by nature, the lake and its fish. She relates how she went along with her father on his fishing boat from the age of just two, watching him work with fascination, before later learning to steer the boat, use bottom nets and floating nets, and how to gut, de-scale, fillet and skin fish. This “learning by doing” education continued when she trained as a chef, after which she completed a three-year apprenticeship at the Institute for Fisheries at the Bavarian State Institute of Agriculture, earning the qualification of “fish specialist”. Now she is highly knowledgeable about traditional fishing techniques, modern propagation and hatchery methods, water ecology and the habitats of a host of aquatic creatures.

Verena sets sail once or twice a week, usually at around half five in the morning. Despite all her specialised, expert knowledge, she can never predict how big a catch of fish will turn out to be. “Fish are distributed throughout the lake, they don’t stay in any particular spot,” she explains, but experience helps her know where the chances of finding them are best. She only casts nets in the northern part of the lake, for historical reasons. Her family has lived in Oberägeri since 1744, and she now represents the fifth generation of fishers, with fishing rights record-

ed in the land register for an area amounting to roughly two thirds of the lake. The family has exclusive rights to fish commercially within that area.

Full nets, ice-cold water

Verena has a passion for fishing, like her ancestors before her. She enjoys the varied work in the great outdoors, and the whispering quiet of the dawn hours. She works hard, and goes out in any weather. The boat deck is slippery, the water is freezing in winter and the full nets she and her fellow fishers Lui and Pius pull out of the water are heavy. With rain pelting from the sky, the young woman goes about her tasks in waist-high rubber boots and a waterproof oilskin suit. She has to find her way around the lake on her own when dense fog sets in, limiting visibility. Every now and then a surprise comes along, like the 15 kg carp that recently swam into her net. It was no longer edible, however, probably because it was older. It had an odd after-taste to it that meant it couldn’t be served.

An astoundingly large variety of species live in Lake Ägeri despite its relatively small size of just over seven square kilometres. As a commercial fisher, she is most interested in rudd, whitefish and pike. Many native fish species don’t naturally spawn reliably, so Verena catches those three species on a protected basis. This means that, as a professional, she is allowed to catch fish ready for spawning during the closed season intended to ensure undisturbed reproduction, in order to then artificially hatch the eggs in a fish hatchery. She works closely with the forest and wildlife authority, agreeing in advance the timing for setting the first nets and for conducting test catches. Once she receives the go-ahead from Fisheries Control, official catching can commence. The fish then caught go into the fish hatchery, where the eggs are removed, fertilised and incubated under ideal conditions until the larvae hatch from the eggs. Once these reach 3–4 centimetres in size, they are returned to the lake as “restocking fish”.

It’s quite a joy when a shoal of whitefish comes swimming along. Lake Ägeri has many such fish, which have shimmering, elongated bodies and are popular at the Eierhals restaurant, frequently ending up on guests’ plates. Fisherwoman Verena is likewise fascinated by pike: a dark green predator with sharp teeth that attacks ducks and, as a cannibal, shows no mercy to its fellow pike, either. “Pike is actually my favourite fish,” Verena reveals. “You



← Lake Ägeri is embedded within a charming landscape of wooded hills.



↑ Hotel Eierhals, which has its own fishing operation, is located right on the lake.

As a matter of tradition, freshly caught fish are served here every day. →



19

Eierhals
zug-tourismus.ch/
en/eierhals

see them either motionless, waiting for prey, or shooting off somewhere with great purpose, like an arrow.” She also likes rudd for their striking red colour and all the tradition associated with this fish as a delicacy. Up until the first half of the 20th century, rudd were exported alive in barrels to Zurich, by horse and cart. Verena doesn’t specifically fish for lake trout, turbot or perch, so on the days they happen to be caught, they are served in the restaurant as “specials”. The family-run business is thus able to keep its advertised promise of “freshly caught fish”, even though, when properly packaged, fish keep in the refrigerator for up to five days at zero degrees.

Does Verena sometimes enjoy the lake in her free time, even though it’s really her workplace? Nodding, she tells us: “When I’m off work I sometimes lie down in the grass on the shore and let the afternoon go by. And in the summer, I make sure to take the time for a swim now and then.” One thing on her bucket list is to earn a diving certification, because she would love to be able to observe the gilled creatures up close, watching them placidly swim by.

Tips



20 The Ägeribad on Lake Ägeri

Guests of this modern wellness and swimming pool facility located right on the banks of Lake Ägeri can go from inside directly out into the lake for a swim – a highly popular option in summer. The architecturally attractive facility is great for serious swimmers and families with children alike. The Ägeribad wellness offering includes sauna, steam bath, cold-water plunge pool, Kneipp hydrotherapy and massage.



zug-tourismus.ch/en/aegeribad

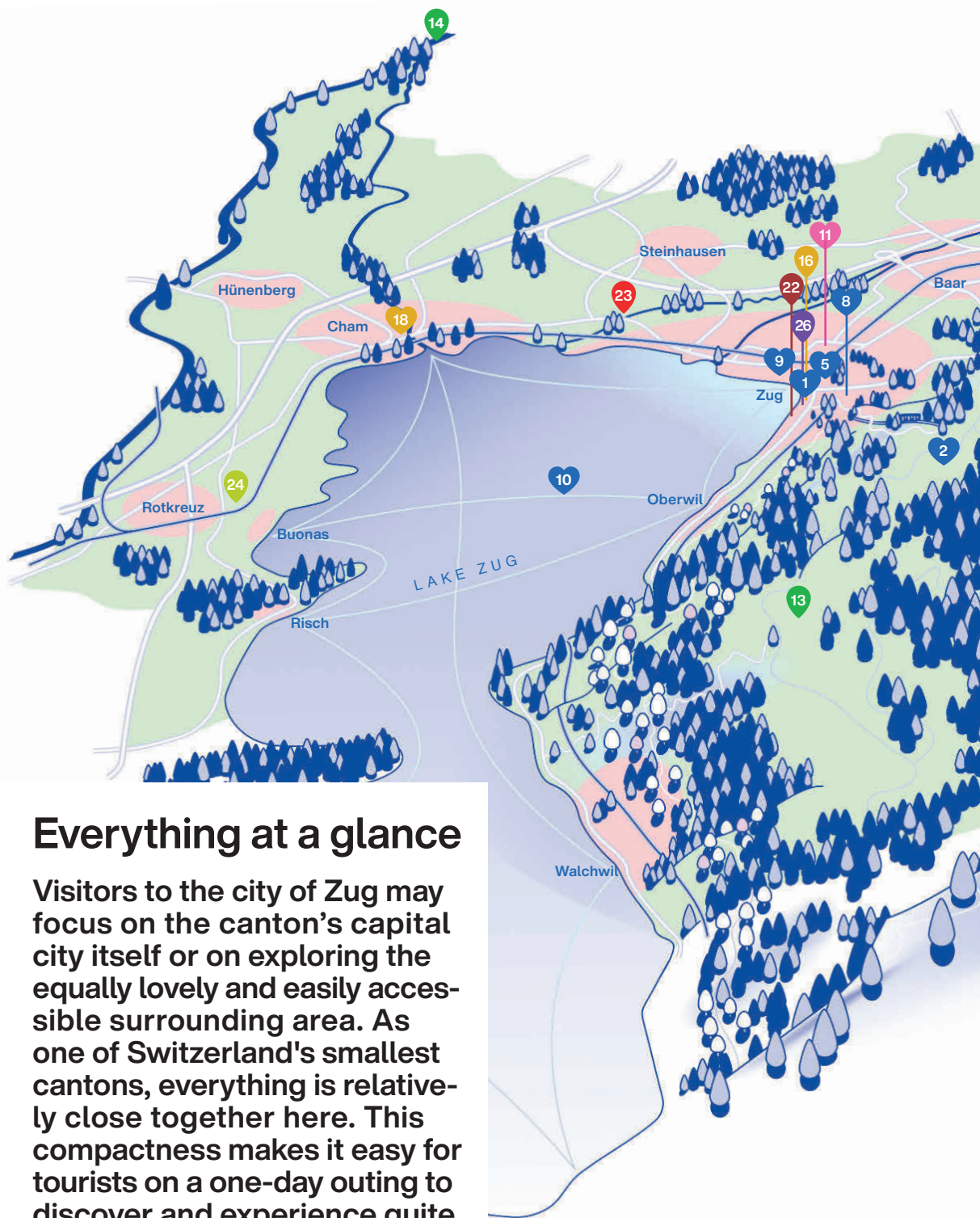


21 Morgarten monument

This historical monument commemorating the 1315 Battle of Morgarten is located on a rise near Lake Ägeri. A visit to this monument marking an event of key historical importance for Swiss independence can be combined with walks in the area and/or a boat trip.



zug-tourismus.ch/en/morgarten



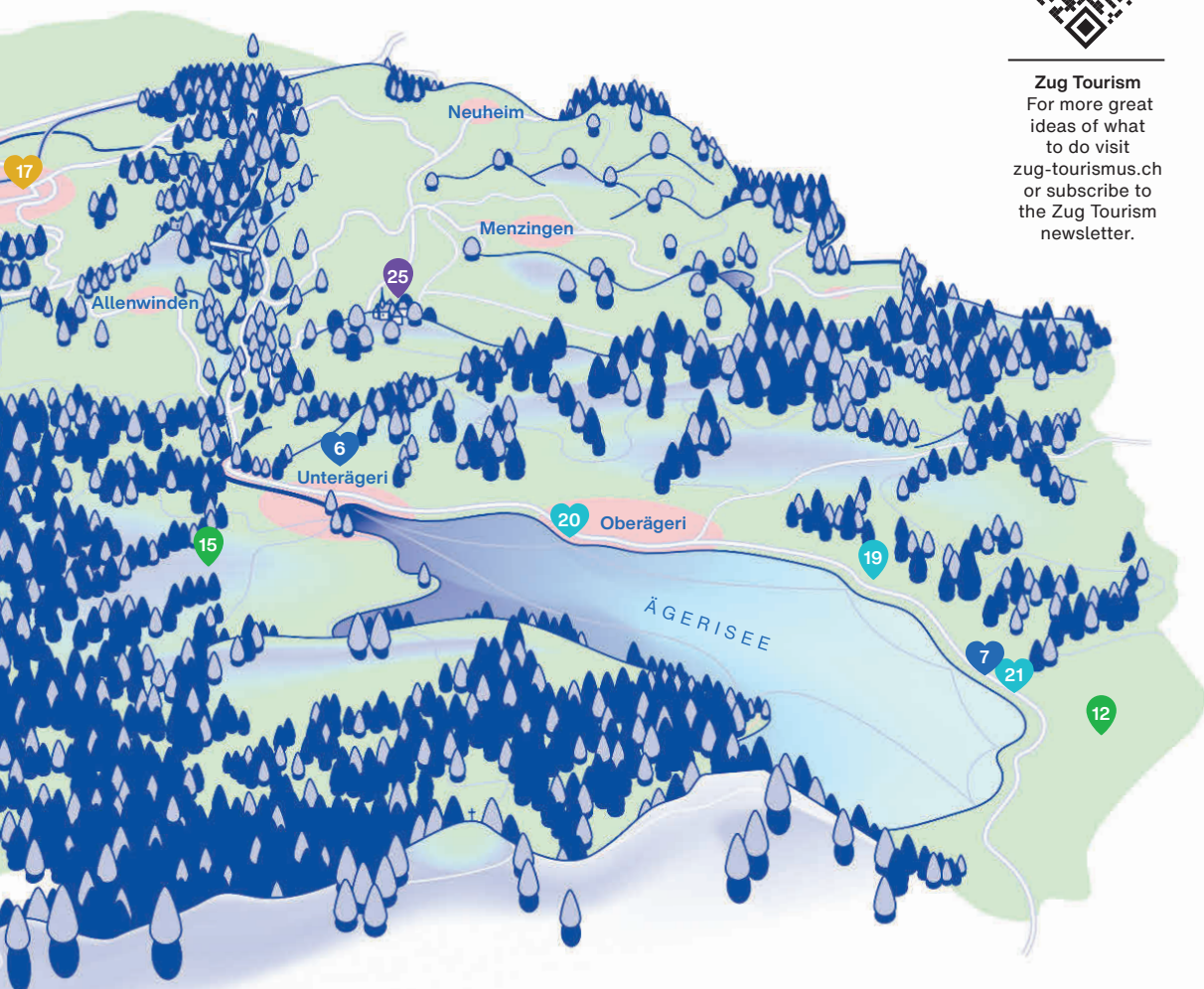
Everything at a glance

Visitors to the city of Zug may focus on the canton's capital city itself or on exploring the equally lovely and easily accessible surrounding area. As one of Switzerland's smallest cantons, everything is relatively close together here. This compactness makes it easy for tourists on a one-day outing to discover and experience quite a lot in a short space of time.



Zug Tourism

For more great ideas of what to do visit zug-tourismus.ch or subscribe to the Zug Tourism newsletter.



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| <p>1 Zug old town with the Zytturm tower (p. 4 & 23)</p> <p>2 Zugerberg (p. 4)</p> <p>5 Shopping (p. 5)</p> <p>6 Ägeri Valley panorama trail (p. 5)</p> <p>7 Morgarten tour (p. 5)</p> <p>8 Kunsthaus Zug (p. 5)</p> <p>9 Zug cherry cake (p. 5)</p> | <p>10 Lake Zug boat trips (p. 5)</p> <p>11 Freiruum (p. 6)</p> <p>12 Moor Ägeriried (p. 9)</p> <p>13 Moor Eigenried (p. 10)</p> <p>14 Moor Reusspitz (p. 11)</p> <p>15 Moor Unterägeri (p. 11)</p> <p>16 Zug old town market (p. 12)</p> | <p>17 Baar Saturday market (p. 14)</p> <p>18 Cham village market (p. 14)</p> <p>19 Hotel Restaurant Eierhals Royal (p. 17)</p> <p>20 Ägeribad (p. 17)</p> <p>21 Morgarten monument (p. 17)</p> | <p>22 Theater Casino Zug (p. 20)</p> <p>23 Etter distillery (p. 24)</p> <p>24 Holzhäusern Golf Park (p. 26)</p> <p>25 Gubel (p. 28)</p> <p>26 La Colombe Boutique Hotel (p. 29)</p> |
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“To have an audience you have to draw the public in”

Interview Sabine Windlin
Image Daniela Kienzler

Ute Haferburg, director of Theater Casino Zug, is out to draw the public in through the theatre's doors – by not just entertaining them but also challenging them with stage art that stimulates both the senses and debate, making people think.

When you became director in August 2022, you promised to turn the theatre into a “cultural hotspot”. Have you managed to do so?

Becoming a true cultural hotspot is a process – a vision that will take us five years to turn into reality. This includes designing our offering to meet the interests of a broad, diverse audience and making the venue a place of lively encounters. This requires making adjustments to our programme, so that people can recognise the added value they experience through a live theatre performance. This is why we have been investing in outreach activities.

Outreach sounds good, but a bit like “audience education”, too. Can't you just put on plays that people are able to understand without up-front explanations?

I admit, the term “outreach” has certain didactic implications. And yes, an artistic stage performance should speak for itself. But ultimately, it's about giving the audience an opportunity to learn about the origins and background of a production by providing introductory elements, including workshops and other outreach formats. Having first-hand information – from the director, actors, dramaturge, author, etc. – means the audience can experience a production in a different way, so that they enjoy an enhanced understanding of the work and, ultimately, derive more benefit from it. Outreach efforts are also geared towards bringing new audiences through the doors, people who have only rarely or never gone to the theatre. To have an audience you have to draw the public in.

The media have described you as the theatre's saviour. Is that flattering, or does it put you more under pressure?

Good question. It makes me feel good that hopes rest on me. It doesn't put me under pressure, because I expect the same of myself – to make this theatre, with its varied offering, even more popular. It's a matter very close to my heart.

The Casino is in a constant state of flux, with directors coming and going all the time.

(laughs loudly) I am aware of the issue of frequent changes at the helm in recent years. But I have come to stay and have no intention of throwing in the towel at the first sign of trouble. The work I intend to do will be pioneering, leading Theater Casino Zug into a new future. That's why I'm currently in intensive talks with the city, the canton and the Central Switzerland region, and cultivating close ties with local artists. I want to get to know the artists better, with a view to jointly developing projects. Local artists should be part of Theater Casino, involved in production or co-producing so as to enhance their profile both nationally and internationally.

Concerts, comedy acts, plays and dance performances will continue to play an important role at the Casino. What will the new elements be?

The “Young Theatre” section is new, aimed at bringing young people to the Casino. We also have new offerings for schools geared towards the same goal. Besides plays and dance performances, I want musical theatre, hybrid forms of theatre and political cabaret to flourish here as well. The Casino should be a place not just for passively consuming art but also for actively engaging with topics relevant to society, in ways that are entertaining, critical or sensual – depending on the format. There should also be room for experimentation without alienating the audience.

The “Sounds of the Homeland” series is new as well. One thing is clear, looking at the national yodelling festival held in Zug: the public likes tradition!

Neo-folk music has been quite popular for some time, as we know, and we cannot ignore that fact. Johannes Rühl, the long-standing artistic director of the Alpine Tones festival in Altdorf, is now on board as an ideal partner for us, curating the “Sounds of the Homeland” programme here in Zug. We will be starting out with a joint event featuring the band Traktorkestar and the choir Echo vom Eierstock. The latter is a relatively new, feminist yodelling choir from Stans that performs traditional yodelling melodies but with provocative lyrics adapted to the present age.

Ute Haferburg, born in Kaiserslautern, has been the managing director of Theater Casino Zug since August 2022. She has held previous directorships in Antwerp/Ghent, Basel, Chur and Davos, and was a freelance production dramaturge for opera houses and theatres in Portugal, Germany and Switzerland. She lives in Zug and in Fläsch (GR).



**Theater
Casino Zug**

Read on to find
out more.

[zug-tourismus.ch/en/
theatercasinozug](http://zug-tourismus.ch/en/theatercasinozug)

Is having a view over the lake a plus for a cultural institution like Theater Casino?

Most certainly! The view of the lake and mountains from the foyer, the ballroom and the restaurant is without parallel. Apart from the Théâtre Vidy-Lausanne, by architect Max Bill, I am not aware of any other theatre building as spectacularly positioned as Theater Casino Zug. When you step into

the foyer after a performance, at around 9 p.m. on a summer evening, you look straight out into the setting sun. It's amazing! And that's another reason why we intend to make better use of our foyer area in the future. We still have to work out certain issues, however, regarding fire safety regulations.





1

Zytturm
[zug-tourismus.ch/
en/zytturm](http://zug-tourismus.ch/en/zytturm)

Scan this QR code and get the key to the Zytturm to go up the 52 m tower on your own – a defining structure in the skyline of Zug. Enjoy an unrivalled view of Zug, a city with one foot in the past and the other in the future.

Distilling for future genera- tions

Etter Kirsch is a brand name synonymous with Zug cherry culture and the art of distilling. Take a guided tour to find out everything there is to know about fruit schnapps.

Text Claudia Wirz
Images Daniela Kienzler



Gabriel Galliker-Etter has a passion for the craft of distilling.



Book a tour now
to find out more
about distillers
Etter Söhne AG
[zug-tourismus.ch/
en/etterkirsch](https://zug-tourismus.ch/en/etterkirsch)



It takes 15 kg of cherries to produce 700 ml of Etter Kirsch cherry schnapps.

Gabriel Galliker-Etter and this reporter are the lucky ones on such a hot summer day in Zug, because they get to enjoy the permanently pleasant temperature in the cellars of Etter Söhne. Down here in the basement of the distillery, fine spirits are ageing in neatly arranged barrels and baskets amid elegant surroundings, maturing into a fruit schnapps that can be enjoyed at any time of the year and in any weather – a product for which Etter Söhne and the city of Zug itself have been known for generations.

Gabriel Galliker-Etter has worked at the distillery in Zug for more than 30 years; he and his wife Eveline now represent the fourth generation to run the family business. Etter products are not just “made”, they are – in the truest sense of the word – distilled with the artisanal passion of those who work here; with the entrepreneur's love for the products he and his twenty or so long-standing employees create – a love you can really feel when being guided through the distillery by Gabriel Galliker-Etter himself.

Traditional craftsmanship

Fine fruit brandies of all varieties are made here at Etter using traditional craft methods. The company head explains that it takes 15 kg of cherries to produce 700 ml of Etter Kirsch. And of course, all of the “chriesi”, or cherries, are harvested within the perimeter required to warrant the AOP (appellation d'origine protégée) “Zug Cherries”, i.e. the region around Rigi Mountain. Gabriel Galliker-Etter sometimes feels more like a tour guide when showing inter-

ested visitors around the company facilities. “Here, you get to see Zug from its best side,” he tells us.

And, in truth, Etter Kirsch is more representative of Zug cherry culture than any other name. More than just an alcoholic beverage, Etter Kirsch is a cultural asset esteemed by many in Switzerland and all over the world, including the Swiss expatriate communities in Australia, the US and elsewhere. For those who live in countries without such a tradition, these cherry and other fruit schnapps are a taste of home. Etter has a fan club in Germany with a dedicated website, whose members come in for a visit from time to time. Roughly half of the distillery's production is exported, so Etter products themselves travel all around the world.

You can learn a lot by taking a tour of the distillery – for example, how a quality product is crafted from cherries and other fruits; how the product has come to represent a cultural asset; and the challenges faced today by the entrepreneur, who has made it his mission to conserve this cultural asset for future generations. Visitors will be glad to hear that they also get to sample some of this wonderful asset!

Zug cherry schnapps, and more!

Everything you might want to know about the art of distilling, about Zug cherry schnapps and other high-quality fruit schnapps you can find out on a tour of the Etter Distillery, located at Chollerstrasse 4, Zug. The name Etter stands for the 150 years of family tradition and craftsmanship that go into the products that leave the distillery. The range offers much more to discover beyond the famous *Kirschwasser* (cherry schnapps). Guided tours ending with a tasting are regularly offered; just contact Zug Tourism or the distillery directly to make reservations.

Pit Kälin, who hails originally from St Moritz, has been general manager of Holzhäusern Golf Park since 2007. The man has golf in his genes, having started playing as a teenager in the Engadin on courses in St Moritz, Zuoz and Samedan – that last course being Switzerland's oldest. In his free time, Pit can also be found playing tennis and ice hockey, or cross-country skiing in the winter. He lives in Engelberg in the canton of Obwalden (OW).



Holzhäusern
Golf Park
[zug-tourismus.ch/
en/golfpark](http://zug-tourismus.ch/en/golfpark)



“Golf is a social sport and a mind game”

Pit Kälin, general manager of Holzhäusern Golf Park, has turned his love of the game into a career. In our interview, he talked about popular prejudices against the sport and why golf is the perfect hobby for outgoing types who love nature.

Right off, I have to confess: I'm 51 and have never held a golf club in my hands.

You are in good company! Lots of people prefer other sporting activities you can do out in nature, like rowing, biking, hiking and running.

Activities where you can really break a sweat!

Golf requires a lot of energy, too. How many kilometres do you think you end up walking on an 18-hole golf course?

I have no idea.

Between 11 and 13 kilometres. And it takes about 4 1/2 hours. Add a few metres onto that if you have to look for a few balls that have landed in the rough.

But it is basically a pleasant stroll.

True, but golf is a mind game! That's why so many top athletes play golf on the side, like ice hockey pro Nino Niederreiter, top skier Marco Odermatt and superstar Roger Federer. Golf is a game of precision tactics, concentration and technique. Up to 100 different muscles are involved in executing a golf swing. Golf is thus a very good game for balancing out other sports. Another advantage is how an experienced golf pro can still play with a friend who's at a lower level. Each player plays their own game and they still enjoy the time spent together. It's social.

Yet golf hasn't entirely overcome its reputation as a game for the well-to-do.

Ours is a public course, so there's no elitism; we have something to offer groups of all different kinds and to suit every budget. Amateurs and professionals alike are welcome on our three courses. The nine-hole Rigi course is quite popular for those who don't have the time it takes to play a full 18 holes. On the 18-hole Zugersee golf course players get to enjoy an extraordinary view of the lake. We hold tournaments on that course, including the Ladies Open – a professional tournament in which Europe's best female golfers compete to win a monetary prize. Then we have the 9-hole Pilatus course for beginners and our Fun Golf programme.

What does "fun golf" mean, given that regular golf is a serious business?

Fun Golf is for non-golfers interested in trying out the game. Families, groups of friends, clubs and companies book an introductory course in our

golf arena in combination with drinks or a meal. The Fun Golf programme is often combined with seminars and team-building retreats, too. The concept involves a brief instruction session, before everybody grabs their clubs and a ball to start playing. The point of the game is to knock a ball off the tee and then play it into the hole in as few strokes as possible. The fairways are short, affording a relatively low degree of challenge.

Golf and the environment – are they mutually exclusive?

As GEO-certified courses, we are obligated to meet the stringent standards of the Golf Environment Organisation for nature conservation, biodiversity, water and plant protection, and energy management. We're able to uphold these standards partly because, although it covers 110 hectares in total, only a third of our site is playing green. Another third serves as a "balancing area" and the last third is a special ecological area. Flora and fauna are free to flourish on those two thirds, which feature reeds, ducks and other birds, trees, hedges and perennials, making the area in question very similar to a nature reserve.

But surely weed control is practically impossible without using pesticides?

Ordinarily yes, but the greens, i.e. the 200–300 sqm area around the holes, look pretty not because of using a lot of fertiliser and pesticide, but rather because the grass is frequently mowed – every second or third day in the growing season. The green is the area specially rendered for putting, where the grass is cut to a low height of just 3.5 millimetres.

Which is best, golfing in the morning or evening?

I personally prefer playing in the morning, getting out on the course early with the sun still rising, as nature awakens to a new day. But the evening has its charms as well. As long as you can see the ball, you can golf. At Holzhäusern, we have players from early in the morning on into the late evening. The busiest hours are from 7 a.m. to 5 p.m. On average, 500 people a day come to our golf courses, where more than 100,000 rounds of golf are played each year.

Can you play in any weather?

Except for thunderstorms, yes you can. Standing out in the grass holding a metal club turns you into a lightning rod.



Angela Garofalo and Andras Kishegyi Restaurateurs

One and a half years ago, restaurateurs Angela Garofalo and Andras Kishegyi, a married couple, set out to breathe new life into “the Gubel”. The location of the Gubel restaurant – in a monastery complex poised above Menzingen at an altitude of approximately 900 metres – and its special history mean it has long been considered a rather magical place with a great culinary tradition. Hearty traditional dishes are still served there today, but the restaurant’s new management has also introduced refreshing changes, enhancing variety with lively seasonal offerings. “Our guests are our priority,” says Kishegyi, who is a veteran of the restaurant business. The view from here, with unforgettable sunsets, makes visiting the Gubel restaurant a truly delightful excursion.



Laura Hürlimann Networker

There's nothing going on in Zug. Zug is a backwater. Zug is a boring town. Laura Hürlimann has heard enough of such talk. “Comments like that are annoying and untrue.” And Laura, aged 30, should know, as she appears to live her life in an entirely different canton – one that is full of events, surprises, interesting people to meet and engaging conversations. She is a networker, activist, a lover of art and culture, and the managing director of the creative agency Gäggelegääl. There’s a good chance that Laura has had a hand in any exciting project or event taking place in Zug, liaising with players in the creative economy, be it as chair of the Kunstpause art association, as organiser of the Mittendrïn series of cultural events held at Chollerhalle Zug – a platform for smaller cultural happenings, or as initiator of Dilemma – the city’s most varied salon for books, coffee, beer, design ... among many other engagements.



Christian Raschle City tour guide

Few know the history of Zug – the canton, but especially the city – as well as Christian Raschle. Christian is a historian and has worked in Zug for more than 30 years as a history teacher and city archivist, so he knows pretty much every nook and cranny of the city of Zug. He has been passing on his knowledge to interested tourists taking city tours since 1982. Back then when he got started, he was Zug's first and only city tour guide. But that has long since changed. "Over the course of the years I have trained 40 people for the job of city tour guide," he explains. The tours offered by the city tour guides are superb for finding out all about the historical treasures and secrets of the city of Zug.



Aline Sigrist Hotelier

Miami, St Tropez, Geneva, Weggis, Zug. A certified hotelier, Aline Sigrist has travelled extensively, and she intended to keep on exploring the world. But an offer she couldn't refuse brought this Zug native back to her home town: to run La Colombe Boutique Hotel. This exquisite hotel located in the old town, featuring a restaurant and nine rooms, opened just a few months ago, but has rapidly gained a reputation as a very fine establishment. The small yet elegant Restaurant zur Taube ("Taube" is the German word for dove – "colombe" is the French) is housed within a historic building and is the very essence of "small but perfectly formed" in terms of quality. Even guests coming here on business get into a holiday mood in this pearl of a restaurant located right on the lake. A dedicated hotelier, Aline Sigrist has found her dream job in this "dovecote", where she ensures a welcoming atmosphere for tourists and locals alike.



Theater Casino Zug

Theater Casino Zug is a modern cultural centre of long-standing tradition, offering a unique and diverse programme of theatre performances and concerts for people in the Zug metropolitan area. The programme is designed to appeal to a broad audience and spans everything from plays and musical theatre to classical, neo-folk and world music concerts, stand-up comedy and special events geared to younger audiences.

The new 23/24 season opens 9 September 2023 with the Shakespearean musical revue "A Midsummer Night's Dream! with the lauten compagney."



theatercasino.ch/en/program



Apart Rotkreuz

Apart Rotkreuz is the corporate group that owns and operates Hotel Apart, Hotel Bauernhof and the restaurants Perron Nord and WyPur. Perron Nord offers seasonal local cuisine made using fresh ingredients, with as much as possible prepared in-house. Guests can also enjoy a varied

programme of events, including live music and themed weeks focusing on speciality foods.

The ambience at the WyPur wine lounge is a bit like relaxing in your own home. Those who appreciate fine wine accompanied by a few delicious appetisers will enjoy WyPur. Treat yourself to an enjoyable stay or just come by for an entertaining evening of indulgence.



hotelapart.ch



Freiruum Zug

The largest converted industrial property in the canton of Zug, with an area of more than 11,500 sqm. All this space at the Freiruum means guests can experience and enjoy new things, and even get some exercise. A host of food stands and market stalls populate the hall, which also features a well-stocked bar, spaces for workshops – and much more. The sport & fitness area inside offers an array of activities for young and old, including a thrilling trampoline park, parkour zone and one of Switzerland's largest bouldering halls. The Freiruum is the perfect place for celebrating too, with a variety of rooms to choose from for your next private or business party.



freiruum.ch



Castle Museum Zug

History comes alive at Zug Castle, where the permanent collection of halberds, historical craft items and more captivates visitors of all ages, whisking them back to bygone times. Cartoon character Lili playfully guides children through the exhibition and on to the castle playroom, where the kids get to dress up as knights and princesses of the castle.

On the weekend of 2–3 September 2023, Zug Castle Museum will celebrate its 40th anniversary by inviting adults and children to come along and enjoy an array of attractions. A new exhibition entitled "Everything in Order? Stories from the Collection" opening in November 2023 will highlight treasures of the museum.



burgzug.ch



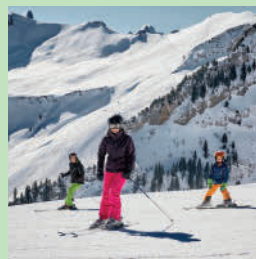
Kunsthaus Zug

The Kunsthaus Zug art collection is organised by genre, spanning classic modernism, contemporary art and works of artists from the region. The museum boasts Europe's most significant collection of Viennese Modernist art outside of Austria. Owing to limited space, the collection is not on permanent display,

but rather is presented in temporary themed exhibitions. Every year, three to five projects are devoted to contemporary and twentieth-century art, which deliberately make use of public spaces for exhibition purposes.



kunsthauszug.ch

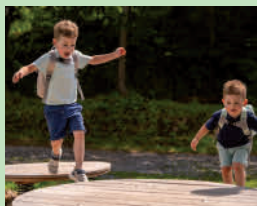


Stoos Wintersports Paradise

The village of Stoos, famous for its cable cars, is located just 30 minutes away from the city of Zug and is an idyllic leisure destination in the heart of Central Switzerland. The place is ideal for family holidays and getting away from the hustle and bustle of everyday life. Taking in the view from Fronalpstock mountain is an absolute must, as is the incredible journey to get there, on the world's steepest funicular. Up on the mountain, the adventure continues, with 35 kilometres of pistes of every difficulty level, plus fast toboggan and air-board pistes and varied trails for cross-country skiing. After snowshoeing or hiking in the fresh mountain air, round out the day in the special wellness area!



stoos.ch/winter



Stoos adventure trails

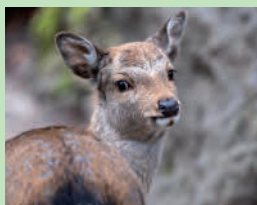
Fun times await both adults and kids on two new adventure trails on Mount Stoos: the "Stooshorn Circuit" and the "Fronalpweg".

On the Fronalpweg trail you can learn about life in the Alps and its attendant rituals. A balancing game on the sun island, marble runs with wooden balls and a bell puzzle, plus rest and relaxation areas with excellent views, make this adventure trail the perfect excursion idea – for families, especially.

The 2.8 km Stooshorn Circuit offers numerous fun attractions to enjoy while learning about the history of Stoos. The Stooshorn Circuit is suitable for all-terrain prams/strollers/pushchairs.



stoos.ch/en/hikes



Goldau Nature and Animal Park

Inquisitive mouflon sheep, bathing brown bears, watchful owls ... The fairytale forest of Goldau Nature and Animal Park is home to some 100 native and European animal species. Visitors can encounter sika deer and mouflon sheep in the free-range zone, and tempt them with special feed provided by the park. In addition to the many special animals,

there are several playgrounds, interesting exhibitions, a tremendous view from the 30m park tower, various barbecuing areas plus restaurants for enjoying a meal during your outing. Soon you'll be telling others what a great time you had in Goldau Nature & Animal Park.



tierpark.ch



Experiences on Lake Zug

The best view of Zug, so you can truly get to know the place, is from the lake. The range of experiences you can enjoy on Lake Zug will really open your eyes to the Zug region. On board during a lake boat trip you can enjoy everything from breakfast to an evening aperitif, whatever is fitting for the time of day. The food offering emphasises regional cuisine, with the majority of ingredients sourced within the Zug region.

Discover this inspiring and varied food array for yourself. You're welcome on board any time - which is great because you will likely wish to return again someday, perhaps to show others.



zugensee-schiffahrt.ch



AEGERIHALLE Unterägeri

The modern and multi-purpose AEGERIHALLE is ideal for hosting corporate, cultural or private events, whether exhibitions, conventions or conferences, in a truly delightful setting.

Hire this venue for your event and benefit from professional event technology, spacious rooms, an elegant ambience and professional support.

The facility's "Kultroom15" is ideal for smaller events. This function room is specially designed for smaller-scale concert performances, AGMs, meetings and private parties. Be sure to inquire adequately in advance to book these popular facilities.



aegerihalle.ch



Etter Kirsch Zug

Not all cherries are the same, and some 350 varieties are used for distilling schnapps with intriguingly different notes. The Etter distillery alone makes five kinds of cherry schnapps, which differ in terms of the varieties of cherry used, the amount of time they spend

ageing in the barrel and whether they are left to mature into special cherry schnapps vintages. The choice of fruit, execution of the mashing and fermentation processes, and proper storage and maturation are all key for producing superbly harmonious cherry schnapps of outstanding quality and unique flavour. Explore the fascinating diversity of flavours in a tasting, for pure enjoyment of a purely natural product! And take home a souvenir or gift from the Etter shop.



etter-shop.ch



Lorzensaal Cham

Cham convention centre, aka Lorzensaal Cham, has been a top venue for cultural events and conferences in the heartlands of Switzerland for more than 30 years. It owes its popularity and success as an event venue to its wide variety of adaptable rooms, professional event technology, in-house catering, reliable staff and striking architecture. The icing on the cake is the centre's accessibility: its location right next to Lake Zug means it is easy to reach by bus, train and car, and there's even a public car park available. We look forward to your visit – as an event organiser or visitor!



lorzensaal.ch



♥ Ristorante Più Zug

The restaurant in the heart of Central Switzerland with the flair of Southern Europe, where you feel like you're on a Mediterranean getaway from the first sip of your aperitif! Within the walls of Zug's historically protected post-office building, we serve creatively interpreted classics accompanied by matching wines. Our menu is designed around our signature dish, the Più: Pizza Napoletana, made with an airy yeast dough and creamy *fior di latte* mozzarella. Che buono! The ambience is reminiscent of the streets of Naples: lively, uncomplicated and always stylish! A presto!



piu-ristorante.ch/en/piu-postplatz-zug



♥ Cherrycake guided tour of Confiserie Speck, Zug

Life is certainly sweet in Zug, where traditional confectionery and patisserie craft meets contemporary innovative flair. At Confiserie Speck, a family firm loved by the people of Zug since 1895, you can find out how

cherry cakes are made and how they get the cherry schnapps into their delicious chocolate batons. Taste the specialities of Zug on a guided tour and learn about the craftsmanship that goes into their creation. In the new bakery café area you can have a coffee while observing the artists who made the world's largest cherry cake.



speck.ch/kirschortent-fuehrung/



♥ Zug Museum of Prehistory

The Museum of Prehistory houses fascinating archaeological artefacts from within the canton of Zug. Via staged scenes featuring life-size models, the exhibition tells engaging stories behind the museum's unique, original finds. Visitors will encounter Palaeolithic mammoths, pile-dwelling communities and an early medieval hunter, while a children's gallery with workshop offers families a more active experience. Special exhibitions and adventure afternoons geared towards current topics of archaeological interest are regularly offered as well. The museum hours are 2 p.m to 5 p.m. every day, except Mondays.



urgeschichte-zug.ch



♥ SeminarHotel am Ägerisee

The centrally located SeminarHotel on the romantic Lake Ägeri is a mere 35 minutes away from both Zurich and Lucerne. Set within an idyllic landscape, the hotel has 80 attractive rooms, 14 meeting rooms, a stylish bar with terrace, a bright and spacious restaurant, and banqueting space for approximately 130 guests.

In the summer season, from April to October, guests are treated to a unique water spectacle of fountains spraying up to 10 metres in the air, in time to accompanying music and a multi-coloured light show. A memorable hotel stay awaits.



seminarhotelaegerisee.ch



♥ Soft Landing Baar

We are your German language learning partner in the Zug area! Whatever your age or needs, our dedicated team makes learning German fun. We also specialise in supporting you through the residency tests and the Swiss citizenship, including preparing for interviews, and in tutoring expat students in Swiss or international schools. We tailor

our approach to you - whether one-on-one coaching, or in small groups - and work with 'The Languageur' to provide the best available study resources. We also have many corporate clients whose staff enjoy our tailored learning programmes. Learn German with us!



softlanding.ch



♥ Excursion to Mount Titlis

A ride on the Titlis Rotair - the world's first rotating cable car - is truly an experience. Arriving at the Titlis Cliff Walk at 3,020 metres above sea level, you get a breathtaking view of a fascinating mountain landscape with plunging depths. Inside the glacier grotto, you could say it's "really cool", what with ice crystals hanging overhead, open crevasses in the ceiling and mysteriously shimmering blue glacier ice. In the Panorama restaurant you can have the famous Gerschnialp Rösti, a fine cordon bleu or a perfectly baked pizza while enjoying a view like no other.



titlis.ch



♥ Restaurant Aesch Walthwil

Where tradition lives in the present. Whether for an unforgettable dinner for two or a birthday party with your family, at Restaurant Aesch we have the ideal space for every occasion. We invite you to be our guest and experience our way of providing hospitality.

Enjoy fine cuisine made with regionally sourced ingredients, like locally hunted game and fresh fish from Lake Zug. Restaurant Aesch is a place where people meet, overlooking the glittering Lake Zug, with Mount Rigi rising majestically out of the water on the other side.

We would love to welcome you to our establishment. Call us on +41 41 758 11 26 to make reservations. And visit our website below for our menus, photos, news and more.



restaurant-aesch.ch



♥ La Colombe Boutique Hotel Zug

Like a hidden gem in the romantic old town, this boutique hotel offers airy, elegant rooms that are exquisite beyond compare. There are nine charming and excellently renovated rooms

featuring historic and original elements, such as exposed wooden ceiling beams, 13th-century stonework, arched windows and an antique tiled stove. Some rooms have a balcony overlooking the lake and all are fitted with a state-of-the-art bath. The restaurant, which has 14 Gault Millau points, serves outstanding food made using regional and seasonal organic ingredients. The hotel also has a gym for guests to use, which has a spectacular view of Lake Zug.

On our website below you can view our fine apartments, find out about special packages on offer and make reservations.



hotel-lacolombe.com



♥ Lassalle House Bad Schönbunn

Moving towards stillness is the goal of the journey we will take you on via Zen meditation, spiritual exercises, contemplation and yoga. Why not offer a meditation session, a presentation or facility tour to augment your conference, meeting or seminar?



lassalle-haus.org



♥ Musikfestival zytamsee

The zytamsee Music Festival is a new rock, blues and swing music event held by Lake Zug. The zytamsee festival is an homage to the legendary zytclub, a cult-classic bar formerly located at Kolinplatz 1, which unfortunately closed in 2022. The bar was a prominent live music venue in central Zug. The three-day festival runs from Friday, 29 September 2023 to Sunday, 1 October 2023 at the pavilion of the Genuss Film Festival in Zug.



zytamsee.ch



♥ Stanserhorn open-deck cable car

The exciting ride up to the Stanserhorn on the open-deck cable car and funicular dating back to 1893 is a trip through mountain transport history. From atop the Stanserhorn you can view a

100-kilometre chain of Alps and ten Swiss lakes, and you'll also get to meet Stanserhorn rangers, spot marmots and try the culinary speciality "Älplermagronen" from an Edelweiss pot – as well as so much more. Your guests will be whisked 1,900 metres above everyday life on the world's first and only cable car with an open upper deck.

The train journey from Zug to the valley station in Stans takes just 45 minutes.



cabrio.ch



♥ Young Culture Platform Zug

Young Culture or YOCU is a platform aimed at promoting interest in culture and art among young people in Central Switzerland. The platform launches special offers throughout the year designed to encourage young people to get actively involved as Young Impact Makers. The platform is the place to go for information on the Young Dance Festival, which is a contemporary festival for kids and teens taking place from 18–30 September 2023 in theatres, schools, libraries and public spaces in the Zug/Lucerne region. Dance, culture, impact ... YOCU is for YOU2!



yocu.ch



Welcome to the Zugerberg

The funicular railway takes guests up the Zugerberg in eight minutes – and since December 2022, it has even done so on a new line. The train travels from the Schöneegg valley station up to 925 metres above sea level every half an hour at 26 and 56 minutes past the hour from 6 a.m. to 11 p.m. Once at the top, you can enjoy magnificent views over the canton of Zug and the foothills of the Alps.

More informations www.zbb.ch

Zug – a leisure paradise

The Zugerland region offers many exciting ways to enjoy your free time. And the best part: with the ZVB buses, the destinations for excursions can be reached easily and safely. Whether it's to the Oberwil forest trail, the Höllgrotten caves near Baar or a round trip on Lake Aegeri, we'll take you there and back again.

More leisure activities at zvb.ch/freizeit



***Your
companion
travels
free of charge.**
(from 7 p.m. Mon-Fri and all
day Sat/Sun:
only all zones travel card)

The right ticket for everyone

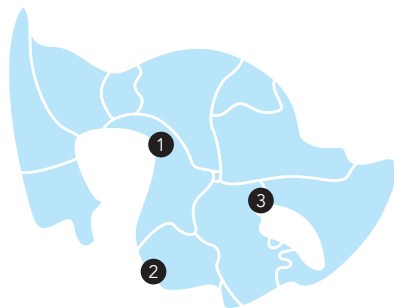
With the day ticket, you can travel comfortably all day long by bus, train and mountain railway/cable car within the zones purchased.

It is the perfect ticket to discover the canton of Zug and the Zugerberg. If you are a regular traveller, the annual travel card* is already worthwhile from two days of travel per week.

Find the right ticket at tvzg.ch

Reformierte Kirche
Kanton Zug

Church is living culture



Our churches are architectural milestones and listed monuments.
They represent the outstanding building culture of different periods.
They are expressions of our cultural life.

**Be touched
by our spiritual spaces.**



More about the
Reformed Church of Zug:
[www.ref-zug.ch/english/
reformed-church-zug](http://www.ref-zug.ch/english/reformed-church-zug)

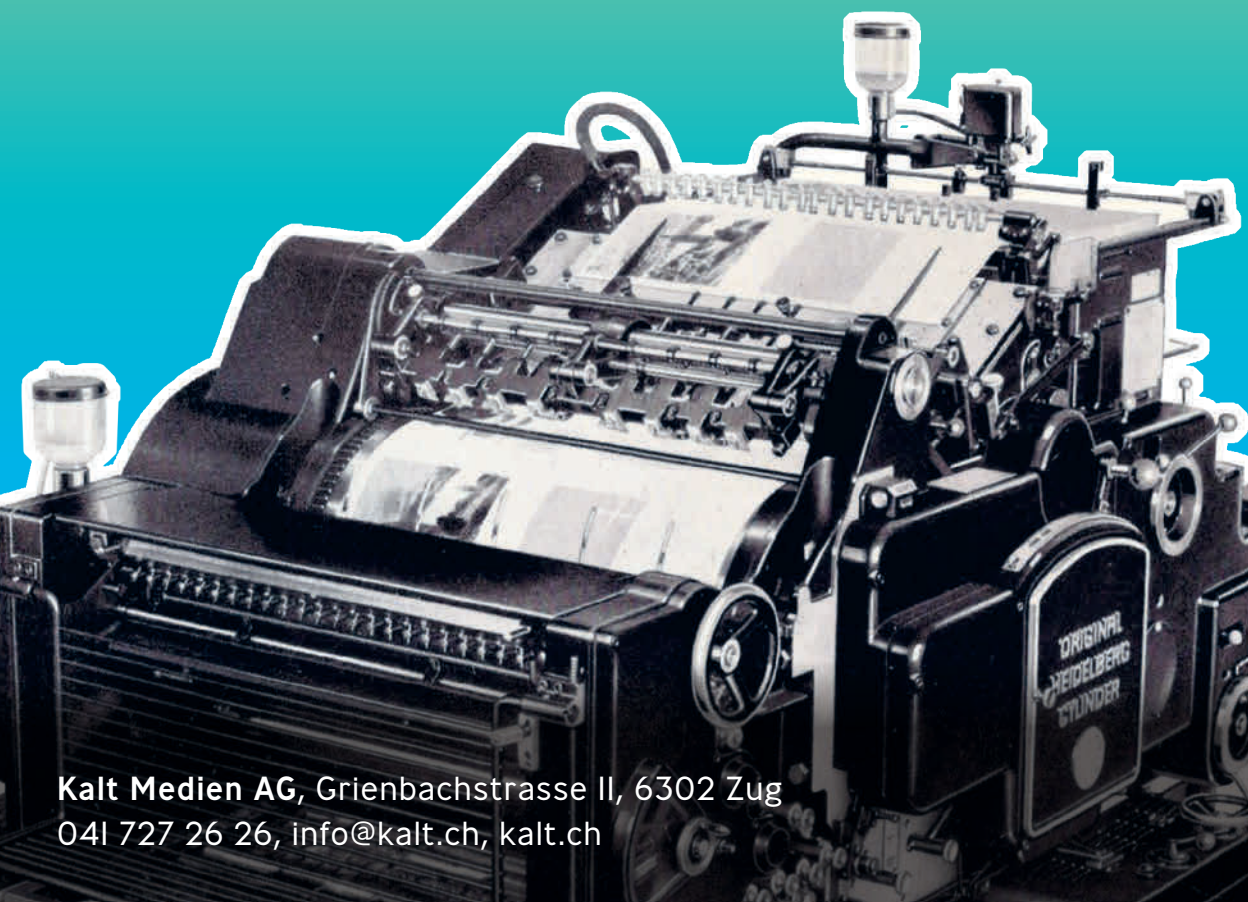


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