

#inlovewithzug

Zug Destination Magazine



Discover museums in Zug



kunsthausezug.ch



urgeschichte-zug.ch

Whether knights' armour and halberds, contemporary art, brick production or archaeological treasures...



ziegelei-museum.ch



burgzug.ch

...find us online.

EDITORIAL & CONTENT



Many perspectives, one feeling: Zug

Zug can be seen from many angles – this edition of #inlovewithzug is all about those different perspectives. Tag along as we explore hills and observation points, workshops, hotels, museums and meeting spots. Discover places where people create, conserve and act with passion.

See Zug from new angles. Meet the people who dedicate themselves to craftsmanship, design, hospitality, culture and voluntary work. Every one of Zug's many facets reflects the great care that goes into creating the Zug experience: the Brickwork Museum, the flower workshop, Lake Zug and even everyday hotel life.

This issue turns the spotlight on inclusion. Inclusion is part of who we are in Zug and we consider it a component of our quality of life.

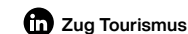
Now we invite you to rediscover Zug. We hope you enjoy reading our latest issue and falling in love with our region.

Dominic Keller
Managing Director
Zug Tourism



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zug-tourismus.ch



6



10



22



16

- 4 The best of Zug**
Ten must-see highlights
- 6 Outdoors**
Take the high road
- 10 Indoors**
A hands-on museum
- 14 Lively**
Want your own personal guide? Try CityBot!
- 16 Quiet**
Inclusion matters
- 20 Map of what to do**
Ideas at a glance
- 22 Workshop**
Among flowers with Lisa Binkert

- 26 Discovered in Zug**
Treetop trail
- 29 Typically Zug**
Design by Caroline Flueter
- 30 At the hotel with**
Marvin Kingsley
- 32 People to meet**
The people who make Zug what it is
- 34 Tips**
Pointers for tourists
- 38 Greetings from Zug**
"Bsetzi-Stein" chocolates





1

Kunsthhaus Zug

In the heart of the old town, you will find Kunsthhaus Zug, where you can experience art in a variety of ways. Changing exhibitions showcase masterpieces from the collection and a wide range of educational services make art accessible to all. It's a place for people from all walks of life to explore art – from classical modern to contemporary, all housed within the impressive architecture of a sixteenth-century complex.



2

Kinderregion

The Kinderregion platform is full of exciting ideas for family outings in the Greater Zurich Area – from themed trails and animal experiences to trampoline parks. The handy filter feature lets you search by age, interests, region and season, so you can quickly find the right thing for you. The platform also has an events calendar that shows upcoming family-focused events.



3

Theatre at the Morgarten monument

“Spatenstich” (“Breaking Ground”): A development proposal for a luxury resort at the Morgarten monument has the valley in turmoil, with investors making big promises. The group resisting the development digs deeper than some people are comfortable with. In this open-air theatre piece under the artistic direction of Annette Windlin, historical conflicts meet contemporary desires. **Premiere: 7 August 2026.**

4

Zug Magic

Spend magical summer evenings by Lake Zug. Zug Magic runs from 28 June to 26 July 2026, from Tuesday to Sunday, enchanting visitors with water fountains up to 40 metres high, impressive light and video projections, and music. The shows alternate daily between “4 Seasons” and “Around the World”, each lasting 18 minutes.



5

Ägeri drive-in cinema

Twice a year, an open-air cinema brings people together in Ägeri. From 1 to 9 August 2026, feel the magic of the big screen as you enjoy the beautiful countryside and soak up the enchanting evening atmosphere. Each evening has its own theme: there's the legendary VW bus “Bulli Night”, classic films and the brand-new Family Day. Ägeri drive-in cinema is a chance to slow down for the evening, connect with others and make lasting memories.

6

Escape game on Lake Zug

Nothing planned for the evening? Get your dream team together for an escape room-inspired game night, where you'll work together to solve a mysterious case, track down suspects and uncover extra clues. Each correct solution will bring you one step closer to the final code you need to save the day. Ideal for thrill-seeking groups who love a challenge.



7

Medieval festival 19–20 September 2026

This September, Zug Castle will be transformed into a world of stories. Turn back time with medieval-themed music, crafts and encounters. Feel like you've travelled back through the ages, as the aromas of fire pits and exotic food mingle in the air. This festival invites you to take your time to explore and have brand-new experiences as you travel back to a bygone era in spirit.



8

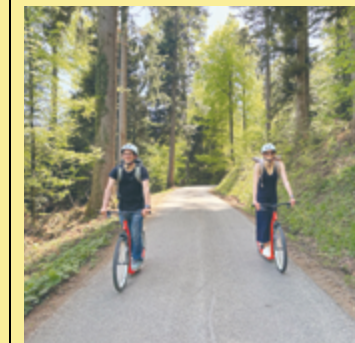
Zug 2026 28–31 May 2026

The Special Olympics National Summer Games is a major sporting event for athletes with intellectual disabilities, featuring around 2,000 athletes, more than 1,200 volunteers and 16 sports at 15 venues. The Olympic Village on Arenaplatz in front of the OYM Hall will be a hub of passion and joy during these games.

9

Zugerland scooter bike trail

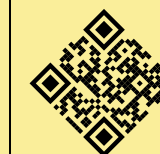
The scooter bike trail on the Zugerberg blends thrills with views to create an unforgettable experience. Get your adrenaline rush and a good dose of clear mountain air, along with spectacular views and speedy descents. The adventure begins once you hop on your scooter bike (“Trotti”) at the top. This experience is great for companies, clubs, or private groups.



10

Hologram Zoo

The Hologram Zoo is the only one of its kind in Switzerland and a treat for all ages. Life-like holographic projections transport visitors to Antarctica, Asia, Africa or the world of dinosaurs. The Hologram Zoo in Zug is wheelchair accessible and can also be hired out for exclusive use. The various shows can also be combined.



10 tips
For more inspiration, visit zug-tourismus.ch/en or subscribe to the Zug Tourism newsletter.

Take the high road

Zugerland is a hilly place. And where there are hills, there are great views. But it's a bit of a hike to get up to the best vantage points. The effort is always worth it, though!



11

← At the summit of the Wildspitz, the views stretch towards the distant horizon.



12

↑ On Gottschalkenberg, you can enjoy the view from a wooden platform.



13

↑ From the Gnipen, you can see as far as Lake Zug, Lake Lauerz and Lake Lucerne.

Text Claudia Wirz
Images Martin Bissig

Top of the list of well-known hills is, of course, the Wildspitz, which, at 1,580 metres above sea level, is the highest point in the canton. This magnificent summit can only be reached on foot, but the effort is well worth it.

However, if you want something a bit more leisurely, a stroll in the Raten area also offers unobstructed views of lakes and mountains. From here, you can see far into the Alpine chain, and once you have had your fill of the mountains, you can go to the Gottschalkenberg and let your gaze wander over Lake Zurich. If you want to avoid the crowds, take the path towards Dreiländerstein at the Clausenchappeli chapel. Though it's by no means a secret, it's still one of the quieter paths. Here, you can sit on a sunny bench and enjoy the views of the Glarus Alps in peace.

But if you are looking for something that really is a hidden gem, check out the Josefsgütsch. Located in Neuheim, this hill stands at 720 metres high, with one of the Hirzel area's iconic lime trees standing proudly atop it. The view from here is hard to beat. The information board will tell you about all the sights you can see from this spectacular vantage point.

The gentle green hills of the Hirzel landscape are particularly captivating. One of the very best places to enjoy this view is from the cantonal school in Menzingen. You can also take a walk around Menzingen, past the district of Lüthärtigen, which offers frequent glimpses of this lovely landscape created by the Linth Glacier.

Guggi – a unique hill

If you are more of a city person than a country person, Guggi hill above Zug's Postplatz square is the perfect vantage point for you. Nowhere else will you find such a great view of the historic town of Zug, with all its towers and churches. Incidentally, Guggi hill is different from every other hill in Zug. It was



← There are various routes leading up to the gentle summit of the Gnipen.



Scan the QR code to find out more about observation points in Zug.



→ Josefgütsch hill in Neuheim is a true hidden gem.

14

not made by nature, but rather as a by-product of the construction of the Gotthard railway line at the end of the 19th century.

If you want a higher vantage point from which to enjoy one of Zug's legendary sunsets, head to the Rägeten meadow above the St. Michael cemetery. The two benches there are very popular on fair-weather evenings. If a sunset meal sounds good, head even higher, to Landgasthof Blasenberg, for the perfect cuisine to complement the magnificent view.

Walchwil offers a different view of Lake Zug. The Rigi dominates the scenery, which you can admire from the Walchwil Vita-Parcours fitness circuit or the Kreuzweg trail near the Zentrum Elisabeth, a

modern spa hotel. It's rare for anyone to lose their way on the quiet Kreuzweg trail, which winds its way up a steep, sparsely wooded slope and offers plenty of seating. The Steinhauser Forest and its surroundings also have wonderful views of the Zug region from north to south and as far as the Bernese Alps.

Get the blood pumping

Baar is another place where you can enjoy views of the lake and mountains – this time, from the common land above the old weaving mill area. There is also a new treetop trail with 265 steps to get the blood pumping as you take in a completely new view of the woodland scenery.



15

↑ The treetop trail connects the Buebegunte and Vogelwinkel areas.



↑ The 350-metre-long treetop trail starts at the entrance to the forest.



↑ The Gubel in Menzingen is 909 metres above sea level.

In the hamlet of St. Wolfgang near Hünenberg, you will find magnificent views alongside an illustrious past. The cluster of historic buildings in a stunning location is worth a visit in its own right, and the view is an added bonus.

The Zugerberg and the Gubel seem almost too obvious to mention in this list of panoramic vantage points, but even the famous Zugerberg has a hidden gem of a view. At the Lienisberghöhe vantage point, far off the main hiking trails, you can enjoy a privileged view of the Rigi and the landscape of Central Switzerland. Fortunate are those who find their way there!

T
i
p
s



16 Restaurant Blasenberg

Restaurant Blasenberg boasts spectacular views of the cantonal capital and Lake Zug. The building is a 200-year-old farmhouse, and a great place to eat. This family business, currently run by the third generation, is renowned for its speciality dish, capon: a castrated rooster that is raised on site.



zug-tourismus.ch/
blasenberg



17 Restaurant Gubel

Restaurant Gubel is located at one of the most scenic observation points in the municipality of Menzingen. Rising to around 900 metres above sea level, this gently sloping hill between the Ägeri Valley and the Menzingen plateau has breathtaking views of the Baar plain, the Swiss Plateau and, on clear days, as far as the Alps.



zug-tourismus.ch/
restaurant-gubel

A hands-on museum

Text
Claudia Wirz
Images
Martin Bissig

At the Cham Brickwork Museum, you can take a journey back in time to experience an ancient cultural craft and make your own clay bricks. The museum's collection includes a number of beautifully decorated examples of this fascinating building material.



← The Brickwork Museum is a multi-faceted experience.

← The kiln tower reveals the historical processes involved in brick production.

Switzerland has many buildings bearing the name “Ziegelhütte” (“brickworks hut”). However, they have long since ceased to have anything to do with the old craft of hand-making bricks. Most of them are now restaurants. But there is one exception: the brickworks hut in Hagendorn (Cham). Here, the name still describes the function. The group of buildings in a clearing between the Rainmatterwald and Lindenchamerwald forests is now home to the Brickwork Museum and the only intact brickworks in German-speaking Switzerland.

It is still in operation, although not commercially, as it would not be profitable today, given that bricks are now manufactured industrially, explains Museum Director Jeanne Simmen. The museum offers visitors the chance to see and experience what this ancient craft is all about. In one of the workshops or at the open workshop on Sundays, visitors of all ages can get their hands on some clay and immerse themselves in the world of this ancient cultural technique. It's a bit like travelling back in time. After all, the clay brick is the



← At the museum, you can make your own bricks.



↑ Children can work with clay at the workshop.



↑ Putting a roof on a house is fun.

oldest prefabricated construction component in human history – the oldest examples are more than 10,000 years old.

The stunning fen habitat

Although there are no Stone Age artefacts on display at the Brickwork Museum in Hagendorn, there is still plenty of history to explore. Clay for brick production has long been quarried in this area, and this activity has shaped the landscape and



Brickwork Museum
zug-tourismus.ch/
ziegelei-museum

created a precious fen habitat, which the museum also maintains. The museum's collection also includes many historical pieces, which – unlike industrial bricks – often feature magnificent decorations. Architects and building historians will be in their element with this collection. Jeanne Simmen proudly shows this reporter around her "treasure trove". She is already familiar with the world of hand-made bricks from her time at the Ballenberg Museum, where she worked as a Research Assistant and Head of Education and Communication.

The fact that the collection features so many historical pieces also demonstrates that hand-made bricks can stand

the test of time and even last for centuries. At the museum, experts and non-experts of all ages can learn how bricks were shaped, dried and fired. Firing was a complicated process that had to be carefully monitored for many hours. The modern kiln tower located on the site is made of rammed clay, which proves that clay remains relevant as an eco-friendly building material.

The Hagendorn brickworks was run by the Lörch family until 1933. These days, the museum's funding largely comes from private patrons, primarily Alfred Müller AG, as well as the canton of Zug and the Zug municipalities. The museum also operates a specialised scientific library on the subject. And as you would expect of a modern brickworks, it also caters for the physical well-being of its visitors. The food at the Ziegler-Beizli is excellent.



Scan the QR code to find out more about the Brickwork Museum.



↑ The 9-metre-high kiln tower is the landmark of the museum grounds.



19 Restaurant Rössli Hünenberg

The Rössli Hünenberg inn has a long tradition of cosy hospitality. Enjoy good food and drink in the restaurant's warm and welcoming atmosphere. Come here for delicious cuisine and wines, business lunches, dinners, hearty morning snacks or a tasty afternoon tea. The view stretches down into the Reuss Valley.



zug-tourismus.ch/
landgasthof-roessli



20 Restaurant Wart Hünenberg

If you value a premium-quality menu and professional service, and also enjoy historic architecture, then Restaurant Wart in the hamlet of Wart in Hünenberg is the place for you. A visit to this historical establishment is a wonderful experience. Booking is recommended!



zug-tourismus.ch/
restaurant-wart

Want your own personal guide? Try CityBot!

The CityBot app brings Zug to life with stories of the city's past and present, as well as information on sights, leisure activities and retail outlets – great if you want to explore the city centre spontaneously and on your own.



The artwork "Seesicht" by Roman Signer is one of the topics on the CityBot app.



← CityBot makes a tour of the old town even more exciting.



↑ Good food is front and centre in the app.

↓ The shores of Lake Zug look like something out of a picture book.



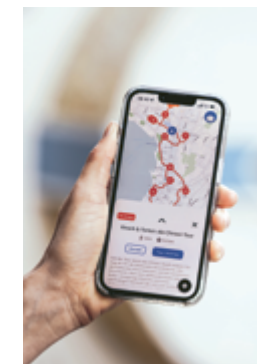
↑ Users can find all sorts of information about the city of Zug with just a few clicks.



↑ Sights such as the Zytturn tower feature in the app.



Images
Martin Bissig



↑ Go deeper and learn more about the city with themed tours.



Download
CityBot now
citybot.ch



← One moment you're looking at your phone, the next you see the spectacular Lake Zug.

In May 2026, Zug is hosting the Special Olympics Switzerland National Summer Games. People with intellectual disabilities will be competing for medals across 16 different sports. But is Zug inclusive outside of this event? We put it to the test.

Text Sabine Windlin
Images Martin Bissig

Diversity in motion – Special Olympics National Summer Games

From 28 to 31 May 2026, Zug will serve as the venue for an event that celebrates the spirit of sport and inclusion: the Special Olympics Switzerland National Summer Games. Athletes with intellectual disabilities will be competing for medals across 16 different sports. Fans, supporters and athletes from all over Switzerland will come together to celebrate an event that connects people, inspires them and sends a strong message about inclusion in action. The National Summer Games Zug 2026 will celebrate sporting achievements, inspire and build bridges. It's diversity in motion.



Special Olympics
National Summer
Games
For further information,
please go to:
zug2026.ch

Wheelchair-accessible circular route in the Ägeri Valley

This circular route takes you to the most beautiful parts of Unterägeri and reveals sweeping views of the majestic mountain landscape towards Schwyz. It takes you past spacious green areas and farms. The circular route does not run directly by Lake Ägeri, but you can always take a detour to the secluded lakeshore. We particularly recommend stopping off at Birkenwäldli, where there is a small restaurant that invites you to linger. The route has no inclines and leaves you with picturesque impressions of this scenic area to take home with you. The Ägeri Valley is an especially good destination for when the weather is hot. At 727 metres above sea level, the air here remains a few degrees cooler in summer.



Ägeri Valley
circular route
For more information
about the accessible
Unterägeri trail, see:
[zug-tourismus.ch/
unteraegeri-weg](http://zug-tourismus.ch/unteraegeri-weg)



Lokal 97
For information
about opening
hours, please visit:
[zug-tourismus.ch/
lokal-97](http://zug-tourismus.ch/lokal-97)

Down-to-earth, hearty and it has a bowling alley – Lokal97

The name tells you everything you need to know. First, Lokal97 is located at no. 97 Baarerstrasse. Second, the focus here is on local produce and homemade pasta. The cuisine is varied, the service warm and the atmosphere relaxed. Guests rave about the cosy “living room” atmosphere. The concept behind Lokal97 is unique: it is part of the ConSol association, which means it provides meaningful professional activities and prospects for people with cognitive impairments. Lokal97 also deserves a visit for another reason. The basement houses a bowling alley for 25 people. After your meal, you can get together with your friends and start those balls rolling!

Get moving and be inspired at the Wings for Life World Run

The Wings for Life World Run is a charity run in which thousands of people around the world start a race at the same time. Zug was chosen as the venue for Switzerland. Thirty minutes after the start of the race, the “catcher car” sets off and gradually catches up with the participants. If the car overtakes you, your run is over. This gives all participants the chance to complete the race according to their individual abilities. If you are taking it easy, the car catches up with you after around 5 kilometres, whereas top athletes might make it as far as 60 kilometres or more. Around 7,000 runners of all abilities, including wheelchair users, take part in Zug every year. 100 per cent of the entry fees and dona-

Inclusion matters

Fabienne Villiger and
Manuela Leemann explore
Zug's old town together.



↑ At the National Games in Zug, people with intellectual disabilities compete in 16 different sports.

tions go directly to spinal cord research and benefit people with paraplegia. Motto: Running for those who cannot run.



Wings for Life World Run
All information about the charity run can be found at: wingsforlifeworldrun.com

A crêpe from Intermezzo – sweet or savoury, but always different

Intermezzo appears at first glance to be an ordinary, pleasant little crêperie in the heart of Zug's old town. And who has time to take a second look? Well, people who are looking for new experiences often do. And Intermezzo truly is something different. People with cognitive impairments and special support needs run the shop here. This gives them a foothold in the working world and they contribute their catering industry skills with great enthusiasm and pride. Meanwhile, you get to enjoy a savoury or sweet French speciality made from buckwheat batter. You also

get to support a valuable integration project run by the Zuwebe Foundation and help break down barriers between people with and without disabilities.



Intermezzo
For information about opening hours, please visit: zug-tourismus.ch/intermezzo

The Lake Zug Lakeside Trail in a wheelchair

Want to take your wheelchair along the shore of Lake Zug from Zug to Cham? You can! Start at Zug railway station, and from there it's just a few minutes to the quay. You can take the wide, paved path right by the lake here – past flower beds, groups of trees and refreshment stands. Halfway along the route, the small-town atmosphere gives way to a section of the shoreline that has been left in a more natural state. Here you will find wild meadows and secluded rest areas with panoramic views of the Alps. You can also observe numerous birds nesting in the extensive reed beds.

It's worth making a detour to the spacious jetty at Hirsgarten in Cham. A small bridge leads from here to the charming Villette Park, where there's a garden restaurant that invites you to linger. You can return to Zug by public transport. The lakeside path is around 6 kilometres long and takes approximately 1.5 hours in a wheelchair.



Lake Zug Lakeside Trail
Scan to find out more about the route. zug-tourismus.ch/zugersee-uferweg

Good food and good company in Restaurant Story

Ready for a good story? Then Restaurant Story in Baar is the place for you! It serves breakfast and lunch from Monday to Friday – sit in or take away. But this restaurant is more than just a place to eat. It serves as a place for socialising, connection and inclusion, with its many different seating options and playful interior architecture. Restaurant Story employs 19 people with intellectual disabilities or mental health issues. Four of them work as apprentices. Another thing that's different here: the tap water is not free. There's a good reason for that: the sales proceeds go towards supporting a well project in Cameroon. Guests here become part of a great story.



Restaurant Story
For information about opening hours, please visit: restaurant-story.ch

And what do the inclusion experts have to say?

Manuela Leemann, 45, lawyer



What I like about my home town – here are some of my favourite things here:

When in Zug, I recommend a boat trip on Lake Zug. Wheelchairs can access this easily. The staff help you onto the boat with a ramp. A wheelchair-accessible toilet is available, and a stair lift takes you to the upper deck. A trip to the Zugerberg is also a great experience for people with limited mobility. You can take the wheelchair-accessible bus from the city centre to the Schöneegg bottom station, then board the wheelchair-accessible Zugerberg railway and start your tour from the mountain station. The paths towards Schattwäldli are mostly flat. If you enjoy concerts, theatre, comedy or dance, you will find a varied programme and accessible spaces at the Chollerhalle or the casino. I'd also recommend the Burg Zug Museum. A small lift provides access to the special exhibition room and the upper floors 1-3. Fixed ramps have been installed wherever possible.

Fabienne Villiger, 34, actress

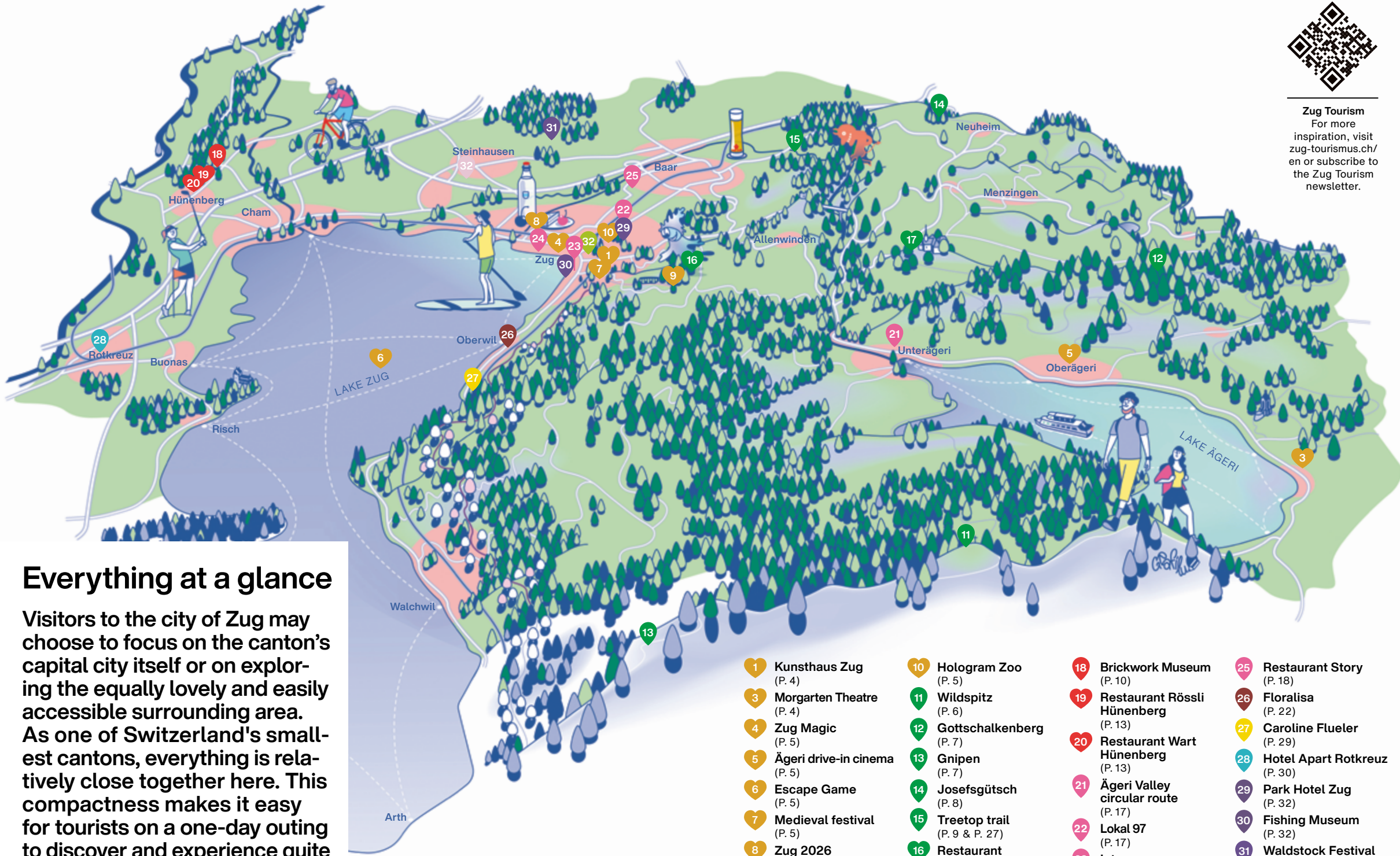


I feel at home here – here's what I would recommend:

My favourite spot is the Freiruum market and leisure hall. I like to go there for a meal or an aperitif. It's a mixed and wonderfully diverse crowd. I love shopping at the Metalli shopping centre, and a stop at the cosy Café Speck is non-negotiable. If you want to take in some culture, I recommend a performance by the Baar Theatre Association. A visit to the Zuger Messe (Zug trade fair) in autumn is also a great experience. There is so much to explore and taste at the special shows and exhibitions. The traditional Baarer Chilbi market in November is another must. I like to browse the market stalls at a leisurely pace, treat myself to a spring roll and enjoy the view from the Ferris wheel. You'll find me at the Herti Zauber ice rink in winter. And in summer? I jump into Lake Zug. I love being in the water and I really enjoy the outdoor swimming pools in Zug, especially because they are free.



Zug Tourism
 For more inspiration, visit zug-tourismus.ch/en or subscribe to the Zug Tourism newsletter.



Everything at a glance

Visitors to the city of Zug may choose to 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.

Illustration Pascal Staub

- | | | | |
|-----------------------------------|---------------------------------|--|----------------------------------|
| 1 Kunsthaus Zug (P. 4) | 10 Hologram Zoo (P. 5) | 18 Brickwork Museum (P. 10) | 25 Restaurant Story (P. 18) |
| 3 Morgarten Theatre (P. 4) | 11 Wildspitz (P. 6) | 19 Restaurant Rössli Hünenberg (P. 13) | 26 Floralisa (P. 22) |
| 4 Zug Magic (P. 5) | 12 Gottschalkenberg (P. 7) | 20 Restaurant Wart Hünenberg (P. 13) | 27 Caroline Flueler (P. 29) |
| 5 Ägeri drive-in cinema (P. 5) | 13 Gnipen (P. 7) | 21 Ägeri Valley circular route (P. 17) | 28 Hotel Apart Rotkreuz (P. 30) |
| 6 Escape Game (P. 5) | 14 Josefsgütsch (P. 8) | 22 Lokal 97 (P. 17) | 29 Park Hotel Zug (P. 32) |
| 7 Medieval festival (P. 5) | 15 Treetop trail (P. 9 & P. 27) | 23 Intermezzo (P. 18) | 30 Fishing Museum (P. 32) |
| 8 Zug 2026 Olympic Village (P. 5) | 16 Restaurant Blasenberg (P. 9) | 24 Lakeside Trail (P. 18) | 31 Waldstock Festival (P. 33) |
| 9 Scooter bike trail (P. 5) | 17 Restaurant Gubel (P. 9) | | 32 Aeschbach Chocolatier (P. 38) |

Among flowers with Lisa Binkert

Lisa Binkert, born in 1972, loves flowers, grows flowers, sells flowers, makes wreaths and creates arrangements for companies and private individuals. Lisa Binkert's Floralisa is more than just a garden centre – it is a place of inspiration, where nature and creativity come together. Floral art with soul is created here. This shines through in everything Floralisa does: workshops, flower subscriptions and events. Exploring the fruit gardens and the surrounding forest is a great way to add even more beauty to your visit.

floralisa-blumen.ch



Floralisa
zug-tourismus.ch/
floraler-workshop

Her bouquets embrace the rich abundance of the seasons and captivate in a wide variety of colours, depending on the choice of flowers and the combination. Some are lush and magnificent, others are simple and delicate, but they are always harmonious and lively.

Interview Sabine Windlin
Images Martin Bissig

♥ **How I grew up:** Surrounded by chickens, wellington boots and flowers on a farm in Cham, which was always full of life and flowers. ♥ **The job I wanted as a child:** Gardener – I have always felt close to nature and loved plants. ♥ **What I actually trained to do:** The gardener training was the beginning, but then I moved on to florist training, because I wanted to design things rather than just let them grow. ♥ **How I got into flowers:** Flowers have been in my life since childhood. First, it was gardening, then floristry – one thing led to another. ♥ **I like working with plants and soil because...** it grounds me and it's honest. You sow, you nurture, you reap. And every season has its own magic. ♥ **Why I run the Floralisa workshops:** Because I see how people blossom when they create something beautiful with their hands. It is about trying things out rather than achieving perfection. I love it when someone beams with delight and says in amazement: "I made that?!" ♥ **The type of customer who should come to my workshop:** Anyone who feels like getting their hands dirty and letting themselves be surprised. My greenhouse is a place for laughter, experimentation, snipping and indulgence, rather than a sterile laboratory. ♥ **Is it really OK for men to join in a flower workshop?** Of course! Flowers aren't for any particular gender. ♥ **Flowers lift the mood – do you agree?** Absolutely. Flowers are a balm for the soul. No words required. ♥ **What I offer in spring:** Time for tulips! I pick them fresh from my flower beds, and they smell like spring. ♥ **What I offer in summer:** Airy summer bouquets, herbs and various plants – always fresh and mostly cultivated in-house. ♥ **What I offer in autumn:** I demonstrate how fleeting beauty can be preserved. I enjoy working with hydrangeas, golden grasses and rosehips – these materials can be used to create wreaths with particular scents, such as the forest and honey. ♥ **What I offer in winter:** Advent wreaths,

Christmas decorations and winter flowers. Up until the end of December, my arrangements convey how magically sparse nature can be – no exaggerated splendour, just warm tranquillity. ♥ **Flowers for wedding decorations – is white the best choice?** Virginal white remains the classic choice, but things are becoming more colourful, natural and informal. ♥ **Flowers for birthday decorations – what do you recommend?** Perhaps a bouquet of wildflowers in an old preserving jar, or lemon branches in a clay jug, maybe herbs for a cook, fragrant flowers for a sensual person, or something wild for a nature lover. ♥ **Flowers in the office – does it make sense?** Definitely! Flowers turn even the greyest Monday into a day full of vibrancy. ♥ **Floral decorations for corporate events – how do you approach this?** The first thing I do is listen carefully: what is the event's core message? Then I develop a floral concept that perfectly suits the occasion – that could be airy summer arrangements for a garden party or elegant winter ensembles for a gala dinner. I focus on local, seasonal flowers and sustainable solutions. ♥ **Flowers for Valentine's Day – too basic? Just an obligation?** The personalisation of the gift is more important than the gift itself. ♥ **Flowers for Mother's Day – old fashioned or appreciated?** Still a lovely tradition, especially when unusual flowers are used. ♥ **The more colourful, the better – is that the truth?** No, harmonious colour combinations often look more elegant. Less is often more. ♥ **What flower or colour combinations work well?** Anything you see combined in nature will work well. For example, the pink and silvery-grey combination of peonies with lamb's ear. ♥ **What flower or colour combinations are harder to pull off?** White and red – it can come across as tacky. ♥ **Apart from dexterity, what else do you need to create a beautiful bouquet?** A feel for colours, shapes and balance – and the courage to leave a crooked tulip as it is, sometimes. Perfection often ends up being boring. ♥ **The flower I am particularly fond of:** Dahlias! Each one is a miniature work of art – sometimes velvety, sometimes ruffled. And cosmos. They dance in the wind



→ Floralisa's flower shop, greenhouse and garden are located in Oberwil.



↑ The workshop produces completely different creations, depending on the season.

→ Lisa Binkert pursues her passion in the atmospheric greenhouse.



↑ The focus is on the creative use of flowers and plants.

like ballerinas. ♥ **Thanks but no thanks for these:** Red roses or ready-made bouquets with no personal touch. ♥ **Roses or tulips?** Tulips. ♥ **Crocuses or snowdrops?** Snowdrops. ♥ **Buttercups or gerberas?** Buttercups, because they are more elegant and versatile. ♥ **Larkspur or baby's breath?** Larkspur. ♥ **Sunflowers or gladioli?** Gladioli, because they look more elegant. ♥ **Anemones or asters?** Anemones, because they are more delicate and poetic. ♥ **Freemias or dahlias?** Dahlias. ♥ **Lilies or carnations?** Carnations, because they are simple and versatile. ♥ **Peonies or daffodils?** Peonies, because they are lush and dazzlingly beautiful. ♥ **As a "green addition" to the bouquet.** Eucalyptus or asparagus? Eucalyptus – its scent and silvery blue colour are simply magical. ♥ **Plastic and fabric flowers – do you avoid them?** Yes, I work exclusively with real flowers. ♥ **Which flowers have the strongest scent?** Lily of the valley – its scent is like pure spring air. ♥ **Which floral scent appeals to you the most?** Also lily of the valley. It's fresh and intense. ♥ **Expressing feelings with flowers – does it work?** Yes, absolutely. The language of flowers can express joy, love or sorrow. ♥ **"A flower blossoms for its own joy" (Oscar Wilde) – do you agree?** Yes, but a flower in bloom also gives us so much more. A flower blooms in its own perfect way – but it also spreads its beauty to the world

around it. ♥ **What I like about my workplace in Oberwil:** The silence in the morning when mist hangs over the lake, being close to nature and being in the greenhouse where time seems to stand still. ♥ **My business philosophy:** Made with hands, heart and a pinch of wildness. ♥ **What I'm sensitive about:** For example, when customers cynically ask for a "peace offering" with no feeling behind it. I'm also sensitive about impersonal mass-produced goods. ♥ **What I'm proud of:** My family, who support me, and my many years of passion and dedication to my craft. ♥ **When I celebrate:** When I successfully pull off a major event, after a successful season, and when the first shoots appear in February. ♥ **Why I can't live without flowers:** Because they ground me and show me every day how beautiful simplicity can be. ♥ **Why I chose Oberwil:** Simply because it's the best place! ♥ **The symbol of Zug for me is:** The cherry trees. ♥ **How I switch off from work:** Preferably with a glass of cider under the rose arbour with a view of the lake. Sometimes I have jazz playing in the background, other times just the rustling of the leaves.

Reformierte Kirche
Kanton Zug

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Rotkreuz



Zug



Baar



Hünenberg

Photography: Regine Giesecke

More about the
Reformed Church of Zug.
www.ref-zug.ch





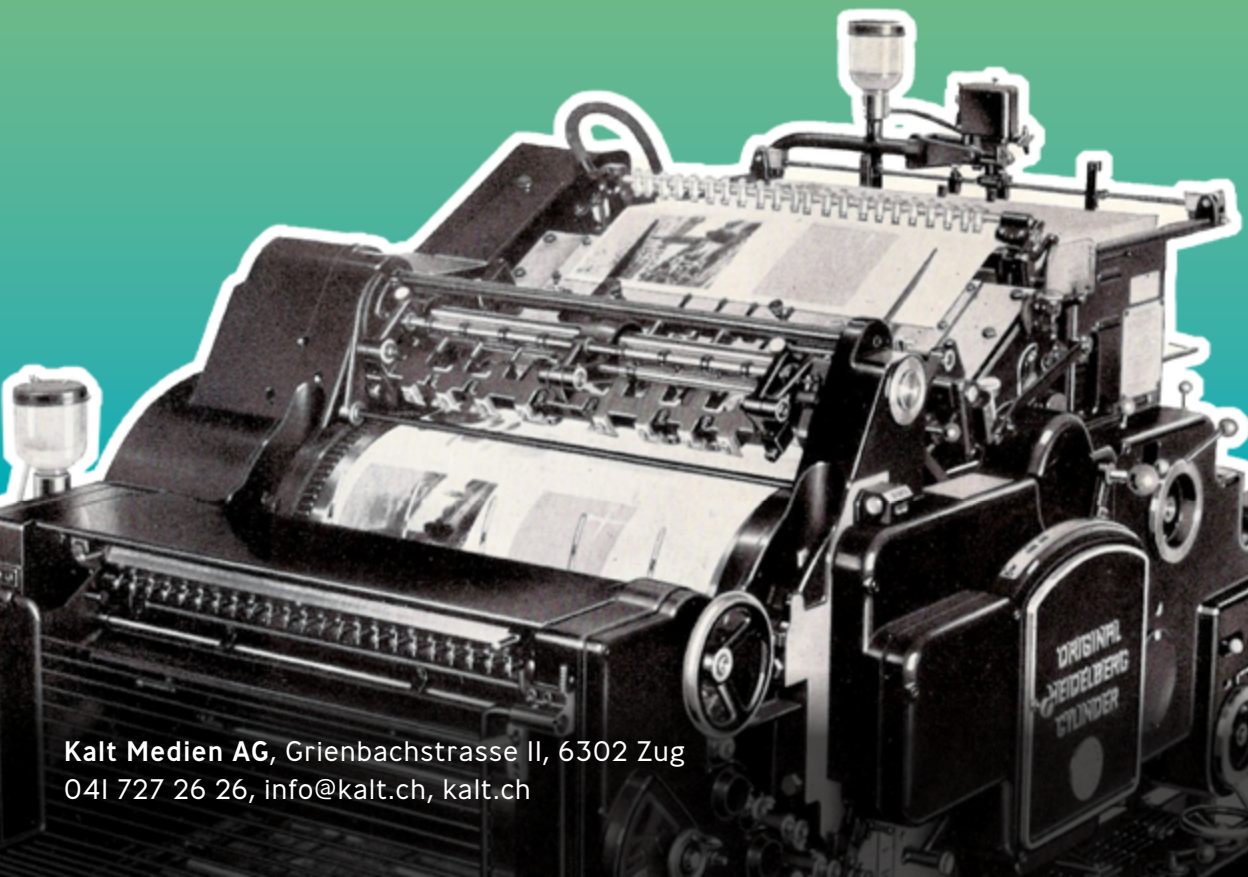
15

Scan the QR code to find out more about the treetop trail.
zug-tourismus.ch/schlaufensteg-baar

The 350-metre-long treetop trail connects the Baar areas of Buebegunte and Vogelwinkel with an impressive staircase and several viewing platforms. Visitors are treated to a magnificent view of the treetops from a height of 22 metres. This structure in the forest is accessible all year round. There are 265 steps to climb.

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TYPICALLY ZUG – DESIGN BY CAROLINE FLUELER

29

Striped, checked and renowned



27

The accessories that Zug-based textile designer Caroline Flueler makes include foulards, scarves, socks, pocket squares, ties and bags. They stand out with a simple elegance that makes them eye-catching. These colourful wool, silk and cotton products make fantastic statement pieces for fashion-conscious and material-conscious men and women. Companies also seek Flueler's textile design expertise when looking to develop a visually distinctive identity using just the right pattern, or when designing employee uniforms or clothing. Flueler's products are timeless and feel great to wear. This reputation must be why she (an independent designer) was once approached to do some interior

design for Swiss International Air Lines. Over the course of twenty years, she has designed seat covers, carpets, wool blankets and cushions for the airline – as well as various crew accessories. The Museum für Gestaltung in Zurich has added several of her award-winning designs to its renowned design collection, cementing her label's prestigious reputation. The Burg Zug collection also recently added some of her products. You can purchase these products, which often feature checks and stripes, in the online shop, in selected Swiss boutiques, or by appointment at the studio shop in Oberwil.

caroline-flueler.com

Caroline Flueler, born in 1968, experimented with shapes, colours and patterns even as a child. She trained as a structural draughtswoman and then studied textile design. She founded her label, Caroline Flueler Textile Design, in 1994. Since then, she has run her business as an independent designer, producing simple wool, silk and cotton accessories. She creates some of her patterns on the computer, but she reaches for the paint and brush for others. Nature, her garden and her proximity to Lake Zug inspire her to create small, coherent product ranges bearing her unmistakable touch. She creates some of her products on a knitting machine using a process that combines weaving and knitting. This technique provides a particularly wide range of colour design possibilities.

Text
Sabine Windlin
Image
Martin Bissig



Marvin Kingsley, born in 1978, is a hotel manager with a Swiss Federal qualification in Hotel Management. He grew up in Denmark and Germany and has been serving as CEO and hotel manager of Apart AG in Rotkreuz since summer 2022. The Apart AG portfolio includes the Hotel Apart and the Peron Nord restaurant – as well as the Hotel Bauernhof, the Wypur wine bar and the self-check-in Hotel Brix in Chäsimmatt. The German-Jamaican professional has already made his mark in the tourism industry. Most recently, he managed the Hotel Cristal by the Flumserberg. Kingsley lives with his family in Büron, Lucerne.

apart-rotkreuz.ch

At the hotel with Marvin Kingsley

The German-Jamaican professional has already made his mark in tourism: in Davos, Australia, the Black Forest, Zurich, Flumserberg and – since 2022 – in Rotkreuz, as CEO of Apart AG. For him, the canton of Zug is now much more than a tourist destination – it's home.

Interview
Sabine Windlin
Image
Martin Bissig

♥ **My favourite subject at school as a child:** PE and maths. ♥ **What I couldn't stand:** Chemistry. ♥ **I always wanted to be:** A footballer or an ice hockey player. ♥ **Profession I actually trained to do:** Hotel Manager. ♥ **How I got into the catering/hotel industry:** Through my parents. They insisted on me getting a proper education, as they probably had an inkling that my sporting career wouldn't work out. ♥ **My first job in tourism:** A summer job in a surf bar. ♥ **An unforgettable experience in my career:** Working at WEF Davos. ♥ **What I like about Rotkreuz:** The mix of village atmosphere and city vibes. ♥ **How my working day usually begins:** With a cup of tea with milk. ♥ **How my working day usually ends:** High-fiving my team. ♥ **Why our customers choose us:** Because we offer quality at affordable prices. ♥ **The type of customer that makes me happy:** The customer who enjoys and appreciates what we do. ♥ **The type of customer that annoys me:** The customer who doesn't appreciate what we do. ♥ **The typical Hotel Apart guest is:** A business traveller with high expectations regarding performance and service. ♥ **The typical guest at our self-check-in hotel Brix:** The business guest who wants maximum independence. ♥ **Our business motto:** There's no such thing as can't! ♥ **This is my leadership style:** Try-Fail-Learn-Repeat-Succeed. ♥ **What makes me mad:** Maliciousness. ♥ **When I celebrate:** When HC Davos wins. ♥ **Why I chose the Canton of Zug:** Because of its central location and unique blend of natural beauty and modern vibes. ♥ **What I liked about my former place of work, Flumserberg:** The mountains. ♥ **What I liked about my former place of work, Australia:** How completely relaxed people are. ♥ **The type of colleague I find especially nice:** Someone who does not take themselves too seriously and has a certain modesty about them. ♥ **The restaurant I'd recommend if we are fully booked:** Rotkreuz has a number of restaurants that do things really well, so it's difficult to single out just one. ♥ **Where**

I like to go out to eat: Wilder Mann in Buonas and Saporis in Rotkreuz. ♥ **The foreign hotel that can't be beaten:** The Öschberghof and Hotel Barreiss in the Black Forest. ♥ **What makes a great hotel room:** You arrive, feel amazed, and feel at home. ♥ **The most unnecessary item in a hotel room:** A cheap, packaged bar of soap. ♥ **My favourite starter prepared by our Head Chef:** Mozzarella mousse with apricot essence. ♥ **My favourite main prepared by our Head Chef:** All of the fish dishes. ♥ **The dessert I can't resist:** Crema Catalana. ♥ **The recipe I can make really well myself:** Macadamia cream. ♥ **The item a hotel breakfast buffet must have:** Homemade jam and delicious bread. ♥ **What you don't need at the breakfast buffet:** Filter coffee. ♥ **The greatest challenge in gastronomy:** Covering costs without compromising on quality. ♥ **The best thing about my job:** Contact with a wide variety of people. ♥ **What Switzerland means to me:** Tradition, nature, order and now home. ♥ **What Jamaica means to me:** Roots and identity. ♥ **My favourite seasoning:** Maldon Sea Salt. ♥ **My wine:** Cabernet Sauvignon from California or Chardonnay from the Bündner Herrschaft region. ♥ **My drink:** Studer's Swiss Highland Old Tom Gin from Entlebuch with tonic. ♥ **My favourite non-alcoholic drink:** Tea. ♥ **The symbol of Zug for me is:** Rotkreuz. Although it's small and unassuming, it has a lot going on. ♥ **How I switch off from work:** Through exercise and being with my family. ♥ **My next travel destination:** Patagonia.



Apart AG
zug-tourismus.ch/hotelapartrotkreuz



29

Irene Gangwisch Hotel Manager (Director)

As the Director of Garden Park Zug AG, Irene Gangwisch manages two highly reputed restaurants in Zug. The City Garden design hotel is an architectural masterpiece right next to the Guggiwald forest. The 4-star superior Park Hotel Zug brings a touch of southern France to the cantonal capital. "Aigu" is the name of the stylishly furnished and spacious restaurant, and it's also what you call the accent found on the first letter of the word "étonnant". That means "astounding", which also describes the dishes prepared here, including refined classics with French finesse such as pissaladière, escargots, moules à la marinière, bouillabaisse, soupe à l'oignon, coq au vin or a tartelette au citron for dessert. If this glimpse of the menu has whetted your appetite, the best thing to do is go there, order and try it – it's open 365 days a year.



30

Claudius Huber Museum Guide

You don't have to be a fisherman to visit the Fishing Museum in Zug's old town, which was founded in 1892. But it helps if you're interested in fish! Claudius Huber explains the history of fishing, the importance of the industry and the significance of rudd, whitefish and other species. This 60-year-old is passionate about his subject and knows how to inspire laypeople. Visitors learn what happens in the hatchery and how the Lake Zug ecosystem works. The museum also highlights which fish are important for Zug and what conditions aquatic environments need to have for fishing to continue. The museum is right by the lake and the exhibits include items that provide insight into a tradition that began in the Neolithic Age, more than 6,000 years ago. Guided tours for companies, schools and clubs are available to book in advance.



31

Laila Koller Festival President

Waldstock Festival? The name's similarity to Woodstock is intentional. But this summer festival is held in the Steinhauser Wald forest and is not just a copy of the legendary 1969 New York event founded on "Love, Peace and Happiness", despite its name. Waldstock is a Zug original with a large fan base. Organising Committee President Laila Koller manages the event alongside her team. The Zug native and her colleagues create a small but mighty event with a unique concept, which is all about independence, meeting people and volunteering. The festival includes concerts, cinema, parties, good food and an extensive children's programme. The activities bring the generations together. Everyone who attends becomes part of the cheerful "Waldstock family" in the unique atmosphere of the local woods. The event takes place in late July/early August – whatever the weather.



33

Roland Wäger Club President

Life without the lake and its boats is now unimaginable for the President of the Verein MS Schwan (MS Schwan Club). That's how strongly Roland Wäger's identity is tied up with the historic motor vessel, which has been sailing on Lake Zug since 2014. The Schwan ("Swan") is one of the oldest motor vessels in Switzerland, with more than 100 years of history behind it. But the ship also features state-of-the-art technology. This snow-white motor vessel makes an ideal venue for all kinds of events. Weddings, anniversaries, business meetings, birthdays, concerts and literature readings can all be held on board. Your gaze will wander over the mountain scenery to the south and west, while the water gently laps against the hull. The sun disappears on the horizon as you enjoy the view. The ship can accommodate around 34 guests and has 24 seats. Food and drink can be provided upon request.



♥ Board, lean back and enjoy!

Lake Ägeri boat trips invite you to experience an idyllic setting and feel at one with nature. The modern electric ship glides silently across the lake as a shining example of practical commitment to sustainability. The catering team also prioritises sustainable practices and regional products. At the same time, the company remains proud of its traditions. The varied programme of on-ship activities continues with established favourites and revives old classics, such as the "Cordon Bleu" boat or atmospheric events, such as the "Schlager party" ("big hits party"). All guests receive a warm welcome and a friendly smile.



aegerisee-schiffahrt.ch



♥ Freiruum – sport, enjoyment, entertainment

Freiruum is the place to be in Zug, offering an extraordinary mix of experiences, enjoyment and exercise across more than 11,500 square metres. In the market hall, you'll find 15 diverse food stalls, a wide selection of

bars, and an in-house coffee roastery. Get inspired by creative workshops and explore the sports hall, complete with an impressive trampoline park and an indoor playground for children – "Clip 'n Climb". Freiruum also provides the ideal setting for private celebrations and corporate events.



freiruum.ch



♥ The secrets of beer brewing

Every part of the guided tour of the Baarer Bier production facility is full of exciting discoveries – the brewhouse, the fermentation cellar, the storage cellar and the bottling plant. You will learn how water, malt, hops and yeast turn into delicious beer. The tour also provides an insight into the company's 160-year history, traditional craftsmanship and the art of brewing. A tasting of the Baarer Bier product selection concludes the experience on a delicious note. You can join one of the public tours or book a private tour for your group, club or company.



brauereibaar.ch



♥ Winter sports in Stoos

The village of Stoos is located just 30 minutes away from the city of Zug, but far from the hustle and bustle. It's an idyllic leisure destination in the heart of Central Switzerland, ideal for families. Taking in the view from Fronalpstock mountain is an absolute must, as is the incredible journey to get there, on the world's steepest funiculars. Up on the mountain, the adventure continues with 35 kilometres of pistes of every difficulty level, plus fast toboggan and airboard pistes and varied trails for cross-country skiing. The perfect combination of relaxation and action.



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 day out – 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/stories/wandern



♥ Swiss Museum of Transport (Verkehrshaus der Schweiz)

At the Swiss Museum of Transport in Lucerne, transportation becomes an adventure. You can explore everything from historic locomotives and state-of-the-art F1 cars to space travel on a journey of discovery for the whole family. Interactive exhibitions, the cinema and the planetarium bring knowledge, technology and current topics to life. The new exhibition "Really?! – Fact, fake or opinion?" also highlights these themes. The museum is located directly by Lake Lucerne and is easily accessible by train.



verkehrshaus.ch



♥ ETTER is a true blend of tradition and enjoyment.

ETTER produces natural fruit brandies that are guaranteed to please with every drop. Experience, craftsmanship and family commitment come together to create spirits with an unmistakable character. ETTER has been known for the highest quality, carefully selected fruits and attention to detail since 1870. You can take a guided tour to discover our art of distilling and learn about Zuger Kirsch and our wide variety of other spirits. These drinks are pure pleasure – yesterday, today and in the future.



etter-distillerie.ch



♥ La Colombe Boutique Hotel

La Colombe Boutique Hotel and its adjoining restaurant, Zur Taube, are located in the heart of the dreamy old town, in among the historic alleys. The restaurant holds 16 Gault Millau points and an organic cuisine star. Local, seasonal cuisine delights diners here, and the kitchen uses organic prod-

ucts whenever possible. The idyllic lakeside terrace provides a relaxed holiday ambience in summer. Nine elegantly designed suites provide state-of-the-art amenities and tranquillity for a relaxing break. Some of these suites boast lake views or period features from the 13th century.



hotel-lacolombe.com



♥ Zuger Märliisuntig (Zug Fairytale Sunday)

The Zuger Märliisuntig Association invites you to another enchanting fairytale afternoon on 6 December 2026. There will be around 30 fairytale-themed parlours, a bazaar and carriage rides on the traffic-free Neugasse and Grabenstrasse. Music, face painting, photo booths and many other attractions for people of all ages create a magical atmosphere. Immerse yourself in this fairytale world with its enchanting atmosphere and the unique traditions of Märliisuntig. A perfect Advent Sunday for the whole family!



maerlisuntig.ch



♥ aigu Restaurant & Bar

At aigu Restaurant & Bar, we focus on delivering a delightful culinary experience every day. Our kitchen serves authentic Swiss cuisine with a touch of southern France and we create delicious flavours using the finest Swiss ingredients. We are open 365 days a year from 7 am for breakfast, brunch, lunch, aperitifs and dinner. You can also enjoy our lounge and bar and our winter garden – perfect places to relax for a while. We prioritise sustainability in everything we do, from selecting ingredients to using resources. Our team is always ready to host your events and banquets, both large and small. We can host up to 450 people.



restaurant-aigu.ch



♥ APART Rotkreuz

At Rotkreuz, you'll experience top-tier hospitality. Culinary excellence takes centre stage at our restaurant, PERRON NORD, where we serve locally sourced, seasonal dishes with sophis-

tication and meticulous attention to detail. Bar WyPur is where conviviality meets indulgence. The cosy ambience, fine wines and delicious snacks are perfect for sharing with friends or family. Our three hotels – the Hotel APART****, the new self-check-in hotel BRIX***, and the Hotel BAUERNHOF** – ensure every guest finds their ideal stay.



apart-rotkreuz.ch



♥ The Zugerberg (Zug Mountain) Experience

Are you a keen hiker? A nature enthusiast? Or simply someone seeking a peaceful retreat? The Zugerberg – at 926 metres above sea level – has something for you. The Zugerberg Bahn (Zugerberg Railway) makes the journey quick, comfortable and stress-free. In just seven minutes, this modern funicular whisks you up to the mountain station. Start your Zugerberg adventure today and let the beauty of nature captivate you!



zbb.ch



♥ Ägeribad pool and spa Oberägeri

This modern pool with a view of the beautiful Lake Ägeri offers bathing fun for everyone. There's everything from swimming and spa facilities to slides for kids and the young at heart. You can also book a wide range of swimming and water-sports courses. But if you'd rather relax, you can treat yourself to a few hours in the spa area or enjoy one of the many massage treatments. There's so much to do in this inviting place – you can play, relax and enjoy yourself. And if you get hungry, you can get a delicious bite to eat at Restaurant Lago.



aegeribad.ch



♥ Ländli Hotel and Seminar House

Breathtaking views, mountains and a lake, relaxing wellness facilities, high-quality cuisine, a wide range of activities and warm hospitality – you'll find it all at our hotel in the stunning Ägeri Valley. We provide well-equipped rooms in various sizes to make your seminar perfect. Looking for the

perfect venue for your next event? We offer the ideal setting for weddings, birthday parties, meetings, team events and workshops. We'll work with you to get everything just right. We look forward to hearing from you.



hotel-laendli.ch



♥ Dialectic Zug Open – ATP 125

The Dialectic Zug Open ranks as Switzerland's fourth-largest tennis tournament, after the Swiss Indoors Basel, Gstaad and Geneva. From 19 to 26 July 2026, the global ATP professional tour returns to Zug for the fifth time – bringing with it thrilling centre-court action, night session tennis, close encounters with star players, DJs, food stalls, bars and live music. After the Zug Open 2024, Henry Bernet won the title at the Australian Open Junior Championships. Superstars like Fabio Fognini and Benoît Paire have also graced the courts at the Zug Tennis Club. Which players will cause a sensation this summer?



zugopen.ch



♥ Lorzensaal Cham: for every EVENTuality

With state-of-the-art technology, a wide range of rooms for up to 800 people and a team that understands your needs, the Lorzensaal Cham events venue will make your event unforgettable. We can accommodate weddings, birthdays and corporate events, offering maximum flexibility in the layout of the space and professional organisational support. We are also happy to provide comprehensive catering services and, together with our partners, ensure that you can savour every moment. Enjoy your event in a relaxed atmosphere, just a few steps away from beautiful Lake Zug. We look forward to seeing you!



lorzensaal.ch



♥ Theater Casino Zug

Theater Casino Zug is a state-of-the-art cultural centre with a long tradition. The venue has a varied pro-

gramme including theatre, musicals, performance and dance, classical concerts, world music, comedy, new folk music and performances for young audiences. Theater Casino Zug is located directly by the lake. As an institution, it is committed to quality, diversity and openness.



theatercasino.ch



♥ Looking for adventure? Mount Pilatus beckons!

Mount Pilatus has it all: thrills at lofty heights, amazing things to discover and enjoyable moments surrounded by nature. Unforgettable experiences for people of all ages in every season! The activities on offer around Lucerne's local mountain provide variety throughout the year. You can go hiking, climbing or sledging on the slopes. The world's steepest rack railway also provides relaxing rides to the summit. Have a great family day out at the Pilatus rope park on Fräk-müntegg. Follow that up with a barbecue together on the Drachenalp and recap your adventures as you eat.



pilatus.ch



♥ Jazz Night Zug

Jazz Night ranks as one of the top events in the canton of Zug. And rightly so. Fifteen national and international acts perform on five stages over two evenings. Lake Zug provides the perfect backdrop for this summer event at which people from all over the world gather for a "meet and greet" in the old town. The festival features a diverse mix of sounds with plenty of potential for discovery. Styles range from old-time jazz to soul, electro swing, Latin and funk. You can expect outstanding musicians at Jazz Night 2026!

20–21 August 2026
from 6 pm.



jazznight.ch



♥ Animal encounters 365 days a year

Around 100 European wildlife species are waiting to meet you at Goldau Nature and Animal Park. The park is situated in the impressive landslide landscape and changes completely, depending on the season. See brown bears, lynxes and owls up close. Sika deer and mouflons also roam the free-range zone. The park

has restaurants, kiosks and idyllic barbecue areas, so there are plenty of places to take a break. As if that were not enough, there are also indoor and outdoor playgrounds, exciting exhibitions and the 30-metre-high zoo tower.



tierpark.ch



♥ Hiking boots off, swimsuit on!

The Rigi is the ideal destination if you want to combine nature and relaxation. More than 120 kilometres of well-marked summer hiking trails and 35 kilometres of winter trails invite you to explore the breathtaking Alpine scenery. After an active day, relax with a visit to the AquaSpa mineral baths in Kaltbad. The unspoilt mountain scenery, with views of sparkling Lake Lucerne and Lake Zug, enhances the experience. Rigi Kulm, the summit, is particularly convenient, as you can reach it from the city of Zug in just 60 minutes. So there's nothing standing in the way of your unforgettable day trip!



rigi.ch



♥ FunGolf: the golf experience for everyone

Planning a casual company event, a sporty team outing, or a social event to complement your seminar? FunGolf events provide the perfect chance to share sporting moments. Ideal for groups of eight or more, our events promise fun and variety. You'll get expert guidance from a golf instructor, and the event can go ahead in any weather. After the golfing action, enjoy a relaxed aperitif or a delicious meal while chatting together about your day. FunGolf is simple and requires no prior knowledge, so everyone can take part.



fungolf.ch



♥ Sattel-Hochstuckli – the family mountain

Simply experience more. The revolving gondola lift here will take you up to 1,200 metres above sea level, where a large bouncy castle, a winding summer toboggan run, a tubing run

and the 374-metre-long "Skywalk" suspension bridge offer plenty of thrills. If you prefer a slower pace, explore one of the five circular trails and soak up the stunning panoramic views. Families can explore Rondo's Puzzle Trail and the "Geissä Wäg" adventure trail. In winter, the area transforms into a varied winter sports area with ski slopes, snowshoeing tours and sledging runs. Sattel-Hochstuckli offers nature and adventure all year round.



sattel-hochstuckli.ch



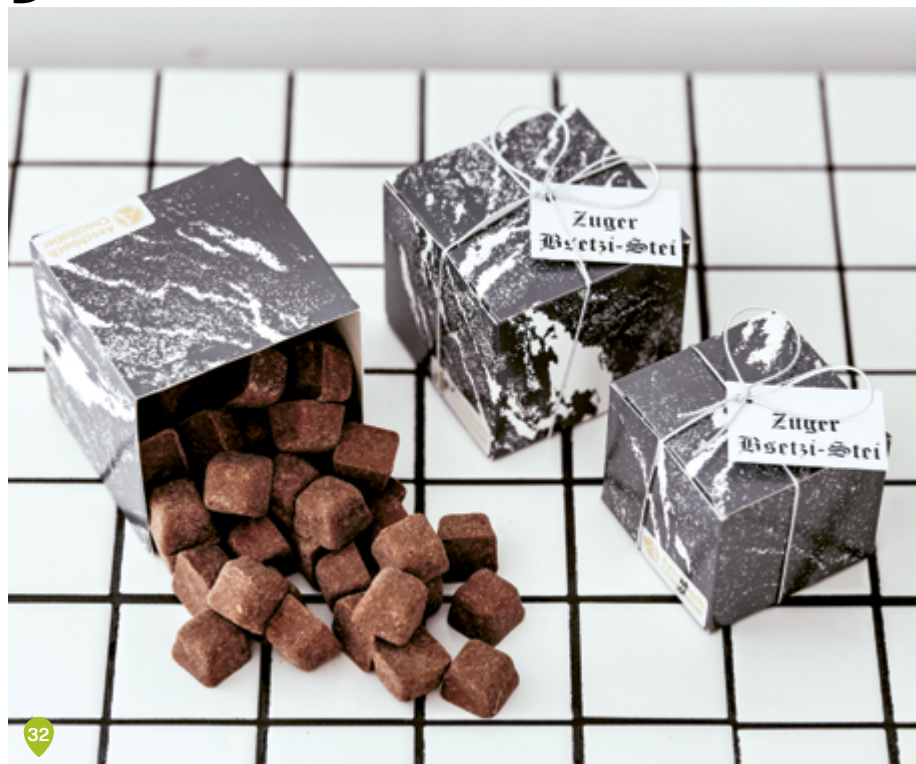
♥ Your event at the AEGERIHALLE

Plan your next event at the AEGERIHALLE – a state-of-the-art venue for meetings, conferences and parties. With flexible, modern spaces, top-tier technology and a professional catering kitchen, we create the ideal setting for up to 900 guests. Whether it's a corporate event or a club gathering, we'll make your occasion unforgettable. Book an appointment to discuss.



aegerihalle.ch

Cobblestones you can eat



32

You see them in historic town centres, on driveways or on garden paths. Cobblestones are used as a building material when an area requires a particularly attractive design that can withstand traffic. However, ordinary cobblestones are not really suitable as souvenirs. That's where the famous “Bsetzi-Stein” from Aeschbach Chocolatier come in. Their delicious chocolate cubes are hard to resist. They are homemade, dusted with cocoa powder and flavoured with a dash of rum. The warning on the box states “Not to be given to children”. The packaging looks like a grey-white cobblestone. The great thing about this product, developed in 1972, is that it is always filled to

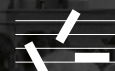
the brim. This applies to every pack size – 125 g, 200 g or 300 g. These days, many boxes of chocolates are deceptively sold full of mostly air. None of that here. The “Bsetzi-Stein” also deliver what they promise in terms of taste. Tourists who struggle to pronounce the tongue twister that is “Bsetzi-Stein” can simply order them as “pavés au chocolat” at the shop on Bahnhofstrasse in Zug. Don't worry, the staff will know exactly what you mean.

aeschbach-chocolatier.ch

The Aeschbach Chocolatier story began in 1972 in a small, inconspicuous shed in Zug. A trained confectioner, Charles Aeschbach drove the company forward with his passion for sweet treats. He was soon delivering his first confections to selected retailers in Central Switzerland. The “Bsetzi-Stein” were part of the product range right from the start. This chocolate became a big hit and remains an emblem of Aeschbach to this day.

Text
Sabine Windlin
Image
Martin Bissig

Musical Highlights 2026



Kirchenmusik
Katholische Kirche
Stadt Zug

Bruder Klaus

05 Easter Sunday
APR Works from «Messiah» G. F. Händel
9.30 Sonata in D for Trumpet and Orchestra, G. Torelli
Bruder Klaus Choir
Soprano Nuria Richner
Trumpet Anneluise Keiser
Conductor Armon Caviezel

Landsgemeindeplatz

04 Corpus Christi
JUN Premiere of the Mass
9.00 «Everything That Hath Breath», M. Völlinger
Combined Church Choirs of the City of Zug and instrumental ensemble
Conductor Armon Caviezel

St. Johannes

28 Patronal Festival of St. John
JUN
9.45 Missa brevis in B, Ch. Tambling for brass, organ, and tubular bells
Church Choirs of St. Michael and St. Johannes, brass ensemble and tubular bells
Organ Serena Di Nuzzo
Conductor Philipp Emanuel Gietl

St. Michael

27 Patronal Festival of St. Michael
SEP
10.00 Missa brevis in B, KV 275, W. A. Mozart
Church Choirs of St. Michael and St. Johannes with guest singers, soloist, and the St. Michael Church Orchestra
Conductor Philipp Emanuel Gietl

Good Shepard

08 Chilbi-Mass
NOV «Mass in Honor of Saint
9.30 Nicholas of Flüe», J. B. Hilber
Church Choir and Orchestra of Good Shepard
Soprano Kyunbin Duay
Conductor Verena Zemp

Zug Evening Concerts

03 Bruder Klaus
APR St. John Passion, BWV 245,
19.00 J. S. Bach
Camerata St. Michael
Conductor Philipp Emanuel Gietl

07 St. Oswald
NOV Infinite Finitude
19.00 J. Brahms, V. Tormis, W. Byrd
Vocal Ensemble Zürich West
Conductor Marco Amherd

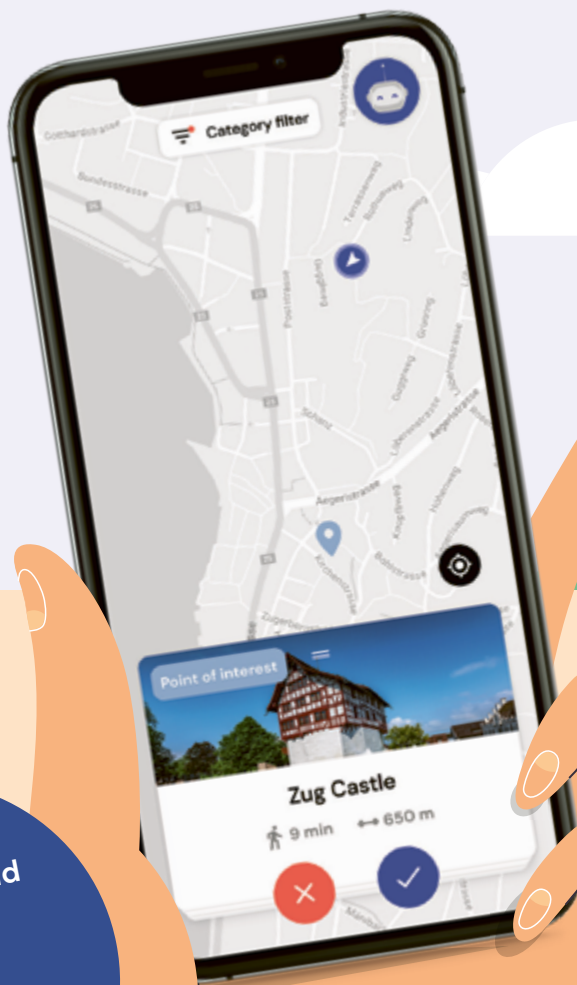
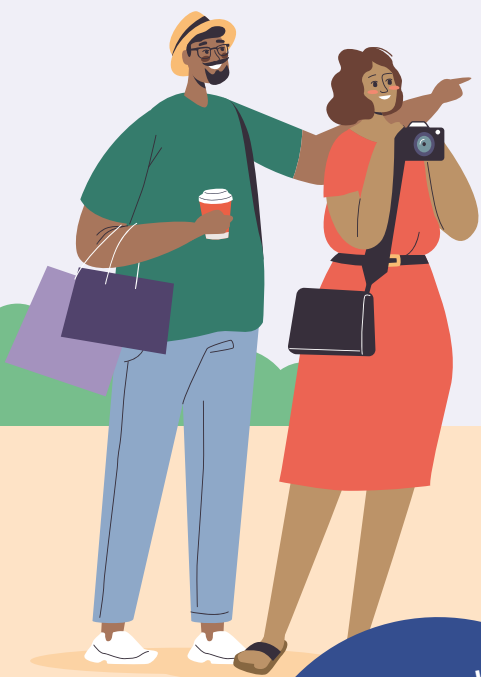
13 St. Johannes
NOV Bach and Jazz
19.00 J. S. Bach
Camerata St. Michael
Conductor Philipp Emanuel Gietl

20 St. Oswald
NOV Stabat Mater
19.00 D. Scarlatti
Voces Suaves, Basel
Conductor Michele Vannelli

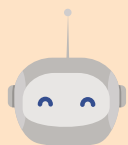


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