


2021 media text

Tourists in motion

Off the beaten path and beyond: this year, St.Gallen-Bodensee Tourism is dedicating its efforts to promoting touring – and invites tourists to take a road trip of discovery through Eastern Switzerland.



Freedom, adventure and breathtaking landscapes: sounds like what you'd expect on Route 66 in the USA. But it's also what you'll find on the new "Grand Tour of Switzerland". A signposted 1,600-kilometre-long route meanders through 23 cantons where you can visit some of the most beautiful places in Switzerland by car, including the spots in Eastern Switzerland. The route winds along the Swiss side of Lake Constance from Europe's largest waterfall through the medieval towns of Schaffhausen and Stein am Rhein, ending up in the St.Gallen-Lake Constance region where the tour highlight awaits: the Abbey District with its Baroque cathedral which was declared a UNESCO World Cultural Heritage Site in 1983. But it doesn't stop here by a long shot.

Touring through Eastern Switzerland, the land of textiles

St.Gallen is known throughout the world as a textile city. Prominent fashion houses like Chanel, Dior and Armani incorporate St.Gallen lace into their designs, and the big name fashion shows in Paris, Milan or New York all feature haute couture creations made from St.Gallen fabrics. St.Gallen is not the only place in Eastern Switzerland that enjoys a rich textile heritage. This history comes alive for tourists and locals alike on the many tours on offer. For example, the "Textilland Classic Tour" takes groups of visitors to the St.Gallen Textile Museum. Or continue on to Arbon to the Saurer Museum by vintage PostBus and then by boat to Rorschach to the Forum Würth. Self-guided tours are another way to explore Eastern Switzerland's textile heritage. On the two half-day "Textilland Explorer" excursions, local textile handicrafts are combined with regional delicacies. In keeping with the theme, guests can stay overnight in selected textile hotel rooms in St.Gallen.

Port town on Lake Constance with Mediterranean flair

While Rorschach isn't on the route of the "Grand Tour of Switzerland", the charming little port town on the southernmost bay of Lake Constance is certainly worth a visit. The *Kornhaus*, or granary, is the town's landmark. It was built in the 18th century, helping make Rorschach the most important trading hub for grain traders from southern Germany. Today, the granary houses a museum that attracts many visitors every year with its models of houses on stilts. If you're feeling nostalgic, the historic Rorschach *Badhütte*, a wooden bathhouse built on pillars right in the lake in 1924, is a great place to unwind.

#lovestgallen #sginspiriert #ineedswitzerland #inlovewithswitzerland

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