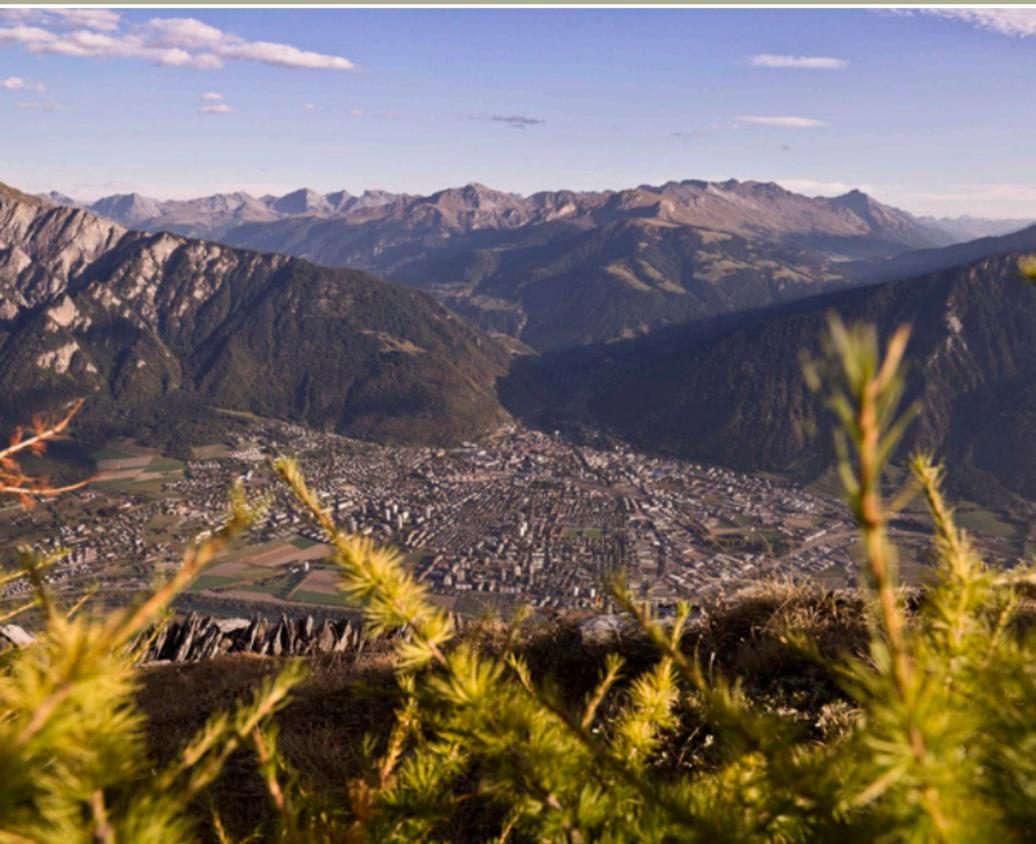


# Surrounded by mountain magic!



## Bainvegni! Grüezi! Benvenuti!



Do you prefer enchanting mountain scenery or the hustle and bustle of city life? The Alpine city of Chur can offer you both. Narrow, winding streets and snow-capped mountains, modern shopping centres and pure, unadulterated nature. And if that's not enough, the Chur Rhine valley, with its wine-growing regions, also adds a touch of Mediterranean charm. Now that really is "all-inclusive", don't you agree? We look forward to your visit.

### Imprint

#### Photographs

Andrea Badrutt, Chur (pp.2, 3, 6, 8, 10, 14, 15, 18, 19)  
Graubünden Ferien, Chur (pp.4, 20)  
Hugo Hafner, Chur (p.16)  
Galerie Maurus Cathomas, Chur (p.5)  
Daniel Kalberer, Heiligkreuz (p. 11)  
Thomas Kistler, Jona (p.7)  
Pro Litteris, Zürich (p.17)  
Rhätische Bahn, Chur (pp.12, 13)  
Romantik Hotel Stern, Chur (p.9)  
Lenzerheide Marketing und Support AG (p.21)

#### Text

Wortwert, Thomas Kaiser

#### Translation

Wordmaster,  
Joyce Brun-Doling

#### Design

hü7 design ag, Thusis

Yours

**Leonie Liesch Hämmerle**  
Director of Tourism

Many roads lead to Rome.  
But only the most beautiful one  
leads through Chur.



The oldest archaeological finds in Chur date back to the late Palaeolithic Age (12,000 to 9,000 BC). Chur has been permanently inhabited for at least 5,000 years.

For centuries, people have been travelling over the mountain passes. And have made a point of stopping off in Chur. The reason for this is simple – the Alpine city provides them with the best of both worlds. It unites northern coolness and southern *joie de vivre*. Here, Mediterranean *dolce far niente* meets the breathtaking beauty of the alpine scenery. Perhaps that is also the reason why Chur is the oldest city in Switzerland ...



In Chur, the skyscrapers  
are two thousand metres high.  
And covered with snow.



**Chur is nature-bound – 50 percent of its surface area is covered with woods and forests. At the same time, it has an excellent urban infrastructure, offering a vast array of cultural institutions and events, not to mention the best shopping between Zurich and Milan.**

Chur is both urban and alpine; here 500 shops and 130 restaurants rub shoulders with each other. And looming high above them are the most beautiful skyscrapers in the world – the Graubünden mountains, which tower 2,000 metres above the Alpine city. As wonderful as that may sound, there may be one drawback: the admiring whistles that follow you as you enjoy a leisurely stroll through the Old Town might actually come from a marmot, high up on the mountainside ...



Feel like letting your soul soar?  
Chur has an aerial cableway  
that allows you to do just that.



Chur is the only Swiss city with its very own winter and summer sports region. The Brambrüesch aerial cableway links the city with the ski slopes high up on Chur's home mountain.

The most pleasurable state is that of gliding along, far removed from all earthly burdens. In Chur, you can even soar to celestial heights. This has less to do with the fact that Chur is one of the oldest diocesan cities north of the Alps, than with the Brambrüesch-Bahn. In summer, this aerial cableway transports you from the Old Town directly up to lush alpine meadows. Or in winter, to a magical, white fairytale landscape. Thus Chur is the city where you can literally leave everyday life far behind you...



Facelifting – the Chur way:  
wearing an expression  
of bliss.



The city of Chur is renowned for the fact that it boasts the highest density of culinary establishments in Switzerland. Here you can find everything from gourmet temples for connoisseurs to rustic restaurants favoured by the locals.

If true beauty comes from within, that's exactly where you should nurture it. For example, with Maluns or Capuns. These Graubünden specialities show that the way to your own heart, too, is through your stomach. Indeed, Chur has an extensive range of culinary treats on offer – and its equally varied nightlife, with countless bars, restaurants and discos, ensures that guests go around with a permanent expression of bliss on their faces.



Is it really a coincidence  
that Chur  
rhymes with pure?



The wines from the Bündner Herrschaft region, the sun-kissed slopes along the Rhine valley, frequently win awards for their superior quality. Incidentally, Graubünden's water can also be enjoyed at famous thermal baths in the region, such as those in Vals.

Water is the source of life, so the saying goes. Perhaps that explains why Chur is so lively. Because the region around the Alpine city is one of the richest sources of mineral water in Switzerland. Because the mineral water brands, Passugger, Rhäzünser and Valser, are bottled not far away. And because in Chur, fresh spring water flows from every tap. But don't worry, there's no shortage of wine here either. Top-quality Graubünden wine, naturally.



Chur doesn't have an underground railway system. Because we don't need to hide our trains.



Even in the most beautiful city, you can suddenly be overcome by an urge to travel. After all, the Arosa Railway passes right through Chur's picturesque city centre before winding its way 1,000 metres higher up the mountainside. The legendary Bernina Express goes even further. It is the only railway to completely cross the Alps to Italy. However, you can also enjoy the stunning alpine scenery from the Glacier Express, which takes you as far as the world-famous Matterhorn. And back again.



Rhaetian Railway

UNESCO  
WORLD HERITAGE  
ALBULA + BERNINA



graubünden

The Rhaetian Railway in the Albula/Bernina Landscapes

has been designated a UNESCO World Heritage site. Thus a trip on this mountain railway is guaranteed to be a breathtaking experience – and what better place is there to start from than Chur.

Chur is also a fitness studio.  
One with an abundance of fresh air.  
And 937 mountain peaks.



Just 1.8 percent of the total area of Graubünden is inhabited. That means that Graubünden has rather a lot of nature and wide open spaces. For ibexes just as much as for sports fans and nature lovers.

You can pedal away on the same spot anywhere. Naturally, in Chur, too. But here in the Alpine city you can do more than that. Because surrounding Graubünden's capital city are 937 mountains. And 150 valleys. And 615 lakes. Not to mention masses of snow in winter. Here, the fitness apparatus are called mountain railways. What's more, there are over 500 of them. And there's even more of something else – peace and quiet. Providing that the ibexes and marmots are not indulging in a fitness programme of their own.



In Chur, many flowers  
have been blooming  
for centuries.



In the summertime, edelweiss and gentians flower in the mountains high above Chur. Down in the city, however, lilies have been blooming since late Gothic times. But the Old Town has much more to offer than floral woodcarvings such as those adorning old Chur parlours – an over 800 year-old cathedral, narrow, winding streets for enjoying a stroll, and secluded squares where you can sit and watch the world go by. Moreover, culture is flourishing everywhere. Including in new forms and colours.



Local history, nature and international art converge at Graubünden's major museums in Chur. Here there is always plenty to discover and enjoy, from simple rustic furniture to ibexes and eagles, to works by Alberto Giacometti, Giovanni Segantini and Ernst Ludwig Kirchner.

Some like it hot.  
And Chur has some  
very special hotspots.



Visit the spot where the Anterior Rhine and the Posterior Rhine converge. Marvel at the wealth of cultural treasures harboured by tiny villages such as Rhâzüns, Reichenau-Tamins and Haldenstein. The Chur Rhine valley is one huge adventure park. And one with no admission charge.

The outlying areas of towns and cities are often eyesores. In Chur, however, they are all picturesque villages. And absolute hotspots, too. Historically unique, cartoon-style Bible drawings can be found in Rhâzüns. An aerial cableway over the Rhine, too. Domat/Ems has hilly landscapes dating from the Ice Age. And quaint little Haldenstein was once even a fiefdom of its own. Perhaps it is because of hotspots such as these that the Chur Rhine valley regularly breaks Switzerland's heat records...



Chur can't offer everything.  
For example, a painless way  
to say farewell.



All of Graubünden's famous tourist resorts can be conveniently reached from Chur. So there is always something new to experience here. And in Chur you will always receive a hearty welcome. We look forward to your visit!

If you think about it, there's no real reason to leave Chur. Except, perhaps, for an excursion or two. To Arosa, Flims or Laax. Or to Lenzerheide or Davos. All of these well-known resorts are easy to reach from the Alpine city. Not to mention around 1,000 mountains. But if your journey does take you further afield – for example back to everyday life – then you can be sure of one thing: all roads lead to Rome. But the most beautiful one always leads you back to Chur.



**Chur Tourismus**  
Bahnhofplatz 3  
7001 Chur, Switzerland  
Tel. +41 81 252 18 18  
Fax +41 81 254 58 89  
[info@churtourismus.ch](mailto:info@churtourismus.ch)  
[www.churtourismus.ch](http://www.churtourismus.ch)