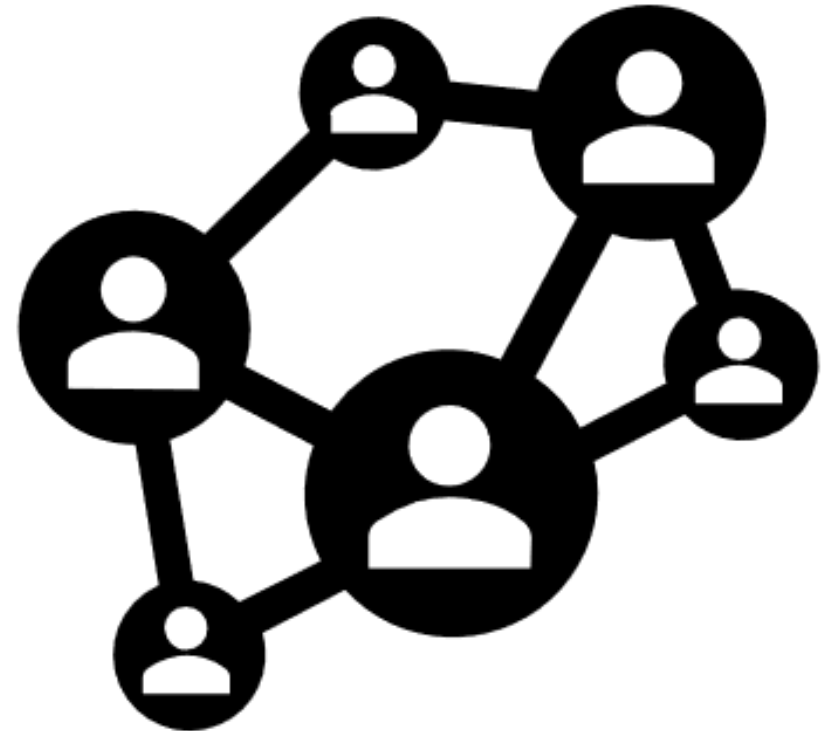


Update from Switzerland

10th October, Florence (IT)

Update

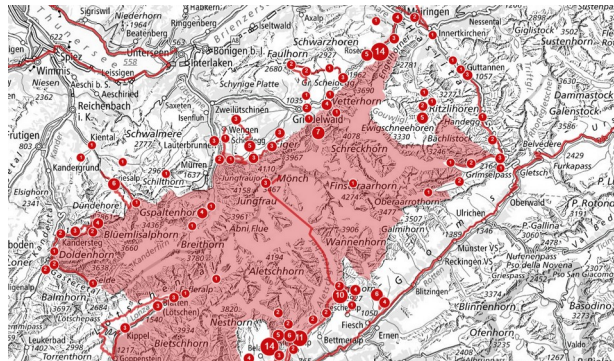
- In 2023 World Heritage has established an official and regular exchange with the state offices
 - Federal office for foreign Affairs (UNESCO Commission)
 - Federal office for culture (cultural sites)
 - Federal office for environment (natural sites)
 - State Secretariat for Economic Affairs
- Minimum of 2 meetings per year
 - Exchange about
 - Actualities
 - Information and input on current projects





Update

- Plattform ourheritage.ch
 - More than 900 entries
 - Articles
 - Points of Interest (Map)
 - Routes
 - Web visitors browse for an above-average length of time – returning visitors on average up to 10 Minutes
 - Everything is entered by our partners
 - Minimizing the effort in our organization
 - Events delete automatically

WORLD HERITAGE EXPERIENCE SWITZERLAND



WORLD HERITAGE EXPERIENCE  SWITZERLAND




Visitor centre
Swiss Alps Jungfrau-Aletsch

World Nature Forum

The Alps are at risk! The Alpine space loses its importance as economic territory, the agriculture in mountain areas is weakening and the climate change will bring ...

[Learn more](#)

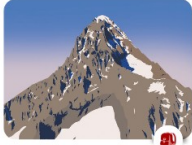


Hikes
Swiss Alps Jungfrau-Aletsch

Where are you, little Challi flea? Children's book and trail

This offer is available in German only. Der letzte Sommer war sehr heiss. Der Gletscherflon aus dem Bilderbuch »Du bist nicht allein, kleiner Aletschflon« ...

[Learn more](#)




Hikes
Swiss Alps Jungfrau-Aletsch

Lötschental high-altitude trail

The Lötschental high-altitude trail is known as one of the classic high-altitude trails – and not just because of the views of Bietschhorn. The hike ...

[Learn more](#)




Hikes
Swiss Alps Jungfrau-Aletsch

Through the valley of Lötschental

This hike runs along the Lontza through Lötschental, one of the most pristine valleys in the Alps. It starts at the Falleralp, which offers an impressive view ...

[Learn more](#)




Hikes
Swiss Alps Jungfrau-Aletsch

Hike along the Lötschberg southern approach

This gorgeous hike, which is also suitable for families with children, takes you along the BLS Lötschberg mountain line, which is more than 100 years old, from ...

[Learn more](#)



Hikes
Swiss Alps Jungfrau-Aletsch

Discover the rocky steppe

This hike along the Lötschberg southern approach is a great way to admire the Mediterranean vegetation of the rocky steppe. The southern slopes of Valais are ...

[Learn more](#)

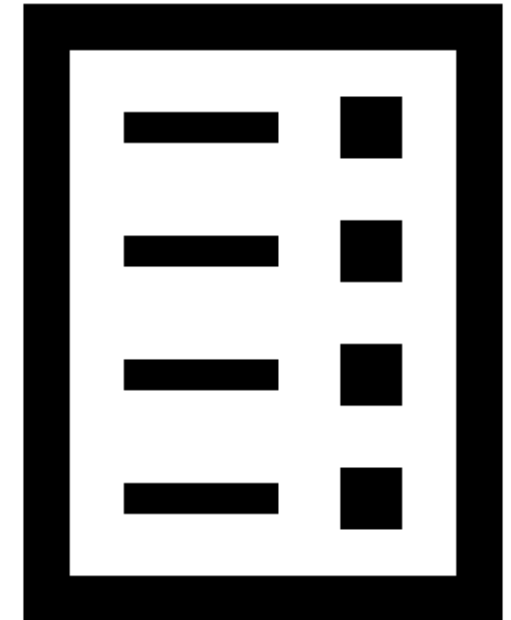
www.whes.ch | 3

- Education
 - We are currently working with a school publisher to create a national learning resource on heritage in Switzerland
 - This will serve as the basis. The local heritage sites can link their teaching materials to it
 - To better integrate the world heritage into everyday school life
 - we are present at the largest education fair
 - we communicate jointly with the school publishing house
 - we enter into new co-operations with other educational institutions



New Project

- Apart from our membership fee, we only receive money from the authorities for projects
- So we are in the process of launching a new project for 4 years
 - “From consuming to earning a destination using the example of World Heritage Sites”
 - Along the customer journey, guests are to be informed about the values of the World Heritage site using the latest technology
 - This makes travelling more sustainable and compatible for the World Heritage Site and the local population
 - Certain groups (e.g. students) can ‘earn’ access to visitor centers or guided tours with questionnaires, quizzes or voluntary work
 - The project should contribute to sustainable and compatible tourism and have a positive influence on visitor guidance and behaviour



WORLD HERITAGE
EXPERIENCE  **SWITZERLAND**

Thank you