

08/2020 Press release for relaunch of “Grüezi Switzerland”

Even more from “Grüezi Switzerland” – Relaunch of the app that does much more than speak "Schwyzerdütsch"

The “Grüezi Switzerland” app has been available since 2014: the dialect guide has now been upgraded to include new headings and content – a must for tourists and those interested in Switzerland!

Over 50,000 users since its launch six years ago and first place in the iTunes app charts in the “Travel” category only just after its release are achievements that really speak for themselves. “Grüezi Switzerland” is popular with Swiss people and tourists alike, impressing all with information, entertainment and countless unforgettable tips about Switzerland. Under “MUST SEE”, for example, users will find the most beautiful spots and sites in Switzerland, categorised by region. “Grüezi Switzerland” is and will remain a great guide to the language, too, and “SWISS DIALECTS” covers all the peculiarities of Swiss linguistic usage for tourists to use in the form of situational dialect sound files. Click on them and listen.

4th update

The app now has more to offer, as it is now also available for ANDROID systems and in English, with many new categories: under “EVENTS & TICKETS”, users will find concerts, theatres, musicals and sporting events with links that take them directly to their ticket shops or social media channels.

Whether it’s in Zurich, Basel, Bern, Lucerne or elsewhere – the best insider tips come from locals. Under the heading “INSIDER TIPS”, you will find a host of secrets revealed: about the most popular “Bars & Clubs”, “Breakfast, Cafés”, “Food, Restaurants” and “Shopping Tips”, for example.

The “SOUVENIR SHOPS” section is also divided cleverly and conveniently into categories, making it very easy to find the right “made in Switzerland” souvenir. Under “SWISS CUISINE”, the recipes for the most popular Swiss specialities such as rösti or sausage and cheese salad are revealed – so that you can continue to enjoy the taste of Switzerland after your holiday is over. Under “SERVICES”, users will find general information about Switzerland, important phone numbers and contact details for whatever they need. No other app can offer as much Swiss inspiration and Swiss feeling.

The new version of “Grüezi Switzerland” is available now free of charge on iTunes and GooglePlay. Further information at: www.gruezi-switzerland.ch

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