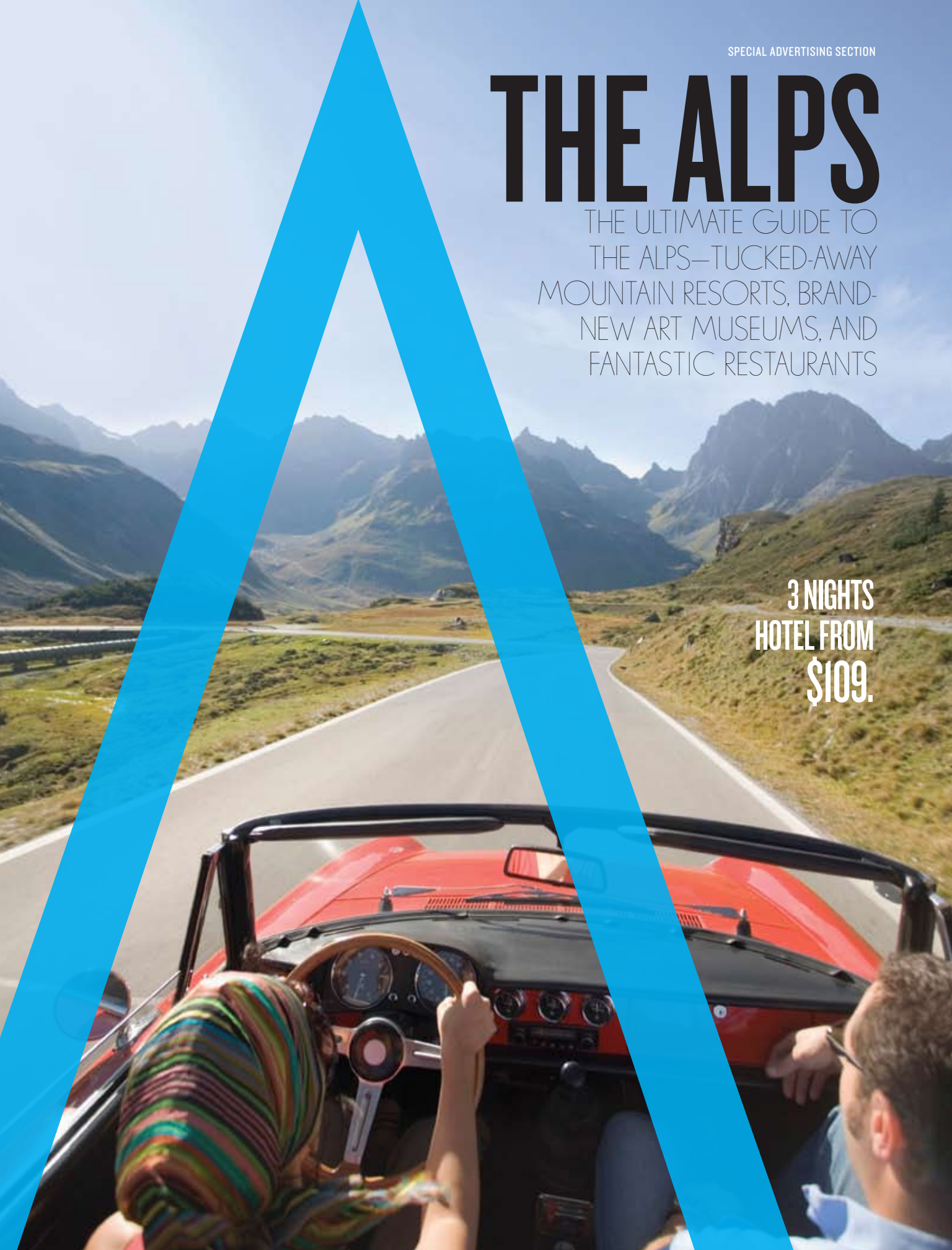


SPECIAL ADVERTISING SECTION

THE ALPS

THE ULTIMATE GUIDE TO
THE ALPS—TUCKED-AWAY
MOUNTAIN RESORTS, BRAND-
NEW ART MUSEUMS, AND
FANTASTIC RESTAURANTS

3 NIGHTS
HOTEL FROM
\$109.



Home to some of Europe's most crowning cities and sights, the Alps are a lifeline bound by culture, cuisine, and music. In these majestic landscapes, a strong focus on wellness and environmentalism developed that was decades before its time. Updated for today's traveler, the eco-friendly vibe and health-conscious ethos are harmoniously au courant in chic restaurants, design-forward hotels, and luxury spas. These aren't your *grand-mère's* or *grossvater's* Alps. Here is a guide to some of today's most up-and-coming regions.

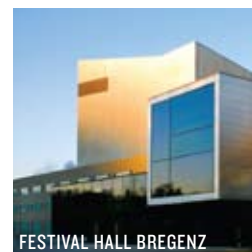
➔ BREGENZ

WHY GO NOW

Summed up in one word: Location. Sitting at the crossroads between three countries, the breathtaking vistas, modern architecture, and expansive lake make it an impressive mecca for the outdoors and cultural experiences.



SCHWARZENBERG



FESTIVAL HALL BREGENZ

a stage for his landscape project *Horizon Field* this summer.

DO

On the banks of Lake Constance, **Bregenz** is the capital of Austria's westernmost province. For a panoramic view, ride the gondola up the **Pfänder Mountain** and look out over the lake and peaks to the Tirol border.

The annual **Bregenzer Festspiele** (bregenzerfestspiele.com) summer music festival is renowned for its lakeside open-air floating stage. Concerts are performed by the Vienna Symphony Orchestra and this year's opera is Verdi's *Aida* (July 22 - Aug. 22).

Designed by Swiss architect Peter Zumthor, the **Kunsthau Bregenz** (kunsthau-bregenz.at), or KUB, is an Austrian art force to be reckoned with: It has fostered such artists as British sculptor Antony Gormley, who will transform the region into

An Alpine connoisseur's delight, the **Schubertiade** (schubertiade.at) is the world's preeminent Schubert festival with about 70 events and over 30,000 visitors per year.

EAT

On the hilly outskirts of Bregenz, **Hotel Deuring Schloessle** (deuring-schloessle.at) serves up highly regarded traditional recipes and international fare. Housed in a little castle, this unique dining experience combines history and elegance.

Located in the picture-perfect village of Schwarzenberg, the **Gasthof Hirschen** (hirschen-schwarzenberg.at) is a historic landmark. The warm baroque atmosphere of this award-winning restaurant complements the regional character.

STAY

At the base of Gebhard Mountain, **Hotel Schwärzler** (schwaerzler.s-hotels.com) is perfectly situated near the city center and offers convenient transportation. Its cozy ambiance features a garden terrace for al fresco dining, an indoor pool, steam room, and solarium.

Built in the 19th century, the impressive exterior of the **Best Western Premier Hotel Weisses Kreuz**; (stadtgasthaus.at) houses thoroughly modern interiors renovated in 2007. The individually furnished rooms come with flat-screen TVs, satellite channels, and sleek bathrooms.

3 NIGHTS
HOTEL FROM
\$109.

VIEW OVER MUNICH WITH THE ALPS IN THE DISTANCE

➔ GENEVA & ZÜRICH

WHY GO NOW

Swiss cities never fail to impress with their scope. These convenient gateways to the Alps strike a balance between big-city cultural sensations, innovative gastronomy, and natural wonder.

DO

The **Kunsthaus Zürich** (kunsthau.ch) art museum is celebrating its 100th anniversary. Pablo Picasso's first-ever museum retrospective was curated by the artist himself at the Kunsthau in 1932. For the centennial, see the revival of this milestone exhibition. (Oct.-Jan. 2011).

This year, Geneva is

the first international capital of **Circus World**. Thousands of artists and circuses from around the globe will be in Geneva performing never-before-seen programs.

In honor of the upcoming Summer Games, visit the **Olympic Museum** (olympic.org) in Lausanne, a center for looking back at athletic accomplishments, art, and culture.

EAT

Art museum meets refined dining at the legendary **Kronenhalle Restaurant** (kronenhalle.com) in Zürich. This famous spot is the place to go to see and be seen. As any local can tell you,



Zürcher geschnezzeltes tastes better sitting under a genuine Giacometti or Hodler.

In Geneva's old town, check out **Au Pied-de-Cochon** (pied-de-cochon.ch). The simple regional dishes made from local produce capture the best of authentic Swiss cuisine.

STAY

Exuding a sense of 1960s

AERIAL VIEW OF ZÜRICH; LEFT: KUNSTHAUS ART MUSEUM

glamour, the **Auteuil Hotel** (manotel.com) in Geneva is a modern four-star design hotel, just a few minutes walk from the train station and Lake Geneva.

The historic **Hotel Beau-Rivage Palace** (brp.ch) in Lausanne first opened in 1861. Surrounded by magnificent parklands and views of the Alps, today it continues its legacy of traditional five-star resort service with amenities like the exclusive Cinq

3 NIGHTS
HOTEL FROM
\$191.

Mondes Spa.

Neighboring the city zoo, the restored art nouveau **Sorell Hotel Zürichberg** (zuerichberg.ch) is a four-star architectural gem offering breathtaking views of Lake Zurich and the Alps, a lookout over the city, and convenient access to the city center.

➔ MEGÈVE

WHY GO NOW

In the umbra of Mont Blanc, French chic mingles with alpine tradition in this charming, yet elegant savoyard village and ski resort set in southeastern France's Haute-Savoie region.

DO

Get a bird's eye view of the Mont Blanc area with a scenic sightseeing flight through **Aérocime** (aerocime.com).

Megève's potential as a luxurious mountain retreat was first recognized by the great 19th-century French banking family, the Rothschilds. They were instrumental in transforming the

alpine farming village into an exclusive enclave. The 18-hole **Mont d'Arbois** golf course (domainedu.montdarbois.com) upholds their signature vision for sophistication amid natural beauty.

By car, take a day trip to nearby **Lake Javen** for picturesque hiking and quaint country dining. En route, stop at the Belle au Bois waterfall.

For music, festivities, and fireworks, visit during the annual **Fête et Feux de la Saint-Jean** (June 26).

EAT

At **Le Chalet du Mont d'Arbois** (chalet-montarbois.com), chef Olivier



A SELECTION OF CHEESES

Bardoux produces a menu that is in harmony with the changing seasons. For a denouement dessert, taste pastry chef Christophe Monrose's legendary soufflé following the traditional Rothschild recipe.

First opened in 1904, **Le Chamois** offers impeccable savoyard specialties, like fondue, pela, diots, and crozet, as well as a sunny summer terrace.

STAY

Perfectly situated near village center and the church,

CHÂLET DU MONT D'ARBOIS IN MEGÈVE



Hôtel Mont-Blanc (hotelmontblanc.com) holds *art de vivre* as a way of life. Deemed by many as the crown jewel of Megève's hotels, it was nicknamed "Paris' 21st arrondissement" by the French writer Jean Cocteau, who frequented the hotel and left his mark with photos, drawings, paintings, and

3 NIGHTS
HOTEL FROM
\$197.

a tea room he decorated in 1949. Among its other celebrity clientele were Brigitte Bardot, Charles Aznavour, Josephine Baker, Françoise Sagan, and others.

THE ULTIMATE GUIDE TO THE ALPS:

- 1 **CALL** a travel professional to help plan your customized Alps experience at 1-866-297-6803
- 2 **EXPLORE ONLINE** at www.alpseurope.com
- 3 **BOOK** a fully customized Travel + Leisure-inspired Alps itinerary

Turn the page
to find out how

➔ OBERAMMERGAU

WHY GO NOW

Situated between Germany's highest peak, Zugspitze, and the world-famous Neuschwanstein Castle, Oberammergau is an under-the-radar Alpine find nurturing artistic enclaves just an hour south of Munich. The efficient and ultra modern Munich Airport is the ideal gateway to the Bavarian Alps

DO



Once a decade since the 1600s, the residents of Oberammergau perform the **Passion Play**



(oberammergau-passion.com; May 15-Oct. 3) drawing nearly half a million. The spectacular performance lasts about five hours on an open-air stage.

Built in the 1870s, the extravagant **Linderhof Palace** (linderhof.de) has Baroque-style interiors and perfectly landscaped gardens and fountains.



MUNICH AIRPORT

Pick up fine liqueurs and beer brewed by the Benedictine monks at **Ettal Abbey** (kloster-ettal.de) founded some 700 years ago.

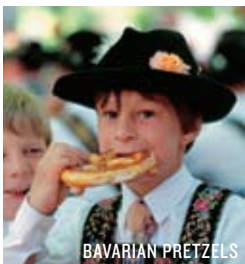
The arty region is typified by picturesque homes painted with Lüftlmalerei frescoes and talented woodcarvers. Many

wood sculptors continue to work in the village today and **Pilatushaus** is a good place to pick up a one-of-a-kind object.

EAT

The exquisite five-star **Hotel Maximilian** (maximilian-oberammergau.de) in Oberammergau has two outstanding restaurants. The elegant **St. Benoît** is one of the region's best restaurants and a modern fine dining experience not to be missed.

The mountainous region is known for its holistic spa traditions



BAVARIAN PRETZELS



LINDERHOF PALACE

2 NIGHT PASSION PLAY PACKAGE FROM \$1,234 AT ANGERBRAEU HOTEL

and focus on well-being. Savor organic fare at **Ammergauer Maxbräu**. This cozy restaurant features a fresh menu using local products and house-made Bavarian beer.

STAY

Located on Lake Staffelsee, the lovely **Hotel Angerbraeu** (angerbraeu.de) is a historic landmark in the heart of Murnau,

just 30 minutes north of Oberammergau. Murnau's spectacular natural beauty has fostered an artistic enclave including several noteworthy figures, such as Wassily Kandinsky and Gabriele Münter of the Blue Rider collective.

YOUR GUIDE TO THE ALPS. To find more hot hotels, restaurants, and things to do like the ones listed in this guide, here are three easy ways to plan your custom Alps vacation.

1

Expert Advice

Call a travel professional to help you plan your customized Alps experience at **1-866-297-6803**. Get the inside scoop and hot tips on where to go and what to do.

2

Go Online and Book

Visit **www.alpseurope.com** for easy booking. You'll find a full range of hotels and great experiences through the user-friendly website.

3

Customize Your Trip

Build an exclusive **Travel+Leisure inspired itinerary**. Custom fit a vacation package to your lifestyle, interests, and budget.

Experience exclusive Travel+Leisure inspired itineraries for the ultimate Alps vacation. For more information, go to www.alpseurope.com or call 1-866-297-6803.

Hotel prices are per person per night based on double occupancy during low season, and includes breakfast and hotel tax and service charges. Hotel prices are valid through 10/31/10. Two-night Oberammergau packages are per person based on double occupancy. Package includes 2 nights' accommodation at the Angerbraeu Hotel in Murnau, two breakfasts, one lunch, 2 dinners, admission to the Passion Play (category I ticket), Passion Play program book, entrance to Oberammergau Museum, hotel tax and service charges, and visitors' tax in Oberammergau. Package prices are valid through 9/27/10. Hotels and packages subject to availability.