



Media dossier

100% Women Peak Challenge and offers for women

“Women should be able to achieve their full potential in Switzerland – even when on holiday. That’s what 100% Women is all about. A campaign created by women for women, with the aim of uniting them and providing a different perspective and new experiences – particularly in outdoor sports.”

Letizia Elia, Head of Business Development and Member of the Executive Board of Switzerland Tourism

The campaign in brief

One of ST’s focus points for 2021 will be women and their needs. The international campaign consists of two core elements and will be launched on 8 March (International Women’s Day).

- **100% Women Peak Challenge:** we take women to the top – namely to all 48 four-thousanders in Switzerland! As part of the 100% Women Peak Challenge, we are calling on women to climb Switzerland’s highest peaks from 8 March to 8 October 2021 — in teams made up exclusively of women. The challenge will be tracked on an interactive landing page at peakchallenge.myswitzerland.com, where the climbers can show off their pictures taken on the summit via social media.
- **100% Women – offers for women:** together with the tourism industry, ST is delighted to present around 230 offers and events that are specially geared towards women and a female perspective of Switzerland at MySwitzerland.com/women. All experiences – ranging from just a few hours to several days – are led by women, to give them and their achievements a platform and provide other women with positive role models. The main focus was on offers taking place in the great outdoors – all as part of women-only groups.

Exactly 50 years ago today, women were granted the vote here in Switzerland, while British mountaineer Lucy Walker became the first woman to conquer the Matterhorn 150 years ago. With the 100% Women campaign, Switzerland Tourism aims to give women in tourism a face, encourage them to embark on new adventures and connect them through tourism experiences. This applies in particular to outdoor activities and mountain sports, which is especially important during and after the pandemic.

Launch and duration

- 8 March 2021: launch on International Women’s Day!
- 100% Women Peak Challenge: from 8 March to 8 October 2021
- 100% Women – offers for women: from 8 March 2021 to 8 March 2022 (one year)

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Campaign objectives

- Attracting women as new guests with a challenge and offers specifically for women, especially in mountain and outdoor sports.
- Giving women a face in tourism/mountain sports, creating role models and new offers.
- Position Switzerland as a versatile (outdoor) destination (48 four-thousanders, a great variety of experiences in a small area) that is as open to women as it is to men.

Why target women?

"In aggregate, women represent a growth market bigger than China and India combined – more than twice as big, in fact. Given those numbers, it would be foolish to ignore or underestimate the female consumer. [...] There's no reason they should settle for products that ignore or fail to fully meet their needs, or that do so cynically or superficially. Women will increasingly resist being stereotyped, segmented only by age or income, lumped together into an "all women" characterization, or, worse, undifferentiated from men."

Michael J. Silverstein and Kate Sayre, Harvard Business Review, 2009

Potential in figures

- National Geographic identified women-only travel as top travel trend for 2020 (Source: *National Geographic, 2020*).
- Women make 80% of travel decisions, regardless of their travel companion(s) (Source: *Forbes, 2014*).
- Of tourists who book adventure, culture or nature-themed travel, 75% are women between the ages of 20 and 70 (Source: *Forbes, 2014*).
- Google search for "solo women travel": increase of 32% in 2017, 59% in 2018 and 230% in 2019 (Source: *Overseas Adventure Travel, 2014*).
- Demand has evolved from traditional wellness trips to a much broader field of interests.

Switzerland Tourism sees great potential for attracting women as new guests, especially in the outdoor sector.

- Motivating existing female outdoor sports enthusiasts to try out **other outdoor sports**
 - e.g. female hikers who might also enjoy mountain biking or mountaineering.
- Women who are **not yet outdoor sports enthusiasts**
 - e.g. women who, until now, have only ever gone to the gym but who are also fit enough for mountaineering. Or women who are adept in climbing centres but have not yet trained on a real crag. And less sporty women who are looking for new experiences (e.g. a guided hike, bivouac experience...).
- Women over 45
 - Many women can focus on their own personal ambitions again, once their children have grown up and moved out. They often have plenty of resources in terms of time and money and are curious and motivated to learn something new. These women are savvy consumers, know what they want and feel 15 years younger than they really are, on average.

The campaign in detail



100% Women Peak Challenge

In brief

The aim of the 100% Women Peak Challenge is to get women to the very top, namely to the highest mountain peaks in Switzerland. Switzerland Tourism is calling on both experienced and less experienced female mountaineers to climb all 48 of Switzerland's four-thousanders in all-women rope teams (with a female mountain guide or as an individual rope team) over a six-month period (8 March 2021 to 8 October 2021).

- The challenge will be continuously documented on the interactive landing page at peakchallenge.myswitzerland.com, where the climbers post their summit selfies. In addition, it shows which mountains have already been conquered and how many days are left.
- The Peak Challenge is not about competing against one another, but rather about experiencing and achieving together. We hope that as many female climbers as possible will take part; peaks may be climbed several times. ST would like to give all these women a face (summit photo).
- In addition to experienced mountaineers, the challenge is also aimed at encouraging sporty women with little mountaineering experience to tackle their first, rather easy 4,000m peak together with a mountain guide.
- As a reward, all participants will receive a great gift for finishing, consisting of a carabiner and a T-shirt from Mammüt.

Participation

- Female climbers from all countries may participate in the challenge. Every all-female rope team that successfully climbs a peak and shares a summit selfie on social media using the hashtag **#peakchallengeNAMEOFFOURTHOUSANDER** (e.g. #peakchallengeallalin or #peakchallengebreithorn) and **#Ineedswitzerland** is considered a participant in the challenge. No registration is required.
- The organisation and execution of the climb is the responsibility of each participant.
- Switzerland Tourism provides information on the 4,000m peaks, refers to the routes and their difficulty levels (Swiss Alpine Club; SAC) as well as their corresponding safety recommendations.
- As part of the challenge, mountain guide Caroline George will advise interested female climbers free of charge on choosing the right 4,000m peak for them.

Link to the landing page

[Peakchallenge.myswitzerland.com](https://peakchallenge.myswitzerland.com)

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Partners

The 100% Women Peak Challenge is supported by the following partners:

Swiss Alpine Club (SAC)

- Competence and communication partner in the field of alpinism and mountain sports
- The SAC Women's Expedition Team will climb a 4,000m peak as part of the challenge

Françoise Jaquet, President of the Swiss Alpine Club

"As SAC President, I very much hope that the 100% Women Peak Challenge will encourage many female climbers to take the initiative and discover the mountains together with other women. I'm also curious to see which 4,000m peak our SAC Women's Expedition Team will tackle."

Swiss Mountain Guide Association (SBV)

- Competence and communication partner in the field of alpinism and mountain sports
- Support with organising female mountain guides
- Guidance from mountain guide Caroline George

Rita Christen, President of the Swiss Mountain Guide Association

"As a mountain guide, I have often experienced how female climbers can be more relaxed tackling challenges as part of a women's rope team. And as President of the Mountain Guide Association, I'm delighted that my fellow mountain guides are playing an important role in the 100% Women Peak Challenge."

Mammut

- Official partner of Switzerland Tourism, providing support in offer development, communication and marketing
- Support for the campaign through three women-only mountain sports offers from the Mammut Alpine School
- Two media trips accompanied by Mammut Pro athletes Caro North & Nadine Wallner
- Reward gift for all participants of the challenge consisting of a high-quality carabiner and a Peak Challenge T-shirt

Dr Oliver Pabst, CEO Mammut Sports Group

"Diversity and equal opportunities are key components of our corporate culture at Mammut. It is how we succeed in sustainably mastering complex challenges as a team. Together with our partner Switzerland Tourism, we are offering women one of the most beautiful settings of all with the 100% Women Peak Challenge: the Swiss Alps. We will encourage other women to tackle their alpine aspirations and conquer a 4,000m peak in the Swiss Alps, with full force and with our Mammut Pro athlete and mountain guide Caro North. Together, we create a world moved by mountains!"

Valais/Wallis Promotion and Zermatt Tourism

- Tourism partners (the majority of the 4,000m peaks are in Valais)
- Communication



Two 100% Women media trips together with the Mammut Alpine School

High-altitude ski tour with three 4,000m peaks from 8 to 11 March 2021

From 8 to 11 March, mountain guides and Mammut Pro athletes Caro North (Switzerland) and Nadine Wallner (Austria) will be climbing three 4,000m peaks in the Valais – the Allalinhorn, the Alphubel and the Strahlhorn – together with athletes and influencers Chemmy Alcott (UK), Caja Schöpf (Germany) and

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Johanna Ratschiller (Italy). Follow their tour on ST's social media channels at #peakchallenge.

My first 4,000m peak – Breithorn – 1 to 5 June 2021

This five-day introduction to mountaineering is the perfect opportunity for sporty female journalists who want to leave their comfort zone and conquer their first 4,000m peak – Zermatt's Breithorn. Mountain guide and experienced mountaineer Caro North safely and expertly introduces all participants to the basics of mountaineering.

Interested female journalists may contact us at womenonly@switzerland.com

Ambassadors for the 100% Women Peak Challenge

Caroline George, mountain guide and adviser on the 100% Women Peak Challenge

Caroline is passionate about all activities in the mountains. For the past 15 years she has worked as a mountain guide all over the world, from Antarctica to Norway and North America to the Alps. She has been a professional athlete for even longer, and is happiest when climbing frozen waterfalls. She is always on the lookout for like-minded women to share her passion with, and is excited about the 100% Women Peak Challenge, which will bring even more women to the mountains. Caroline has worked with women all over the world, inspiring them to push themselves to their limits in the mountains, and is currently the leader of the SAC Women's Expedition Team. She is mother to a little girl and lives in the canton of Valais.



Caro North, Mammut, Switzerland

Steep, long and extreme: Mammut Pro Team athlete and mountain guide Caro North enjoys a challenge. She's at home in the mountains in summer or winter, and is happy to share her enthusiasm with others. A professional mountaineer, she has already made impressive ascents in the Yosemite Valley, Chamonix and the Himalayas. Caro North and a colleague were also the first women's rope team to take on Cerro Torre in Patagonia.



Beatrice Egli, Switzerland

The Swiss pop singer is a passionate hiker and nature-lover. As a newcomer to alpine climbing, she describes the ascent of the Matterhorn in July 2021 as "a lifelong dream and one of the greatest challenges of her career". Her aim is to motivate other outdoor girls who have not yet dared to test themselves in the high mountains, to push themselves further in Switzerland's mountain landscape.



Raha Moharrak, Saudi Arabia

Raha Moharrak is a Saudi Arabian mountaineer and influencer. Curious even as a small child, she dreamed of adventure and of seeing the world and perhaps even changing it. She is the first Saudi woman and the youngest Arab woman to climb Everest. As part of a Seven Summits Challenge, she has climbed Aconcagua, Mount Vinson, Kala Patthar, Mount Elbrus, Iztaccihuatl, Pico de Orizaba and many other peaks on seven continents. As part of the 100% Women Peak Challenge, she aims to tackle the highest peak in Switzerland, the Dufourspitze.



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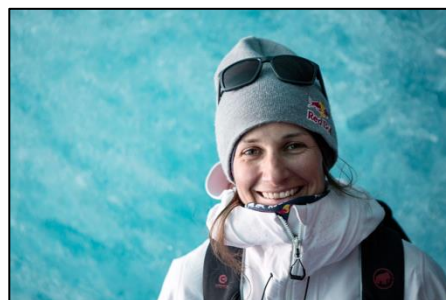
Caja Schöpf, Germany

An outdoor athlete, sports psychologist, public speaker, sports model and former German professional freestyle skier: we're speaking about none other than the versatile Caja Schöpf. Born in Bavaria, the mountains are in her blood. She is at home in a variety of terrains and now wants to venture into the Swiss mountains to experience the same feelings of exhilaration as her great-great-grandmother, who had climbed the Matterhorn and all the other 4,000m peaks in Switzerland in 1903.



Nadine Wallner, Austria

In 2013, the Austrian freerider was the youngest athlete at the time to win the world champion title on the Freeride World Tour and was also crowned champion in 2014. In addition, Mammut Pro Team athlete Nadine Wallner devotes herself to various video projects of her own, demonstrating her skills in climbing and trail running sports – always with the aim of enjoying every moment in the fabulous mountain world and sharing these moments with good friends.



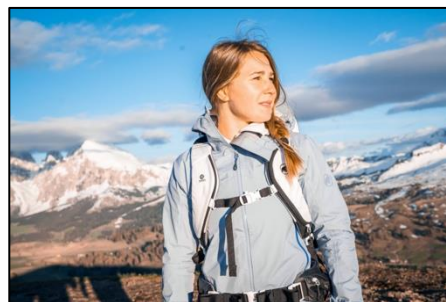
Chemmy Alcott, UK

As a four-time Olympian and the only British female skier to ever win a run in a World Cup, Chemmy Alcott is widely regarded as one of the greatest British skiers of all time. She pioneered a skiing movement that has inspired an entire generation. In addition to working as a commentator for BBC Ski Sunday, she has supported various charities by participating in the World's Toughest Ski Race in Greenland and climbing Kilimanjaro. By participating in this demanding "Peak Challenge", she is once again pushing herself to her limits and encouraging other women to set and achieve ambitious goals.



Johanna Ratschiller, Italy

Johanna grew up in South Tyrol and has always had a passion for the mountains. She is happiest on skis in winter and climbing high, steep rock walls in summer. While studying sports science in Innsbruck, she also graduated as a climbing instructor and began training the South Tyrolean junior squad. Joey shows her fighting spirit both in climbing and in mountain adventures and is constantly looking for new challenges



Switzerland's 4,000m peaks

They tower over the rest of the Swiss Alps: Switzerland's 48 4,000m peaks.

- The **most famous** is the iconic Matterhorn at 4,478 metres above sea level.
- The **highest** is the Dufourspitze at 4,634 metres above sea level in the Monte Rosa massif.
- At 4,545 metres, the Dom is the **highest of Switzerland's 4,000m peaks located entirely on Swiss soil.**
- The east summit of the Bishorn is a 4,000m peak that was first ascended by a woman, [Elizabeth Burnaby](#), a pioneer of mountaineering.



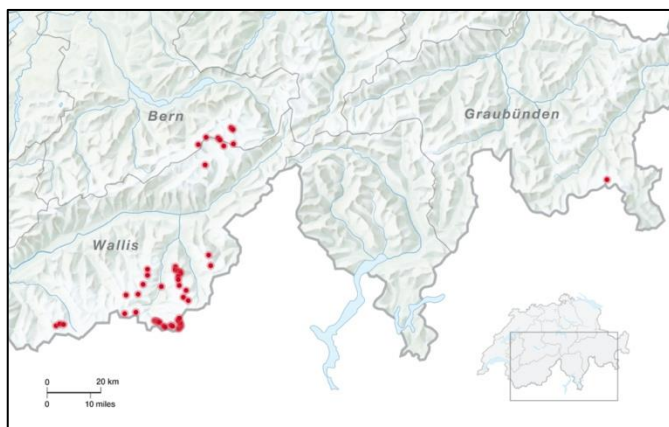
A mountaineer on the Lauteraarhorn

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- The Schreckhorn (4,078m a.s.l.) is considered to be the **most challenging 4,000m peak** in Switzerland.

Geographical distribution of the 4,000m peaks

- **41** in Valais, some of which are shared with Italy
- **4** have their peak on the Valais/Bern cantonal border: the Jungfrau (4,158m a.s.l.), the Mönch (4,107m a.s.l.), the Grosses Fiescherhorn (4,049m a.s.l.) and the Finsteraarhorn (4,274m a.s.l.)
- **2** are exclusively on Bernese soil: the Schreckhorn (4,078m a.s.l.) and Lauteraarhorn (4,042m a.s.l.)
- **1** is in Graubünden: Piz Bernina (4,049m a.s.l.)



Find more information on Switzerland's 4,000m peaks here: MySwitzerland.com/4000er

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100% Women – offers for women



In brief

Together with the tourism industry, ST presents around 230 offers and events throughout Switzerland that are specially geared towards the needs of women at [MySwitzerland.com/women](https://www.myswitzerland.com/women). The offers are related to tourism, range from several hours to several days and cover the summer, city and winter segments. They consider the female perspective and experience, are led by women and are sometimes also intended exclusively for women. One focus is on outdoor offers and events. Around half of the offers have been newly conceived, especially for this campaign.

Objectives

- Targeting women with desirable offers and winning them over as guests.
- Giving women and their activities a platform and establishing role models (female mountain guides, artists, tour guides, etc.).
- Empowering women and giving them access to new experiences, know-how and skills (e.g. mountain tours that they would otherwise not attempt).
- Promoting inclusion: alongside the experiences exclusively for women, some offers will also be available to men – in particular, events and cultural experiences (e.g. city tours that follow in the footsteps of women).

Requirements for the offers

- Specific to women, without being clichéd
- High-quality, passionate and original
- As diverse as the women themselves
- Cover the whole of Switzerland (all language regions); mountain and city offers
- Can be booked easily and directly or are accessible through the provider (ideally online)
- Always led by a female guide, where applicable
- Either women-only events (in the case of sports and outdoor activities) or allow men to join as well
- Meet the safety precautions with regard to COVID-19

Offer selection process and realisation

The tourism industry submitted around 400 bids in a public tender (October to November 2020). A jury of six members assessed these against the stated goals and criteria and selected more than 200 offers for the campaign. Switzerland Tourism is responsible for the tendering, communication and marketing of the offers, while the offer partners are responsible for carrying it out.

The jury consists of the following members:

- Julia Wunsch, Founder of Swiss Mountain Girls
- Letizia Elia, Head of Business Development at Switzerland Tourism
- Pia Bollmann, co-founder and editor of Transhelvetica
- Seraina Degen, sports journalist

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- Simon Matthey-Doret, journalist and presenter at RTS
- Vanessa Magnin, Head of Marketing Switzerland at Mammut

Why women-only offers?

Women-only groups often provide a more relaxed atmosphere and the opportunity to form new friendships with like-minded women, or to focus on female role models the first-time round – an experience that can be hugely motivating. Many participants describe such encounters as an entirely new, different experience of outdoor sports. Rather than being seen as exclusive, women-only offers, these should therefore be seen as complementary offers that particularly help guide beginners (though with the right focus, not just for beginners!)

Requirements/benefits

- Positive momentum – gain new (learning) experiences in a relaxed atmosphere and without pressure to perform.
- By women for women – women as role models are inspiring and motivating for other women.
- Time for oneself – women can determine their own pace and their own levels.
- Overcoming the confidence gap – since women tend to underestimate themselves. Conquering new challenges as part of a women's group boosts self-esteem.
- Community – exchange with like-minded women strengthens the sense of belonging and serves as a basis for new friendships.

Here's a sample of the offers for women

Tour of a lifetime in the Monte Rosa massif, Valais

The mountaineers will climb five 4,000m peaks on this week-long high-altitude tour. This dream tour is exclusively for women. Over the course of a week, the mountaineers will explore the mighty Monte Rosa massif under the supervision of mountain guide Caro North. They will climb no fewer than five 4,000m peaks, enjoying the characteristic flair of the Italian mountain huts and marvelling at the views from the top. They will also spend a night in the highest mountain hut in the Alps, the Rifugio Margherita at 4,554 metres above sea level. During the week of climbing, the mountaineers will experience the Monte Rosa massif from its best side.

Dates: 14–18 June 2021

Prices starting from: CHF 1,399

Provider: Mammut Alpine School

Booking: <https://www.mammutalpineschool.com/en/hochtour-traumtour-im-monte-rosa-massiv/>



24-hour hike, Bern region

A special, intense mountain experience in the most beautiful landscape around Lake Thun – that is just for women. This guided 24-hour hike is a real challenge, where everyone is a winner. It doesn't matter who gets to the finish line first. What's important is a love of nature and being brave enough to go on an adventure. This unique, challenging hike passes through wonderful landscapes with fabulous views. With good preparation, the distance of around 60 kilometres and ascent of 2,100 metres is easily manageable. There are breaks along the way for refreshments and participants will get a real buzz out of the spectacular suspension bridges.

Dates: 24–25 July 2021

Price: from CHF 310



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Provider: Bergfalke Alpine School
Booking: http://www.bergfalke.ch/womenonly_24h

Ladies' night on a wine-growing estate in Aargau

Winemaker Judith Schödler invites women to a wine tasting in Villigen (AG). During Ladies' Night, participants will get to know first-hand the natural viticulture practices followed at the Schödler vineyard. On a leisurely walk, they will also learn a lot about the everyday life of a winemaker. Afterwards, a wine tasting of six selected wines awaits the group of women. The tasting is rounded off with regional specialities. Finally, the guests visit the estate's own wine cellar and gain an insight into the fascinating world of winemaking.



Dates: 26 March 2021/6 August 2021/22 October 2021
Price: from CHF 45
Provider: Schödler Winery
Booking: info@schoedlerwein.ch

Climbing and yoga in Graubünden

Girl power in the Engadin: beginners spend varied days climbing and practising yoga with a mountain guide. When the weather allows, the climbers head out onto the mountain as early as possible. In bad weather, they will practice on the indoor climbing wall, guided by mountain guide Bettina Leimgruber. Yoga and climbing have a lot in common. Both require concentration, body tension, flexibility, balance, stamina and mental fortitude. That's why yoga sessions are always included as part of the climbing days. Participants start the day with yoga to warm up their muscles and achieve maximum flexibility and energy before they get climbing. After a rigorous day's climbing, yoga is used to relax and gain new strength.



Dates: 15–19 September 2021
Price: from CHF 1,885
Provider: Pontresina Mountaineering School
Booking: <https://bergsteiger-pontresina.ch/engadin-stmoritz/frauenpower-climb-yoga-im-engadin/>

Fun with diggers for women in Thurgau

Every girl's dream comes true with digger fun in Hörhausen: as part of a small group, participants dig their way through an action-packed programme. Think digger driving is only for men? Think again! The "Fun with diggers" activity in Hörhausen lets women experience a thrilling and entertaining day as part of a small group. They dig their way through an exciting programme with tricky and entertaining games. The digger challenge requires good spatial awareness, accuracy, ambition and plenty of girl power. "Fun with diggers" ends with a tasty barbecue feast and a toast to the challenges that have been overcome. This varied day is intended to challenge women and offer them the opportunity to try out new and unusual things.



Dates: 28 August 2021/25 September 2021
Price: from CHF 121
Provider: Thurgau Tourism
Booking: <http://www.thurgau-bodensee.ch/frauen>

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Girl power in the world of technology in Lucerne

On a themed tour, visitors will get to know aspects of Swiss transport history in which women play a key role. This guided tour through the Swiss Museum of Transport in Lucerne, presents projects and developments with the focus on girl power, in the world of technology. There are many examples in the history of Swiss transport where women have played – and continue to play – a major role. During the tour, visitors also learn how the role of women has changed over the centuries. Then, as now, the secret of a successful team has been productive collaboration between both sexes. The guided tour on the topic of girl power in technology lasts a maximum of 2 hours.

Dates: to be determined

Price: from CHF 8

Provider: Swiss Museum of Transport

Booking: <https://www.verkehrshaus.ch/frauenpower>



Discover wild herbs on the Etzel in Schwyz

On a walk, participants collect edible wild plants and explore them with all their senses. The course run by herbalist Regula Jaeger takes place on the Etzel, near Schindellegi, in the canton of Schwyz. Participants spend the day on a walk around the Etzel. They will collect edible wild plants, sample them and learn to explore them with all their senses. In completely natural surroundings, they will set the table with samples from what they have collected and from Regula Jaeger's kitchen. In addition to the basics of wild flora, the herbalist will also teach the group how to use nature as a model for the pace of their own lives. After all, from the root to the flower, the whole cycle of life can be found in every herb.

Dates: 2 October 2021

Price: from CHF 210

Provider: Wildwechsel – back to uncharted territory

Booking: <http://www.wildwechsel.ch>



Mountain biking in the Ticino forests

A two-day intensive course with an experienced biking instructor on the trails of the Lugano region. Participants will learn how to ride a mountain bike on steep gravel roads and how to master even challenging trails, safely. The two-day intensive course is aimed exclusively at a female audience. The course is led by an experienced female instructor. The participants also learn the basics of operating an e-mountain bike. They then practice the techniques of trail riding in the forests of the Lugano region.

Dates:

17–18 April 2021/24–25 April 2021/29–30 May 2021

18–19 September 2021/2–3 October 2021

Prices starting from: CHF 200

Provider: Monta in Bike SA

Booking: <https://monta-in-bike.ch/index.php/en/mtb-courses-women-only>



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“Womamazing” in Zurich

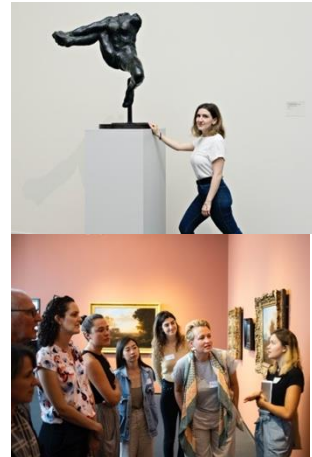
The “Womamazing” women’s tour through the Kunsthaus Zurich collection focuses on women and takes a closer look behind the works of art. Roberta leads this tour through the collection of the Kunsthaus Zurich. She is also the person behind the “Womamazing” tour. This women’s tour takes a closer look at the women behind the works on display in the Kunsthaus, as well as how the women are shown in the works of art. Or perhaps how they hide themselves away. Or are actually hidden away? The visitors will discover the real stories, heroines and villains behind the bums and boobs. The tour takes between 60 and 75 minutes.

Dates: on request

Price: CHF 675 for 15 visitors

Provider: Letsmuseum GmbH

Booking: lets@letsmuseum.com



Self-care and hiking in the snow, Nendaz, Valais

On ski tours and snowshoe hikes, participants learn to focus on themselves and find a sense of balance. In small groups, the women undertake several guided tours in the snow, on skis and snowshoes. Among other things, it will include a night-time snowshoe expedition supervised by a snow sports professional and a downhill descent followed by fondue. While focusing on themselves, they will discover their balance as women. Between adventures in the snow, participants are guided by a coach who specialises in wellbeing. The package includes full board in a four-star hotel.

Dates: 13–14 March 2021

Price: from CHF 1,860

Provider: Rock up Sàrl

Booking:

<https://rockup.agency/en/sejours/taking-care-of-yourself-through-ski-touring-snowshoes-nendaz/>



Here's a selection of Women Events for 2021



- **La Montheysanne:** La Montheysanne is a run exclusively for women. Sport, wellbeing, good humour and support for women with cancer are behind the philosophy for this race.
Date: 22 August 2021 in Monthey, Valais
More information at: <https://www.lamontheysanne.ch>
- **Women's Paragliding Festival:** The Women's Paragliding Festival is a chance for women to spread their wings. The invitation goes out to female pilots of all ages and experience levels. Experienced female pilots from all disciplines will share their know-how in workshops. Ranging from Hike'n'Fly tours, bivouac flying, XC flying, thermal flying, mental strength, simple repairs and equipment maintenance to weather and flight planning.
Date: 24–26 September 2021 in Lenk, Bern Region
More information at: <https://frauenfliegen.com>
- **Ladies SUP on Lake Constance:** Stand-up paddling on Lake Constance will be practised by as many women as possible over a full day. Participants can choose between several boarding points on the shores of Lake Constance in Switzerland to rent a paddleboard or take the plunge with their own board.
Date: 10 July 2021, Lake Constance in Thurgau
More information at: www.thurgau-bodensee.ch/ladies-sup
- **Women's knowledge on the guided tour of the monastery garden by Sister Theresita:** Interesting facts about medicinal plants (especially those used by women) and common uses for these in the monastery.
Date: 9 June and 16 June 2021 in Cham, Central Switzerland
More information at: www.heilpflanzenfrau.ch

100% Women: how the campaign was developed, plus a guide on “What outdoor women want” and an industry workshop



To give Swiss tourism a competitive advantage, Switzerland Tourism held a Design Thinking Workshop in February 2020. Under the specialist guidance of gender expert Anna Weiss, around 50 representatives of the outdoor sector and the tourist regions discussed what is it that gets outdoor sportswomen moving and turns them into satisfied guests and clients. The key findings of the workshop are summarised in a guideline, which includes concrete recommendations for action. This will be shared with the industry as part of the campaign launch.

The most important guidelines in brief

Women as a target group

Just like men can't be clubbed into a one target group, women also need to be categorised across different target groups. Across all ages and skill levels, outdoor sportswomen can be divided into many individual target groups that differ in terms of ability, skills, motives and motivation. Nonetheless, there are identifiable parallels between many women, with needs that are conditioned by biological and cultural factors.

Stereotypes

Advertising and the media often show biased pictures of women in outdoor sports. Many scenes look staged and the sportswomen (often models) are young and slim, with long and perfectly styled hair. But women relate to “real women” who look like them, are similar in age or behaviour, or who they could imagine as their best friend. To widen the target group, we need to break away from the prevailing stereotypes by showing as many different women as possible in varied, realistic roles and situations in life.

Sexism

Sexism covers a wide range of ways in which men and women are treated unequally. In outdoor sports, this ranges from blatant sexism (scantly clad women advertising things that do not require them to be naked) to everyday sexism (women presented in a stereotypical way; significantly fewer women on the podium; not able to compete; unequal prize money, etc.). To win women over, we recommend addressing this situation openly and actively combating sexism in its various forms.

The power of role models

According to the motto “If she can see it, she can be it”, we need to give a wide variety of female protagonists visibility and airtime in outdoor sports – from beginners to professionals and experts. Many women do not have any female role models in outdoor sports. This situation holds them back from starting, first and foremost, and then from daring to take the next steps.

Confidence gap

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The confidence gap refers to a phenomenon whereby men tend to overestimate themselves while women tend to underestimate themselves. We need to take this into account in offer descriptions, images and conversations. Only then can we successfully attract the next generation of female participants to high-altitude tours and, building on this, secure more women in leadership positions in associations.

Perfectionism

Women set high standards not just for themselves, but also for products and experiences. To inspire potential female clients, take an in-depth look at their needs, barriers and their day-to-day lives, paying close attention to details throughout the entire customer journey.

Small steps

From easy to challenging, known to unknown, random to targeted: designing experiences or courses based on basic teaching principles and methods enables girls and women of all skill levels to grow progressively through many small successes in their outdoor sports.

Download the entire guide [here](#).

Women on the mountain – a look back through history

For the most part, it was men who shaped the history of alpinism – but not exclusively. As far back as the 19th century, there have been women achieving top performances in the Alps. And often under difficult conditions (in skirts or harem trousers), without social acceptance (a role model for women), exclusion from alpine clubs and limited opportunities to report on their experiences (some published in their husbands' names).

In 1808, some 20 years after the first ascent, the first woman reached the highest peak in the Alps, Mont Blanc (France): **French peasant girl Henriette d'Angeville** from the neighbouring village of Chamonix.

The first half of the 19th century saw an **upsurge in mountaineering** as Alpine tourism became increasingly developed. In particular, upper-class Englishmen travelled to the Swiss Alps with the **goal of a first ascent**. Around 1860, the golden age of alpinism began, with more and more demanding Alpine peaks being climbed. The era reached its high point in 1865 with the first ascent of the Matterhorn by Edward Whymper.

The **American Meta Brevoort** and **British climber Lucy Walker** were both considered contenders for the first female ascent of the Matterhorn. In the summer of 1871, young Lucy secured her success just ahead of her American rival (see next article).

In 1884, **Elizabeth Burnaby Main Le Blond** successfully made the first ever ascent of the east summit of the Bishorn in Valais. The British woman was an enthusiastic mountaineer, undertaking more than 130 grand tours from 1881 onwards, including 26 first ascents and 11 first winter ascents. In 1907, she was the driving force behind the founding of the British Ladies Alpine Club and became its first president.



*Elizabeth Burnaby
Main Le Blond*

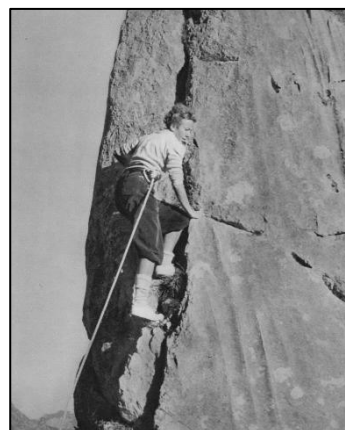
From the French-speaking part of Switzerland, **Loulou Boulaz (1908–1991)** was one of the outstanding female mountaineers in the Alpine region in the 1930s and 40s, both on rock and ice. Her most important first ascent was the Zinalrothorn north face in Valais with her climbing partner Pierre Bonnant. A staunch feminist, she came from a working-class background and was already committed to women's rights in the 1920s.

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From the end of the 1930s, **Betty Favre (1918–1977)** from Fribourg was a passionate and successful climber for almost forty years. Together with her husband Ernest Favre, she repeated the most difficult routes in the Fribourg Gastlosen and opened various new ones – particularly in the Vaud Alps. She was the first woman to climb the most beautiful and longest rock ridge in Switzerland – the Salbit West Ridge in the Göschenental valley in Uri.

Swiss **Nina Caprez (1986 in Küblis)** is one of the famous faces on the climbing scene today. In the Rätikon, she was the first woman to climb the legendary Silbergeier route (difficulty level 8b+).

The **Swiss Alpine Club (SAC)** was founded in 1863 (as the third Alpine Club in Europe, after one was founded in England in 1857 and in Austria in 1862). In 1907, after long discussions, women were actively excluded from the SAC, which led to the founding of the Swiss Women's Alpine Club in 1918. It was not until 1980 that the Swiss Alpine Club merged with the Swiss Women's Alpine Club. Today, around 40% of all SAC members are women, with this figure rising to 48% among new members. Since June 2013, the SAC has for the first time had a woman president: Françoise Jaquet from Fribourg.



Betty Favre on the lead climb in Gastlosen

The **Swiss Mountain Guide Association** was founded in 1906. In 1986, Nicole Niquille was the first Swiss woman to receive a mountain guide diploma. Today, out of 1,556 mountain guides (2021), 42 are women. Since November 2020, the Swiss Mountain Guide Association has had its first woman president: Rita Christen from Disentis.

“The fact that young female climbers are entering challenging routes with complete confidence is the result of a long development that transpired in tandem with the change in women’s roles in society.”

Quote from Karin Steinbach and Caroline Fink, authors of the book “Erste am Seil – Pionierinnen in Fels und Eis” (First on the Rope – Pioneers on Rock and Ice). The book is considered the source for this article (input by mountaineers).

First Ladies: the first women to climb the Matterhorn

As with the first man, the ascent of the Matterhorn by the first woman was considered a milestone in Alpine history. At the time, the two most likely contenders were Meta Brevoort from the USA and Lucy Walker from the UK. The two women Alpinists met in Zermatt in the summer of 1871, just after young Lucy had won the race to the peak.

By Caroline Fink

On 22 July 1871, the editorial office of the Journal de Genève received a telegram from Zermatt. The Englishwoman Lucy Walker (1836-1916) had just become the first woman to climb the Matterhorn – wearing a long flannel skirt as was appropriate for a Victorian lady. Reaching the peak a mere six years after her fellow countryman Edward Whymper had first scaled the mountain, her ascent was seen as a jewel in the crown of female mountaineering. The news of her achievement spread like wildfire across Europe and over the



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Atlantic. Four days later, Punch magazine even dedicated a poem to Lucy Walker, entitled “A Lady has Clomb to the Matterhorn’s Summit”:

*No glacier can baffle, no precipice balk her,
No peak rise above her, however sublime,
Give three times three cheers for intrepid Miss Walker,
I say, my boys, doesn't she know how to climb!*

The Matterhorn: the most sought-after trophy

The Matterhorn was regarded as the most desirable trophy by both men and women mountaineers. Lucy Walker was not the only woman whose dream it was to reach the peak. Various others had attempted the ascent, most notably Meta Brevoort (1825–1876), a New Yorker who had settled in England. Just like Lucy Walker, Meta Brevoort was making a name for herself in the mountaineering world in the late 1860s and undertook her first attempt to climb the Matterhorn as early as 1869, during which she reached an altitude of almost 4,000 metres, approaching from the Italian side, but severe weather conditions forced her to turn back. Two years later, however, Meta Brevoort wanted to give it another go, setting out for Zermatt with the aim of attempting another ascent. Lucy Walker was already in Zermatt though and, on receiving word of Ms Brevoort’s intentions, quickly assembled her own group in order to begin her ascent of the Matterhorn, a feat that would make her the most famous female mountaineer of the era.

Noblesse oblige: congratulations in the midst of rivalry

Meta Brevoort arrived in the Matter Valley just after Lucy to receive the shocking news that she had missed her chance to win the ultimate trophy. That very evening, the two women met each other in Zermatt. What Meta really felt on this occasion is anyone’s guess but contemporary sources state that “there were congratulations” – noblesse oblige. This would be the only occasion that the two most prominent female Alpinists of the era would meet, somewhat unusual considering that they came from a similar background, both from wealthy families. Lucy Walker was from a wealthy merchant family in Liverpool and Meta Brevoort from a family of Dutch immigrants who made a fortune in New York as property owners. Contrary to the strict notions of Victorian society, both women were outgoing and cheerful characters with a lively spirit. According to her obituary, Lucy was known for her “warmth, humour and buoyant personality” while chronicler Cicely Williams writes that Meta stood out for her “astounding vitality and her exception gift of living life to the full”.

Meta’s silver medal: first woman to traverse the Matterhorn

Meta, however, was not cowed by Lucy’s successful ascent of the Matterhorn. She waited until conditions on the mountain were just right and, on 5 September 1871, became the first woman to traverse the mountain from Zermatt to Breuil (Cervinia) in Italy. During the following two weeks, she also became the first woman to ascend the Weissshorn (4,506m) and the Dent Blanche (4,357m). Five years later, Meta Brevoort died in the English town of Dorking shortly after being diagnosed with a cardiac infection – still ready for action and her head full of mountaineering plans, including dreams of Everest. Lucy Walker continued mountain-climbing until 1879 and thereafter returned to Zermatt to meet up with friends and go hiking with her mountain guide Melchior Anderegg, who was also getting on in years. From 1913 to 1915, she held the honour of being Vice President of the British Ladies’ Alpine Club before passing away at the age of 80 in 1916.

Source:

<https://www.zermatt.ch/en/History/focus-women-alpinists> (With the kind permission of the author)

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