



The VISITOR CENTER in Brunnen is a fascinating starting point for your stay in the Swiss Knife Valley. Stretching across 365 square metres, it tells you all about Victorinox, the Valley's most beautiful destinations and other important enterprises in the region.

The small movie theatre features a 15-minute film about the production of the Victorinox pocketknife, and a 10-minute film about the attractions in the Swiss Knife Valley.

An interactive relief presents central Switzerland from a whole new perspective. Numerous tourist service providers and well-known commercial enterprises from the Swiss Knife Valley introduce themselves in the Info Lounge. Here you can also buy various regional specialities, hiking maps, gift vouchers and lots more.

Guided tours

Guided by an expert, your tour of the VISITOR CENTER will be an extra special experience. You may opt to round off the 1.5-hour tour with an aperitif or a fringe programme.

Bookings are essential. Please phone +41 (0)41 820 60 10

Victorinox Museum

For more than 130 years, Victorinox has embodied quality, functionality and design. In 1884, Karl Elsener established a cutlery workshop and by 1891, he was already supplying the Swiss Armed Forces with knives for the soldiers. When Karl Elsener created the original "Swiss Officer's Knife", he had no inkling that it would soon conquer the world. Today, the "Swiss Army Knife" is internationally patented and epitomizes more than any other product the world-famous notion of "Swiss made".

"Discover the captivating history of the Swiss Army Knife at the Victorinox Museum in Brunnen."



Tip: manual knife assembly

If booked in advance, you can assemble your very own pocketknife (the Spartan model) from 27 components.

Duration: 15 minutes.

Suitable for children from the age of 8.

Phone +41 (0)41 825 60 20



Victorinox Brand Store

Experience the brand world of Victorinox in the Brand Store and find yourself some loyal companions for the adventures of daily life. Apart from pocketknives, household and trade knives, the product line also includes timepieces, travel equipment, fashion and fragrances.

Location

The VISITOR CENTER with the Victorinox Brand Store & Museum are located in Bahnhofstrasse 3 in Brunnen (municipality of Ingenbohl), 100 metres from the jetty, 500 metres from the train station of Brunnen. The public bus service stops directly in front of the building (at "Brunnen See/Schiffstation"). Metered parking nearby.

Opening hours

Monday to Friday 10:00 - 18:30h / Saturdays 10:00 - 17:00h

Sundays and public holidays 10:00 - 17:00h May to October

Admission is free. Groups of 10 or more people are advised to book in advance.

SWISS KNIFE VALLEY VISITOR CENTER

Swiss Knife Valley AG / Bahnhofstrasse 3 / CH-6440 Brunnen
Phone +41 (0)41 820 60 10 / info@swissknifevalley.ch / www.swissknifevalley.ch

VICTORINOX BRAND STORE & MUSEUM

Victorinox Brunnen AG / Bahnhofstrasse 3 / CH-6440 Brunnen
Phone +41 (0)41 825 60 20 / info.brunnen.ch@victorinox.com / www.victorinox.com

The region's top enterprises present themselves at the VISITOR CENTER.



Tourist attractions

Adventure Point | Bödmeren Jungle | Holiday resort Gersau | Lake Lucerne Navigation Company | Museums of Schwyz | Mythen Region | Rigi Scheidegg-Burggeist | Sattel-Hochstuckli | Mount Stoos Railways | Sun-lit Illgau | Trekking Team - Hoelloch Caves



Regional products

Detting Kirsch Distillery | Felchlin Chocolate | Monica Schnüriger Jewellery | Rosengarten Brewery | Rural Marketplace Urschwyz | Schuler St. Jakobskellerei Vins | Show Distillery Zraggen | Vogel Cheese-Makers

Our partners – united we are strong

The Swiss Knife Valley is the home region of the world-famous Swiss pocketknives made by Victorinox. To help us promote this wonderful region and the attractive economic and living environment, numerous businesses of the Canton of Schwyz are supporting our efforts – successfully! The Swiss Knife Valley regularly attracts guests from all over the world.

Gold partners



Victorinox produces and sells unique, high-quality products that are of practical use in different areas of life all over the world. www.victorinox.com

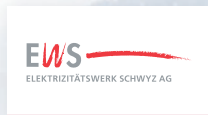


Sparkasse Schwyz AG has been offering the full range of banking services for over 200 years. It is a regional bank strongly anchored in its region. www.sparkasse.ch



pensionskasse pro is one of the largest independent collective funds in Switzerland. It insures Swiss SMEs of all sectors. www.pkpro.ch

Silver partners



Bronze partners

Auto-Center Benno Müller | Die Mobiliar Schwyz | Hema Computer-systeme | Huusart Architektur | Küttels-Getränke-Markt | Späni Zentralstaubsauger | Werbelüönd | Zenklusen Immobilien

SWISS KNIFE VALLEY VISITOR CENTER



“Discover the home region of the world-famous Swiss Army Knife”



Victorinox Museum & Brand Store