



Swiss Knife Valley VISITOR CENTER – Victorinox Brand Store & Museum

The world-famous Victorinox Swiss Army Knife has a long and fascinating history. This history is now being presented, along with many other tourist and business attractions of the Schwyz region, in the VISITOR CENTER in Brunnen.

Victorinox and its world-famous Swiss Army Knife stand for reliability, innovation and a long history. This history is now presented to the public in the innovative Swiss Knife Valley VISITOR CENTER. Working together with the regional tourist organization, Swiss Knife Valley AG, in which many local companies participate, a multifunctional VISITOR CENTERS has been created.

Multimedia highlights

There are several multimedia highlights in a total area of 365 square meters. The first is a 7-minute show in the mini-cinema, which takes you to the most beautiful locations in the tourist region of the Swiss Knife Valley, Schwyz. The “Valley of the Swiss Knife” can also be experienced as a touch screen relief in the entrance area. A second movie in the mini-cinema shows the production of the Victorinox knife. This 14-minute movie can be viewed in English, French, Italian, Spanish or even Chinese.

Victorinox Brand Store & Museum

In the basement of the Victorinox Museum an interactive exhibition explores the history of the knife as well as the milestones of the Victorinox brand. Special exhibits can also be found in the respective thematic exhibitions. Various knife rarities can be discovered here, and you can also immerse yourself in the world of expeditions and adventure in the History and Story Corner. True stories and experiences will be presented in pictures and sound. You can even make your own Swiss Army Knife with a specially arranged assembly bench and the help of an expert guide. You can have your knife personally engraved.

The Victorinox Brand Store is located on the first floor. Here you will find a comprehensive range of Swiss Army knives, domestic and professional knives, watches, travel baggage and fragrances; the same range as found in Paris, Tokyo, Shanghai, Hong Kong, Basle and Zurich Airport.

Swiss Knife Valley – Info Lounge & Shop

Numerous tourist operators and businesses from the Swiss Knife Valley are presented in the Info-Lounge upstairs. Depending on your interests you can gain more information from a wide range of movie and video clips. Various regional delicacies, such as chocolate, cheese, meat specialties and spirits are on sale in the shop. You will also find a range of hiking maps, specialist literature, souvenirs and gift vouchers.

Knife assembly

A supervised assembly of the Spartan knife model takes around 15 minutes. The cost is CHF 35.-, including an engraving. Preregistration at the Victorinox Brand Store is required: Phone number +41 (0)41 825 60 20.

Opening hours

Mai until October:	Tuesday until Friday	10:00 until 18:30
	Saturday, Sunday & public holidays	10:00 until 17:00
	Monday	close
November until April:	Tuesday until Friday	10:00-12:00 & 13:30-17:30
	Saturday	10:00 until 16:00
	Monday, Sunday & public holidays	close

Admission

Admission to the VISITOR CENTER and Museum is free of charge. An elevator is available for disabled persons.

Groups

For organizational reasons, we would ask you to register groups of more than 15 persons in advance.

Guided tours

Your visit to the VISITOR CENTER and Victorinox Museum will become a very special experience with a professional guided tour, lasting approx. 1.5 hours. Please reserve your guided tour 15 workdays in advance.

Cost: CHF 150.- fixed price for groups of up to 10 persons, each additional person CHF 15.-. Each participant on a guided tour will receive a Victorinox pocket knife model "Signature" (58mm)

A guided tour can also be combined with a tasting of the various spirits on offer or an aperitif with regional specialties. We will be happy to advise you by phone, and we can give you tips on how you can increase your excursion experience with additional offers. You can also find a number of proposals in our "Ideas for Groups" handbook, or on our home page.

How to get to us

By car / coach: Large parking lot next to the Ingenbohl-Brunnen Gemeindeverwaltung (municipal administration building). 5 minutes on foot.

By rail: 10 minutes on foot from Brunnen rail station or Bus Line 2 to the "See/Schiffstation Brunnen" bus stop.

By ship: Regular schedules ships to/from Lucerne. The boat pier is only 100 meters away.

Contact - Address

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