

SWISS celebrates the holidays with “LXmas”



Celebrating the holidays with SWISS

[Swiss International Air Lines \(SWISS\)](#) is launching “LXmas With You” this holiday season. The campaign began on December 1 alongside a festive raffle. Both travellers and non-travellers this season can win surprises on SWISS’s social media channels to experience magical moments. In the press release, SWISS said that it would invite followers to digitally explore up to four SWISS Christmas worlds through augmented reality filters on Instagram and TikTok, while also boosting their chance of winning a raffle prize.

Among the many prizes that entrants can win in SWISS’s Christmas raffle is the chance to fly two loved ones on SWISS to Zurich where they will experience the festive magic together at a Zurich Airport Christmas event. The winners will also be offered a Christmas dinner beneath the wings of an aircraft in one of the airport’s hangars.

Passengers flying on SWISS can also look forward to some festive surprises during the Advent season. St. Nicholas will be frequenting select SWISS flights, accompanied by his elves. And to create Santa’s reindeer, two SWISS aircraft–A340-300 HB-JMA and A320-200 HB-IJJ–will sport red “noses.”

“We’re really looking forward to celebrating this Christmas with our guests well beyond Switzerland’s borders,” said SWISS Head of Marketing, Stefan Vasic. “Through ‘LXmas With You’ we don’t just aim to spread the festive spirit: we want to mark this special time of the year when we all come together and truly appreciate one another. Christmas is always best when it’s shared, we feel, and when we can experience all the magic of Advent together.”

The celebrations for SWISS are also taking place on the ground. On December 2, passengers can visit the SWISS “LXmas” stand at the Christmas Village ‘Zürcher Wienachtsdorf’ near Zurich’s Bellevue

Square. Passengers at Zurich Airport's ([ZRH](#)) Check-In 1 can also try on VR goggles and explore the future First Class cabin of the new 'SWISS Senses' experience to celebrate the holidays.