

## Annual motto 2025 of the town of Rheinfelden



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For the 20th time, Rheinfelden is adopting an annual motto with the aim of informing and sensitizing the population to issues that will affect the town in the coming year. The year 2025 in Rheinfelden is all about the motto “Altstadt Rheinfelden neu entdecken – re-discover Old Town Rheinfelden”.

### Why a new discovery?

Rheinfelden's old town is a place full of history, cultural diversity and surprising discoveries. The motto invites you to experience the oldest town in the canton of Aargau (almost 900 years old) in a new way. Guided tours, museum, digital experiences and culinary delights promise a fresh experience of the historic town - ideal for anyone who wants to explore an authentic Swiss old town.

### Discover the old town of Rheinfelden (anew)!

With two major events taking place in neighboring Basel - the Eurovision Song Contest (ESC) and the European Women's Soccer Championship - the region is expecting numerous visitors. Rheinfelden wants to use this opportunity to present itself as a varied destination for day tourists and guests from Switzerland and around the world. On the other hand, the annual motto aims to present the diversity of the old town of Rheinfelden and to inspire the local population to enjoy a (new) experience in their place of residence.

### A place of diversity - also linguistically!

With over 101 nationalities and a foreign population of 34%, Rheinfelden is a place of international encounters. English, as a world language, not only characterizes life in the town, but also the slogan - to appeal to guests and the local population from all over the world.

### Diversity to experience and enjoy

The old town offers something for every taste:

- **Culture & History:** themed and scenic tours by Tourismus Rheinfelden, art installations in public spaces and exhibitions in the Fricktaler Museum tell stories of the town. In addition, the Zähringer and Habsburg origins can be seen and experienced in many places in the old town.
- **Gastronomy:** Whether traditional restaurants, modern eateries or culinary tours - gourmets will get their money's worth in over 20 restaurants.
- **Shopping & markets:** Over 60 stores, a fresh produce market twice a week, two flea and creative markets and the traditional autumn market make a stroll through the old town and a visit an experience.
- **Nature & recreation:** Hidden places in the old town, various beautiful drinking fountains, a spa day at "Sole Uno Wellness World," walking along the banks of the Rhine ([Rheinuferrundweg](#)), and encounters with old town residents and animals such as goats and storks add to Rheinfelden's charm
- **Events:** Municipal events, such as the 1st August celebrations, the Youth Festival or the Advent sparkle and events organized by Pro Altstadt, the "Offene Ateliers" (open art studios) or music highlights such as Klassiksterne and "Open Classics" on the Inseli invite you to discover them
- **Digital experiences:** Social media campaigns, the city library's Open Library concept and multilingual audio guide city tours allow visitors to discover the old town on their own.

### Rediscover further information and offers:

Ongoing experiences are offered in the [events calendar](#) of the town and Tourismus Rheinfelden. The [website of Tourismus Rheinfelden](#) is ready to be discovered and offers many tips and hints, including information on guided tours of the town, walks, gastronomy and family experiences.

[The Fricktal Museum](#) in the old town combines the history and culture of Rheinfelden and the region with exciting insights into the past. It offers exhibitions on historical topics such as the Old Town model, the town wall and local customs. A visit is worthwhile for anyone who wants to learn more about the rich history of Rheinfelden and its development.

[The Rheinfelden town library](#) is a meeting place for those thirsty for knowledge and book lovers from Switzerland and Germany. With the introduction of the "Open Library" concept, it offers extended access so that visitors can borrow and return media independently outside regular opening hours.

### Rheinfelden voucher in the annual motto design

From spring 2025, the [Rheinfelden voucher](#) will be available in a special annual theme design. It is the ideal gift as it can be redeemed at over 60 businesses and restaurants in Rheinfelden or for discovery experiences such as guided tours of the town. Give a piece of Rheinfelden as a gift!

### Come and visit us!

The old town of Rheinfelden is a place full of experiences and discoveries. Use your visit to (re)discover the historic old town. Be inspired by the combination of history and modernity, tradition and innovation.

Therefore: **Welcome to Rheinfelden – Historische Altstadt - historic old town**



# Altstadt Rheinfelden



## neu entdecken

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