



Singapore, December 06, 2023

## Switzerland Tourism Presents its Winter Offerings with A Swisstainable Approach

**Switzerland Tourism unveiled its Swisstainable approach for enjoying the winter season – by the Swiss public transport. The briefing took place at Trifecta, a brand-new integrated sports facility.**

Simon Bosshart, Head of Markets East for Switzerland Tourism, initiated the briefing with an insightful overview of the market performance. Recent figures revealed a remarkable 27% growth in hotel overnight stays in Switzerland from Southeast Asia. Singapore emerged as the second-largest source market, contributing to 29% of the total overnight count. Impressively, Singapore generated 42% more overnights from January to September 2023 compared to the same period in 2019. He further added that “Singapore is leading the charge in the regional growth average—a testament to Switzerland's enduring allure in the hearts of Singaporean travellers”.

The significance of *Swisstainable* travel was at the core of the discussion, not just by taking the public transport but also filling the gaps during the low season without contributing to over-tourism. Switzerland Tourism's Swisstainable strategy encouraged travellers to embrace nature up close, experience local culture authentically, consume regional products, and extend their stay to delve deeper into the destination.

Maurus Lauber, CEO of Swiss Travel System, highlighted the tremendous sales growth of the Swiss Travel Pass from Singaporean travellers. He also mentioned that “Switzerland's public transportation system is not just a mode of travel; it is the most sustainable way to travel around Switzerland during the winter season”. The panoramic train rides along the Grand Train Tour of Switzerland were highlighted as the best way to connect with favourite winter destinations.

Nazrul Hakim Jumahat, Marketing & Communication Manager Southeast Asia for Switzerland Tourism, shared some of the Swiss tourism partners' winter offerings:

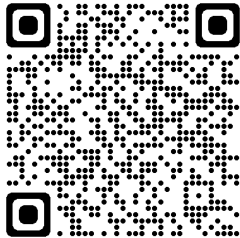
- **Davos:** With over 50 bars and 5 nightclubs, Davos offers one of the best nightlife with many apres-ski bars on the mountains and the city and other nightlife activities including night skiing and night hiking.
- **Jungfrau Region:** Enjoy the thrilling sledge run next to the famous Lauberhorn descent and feel the adrenaline rush as close to a race car driver.
- **Lake Lucerne Region:** celebrate the Year of The Dragon by taking a “Dragon Ride” up to the peak of Mount Pilatus and round it off with some regional specialities such as fondue and chocolate while overlooking the Swiss Alps.
- **Matterhorn Region:** Take a guided mountain hike through the wild and rugged Fee gorge leading from Saas-Fee down to Saas-Grund. This spectacular tour passes frozen waterfalls and takes you across suspension bridges, ladders and steel ropes. And a high-speed Tyrolean zip-line and cable pulleys are also highlights on this guided trip.
- **Schilthorn:** Ride the cable car to Schilthorn and enjoy a James Bond Brunch in the 360° Restaurant Piz Gloria while taking in the 200 alpine peaks before descending to Birg to take in the Skyline Walk and the Thrill Walk to give you an adrenaline rush!
- **St. Moritz:** Skiing at night at Corvatsch with the longest illuminated slope in Switzerland: a truly special experience.
- **Titlis:** Take your first ski lessons at SnowXpark Truebsee and end it with a Fondue experience in an authentic snow igloo.



- **Zermatt – Matterhorn:** Experience the Gornergrat in a luxurious way onboard the NostalChic Class by Gornergrat Railways with homely details and a cosy ambience, and a guaranteed window seat to enjoy the breath-taking view of the Matterhorn.
- **Swiss Travel System:** Enjoy a panoramic ride on the Glacier Express from dazzling St. Moritz to equally sophisticated Zermatt with unobstructed views of unique Swiss landscapes.
- **SWISS International Air Lines:** travel to Switzerland with more comfort in the new travel class SWISS Premium Economy and arrive at your destination feeling even more relaxed.

**Key visual and Partners' factsheets:**

<https://corner.stnet.ch/media-sea/winter-media-briefing-singapore/>



**Useful links:**

[MySwitzerland.com/howtowinter](https://www.myswitzerland.com/howtowinter)  
[MySwitzerland.com/winter](https://www.myswitzerland.com/winter)  
[MySwitzerland.com/grandtraintour](https://www.myswitzerland.com/grandtraintour)  
[MySwitzerland.com/swisstainable](https://www.myswitzerland.com/swisstainable)

**For more information, please contact:**

Nazrul Hakim Jumahat  
Marketing & Communication Manager Southeast Asia  
Phone: +65 9172 3992, E-mail: [nazrul.jumahat@switzerland.com](mailto:nazrul.jumahat@switzerland.com)

**About Switzerland Tourism.**

Switzerland Tourism is the national marketing and sales organization for Switzerland. ST positions Switzerland as a tourism brand standing for quality, naturalness, authenticity, sustainability, and modernity, under the overall concept of "Swissness". To do so, ST develops a systematic marketing program that it implements creatively with its partners through a full range of promotional and sales techniques. Headquartered in Zurich, ST is present in 26 countries, employing 239 staff. In Southeast Asia, ST boasts offices in Singapore, Bangkok, Kuala Lumpur, Jakarta and Manila, with a team of 8 co-workers.