

THE ALPHORN.

Sales Guide for Travel Professionals | UK/Ireland 2024

[Myswitzerland.com/trade-uk](https://www.Myswitzerland.com/trade-uk)



Switzerland.

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Dear Travel Professionals,

Welcome to the 2024 edition of ‘The Alphorn’. Centuries ago, farmers in the Swiss Alps used the alphorn as a tool to communicate from mountaintop to mountaintop. Today, we are using ‘The Alphorn’ as our tool to talk to you about Switzerland, as well as supporting and helping you to send more clients to the Swiss Alps and cities.

Our goal is to move beyond simply increasing the absolute number of overnights from UK/Ireland to Switzerland. We aim to now steer our target audience to travel to Switzerland in the off-season and to less-touristed places. As such the travel trade is a more important partner than ever for us. Only by working closely together as an industry can we continue to grow travel and tourism in a sustainable way. This is part of our Swisustainable initiative which demonstrates an ambitious vision and a leading role in sustainability.

So how about recommending your clients to travel on some of the stunning scenic trains for a Swiss winter wonderland experience? Or going to a resort in the Swiss Alps in summer or autumn for some outdoor activities? Or even visiting a Swiss city or two in December or February for Christmas markets, carnival, and other festivals?

Switzerland is a short-haul destination with numerous direct flight connections from the UK and Ireland which, with its pristine nature and its reputation as a safe destination, continues to be a perfect place for your clients to visit in 2024.

Over the last few years, we have further increased our activities in the UK and Ireland for the travel trade. Aside from educational programs and resources and multiple communication tools, we are present nationwide at several conferences and our own events.

#WeNeedSwitzerland is our marketing campaign. And Switzerland needs you. Thank you for your help in promoting Switzerland in the UK and Ireland.

All the best,

Alex Herrmann Director UK & Ireland	Evelyn Lafone Head of Trade UK & Ireland
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Only by working closely together as an industry can we continue to grow travel and tourism in a sustainable way.

Switzerland Tourism

Switzerland Tourism is the National Tourist Office of Switzerland with representations in 37 offices in 23 markets around the world. We promote Switzerland as a travel, vacation and convention destination and are happy to assist in the planning of any type of holiday:

- * Introduction to local destinations and suppliers
- * Support with adaption of and creation of new Swiss product
- * FAM trips, webinars and trainings for you and your colleagues
- * Access to online picture and video library
- * Tailor-made support

Send your customers on a holiday to Switzerland and they will fall in love, thanks to its efficiency, variety in cultures, languages and gastronomy as well as its top notch hotels and unforgettable natural wonders.

Contact us

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We are a member of:



Credits

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How to sell Switzerland.

Two experienced Travel Counsellors, **Marie Rowe** and **Marina Schumacher** have been asked for their best tips on how to sell Switzerland.



Marina

Highlight cultural richness and historic charm:

Emphasise the well-preserved medieval towns, museums, and art galleries that

showcase the country's history and artistic achievements. Familiarise yourself with and showcase cultural and folkloric events, festivals, and traditions to appeal to travellers interested in immersing themselves in the local way of life.

Promote efficient transport & connectivity:

The country's well-connected and punctual public transportation system, including trains, boats, buses and cable cars, makes it convenient for travellers to explore various regions and is easy to navigate. Highlight the Swiss Travel Pass, which offers unlimited travel on the public transportation network, and point out how easily accessible attractions are from major cities.

Entice with culinary delights:

There's more to Switzerland than cheese and chocolate! Consider organising culinary experiences to give travellers a taste of Switzerland's gastronomic delights, such as the Food and Wine Tour in Lugano, to try the unique White Merlot and delicious Blenio valley cheese (to name just a couple). Moreover, did you know that there are purely vegetarian and/or even vegan restaurants? Look for Tibits and Hiltl if you're keen on a plant-based meal.



Marie

Highlight its diverse appeal:

Talk about Switzerland's breathtaking natural beauty across all four seasons.

From the stunning valley views on summer days to its vibrant autumn colours and picture-perfect winter wonderlands. Switzerland has everything from magical lakeside towns, medieval villages and cosmopolitan cities to traditional Swiss alpine villages, mountain retreats and unique farm stay experiences.

Promote sustainability:

Switzerland is truly leading the way in sustainable tourism. Promote its Swisstainable initiative and talk about its car-free towns, extensive rail and public transport network, and eco-friendly hotels. If you're talking to eco-conscious travellers, they will love hearing about unique experiences like riding the scenic Bernina Express train.

Target different audiences:

Tailor your marketing to showcase the aspects of Switzerland that will excite different demographics. For adventure seekers, focus on hiking and mountain excursions. For families, promote child-friendly activities, toboggan runs, and cable rides. For luxury travellers, mention Michelin-starred restaurants, luxurious spas and panoramic train journeys.

What is your favourite memory of Switzerland?

Marina's Memory:

A recent highlight was facing my fear of heights and fulfilling a dare with myself at Glacier 3000. From Montreux, we took the train and postbus to the base station at Col du Pillon to catch the cable car to the top – or one of them... the main attraction (apart from the glacier itself, of course) is the Peak Walk by Tissot, the world's first suspension bridge between two mountain peaks and I was hesitant until the last moment to actually step on it – but I did it, and the views and photos were so worth it! Getting on the Alpine Coaster was a slightly different story, yet I kept picturing my nearly 5-year-old son wanting to just zoom down, so I dared myself and it was... exhilarating!

Marie's Memory:

One day that I will never forget was waking up in the traditional Swiss alpine village of Wengen and drinking my coffee with a view of the Jungfrau before taking a train to Lauterbrunnen to visit the stunning Staubbach falls. From there we took the train to Kandersteg and spent a glorious summer's afternoon riding the Oeschinenbahn gondola up to the mountain station followed by a short hike amongst the alpine cows down to the beautiful Oeschinen Lake. We drank a beer in the sunshine with the most spectacular view. The evening was spent in a traditional Swiss chalet style restaurant in Kandersteg where we enjoyed fondue, rösti, and local wine.

Become a Switzerland Travel Expert.

MMS GRF Winter 22-23 Ski Tour © Switzerland Tourism / Lorenz Richard



Trade Corner



Check our Trade Corner to find a list of **UK and Irish tour operators**. You can also find training materials and the best of Switzerland itineraries, obtain the latest news and receive multimedia support. Furthermore, you can find our contact details and travel information updates.

[MySwitzerland.com/trade-uk](https://www.myswitzerland.com/trade-uk)

Switzerland Travel Academy

Become a certified Switzerland Travel Expert via the UK version of the E-learning program Switzerland Travel Academy. Get more leads and benefit from additional sales support. The academy consists of core and specialization modules.

uk.switzerlandtravelacademy.ch

Newsletter

Don't miss out on any of the latest news and offers from Switzerland and subscribe to our monthly newsletter.



Multimedia



Pictures

Please find below the link to sign up for the picture database.

sam.myswitzerland.com



Apps

The MySwitzerland apps provide exactly the service you need.

[MySwitzerland.com/mobile](https://myswitzerland.com/mobile)



Brochures

The MySwitzerland brochures turn the search for great experiences into an experience itself.

[MySwitzerland.com/brochures](https://www.myswitzerland.com/brochures)

Social Media

Share your love for Switzerland with us.

#InLOVEwithSWITZERLAND

#IneedSwitzerland



facebook.com/MySwitzerlandUK



instagram.com/MySwitzerland



x.com/MySwitzerland_e



youtube.com/MySwitzerland



pinterest.com/MySwitzerland



tiktok.com/@SwitzerlandTourism

Good to know.



Travel to Switzerland

UK: New rules are in place for UK nationals since 1st January 2021. They must have a valid passport with at least 6 months left to travel to Switzerland. Switzerland is part of the Schengen area, therefore travel for up to 90 days in any 180-day period without a visa is possible.

Ireland: No changes to travel documents and visa requirements. Switzerland is part of the Schengen area, therefore Irish nationals need a valid passport to enter Switzerland. Find more information at:

[MySwitzerland.com/planning](https://myswitzerland.com/planning)



Climate

The climate is moderate with no excessive heat, cold or humidity. From July to August the daytime temperature range is 18 to 28 °C and from January to February the range is -2 to 7 °C. In spring and autumn, the daytime temperature range is 8 to 15 °C.

Depending on the altitude the temperature range may vary. It is highly recommended for visitors to pack a sweater, good walking shoes, sunscreen, sunglasses, a compact umbrella and/or a light raincoat.

Other valuable information



Currency: The Swiss Franc (CHF). Merchants may accept Euros (EUR) but are not obliged to do so.



Time: Central European Time Zone (CET), 1 hour ahead of Greenwich Mean Time (GMT+1).



Languages: Switzerland has four national languages: German, French, Italian and Romansh. English is widely spoken.

National public holidays 2024 (depending on canton)

01. January	New Year's Day	01. August	Swiss National Day
02. January	Saint Berchtold	15. August	Assumption Day
06. January	Epiphany	01. November	All Saints' Day
29. March	Good Friday	08. December	Immaculate Conception
01. April	Easter Monday	24. December	Christmas Eve
01. May	May Day	25. December	Christmas Day
09. May	Ascension Day	26. December	St. Stephen's Day
20. May	Pentecost Monday	31. December	New Year's Eve
30. May	Corpus Christi		



Vaud, Chillon Castle

Sustainable Switzerland.

Pristine nature touches our hearts. As a travel destination, Switzerland is synonymous with spectacular mountains, wild gorges and mystical forests; nature has the power to provide energy. We aim to preserve this for many generations to come. [MySwitzerland.com/sustainability](https://www.myswitzerland.com/sustainability)



What makes Switzerland a sustainable travel destination?

Air

The air quality in Switzerland is excellent. It has always been appreciated as a climatic spa destination with beneficial therapeutic effects, and the health-promoting climate of Davos' mountain air was discovered as far back as 1853.

Water

Switzerland invites guests to swim in the middle of its cities – a truly unique experience. Boasting some 1,500 lakes, Switzerland is seen as Europe's moated bastion, and is home to the sources of many rivers, including the Rhine and the Rhône.

Conservation

A total of 20 Swiss parks make up more than one-seventh of the land area (5,839 km²). For the past 145 years, the Swiss Forest Act has also been ensuring that 31% of Switzerland remains forested – and this number is rising.

Facts and figures

Mobility

Every day, 11,000 trains travel along the roughly 3,000km long SBB network. Even small and remote locations can be reached by public transport. SBB sells around 3 million travelcards every year.

Food

Compared to our international counterparts, we consume the most organic products per capita. And Swiss retailers have been leading the international sustainability rankings for years.

Recycling

Switzerland is one of the world's leading countries when it comes to recycling and waste management, with 85% of PET bottles being put to new use.

Climate neutrality by 2050

Switzerland has committed to becoming climate neutral by the year 2050. The starting point for the long-term climate strategy is the net zero emissions target for 2050. Switzerland should not emit more greenhouse gases than can be absorbed naturally or by technical means, limiting global warming to less than 1.5 degrees.

Swisstainable label

Guests interested in sustainable offers are often lost in the jungle of existing labels. Our aim with Swisstainable is not to create a new certification, but to help guests find their way around. To this end, we have developed a program with external experts and in close cooperation with the tourism associations, in which the entire industry can participate.

The Swisstainable sustainability program is open to all companies and organizations in the Swiss tourism industry, with three different levels depending on the prerequisites and degrees of commitment from each company.

Level 1 Committed / Level 2 Engaged / Level 3 Leading



Lago di Saoseo © Switzerland Tourism / Nicola Fuerrer

At the end of 2023, more than 1600 companies were partners of the Swisstainable programme.



Want to learn more?

[MySwitzerland.com/sustainability](https://www.myswitzerland.com/sustainability)

Incoming operators.

Switzerland Tourism, as a company, cooperates with a few incoming agencies.

The companies below are suggestions and not recommendations. [MySwitzerland.com/trade](https://www.myswitzerland.com/trade)



Bucher Travel.

Bucher Travel Inc., founded in 1865, is the leading agency in Switzerland in providing Incoming Services, Bus & Limousine Service, Incentives & Conventions. [buchertravel.ch](https://www.buchertravel.ch)



Eurotrek.

Offers self-guided biking, cycling and hiking trips. They supply transfers, rental bicycles and luggage transfers all over Switzerland. [eurotrek.ch](https://www.eurotrek.ch)



Best of Switzerland Tours.

Leading sightseeing operator with a wide selection of city tours, half day tours and full day mountain excursions in the German speaking part of Switzerland. [switzerland-tours.ch](https://www.switzerland-tours.ch)



Aratours.

ARATOURS with its brands AlpTransfer and AlpExcursion provides affordable and safe private transfer services and trips specialising in Switzerland and the surrounding areas: airport transfers, car at-disposal services, full-day and half-day excursions and tour packages with its range of modern and luxury vehicles. [alptransfer.com](https://www.alptransfer.com) | [alpexcursion.com](https://www.alpexcursion.com)



Swiss Tailor Made.

Based in Switzerland and with their background in tour operating, Swiss Tailor Made's agents can remove any complexities by using their first-hand knowledge of the destination along with their extensive network of hotels and transportation providers and provide you with the solutions you need. [swisstailormade.com](https://www.swisstailormade.com)



Switzerland Travel Centre (STC)

STC is a specialised Incoming Operator in Switzerland. Their team in London assist tour operators with selling Swiss tourism products. STC are able to help you with everything from a single hotel booking to group trips by train for several days. [switzerlandtravelcentre.com](https://www.switzerlandtravelcentre.com)

How to get to Switzerland.



By plane

140+ flights a week

There are over 140 weekly flights from the UK to Switzerland! SWISS and other airlines offer great connections directly to Zurich, Geneva and Basel. SWISS is happy to transport your first set of skis or snowboard and boots free of charge in addition to your standard free baggage allowance. [swiss.ch](https://www.swiss.ch)



By train

Eurostar links

Leave London at lunchtime and reach Switzerland that evening, without setting foot in an airport. Eurostar links London with Paris in 2h20. Then take a TGV-Lyria high-speed train from Paris to Geneva (3h05), Lausanne (3h39), Basel (3h03) or Zurich (4h03). There's no baggage fees or airport taxes. And there's great scenery on the way.



By car

Europe's motorway network

Switzerland is linked to Europe's extensive motorway network. A sticker vignette or e-vignette is mandatory to use the Swiss motorways. It can be bought online, at the airport or at a petrol station. If taking a trailer or caravan, an extra vignette needs to be purchased. Switzerland also has over 6,000 power charging stations for e-cars. [ch.ch](https://www.ch.ch)

Getting around Switzerland easily.

Lavaux, Lake Geneva



Travel by train, bus and boat.

The Swiss Travel System takes travellers along the most fascinating panoramic routes, to the most beautiful mountain summits, and on the most romantic boat tours.

Swiss Travel System (STS)

The world of train, bus and boat in Switzerland is extremely diverse. And so are the tickets. Whether it's a short trip, a holiday in a particular region or a voyage of discovery through the whole country – the Swiss Travel System offers the right ticket for every type of journey. Information regarding point-to-point tickets, 1-day travel passes, luggage services and the premium product "Swiss Travel Pass" can be found on: [MySTSnet.com/tickets](https://www.mystsnet.com/tickets)

Your main contact: andreas.nef@swisstravelsystem.com.

Swiss Travel Pass

Swiss Travel System Passes and cards are the key to Switzerland's extensive public transport network. They meet every requirement and guarantee nearly unlimited travel by train, bus and boat. In the UK the main retailers are: *Switzerland Travel Centre*, *International Rail*, *OTP Holidays Ltd* and *Railbookers*.

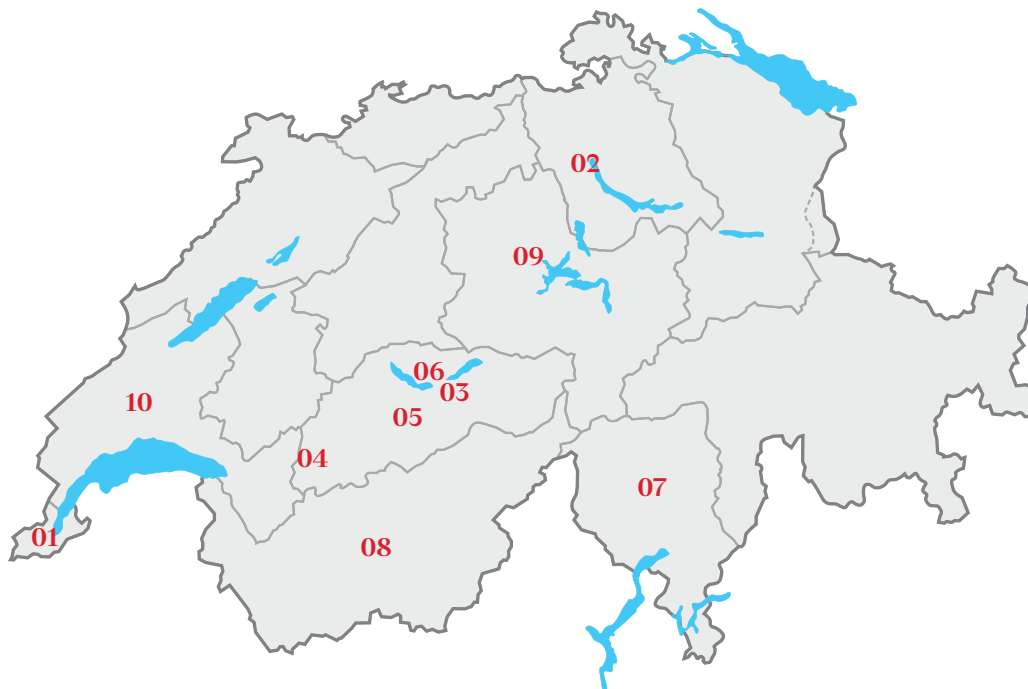
[MySTSnet.com/swisstravelpass](https://www.mystsnet.com/swisstravelpass)

Swiss Travel Pass overview

Swiss Travel Pass	<ul style="list-style-type: none">✚ Valid for 3, 4, 6, 8 or 15 consecutive days, including unlimited travel on premium panoramic trains (seat reservation fees and/or surcharges apply).✚ Unlimited use of public transport in more than 90 towns and cities.✚ Free admission to more than 500 museums.✚ Mountain excursions included: Rigi, Stanserhorn and Stoos.✚ Up to 50% discount on many other mountain excursions.
Swiss Travel Pass Flex	<ul style="list-style-type: none">✚ Valid for 3, 4, 6, 8, or 15 freely selectable days within one month, thus combining scope and services of the Swiss Travel Pass with the advantage of increased flexibility.
Swiss Travel Pass Youth	<ul style="list-style-type: none">✚ Young travellers up to their 25th birthday travelling through Switzerland benefit from a 30% discount on the regular Swiss Travel Pass / Swiss Travel Pass Flex ticket fare.
Swiss Family Card	<ul style="list-style-type: none">✚ Children from their 6th up to their 16th birthday accompanied by at least one parent (holding a Swiss Travel System ticket) travel free of charge with the complimentary Swiss Family Card.✚ Children under 6 years of age who are accompanied by a holder of a valid Swiss Travel System ticket travel free of charge.
Swiss Half Fare Card	<ul style="list-style-type: none">✚ Up to 50% discount on travels by train, bus and boat and most mountain railways.

Swiss destinations.

Whether you're seeking sun, snow, country air or big city hustle and bustle, Switzerland has the fitting destination region for you.



01 Geneva.

CERN inaugurates its new flagship centre for education and outreach

CERN Science Gateway will be a place to discover particle physics like nowhere else on Earth. At this unique education and outreach centre, visitors from age five and up will be able to discover their inner scientist in hands-on education labs, explore CERN and the Universe through immersive, multimedia exhibition, take part in science shows and public events, and join guided-tours to see the places where the science is done.



Bookable Offers

* Geneva City Pass

1 pass, more than 60 attractions: with the Geneva City Pass, you'll discover everything the city has to offer and the best spots!

geneve.com/en/plan-a-trip/geneva-city-pass-attractions

* Choco Pass Geneva

Taste Geneva's chocolate! The Choco Pass is a wonderful way to explore the city while discovering the unique know-how of local chocolate makers.

geneve.com/en/attractions/choco-pass-geneva

GENEVA

Geneva Tourism

+41 (0)78 304 01 09

merlin.cattin@geneve.com

geneve.com



02 Zurich.

Cosmopolitan gem on the waterfront

Zurich is renowned for its cosmopolitan lifestyle and stunning natural surroundings. With the picturesque Lake Zurich and the nearby rivers, it's an ideal destination for leisure activities that promote both an active and mindful way of life.

Discover 2,000 years of history in the charming Old Town and immerse yourself in a wealth of world-class cultural treasures, such as the Kunsthaus Zürich, Switzerland's largest art museum. In Zurich's most vibrant neighbourhoods like Zürich-West, you can indulge in design, meet local producers and savour exceptional gastronomy.

The city's lush parks and the Uetliberg mountain provide a tranquil escape, where you can hike, bike, or simply unwind amidst the serene surroundings.



Bookable Offers

- ✦ **Zürich Card - Your City Travel Pass**
With the Zürich Card, your customers get unrestricted access to local transportation, enjoy free or discounted museum entries, and many further exclusive discounts. Get the Zürich Card now for 24 or 72 hours at b2bshop.zuerich.com
- ✦ **Multifaced Guided Tours**
Create unforgettable memories in Zurich with extraordinary, creative, and adventurous activities! Craft your own cheese, explore public art pieces on an e-bike tour, or discover the "Made in Zurich" scene. With a diverse range of experiences, Zurich has the perfect guided tour for every visitor.
- ✦ **Discover the Active Side of Zurich**
Zurich is perfect for sports enthusiasts. Uncover concealed hiking trails, experience thrilling bike paths, unwind at serene bathing spots, and upscale fitness and wellness centres. Book your water, wheels, or foot adventure at zuerich.com/en
- ✦ **Lindt Home of Chocolate Museum**
On the shores of Lake Zurich, Lindt beckons visitors into a multimedia adventure realm, offering personalized chocolate workshops, an extraordinary 9-meter-tall, free-standing chocolate fountain, and the world's largest Lindt shop.
- ✦ **Zurich Gin Lab**
Immerse yourself in the world of Turicum Gin, Zurich's exclusive gin label, and craft your personalized gin blend. Transform into an alchemist as, guided by the team, you concoct a gin tailored to your perfect drinking experience.

Zürich, Switzerland.

Zürich Tourism
+41 (0)44 215 40 89
uliana.shtoyko@zuerich.com
zuerich.com/en

03 Bern - Jungfrau Region.

Eiger, Mönch & Jungfrau

The natural wonders of the Jungfrau Region are embedded in a picturesque mountain landscape that invites guests to experience a variety of activities. The mountain villages of Grindelwald, Wengen, Mürren, Lauterbrunnen and the Haslital make scenic bases for a memorable stay. They offer activities during summer and winter as well as charming holiday apartments and hotels.



Eiger, Mönch & Jungfrau, Jungfrau Region

Bookable Offers

- * **Toboggan Run and Fly Line on Pfingstegg, Grindelwald**
Enjoy a fast ride through colourful alpine grasslands with a breathtaking mountain panorama with the summer toboggan or take a flight in breathtaking alpine scenery with the Fly Line.
- * **Schilthorn–Piz Gloria, Mürren**
Explore the 360° revolving restaurant, WALK OF FAME, interactive SPY WORLD, PIZ GLORIA VIEW platform, THRILL WALK and SKYLINE WALK.
- * **Jungfrauoch–Top of Europe, Grindelwald / Wengen**
Enjoy the Ice Palace, Lindt Swiss Chocolate Heaven, Snow Fun Park for sledging and skiing and Alpine Sensation, an interactive exhibition talking about the history.
- * **The Aare Gorge, Haslital**
Below you, the ice-cold glacier water of the Aare river forces its way relentlessly through the narrow gorge. Above you, the sheer cliff faces rise up into the sky.

Jungfrau Region 

Jungfrau Region Tourism

+41 (0)33 521 43 40

sales@jungfrauregion.swiss

jungfrauregion.swiss/sales

04 Bern - Holiday Region Gstaad.

Come up, slow down

The holiday region Gstaad enjoys a high level of prestige and international renown. In spite of this, it has remained truly Alpine, with its chic charm, British understatement and authentic traditions. Or as acting legend Julie Andrews once said: "Gstaad is the last paradise in a crazy world".



Holiday Region Gstaad

Bookable Offers

- * **Winter Wonderland**
A large ski area on 8 mountains up to 3000 meters with the Glacier3000. Book your tickets online!
- * **Carriage Rides**
Riding through the beautiful unspoiled countryside in a horse-drawn carriage or sleigh is one of the romantic highlights of any stay in Gstaad.
- * **Fondue Backpack**
Get your nostalgic fondue backpack and enjoy an outdoor fondue in one of the 6 XXL fondue pots and 2 fondue huts. It contains all of the ingredients needed for the irresistible experience in the beautiful surroundings of Gstaad.
- * **Gstaad Card**
Benefit from numerous advantages, 365 days free public transportation (train and bus), discounted offers, recommendations to real gems and true insider tips for your winter break.

GSTAAD

COME UP – SLOW DOWN

Holiday Region Gstaad

+41 (0)33 748 81 81

ariane.ludwig@gstaad.ch

gstaad.ch/en

05 Bern - Adelboden-Lenk-Kandersteg.

In the heart of the Swiss Alps

As visitors breathe in the fresh alpine air, overlooking a world of snowcapped mountains, waterfalls and lakes, they will quickly disconnect from day-to-day life and reconnect with nature. Here, in the holiday region of Adelboden-Lenk-Kandersteg, guests enjoy an all-year-round playground, from summer hikes in a UNESCO World Heritage Site to winter snow sports in one of the top ski regions in Switzerland.



Hiking on the Via Alpina, Kandersteg

Bookable Offers

- * **Wonderful hiking world**
Wanderlust has many faces and so does our trail network. Here in the heart of the Bernese Oberland, everyone finds their perfect hike: on and off the beaten track, as a family, as a nature lover or a water seeker. Flexible hiking passes open the doors to this diverse hiking region.
- * **Ski region Adelboden-Lenk**
In the Adelboden-Lenk ski region, the doors are open to six resorts – Elsiglen-Metsch, Tschentenalp, Engstligenalp, the main Adelboden-Lenk ski resort and Betelberg. From competitive racers to those seeking peace and quiet, unique experiences and lasting memories are guaranteed on and off piste.
- * **Trail-running offers**
Trail-running enthusiasts know: running is pure freedom! In Adelboden and Kandersteg, guests can choose from four trail categories and discover the authentic nature between Blüemlisalp and Wildstrubel at their own pace.

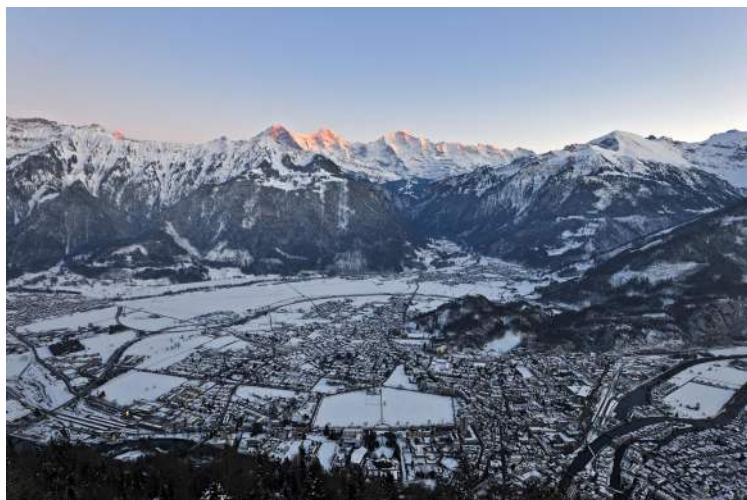


Tourism Adelboden-Lenk-Kandersteg
+41 (0)33 533 04 72
anja.sterchi@be-welcome.ch
meine-berge.ch/en

06 Bern - Interlaken Holiday Region.

Your hub in nature

Enjoy holidays packed with variety in the Adventure Capital of Europe - Interlaken, between turquoise Lake Brienz and deep blue Lake Thun. Here in the heart of the Bernese Oberland, memorable panoramic views of the majestic peaks of the Eiger, Mönch and Jungfrau unfold. Experience the magnificent blooms of spring, the adventures of summer, the colours of autumn and atmospheric winters in the heart of Switzerland.



Interlaken seen from Mt. Harder Kulm

Bookable Offers

- * **Raclette Rafting**
Enjoy a unique raclette dinner as you drift along calm waters, driven by guides as you relax from Bönigen to Interlaken. Enjoy a meal of melted cheese and a glass of white wine while wrapped up in warm blankets. The view of snow-covered mountains in the background completes the idyllic cityscape.
- * **Harder Kulm – Top of Interlaken**
At 1,322m above sea level, the Harder Kulm – the nearest mountain to Interlaken – promises overwhelming views of Interlaken, Lake Thun & Lake Brienz and the peaks of the Eiger, Mönch and Jungfrau.
- * **Interlaken Visitors Card**
Benefit from attractive discounts and free travel by public transportation all year round.



Interlaken Tourism
+41 (0)33 826 53 00
celina.finger@interlaketourism.ch
interlaken.ch/en

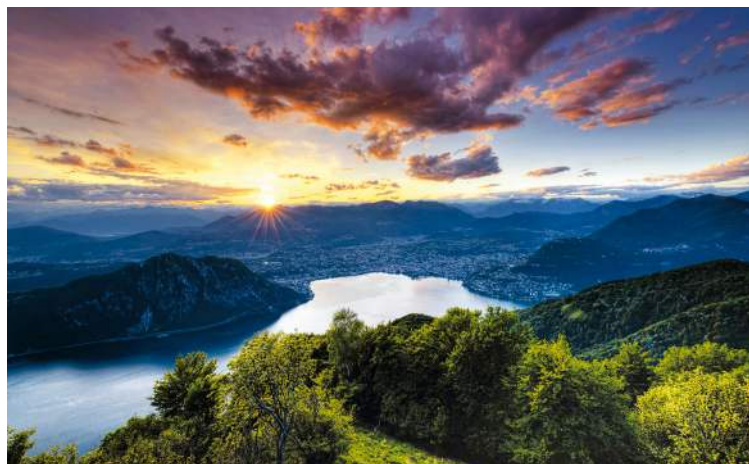


07 Ticino.

Where Swiss quality meets Italian lifestyle.

Ticino features remarkable sceneries, made up of picturesque mountains, gleaming lakes, emerald-green rivers, waterfalls, charming stone-house villages, vineyards, palm trees and glaciers, all wonderfully linked to the locals and their rooted traditions.

Ticino has all year round offers: Mediterranean summers, the perfect time to exploit the beauty of the region's lakes and rivers. The season is also characterised by countless events and there is something for all tastes. A colourful autumn, with its popular festivals, local wine, and delicious chestnuts. The enchanting mild winter, perfect for snowshoeing along the imposing mountains or Italian style aperitifs around Christmas trees in the town centres. Finally, Ticino's spring offers everyone a breathtaking spectacle when nature is reborn and Camellias shine in all their beauty. Discover the most unexpected Switzerland!



Bookable Offers

+ The Ticino Ticket

A pass that allows visitors to travel in the region for free, as well as getting them a discount of 20 to 30% on many attractions. This pass is complementary with a (minimum 1 night) stay in hotels, hostels, and camping sites.

+ Swiss Wine Tour

Discover the selection of wine related tourism offers of Ticino, an area with a strong wine tradition and culture! Thanks to Swiss Wine Tour, you can (re)discover the true essence of craftsmanship and live an adventure related to the local viticulture by purchasing your experience directly online.

+ Bigatt Hotel & Restaurant: a social project

Situated on Mount San Salvatore, the Bigatt Hotel & Restaurant is an historic villa with 23 rooms surrounded by organic farmland with herbs, vegetables, olive trees, and a vineyard. The Bigatt project combines professional hospitality with the social and professional integration of individuals excluded from the job market.

+ Happy Birthday to the Centovallina Railway!

Inaugurated on November 25th, 1923, the railway line officially celebrates its centenary starting in November 2023. A year-long celebration honours the past, with an eye to the future: conferences, a centenary publication, a traveling photographic exhibition and many events in the Locarno region. The grand finale in November 2024 features the presentation of the first of eight new trains by FART SA.



Ticino Tourism

+41 (0)91 821 53 36

trade@ticino.ch

ticino.ch/trade



08 Valais Matterhorn Region.

The loveliest time of the year...

Valais is the ideal destination for enjoying outdoor activities, tasting local products, spending precious family time in the heart of a magnificent mountain landscape or surpassing one's limits.

Boasting 45 peaks over 4,000m high, the Valais Alps offer a unique playground for nature lovers and outdoor enthusiasts. Cycling, mountain biking, skiing or hiking; several thousand of kilometres are available for each of these disciplines. In Valais a spectacular scenery frames every journey, and panoramic excursions provide a chance to contemplate the highlights from a mountain perspective, while in the valleys, Valais' vineyards make it the largest wine-growing region in Switzerland. Here, more than 50 grape varieties are cultivated to create exceptional wines enabling an incredibly diverse tasting experience.

VALAIS Matterhorn Region company is the ideal partner for all B2B companies, and is your one-stop solution for product recommendations, bookings, logistics, and billing.

Bookable Offers

- ✦ **Gornergrat Railway in Zermatt** - Head off with a GPS to find Zermatt's famous Blacknose sheep on the Gornergrat this summer. CHF 92.40 p.p. (groups) & CHF 132.00 (FIT)
- ✦ **Nendaz-Veysonnaz** - Explore 400km of the largest ski area in Switzerland by day and visit the charming villages of Nendaz & Veysonnaz in the evening. 8 overnights, 6 days, 4 Vallées ski passes, equipment rental and luggage transfer during your stay. CHF 1,257 p.p. (groups) CHF 1,372 (FIT)
- ✦ **Brig Simplon** - The guided tour of Brig will take you through history, culture and leisure sites of the city, accompanied by fun stories and anecdotes. CHF 13.00 p.p. (groups)
- ✦ **Aletsch Arena** - Admire the Great Aletsch Glacier, the longest in the Alps (20km) and UNESCO site with the viewpoints package. Cable car to one of the three viewpoints & lunch included. CHF 45.90 p.p. (groups)
- ✦ **Region Dents du Midi - Ski-In/Ski-Out** - Discover the Portes du Soleil, the world's largest international ski area between Switzerland and France. You can have breakfast then enjoy 600km of slopes at your hotel's doorstep. CHF 774.00 p.p. (groups) CHF 905.00 (FIT)
- ✦ **Wine tourism at Les Celliers de Sion** - Discover Valais wines and their history with indoor and outdoor activities. From 45 minutes to 7 hours. CHF 22.00 to 129.00 p.p.



MATTERHORN REGION
SWISS ALPS

Valais Matterhorn Region.

+41 (0)27 327 36 36

booking@matterhornregion.ch

visitvalais.ch/trade





09 Lucerne - Lake Lucerne Region.

The heart of Switzerland.

The gateway to the Swiss Alps, welcome to Lucerne-Lake Lucerne Region.

Enjoy the magical atmosphere on top of the mountains, the music of the waves at the lake and the beautiful lights in the city. Stroll along the lakeside, breathe in the fresh alpine air and let Lucerne captivate you. Immerse yourself in the beautiful landscape that the region has to offer.

Appreciate the countless excursion possibilities that the Lucerne-Lake Lucerne Region offers in summer and winter. The proximity to enchanting destinations and the wide range of transport options such as steamships, railways, post buses, cogwheel trains and cable cars make your journey through the heart of Switzerland something very special. Visit the city, the lake and the mountains - explore the wonderful Lucerne-Lake Lucerne Region.

Bookable Offers

- ✦ **Holiday Inn Express Lucerne-Kriens**
Just a stone's throw away from Mount Pilatus.
- ✦ **Mount Pilatus - The dragon mountain**
Experience thrilling activities at 2,132m above sea level.
- ✦ **Mount Titlis and Engelberg**
Fancy a unique mountain experience? Discover it in Engelberg Titlis.
- ✦ **Lilu Light Festival Lucerne**
Enjoy creative light installations on a leisurely winter walk through the city of Lucerne.
- ✦ **Radisson Blu Andermatt**
Your 4* superior base camp in the heart of the Swiss mountains.



LUZERN
Lucerne
THE CITY. THE LAKE. THE MOUNTAINS.

Lucerne Tourism
+41 (0)41 227 17 29
celine.deplazes@luzern.com
luzern.com/en



10 Vaud Region.

Prepare to be inspired!

Located in western Switzerland, between Lake Geneva and Lake Neuchâtel, the Vaud Region extends from the peaceful Jura Mountains up to the fascinating “Alpes Vaudoises” and along majestic lakes that blend into the authentic charm of the landscape. The Vaud Region offers lakesides, mountains, the Glacier3000 and fascinating towns and cities to explore as well as plenty of culture, vineyards, artisan produce and award winning restaurants. The beautiful waterfront cities and towns such as Lausanne, Montreux, Nyon, Morges and Yverdon-les-Bains, are steeped in centuries of history and rich in captivating culture – this charming canton has influenced and inspired artists through the years, from Lord Byron and Audrey Hepburn to Charlie Chaplin and Freddy Mercury. The Alps are dynamic and authentic, the beautiful mountain resorts of Villars, Les Diablerets, Château-d’Oex and Leysin are stunning and easily accessible, even by public transport.



Bookable Offers

- ✦ **The Freddie Tour - Montreux Riviera**
Come on this guided tour and learn more about fascinating stories about the life of the legendary singer, on the peaceful shores of Lake Geneva.
- ✦ **Chaplin's World by Grévin**
Discover the world's only venue entirely dedicated to the life and work of the legendary Charles Spencer Chaplin! Meet the family man, in the Manor; embark on a singular journey through the sets of his greatest films at our Hollywood-style Studio and take a peaceful walk in the gardens.
- ✦ **Domaine Gaillard & Fils**
Enjoy a wine tasting with a breathtaking view of Lake Geneva and the Alps, in the heart of the Lavaux vineyards, a UNESCO World Heritage Site. gaillard-vins.ch
- ✦ **Truffle Hunting**
Spend an exciting & fun filled day with “Athos” or “Tina”, your four-legged local guides, and a truffle spade in your hand. A great memory awaits you! truffledogtour.com
- ✦ **Lausanne Choco Tour**
Explore Lausanne's rich chocolate history with the city's top chocolatiers. Visit 5 out of 10 listed shops, each offering a unique “ballotin” (small box) filled with local Swiss chocolate expertise. Use the provided map to explore Lausanne's iconic spots near the chocolatiers at your own pace. A delectable tour for all chocolate lovers!



Vaud Region

+41 (0)21 613 26 26

deborah.rebeaud@vaud-promotion.ch

myvaud.ch



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Switzerland's 13 UNESCO

The Swiss UNESCO World Heritage sites tell the story of the country's identity and formation. Each one of these places stands for authenticity, quality and diversity across generations.

whc.unesco.org/en/statesparties/ch

1.



St. Gallen Abbey District

When in St. Gallen, make sure to admire the Baroque cathedral and discover the ancient books in the Abbey Library, where there is even a 2,700-year-old mummy.

Lavaux, Vineyard Terraces

With 800 ha, the terraced vineyards of the UNESCO region Lavaux form Switzerland's largest contiguous vineyard area and offers magnificent views onto Lake Geneva.



2.

3.



Old City of Bern

The capital city of Switzerland has many charms and buildings dating from a variety of periods. Its quaint old town, which is framed by the Aare River and offers spectacular views of the Alps.

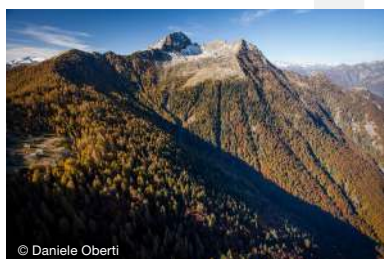
Benedictine Monastery St. Johann

This convent owes its existence and uniqueness to Charlemagne. It is one of the few existing architectural examples from the Carolingian period.



4.

5.



Rhaetian Railway, Albula/Bernina

The Albula/Bernina railway UNESCO route itself covers 122 kilometres from Chur to Tirano, passing 196 bridges, 55 tunnels and 20 towns along the way.

Ancient Beech Forests of Europe

The beech tree species has an ability to adapt to different climatic and geographical conditions. However, human intervention has put great pressure on them and only a few vestiges remain.



6.

World Heritage Sites.

7.



Swiss Alps Jungfrau-Aletsch

Explore the longest glacier in the Alps; the Aletsch Glacier and observe the mighty rock massif of the Eiger, Mönch and Jungfrau.

La Chaux-de-Fonds / Le Locle

Head to La Chaux-de-Fonds and Le Locle, two cities that represent a symbiosis between the watch industry and urban development.



8.

9.



Tectonic Arena Sardona

Wander to unique formations that bear witness to the awesome power of nature when the continents of Africa and Europe collided.

Prehistoric Pile Dwellings around the Alps

Catch sight of 56 of the 1000 prehistoric pile dwelling settlements from the period 5000 to 500 BC.



10.

11.



Monte San Giorgio

Rising just under 1100 metres in height, the Monte San Giorgio in the sunny south of Ticino has housed thousands of fossilised fish and marine saurians.

Three Castles, Bellinzona

The fortifications of Bellinzona are an extraordinary example of a late-medieval defensive structure located at a key strategic point on the Alpine pass.



12.

13.



The Architectural Work of Le Corbusier

Discover Charles-Edouard Jeanneret's mark on modern building at the Villa Le Lac Le Corbusier in Corseaux and L'immeuble Clarté in Geneva.

Swiss hospitality.

Renowned for their fine hospitality, the Swiss have been looking after guests for centuries and know how to cater to every taste. You'll find 22 hotels recommended by Switzerland Tourism in different star categories in each of the following hotel groups throughout Switzerland. [MySwitzerland.com/besthotels](https://www.myswitzerland.com/besthotels)

Boutique & Design Hotels

Every Boutique & Design Hotel is unique: all the hotels focus on aesthetics, interior design and service quality.

Swiss Bike Hotels

Whether you prefer road cycling, mountain biking or leisure riding, most hosts are themselves cycling enthusiasts and offer top service.

Swiss Historic Hotels

Immerse yourself in history and the ambiance of times gone by – in a late baroque guesthouse or a Grand Hotel from the Belle Époque.

Snow Sports Hotels

Heaven for winter sports enthusiasts – the perfect place to relax after an action-packed day on the slopes and have your equipment serviced daily.

Luxury Hotels & Homes

Timeless elegance, a natural grandeur and state-of-the-art comfort in a luxurious setting: Luxury Hotels & Homes have always formed the pinnacle of the hotel industry.

Typically Swiss Hotels

From chic modern hideaways in city centres to historic palace hotels on lakeshores. Each hotel offers an experience that is typically Swiss.

Spa & Vitality Hotels

Whether you are looking for a sensuous spa, mystic bathing temple or medicinal herb garden, Switzerland's Spa & Vitality Hotels offer a bit of heaven on earth.

Inspiring Meeting Hotels

If you're looking to organise a meeting, these seminar hotels have all the necessary infrastructure and are also often in unusual locations, inspiring new ideas.

Swiss Family Hotels & Lodgings

From campsites and youth hostels to chalets and five-star hotels – all are geared towards families' needs. Children can be children and parents can find time for themselves.

01 Hotel Krafft Basel ★★★★★

Basel, Basel

Hotel Krafft's 48 rooms seamlessly blend contemporary design with historic architecture on the sunny east bank of the Rhine. It's a place where travellers dine among locals overlooking the river and where guests always receive a warm and friendly welcome - whether they are visiting for the first time or are one of the many regulars who appreciate the familiar atmosphere in the historic town house.

Noteworthy

Stepping into Hotel Krafft, you are instantly captivated by the charm of the historic building that overlooks the ever-flowing Rhine. And as you step outside into the lively Rheingasse, vibrant Kleinbasel unfolds right at your doorstep, therefore Hotel Krafft is the perfect home base for exploring the city.

Category



**KRAFFT
BASEL.**

+41 (0)61 690 91 30
info@krafftbasel.ch
krafftbasel.ch

02 Grandhotel Giessbach ★★★★★

Brienz, Bern

This enchanting hotel residence in the typical Belle Époque style stands high above Lake Brienz far away from everyday hustle. Surrounded by mountains, forests and alpine meadows, this fairy-tale-castle boasts a breathtaking view of the unspoiled landscapes of Lake Brienz. The oldest funicular railway in Europe takes you from the boat landing to an oasis of tranquillity and nature.

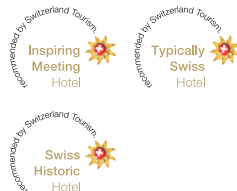


© Interlaken Tourismus / Andrea Badrutt

Noteworthy

With the unique Giessbach Nostalgia Pass, every guest that has booked directly can enjoy unlimited and free boat trips on the entire Lake of Brienz. As well as unlimited and free trips on the Brienz Rothorn and admission to the Open-Air Museum Ballenberg.

Categories



+41 (0)33 952 25 25
grandhotel@giessbach.ch
giessbach.ch

03 Derby Swiss Quality Hotel ★★★

Grindelwald, Bern

This long-established hotel greets its guests almost at the doors of the railway station. It offers classic alpine style rooms, family hospitality, Bernese cuisine in the Föhrenstube, and fondue in the Gaststube or the Cava cellar restaurant.



© Keine Angaben

Noteworthy

Cosy comfort, excellent service and nature as far as the eye can see. In a perfect location, nestled in the imposing mountain world, there lies our 3*** Superior Derby Hotel Grindelwald. The traditional hotel, with 69 rooms, is home to family hospitality and a warm, personal atmosphere.

Category



+41 (0)33 854 54 61
info@derby-grindelwald.ch
derby-grindelwald.ch

04 Lenkerhof gourmet spa resort ★★★★★

Lenk im Simmental, Bern

Formerly a health resort, this now upscale hotel boasts an expansive wellness area. It offers top-tier service, gourmet cuisine, and the convenience to explore the area. With its own sulphur spring, the long-established resort combines tradition with a touch of luxury. The newly renovated wellness centre is perfect for unwinding after a day in the mountains. With over three centuries of history, the Lenkerhof seamlessly blends nostalgia with five-star hospitality.



© GJB

Noteworthy

A chic hotel with a magnificent backdrop, first-class service and a cuisine that has received several awards from Gault Millau. Combined with the Relais & Châteaux idea, everyone, from large family to individual traveller, feels at home and welcome in this youthfully special atmosphere of the Lenkerhof.

Categories



+41 (0)33 736 36 36
welcome@lenkerhof.ch
lenkerhof.ch

05 Hotel Eiger Mürren ★★★★★

Mürren, Bern

The Hotel Eiger is run by the Stähli - von Allmen family since 1886 in the car-free resort of Mürren. The breathtaking views of the famous Eiger, Mönch and Jungfrau are one of the region's highlights. The hotel offers a modern spa area with an indoor pool, sauna, relaxing room with panoramic mountain views and gym. Fine Swiss and international cuisine is served in the restaurant of the Hotel Eiger.



© Hotel Eiger Mürren

Noteworthy

The hotel is located near the Jungfrauoch as well as the Jungfrau skiing area and provides great view of the Eiger, Mönch, Jungfrau. In just 30 minutes guests can visit the Schilthorn and explore Bond World. One of the highlights is the spa area with indoor pool and sauna.

Category



HOTEL **eiger** MÜRREN
★★★★★

+41 (0)33 856 54 54
info@hoteleiger.com
hoteleiger.com/en

06 Hotel de Rougemont ★★★★★

Rougemont, Lake Geneva

Built in the authentic mountain chalet style, surrounded by spectacular Alpine views of Pays d'Enhaut and Gstaad region, it is a discreet and modern property of 33 rooms and suites, and a 5-rooms private residence. Guests enjoy a diversity of on-site facilities, bistronomic restaurant, bar lounge with panoramic view, 65 seats conference room, cinema and spa with indoor pool.

It is certified as a sustainable hotel, and supporting local artists.

© 2022 Hôtel de Rougemont, all rights reserved.



Noteworthy

In the heart of one of the most beautiful villages, the hotel stands out by offering an unforgettable experience where art, nature and tailor-made service meet.

With an authentic attention to detail and exceptional hospitality, it creates perfect harmony between immersion in Swiss culture and the well-being of the guests.

Category



HOTEL DE ROUGEMONT
SWITZERLAND

+41 (0)26 921 01 01
info@hotelderougemont.com
hotelderougemont.com/en

07 Tschuggen Grand Hotel ★★★★★

Arosa, Graubünden

Nature meets iconic modernity at the Tschuggen Grand Hotel. This ski-in / ski-out property with its own cable way to the slopes and its 5,000m² holistic Spa and Dine-Around options in 6 restaurants is a sanctuary providing regeneration for body and soul and conscious enjoyment in summer and winter.



Noteworthy

Inspired by the fascinating landscape around its hotels, the Tschuggen Collection has created Moving Mountains – a holistic holiday experience which aims to help you strengthen your vitality, rediscover nature and celebrate life. In culinary terms, you can treat yourself in the hotel's four restaurants.

Categories



TSCHUGGEN GRAND HOTEL
AROSA

+41 (0)81 378 99 99
reservations@tschuggen.ch
tschuggen.ch/en

08 Valsana Hotel ★★★★★

Arosa, Graubünden

The Valsana is your stylish base for mountain sports, year-round adventure and blissful relaxation. One of Switzerland's most sustainable hotels offers 49 contemporary chic rooms, an 800m² spa and a restaurant focusing on fresh regional products and healthy deliciousness.



© Tschuggen Collection

Noteworthy

Inspired by the fascinating landscape around its hotels, the Tschuggen Collection has created Moving Mountains – a holistic holiday experience which aims to help you strengthen your vitality, rediscover nature and celebrate life.

Categories



VALSANA
Hotel & Appartements Arosa

+41 (0)81 378 63 63

info@valsana.ch

valsana.ch/en

09 La Val Hotel & Spa ★★★★★

Breil/Brigels, Graubünden

A wellness experience in an impactful mountain setting and the perfect place to combine relaxation and active adventures in nature. The hotel seeks to offer its guests a digital detox. Brigels, the town with the most sunshine hours, is predestined for this very purpose.



© Ralph Feiner

Noteworthy

Big outdoor Whirlpool, cosy interiors, regional food, plenty of different rooms & suites, individual authentic services included.

Category



**LA
VAL**
Hotel & Spa • 7000 Brigels

+41 (0) 81 929 26 26

hotel@laval.ch

laval.ch

10 Sunstar Hotel Lenzerheide ★★★★★

Lenzerheide, Graubünden

It's never been easier: you'll find everything you need for a happy holiday right outside the front door of Sunstar Lenzerheide – and also within the four walls of this cosy hotel. Be active and explore the stunning mountains of Lenzerheide in your hiking boots, by bike or on skis. Slow down with wellness services that give you time to breathe. And after lots of fresh air, enjoy a fine meal or a good glass of wine in the restaurant or bar.



© Sunstar Lenzerheide

Noteworthy

The hotel covers all of the biker's needs: sumptuous breakfast, GPS tours, small bike repair shop, a cleaning station, a restaurant and a bar to recharge your energy. The recently renovated premium rooms with modern wood design are ideal for relaxing after a day full of adventures.

Category



Sunstar LENZERHEIDE

SUNSTAR HOTEL COLLECTION

+41 (0)81 385 88 88
lenzerheide@sunstar.ch
lenzerheide.sunstar.ch

11 Hotel Lenzerhorn Spa & Wellness ★★★★★

Lenzerheide, Graubünden

Arrive and wake up with a view of the breathtaking Lenzerheide Mountain Scenery! The Hotel Lenzerhorn Spa & Wellness offers different room categories for individual needs. Active people will find a well-equipped and heated bike and ski room and can discover the surrounding area by hiking, biking or skiing. Those seeking peace will find it in the spa & wellness area with outdoor pool, indoor pool, steam bath and sauna.

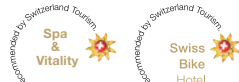


© Matias Nutt Photography

Noteworthy

The Hotel Lenzerhorn combines up to 4 restaurants under one roof. From Asian- and Mediterranean-inspired fine dining dishes to creatively interpreted traditional recipes to pizza, raclette, cheese fondue, chinoise and Graubünden specialties, there is something for every taste.

Categories



LENZERHORN

Hotel | Restaurant | Spa & Wellness
+41 (0)81 385 86 87
welcome@hotel-lenzerhorn.ch
hotel-lenzerhorn.ch

12 Hotel Saratz ★★★★★

Pontresina, Graubünden

The Hotel Saratz is elegant, yet cosy, contemporary, yet charming – and its blend of old and new exudes one thing above all: *ambiance*. The largest hotel park in the Engadin extends over 35,000m² for discovery tours before and after a visit to the wellness centre.



Noteworthy

The hotel park is home to the Bagnera, the largest and highest-altitude outdoor swimming pool in the Engadine with a unique view of the Roseg glacier. It is heated to a pleasant 27°C from June to September.

During peak season, snacks and salads are served poolside by the Bagnera staff.

Category



SARATZ PONTRESINA

+41 (0)81 839 40 00

direktion@saratz.ch

saratz.ch

13 Waldhaus Sils ★★★★★

Sils Maria, Graubünden

As you cross the threshold to this legendary hotel, you are following in the footsteps of many guests for whom the Waldhaus and its surroundings have always meant pleasure and tranquillity. Art and pleasure combined in one: this fabulous address impresses with its prestigious salons, superb location and views of the Upper Engadin. The family run hotel is also known for its cultural and culinary activities program.



Noteworthy

Since 1908, the hotel has been owned by five generations of the same family. A ski safari from Sils to St. Moritz makes for an adventurous winter activity. The hotel is surrounded by forest and the unique landscape make the stay a pure nature experience.

Category



+41 (0)81 838 51 00

sales@waldhaus-sils.ch

waldhaus-sils.ch

14 Carlton Hotel St. Moritz ★★★★★

St. Moritz, Graubünden

With only 60 rooms it is St. Moritz's most intimate luxury hotel offering some of the most spectacular views of the Engadin Valley from every room. Michelin star gourmet cuisine, a 1,200m² holistic Spa, the largest penthouse suite in St. Moritz and space for you to unwind completely.



© Carlton Hotel

Noteworthy

Inspired by the fascinating landscape around its hotels, the Tschuggen Collection has created Moving Mountains – a holistic holiday experience which aims to help you strengthen your vitality, rediscover nature and celebrate life.

Categories



+41 (0)81 836 70 00
info@carlton-stmoritz.ch
carlton-stmoritz.ch

15 Pilatus Kulm Hotels ★★★★

Kriens, Lucerne - Lake Lucerne Region

Nowhere are the stars brighter and the sunrise more spectacular than on the Pilatus Kulm. So close to Lucerne, yet an entirely different world. The 50 rooms of the Pilatus Kulm Hotels offer a view which is truly magnificent and leaves a lasting impression.



© PPR Media Relations AG

Noteworthy

The steepest cog railway in the world is an experience. Upon reaching the top there is another: seeing the spectacular mountain and lake views. The hotel with its stunning 360° views is a charming and skilful blend of tradition and modernity.

Categories



+41 (0)41 329 12 12
hotels@pilatus.ch
pilatus.ch

16 Eden Roc ★★★★★

Ascona, Ticino

Switzerland's only true beach resort on the lakeshore of Lake Maggiore, offers Michelin star gourmet cuisine, stylishly furnished designer rooms, with its private beach, own marina and water sport school. The holistic Spa is inspired by nature and is backed by science.



© Eden Roc

Noteworthy

Inspired by the fascinating landscape around its hotels, the Tschuggen Collection has created Moving Mountains – a holistic holiday experience which aims to help you strengthen your vitality, rediscover nature and celebrate life.

Categories



HOTEL EDEN ROC
ASCONA

+41 (0)91 785 71 71

info@edenroc.ch

edenroc.ch

17 Hotel Schweizerhof Zermatt ★★★★★

Zermatt, Valais

In this stylish 4-star hotel guests can find the ideal location in close proximity to the Gornergrat railway station. As soon as you enter the lobby, you will feel the contemporary atmosphere of the hotel. The rooms and suites have been redesigned. Discover the various world influenced cuisine in one of the three restaurants. The elegant wellness area guarantees relaxation after a day on the slopes or a long hike.



© Schweizerhof Zermatt

Noteworthy

In the heart of Zermatt's shopping avenue, this newly renovated lifestyle house is becoming a hip & chic refuge for families and singles looking for an unforgettable mountain experience.

Category



SCHWEIZERHOF
ZERMATT

+41 (0)27 966 00 00

info@schweizerhofzermatt.ch

schweizerhofzermatt.ch/en/

18 The Omnia ★★★★★

Zermatt, Valais

Located in the heart of Zermatt, The Omnia overlooks the resort from a 46m high rocky outcrop. An elevator transports the guests through a tunnel onto the rock, allowing them to enter the lobby. Open fireplaces create a cosy atmosphere and the uplifting spa area boasts views of the Matterhorn.



Noteworthy

Above the everyday –
enjoy time being with all your senses

Categories



T H E O M N I A

+41 (0)27 966 71 71

info@the-omnia.com

the-omnia.com/en/hotel

19 CERVO Mountain Resort ★★★★★

Zermatt, Valais

Surrounded by the rugged beauty of Zermatt, the CERVO offers a spectacular view of the Matterhorn that accompanies guests throughout their stay. 54 rooms and suites, seven lodges and each time a small world of its own. A unique ambiance also awaits in the restaurants, where culinary artists take guests on a journey featuring everything from Arabic to local delicacies.



Noteworthy

CERVO is a way of life – local, authentic and at the same time cosmopolitan with an understanding of mindful being. A place to celebrate and enjoy with friends. A base camp for exploration and adventure. CERVO is a journey within a journey – when do you start yours?

Categories



C E R V O

+41 (0)27 968 12 12

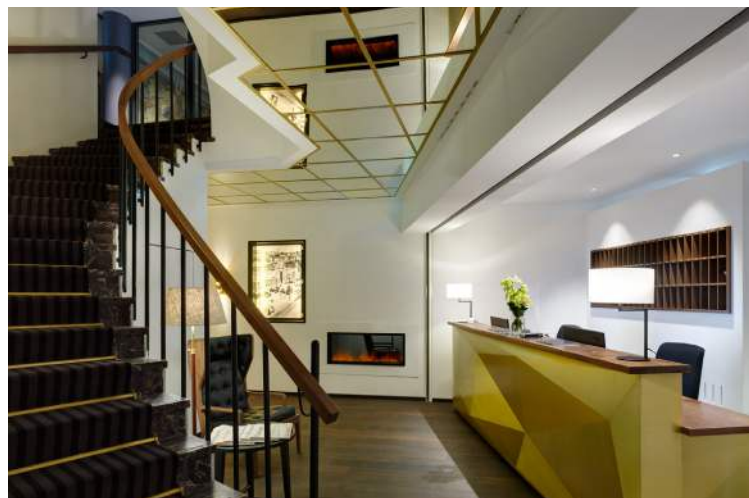
beyond@cervo.swiss

cervo.swiss/en

20 Hotel City Zürich ★★★

Zürich, Zürich

Grüezi! A warm welcome to our 3-star boutique & design hotel in the heart of Zurich! With us you can expect a timeless modern and comfortable design. Here you will unwind after a strenuous business meeting or a busy day in town. Just relax and put your feet up! We'll see to everything else. Room for wellbeing, all our sixty rooms acquiring their own distinctive character.



© Hotel City Zürich

Noteworthy

Close to the Bahnhofstrasse, 5 minutes by foot to the train station, close to attractions, sustainable certified through Green Globe, centrally located, family owned.

Categories



HOTEL CITY ZÜRICH

since 1942

+41 (0)44 217 17 17
hotelcity@hotelcity.ch
hotelcity.ch/en/

21 The Bürgenstock Collection

Lausanne, Bern and Lucerne

The Bürgenstock Collection is one of Switzerland's largest luxury hotel groups, operating a total of 678 rooms and 67 residence suites.

In Switzerland The Bürgenstock Resort Lake Lucerne, the Schweizerhof Hotel & Spa Bern, and the Royal Savoy Hotel & Spa Lausanne dazzle guests from all over the world.



© The Bürgenstock Selection

Noteworthy

A thought-leading, internationally renowned luxury hotel brand with Swiss roots.

The Bürgenstock Collection hotels create legendary experiences for guests with innovative approaches that go beyond imagination and offer the highest levels of comfort and excellence.

Categories



BÜRGENSTOCK
COLLECTION

+41 (0)41 612 60 00
info@burgenstockselection.com
burgenstockselection.com

22 Hotel Kirchbühl ★★★★★

Grindelwald, Bern

First-class holidays at the foot of the Eiger North Face: the cosy chalet hotel with Alpine charm is run by the fourth generation of the Brawand family. The quiet rooms all have balconies and beautiful views of the mountains. Both of the hotel's restaurants put emphasis on high-quality cuisine and regional specialties. An ideal base for bike tours and hikes.



© Hotel Kirchbühl

Noteworthy

Meeting point for active nature-lovers: its idyllic, peaceful location above the village church, with wonderful views of the surrounding mountains and glaciers make the Hotel Kirchbühl the ideal starting point for visitors who want to actively enjoy nature in the UNESCO World Natural Heritage Site "Swiss Alps Jungfrau-Aletsch".

Categories



+41 (0)33 854 40 80
hotel@kirchbuehl.ch
kirchbuehl.ch

Switzerland Convention & Incentive Bureau Plan your event, congress or seminar in Switzerland!

The Switzerland Convention & Incentive Bureau (SCIB) is a national non-profit organisation, representing the leading Swiss meeting destinations, DMCs and transport companies. SCIB offers support with the planning of congresses, meetings, incentives and other events. We can provide the following services free of charge: information, advice, assistance with inspection visits and other arrangements.

Hop on board and hold your meetings on our trains! You can either rent one of our conference carriages called the InnoTren or you can rent an entire train - the Red Arrow Churchill! Our meeting trains can be used for conferences, meetings and events and provide the perfect inspiration within the midst of nature. Find out more about our special and eco-friendly meeting room on our meetings website.



Contact Reto Konrad
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scib.uk@switzerland.com | +44 (0)20 7845 7686
MySwitzerland.com/meeting



Panoramic railways and boat rides.

Switzerland's panorama train routes are among the most beautiful in the world. They are part of the country's heritage and history. They pass through the most majestic mountain scenery, idyllic valleys and villages; along crystal-clear lakes and ice-blue glaciers. The privileged passengers enjoy stunning scenic splendours and superior travel comfort.



Lucerne, Lake Lucerne

Glacier Express.

Window to the Swiss Alps

The Glacier Express is one of the most iconic panoramic trains in Switzerland. From Zermatt and the Matterhorn, the journey leads over 291 bridges and through 91 tunnels over the Swiss Alps to St. Moritz. The English discovered St. Moritz as a winter destination back in 1864 and have adored it ever since. During the journey guests can expect magnificent landscapes as well as a delicious catering service.



Highlights

- ✦ The Excellence class is the Premium coach class on the Glacier Express. Your guests will be spoiled with a delicious five-course menu, a personal concierge and infotainment aboard.
- ✦ The 65-metre-high Landwasser Viaduct is the most spectacular bridge construction on the Albula line between St. Moritz and Thusis.
- ✦ The Glacier Express runs through the Rhine Gorge, also known as the "Swiss Grand Canyon", which is one of Switzerland's most impressive natural spectacles.
- ✦ Various culinary delights are freshly prepared in the on board kitchen and served to guests in 1st, 2nd and Excellence class.



St. Moritz - Andermatt - Zermatt

Rhaetian Railway Inc.

+41 (0)81 288 65 65

railservice@rhb.ch

glacierexpress.ch

Bernina Express.

From glaciers to palms

The highest crossing of the Alps on the Bernina Express is a true spectacle. The railway line from Thusis – St. Moritz - Tirano has UNESCO World Heritage status. Thanks to the modern panorama coaches your guests will enjoy unrestricted views of the glittering glaciers, viaducts and palm trees. Afterwards, the Bernina Express bus takes guests from Tirano through the Valtellina vineyards to Lugano.



Bookable Offers

* The Bernina Express

Admire the landscape through the extra-large windows throughout the year. In winter many travellers marvel at the contrast of the red train and the white landscape. The Bernina Express travels from Chur and St. Moritz to Tirano – and in the reverse direction of course. Spend some time exploring the oldest town of Switzerland and take the afternoon connection from Chur. Or start your journey in Italy and travel north passing Ospizio Bernina and Lago Bianco.

* Bernina Express Bus

If you'd like to see a bit more of Italy and enjoy some southern feeling then you can board the Bernina Express bus. On its way from Tirano to Lugano the bus passes the extensive Veltin vineyards, pretty little villages and runs alongside Lake Como.



Rhaetian Railway Inc.

+41 (0)81 288 65 65

railservice@rhb.ch

berninaexpress.ch

Golden Pass Express.

Unique train trips

Since December 2022, the GoldenPass Express has been running between the Bernese Oberland and the Swiss Riviera on the shores of Lake Geneva. The fascinating journey without changes between Interlaken, Gstaad and Montreux takes three hours. All the carriages are entirely panoramic and give an immersive view of the surrounding landscape. Catering offers with local products are available on advance bookings. As of summer 2024, new carriages with places for guests with reduced mobility will be introduced.



Bookable Offers

* Chocolate Train

The chocolate train with its unique Belle Époque carriages takes you from Montreux to the land of cows, milk, Gruyère cheese and Cailler-Nestlé chocolate.

* Cheese Train

On board of the GoldenPass Panoramic or Belle Époque from Montreux or Zweisimmen-Gstaad, you will reach the cosy pre-Alpine village of Château-d'Oex. Enjoy a delicious fondue at the restaurant "Le Chalet", visit the "Musée du Pays-D'Enhaut" and the "Swiss Centre for Paper Cutting".

* GoldenPass Express

Seat reservations are possible in 2nd or 1st class as well as in the exceptional "Prestige" class with comfortable and heated seats, that can be turned by the train staff in the direction of travel.



Montreux-Oberland-Railways

+41 (0)21 989 81 51

goldenpass@mob.ch

gpx.swiss

Gotthard Panorama Express.

Make travel into an experience

The Gotthard Panorama Express is a unique 1st class panoramic train journey from Lucerne to Lugano, including a boat trip across Lake Lucerne. On the train, multilingual guides await the guests to entertain them with exciting stories about the Gotthard Panorama route and the regions.



Bookable Offers

* Journey to the heart of Switzerland.

Tracing Switzerland's history – by land and by water: the journey combines the panoramic train with a boat cruise and is accompanied by interesting staged presentations about the history and myths surrounding the Gotthard. From Ticino via the historic Gotthard route and Lake Lucerne the journey takes the visitors to Lucerne. The season starts on April 20 and ends on October 20 2024.



Gotthard
Panorama Express

Gotthard Panorama Express

+41 (0)79 857 26 89

sales-gopex@sbb.ch

sbb.ch/gotthard-panorama-express

Lucerne Navigation Company.

Lake Lucerne in the heart of Switzerland

Whether on a historic steamboat, an innovative yacht or a modern catamaran: thanks to the varied fleet of Lake Lucerne Cruises, guests always glide across the water in style. Central Switzerland at its very best. Scheduled departures all year round offering round trips on Lake Lucerne from 1 hour to 5 ½ hours. We offer culinary cruises for individual travellers and groups. The Swiss Travel Pass is valid on all of our regular cruises, as they are listed in the national timetable (Saphir ticket is discounted with Swiss Travel Pass).



Bookable Offers

* Daily Lunch Cruise

All year along midday cruise with à la carte lunch or pre-packaged gourmet offer including three course meals. Offers for groups available.

* Sunset Dinner Cruise

A touch of sunset romance in the most ravishingly beautiful evening moods on Lake Lucerne – these culinary evenings can be enjoyed daily during summer.

* One-hour cruise on the Panorama-Yacht Saphir

Step aboard this stylish vessel and enjoy its unique design features, like the convertible upper deck roof. A multilingual audio guide is included.

* Connections to valley stations

From the city straight up to the mountain: the boat takes visitors from the city centre to the stations of the Rigi Railways, Pilatus Railways and of Bürgenstock.



Lake Lucerne Navigation Company

Sabine Föhn | Head of Sales International

s.foehn@lakelucerne.ch

lakelucerne.ch

Voralpen-Express.

The most beautiful connection from central to eastern Switzerland

The Voralpen-Express runs every hour between Lucerne and St. Gallen. Passing the largest area of high moorland, the train continues over the Seedamm (lake dam) of Rapperswil, through Toggenburg and over Switzerland's highest railway viaduct at 99 metres. The Voralpen-Express reaches St. Gallen, whose Abbey District is a UNESCO World Heritage Site.



Bookable Offers

* Scenic trip on the Voralpen-Express

The Voralpen-Express offers a scenic journey between the world-famous city of Lucerne and the eastern Swiss metropolis of St. Gallen. During the comfortable train journey, passengers can enjoy hot and cold drinks and snacks in the two bistro areas.

Available all year round.

* Special offers

Special offers and discounted train tickets all year round at voralpen-express.ch

SO SÜDOSTBAHN

Schweizerische Südostbahn AG
voralpen-express.ch

Treno Gottardo.

The most beautiful connection between north and south

A leisurely trip on the Treno Gottardo from Zurich or Basel to Ticino - the sunniest corner of Switzerland promises stunning views of rugged mountains and blue lakes. The Mediterranean flair really comes into its own towards the end, with views of palm trees and stately villas.



Bookable Offers

* Scenic ride with the Treno Gottardo

The Treno Gottardo offers a scenic journey between the bustling cities of Zurich and Basel in the north and the Italian-speaking city of Locarno in the south of Switzerland. During the comfortable train journey, passengers can enjoy hot and cold drinks and snacks in the two bistro areas. A trip on the Treno Gottardo is an absolute must for tourists from all over the world. **Available all year round.**

* For the winter season

Winter hit Andermatt return journey from any stop on the Treno Gottardo route incl. a day ski pass and a free coffee on the train.

* Special offers

Special offers and discounted train tickets all year around at trenogottardo.ch

SO SÜDOSTBAHN

Schweizerische Südostbahn AG
trenogottardo.ch

BLS Interlaken Lake Cruise.

Lake Thun and Lake Brienz

BLS Lake Cruise operates boat tours on the lakes around Interlaken and the Jungfrau Region. Each lake is frequented by various sightseeing boats and by up to 118-years old historic steamboats. The boat rides are an easy to handle excursion for everyone but also a great added value to a transfer from Interlaken to Lucerne, Montreux or further destinations.



Bookable Offers

- + **Lunch Boat on Lake Thun**
Enjoy a delicious "à la carte" lunch on Lake Thun. This scheduled cruise sails daily, all year.
- + **Steam Boat Cruises on Lake Thun and Lake Brienz**
Board one of our historic paddle steamers and travel back in time while looking at breathtaking landscapes.
- + **Sunset Cruise on Lake Thun**
Treat yourself to a break and enjoy dinner on board our sunset cruise from Interlaken West to Thun.



BLS Interlaken Lake Cruise
+41 (0)58 327 48 11
sales@bls.ch
lakeinterlaken.ch

The Grand Tour of Switzerland.



This road trip combines 1,600km of pure joy, four language regions, five Alpine passes, 13 UNESCO World Heritage Sites as well as 22 lakes. Visit the best of Switzerland and its hidden gems on one single route. We recommend at least three days to enjoy parts of it and around 10 days for the whole tour.

2 biospheres in unspoiled natural landscapes	4 national languages, countless dialects	5 alpine passes soaring above 2,000m
13 UNESCO World Heritage sites	22 pristine lakes larger than 0.5km ²	190m lowest point of the route: Lake Maggiore
650 official Grand Tour signs		2,400m highest point on the route: Furka Pass

Map of the Grand Tour



For more information:

MySwitzerland.com/grandtour

Mountain railways.

Switzerland with its majestic Alps is predestined for mountain excursions. There are snow-covered peaks with panoramic viewpoints, thousands of hiking trails and many other alpine highlights. The best part? The journey to the top is an attraction in itself, be it on board a cogwheel train, a cable car or the world's steepest funicular.

Gomigrat Bahn near Zermatt



Jungfrauoch.

Top of Europe

The world-famous Jungfrauoch offers a variety of experiences amid majestic glaciers and imposing mountain peaks. When your guests reach the summit, they'll feel the refreshing mountain air brushing against their face and they'll be overwhelmed by the spectacular high Alpine panorama. Wander through the ice palace, visit the Sphinx viewing platform, experience the thrill of ice and snow or treat yourself to a delicious meal or snack. The Eiger Express shortens the journey to the Jungfrauoch - Top of Europe to only 45 minutes.



Bookable Offers

- * **The new Eiger Express tricable gondola**
will take you from Grindelwald to the Eigergletscher station in just 15 minutes. From there, there is a direct transfer option to Jungfrauoch - Top of Europe. Book now your Jungfrauoch experience and include the new Eiger Express.
- * **Harder Kulm - Top of Interlaken sunset**
Enjoy a ride to Interlaken's home mountain and enjoy a dinner and sunset at the Harder Kulm panorama restaurant or at the new relaxation zone.
- * **Schynige Platte - Top of Swiss Tradition**
When hiking on the Schynige Platte, you will stop every few steps to admire the stars, umbels and bells that bloom on the meadows. Take your time to stop and admire the panorama. Book now our afternoon ticket and enjoy an aperitivo platter with the best view on the Eiger, Mönch and Jungfrau.



Jungfrau Railways
+41 (0)33 828 72 11
sales@jungfrau.ch
jungfrau.ch/en-gb

Brien Rothorn Railway.

Realise your dreams

Discover the enchantment of the Brien Rothorn Railway, a historic steam railway with a legacy dating back to 1892. Embark on a captivating journey to the Rothorn peak, where you'll be immersed in the breathtaking scenery of turquoise blue Lake Brienz and the majestic Alpine landscapes. This distinctive experience seamlessly blends tradition with the splendour of nature, creating an unforgettable adventure for both tourists and passionate railway enthusiasts alike.



Bookable Offers

* Steam Sausage Train

Join us on Wednesdays and Saturdays for the Steam Sausage Train experience. At the intermediate stop in Planalp, our locomotive driver personally serves sausages cooked in the original steam kettle of the locomotive. CHF 15.00 in addition to the regular ticket.

* Early weekend Adventure

Kick-start your weekends in July, August and September with our early train departures every Saturday and Sunday from Brienz at 7:36 a.m. Take the opportunity to explore the captivating hikes around Rothorn or indulge in a delightful "Mountain breakfast" at the Mountain Hotel Rothorn Kulm.

* Full Moon Special Evenings

Experience the magic of special full moon evenings with a departure from Brienz at 6.45 p.m. Enjoy the ride and a delectable three-course menu at the self-service restaurant with panoramic views of the Alps in the soft light of the full moon.



Brien Rothorn Bahn

+41 (0)33 952 22 22

info@brb.ch

brien-rothorn-bahn.ch

Mount Rigi Railways.

Queen of the Mountains

Mount Rigi is known as Queen of the Mountains and home of Europe's 1st mountain railway. Located in the heart of Switzerland, Mount Rigi lies like a peninsula surrounded by three stunning lakes and is easy to reach by train, boat, or highway. Ride with various cogwheel trains from the modern to vintage, marvelling at the spectacular panoramic view overlooking countless mountain peaks and up to 13 lakes.



Bookable Offers

* Historic - Modern Train Rides in One

In summer, guests can travel in a historical carriage from Arth-Goldau to the top of Rigi and ride in a modern cogwheel train from the other mountainside overlooking Lake Lucerne to Vitznau. The historical train departures from Arth-Goldau are at 10:08, 12:08, and 15:23, operate daily, and have no surcharge.

* Hike & Relax

Hike, relax, and forget everyday life! Combine your Rigi excursion with relaxing wellness hours in the Mineralbad & Spa on Rigi Kaltbad and let yourself be enchanted by the breathtaking view of the impressive alps.

* Chäserenholz Alpine Cheese Dairy

Once arrived on top of the mountain at the station Rigi Kulm, there is a 20 min. walking trail heading down to the alpine hut of the farmer and cheese maker Franz Toni at 'Alp Chäserenholz'.



Mount Rigi Railways

+41 (0)41 399 87 87

welcome@rigi.ch

rigi.ch

Mount Pilatus.

Magic moments at 2,132m

The world's steepest cogwheel railway runs from lakeside Alpnachstad to 'Dragon Mountain' as Mount Pilatus is known, as well as being a favourite of Queen Victoria. She was brought to the 2,132m (7,000ft) high mountain in 1868 and was so fascinated by the breathtaking view over the Swiss Alps and Lake Lucerne that she stayed in the Hotel Bellevue at the summit for several nights.



Bookable Offers

- * **Golden Round Trip (May - October)**
This round trip takes you to the most spectacular spots on Mount Pilatus by boat, the steepest cogwheel railway in the world, aerial cableway and Panorama Gondolas.
- * **Pilatus Excursion & Dragons**
An unforgettable excursion in summer and winter: return ticket from Kriens year-round. Find out more about Pilatus' fascinating Dragon legends at 2,132m in the 'Dragon World'.
- * **Winter Fondue Fun at 2,132m**
Enjoy a local cheese fondue at 2,132m or try other traditional Swiss dishes in one of the summit restaurants overlooking the highest Swiss peaks.
- * **Panoramic Hikes & Ibexes**
At Mount Pilatus there are wonderful hiking trails, like the Flower Trail to the Tomlishorn. With a bit of luck you might even see a wild alpine ibex.



Pilatus Railway
+41 (0)41 329 11 11
info@pilatus.ch
pilatus.ch/en

TITLIS Cableways.

#ThePeakToBe

Soar above the clouds in TITLIS Rotair, the world's first revolving cable car, and experience breathtaking 360-degree views of glacier and snow-capped peaks. The TITLIS Rotair transports you from the middle station at Stand up to Mount Titlis on 3,020m above sea level. But that's not all that awaits you at Titlis. Take a walk on Titlis Cliff Walk, Europe's highest suspension bridge, and enjoy stunning views of the Swiss Alps. Then, head to the glacier cave, and experience the cool depths of the glacier.

Titlis is an unforgettable destination for anyone who loves adventure and stunning scenery.



Bookable Offers

- * **TITLIS Rotair**
Don't miss out on a ride in the world's first revolving cable car! The TITLIS Rotair transports you from the middle station at Stand up to 3,020m above sea level. The cable car rotates 360° during the five-minute trip, treating you to spectacular panoramic views of rock faces, crevasses and mountain peaks.
- * **Ice Flyer Chair Lift**
Promises spectacular views down into the icy depths of the glacier. During the summer months, the Ice Flyer will take you from the summit station to the glacier park.
- * **Trübsee Saturday Night**
Spend your Saturday evening snowtubing, snowshoeing or enjoying a winter walk around Trübsee and treat yourself to a delicious meal at Trübsee Alpine Lodge.
- * **Zip line**
You can fly 500m down the zip line from Trübsee Alpine Lodge to the play area by the lake.

TITLIS

TITLIS Cableways
+41 (0)41 639 50 50
titlis@titlis.ch
titlis.ch/en

Glacier 3000.

High Level Experience

This is the mountain excursion not to miss in the Lake Geneva Region. Right between Gstaad and Les Diablerets, ascend to 3,000m in only 15 minutes with the panoramic cable car and cross the Peak Walk by Tissot, a 107m suspended bridge, the only one in the world connecting two peaks. From the mountain top, your guests can enjoy a breathtaking 360° view of the Matterhorn, Mont-Blanc & Jungfrau.



Bookable Offers

- * **Peak Walk by Tissot**
Cross the one and only suspension bridge connecting 2 mountain peaks in the world!
- * **New Restaurant Opening Summer 2024**
Designed by the famous Swiss architect Mario Botta, it will offer 400 seats and panoramic windows. Don't miss the new rooftop terrace!
- * **50% Reduction for Swiss Travel Pass (STP) or half-fare card holders**
Direct connection from Interlaken or Montreux with the GoldenPass line via Gstaad.
- * **Dog Sled Ride experience**
15 minutes ride on a 400m circle. (Every Wednesday and Saturday from October - June).
- * **Alpine coaster ride**
Experience the highest roller coaster in Europe! (Everyday from June - October).



GLACIER 3000
High level experience.

Glacier 3000

+41 (0)24 492 09 23

adrian.millan@hlgr.ch / booking@glacier3000.ch

glacier3000.ch

Gornergrat Railway.

Best view of the Matterhorn

The historic cogwheel railway – running 365 days a year – is the best way to enjoy a perfect day in the mountains offering a spectacular view of the Matterhorn, for the entirety of the 30-minute journey all the way to the top; the panoramic terrace at 3,100m. Looking for an exclusive treat? Why not try our new "NostalChic Class" offer, launched in autumn 2023 for the 125th jubilee of the Gornergrat Railway.



Bookable Offers

- * **NostalChic Class (new!):**
This exclusive new offer on the Gornergrat combines culinary highlights with a ride in a one-of-a-kind, historic carriage, which has been renovated in a vintage chic style to offer an authentic alpine experience. Available once a week in the winter season and twice a week in the summer season.
- * **Seasonal offers:**
A visit to the Gornergrat is always worth it, since there are many different offers in every season. For more details, visit our website. Moreover, there is a 50% discount on tickets for Swiss Travel Pass holders.
- * **Golden Spot (new!):**
An 1898-original Gornergrat Railway locomotive awaits visitors in all its golden glory at the summit. The new photo point is reachable after a short theme path about the Railway's history. Access included in the tickets!

gornergrat railway
best view matterhorn

Gornergrat Railway

+41 (0)84 864 24 42

railcenter@gornergrat.ch

gornergrat.ch

Schilthorn Cableway.

Unique panoramic views

Visitors to the Schilthorn at 2,970m will be thrilled by a unique view of the Eiger, Mönch and Jungfrau as well as 200 other mountain peaks. The best way to enjoy the view is in the 360° revolving restaurant Piz Gloria, which was the main film location for the 007 movie "On Her Majesty's Secret Service". In the interactive Spy World attraction, visitors can follow the footsteps of James Bond.



Bookable Offers

* Schilthorn Brunch

Start your day with a culinary delight on top of the Schilthorn. The Schilthorn Brunch offers a large selection of regional specialities with hot and cold dishes from the buffet. Treat yourself to a panoramic brunch with prosecco while the beautiful panorama passes as you revolve.

* Piz Gloria Platter

Taste the region of Mürren with a hearty platter of local cheese and meat. It's served daily after 2pm and allows you to enjoy a relaxing afternoon in the revolving restaurant on the Schilthorn summit. You'll be treated with an aperitivo with local specialities and Swiss wine – the perfect way to unwind.

* Farm Visit in Gimmelwald

Discover alpine farm life with a visit to the charming village of Gimmelwald. After a visit to the farm, you'll be invited to savour some locally produced cheese and dried sausage.



Schilthorn Cableway Ltd.

+41 (0)33 826 0 007

info@schilthorn.ch

schilthorn.ch

CabriO Mt. Stanserhorn

World's first sun decker cable car

An exciting ride with the world's first CabriO (open top cable car) and the funicular from 1893 to Mount Stanserhorn, is like a ride through the cable car history. 100km of Alpine mountain chain, 10 Swiss lakes, the Stanserhorn Ranger, plant protection area with enchanting fauna and flora, culinary highlights in the revolving restaurant and much more can be discovered on Mount Stanserhorn. 1900m above everyday life — Welcome to Mount Stanserhorn!



Bookable Offers

* Breakfast on Mount Stanserhorn

The perfect start to your day with a fine breakfast on Mount Stanserhorn. Enjoy the large selection of bread and croissants, as well as a fine homemade Birchermüesli, mountain cheese, Valais apricot juice and much more.

All ingredients from Switzerland - everything prepared for you on a tray.

Breakfast is served until 10.30 a.m. in the revolving restaurant. Including ascent and descent.



Mount Stanserhorn Railway.

+41 (0)41 618 80 40

info@cabrio.ch

stanserhorn.ch/en

The Grand Train Tour of Switzerland.



The Grand Train Tour of Switzerland merges the most scenic train rides into one breathtaking route. Year-round, this train journey of 1,280km leads from the most charming Swiss cities to Alpine hotspots, through UNESCO World Heritage Sites and past world-famous sights and landmarks.

Inspirations for your next Grand Train Tour in Switzerland

Stunning Waters Tour (3-day tour)

On this tour, travellers discover the precious element of water in many different forms. From small to large, from deep blue to sparkling turquoise, from straight to winding: every body of water can be marvelled at from the train – including of course Europe's largest waterfalls, the Rhine Falls in Schaffhausen. For those who like to enjoy the water up close, this unique route can be complemented with a relaxing (river) cruise.

Destinations: Zurich | Lucerne | St. Gallen | Schaffhausen

Scenic rides: Voralpen-Express | Lake Line

Top Attraction Tour (5-day tour)

Switzerland in a nutshell: top sights, turquoise lakes, peacefully grazing cattle – that's the Top Attractions Tour. World-famous mountains and numerous top sights and landmarks are waiting to be explored here.

Destinations: Zurich | Lucerne | Interlaken |

Montreux | Zermatt | Chur

Scenic rides: Luzern–Interlaken Express | GoldenPass Express | Visp–Zermatt | Glacier Express

The Original Tour (8-day tour)

Whether fascinating panoramic routes or relaxed boat cruises, Switzerland by train, bus and boat is always a great experience. On the Original Tour, guests experience the entire Grand Train Tour of Switzerland and travel on the panoramic trains to all the highlights and sights the country has to offer. They can hop on, sit back and enjoy, whenever and wherever they wish.

Destinations: Zurich | Interlaken | Montreux | Zermatt | Chur | St. Moritz | Lugano | Lucerne | St. Gallen | Schaffhausen

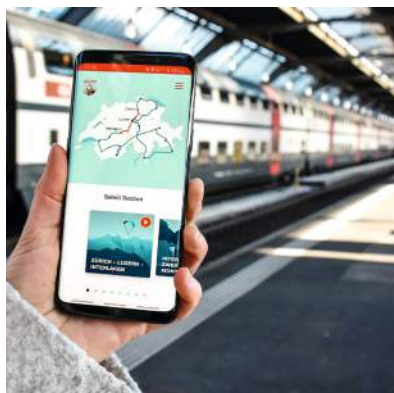
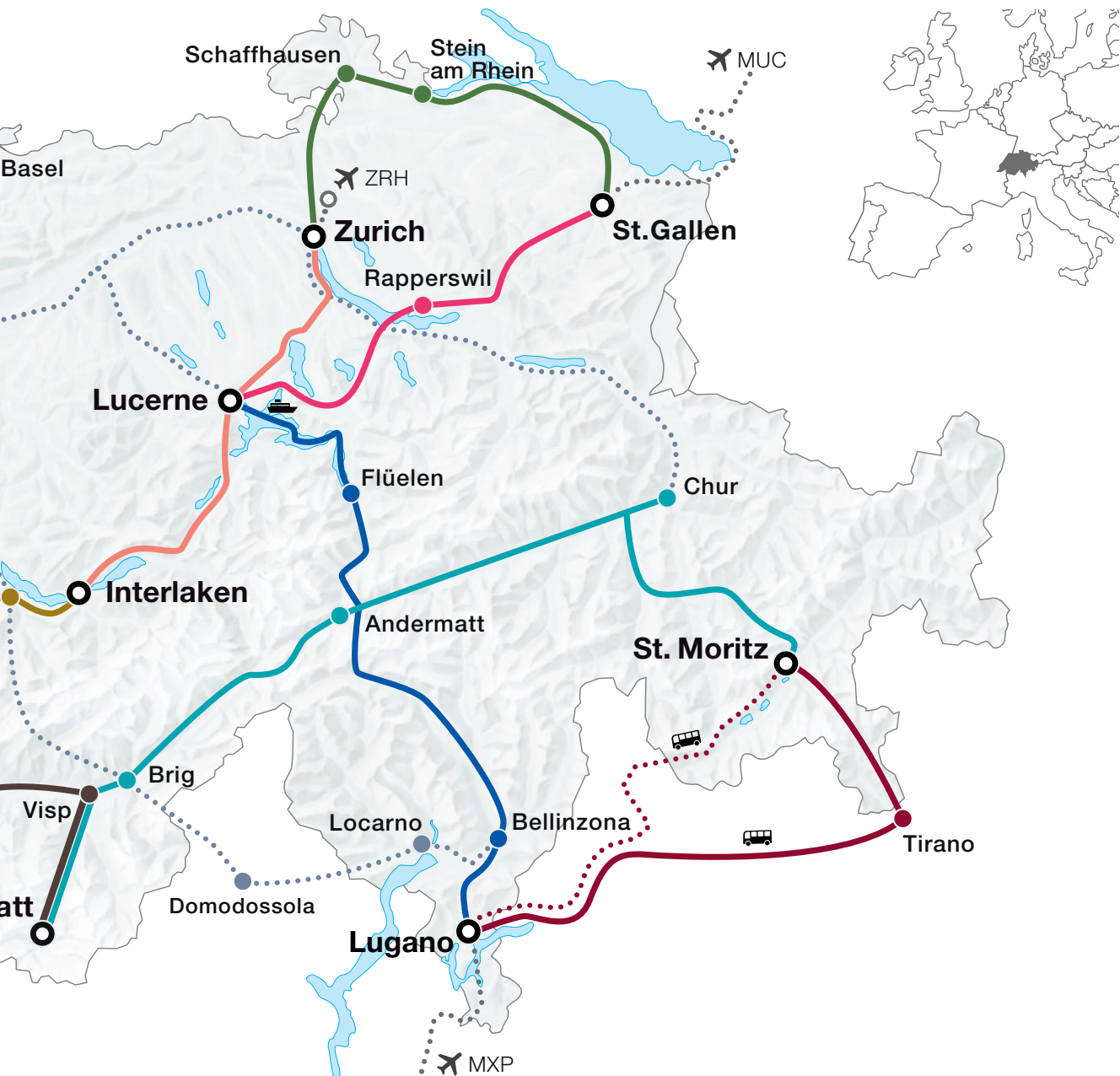
Scenic rides: Luzern–Interlaken Express | GoldenPass Express | Visp–Zermatt | Glacier Express | Bernina Express | Gotthard Panorama Express or Treno Gottardo | Voralpen-Express | Lake Line



myGrandTrainTour Booklet.

Nine individual and unique stamps are waiting to be collected along the most delightful train tour of Switzerland. However, the MyTravel Stamp booklet is more than just an attractive public transport souvenir: It impresses with coupons, a prize competition and plenty of useful travel information. The booklet is available in six languages (English, Japanese, Korean, Chinese simplified & traditional Thai) and can be obtained for free at many points of sale. For end customers, the English version is available directly at the stamp sites as well.

[Myswitzerland.com/myGTTbooklet](https://www.Myswitzerland.com/myGTTbooklet)



Grand Train Tour of Switzerland App.

Your app for an unforgettable touring experience: Choose your dream route and discover all must-sees on the most beautiful scenic train routes of Switzerland. Playfully collect stamps and awards on the go and benefit from great offers.



Scan here to
download the app.

For more information:

[MySwitzerland.com/GrandTrainTour](https://www.myswitzerland.com/GrandTrainTour) and [MySwitzerland.com/GrandTrainTourApp](https://www.myswitzerland.com/GrandTrainTourApp)

What the app offers:

- * All the must-sees along the Grand Train Tour of Switzerland
- * Push notifications for upcoming sights
- * Playful collecting and sharing of stamps and awards
- * Attractive gifts and discounts with integrated digital coupons
- * Personal travel overview of visited locations with the "been there" function
- * Thrilling fun facts along the route

Kambly Experience

Welcome to the biscuit paradise

Dive into the world of Switzerland's most popular biscuit brand and discover the origins of over 100 years of finest biscuit making. Explore the iconic Kambly brand in an interactive way at the experience stations, take a look over the Master Confectioners shoulders and taste a large variety of biscuits to your heart's content in the factory shop. At the Café you will enjoy sweet treats handmade by our Master Confectioners. The Kambly Experience is open 7 days a week and free of charge. It is situated in the picturesque Emmental Valley, close to Berne, Interlaken and Lucerne and easily accessible by train, car or coach.



Bookable Offers

- * **Baking Workshop**
At our baking workshops with the Master Confectioners, you will bake your own biscuits. Group size: 2 -24 pax. Booking: kambly.com or reservation@kambly.ch
- * **Biscuits & Cheese**
On this culinary tour you visit Switzerland's best known biscuit brand Kambly and the home of the most famous Swiss Cheese, the Emmentaler. Lunch incl. CHF 20.00 per person from 10 -100 pax.
- * **Biscuits & panoramic views**
After visiting the Kambly Experience, you ride the cable car up to Marbachegg mountain. Here you will be greeted by a 360° panoramic view and enjoy a hearty lunch at the mountain restaurant. CHF 28.00 per person from 10 -100 pax.

Detailed information and more packages
kambly.com/activities



+41 (0)34 495 02 22
reservation@kambly.ch
kambly.com/experience

La Maison du Gruyère

La Maison du Gruyère is a village cheese dairy equipped with a visitors' gallery providing the opportunity of viewing the handmade production of the cheese "Le Gruyère AOP" and much more...The interactive display "Gruyère AOP, a journey to the heart of the senses" reveal all its secrets. Thanks to his dexterity and experience, the cheesemaker imparts its particular character and individuality to our world famous cheese. Follow the drop of milk and listen to Cerise's story!



Bookable Offers

- * **Cheese dishes + Visit of the demonstration cheese-dairy**
Each dish includes (up to 10 pax.): one beverage (3 dl soda or 1 beer or 1 glass of local wine) & one coffee.
- * **Cheese fondue with bread, potatoes, onions and gherkins** CHF 36.50 per person.
- * **Wooden plate of 'Gruyère' (ham, sausage, bacon, Gruyère AOP and Vacherin Fribourgeois AOP)** CHF 34.50 per person.
- * **Alpine menu Salad with Gruyère AOP, Macaronis of the Chalet (macaronis, cream, onions and Gruyère AOP), Meringue with double cream of Gruyère** CHF 35.50 per person.
- * **Visit the show cheese-dairy**
Interactive display self-guided tour with sample of cheese CHF 7.00 per person / up to 10 pax. CHF 6.00 per person.



La Maison du Gruyère
+41 26 921 84 00
office@laisondugruyere.ch
laisondugruyere.ch/homepage-en/

Meet and taste the King of Swiss cheese

The Emmentaler Cheese Village

Home of the famous Emmentaler Cheese surrounded by the magical hilly landscape. In our cosy restaurant we serve many freshly-prepared regional specialities. On the grounds of the Emmentaler Cheese Village you will find a sunny self-service terrace, a large playground and a goat zoo. The cheese shop sells the original Emmentaler AOP in various maturity stages, around a hundred other cheeses, Emmental specialities and souvenirs.



Bookable Offers

* King's Way

Audiovisual self-guided tour to discover the history and the production of the original Emmentaler AOP. The highlight is a tasting of the original Emmentaler AOP in between the production and maturing cellars. In ENG, FR and GER.

* Private Guided Tour

Together with a guide, you will visit the former herdsman's cottage from 1741, the fire truck cheese dairy from 1900 and then the King's Way. Finally, a cheese tasting with different maturity stages of the Emmentaler AOP awaits you. In ENG, FR and GER.

* Make your own cheese

During the one-hour workshop you learn how to make fresh cheese and you can take it right with you. During the two hours workshop you make your own hard cheese over the open fire in the old herdsman's cottage.



Emmentaler Schaukäserei

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Discover the tastiest secret of Switzerland

In the Appenzell show dairy, you are on the trail of the best-kept secret! Take a look into the cheese vat, marvel at the impressive cheese cellar, make your own herb mixture and enjoy the tasty Appenzeller® cheese in the restaurant or at the cheese counter at the local store. An experience between tradition and modernity.



Bookable Offers

* Group Offers

Individual guided tours. Do you want to know exactly how Appenzeller® cheese is made and what's behind the secret? Then a guided tour is just the thing. Our hostess will explain the finer points of the production of the tasty Appenzeller® cheese in the visitors' gallery in German, English and French.

* Making Fresh Cheese

How is cheese actually made from milk? And what makes the cheese so spicy? Learn from our cheesemaker everything about the secrets of cheese making and work with it yourself. From renneting, cutting and heating to filling and refining with spices, you will be right in the thick of things. And the best thing is that you can take your own affinated fresh cheese home with you afterwards.



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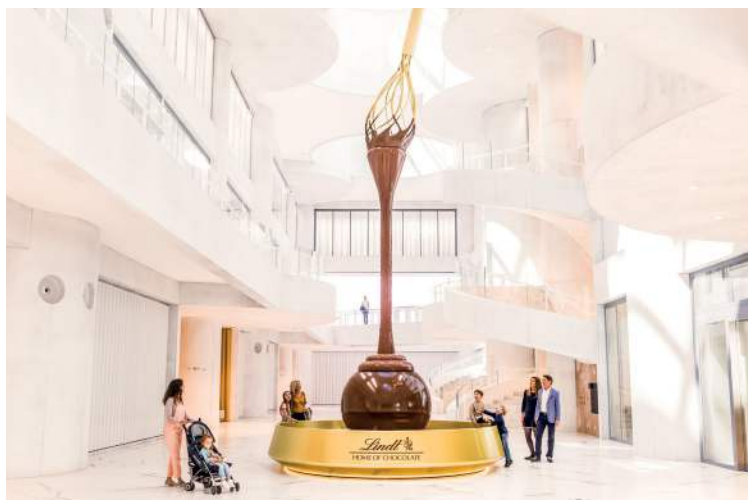
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Lindt Home of Chocolate

The largest chocolate museum in Switzerland

Join us on an exciting tour through the world of chocolate. Journey back to the origins of chocolate. Meet the Swiss chocolate pioneers who changed our lives with their inventions. Marvel at all the work it takes to transform cocoa beans into melt-in-your-mouth chocolate. And find out just how irresistible Swiss chocolate is for yourselves. You can reach us from Zurich in 20 minutes by boat, bus, train, and car.



Bookable Offers

- * **Chocolate tour with audio guide**
A journey of discovery into the world of chocolate via audio guide. The audio guide tours are available in several languages for CHF 17.00.
- * **Guided tour**
We offer different types of guided tours. From your personal guide, you will gain an even further insight into the world of cocoa and the production of chocolate. Reservations: info@lindt-home-of-chocolate.ch
- * **Chocolate making class**
In the Lindt CHOCOLATERIA, we offer special chocolate courses under the expert guidance of our Lindt Master Chocolatiers that will leave you feeling inspired. Reservations: chocolateria-ch@lindt.com



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8 days / 7 nights, the route "Via Alpina" leads along the three most famous Swiss mountains Eiger, Mönch and Jungfrau. [Click here](#)
- * **Lakes-Route: Cycle tour from Lake Geneva to Lake Lucerne:**
7 days / 6 nights, whoever completes the Lakes-Route, has seen the most beautiful corners of Switzerland, such as Gruyères, Gstaad, Interlaken and Lucerne. [Click here](#)
- * **Aare-Route: Cycle tour from Interlaken to Bad Zurzach along the river of Aare:**
7 days / 6 nights, You discover a part of Switzerland that has preserved the charm of its province, its pleasantries and its unspoiled nature [Click here](#)

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out & ABOUT -

Switzerland Trekking is a travel boutique

As a DMC we design and organize your customized active travel experience. From a relaxed walking tour to an ambitious multi-day hike, from a leisurely ride on a e-bike to a real cycling Tour de Suisse - our professional guides take you to well-known destinations and hidden places all over Switzerland.

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- * **The Walkers Haute Route**
This is the legendary high level route of the British Alpine Club. Hike the impressive tour from Chamonix to Zermatt safely guided from hotel to hotel with your backpack and luggage transport.
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- * **Slow Train of Switzerland**
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