



**Switzerland.**

# Our Media Team North America.



Switzerland.



Divine Bonga  
Head of Media & Communications  
Responsible Greater NYC area  
New York



Laura Fairweather  
Media Relations Manager Canada and  
Midwest  
Toronto



Fabio Zurmühle  
Social Media Manager North America  
Media Relations Manager Eastern USA and Texas  
New York



Manuela Hess  
Media Relations Manager Western USA  
Los Angeles



Patricia Bauer  
Support Media and Promotion  
New York



Balthazar Schwager  
Support Media and Promotion  
New York

Where we are.



Switzerland.





Switzerland.

# Switzerland is closer than you think.

Weekly direct flights from North America to Switzerland operated by **SWISS** and **Edelweiss**.

## Flights to **ZRH** from (SWISS):

- NY (JFK) 14x/weekly
- NY (EWR), Miami, Boston, Chicago 7x/weekly
- **NEW:** Washington D.C. 7x/weekly (starting March 28th, '24)
- Los Angeles 7x/weekly (6x/weekly in Dec. & Mar.)
- San Francisco, Montreal 6x/weekly
- **NEW:** Toronto 5x/weekly (seasonal, from May 10th, '24)

## Flights to **GVA** from (SWISS):

- NY (JFK) 7x/weekly

## Flights to **ZRH** operated by Edelweiss Air:

- Tampa 4x/weekly Summer 2024
- Las Vegas 3x/weekly Summer 2024
- Vancouver 7x/weekly Summer 2024
- Denver 3x/weekly Summer 2024
- Calgary 3x/weekly Summer 2024



**SUMMER 2024:**  
Free Wi-Fi on all  
long-haul flights,  
available in all  
classes

# Meet our Partners.



**Zürich,  
Switzerland.**





# Zurich



Switzerland.

# Summer Splendor

Welcome to  
Zürich, Switzerland.



# The Water City



Zürich, Switzerland.



Active Lifestyle



Zürich, Switzerland.

New hip Quarter



Zürich, Switzerland.

Made in Zurich



Zürich, Switzerland.

Creativity Hub



Zürich, Switzerland.

## Top Events



Zürich, Switzerland.

## Top Events

Zürich, Switzerland.



It's time to go to  
Zurich!



Aurelia Carlen  
Area Manager Americas  
Zürich Tourism

[aurelia.carlen@zuerich.com](mailto:aurelia.carlen@zuerich.com)

[zuerich.com](https://zuerich.com), [#visitzurich](https://www.instagram.com/visitzurich)  
[zuerich.com/media](https://www.zuerich.com/media)

See you soon in  
Zürich, Switzerland.





**Switzerland.**  
by train, bus and boat.

The best way to  
discover Switzerland.

The Swiss Travel System.





# The Swiss Travel System.



**Switzerland.**  
by train, bus and boat.





# The Swiss Travel Pass.

Traveling by train, bus and boat with one single ticket.

# Benefits of the Swiss Travel Pass.



**Switzerland.**  
by train, bus and boat.

- **Easy:** A single ticket for the use of train, bus and boat as well as other public transportation services (from/to airports included)
- **Value-for-money:** Premium panoramic trains are included (except reservation surcharges) as well as selected mountain destinations
- **Flexible:** A suitable ticket for all customer needs
- **Family-friendly:** Own children travel free of charge up to their 16th birthday
- **Museums:** Free admission to more than 500 museums

# From airport to mountain peak!



**Switzerland.**  
by train, bus and boat.



Europe's highest railway station:  
Jungfrauoch 11,332 ft.





The world's first open-deck cable car:  
Cabrio Stanserhorn.



The steepest funicular railway  
in the world: Stoos.



Steamboat Blümlisalp.



GoldenPass Belle Epoque.





**Switzerland.**  
by train, bus and boat.



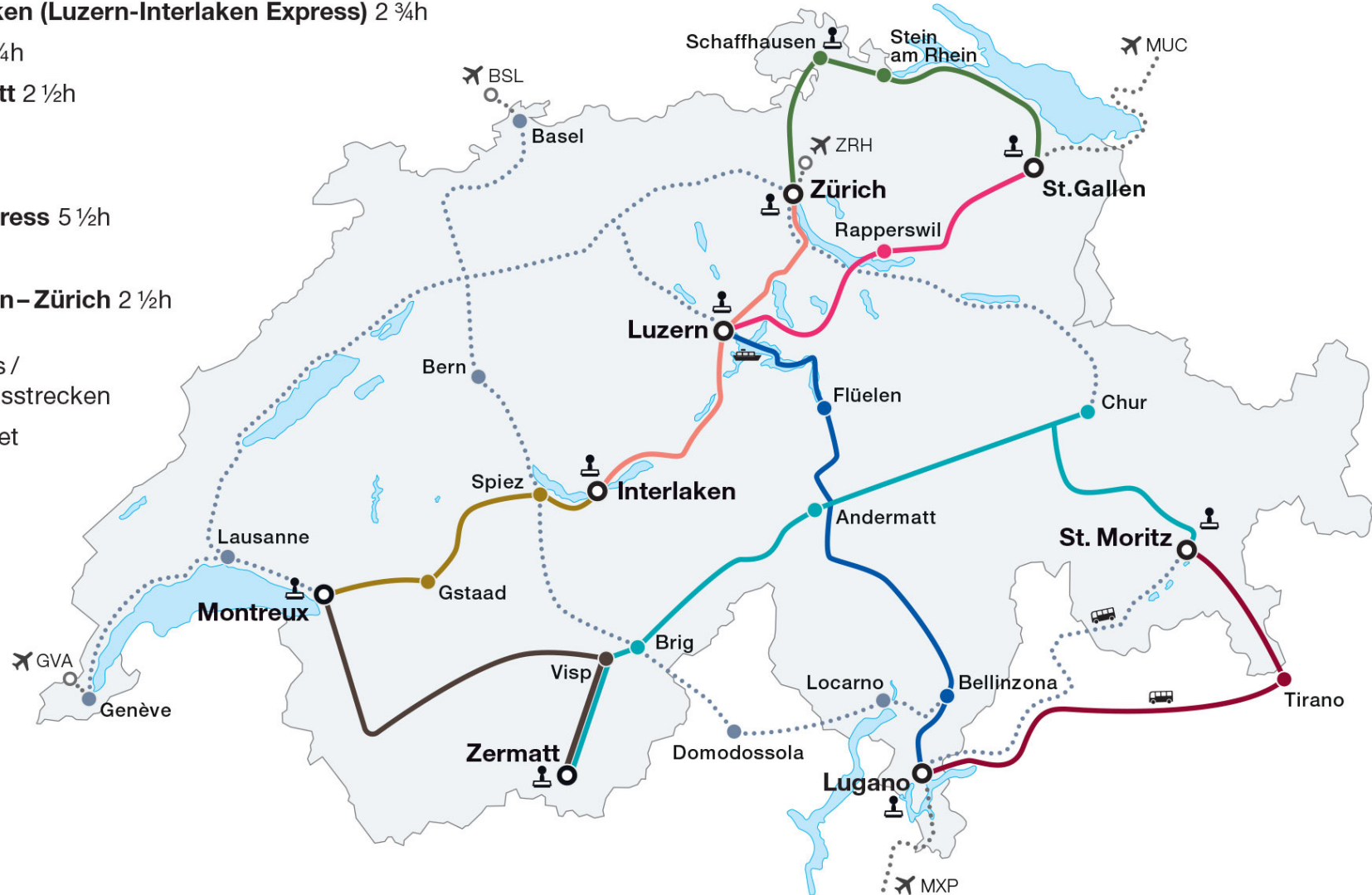
# The Grand Train Tour of Switzerland.

# Grand Train Tour of Switzerland.



**Switzerland.**  
by train, bus and boat.

- Zürich–Luzern– Interlaken (Luzern-Interlaken Express) 2 ¾h
- GoldenPass Express 3 ¼h
- Montreux–Visp–Zermatt 2 ½h
- Glacier Express 7 ¾h
- Bernina Express 6 ¾h
- Gotthard Panorama Express 5 ½h
- Voralpen-Express 2 ¼h
- St. Gallen–Schaffhausen–Zürich 2 ½h
- Scenic connection routes /  
Sehenswerte Verbindungsstrecken
- myGrandTrainTour Booklet



# Glacier Express.

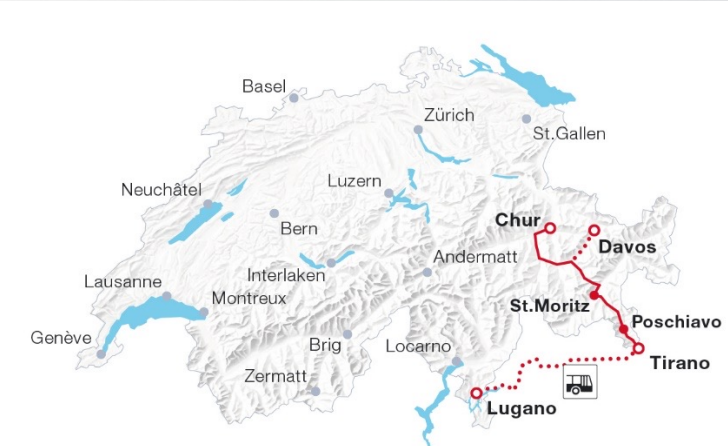




GLACIER BAR

GLACIER EXPRESS

# Bernina Express.









GoldenPass Express.





# Swiss Travel System Media & Trade Platform.



■ [www.mystsnet.com](http://www.mystsnet.com)



**Swiss Travel System.**



**Christelle Deillon**  
Sales & Marketing Manager  
North America

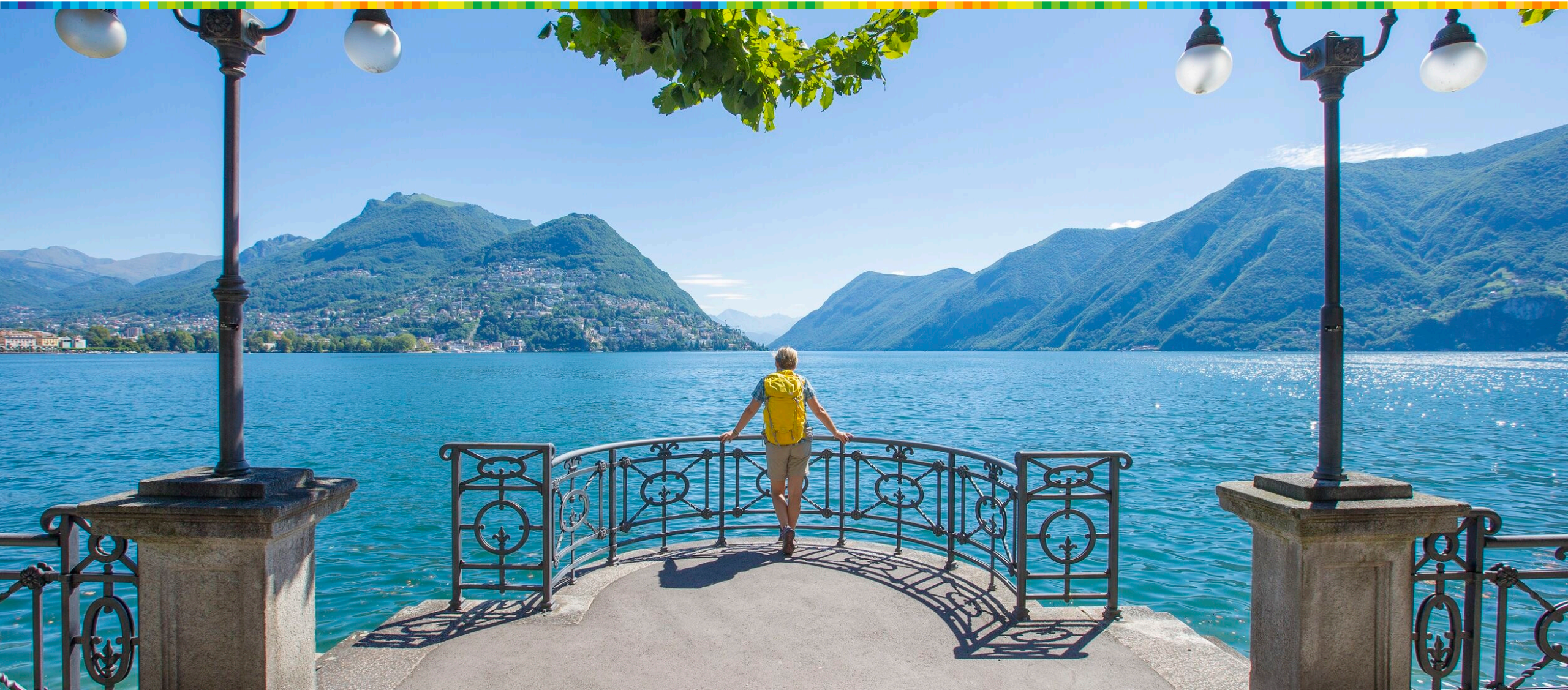
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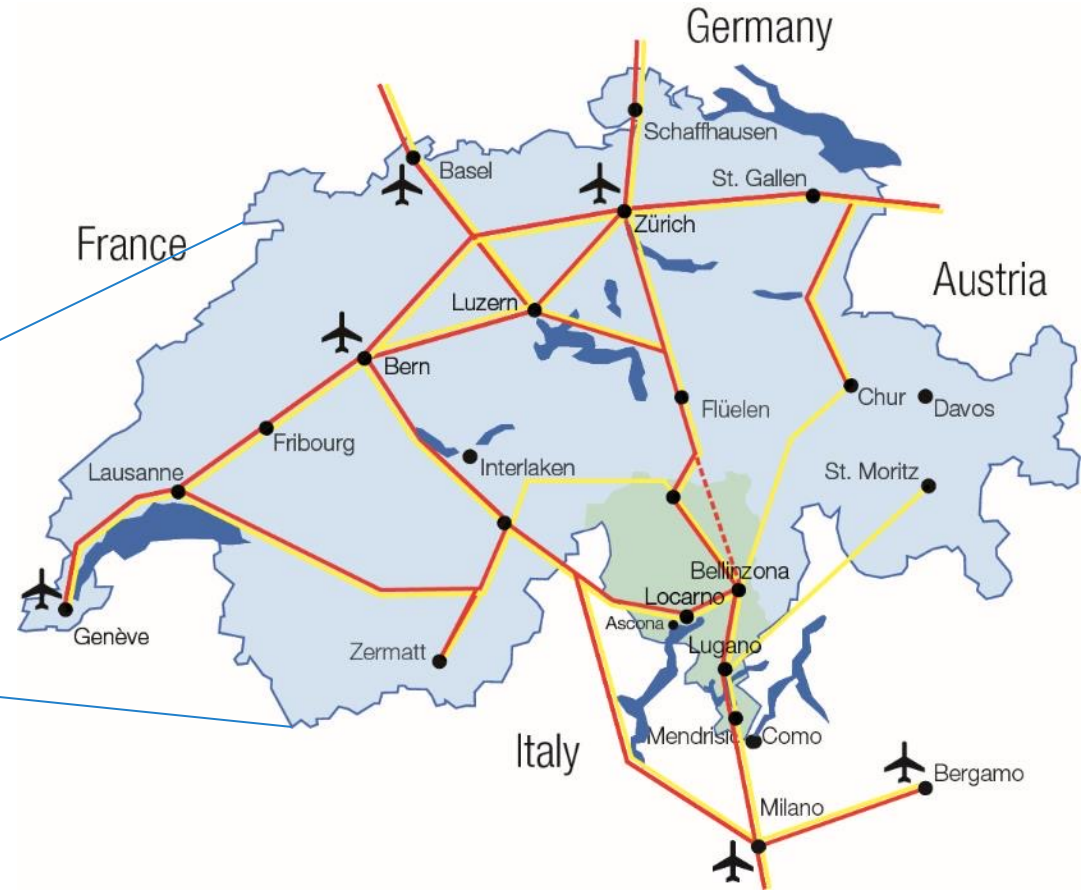
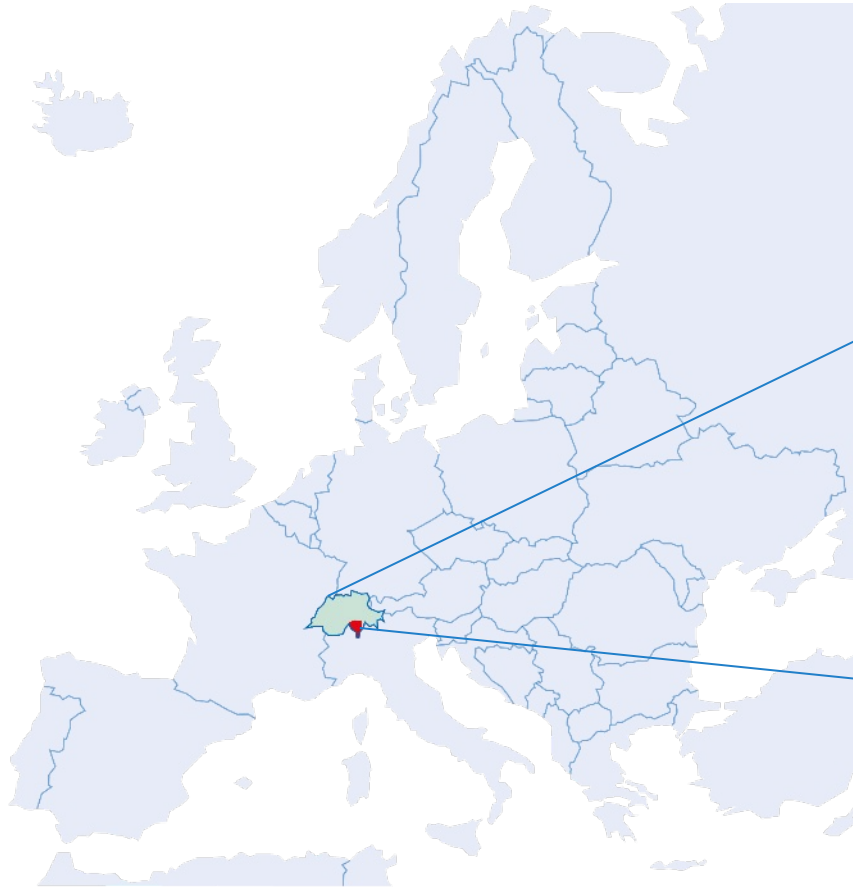
Travelling can be so easy.

# Ticino: the sunny side of Switzerland

April 2024



# Where are we?





## Ticino Ticket: free transportation for all guests!

- Available to guests staying overnight in hotels, youth hostels and campsites
- Special discounts on a range of recreational activities
- Effective for the entire duration of the stay
- Near-zero CO<sub>2</sub> emissions for a green holiday!



## Swiss Wine Tours

- A curated collection of wine-focused excursions across Switzerland's diverse wine regions, including Ticino
- Winemakers in Ticino invite you to their vineyards and cellars for unforgettable encounters
- Cycle between distinct viticultural zones or savor a meal amidst the vines, and most importantly, sample the wines, the pride of their craft
- 21+ experiences in Ticino with online booking.



## Hotel Bigatt\*\*\*

- Established in 2020
- A hotel, restaurant, and event venue located in a restored traditional farmhouse
- Nestled in a natural setting with a stunning vista of Lake Lugano
- A menu featuring locally-sourced products and organic vegetables from the on-site garden (no orange juice for breakfast 😊)
- A program for work and social integration for staff members.





# 100 years of the Centovalli Railway

- Launched in 1923, this train journey takes you through the stunning Alpine scenery, linking Domodossola in Italy with Locarno in Switzerland
- A scenic 32-mile trek across two countries, traversing 83 bridges and 31 tunnels, completed in just under two hours
- The railway's centennial is a tribute to the enduring spirit and determination that went into building and upkeeping this remarkable piece of railway engineering
- Foliage train in fall: best time to experience it!

Add me to your contacts!



Michel Cavadini

Head of Foreign Markets  
michel.cavadini@ticino.ch

More info: [ticino.ch/trade](https://ticino.ch/trade)





Grazie per l'attenzione!



Switzerland.

# Geneva Tourism

Adrien Genier  
General Manager

# Welcome to Geneva





Switzerland.

# Geneva Highlights.

- **NEWS ! CERN Science Gateway** – Geneva new flagship project for science education and outreach – Discover where to W.W.W was born
- **TOP ACTIVITY ! Birthplace of fine watchmaking** - Assemble your own Swiss Watch in Geneva
- **TASTE ! Choco Pass** - Visit Geneva at your own pace and push open the doors of Geneva's greatest chocolate makers to taste their most delicious specialities



Jura



Watch Valley

Lake Neuchâtel

Fribourg

Maison Cailler

Gruyères

Lausanne



Lavaux

Saint-Cergue

Rolle

Lake Geneva

Vevey

Nyon

Montreux

Yvoire

Thonon-les-Bains



Evian-les-Bains

Goldenpass

Gstaad

Glacier 3000

Hermance

Anières

Geneva

Sierre

Zermatt

CERN

Dardagny

Rhône

Carouge

Salève

Arve

Monthey

Sion



Anancy

Mont Blanc

Chamonix



Megève





Switzerland.

# Vaud Region Highlights.

- **RIVIERA - Gourmet cruises** (or not) on the CGN with the spectacle this year of the naval parade of the entire fleet on 26.05.2024
- **ALPES VAUDOISES - Glacier 3000**: a must-see excursion in the Vaud Alps
- **LAUSANNE** - century of surrealism at **Plateforme 10**: 3 museums, numerous exclusive exhibitions all year round



WELCOME TO THE MATTERHORN PARADISE

# MATTERHORN ZERMATT BERGBAHNEN



**MATTERHORN**  
ZERMATT BERGBAHNEN

VISION BECAME REALITY



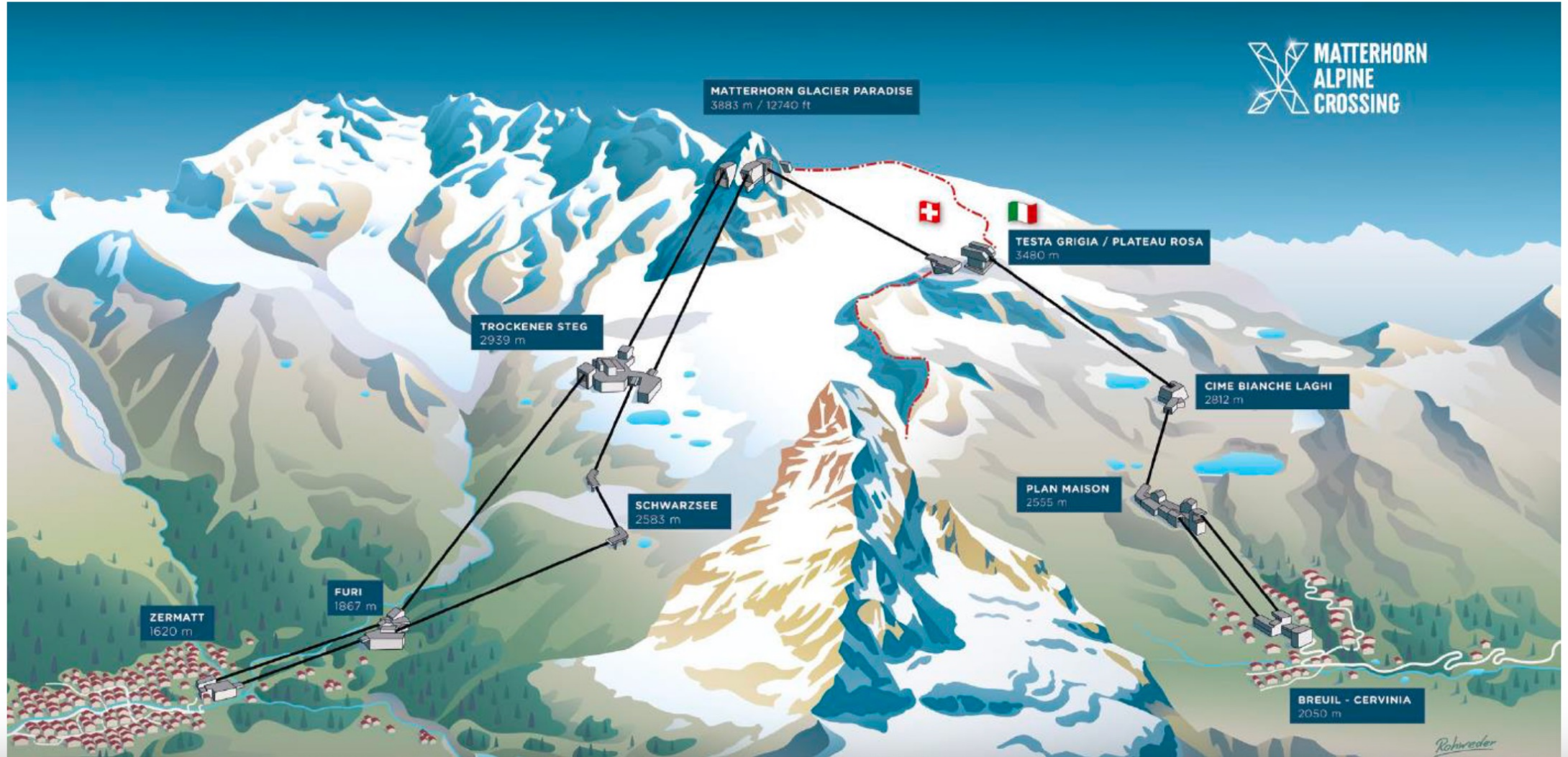
# MATTERHORN ALPINE CROSSING



**MATTERHORN**  
ZERMATT BERGBAHNEN

# MATTERHORN ALPINE CROSSING

# THE HIGHEST BORDER CROSSING IN THE ALPS



MATTERHORN GLACIER PARADISE -  
TESTA GRIGIA

# MATTERHORN GLACIER RIDE

- 4 MINUTES RIDE
- MATTERHORN GLACIER PARADISE (3'883 M.A.S.L.)
- TESTA GRIGIA (3'480 M.A.S.L.)



MATTERHORN PARADISE  
**CRYSTAL RIDE GONDOLA**



**MATTERHORN**  
ZERMATT BERGBAHNEN

# HIGHEST BORDER CROSSING TESTA GRIGIA



# MATTERHORN ALPINE CROSSING **SNOWXPERIENCE** **PLATEAU ROSA**

- FROM MAY TO OCTOBER
- RENTAL OF SKI, CLOTHES & EQUIPMENT
- BOOKABLE THROUGH ZERMATTERS
- ENTRY TO BEGINNER PARK AND SNOWTUBING INCLUDED IN THE TICKET



# MATTERHORN ALPINE CROSSING **PRODUCT IN GENERAL**

- HIGHLIGHTS ALONG THE ROUTE
- CUSTOMS IN POLLEIN (IT) AND BRIG-GLIS (CH)
- OPEN FROM CHRISTMAS TO MID SEPTEMBER
- SEASONAL PRICING





MATTERHORN ALPINE CROSSING

# PRODUCT - RETURN TICKET



- START IN CERVINIA OR ZERMATT
- DURATION OF THE TRIP: 3 - 4 HOURS
- HOP ON AND OFF AT ALL STATIONS



**MATTERHORN**  
ZERMATT BERGBAHNEN

MATTERHORN ALPINE CROSSING

# PRODUCT - ONE WAY TICKET



- START IN CERVINIA OR ZERMATT
- DURATION OF THE TRIP: 1.5 - 2 HOURS
- HOP ON AND OFF AT ALL STATIONS



# MATTERHORN ALPINE CROSSING **LUGGAGE TRANSPORT SERVICE**



- CHF 20.00 / EUR 20.00 PER ITEM
- DROP OFF UNTIL 11AM - ARRIVAL AT 1 PM
- DROP OFF UNTIL 2 PM - ARRIVAL AT 4 PM



# MATTERHORN ALPINE CROSSING

## GOOD TO KNOW



### TRAVEL TIME TO CERVINIA



Milano Airport

2.0 h

2.0 h

Torino Airport

1.5 h

1.5 h

Como

2.5 h

2.5 h

Cinque Terre

4.0 h

4.0 h



### TRAVEL TIME TO ZERMATT



Zurich Airport

3.5 h

3.5 h

Geneva Airport

3.5 h

3.0 h

Interlaken

2.0 h

2.5 h

Lucerne

3.5 h

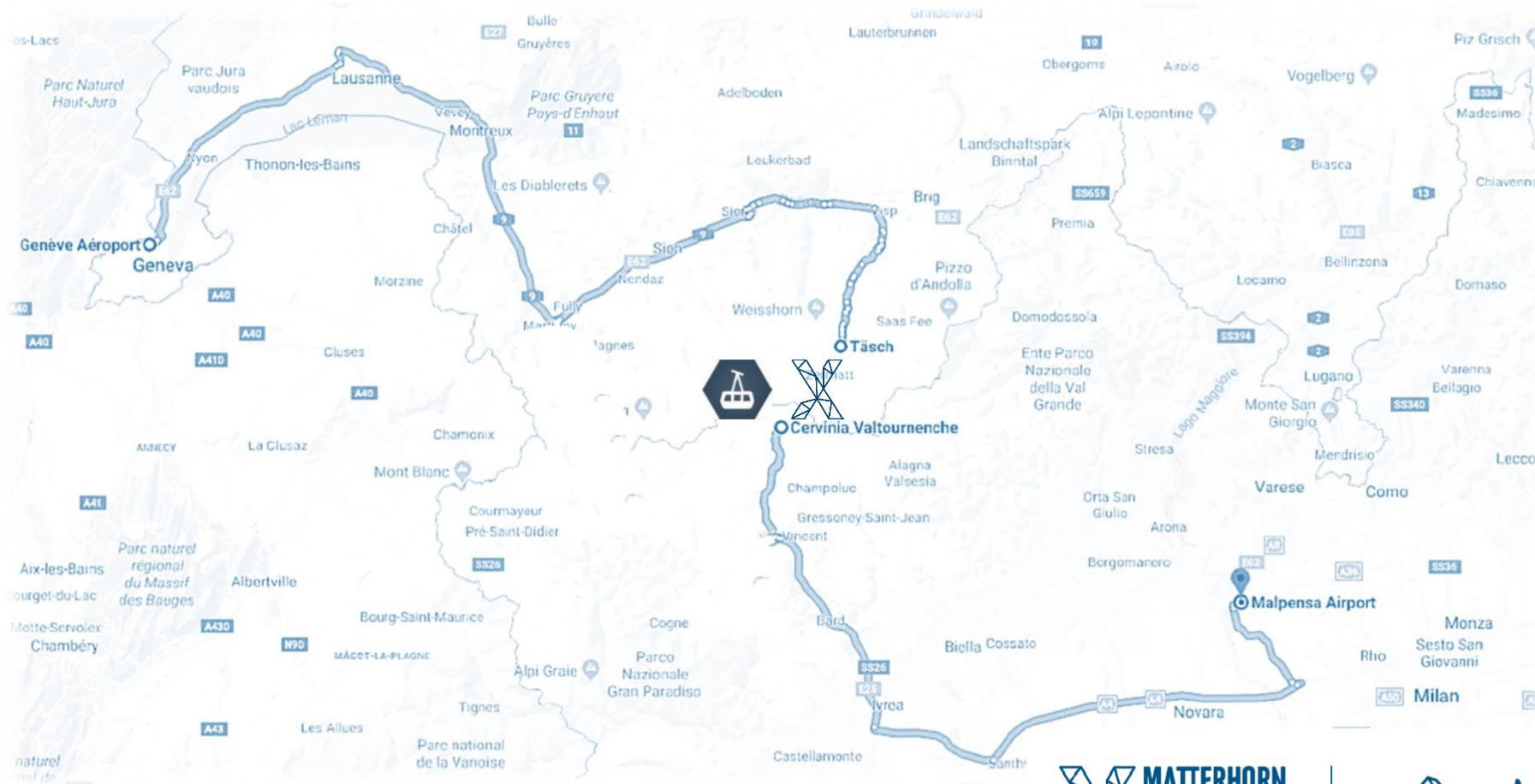
3.5 h



**MATTERHORN**  
ZERMATT BERGBAHNEN

# MATTERHORN ALPINE CROSSING

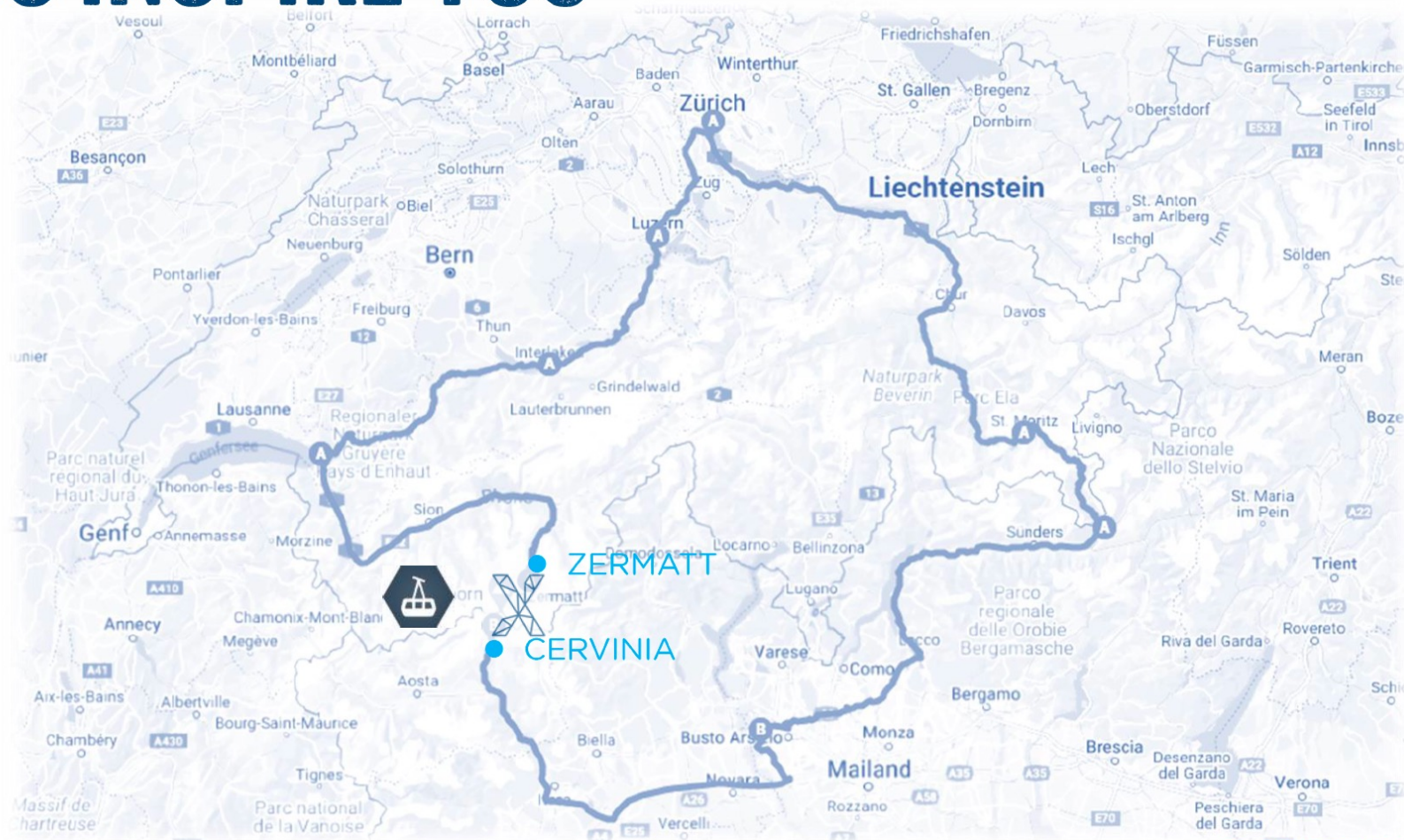
## LET US INSPIRE YOU



**MATTERHORN**  
ZERMATT BERGBAHNEN

# MATTERHORN ALPINE CROSSING

## LET US INSPIRE YOU



SEE YOU SOON

# MATTERHORN ZERMATT BERGBAHNEN



**MATTERHORN**  
ZERMATT BERGBAHNEN



**Switzerland.**