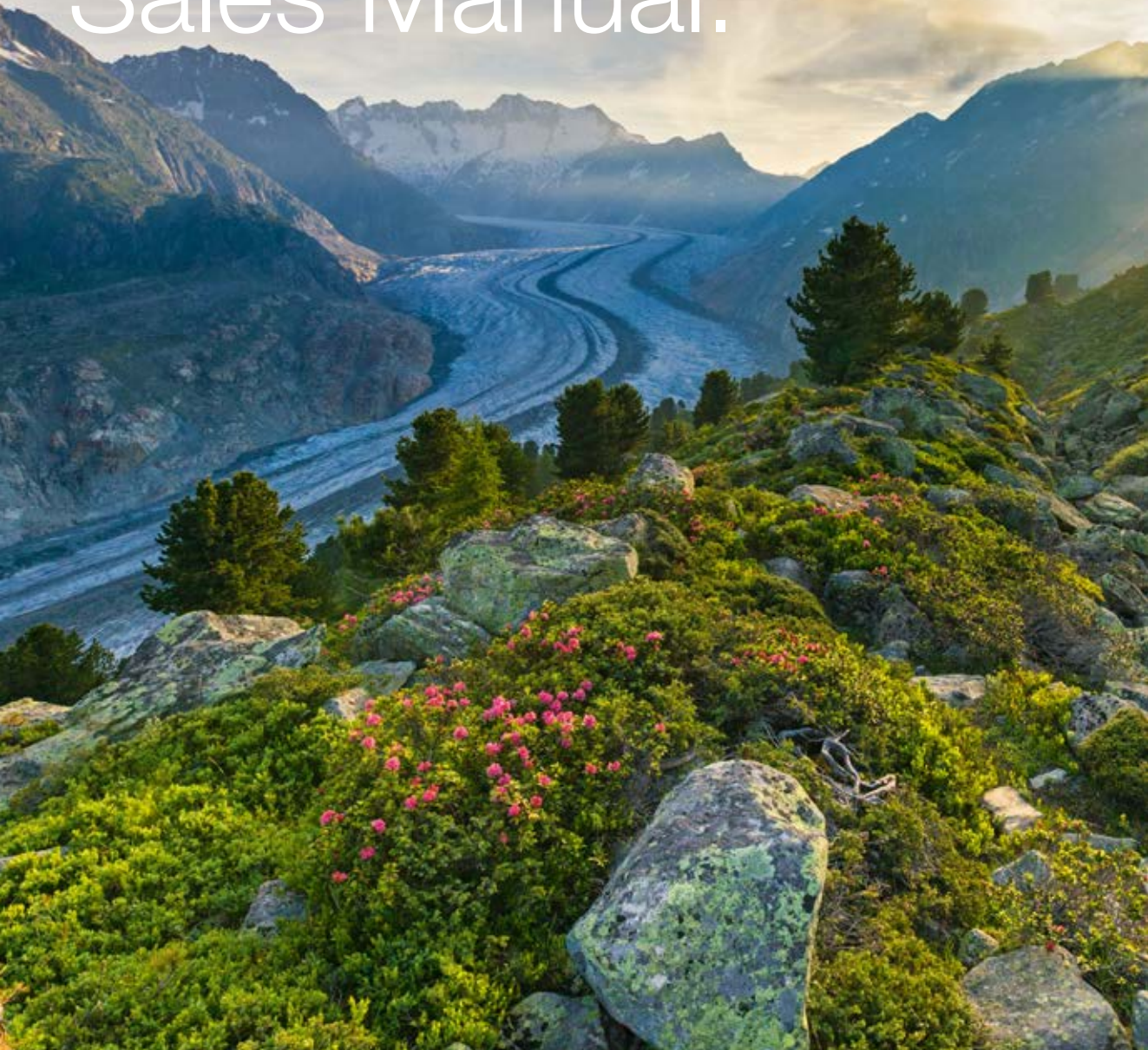




Switzerland.

Switzerland Sales Manual.



I need a city close to nature.



Switzerland.



Scan Here

I need Switzerland.

From mountain biking in the forests of Uetliberg, hanging out with the locals in the old town to water sports on the lake, nature is just around the corner in the cosmopolitan city of Zurich. To know more visit: [MySwitzerland.com/NeerajChopra](https://www.myswitzerland.com/NeerajChopra)

Zürich,
Switzerland.



Switzerland. by train, bus and boat.



The top train experience.

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

The sections:

- Zürich–Lucerne–Interlaken, Luzern–Interlaken Express
- Interlaken–Zweisimmen–Montreux, GoldenPass
- Montreux–Visp–Zermatt
- Zermatt–St. Moritz, Glacier Express
- St. Moritz–Tirano–Lugano, Bernina Express
- Lugano–Lucerne, Gotthard panoramic route
- Lucerne–St. Gallen, Voralpen-Express
- St. Gallen–Schaffhausen–Zürich



4

SEASONS
to enjoy



SPRING

March – May

Flowers bloom and birds sing. An ideal time for city breaks.



SUMMER

June – August

The country's lakes and mountain regions offer a place to cool off.



AUTUMN

September – November

Take a walk through the riotous colours of the trees and enjoy the summer's harvest.



WINTER

December – February

Fun in the snow and time to relax by an open fireplace.



Climate

Mild, with moderate heat, cold and humidity.

July – August

18 to 28°C

Max. 42°C, Grono GR

January – February

Average: -2 to 7°C

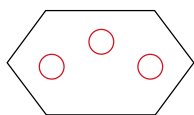
Min. -41°C, La Brévine JU

Tipping is optional.

The Swiss tip around 10% if they find the service good.

Electricity

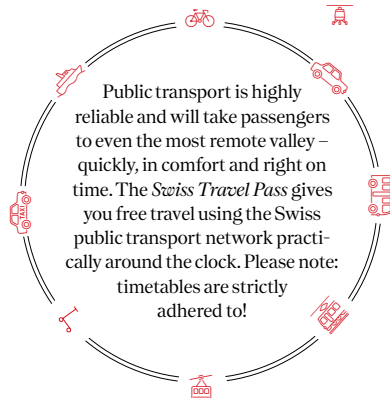
250V



Swiss plug sockets have their own specific shape. Don't forget an adaptor. Wi-Fi is widely available.

Public transport

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



Public transport is highly reliable and will take passengers to even the most remote valley – quickly, in comfort and right on time. The *Swiss Travel Pass* gives you free travel using the Swiss public transport network practically around the clock. Please note: timetables are strictly adhered to!

CHF

Payments are made in Swiss Francs (CHF). The main tourist hotspots will also accept euros. Cashless payment is also widely used, with the Swiss often using Maestro cards in addition to the usual credit cards.



Health

The standard of medical care is generally very high. You can drink the water from most fountains.

Accommodation

Lifestyle hotel, wellness palace, or perhaps you'd prefer to sleep in an igloo? The choice of accommodation in Switzerland is vast. Booking is quick and easy.

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

Advice & booking

For all the information in order to plan your best possible holiday in Switzerland log on to:

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

Visa

Switzerland is part of the **Schengen** area. This is a grouping of 26 countries that do not operate border controls.

Regardless of any visa requirements, travel documents should not be older than **10 years** and must be valid for at least 3 months beyond the departure date.

→ eda.admin.ch



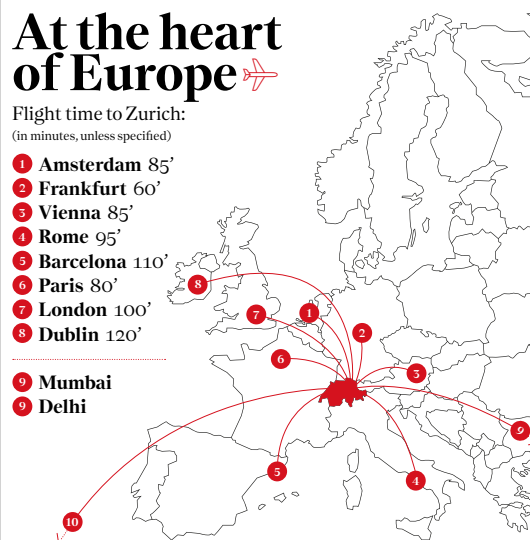
Safety

Switzerland is one of the world's safest countries.

At the heart of Europe

Flight time to Zurich:
(in minutes, unless specified)

- 1 Amsterdam 85'
- 2 Frankfurt 60'
- 3 Vienna 85'
- 4 Rome 95'
- 5 Barcelona 110'
- 6 Paris 80'
- 7 London 100'
- 8 Dublin 120'
- 9 Mumbai
- 9 Delhi



Swiss International Air Lines (SWISS) is Switzerland's national airline. It serves more than 100 destinations in 44 countries from Zurich and Geneva. With its fleet of around 90 aircraft, SWISS carries almost 18 million passengers each year. → [swiss.com](https://www.swiss.com)

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Credits.

Cover Photo:

Aletsch Glacier © Andreas Gerthz

Other Photos:

With the kind permission of our partners

Produced by:

Switzerland Tourism
c/o Consulate General of Switzerland
102 Maker Chambers IV, 10th Floor,
222 Jamnalal Bajaj Marg, Nariman Point,
Mumbai – 400021.

Market:

India

Date of Publishing:

2024

Welcome.

Dear Friends,

Switzerland's snow-capped mountains, pristine lakes, panoramic beauty, convenient public transport as well as its long association with Bollywood, have made it a favourite for Indian travellers.

Throughout the years, you – our trade partners, have been a huge part of our success story in establishing Switzerland as the ideal holiday and MICE destination in India.

With our updated Sales Manual, we hope to help you promote and sell Switzerland further. The Switzerland Sales Manual showcases a wide range of activities and destinations on offer for travel agents and tour operators to assist you in curating a special holiday experience for your clients. Additionally, it covers information about our 'Swisustainable' program which promotes sustainability, the public transport network and our latest products launched over the last couple of years.

We are confident that this brochure will make it easier for you to sell Switzerland and add value to your client's Swiss holiday with some hidden gems and insider tips. Should you need more information or assistance, we are always available to support you.

With Switzerland and India having completed 75 years of diplomatic relations, the bond between the two countries continues to grow stronger. And, it is our endeavour to continue the collaboration and further strengthen this relationship from a tourism perspective.

We wish you the very best for the year ahead.

Happy selling!

Your Switzerland Tourism Team

Switzerland is easy to reach.

Switzerland lies in the heart of Europe and is a destination that is easily accessible from India.

By Air.

There are many flights from India to Switzerland, both direct as well as with one stop. Swiss International Air Lines offers the most convenient connections to Switzerland with direct flights from Mumbai and Delhi to Zurich. Other European and Middle Eastern carriers also connect major cities of India like Mumbai, Delhi, Kolkata, Bangalore, Chennai, Ahmedabad and Kochi to Geneva or Zurich with one layover.



By Road.

Travellers can easily enter Switzerland by car or coach through the vast network of roadways which connect it to the rest of Europe.

By Rail.

Visitors wishing to travel from other European countries to Switzerland by train benefit from a multitude of excellent connections. Whether from Germany, Austria, Italy, France, or the Netherlands, travellers have various daily connections to choose from. For example, TGV Lyria has many daily connections between Paris or Marseille and the Swiss cities of Geneva, Lausanne, Basel and Zurich. Visitors from the UK can also easily travel to Switzerland by combining the Eurostar from London with TGV Lyria in Paris. Most of these international trains offer a dining car or a bistro, power outlets and newspaper service, rendering the journey by rail exceptionally comfortable.



Clean & Safe.

Switzerland has always had the reputation of being one of the cleanest countries in the world. The Corona Virus (COVID-19) pandemic created the need to reemphasize on safety, cleanliness, sanitation and good health, thereby giving birth to the 'Clean & Safe' campaign in Switzerland.

Clean & Safe is an initiative supported by Switzerland Tourism and aims to promote strict protection plans implemented by Swiss hotels, restaurants, cable cars, navigation companies and public transportation. It is a label created based on health and safety protocols and guidelines established by associations representing various tourism products and services in Switzerland. A total of six industry-specific labels are available - for hotels, restaurants, navigation companies, cable cars, public transportation, and meeting facilities.

Tourism suppliers in Switzerland can apply for this label in order to utilize it as an assurance to guests that all guidelines are being adhered to and Switzerland is clean, safe and healthy for travellers.

For more information:
www.clean-and-safe.ch

Swiss International Air Lines.

Fly SWISS.



Swiss International Air Lines (SWISS) is the national airline of Switzerland. Operating from Zurich and Geneva, it serves over 100 destinations and 18 million passengers from more than 40 countries worldwide every year. SWISS is part of the Lufthansa Group and a member of Star Alliance, the largest network of airlines in the world.

Swiss operates a state-of-the-art Airbus A330-300 with 3 classes of service - Economy, Business and First. With direct flights from Mumbai and Delhi to Zurich, it is the most convenient way to fly to Switzerland.

SWISS offers a wider range of services and experiences to its guests such as:

- **Lounge Facilities:** SWISS's six lounges in Zurich Airport allow guests to relax and unwind during arrival, transit or departure.
- **In-flight Catering:** Passengers can enjoy mouth-watering cuisine options on board, including Indian food.

Zurich Airport.

A world-class transport hub.



Zurich Airport is one of the most efficient transport hubs in the world, and provides many state-of-the-art facilities for passengers such as:

- **Proximity to the Train Station:** The station is located underneath the Airport Centre and provides visitors with easy access to all of Switzerland.

- **In-flight Entertainment:** The latest Hollywood and Bollywood blockbusters can be enjoyed on board.
- **Wi-Fi Facility:** Passengers can purchase the in-flight wi-fi and access the internet.
- **SWISS Choice:** Through the SWISS Choice service, guests can avail many add-on services and upgrades before, during and after their journey.

Through its excellent service and passionate crew, which also includes Indian staff, SWISS resonates the true values of Switzerland and makes its guests feel at home.

So, whether it is a smile from the crew or a chocolate given out before landing, these small gestures add a personal touch to the journey of every passenger flying with SWISS.

- **Gateway to the Rest of the World:** With a 40-minute connecting time to flights, it is easy for passengers to catch flights to further destinations.
- **Duty-free Shopping Paradise:** Passengers have an attractive choice of products for shopping such as chocolates, jewellery, clothes, watches and souvenirs.
- **Eating & Drinking Options:** Passengers have many restaurants, cafes and food stalls to choose from.
- **Accommodation & Conference Facilities:** Three hotels and a brand new convention center are located directly at the airport.
- **Lounge Service:** The various lounges located inside the airport, or at the Airport Centre, provide great hospitality and comfort to travellers.
- **Tax Refund:** At the Global Blue or Travelex counters in the Airport, visitors can reclaim VAT on certain purchases made in Switzerland, prior to departure.



Become a Swiss public transport expert.

Gain knowledge and win attractive prizes: Heidi & Peter take you on a learning journey through the new Swiss Travel System Excellence Program. Step aboard and register now: www.mystsn.net/elearning



Bernina Express.

Swiss Travel System.

Switzerland by train, bus and boat.

Travelling by public transport in Switzerland is comfortable and convenient. It is the best way to enjoy the unparalleled panorama in a truly relaxed atmosphere. Also, seamless connections are guaranteed – whether by train, bus, boat or mountain railway! Swiss Travel System offers travellers the possibility to discover excursion destinations, mountains, lakes and over 500 museums with one single ticket: the Swiss Travel Pass. Holders of this ticket can explore Switzerland on public transport for 3, 4, 6, 8 or 15 days.



Benefits of the Swiss Travel Pass.

- Unlimited travel by train, bus and boat in Switzerland
- 50% discount on popular mountain excursions such as Titlis, Pilatus and Glacier 3000, and 25% discount on Jungfraujoch
- Children between 6 and 16 years of age travel free with the complimentary Swiss Family Card*
- Unlimited travel on premium panorama trains like Glacier Express, Bernina Express etc (seat reservation fees and/or surcharges apply)
- The mountain excursions of Rigi, Stanserhorn, Schilthorn, Brnuni, Stoons and Klewenalp are included for free in 2022.
- Free admission into over 500 museums across Switzerland including the FIFA Museum (Zurich), Olympic Museum (Lausanne) and Chillon Castle (Montreux).

**The Swiss Family Card is obtainable at all points-of-sale worldwide as well as nearly every Swiss railway station.*



Luggage Services.

Thanks to the convenient luggage services provided by Swiss Travel System, guests can now travel hands-free by public transport across Switzerland. The door-to-door express luggage offer is available for luggage shipments between any Swiss address, including Zurich Airport. The luggage may be handed over at the hotel in the morning by 9 am, and is waiting for the guest at their next destination hotel in the evening, on the very same day by 6 pm. The service is also available for groups of 10 to 50 persons travelling through Switzerland by train, bus or boat.

For more information: www.sbb.ch

Swiss Travel Pass Gross Rates 2024

Swiss Travel Pass	CHF	
	2nd class	1st class
3 days	244	389
4 days	295	469
6 days	379	602
8 days	419	665
15 days	459	723
Swiss Travel Pass Flex	2nd class	1st class
3 days in 1 Month	279	445
4 days in 1 Month	339	539
6 days in 1 Month	405	644
8 days in 1 Month	439	697
15 days in 1 Month	479	755
Swiss Half Fare Card	120	
1 month	120	
Swiss Family Card	Free	
1 month	Free	

Validity: 01.01.2024 – 31.12.2024
mystsnet.com

All prices listed are minimum selling prices. STS Ltd. reserves the right of taking further action in cases where listed minimum selling prices are undercut.

Valid for youth travelers under the age of 25 (30% discount).

Children from the age of 6 up to their 16th birthday travel free of charge when accompanied by at least one parent holding a valid Swiss Travel System product.

Children under 6 years of age travel free of charge. Swiss Family Card not required.

Children from the age of 6 up to their 16th birthday but not accompanied by at least one parent, receive a 50% discount on the tariff rate of Swiss Travel Pass and Swiss Travel Pass Flex.

Insider Tips.

- Family Coaches:** All long-distance trains of the Swiss Federal Railways include specially designed family coaches. These areas are generally more spacious and have amenities like a kids' play area.
- From Airport to City Centre by train:** Switzerland's main airports are perfectly interlined with its public transport network. The airports in Zurich and Geneva have a railway station inside with frequent train connections to the city centre.
- On-board Catering:** Most intercity trains have a bistro or restaurant on board which serves freshly prepared food, as well as beverages such as tea, coffee, juice, beer and wine. In selected panoramic and Belle Époque coaches, guests can also enjoy a 3-course meal.
- First-class Train Travel:** First-class coaches offer a higher level of convenience such as more spacious seats, legroom and power outlets. First-class passengers can also access special quiet or business zones. Swiss boats also have a first-class area, usually on their upper deck.
- Restaurant in the Sky:** On mild summer nights, a panoramic cabin of the Weggis-Rigi cableway is transformed into the world's one and only "Restaurant in the Sky". Passengers dine high above Lake Lucerne against the stunning backdrop of Mt. Rigi.



Panoramic view of Lake Zurich and the city.

Zurich.

A metropolis of experiences.

Zurich today personifies the cosmopolitan Swiss urban life where visitors are treated to diverse shopping and dining experiences, rich nightlife and countless festivals and events, as well as given a glimpse into the City's multifaceted past.



Attractions.

Old Town.

Zurich's historic medieval old town is a popular tourist hub. The pedestrian zone, with its cobblestoned alleyways run along attractions like the Grossmünster and Fraumünster, as well as small antique and boutique shops. The Old Town also boasts of a huge concentration of bars, cafes and restaurants.





02

Swiss National Museum.

Reminiscent of a fairytale castle, the Swiss National Museum, located conveniently opposite Zurich Main Station, holds a unique collection on the cultural history, the craftsmanship and artworks of Switzerland.



Zoo Zurich.

The Zoo houses over 380 animal species from around the globe, in ecosystems resembling their natural habitat. Visitors can visit the penguin enclosure or the Gir Lion exhibit, and also get up close to the animals in the petting zoo section.



FIFA World Football Museum.

04

With over 1000 exhibits and numerous interactive experiences, the FIFA World Football Museum is a must-visit for people of all ages. and is guaranteed to get the pulses racing of all football fans!



Uetliberg.

A 20-minute train ride from the city centre takes visitors to Uetliberg, Zurich's home mountain, 871 m above sea level. Towering over the roofs of Zurich, Uetliberg provides fantastic panoramic views of the city, lake, valley and surrounding Alps. Hotel UTO Kulm Hotel, on top of the mountain, is a unique accommodation experience.



06

Lake Zurich.

The city of Zurich is situated on the banks of Lake Zurich. It offers travellers many options for tourists and adventure lovers. Visitors can swim, paddle-boat, wakeboard, water ski, or opt for a short or long cruise on the lake.

Lindt Home of Chocolate – Chocolate Heaven.

This delectable and interactive experience boasts of attractions such as a 9 m tall chocolate fountain, self- or guided tours, chocolate-making workshops, and the world's largest Lindt Chocolate Shop.

From bean to bar: Journey back to the origins of chocolate and experience how cocoa conquered Europe. Meet the Swiss chocolate pioneers who sweetened our lives with their inventions. Experience the world of chocolate with all your senses: from its creation and cultural significance to chocolate tastings.

Make your own chocolate: Dive into the world of chocolate and see what it's like to be a real Lindt Master Chocolatier yourself when you make your own chocolate creations at the Lindt CHOCOLATERIA.



Day trips from Zurich.



Rhine Falls & Schaffhausen.

Located just an hour from away from Zurich by train, the Rhine Falls is Europe's largest waterfall. By boat, one can reach the Rhine Falls basin, and even the mighty rock in the midst of the waterfall. Near the waterfall is the beautiful town of Schaffhausen, whose traffic-free old town is lavishly decorated with oriel windows and painted facades. The restaurants, with their terrace-top seating, delicious food and spectacular views, make for a perfect day out.



Rapperswil.

Located at the southern end of Lake Zurich, the Capuchin Monastery overlooking the town and its beautiful rose gardens have garnered Rapperswil fame as the "town of roses". The castle on the hill houses a Polish museum and is a popular attraction. From the topmostpoint on the hill, visitors get a stunning view of the lake and its surroundings. The town's promenade has many cafés and restaurants.

Insider Tips.

- 1 **Explore Zurich on a river cruise:** The river cruise takes visitors through the most beautiful sights of Zurich's Old Town, along the river and under the bridges. The cruises are included in the Swiss Travel Pass.
- 2 **Fantastic nightlife or alternate dining experiences at Zurich West:** The former industrial district now converted into a trendy hotspot, Zurich West is the ideal place for visitors and partygoers interested in exploring Zurich's vibrant nightlife and wide-ranged dining options.
- 3 **A vegetarian dining experience at Haus Hiltl:** Haus Hiltl is in the Guinness Book of World Records for being the longest continuously open vegetarian restaurant in the world. It serves vegetarian dishes from all over the world, including Indian food.
- 4 **Shopping at Bahnhofstrasse:** Switzerland's world-renowned shopping avenue houses everything from trendy to high-street to luxury. A wide variety of shopping options are available such as watches, accessories, clothes, footwear, jewellery, antiques, art and food products.
- 5 **WOW Museum – Room for Illusions:** This immersive world of wonders is located just 50 m. from the main station. This 3-storey, 400 sq. m. museum contains 12 different experience rooms that transport visitors into a world of surprising illusions, interesting patterns and new perspectives.



Chapel Bridge & Water Tower.

Lucerne.

The city, the lake, the mountains.

Thanks to its location, rich history, vibrant festivals, stunning architecture, state-of-the-art museums and fantastic shopping and dining facilities, the city of Lucerne is popular with tourists. It's lakeside setting and panoramic mountains offers a plethora of activities and excursion options for travellers.

Attractions.

Chapel Bridge, Water Tower & Old Town.

The iconic Chapel Bridge and Water Tower introduce visitors to Lucerne and lead them to its medieval Old Town. Lucerne's Old Town, with its historical towers and buildings, lies between the City Hall and Chapel Bridge, along the river Reuss. It is a shopper's paradise and also boasts of many cafes and restaurants.



01



02

Lion Monument & Glacier Garden.

The famous carved stone Lion Monument is a popular tourist spot and pays tribute to the Swiss guardsmen who died during the French Revolution.

Neighbouring the Lion Monument is the Glacier Garden, where visitors travel back in time and discover what Lucerne looked like when glaciers covered the land.



04

Lake Lucerne Cruise.

A trip to Lucerne is not complete without a boat cruise experience. Whether on board the modern MS Diamant, a romantic cruise at sunset, or an antique paddle steamer – it's a must! The cruises are a great way of exploring Lucerne and its surrounding regions. Travellers also have the option of dining on board the cruises.

Stanserhorn.

The Stanserhorn excursion offers a beautiful combination of a historical funicular along with the futuristic CabriO Aerial Cableway, a double-decker cableway with an open roof deck. The summit offers fantastic views of the region and many walking trails. The revolving restaurant "Rondorama", at the summit, is a must-visit.



03

Swiss Museum of Transport.

At the Swiss Museum of Transport, visitors can feel what it's like to fly a flight simulator, experience the world of racing with vintage cars or even try the motorized exponents from Formula 1. Additionally, visitors can also explore specialized exhibits such as the Planetarium and Swiss Chocolate Adventure.



05

Mt. Pilatus.

Lucerne's home mountain, Mt. Pilatus, is the ideal adventure mountain for the whole family. On the summit, there is a self-service and an a la carte restaurant, as well as two hotels where travellers can spend a night in the heart of the mountains. In the summer, along with amazing views, travellers can enjoy the rope park and Switzerland's longest summer toboggan run, as well as explore the many hiking trails.



06

Day Trips from Lucerne.



Engelberg.

The scenic village of Engelberg is a 45-minute train ride from Lucerne, and offers visitors numerous unforgettable experiences. The Benedictine Monastery in the village gives visitors a glimpse into the lives of the monks that still live there. The Monastery's Show Cheese Factory lets visitors watch cheese being made, as well as participate in the process themselves! Over the years, Engelberg has become famous for being the starting point for the excursion to Mt. Titlis.



Mt. Titlis.

The Mt. Titlis excursion (3062 m above sea level) is open year-round. The TITLIS Rotair, the world's first revolving cable car, takes visitors up to the summit where they can enjoy activities such as the Titlis Cliff Walk (Europe's highest suspension bridge), the Ice Flyer Chairlift and Glacier cave. In the summer, at Truebsee, visitors can experience activities like boating and ziplining. And in winter, they can indulge in snow activities like skiing and snow-tubing at the Glacier park and snowXpark.



Stoos.

The journey from Lucerne to Stoos is 45 minutes by public transport. From Schwyz, visitors travel up to Stoos, on the world's steepest funicular. The funicular's cabins have been specially designed for the extreme 110 percent gradient, thereby making it a comfortable experience for passengers. On the top, visitors can get a spectacular view of the lake and the surrounding landscape. The many hotels and holiday apartments make it an ideal family destination.

Insider Tips.

1 Buy a watch in Lucerne:

With a number of budget to luxury brands on offer, Lucerne has every brand of watch visitors could wish to buy. Visitors can browse through more than two dozen boutiques, most of them located around Schwanenplatz.

2 The folklore shows at Stadtkeller:

Located in the heart of Old Town, the Stadtkeller is the ideal place where visitors can enjoy the typical Swiss ambience, delicious local cuisine and traditional folklore performances.

3 Lucerne's Chocolate Experiences:

Lucerne provides travellers with amazing chocolate experiences. Located at Schwanenplatz, Confiseur Bachmann is a "Land of Chocolates" for delicious homemade goodies. Max Chocolatier, a paradise for decadent luxury chocolates made from natural ingredients, is also a must-visit!

4 Bürgenstock Resort:

The Bürgenstock Resort is located atop a spectacular mountain ridge offering incomparable views. Reopened in 2017, it now comprises of four hotels, extensive wellness facilities and numerous dining options.

5 City tour with the City Train:

Visitors can discover Lucerne aboard the old-style blue tourist trolley train which takes them to the highlights of the city. With comfortable seating and information via headphones, this tour is a wonderful experience.



Direct train connection between Zurich Airport and Interlaken every 2 hr.

Paragliding in Interlaken.

Interlaken.

A hub for activities and adventure.

Interlaken is located in between the lakes Thun and Brienz, and at the foothills of the three mountains - Eiger, Mönch and Jungfrau. It is a starting point for numerous excursions and a paradise for hiking, adventure activities, lake cruises, culinary trails and winter experiences.



Attractions.

JungfrauJoch – Top of Europe.

This 2-hour scenic rail excursion takes visitors from Interlaken Ost to Europe's highest railway station (3454 m above sea level). With the newly launched Eiger Express gondola, visitors can now complete this excursion 47 minutes faster! At the summit, visitors experience a world of ice and snow at the "Ice Palace". The "Sphinx" and "Plateau" viewing platforms provide spectacular views of the Aletsch Glacier, a UNESCO World Heritage Site.



Swiss Skyline

Eiger . Mönch . Jungfrau

Schilthorn
Piz Gloria

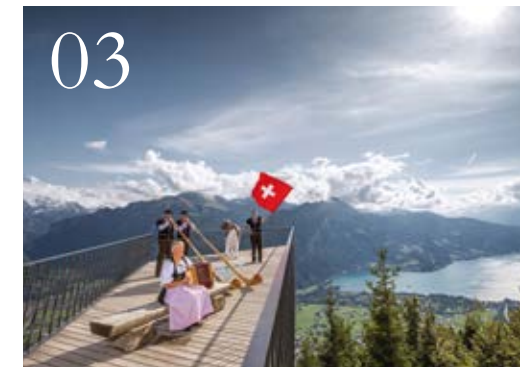


www.schilthorn.ch



Grindelwald-First – Top of Adventure.

Grindelwald-First is a short 25-minute gondola journey from the village of Grindelwald (33 min by train from Interlaken Ost). Here, visitors can enjoy adventure activities like ziplining, trottibiking and mountain carting. The “First Cliff Walk” suspension bridge provides beautiful views of the region, including the Eiger north face.



Harder Kulm – Top of Interlaken.

A panorama funicular leads visitors to Harder Kulm (1322 m above sea level), Interlaken’s home mountain. The viewing platform on top allows visitors to look down on to the quaint Swiss town and its surrounding mountains and lakes. The lovely restaurant on top serves delicious local fare, as well as some Indian dishes.



Schilthorn – Piz Gloria.

Schilthorn (2970 m above sea level) provides a stunning 360-degree view of the surrounding region. The James Bond film “On Her Majesty’s Secret Service” was filmed on the mountain and is honoured through the “Bond World” and “007 Walk of Fame” exhibits. The revolving restaurant Piz Gloria serves the famous “James Bond Brunch” and “007 Burger”.

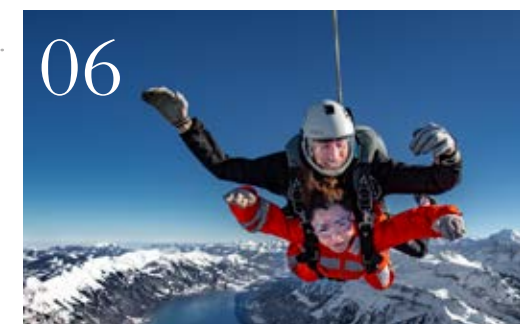


Lake Cruise in Interlaken.

A great way of exploring Interlaken and its surroundings is on board a cruise on Lake Thun or Brienz with Bernese Oberland Navigation. These comfortable cruise journeys ensure that visitors are always surrounded by beautiful villages, majestic castles, imposing mountains and natural beauty.

Adventure in and near Interlaken.

Interlaken is a haven for adventure-seekers with a wide range of activities guaranteed to get the adrenaline pumping. Travellers can enjoy activities such as paragliding, bungee jumping, skydiving and canyoning, or opt for soft adventure experiences such as the Rope Park and Jetboat ride. Interlaken is also an ideal destination for water sports such as boating, canoeing, kayaking, water skiing and river rafting.



PATEK PHILIPPE
GENEVE

Breguet
Depuis 1775

Cartier

PIAGET

BLANCPAIN

Chopard

JAEGGER-LECOULTRE

IWC

ULYSSE NARDIN

PARMIANI
LEUWER

FRANCK MULLER
GENEVE

BREITLING
1884

HUBLOT

ZENITH

ROGER DUBUIS

OMEGA

TUDOR

KIRCHHOFER

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HAUTE HORLOGERIE II | Höhweg 56
CARTIER BOUTIQUE | Höhweg 56
OUTLET | Höhweg 42

GRINDELWALD V-TIME | Grundstrasse 54
JUNGFRAUJOCH HIGH TIME | Sphinx Terrace

Glashütte
ORIGINAL

GIRARD-PERREGAUX

CHANEL

BVLGARI

MONTBLANC

LONGINES

TAGHeuer

HERMÈS
PARIS

BAUME & MERCIER

NORQAIN

FREDERIQUE CONSTANT
GENEVE

RADO

ORIS

MIDO

TISSOT

CERTINA

Day trips from Interlaken.



Mürren.

The cosy, car-free mountain village of Mürren lies at the foot of Schilthorn. At 1650 m above sea level, it is the highest continuously inhabited village in the Jungfrau Region. Beautiful mountains and scenery can be observed from this quaint village. Hiking trails, themed walks and the Flower Panorama Trail invite visitors to enjoy this destination, along with their friends and families.



Meiringen.

Located on the southeast end of Lake Brienz, the village of Meiringen is a 30-minute train ride from Interlaken Ost. The Reichenbach Falls, located near the village, is a popular attraction, and is famous for being the setting of the demise of Sherlock Holmes in Sir Arthur Conan Doyle's famous book series. The Sherlock Holmes Museum located near the train station pays tribute to the great detective and his story.



Brienz.

The village of Brienz is located on the eastern end of Lake Brienz, and can be reached by train or boat. Nicknamed the "Village of Wood Carving", Brienz has a long tradition of wood processing, and even houses a school of carving and violin-making.

Travellers to Brienz can also visit the Ballenberg Open Air Museum, an exhibition of over 100 authentically reconstructed historical Swiss agricultural houses, buildings and farms.

Insider Tips.

1 The Victoria-Jungfrau Grand Hotel & Spa:

This iconic 5-star hotel located in the centre of Interlaken offers 216 rooms, conference facilities, 2 restaurants and a spa complex. It truly exudes luxury and elegance.

2 Explore Interlaken on horse carriage::

Travellers can feel real horsepower across the year as they discover Interlaken and its surrounding mountains and lakes.

3 Adding fun to the art of chocolate-making at Funky Chocolate Club:

Guests can make their own chocolates under the guidance of expert chocolatiers. For delicacies such as hot chocolate and chocolate fondue, their Chocolate Bar is a must-visit.

4 Casino Kursaal:

The casino is centrally located and is the perfect place for visitors to try their luck on various games and machines. The garden outside houses the famous Yash Chopra statue.

5 Raclette Rafting:

On this evening tour, visitors can enjoy tasty raclette while drifting on a boat from Bönigen to Interlaken. While the reliable guide steers the vessel, guests can enjoy delicious melted cheese and a glass of wine amidst the beautiful Alpine landscape.



Lavaux Vineyards.

Lake Geneva Region.

Land of Inspiration.

Lake Geneva Region or Vaud, located in the western part of Switzerland, is a French-speaking region. It is situated around Lake Geneva, Europe's largest freshwater lake. It is home to the resort town of Montreux and the city of Lausanne. The region is also home to the famous Lavaux vineyards, a UNESCO World Heritage Site. The vineyard terraces provide stunning views of the region and are the ideal backdrop for wine lovers!

Montreux.

Known as one of the "Pearls of the Swiss Riviera", Montreux is also home to the renowned Montreux Jazz Festival and has been an inspiration for many musicians such as Freddie Mercury. It truly is an ode to music, food and the good life!



Chillon Castle.

Located a few minutes' drive from Montreux, the Chillon Castle is one of Switzerland's most visited attractions. This 12th century castle houses many treasures from the town's rich historical past. Guests can view the wall paintings from the 14th century, the subterranean vaults, parade halls and the bedrooms (which have been preserved in their original form).



Rochers-de-Naye.

A 55-minute scenic rail journey takes visitors from Montreux to Rochers-de-Naye. It takes visitors alongside Lake Geneva, up into the mountains. At the summit, visitors observe marmot colonies and enjoy the Alpine Garden. In winter, Father Christmas resides here during the Christmas season.



04

Chaplin's World.

The house in Vevey where Charlie Chaplin spent the last 25 years of his life, is now converted into an interactive museum that provides an insight into his work as well as his life. An unmissable experience which includes his movie sets, many original artefacts and access to his home.

Lausanne.

Home of the Olympic Committee, the 'Olympic Capital' of Lausanne is a fine blend of old and new. Its Old Town and Cathedral are important landmarks, while the stunning Ouchy lakefront and ultra-modern Flon district cradle the city's urban culture. Lausanne is also considered as a gastronomic paradise in Switzerland.





02

Cruises on Lake Geneva.

The natural beauty of the Lake Geneva Region is best observed on board a cruise. Visitors can admire and photograph the lake, quaint towns, vineyards, mountains, castles and landscape on a relaxing boat ride. They can even enjoy the sights and sounds of the region while having a delicious lunch on board.

Day trips from Lake Geneva Region.



03

The Olympic Museum.

For sports enthusiasts, Lausanne is home to the famous Olympic Museum, which houses the world's largest archives of the Olympic Games. The museum pays homage to the Olympics and contains exhibits, audio-visual media and the latest technology chronicling the story of the games and its athletes from antiquity to today.

Gruyères.

Enjoy a day trip to the medieval car-free town of Gruyères. The town has a charm of its own thanks to its superb gastronomy and its modern show dairy as well as many cultural experiences. Visit the 13th Century Castle of Gruyeres which lies on a hill above the river Seane, which is now a museum depicting 800 years of regional architecture, history, and culture.

At the cheese dairy, Le Maison du Gruyere, visitors will get a glimpse into the cheese making process and can also enjoy some tasty cheese fondue at the end. Additionally, the museum of Oscar-winning artist H. R. Giger can be found in the nearby small castle of St. Germain, and it shows the fantastic works of the creator of Alien's.

Insider Tips.

1 Excursion to Glacier 3000:

The Lake Geneva Region is a great starting point for the Glacier 3000 excursion. The Peak Walk, husky sled ride and Alpine Coaster are some popular highlights of this excursion.

2 Queen – The Studio Experience:

Dedicated to the works of the iconic rock band Queen, this exhibit can be found at the Montreux Casino and is a must-visit for all rock music fans.

3 Lavaux Express:

The Lavaux Express is an enchanting little train on wheels. It carries passengers on a tour through the Lavaux Vineyards. Visitors can also combine the ride with a wine tasting session at the Vinorama.

4 Vevey: Another "Pearl of the Swiss Riviera", Vevey offers stunning views of the lake, vineyards and surrounding Alpine panorama. Visitors can explore the town and its lakeside, or visit the Alimentarium, a food and nutrition museum.

5 Villars Alpine Resort: The three hotels - Victoria Hotel & Residence, Villars Palace, and Villars Lodge, cater to different categories of travellers. They provide comfortable accommodation and exquisite service to guests staying in the beautiful Alpine village of Villars-sur-Ollon.



Gruyère

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Visit our show dairies and be part of the process when a genuine Appenzeller®, Emmentaler AOP or Le Gruyère AOP is created. Learn more about the stories and secrets of the individual cheeses from Switzerland that make up the natural taste of every piece of cheese.



Emmental



Appenzell





Geneva and its lake.

Geneva.

The Capital of Peace.

Geneva is a pocket-sized cosmopolitan city. Over 49% of its population represents over 150 nationalities from around the world. Known for being the epicentre of watchmaking, Geneva's diverse cultural scene, stunning landscapes, picturesque old town, boutique hotels and historical museums make it a must-visit destination.



Attractions.

01

Flower Clock.

Located at the English Garden (Jardin Anglais), Geneva's famous "Flower Clock" is a renewable living masterpiece, and a symbol of the city's watchmaking industry. The clock tells the time accurately and comprises of about 12,000 flowers and plants. The floral arrangements and decor change every season, thereby making this a popular photo point for visitors.



Cruise on Lake Geneva.

During the summer, a wide variety of boat cruises operate from Geneva. Visitors can choose from options ranging from lunch and dinner cruises to day excursion trips. A relaxing journey on one of the Belle Époque boats is a must for visitors. The Geneva cruises are also starting points for tours into other destinations like Montreux, Lausanne and Vevey.



Jet d'Eau.

The world-famous Jet d'Eau is a water jet which shoots out water 140 m high and at a speed of 200 kmph. It can be viewed from the Geneva Harbour or even reached for an up-close experience via a stone jetty from the lake's left bank.



United Nations in Europe.

Built at the heart of Ariana Park, the Palais des Nations is the European headquarters of the United Nations. Individual sections are open to the public such as the Consultation Hall, which is decorated with magnificent works of art. Furthermore, the Palais opens its doors daily and provides fascinating guided tours.

Geneva's Old Town.

La Vieille Ville, Geneva's Old Town, is a glimpse into the city's 2000-year-old history. In the midst of its numerous galleries, museums, fountains and boutique shops lie popular highlights like St. Pierre's Cathedral, City Hall with its five historical cannons and Place du Bourg-de-Four, Geneva's oldest city square located in the heart of Old Town.



Insider Tips.

- ① **Patek Philippe Museum:** The Museum takes visitors on a discovery tour, across 500 years of watchmaking. The historical collections documented include valuable timepieces, enamel miniatures and musical automata, among others.
- ② **Carouge:** Carouge is a slice of Italy near Geneva. Its streets are filled with Mediterranean styled houses, gardens, boutique shops, artists' workshops and artsy cafes. Carouge's famous Jazz clubs are popular after-dark attractions for visitors.
- ③ **Restaurant Edelweiss:** At Restaurant Edelweiss, visitors can savour a delicious meal made with local produce while in an authentic chalet setting. The dinner is made more enjoyable thanks to the traditional live folk music that accompanies it.
- ④ **Introductory course in watchmaking:** At the Initium Workshop, watch lovers can learn how to assemble a watch with great dexterity and finesse themselves!
- ⑤ **Geneva's lively nightlife:** Geneva is populated with numerous restaurants, wine clubs, bars, nightclubs and lounges. It is a great place for partygoers to enjoy and unwind after dark.



The Matterhorn standing tall over the village of Zermatt.

Zermatt.

Home of the Matterhorn.

The car-free village of Zermatt lies at the foot of the iconic Matterhorn mountain. Famous for being “typically Swiss” in nature, Zermatt is a perfect vacation destination as it offers snow throughout the year, as well as numerous excursions, adventure sports and hiking trails.



Attractions.

01

Zermatlantis Matterhorn Museum.

At the heart of the village lies the Zermatlantis Matterhorn Museum, which offers a glimpse into the story of Switzerland’s world-famous emblem, The Matterhorn. The museum immerses visitors in the thrilling and turbulent history of the famous mountain, as well as recounts numerous adventurous events relating to it.



02

Matterhorn Glacier Paradise.

This excursion takes visitors from Zermatt to Europe’s highest cable car station. The viewing platform provides visitors with stunning views of 38, 4000-metre peaks and 14 glaciers. The Cinema Lounge at the summit showcases riveting footage of the region. Visitors can also take a lift 15 metres into the glacier to visit the Glacier Palace, a world of eternal ice.



04

Gornergrat.

The Gornergrat Railway station is Europe’s highest open-air railway station. At the summit (3089 m above sea level), no less than 29, 4000-metre peaks, including the Matterhorn, can be viewed. The 3100 Kulmhotel Gornergrat provides a unique accommodation and dining experience.



03

Sunnegga - Rothorn.

An underground funicular takes visitors from Zermatt to Sunnegga, a perfect place for adrenaline-pumping excitement with activities such as kickbiking and mountain carts. A gondola ride from Sunnegga takes visitors to Rothorn (3104 m above sea level) for spectacular views of the Matterhorn and its surrounding mountains.



05

Gorner Gorge.

The Gorner Gorge is a 20-minute walk from Zermatt. A natural formation created by the river “Gornera” many years ago, it is marked by bizarre formations and spectacular waterfalls. A secured path with galleries and wooden bridges allows visitors to easily explore the gorge.

Insider Tips.

- 1 Zermatt Village Tour:** This special tour gives visitors an insight into the history of the holiday village of Zermatt and the lives of its local inhabitants.
- 2 Helicopter & Paragliding Flights over Matterhorn:** A unique way to view the Matterhorn and its surrounding peaks is either on a helicopter ride or while paragliding!
- 3 The Forest Fun Park:** With 31 zip wires and 95 different obstacles, the Forest Fun Park provides visitors with an adrenaline-filled experience up in the treetops.
- 4 Matterhorn Alpine Crossing:** Visitors can now enter Zermatt from the Italian village of Breuil-Cervinia on board the highest cable car crossing of the Alps. As they ascend, they are greeted with spectacular views of the Matterhorn and the vista of unique scenery surrounding it.
- 5 Baeckerei Fuchs:** The delicious goodies at Fuchs are 100% handmade. And involve the best quality fresh and natural ingredients. Visitors can also buy Matterhorn-shaped chocolates here.



St. Moritz.

St. Moritz.

Luxury, elegance and class.

St. Moritz's modern opulent Alpine lifestyle has made it a world-famous holiday resort. Thanks to its many boutique hotels, luxury shopping, fine dining restaurants and wellness facilities, St. Moritz is not only a popular winter and ski destination, but also a prominent summer destination.



Attractions.

01

Muottas Muragl.

Muottas Muragl is a beautiful vantage point to view the three lakes of the region. From Punt Muragl, a funicular takes visitors 700 metres high. The restaurant on top offers amazing views and gourmet food. In winter, visitors can experience a thrilling 4.2 km toboggan ride all the way down to Punt Muragl from the top, the fastest in Switzerland!



Diavolezza.

A cable car ride takes visitors almost 3000 m high for impressive views of Piz Bernina and its surroundings. On Diavolezza, visitors can also enjoy VR Diavolezza, the world's highest virtual reality experience, or relax in Europe's highest altitude open-air hot tub.



Olympic Bob Run in winter.

The St. Moritz-Celerina Olympic bob run is an adrenaline-fueled ride on the world's only natural bobsleigh track. This iconic run has been a part of numerous competitions and championships. Guests get to cruise down this track at up to 130 km per hour, making it an unforgettable experience.

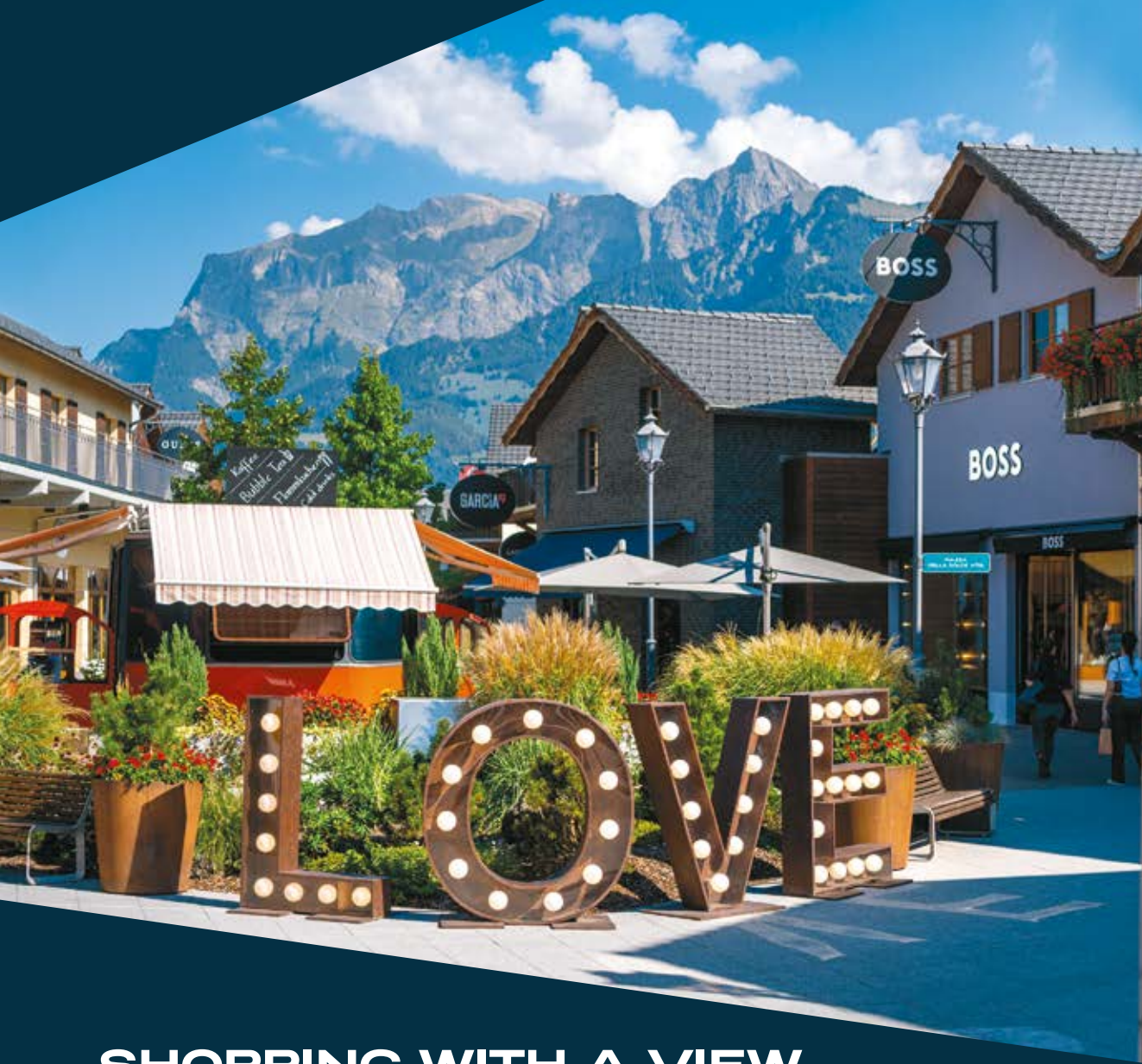


Morteratsch Alpine Cheese Dairy.

In summer, the Morteratsch Show Cheese Dairy produces cheese in the traditional way. Visitors can watch the cheesemaker in action and sample his handiwork with brunch or Zvieri (afternoon snack). The dairy serves their famous Alpine brunch from Tuesday to Sunday, 9:30 am to 11:30 am.

Insider Tips.

- 1 Horse Carriage Ride:** A horse carriage ride around the lake, through the Staz Forest or through glamorous St. Moritz is an unforgettable a magical experience.
- 2 Hauser's Confectionary:** Since 1955 Hauser Hotel's in-house confectionary has been famous for its heavenly cakes and homemade chocolates. Their Engadin Nut Cake is a must-try for visitors.
- 3 Whiskey Tasting at Devil's Place:** The Devil's Place is a whiskey bar which houses 2500 different kinds of whiskey, a world record for the largest collection!
- 4 Shopping at Landquart Fashion Outlet:** A 2-hour train ride from St. Moritz takes visitors to Landquart, an open-air shopping paradise with over 70 shops offering over 160 brands at irresistibly low prices.
- 5 Panoramic Trains of the Rhaetian Railways:** From St. Moritz, visitors can opt for two panoramic trains, Glacier Express to Zermatt, or Bernina Express to Lugano. Rhaetian Railways's little red trains, especially those with open-air carriages, are a must do.



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Lake Lugano and its surroundings.

Ticino.

The Italian flair of Switzerland.

Lying on the “other side” of the Alps, Ticino is Switzerland’s sunny south. With its Mediterranean climate, palm trees, colourful flowers, beaches, churches, plazas, lanes and alleyways, it gives visitors a taste of Italian culture in Switzerland! The stunning lakeside, eye-catching greenery, historic architecture and adrenaline-charged experiences enhance the allure of this region.



Attractions.

01

Lugano and its lake.

The Mediterranean city of Lugano is a town of parks, flowers, villas and sacred buildings. It offers an engaging mix of art and culture, food and wine, shopping and adventure experiences. A lake cruise is the perfect way to explore the diversity of the region and its magnificent landscape.





02 Swissminiatur.

Located in Melide, 7 minutes by train from Lugano, the Swissminiatur is an open-air park that showcases Switzerland in a smaller scale. It houses detailed miniature replicas of popular Swiss buildings, castles, monuments and attractions. The models have been recreated authentically, with great attention to detail and are surrounded by thousands of plants and flowers.



03 Castles of Bellinzona.

A 20-minute train ride from Lugano takes visitors to the three castles of Bellinzona (Castelgrande, Castello Montebello and Sasso Corbaro), a UNESCO World Heritage Site. With their bastions, walls, towers, battlements and gates, these imposing fortified castles are one of Ticino's main and most popular attractions.



04 Monte Tamaro.

Nestled between Lugano and Locarno, Monte Tamaro is famous for housing the holy Santa Maria degli Angeli Church. The summer toboggan run, rope park and children's playground are popular activities on the excursion as well. Located near the departure station is the newly launched Splash&SPA Tamaro Water Park.



05 FoxTown Factory Stores.

FoxTown is located in Mendrisio, a 24-minute train ride from Lugano. A paradise for smart shoppers, the factory outlets house many top international and local brands such as Armani, Clarks, Burberry, Adidas, etc. The items are sold at an attractive discount (30% to 70%) all year round. FoxTown also offers visitors many restaurants and bars, a casino and free parking.

Insider Tips.

1 Pizza in Ticino:

Pizza is popular in Ticino too! Restaurants like The Pizzeria Verace (Lugano-Paradiso), Pizzeria Tango (Lugano Center) and Primavera (Locarno) are famous for their delicious pizzas.

2 Grottos:

Grottos are familiar sights in the Ticino region. Located away from the cities, they serve scrumptious food made with local ingredients, in the midst of a traditional rustic setting.

3 Parco Ciani:

This Park on the shores of Lake Lugano houses beautiful flowerbeds, century-old trees and landmarks such as the Convention Centre, Villa Ciani and Natural History Museum.

4 Chocolat Stella SA:

Chocolat Stella is famous for its high quality, traditional chocolates without added sugar. Visitors can discover the manufacturing process, sample delicious goodies and purchase them as well!

5 Wine-tasting in the region:

Ticino is famous for producing Merlot grapes and provides many excellent wine-tasting experiences. Over forty wine cellars from the region are ready to welcome guests to sample some of their best wines.



Sunrise in Basel City.

Basel.

Culture unlimited.

Basel shares its borders with France and Germany, and is a perfect gateway to the Swiss Jura mountains and nearby cities. With over 40 museums, and playing host to numerous events like Carnival, Basel is truly Switzerland's culture capital. The Rhine River, Basel's unofficial emblem, flows through the city and provides travellers with numerous cruise options. The beautiful Old Town, modern architecture and plethora of events make Basel an inviting holiday destination.



Attractions.

01

Basel Old Town.

A tour of Basel reveals an exciting mix of tradition and modernity. Its Old Town showcases unique art, sculptures, and unparalleled architecture like the iconic Basler Münster Church. And, amid these alleyways, visitors can also find quaint shops selling various products and food items.



02



Museums of Basel.

As Switzerland's cultural center, Basel's eclectic museums and internationally recognized galleries attract tourists from across the world. With over 40 museums such as the Fondation Beyeler, Kunstmuseum (Museum of Fine Arts), Museum Tinguely and Spielzeug Welten Museum (Toy Worlds Museum), Basel truly is Switzerland's 'City of Museums'.



04

Basel Zoo.

Affectionately known as "Zolli" by locals, the Basel Zoo is Switzerland's largest zoo. Housing many indigenous and exotic animals, it is worth a visit at any time of the year.

Insider Tips.

1 Rhine Boat Trip:

The boat trip on the Rhine is the best way to explore Basel and its iconic landmarks such as the Cathedral, Old Town and the Border Triangle.

2 Basel Carnival:

One of the most popular spring festivals in Switzerland, the Basel Carnival is a part of the city's identity, as well as UNESCO's Cultural Heritage List.

3 Water Taxi Ride:

Basel's Rhytaxi or Water Taxi moves with the flow of the water current. It is a unique way to explore the city. Visitors can also book special harbour and city tours on the Rhytaxi.

4 Discover the world of Lackerli:

This traditional spiced biscuit is a specialty of Basel. The Lackerli Huus is a great place to learn about and purchase the biscuit. Visitors can even book a Lackerli making session at Hotel Teuffelhof.

5 Grand Hotel Les Trois Rois:

Located on the banks of the Rhine, Les Trois Rois is one of Switzerland's most admired hotels. Here, whether sipping afternoon tea or relaxing at the piano bar, guests are guaranteed charm, sophistication and luxury.



03

Border Triangle.

Built in 1990, the Border Triangle marks the meeting point of Switzerland with its neighbours, France and Germany. This futuristic building is equipped with a bar, an event room and a terrace with a stunning view of the Rhine. The 'sand oasis' beach area on the ground floor is also a popular summer tourist attraction.



05

Markthalle Basel.

This indoor market has a focus on eating, drinking and enjoyment. Here, a wide variety of multi-cuisine stalls, including Indian, serve scrumptious food in the form of take-away.



The beautiful city of Bern.

Bern.

The Capital of Switzerland.

Switzerland's capital Bern is centrally located, and is also the seat of Parliament. Framed by the Aare River and overlooked by the Bern Cathedral, this historic city is a gateway into the Alps. Amidst its narrow streets, sandstone facades and beautiful towers, are many boutiques, bars, cabaret stages, markets and cafes that attract locals as well as tourists.



Attractions.

Old Town of Bern.

Bern's Old Town is a UNESCO World Heritage Site. In between the picturesque rooftops and limestone buildings lie beautifully sculpted fountains, as well as the iconic Parliament House, Zytglogge Clock Tower and Bern Cathedral. The 6 km long arcades also provide visitors with the longest weather-sheltered shopping promenade in Europe.



01



02

The Kambly Experience.

The scenic village of Trubschachen, 47 minutes from Bern by train, houses the famous Kambly Biscuit factory. Here, visitors can learn about its history and biscuit-making process, as well as sample delicious treats, take part in biscuit-making workshops and buy biscuits at a discounted price.



03

Bern Bear Park.

This 6000 sq. m. park along the Aare river is home to Bern's most famous residents, a family of bears! It gives visitors an opportunity to observe the bears frolicking playfully and enjoying their day.



04

Rose Garden.

Bern's Rose Garden is home to over 200 species of roses. It is a paradise for flower enthusiasts and provides stunning views of the Old Town and the Aare River along with the beautiful bridges across it.



05

The Bern Historical Museum – Einstein Museum.

One of Switzerland's most important historical and cultural museums, the Bern Historical Museum houses a collection of over 500,000 objects, as well as the Einstein Museum. The integrated Einstein Museum is a powerful audio-visual presentation into the life and work of Albert Einstein.

Insider Tips.

1 The Brewery Restaurant Altes Tramdepot: Located near Bern's Bear Park, this restaurant has integrated the famous Tram Beer brewery into it. Here, visitors can enjoy a freshly brewed beer along with fantastic views of Old Town and the Aare River.

2 Sound & Light Show at the Swiss Parliament Building: In Autumn, the Swiss Parliament Building turns into a giant screen for a spectacular sound and light program which visitors can view for free at 7 pm or 8:30 pm.

3 The Zytglogge: This famous clock tower is a popular attraction in Bern. Five minutes before each hour, visitors can examine and be captivated by the nearly 500 year old workings coming to life.

4 Kornhauskeller Bern: Old Town's Kornhauskeller Restaurant is a former granary, now converted into a unique and trendy dining experience. Visitors get to sample local cuisine inside a splendidly decorated vaulted cellar full of beautiful frescos.

5 Emmentaler AOP: Emmentaler's famous dairy enables visitors to watch cheese being made, as well as make their own! The inhouse restaurant with its panoramic terrace, serves many local dishes and cheese specialities.



The Iconic Gstaad Palace

Gstaad.

Come up, slow down.

As one of the most exclusive destinations in the world, Gstaad is a lap of luxury amidst Swiss Alpine authenticity. With its charming car-free village centre, luxurious accommodations and numerous activities and experiences, this chalet village has garnered international recognition and become a destination most loved by Bollywood and international celebrities.



Attractions.

Glacier 3000.

Glacier 3000's base station, Col du Pillon, is a 30-minute bus ride from Gstaad. With snow throughout the year, this excursion offers plenty of experiences to visitors. The "Peak Walk" connects two different mountain peaks and offers stunning views of the surrounding region. The Snow Bus tour is a unique way of exploring the Glacier. And for those that enjoy adventure, the Alpine Coaster ride offers an adrenaline-charged experience!



01

02



Bollywood Tour.

The Gstaad-Saanenland region has been used as a backdrop for many iconic Indian films such as 'Dilwale Dulhania Le Jayenge' and 'Bachna Ae Haseeno'. This full-day trip includes a visit to the various filming locations, as well as the Maison Cailler factory in Broc.

03



Lake Launenen.

Lake Launenen is a natural ecosystem full of trees, moors, meadows and waterfalls. Popularly called the 'Yash Chopra Lake', it was used as a backdrop for many films directed by the filmmaker. A hiker's paradise, this area can also be explored on a horse carriage or sleigh ride.

04



Molkerei Gstaad - The Cheese Grotto.

With over 3000 varieties of cheese on display, the Molkerei Gstaad is a monument dedicated to Gstaad's famous Hobelkäse Cheese. A tour tells the story of the cheese, from grass to gourmet palates, as well as gives an insight into the unique cheese-making process.

Insider Tips.

- 1 Shopping:** For guests who enjoy luxury shopping, look no further than Gstaad's famous traffic-free village centre, one of Switzerland's most popular shopping miles!
- 2 Fondueland:** This combines the Swiss delicacy of fondue with beautiful Alpine scenery. Visitors can purchase the fondue backpack and head to any of the three large fondue pots around the region to enjoy a one-of-a-kind experience.
- 3 Gstaad Palace:** The iconic Gstaad Palace is one of Switzerland's most sought-after hotels. The breath-taking views, internationally acclaimed hospitality, scrumptious food and plethora of activities make it the ultimate luxury accommodation for travellers.
- 4 Golf in Gstaad:** Nestled in the midst of magical mountains and surrounded by nature, the Gstaad-Saanenland Golf Course is one of the most beautiful 18-hole courses in the Alps, and the perfect getaway for golf enthusiasts.
- 5 Spa & Wellness:** Gstaad is a hub for wellness. So, whether it is in the luxurious hotels or in the recreational and wellness centres at the car-free promenade, wellness and spa facilities are easily accessible

Self-drive.

The Grand Tour of Switzerland.



Self-drive across the Furkapass

Switzerland is one of the most beautiful destinations in the world to embark on a road trip. From palm-lined lakeshores to sparkling glaciers, from medieval villages to buzzing cities and of course natural beauty all around, Switzerland has a variety of landscapes which can be explored at your convenience with a self-drive tour.

The Grand Tour of Switzerland is a route which enables travellers to discover all its famous highlights and attractions, and some hidden gems too!

Facts, Figures & Features

- The core route of over 1600 km follows a clockwise pattern and connects the vast and open roads of Switzerland to various top highlights including:
 - 45 top attractions
 - 12 UNESCO World Heritage Sites
 - 5 Alpine passes
 - 22 lakes
 - 2 UNESCO Biosphere Reserves
 - 4 language regions

- World-class road network and infrastructure with easy access to fuel, service and charging stations.
- An opportunity to go off-the-beaten-path through scenic pass routes instead of motorways.
- Various entry points into Switzerland – Zurich, Basel, Lugano & Geneva.
- Over 650 Grand Tour of Switzerland signposts guiding travellers along the way
- Numerous packages and itineraries possible for travellers.
- Flexibility for travellers to decide the route.
- Travellers don't necessarily have to drive across the entire route and have the option of selecting a part of the journey as well.
- Indian smart card license is valid in Switzerland.

Recommended Time to Travel: April to October
**some mountain passes are not open in Apr.*

Plan a Grand Tour of Switzerland:
www.MySwitzerland.com/GrandTour

Enhance Your Experience with the E-Grand Tour:

The E-Grand Tour of Switzerland is the world's first road trip for electric vehicles. With a dense network of charging stations located across the entire route, travellers can enjoy a sustainable, comfortable and clean driving experience in an electric car.



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- famous Matterhorn view
- old town of Brig with its fascinating Stockalper Palace
- interactive glacier museum World Nature Forum in Naters

aletscharena.ch/viewpoints

greatest glacier of the alps

Hidden Gems.

New and upcoming destinations, off-the-beaten path.



Aletsch Arena.

With a length of 20 kilometres, an average width of 1,800 metres, and a surface area of approximately 78.5 square kilometres, the Aletsch Glacier has an impressive 11 billion tons of ice. Part of the UNESCO Swiss Alps Jungfrau-Aletsch World Heritage Site, the region is a must-visit with its snow-clad peaks, green valleys, and quaint villages. Aletsch Arena is the ultimate adventure playground with many hiking and biking trails. The region is also a mecca for paragliding. In the winter season, visitors can enjoy the snow with activities such as skiing, tobogganing, sledding and snowshoeing.

Leukerbad.

Situated in the canton of Valais, Leukerbad is the largest spa and wellness resort in the Alps. Leukerbad's several public spa complexes invite guests to swim in their therapeutic thermal waters, which are rich in minerals. Leukerbad offers visitors a wide range of facilities based on their tastes, and budget. Guests can access amenities such as jacuzzies, steam baths, whirlpools, jets or even unique highlights such as having breakfast in the water, bathing during the full moon and aqua-based exercises. Swimming at Leukerbad is anything but boring!



St. Gallen.

Located in north-eastern Switzerland, St. Gallen is home to the Abbey of St. Gall, a monastery of various architectural styles including baroque. The complex includes a library (a UNESCO World Heritage Site) with a rich collection of ancient books, and a twin-towered cathedral. Nearby, the Textile Museum details this important local trade. Many buildings in the car-free Old Town have decorative bay windows. Old Town also has an open-air living room – the Stadtlounge, which is open day and night for play, relaxation and business.



Appenzell.

The village of Appenzell is situated in a singularly beautiful landscape of rolling hills. The region is known for rural customs and traditions such as the ceremonial descent of the cattle in autumn and cultural events such as folk music and rustic dances. The car-free village beckons visitors with pretty lanes and a myriad of small stores and boutiques that are ideal for shopping and browsing. The facades of the buildings are decorated with frescoes. A must-visit is the Appenzell Museum, which showcases Appenzell's history and culture.



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Scenic Trains.

Switzerland's premium panorama trains are world famous, captivating passengers with their large panoramic windows with views of breath-taking sceneries.

Here are some of the popular journeys:

Glacier Express.

Dubbed the world's slowest express train, the Glacier Express offers a journey for the senses from dazzling St. Moritz to equally sophisticated Zermatt and delights travellers with unobstructed views of unique landscapes through its panoramic windows.

- Minimum 2 connections per day in both directions
- Seat reservation required, surcharge applies
- Meal served at passenger's seat: Indian food is available with prior reservation

The Excellence Class is the new premium class and is at a surcharge of CHF 470.



Route	Duration
Zermatt > St Moritz	8hr 3 min

**Only during summer season*



Lucerne – Interlaken Express.

Lucerne and Interlaken are two extremely popular places in Switzerland for Indian tourists. This nearly 2-hour panoramic train ride links these two world-famous tourist hotspots.

- Seat reservations recommended, but not required.
- Hourly departures in both directions.
- Group reservations for 10 or more persons is mandatory.

Route	Duration
Lucerne > Interlaken	1h 50min



Gotthard Panorama Express.

This unique journey takes visitors on a leisurely cruise on Lake Lucerne, from Lucerne to Flüelen, followed by a first-class panoramic train journey on the historic Gotthard route to Lugano in the Ticino Region.

- Runs from April to October (Tuesday to Sunday).
- Seat reservation required, surcharge applicable.

Route	Duration
Arth Goldau / Lucerne > Lake Lucerne > Flüelen > Gotthard > Bellinzona > Lugano	Approx. 5h 30 min



Bernina Express.

The Bernina Express enjoys UNESCO World Heritage status and traverses the Alps, linking the glaciers to the palm trees. From February to November, the journey can be extended on board the Bernina Express Bus.

- 2 connections in both directions, summer and winter Bernina Express Bus (Tirano – Lugano) from February to November.
- Seat reservations are required, surcharge applies.
- Passport or identity card required to enter Italy.

Route	Duration
Chur > St Moritz > Poschiavo > Tirano > Lugano	4h 13min (Chur – Tirano), 3h (Bus Tirano – Lugano)

GoldenPass Express.

The GoldenPass Express provides a seamless travel experience from Interlaken to Montreux in just 3 hours 15 minutes on one of Switzerland's most picturesque train routes. The new panoramic train will run between Interlaken and Montreux up to four times a day (from June 2023). The new "Prestige" travel class is the centerpiece of the new train, offering plenty of privacy, maximum comfort in a small compartment, and an exceptional culinary offering.

- Several daily connections in both directions, winter and summer
- With a Swiss Travel Pass, reservations are not required for travel in 1st and 2nd class but are highly recommended.
- For groups, seat reservations are mandatory
- Mandatory seat reservation fee for the Prestige Class must be paid separately



Route	Duration
Interlaken > Montreux	3hr 15 min

**Direct train. No changes.*



Chocolate Train.

The Chocolate Train runs between Montreux and the Maison Cailler Chocolate Factory in Broc, and is a real must-visit for all chocolate and cheese lovers.

- Train ride from Montreux to Montbovon (approx. 45 minutes) on the GoldenPass MOB Belle Époque train. Then, change to the bus for the remainder of the round trip.
- Services included: coffee and chocolate croissant on the train, free admission to show dairy "La Maison du Gruyère" and chocolate factory of Maison Cailler in Broc.
- Seat reservation is required. Discounted prices available with a Swiss Travel Pass.

Departure	Duration	Arrival
Montreux - 08:44h	7h 30min	Montreux 16:15h

The Grand Train Tour of Switzerland.

The 'Grand Train Tour of Switzerland' combines all the premium panoramic trains of Switzerland's public transport into one touring route. The entire tour can be experienced with only one single ticket – the Swiss Travel Pass. To book the Grand Train Tour of Switzerland, contact your RailEurope GSA.

Grand Train Tour of Switzerland App.

Switzerland's unforgettable touring experience now has its own app! Guests can discover all must-sees, collect stamps and avail awards and benefit from great offers.



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Bookable Offers

- **Via Alpina: Famous Long distance walk in the Bernese Oberland from Meiringen – Lenk:**

8 days / 7 nights, the route "Via Alpina" leads along the three most famous Swiss mountains Eiger, Mönch and Jungfrau.

- **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.

- **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 pleasant and its unspoiled nature

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- **The Walkers Haute Route**

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- **Giro del Ticino (Tour of Ticino)**

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- **Slow Train of Switzerland**

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Swisstainable.

Switzerland actively promotes sustainability and has launched a new initiative called Swisstainable. Under the Swisstainable label, the travel trade will find a whole host of bookable experiences that focus on sustainability. Through this initiative, the goal is to strike a balance between the needs of guests, the local population and the environment.



100% Women.

The 100% Women initiative consists of around 230 offers and events that are specially geared towards women. They provide a female perspective of Switzerland and include experiences like mountaineering tours, as well different city and culture tours. All the offers and events are created by women for women, and are led by a female guide.

Taste My Swiss City.

Through "Taste my Swiss City" tours, travellers sample specialities typical of the area recommended by the locals. At the end of the tour, visitors will have sampled the equivalent of an entire meal. The cities included are Zurich, Lucerne, Geneva, Basel, Lausanne, Locarno, Lugano and Vevey.



Mountain Daytrips.

The Mountain Daytrips offer makes mountain excursions easily accessible from the cities and raises awareness about the various possibilities. With around 12 carefully selected mountain excursions from ten cities, there is something for everyone – from half-day trips and secret tips to trips to well-known mountains.

Wine Tourism.

When it comes to its winegrowing heritage, Switzerland is equally complex and unique. One of the must-visit destinations for wine tourism are the Lavaux Vineyards. The terraced vineyards offer magnificent views and travellers can also take part in a wine tasting in a wine cellar and be whisked away into the world of Vaud wines.



First Ski Experience.

With the all-in ski package, beginners can give skiing a try and learn the basics in just one day! The package includes everything a first-time skier will need including the ski outfit, ski equipment (skis, boots, poles), ticket for the beginners lift and 2 to 3 hours of lessons with a professional English-speaking instructor.

Events.



Christmas Markets.

The Christmas season in Switzerland is a magical time. Mulled wine, Christmas music, twinkling lights and enticing aromas create a special festive atmosphere, and Switzerland's many Christmas markets spread joy and celebration amongst one and all! The most popular Christmas markets in Switzerland are found in Montreux, Basel, Geneva, and Zurich.



Montreux Jazz Festival.

Established in 1967, the Montreux Jazz Festival has become a must for music lovers from around the world. All of the greatest stars have been there, from Miles Davis, Ray Charles, David Bowie to Prince. Held annually in July, the Festival offers an ideal two-week platform both for musicians and the public in an intimate setting.



Art Basel.

Art Basel showcases art from the 20th and 21st centuries. Over 300 carefully selected exhibitors from the world's major galleries turn this exhibition into a major temporary museum. Artists, collectors, and many famous names from the cultural scene meet here in undoubtedly the world's most important global art exhibition.



Winter Events in St. Moritz.

The vast choice of activities in St. Moritz ensures that winter days are full of variety. Sports enthusiasts find infinite ways to get that blast of adrenaline. The many museums, libraries and galleries promise countless discoveries for culture lovers. St. Moritz is also a mecca for dining, shopping and wellness. Whether the Snow Polo World Cup, White Turf, Ski World Cup, St. Moritz Gourmet Festival or Festival da Jazz, St. Moritz offers a top-class range of events.



Carnivals.

Carnival celebrations in Switzerland are days of exceptional fun and generally taking place before or during the period of Lent. In Lucerne, the origins of the Carnival trace back to the 15th Century with the Old Town transforming into one big festival site for 6 days, where, people celebrate and enjoy music, dance and food. The largest carnival in Switzerland, the three-day Basel Carnival, is part of the UNESCO Intangible Cultural Heritage List. Held from the Monday to Thursday following Ash Wednesday, it has between 15,000 to 20,000 masked participants taking part.



Locarno Film Festival.

Throughout its 75-plus year history, the Locarno Film Festival has occupied a unique position in the landscape of the major film festivals. In 2001, the Aamir Khan-starrer "Lagaan" won the prestigious Audience Award. Every August, for eleven days, thousands of film fans and industry professionals meet to share their passion for cinema in all its diversity. In the evenings, the magnificent Piazza Grande transforms itself into the "most beautiful movie-theater under the stars".

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Switzerland Tourism's Website.

Our website has been specially created to provide the latest tourism-related information about Switzerland such as the climate, health and safety updates, travel restrictions and touristic offerings, along with the relevant contact information. The Trade Corner located at the bottom of the page contains useful tools for the travel trade such as sample itineraries, downloadable brochures, webinar recordings, etc., as well as our contact details.



www.MySwitzerland.com

Switzerland Tourism India is now on LinkedIn.

Switzerland Tourism India's LinkedIn page provides the latest travel and tourism-related news and updates from Switzerland, as well as information about our workshops, trainings, webinars, contests and other activities and events.

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Switzerland Convention & Incentive Bureau (SCIB).

Switzerland Tourism has a specialised division focused on the specific needs of congress organisers, meetings and incentive planners, and takes care of them professionally. The association SCIB represents Switzerland's leading providers of meetings destinations, facilities, and services. SCIB is also responsible for the promotion of weddings and special interest groups like technical visits and student groups.

As a central enquiry contact, SCIB offers free-of-charge independent assistance in planning events in Switzerland.



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