

Program Trip

Wednesday August 18 – August 22, 2020



Zwitzerland.

THE CONSCIOUS
TRAVEL PROJECT

#IneedSwitzerland
#toeaanZwitserland
#besoindeSuisse
#ConsciousTravel

Wednesday August 18 – August 22, 2020

- City Basel #lovebasel
- Swiss Travel System #swisstravelsystem
- Ticino #ticinomoments

Official Website of Switzerland Tourism with thousands of ideas what to do in Switzerland

www.MySwitzerland.com



Gevio, Valle Bavona, Ticino

Participants

Team Lake Geneva Region

Mrs.	Tine Hemeryck	Goodbye Magazine	Innovator KMM
Mrs.	Emma Hubert	Au Goût d'Emma	Innovator KMM
Mrs.	Greet Huybrechts	Joker Reizen	Innovator KAM
Mrs.	Carole Sahli	Switzerland Tourism	Team Leader

Team Ticino

Mrs.	Barbera Bosma	National Geographic Traveler	Innovator KMM
Mrs.	Pauline van der Waal	MountainReporters	Innovator KMM
Mr.	Gert Nieuwboer	SNP	Innovator KAM
Mrs.	Janine Nijlant	Switzerland Tourism	Team Leader

Team Wallis

Mr.	Gert Corremans	Pasar & Travel Magazine	Innovator KMM
Mrs.	Natasha Bloemhard	SALT Magazine	Innovator KMM
Mr.	Elmar Teegelbeckers	NKBV	Innovator KAM
Mrs.	Tessa aan de Stegge	Purpose Lab	Team Leader

Team Bern Region

Mr.	Mark Mackintosh	Columbus Magazine	Innovator KMM
Mr.	Kaz Paul	TheHike.nl	Innovator KMM
Mr.	Hugo van Donselaar	Campspace	Innovator KAM
Mrs.	Hannah Sophia	Purpose Lab	Team Leader

Official Transport Partner

Mrs.	Anita Röhrig	Incento	Train Specialist
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Strategy/Support Team

Mrs.	Eelke Pollé	Travel Impact Accelerator	Facilitator
Mr.	Chris König	Chris König	Photographer
Mrs.	Elise Wiebes	Meraki Studios	Videographer
Mrs.	Priska Renold	Switzerland Tourism	Project Lead

Transport to Switzerland

The official train partner for Conscious Travel project is www.incento.nl/trein-zwitserland train travel.

In only seven hours we travel by direct train from Amsterdam CS to Basel SBB. Traveling by train we travel not only in comfort, but we travel green. For over 30 years Incento has been the specialist for special train journeys. In all varieties from group travel to individual and Luxury to Switzerland and within Switzerland.

Transport within Switzerland

For your comfortable journey through Switzerland, Swiss Travel System (STS) is happy to provide you with a unique all-in-one 1st class Swiss Travel Pass.

4 advantages of your #swisstravelpass:

- Unlimited travel by train, bus and boat
- Public transportation in more than 90 cities and towns
- Including mountain excursions: Rigi, Stanserhorn and Stoos
- Free admission to more than 500 museums throughout Switzerland
- Two informative, free apps are available to you for travel by train, bus and boat. On the Grand Train Tour of Switzerland, use the app of the same name to discover must-see attractions and collect stamps and awards. In addition, the Swiss Travel Guide App will assist you on your travels thanks to its integrated map, timetable and information on more than 500 highlights.
- Complement your posts on social media with #swisstravelsystem and #grandtraintour and tag us on [Facebook](#), [Instagram](#) and [Twitter](#) to permit reposting.

Visit us at mystsnet.com/en to download our Media & Trade kit.



Tuesday August 18, 2020

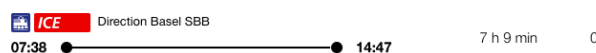


Time	Activity
12:00	Get together and welcome lunch at the Hotel Jakarta in Amsterdam Hotel Jakarta Amsterdam Javakade 766 1019 SH Amsterdam www.hoteljakarta.com
13:00 – 13:30	Introduction of the project Short presentation about the project, co-creation and Switzerland as a holiday destination.
14:00 – 16:30	Kick-Off Workshop Travel Impact Accelerator The trip follows the Google Design Sprint methodology. Various elements will be applied during the whole trip, starting with the Kick-off workshop.
17:00	Closing of the first day

Wednesday August 19, 2020



Time	Activity
	Individual transfer to Amsterdam Centraal Station or Utrecht Station
07:10	Meeting point Amsterdam Centraal Station: Meet at the City centre site at Amsterdam Central Station. Before the check in 😊. You will see the meeting point, we wear red jackets.
07:45	Meeting Point Utrecht Centraal: Meet Anita Rohrig from Incento train travel above spoor 18, before going down on the track.
07:38	Departure Amsterdam Centraal with the direct train to Basel SBB
08:08	Departure Utrecht Centraal with the direct train to Basel SBB



RE PL

Ecocalculator

Your savings compared to a car

☁ 118.9 kg 📦 58.5 l 🕒 -0.7 h

During the train ride Group Exercises on the train
In your teams you will do exercises to clarify learning goals and gather inspiration.

Lunch on the train. Lunchboxes with Sandwiches, a Salad, Fruit, Water and a small dessert are arranged

14:47 Arrival at Basel SBB

15:00 – 16:30 Check in at the hotel followed by a brief presentation

Gaia Hotel Basel****

The four-star zero-waste hotel (from 2020) only serves regional organic and biodynamic dishes.

Gaia Hotel Basel
Centralbahnstrasse 13 - 15
4002 Basel
www.gaiahotel.ch

16:30 – 18:00 Guided City tour and **Urban Swimming** in the Rhine

Important: Please bring a facemask with you

18:00 – 19:00 Towards the end of the tour, there will be the possibility to go Rhine swimming – the locals' favourite summer activity. The participants can decide upon their arrival, whether they would like to participate.

Isidora Rudolph, Marketing & Communications Basel Tourism will accompany you.

Optional activity: Please wear your bathing suit and bring a towel. A floatable swimming device will be provided and you will have the possibility to get changed at the dinner location, which is right at the river.

19:00 – 21:00 Welcome Dinner and networking with all Swiss partners
We will enjoy the dinner in a lovely restaurant on the shore of the Rhine river.

We will be joined by the **Swiss partner regions** and you will learn more about the **Swiss travel System**.

Restaurant Ufer7

Untere Rheingasse 11
4058 Basel
www.ufer7.ch

Walk back to the Hotel (20 min. walk)

Overnight in Basel



Thursday August 20 – Welcome to Ticino



Ticino + Swiss Travel System



NATIONAL GEOGRAPHIC TRAVELER
Barbera Bosma



WWW.MOUNTAINREPORTERS.COM
Pauline van der Waal



SNP REIZEN
Gert Nieuwboer



TEAMLEADER
Janine Nijlant

SUMMARY TICINO

The Canton of Ticino has the Italian flair of Switzerland. The Mediterranean region seems to begin on the southern side of the Alps. There is a feel of Italy, with palm trees at clean beaches and lanes and alleyways leading to piazzas and churches. Here you will find everything your heart desires!

www.Ticino.ch

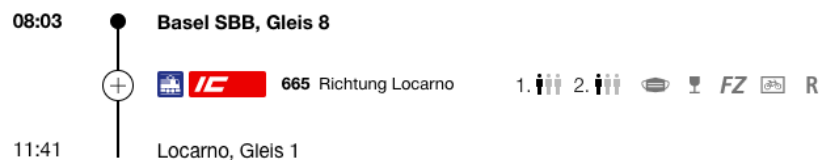
Time Activity

Individual breakfast and check-out

07:30 Meet **Antonio Züger**, Country Manager BeNeLux at Ticino Turismo in the lobby

Please make sure to have all your belongings with you and to have a face mask ready

08:03 Departure Basel SBB to Locarno SBB.
Antonio Züger will accompany you during the train ride.
Antonio will get off the train in Bellinzona, in his place, the guide Mrs. Anna Bezzola from www.alpsandbeyond.com will join the group. She will be the guide for the next two days.



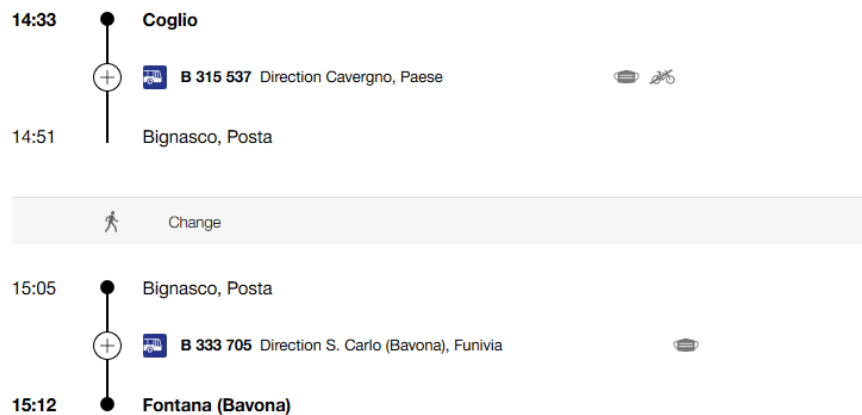
Lunch in Hotel Eco Cristallina. You can leave your luggage at the hotel. We organized a transfer for the luggage of the guests of Casa Ambica in Gordevio.

Eco-Hotel Cristallina
Al Stradon da col 22, 6678
Coglio.
www.hotel-cristallina.ch



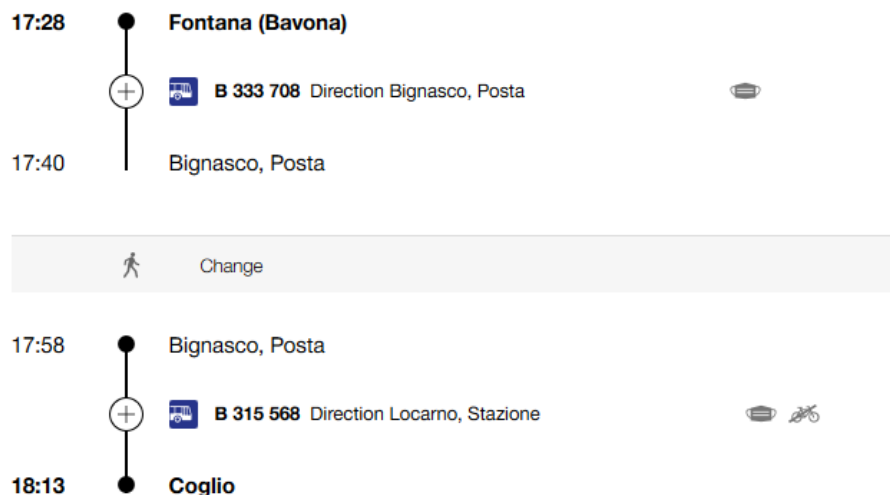
13:45 Meeting with **Mr. Marco Kälin**, owner of Eco-Hotel Cristallina and site inspection.

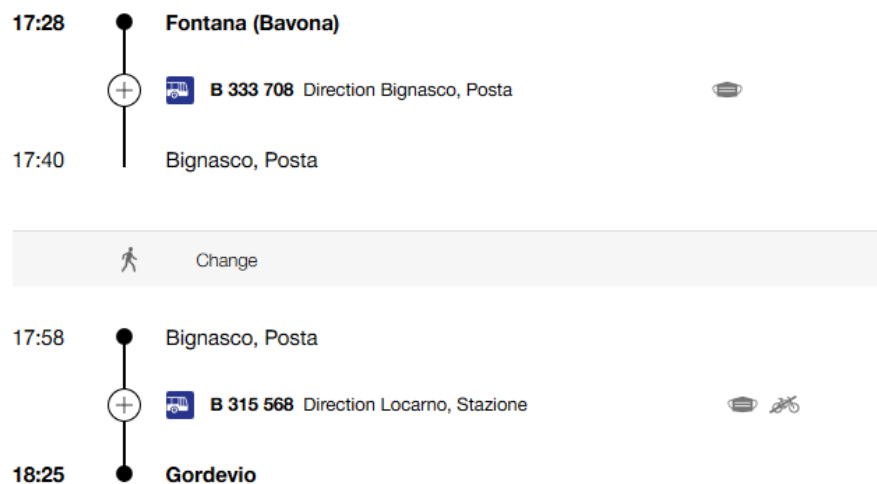
14:33 Transfer with the bus to Fontana in Val Bavona.



One of the best kept secret of Switzerland. Here we will walk a part of the transhumance Path up till the waterfall of Foroglio. Here we make stop at a local Grotto for a coffee ☺ and we hike a bit further to see the Swings of the world for a breath-taking view from the Swing #Swingtheworld @swingtheworldcommunity.

17:23 Transfer with the bus nr. 333 from Foroglio (Bavona) to Coglio and Gordevio. (please change the bus in Bignasco, Posta).





18:13 | Arrival in Coglio and short walk to Eco-Hotel Cristallina (**Janine Nijlant and**
 18:25 **Elise Wiebed**).

Arrial in Gordevio and short walk to B&B Casa Ambica (**Barbera Bosma, Pauline van der Wall and Gert Nieuwboer**). You're staying in this B&B with a long and even a touch of Dutch History.



Casa Ambica
 Ala Vila 7
 6672 Gordevio
 T +41 91 753 10 12
www.casa-ambica.ch

19:15 For the guests of Eco Hotel Cristallina – Meeting with Mr. Antonio Züger at the reception and drive to Casa Ambica to pick up the other guests.

19:30 For the guests of Casa Ambica – Meeting with the rest of the group and drive to Grotto Ca' Rossa.

19:40 Dinner in Grotto Ca Rossa.



Nothing is more typical for life in Ticino than the grotto, a simple tavern in a quiet hideaway places, well in the shade of trees. They usually consist of a kitchen and a generous garden with solid granite tables and benches, drinking and eating local products of the local cuisine.

Friday August 21, 2020



Time	Activity
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	Individual breakfast.
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08:00	For the guests of Eco Hotel Cristallina - Meeting with your guide, Mrs. Anna Bezzola at the reception and bike ride to Casa Ambica.
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08:45	Arrival in Gordevio, meeting with the rest of the group and Mrs. Silvia Beerli , owner of the B&B Casa Ambica and site inspection.
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09:30	By e-Bike will go to Terreni alla Maggia along the lakeside of Ascona
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10:15	Arrival at Terreni alla Maggia and meeting with Mr. Antonio Züger .
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10:30 - 12:00	We will visit the Terrani alla Maggia. www.terreniallamaggia.ch for tour at the living circle and have a wine tasting.
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12:15	Bike ride to Restaurant Vallemaggia in Locarno.
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12:30	Lunch at Restaurant Vallemaggia.
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Ristorante Vallemaggia

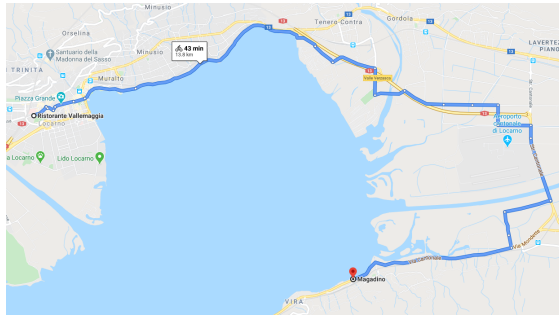
Via Bartolomeo Varenna 1

6600 Locarno

T + 41 91 752 00 01

www.ristorantevallemaggia.ch

14:00 Bike ride from Locarno to Magadino.



14:45-16:30 Arrival in Magadino and meeting with **Mr. Marco Nussbaum**, the “gondolier delle Bolle”.

We will visit the Delta of the river Ticino, this nature reserve we will visit by boat. The Bolle of Magadino, one of nine water meadow landscapes considered by the Swiss Academy for Natural Science to be of international importance, includes the delta of the Ticino and Verzasca Rivers at the Lake Maggiore.

16:30 Ride back to Locarno with the e-bike.

17:30 Return the bike to the BikePort desk at the train station.

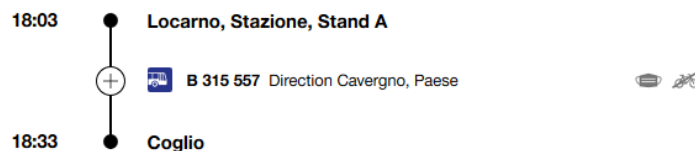
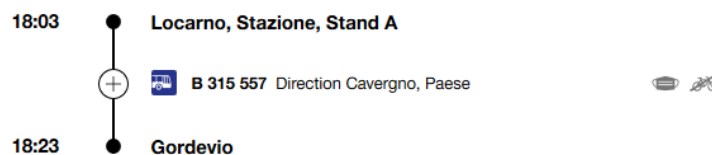
BikePort

Stazione FFS Locarno-Muralto

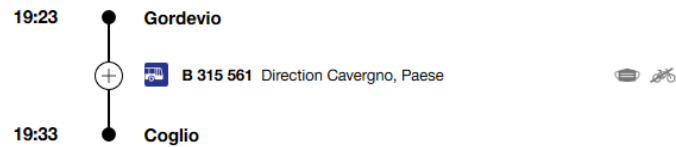
M +41 91 243 09 78

www.bike-port.ch

18:03-17:00 Transfer with the bus from Locarno to Gordevio/Coglio. Antonio will join you directly at the restaurant.



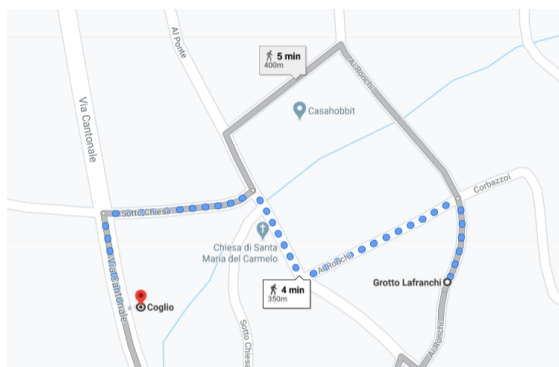
19:23 For the guests of Casa Ambica, transfer with the bus from Gordevio to Coglio.



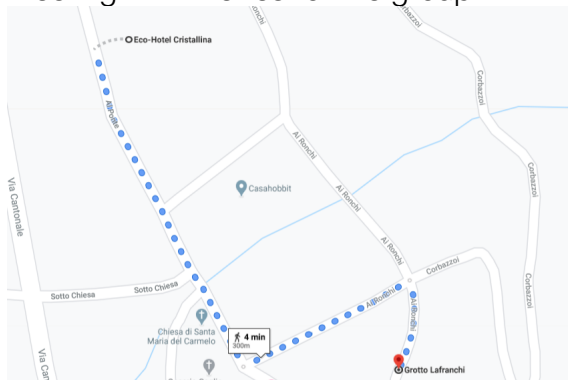
19:33 Arrival in Coglio, short walk to Grotto Lafranchi and meeting with the rest of the group

Grotto Lafranchi

Via Al tale 8,
6678 Coglio,
Switzerland



19:20 For the guests of Eco-Hotel Cristallina, short walk to Grotto Lafranchi and meeting with the rest of the group.



19:40 For all the group, dinner at Grotto Lafranchi.

After dinner transfer back to your hotel.

For the guests of Casa Ambica transfer

Saturday August 22, 2020



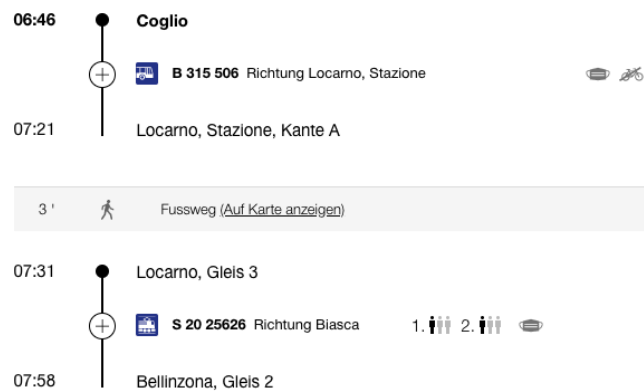
Time

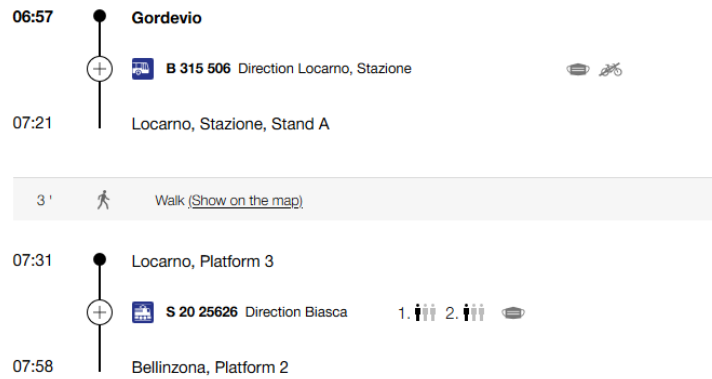
06:20

Activity

Breakfast will be packed for us.

Gordevio Bus stop 06:57





Then we will have a 3h train ride to Basel. During this ride we have the time together with Eelke, the facilitator to summarize and gather all the ideas. To get from inspiration to concrete ideas.



Around
11:00

Arrival in Basel

Short walk to the Gundeldinger Feld, a former machine factory which is now used as an interesting working and cultural space

Launchlabs

Gundeldinger Feld Halle 8
Dornacherstrasse 192
4053 Basel
www.launchlabs.ch

11:30 –
14:30

Lunch and Solution Museum

At launchlabs we have our last workshop called “Solution Museum”. All teams come together and every individual works on his/her final idea which will be presented.

A lunch is organized during the workshop

14:30

Short walk back to Basel SBB train station

15:13

Departure Basel SBB direction Amsterdam

- **20:58** Arrival Arnhem
- **21:31** Arrival Utrecht
- **21:58** Arrival Amsterdam



Direction Amsterdam Centraal

15:13

21:58

6 h 45 min

0


15:13

Basel SBB, Platform 12

+



21:58

Amsterdam Centraal




104 Direction Amsterdam Centraal


ICE International


 *RE PL*

Ecocalculator

Your savings compared to a car

 118 kg

 58.2 l

 -0.3 h