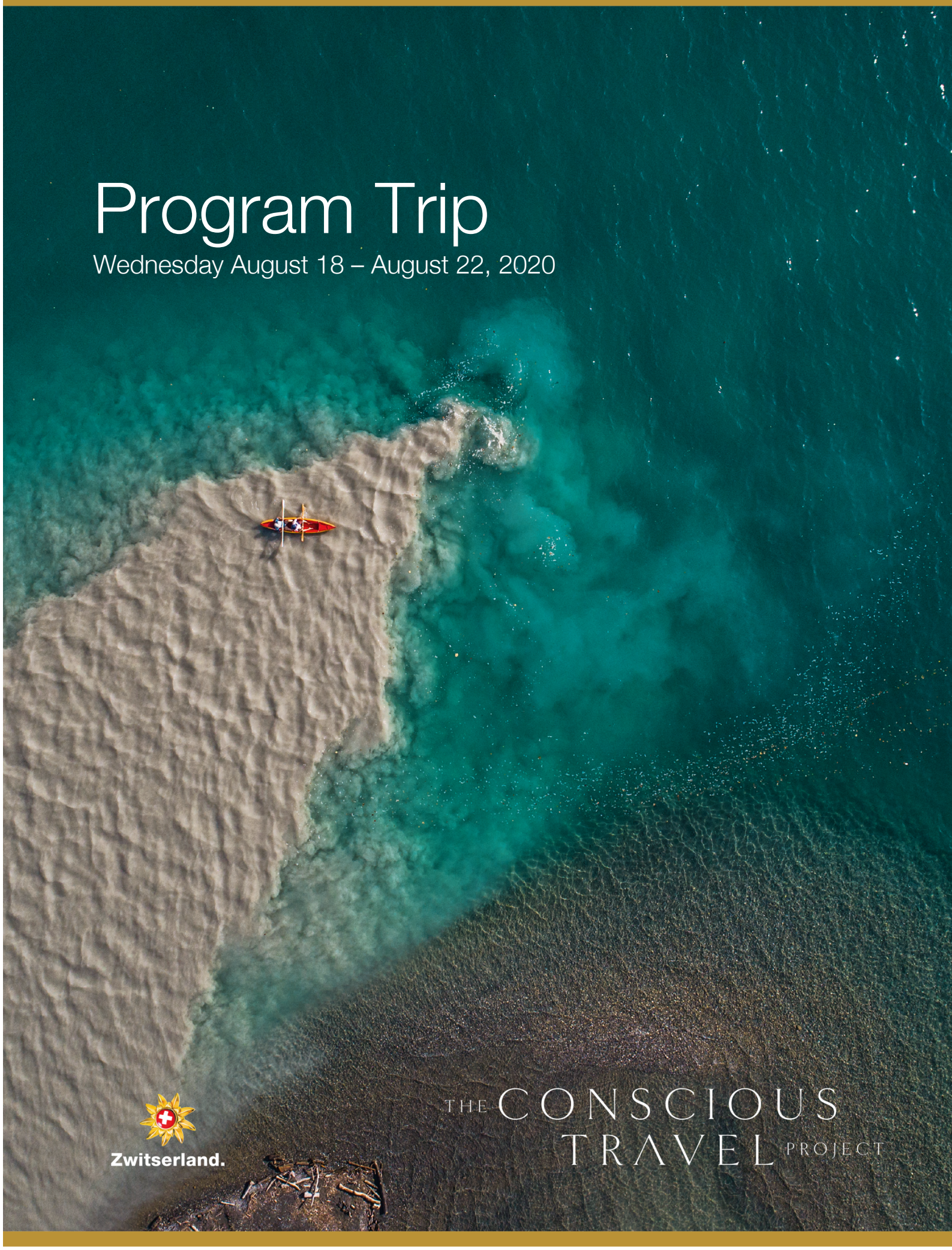
Program Trip

Wednesday August 18 – August 22, 2020



Zwitserland.

THE CONSCIOUS TRAVEL PROJECT

#IneedSwitzerland
#toeaanZwitserland
#besoindeSuisse
#ConsciousTravel

Wednesday August 18 – August 22, 2020

- City Basel #lovebasel
- Swiss Travel System #swisstravelsystem
- Valais #Valais

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

www.MySwitzerland.com

Turtmann Glacier, Valais

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

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 www.mystsnet.com/en to download our Media & Trade kit.

Luzern-Interlaken Express, Bern Region, Tobias Ryser

Tuesday August 18, 2020

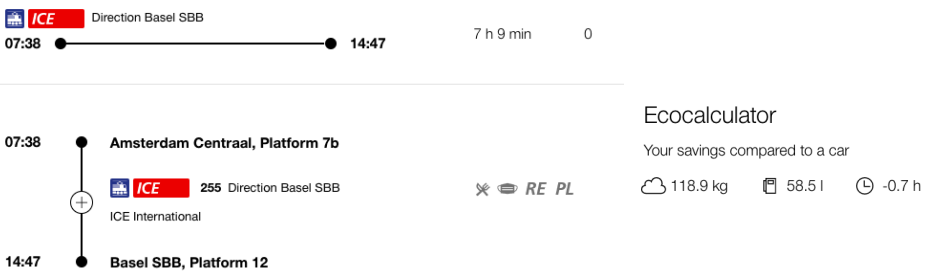
Hotel Jakarta, Amsterdam

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

City of Basel

Time	Activity
	Individual transfer to Amsterdam Centraal Station or Utrecht Station
07:10	**Meeting point Amsterdam Centraal Station:** Meet at the City centre side at Amsterdam Central Station. You will see the meetingpoint, 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



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 s 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

Gaia Hotel, Basel, Basel Region, Jan Karlen

Thursday August 20 – Wallis

Aletsch Gletscher, Wallis.

Valais +
Swiss Travel System

PASAR & TRAVEL MAGAZINE
Gert Corremans

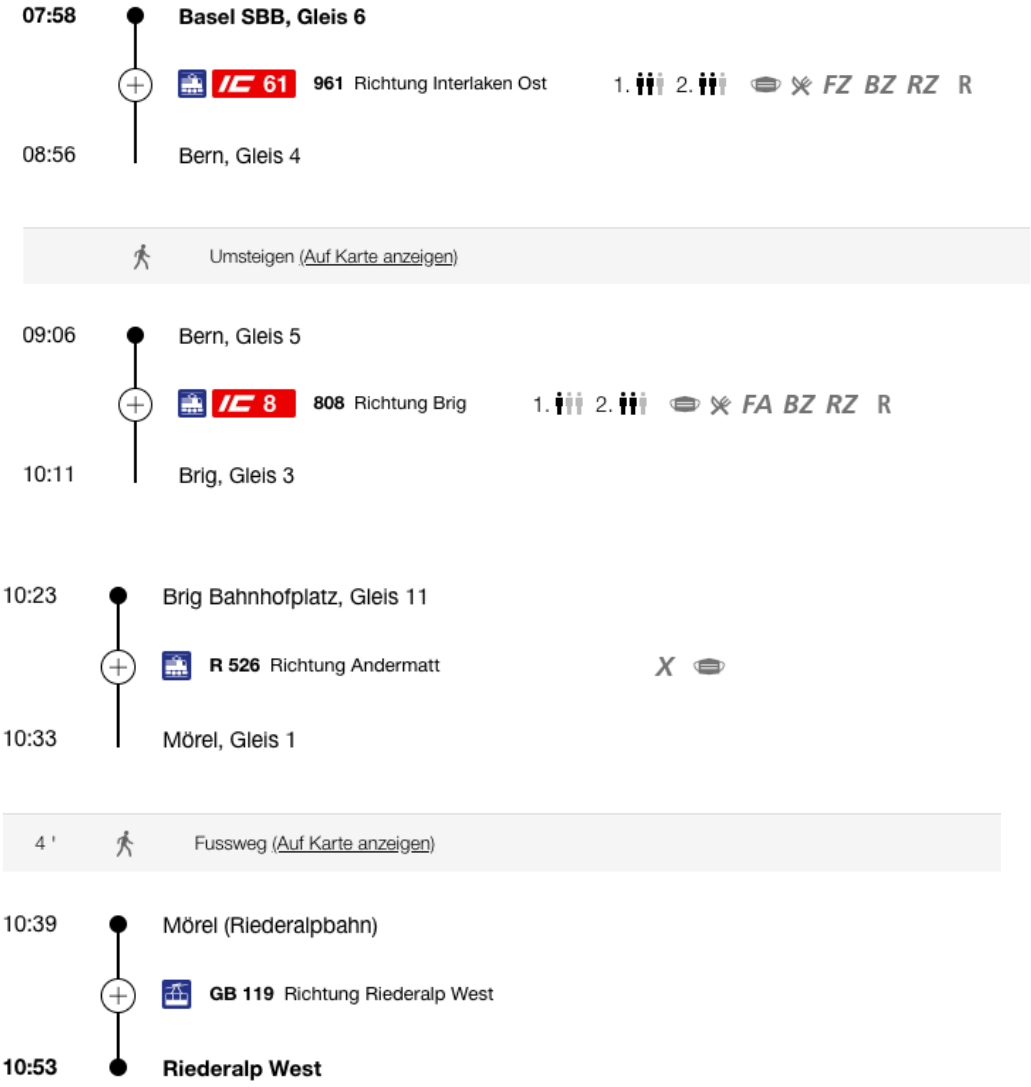
SALT MAGAZINE
Natasha Bloemhard

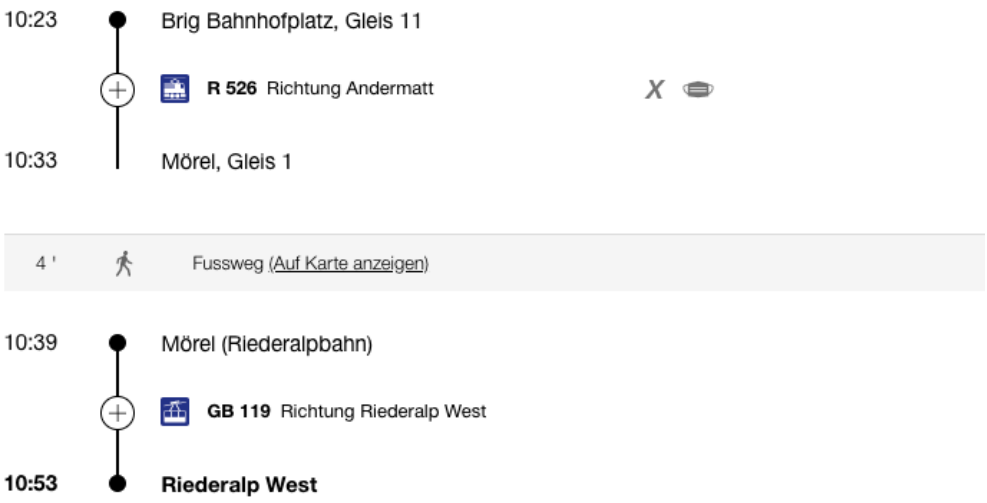
NKBV
Elmar Teegelbeckers

TEAMLEADER
Tessa aan de Stegge

SUMMARY WALLIS
With its unique and diverse landscape, Valais is a canton of contrasts: In the mountains majestic four-thousand-meter-high peaks and fascinating glaciers in the valley along the Rhone – along with sprawling vineyards and un spoilt side valleys
www.valais.ch

Time	Activity
07:00	Individual breakfast and check-out. Departure Basel SBB to Brig with Valérie Delessert from Valais/Wallis Promotion.





10:35 Welcome by David Kestens, Head of Market and Product Management by Aletsch Arena. He will guide the group for the full two days. Your luggage will be transported to the Hotel Waldhaus, Bettmeralp.

Gondola up to Riederalp WEST and hike (30 min) to the Villa Cassel.
The Pro Natura Centre Aletsch on Riederalp – which was the first nature conservation centre in Switzerland when it opened in 1976 – is dedicated to the preservation of nature in the Aletsch Arena with its unique fauna and flora. Exhibitions, events, guided excursions and much more make a visit to Villa Cassel on Riederfurka a rewarding and instructive experience.

Refurbishments in summer 2019 for reopening in 2020
In summer 2019 the centre is being remodelled and upgraded for its guests. Despite the extensive work going on, however, a small part of the centre's activities (excursions and the alpine garden) will be maintained throughout. The renovations mean that there will be no guided tours inside Villa Cassel during summer 2019.

With the refurbishment, Pro Natura wants to make running the historic Villa Cassel carbon-neutral in the future. The new room concept enhances the value of the dining rooms and the new information and communication room provides an insight into the fascinating natural history of the Aletsch region. Enjoy a bio-lunch (cold platter) at the Villa Cassel.

➔ Interview Partner: Laudo Albrecht, Manager Pro Natura Center Aletsch

www.pronatura-aletsch.ch

After visiting the Villa Cassels exhibition (Glacier retreat, Climate change, turnaround in Energy), hike to Hohfluh, Blausee and Bettmersee.
(2hrs, 6 km, %161m m337m)

Experience a totally new sense of freedom thanks to proper breathing in a short breathing session on the lakeside.

On your way from the Bettmersee (Lake) to the Hotel, explore the car-free resort Bettmeralp and learn more about the organisation within a car-free destination.

Check-in at Hotel Waldhaus, Bettmeralp.

Hotel Waldhaus ***
CH- 3992 Bettmeralp
Phone +41 27 927 27 17
info@waldhaus-bettmeralp.ch

Visit of a “holz100” room:
Since 2018, the Hotel Waldhaus offers wood100 rooms to their clients. The wood brings the power and the taste of the Aletsch Forrest into the rooms. The scent of nature will relax the soul, the heart calms down and the client’s inner batteries will be recharged for the daily routine.

Dinner overnight in Hotel Bettmeralp

Friday August 21, 2020

Wine tasting in the vineyard "Cave du Rhodan" of the Mounir family in Salgesch

Time	Activity
07:00	Individual breakfast.
08:00	Meet David at the reception; short walk to the gondola station and gondola to Bettmerhorn, finish of the popular Aletsch Half Marathon, for a second view on the great Aletsch Glacier and visit the multimedia exhibition. Going back down to Bettmeralp, taking cable car and train to the **new public transport hub** in Fiesch. This once-in-a-century construction project combines a new railway station with a train and bus terminal and direct access to the gondolas up to Fiescheralp. The public transport hub includes a completely new station for the Matterhorn Gotthard Railway (Fiesch station), and Aletsch Bahnen AG is incorporating the valley station of the new 10-seater gondola lift to Fiescheralp into the building. This is a new cable-car line and the mountain station is being adapted to include new garage facilities. A new bus terminal is being built next to the valley station in Fiesch, with a focus on safety, customer benefit and site development for third-party use. All facilities will be barrier-free (disabled-accessible). Train, PostBus and cable car all in one place: genuine added value for all winter sports enthusiasts, hikers and touring guests in the Aletsch Arena.

12:00 Lunch at the Fiescheralp

12:55 Cable car up to **Viewpoint Eggishorn** at 2869m.

Admire the full length and vastness of the Great Aletsch Glacier in all its glory – from the Eggishorn, the 2869 m-high viewpoint. Just turn around for a view of the higher peaks: the Mönch, the Eiger, the Jungfrau, the Wannenhorn and the Finsteraarhorn, and to the west the Weisshorn, the Mischabel group with the Dom, and the Matterhorn itself form a breathtaking 360° panorama.

13:30-15:30 **Workshop (2h)**
Here on this magical spot on top of the Eggishorn, we have the time together with Eelke, the facilitator, to summarize and gather all the ideas. The goal is to get from inspiration to concrete ideas.

15:55 Cable car down to Fiescheralp for the team and to Fiesch for Eelke and Priska (who depart for Ticino).

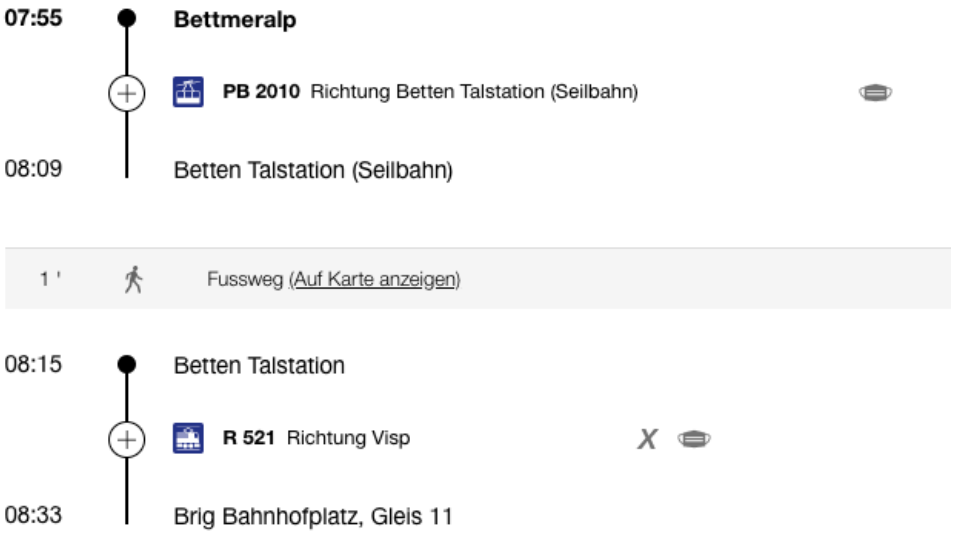
Panorama hike from Fiescheralp to Bettmeralp.

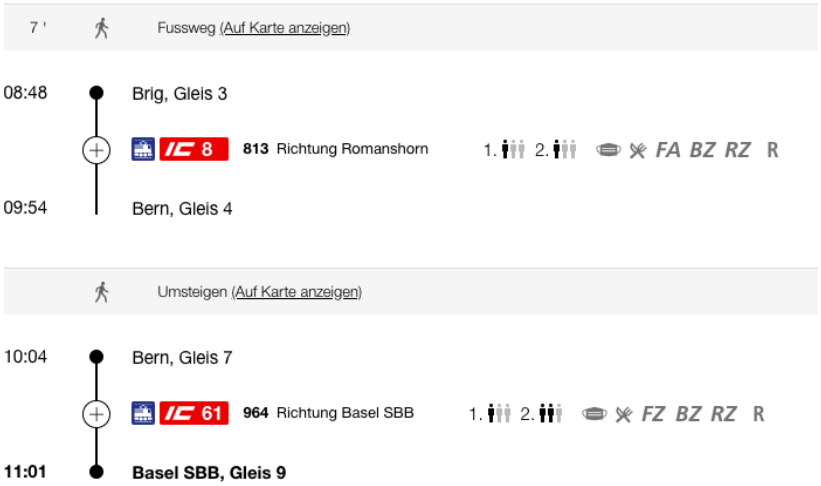
18:00 Dinner at the hotel with special two special guests.
Olivier Mounir Cave du Rhodan. The first winery in Switzerland to be awarded a sustainability prize (ZKB KMU special prize 2014).
Also won the Prix Agri Valais 2015 because of their worm soil system, which produces high-quality compost for their vines. www.rhodan.ch
Bertrand Bitz, who will be presenting his project www.Nestwood.ch
Swiss Hotel Innovations-Award 2018.

Saturday August 20, 2020

Val d' Herens, Wallis

Time	Activity
	Individual breakfast and check out
07:55	Departure Bettmeralp to Basel SBB





11:01 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

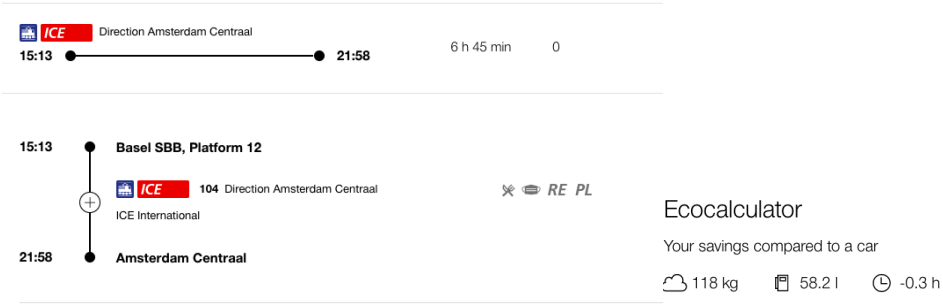
At launchlabs we have our last workshop called “Solution Museum”. All teams come together and every individual works on his/her final idea which will be presented.

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



15:13 Departure Basel – Belgium
Change in Köln to Brüssels

Aletsch Gletscher, Wallis