



Switzerland.

Welcome back Southeast Asia!

Market Development Tour
October 2022





Welcome back!

Thank you for joining the Market Development Tour!

More than ever, after two years of Covid-19 pandemic, we long for a rewarding trip during which we get relaxed, reenergized, and inspired in a clean and safe environment.

With its awe-inspiring nature, crystal clear lakes, pure alpine air, and four seasons, combined with quality tourism infrastructures and a perfect public transport system, Switzerland is more relevant than ever as the top post-covid destination.

We are confident that Switzerland has everything your clients need. We are here today with a large Swiss delegation that we introduce in this booklet to help you know more about Switzerland and build unique and unforgettable itineraries.

Switzerland Tourism team in Southeast Asia is here for you, close to you, do not hesitate to contact us!

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Highlights Lake Geneva Region

Glacier 3000: Swiss Snow Mountain with many Activities
Golden Pass: Exciting Panoramic Mountain Train Experience
Chillon Castle: One of the most beautiful Castle in Europe
CGN: The best view to discover our UNESCO World Heritage Vineyards
The Olympic Museum: Experience and relive the Games in once Place
Maison Cailler: Switzerland favorite Chocolate Experience

www.hlgr.ch

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Interlaken Holiday Region

The whole of Switzerland in one place: in the Interlaken holiday region you experience Switzerland par excellence. In the lakeland at the foot of the world-famous trio of the Eiger, Mönch & Jungfrau, eternally white mountain summits tower up in front of palm-studded shores, herdsmen and artisans mingle with adrenalin junkies and avid shoppers, and centuries-old customs meet top events with an international appeal.

www.interlaken.ch

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Jungfrau Railways

Jungfrauoch - Top of Europe

The new Eiger Express gondola between Grindelwald Terminal and Eigergletscher station saves 47 minutes travelling time to Jungfrauoch; the highlight of any Swiss holiday. The highest train station in Europe at 3,454m., gives access to a high-Alpine wonderland of ice and snow. The best Swiss Mountain Experience.

www.jungfrau.ch

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Jungfrau Region Tourism AG

Three imposing mountains – Eiger, Mönch and Jungfrau. Five charming villages – Grindelwald, Wengen, Mürren, Lauterbrunnen and Haslital. One outstanding holiday destination – the Jungfrau Region. No matter whether you visit it in summer or winter, in groups or alone, with sports or relaxation in mind, you'll find your ideal activity and accommodation.

jungfrauregion.swiss

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Lake Lugano Group

Lake Lugano Group promoting tourism that reveals the beauty of Lugano and its Surroundings. Lugano is not only Switzerland's third most important financial centre, but also a town of parks, buildings in Italianate Lombardy style, museums, mountains, lake and a packed calendar of events, soak up the atmosphere and enjoy "dolce far niente"

www.lakeluganogroup.ch

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Luzern Tourismus AG - Tourist Board

Lake Lucerne Region – The City, The Lake, The Mountains

Lucerne is the gateway to a very special part of the world: The Lake Lucerne Region. The region is the essence of Switzerland. It encompasses all the merits of our country: The City – The Lake – The Mountains. Explore the surrounding regions and mountains by using Lucerne city as your hub. Immerse yourself in this town and enjoy the magnificent landscape – welcome to Lucerne!

www.luzern.com

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Matterhorn Region AG

Welcome to the Valais Matterhorn Region. The Valais Matterhorn Region is the ideal destination for enjoying the good things in life, testing and surpassing one's limits, spending precious family time together or just bringing peace to body and soul thanks to a pure alpine environment and a magnificent mountain landscape.

www.matterhornregion.ch

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Pilatus-Bahnen AG

With a wide variety of leisure activities, Mount Pilatus offers «2,132 opportunities above sea level». 2 aerial cable ways, 2 hotels, 5 restaurants, the steepest cogwheel railway in the world, the biggest rope park in central Switzerland and a breathtaking view of over 70 mountain peaks and Lake Lucerne ensure exciting excursions and exceptional seminars.

www.pilatus.ch

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Rhaetian Railway - Bernina Express

Rhaetian Railway operates Switzerland's most famous scenic railway journeys: The Bernina Express and the Glacier Express. From Chur to St. Moritz and Tirano, the Albula and Bernina lines are listed as a UNESCO World Heritage Site. Our historic train around Davos and the Choo Choo Train to the Landwasser Viaduct complete our product portfolio.

www.rhb.ch/b2b

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Schilthorn Cableway Ltd.

Schilthorn – Piz Gloria

Take a cable car from 800-3000m above sea level and enjoy stunning views of the SWISS SKYLINE - Eiger, Mönch & Jungfrau. Enjoy unrivalled panoramic views from the 360° revolving restaurant – Piz Gloria. Explore the SKYLINE WALK and THRILL WALK around the cliffs at Birg for an adrenaline-filled experience. All of this, on a half day excursion from Interlaken.

www.schilthorn.ch

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Swiss International Air Lines

About SWISS:

SWISS is the largest air carrier of Switzerland under the Lufthansa Group and a Star Alliance member. It connects customers to Zurich and beyond via Singapore and Bangkok. The airline endeavors innovation and comfort with the recent introduction of Premium Economy, flying its fleets on Sustainable Aviation Fuel, AEROSHARK technology, and many more.

www.swiss.com

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Swiss Travel System AG

Swiss Travel System promotes Switzerland's comprehensive public transport network in Southeast Asia. With the Grand Train Tour of Switzerland combining the most scenic panorama routes, the highlights of Swiss public transport can be experienced throughout the year. And best of all, travellers require only one ticket – the Swiss Travel Pass.

www.myswtsnet.com

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Switzerland Convention & Incentive Bureau (SCIB)

The Switzerland Convention & Incentive Bureau is a national non-profit-making organisation, representing the leading conference destinations, national event organisers as well as transport companies. As a central enquiry contact, the Switzerland Convention & Incentive Bureau offers free of charge independent assistance in planning your event in Switzerland.

www.MySwitzerland.com/Meetings

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TITLIS Cableways, Hotels and Restaurants

Spectacular Trip to the Impressive Glacier World on Mt Titlis.

Come and visit our year-round winter wonderland. To ride on the first revolving cable car in the world. To see, touch and play with snow 365 days a year. To visit the wonderful 5,000 years old Glacier Cave. To feel the excitement of walking on the highest suspension in Europe. To enjoy the stunning panoramic views of the surrounding mountains and Valleys.

www.titlis.ch

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Regional Manager (South
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Zürich Tourism

Europe's most natural metropolis beckons with a beautiful lakefront setting. Take a lake cruise or stroll through the beautiful Old Town. Go shopping on Bahnhofstrasse or under the Viaduct arches in trendy Zürich-West. Visit the Lindt Home of Chocolate or get your football heart pumping at the FIFA Museum. You can have it all in Zurich, Switzerland

www.zuerich.com

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