



# Dream now - travel later.

MySwitzerland.com

## We're in this together...

Dear tour operators, travel agents, travel counsellors and travel designers,

First of all, how are you? Well, we hear you. We had just announced the most successful year in the history of tourism in Switzerland, and a few days later, everything started to change. The last few weeks we were mostly busy with postponing and cancelling activities and supporting partners here and in Switzerland.

The situation in Switzerland is slowly starting to improve and the government has decided to take a first step forward with reopening all shops and restaurants from 11 May.

The Switzerland Tourism team here in London is still working from home, but more importantly, we're here for you. If you have questions or are making plans for your clients or yourself for later this or next year, please let us know if there is anything we can do to support.

Best wishes, and... dream now, travel later.

Michelle, Stefanie and Alex  
Your Trade Team  
Switzerland Tourism UK & Ireland

## Our update for you.



### Dream now - Travel later.

Unfortunately, travel to Switzerland is currently not possible. But one can dream and plan. That is why we would like to bring Switzerland to your home – with beautiful pictures, emotional videos and entertaining stories.

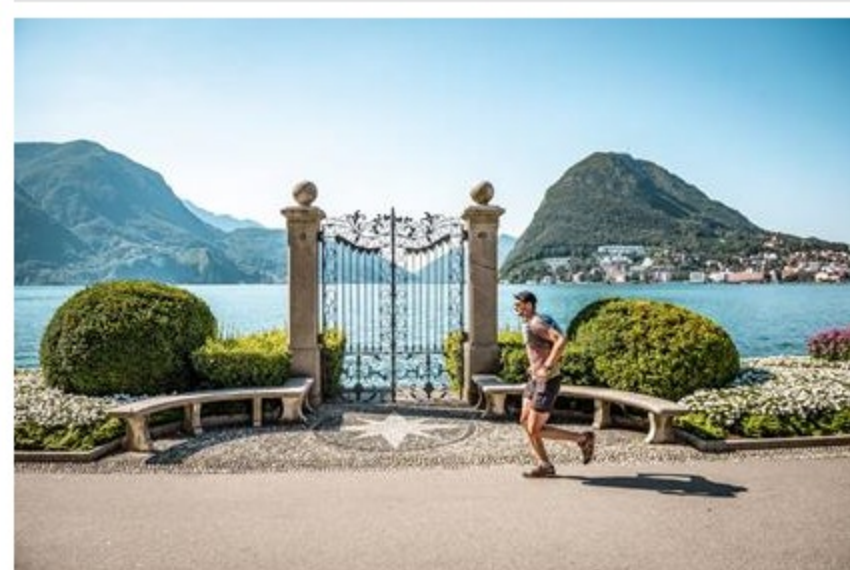
[> Watch the video.](#)



### Corona Information Hub.

We have created a content hub, that gives you the latest updates on the situation in Switzerland including the timeline for the phased lifting of the current lockdown measures.

[> Go to the content hub.](#)



### Meet Switzerland Event - 'Postponed'.

Due to the current conditions our Meet Switzerland event will not be happening in May. We have adapted the format and moved it to 20 August 2020, either as a live event in London or a virtual gathering. We'll keep you posted.



### Learn more about Switzerland.

Always wanted to boost your Switzerland product knowledge, but never felt you had the time to discover those real local hidden gems beyond the wonders of Swiss cheese and chocolate? Well, seize the day and become a certified Switzerland Expert.

[> Join our Travel Academy.](#)



### Take a virtual trip through Switzerland.

We are taking dreaming about Switzerland to the next level and are bringing it to your homes virtually. Have a look and enjoy a trip through our lovely country.

[> Visit Switzerland now.](#)