



**Switzerland.**

# The Alphorn.

Sales Guide for Travel Professionals.

UK/Ireland – 2021

[MySwitzerland.com/trade-uk](https://myswitzerland.com/trade-uk)



# Welcome.

## Dear Travel Professionals,

Welcome to the first edition of 'The Alphorn'. Centuries ago, farmers in the Swiss Alps used the alphorn to communicate from mountaintop to mountaintop. Today, we're using the alphorn to talk to you, to help you learn about Switzerland, and to provide you with a tool to better sell Switzerland to your clients.

These are challenging times for our industry, probably the most challenging most of us have experienced. We believe the travel trade is more important today than ever. Together we can get travellers to head out there again. Together we can convince them that travel can be enjoyable and safe at the same time.

Over the last year we have increased our activities in the UK and Ireland, improved our e-learning program for the travel trade ("Switzerland Academy"), increased our presence at conferences and events, and designated a person on the team at our office in London – Michelle Bisang - as full time Manager, Travel Trade.

Tourism in Switzerland began with British mountaineers climbing the main peaks of

the Bernese Alps in the early 19th century. The Reichenbach Falls in the Bernese Oberland was the site of the fictional death of Sir Arthur Conan Doyle's Sherlock Holmes.

And the legend goes that Johannes Badrutt – owner of a hotel in St Moritz – bet his British guests to enjoy the mountains "out of season" (meaning winter). If they didn't enjoy it as much as in summer, he would cover their travel expenses. More than 150 years later, Switzerland is still a major winter destination for British travellers.

Convalescence in the Alpine climate, in particular from Tuberculosis, was another important branch of tourism in the 19th and early 20th centuries.

Today, we also need to recover and relax. "I need Switzerland" is our campaign theme for 2021. We invite our guests to let nature in Switzerland energise them... and realize that they need Switzerland now more than ever.

And we need you! Thank you for your help in promoting Switzerland in the UK and Ireland. And welcome to Switzerland!

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# Why your clients need Switzerland.



Basel in the morning

## Perfect Location

Located in the heart of Europe with many daily flights from different British and Irish cities to Zürich, Geneva and Basel. Furthermore, Switzerland is connected to the European High-Speed rail network.

## Public Transportation

Perfectly coordinated and working like a Swiss watch—a travel system to rely on! Trains, buses and boats allow you to get anywhere in Switzerland.

## Cities & Shopping

Romantic alleyways, people in love with life, designer boutiques and modern architecture are all within easy walking distance. Swiss cities offer a wealth of museums, shopping and entertainment—convenient and authentic.

## Culture & Traditions

Switzerland is a country with an enormous wealth of cultural activity and living tradition. Switzerland has many unique customs throughout the calendar year. [MySwitzerland.com/calendar](http://MySwitzerland.com/calendar)

## Nature & Adventure

Discover unspoiled nature and breath-taking scenery in the heart of the Alps, including the most attractive peaks and stunning vistas. Enjoy Switzerland, its mountains, lakes and rivers the active way, with all imaginable summer and winter sports.

## Gastronomy

Everyone knows we are famous for our cheese and chocolate. But we also love our local specialities, our apéros and most of all the amazing views where we share our culinary highlights.

# How to become a Switzerland Travel Expert.

## E-learning program “Switzerland Travel Academy”

Become a certified Switzerland Travel Expert through the UK version of the Switzerland Travel Academy tool. Get more leads and benefit from additional sales support. The academy consists of core and specialisation modules.

[uk.switzerlandtravelacademy.ch](http://uk.switzerlandtravelacademy.ch)

## Trade Corner

Check our trade corner to learn more about Switzerland, for training materials, the best Switzerland itineraries, news and multimedia support. Furthermore, you can find our contact details and those of our Swiss destination partners and incoming agencies.

[MySwitzerland.com/trade-uk](http://MySwitzerland.com/trade-uk)

## FAM Trips

We regularly organise trips for eligible travel advisors and tour operators. Study trips are the perfect way to learn more about Switzerland and our products. You can find the latest information and the request form on our trade corner. The planned FAM trips for 2021 are:

- Valais
  - Bern
  - Lake Geneva Region
  - Lucerne
  - Bernina Express
  - Glacier Express/Geneva
  - Interlaken
- Visit our trade corner for the exact dates*

## Events we take part in

**TTR Irish Travel Trade Roadshow (Spring and Autumn)**

**Switzerland Travel Mart – Luxury Edition**

**ETOA CityFair**

**Switzerland Travel Mart**

**ETOA Global European Marketplace (GEM)**

**World Travel Market**

## Newsletter

Sign up for our monthly newsletter that provides you with the latest news and offers from Switzerland.

<https://bit.ly/3jZl6w6>

## Webinars

We keep you informed with our trade newsletter and on our trade corner about the upcoming webinars organised by Switzerland Tourism in London. In the webinars you can get in touch with our Swiss partners who can give you more insight about the specific destination or product. You can register for a webinar on our trade corner. Planned webinars for 2021:

- Valais
- Bern
- Lake Geneva Region
- Lucerne
- Bernina Express
- Glacier Express

*Visit our trade corner for the exact dates*

## MySwitzerland.com

Check the most visited destination website worldwide. Explore some of the 900 Swiss destinations, 2,000 hotels, 25,000 holiday apartments, 400 farm stays, 400 bookable offers, 16,000 events, 2,000 webcams, 2,100 videos and much more.

## Videos and pictures

Find many inspiring videos on our YouTube channel.  
[youtube.com/myswitzerland](https://youtube.com/myswitzerland)

Please find here the link to sign up for the picture database.  
<https://st.mypublish.ch>

## Apps

The MySwitzerland apps and free e-brochures turn the search for great experiences into an experience in itself:  
[MySwitzerland.com/mobile](http://MySwitzerland.com/mobile)

# Good to know.

## Travel to Switzerland

UK: New rules are in place for UK nationals since 1st January 2021. They must have a valid passport with at least 6 months left to travel to Switzerland. Switzerland is part of the Schengen area, therefore travel for up to 90 days in any 180-day period without a visa is possible.

Ireland: No changes with regards to travel documents and visa requirements. Switzerland is part of the Schengen area, therefore Irish nationals need a valid passport to enter Switzerland.

## Climate

The climate is moderate with no excessive heat, cold or humidity. From July to August the daytime temperature range is 18 to 28 °C and from January to February the range is -2 to 7 °C. In spring and autumn, the daytime temperature range is 8 to 15 °C.

Depending on the altitude the temperature range may vary. It is highly recommended to visitors to pack a sweater, good walking shoes, sunscreen, sunglasses, a compact umbrella and/or a light raincoat.

[MySwitzerland.com/weather](http://MySwitzerland.com/weather)



## Other valuable information

- Currency: The Swiss Franc (CHF). Merchants may accept Euros (EUR) but are not obliged to do so.
- Time: Central European Time Zone (CET), 1 hour ahead of Greenwich Mean Time (GMT+1).
- Languages: Switzerland has four national languages: German, French, Italian and Romansh. English is widely spoken.

More information you can find under: [MySwitzerland.com/planning](http://MySwitzerland.com/planning)



### Public holidays 2021

1. January	New Year's Day
2. January	Saint Berchtold
6. January	Epiphany
2. April	Good Friday
5. April	Easter Monday
1. May	May Day
13. May	Ascension Day
24. May	Pentecost Monday
3. June	Corpus Christi
1. August	Swiss National Day
15. August	Assumption of Mary
1. November	All Saints' Day
8. December	Immaculate Conception
24. December	Christmas Eve
25. December	Christmas Day
26. December	St. Stephen's Day
31. December	New Year's Eve

# Easy to get to Switzerland.

## Switzerland is closer than you think.

### By Plane

Did you know, there are up to 150 weekly direct flights from the UK to Switzerland? SWISS and other airlines offer great connections from all major hubs directly to Zurich, Geneva and Basel. Being the skiers' airline of choice, SWISS is happy to transport your first set of skis or snowboard and boots free of charge in addition to your standard free baggage allowance.

[swiss.ch](http://swiss.ch)



### By Train

Leave London at lunchtime and reach Switzerland that evening, without setting foot on a plane. Eurostar links London with Paris in 2h20. Then take a TGV-Lyria high-speed train from Paris to Geneva (3h05), Lausanne (3h39), Basel (3h03) or Zurich (4h03). It's more civilised, comfortable, enjoyable and environmentally friendly than any flight, centre to centre with no baggage fees or airport taxes. Infants go free and there's great scenery on the way.



### By Car

For travellers arriving by road, Switzerland is linked to Europe's extensive motorway network. Guests need a Swiss motorway vignette which allows them to use the Swiss motorway network with their car. The motorway vignette can be delivered to guests address or picked-up at airports in Zurich, Geneva and Basel or almost every petrol station. If taking a trailer or a caravan, guests will need to purchase an extra vignette. Switzerland has a dense network with over 6'000 power charging stations for e-cars which guarantee comfortable and clean driving pleasure.



# Easy to get around in Switzerland.

## Travel by train, bus and boat.

The Swiss Travel System takes travellers along the most fascinating panoramic routes, to the most beautiful mountain summits, and on the most romantic boat tours.

### Swiss Travel Pass

Swiss Travel System Passes and cards are the key to Switzerland's extensive public transport network. They meet every requirement and guarantee nearly unlimited travel by train, bus and boat. In the UK the main retailers are: Switzerland Travel Centre, International Rail, OTP Holidays Ltd. and Railbookers. [MySTSnets.com/luggage](http://MySTSnets.com/luggage)

### Swiss Travel System (STS)

The world of train, bus and boat in Switzerland is extremely diverse. And so are the tickets. Whether it's a short trip, a holiday in a particular region or a voyage of discovery through the whole country – the Swiss Travel System offers the right ticket for every type of journey. Information regarding point-to-point tickets, 1-day travel passes, luggage services and the premium product "Swiss Travel Pass" can be found on: [mystsnets.com/tickets](http://mystsnets.com/tickets)

Your main contact at Swiss Travel System is Thomas Hoffmann, [thomas.hoffmann@swisstravelsystem.com](mailto:thomas.hoffmann@swisstravelsystem.com).

### Swiss Travel Pass overview

Ticket	Right Pass
Swiss Travel Pass	Valid on 3, 4, 8 or 15 consecutive days unlimited travel on premium panoramic trains (seat reservation fees and/or surcharges apply). Unlimited use of public transport in more than 90 towns and cities. Free admission to more than 500 museums. Mountain excursions included: Rigi, Stanserhorn and Stoos. Up to 50% discount on many other mountain excursions.
Swiss Travel Pass Flex	Valid on 3, 4, 8, or 15 freely selectable days within one month, thus combining scope and services of the Swiss Travel Pass with the advantage of increased flexibility.
Swiss Travel Pass Youth	Young travellers up to their 26th birthday travelling through Switzerland benefit from a 15% discount on the regular Swiss Travel Pass / Swiss Travel Pass Flex ticket fare.
Swiss Family Card	Children from their 6th up to their 16th birthday accompanied by at least one parent (holding a Swiss Travel System ticket) travel free of charge with the complimentary Swiss Family Card. Children under 6 years of age who are accompanied by a holder of a valid Swiss Travel System ticket travel free of charge.
Swiss Half Fare Card	Up to 50% discount on travels by train, bus and boat and most mountain railways.



# Tour Operators in the UK & Ireland.

Switzerland Tourism collaborates closely with many UK- and Ireland-based outbound tour operators. The following selected operators have comprehensive Switzerland programs:

## Switzerland Travel Centre

[switzerlandtravelcentre.com](http://switzerlandtravelcentre.com)



### Audley

[audleytravel.com](http://audleytravel.com)



### Carrier

[trailfinders.com](http://trailfinders.com)



### Great Rail Journeys

[greatrail.com](http://greatrail.com)



### Inghams

[ingham.co.uk](http://ingham.co.uk)



### OTP Holidays

[otp.co.uk](http://otp.co.uk)



### Oxford Ski Company

[oxfordski.com](http://oxfordski.com)



### Powder Byrne

[powderbyrne.com](http://powderbyrne.com)



### Railbookers

[railbookers.co.uk](http://railbookers.co.uk)



### Ski Safari

[skisafari.com](http://skisafari.com)



### The Swiss Holiday Company

[swissholidayco.com](http://swissholidayco.com)



### Trailfinders

[trailfinders.com](http://trailfinders.com)



### Crystal Ski Holidays

[crystalski.co.uk](http://crystalski.co.uk)



For a more comprehensive list of operators in the UK & Ireland who offer Switzerland, please go to [MySwitzerland.com/trade-uk](http://MySwitzerland.com/trade-uk)

# Sustainable Switzerland.

Switzerland is a global leader in sustainability and ranks first in the world on the Environmental Performance Index (EPI). We share some selling points for your clients:

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

## Swiss Railways – 90% hydropowered.

Rail travel forms the backbone of sustainable mobility in Switzerland. Swiss Federal Railways (SBB) are an energy-efficient, climate-friendly and safe mode of transport for 1.25 million passengers and around 226,000 US tons (205,000 metric tonnes) of freight every day. Using an average of 90% hydroelectricity to power its railways and a fully electrified network, the Swiss Federal Railways is one of Europe's most eco-friendly rail companies.



## Sustainable hotels – Green Living

Swiss hotels place great importance on eco-friendly properties. A hotel with "Green Living" specialisation is committed to the environment and recognized through the award of a hotelleriesuisse label. Switzerland is a model for innovative and environmentally friendly accommodation. An example is the 4\* hotel Valsana in Arosa which is 90% energy independent.

## Switzerland – land of water.

Switzerland has above-average sized water reserves to fall back on with its many lakes, glaciers and natural groundwater. Just 2% of annual rainfall makes its way into drinking water reserves. The majority of water is collected in artificial lakes and dams from which electricity is generated. More than half of the electricity produced in Switzerland stems from these sources – in other words it's renewable energy and CO2-free at the same time!



## Have you heard of these sustainable initiatives in Switzerland?

Bees in the city	Schweizerhof in Bern has bee hotels on their rooftop
Swim in the lake	Guests just have to choose one of the 1,500 lakes
Drink water from the fountains	In Lucerne there are more than 130 fountains from where guests can drink fresh water
Farmers markets in the cities	Almost every city and village has a weekly farmers market during summertime
Carbon neutral hotel	In 2019 The Tschuggen Hotel Group became a climate trailblazer (St. Moritz, Ascona, Arosa)
Ski lift with solar energy	Safien Valley boasts the world's first solar-powered ski lift
Car free destinations	Melchsee-Frutt, Blatten-Belalp, Mürren, Wengen, Saas-Fee, Zermatt, Bettmeralp, Rigi Kaltbad, Stoos, Braunwald and Riederalp
Paradise for slow mobility	40,000 miles of hiking trails (1.5 times the distance around the world)

# Customs & traditions by seasons.

## Spring: Carnivals.

**When:** between end of January and May

**Where:** Basel, Lucerne, Ticino and other regions

The Swiss Carnival is called "Fasnacht". Over 200 carnivals take place throughout Switzerland, and traditionally most last from Dirty Thursday to Ash Wednesday. The largest Swiss carnivals are in Basel, Lucerne and Ticino.

**Others:** Chalandamarz, Sächsilüüte and Camelia Festival.

**Specialities (what guests should try):** Three Kings Cake, Chässchnitte (cheese slice) and Kafi Schnaps at a Carnival.



## Summer: Alpine Ascent / Descent.

**When:** June and September

**Where:** various regions

A one-of-a-kind event takes place in the Alpine regions each summer as farmers lead their cattle to higher elevations where they produce a delicious cheese made of raw milk. Around 270,000 cows are marched to mountain meadows at the start of every summer and back down in September.

**Others:** Swiss wrestling, flag throwing, 1<sup>st</sup> August (Swiss National Day).

**Specialities (what guests should try):** all kinds of Apéro, Bärner Platte and a barbecue with a Cervelat.

## Autumn: Chestnut Festivals.

**When:** October

**Where:** Ticino and Graubünden

At autumn festivals visitors have the opportunity to sample the customs, specialties and crafts of the regions and its valleys. The chestnut, as ambassador of the tradition, can be tasted in many variations, and there will be a typical market with handicrafts and local flavours.

**Others:** Open wine cellars, autumn markets and grape harvest festival.

**Specialities (what guests should try):** Zuger Cherry Cake, Vermicelles (chestnut dessert), game specialties and a St. Galler Olma Bratwurst (sausage).



## Winter: Christmas Markets.

**When:** December

**Where:** various regions

Mulled wine, Christmas music, twinkling lights and enticing aromas – nothing could be more special than enjoying the magical run-up to Christmas with your nearest and dearest at one of the many Swiss Christmas markets.

**Others:** Klausjagen, St Nicholas, Escalade.

**Specialities (what guests should try):** Fondue, Raclette, Swiss Christmas Cookies (the Swiss don't know Mince) and Bündner Gerstensuppe on the ski slope.

# Swiss facts from A – Z.

Basic facts about Switzerland so you can dazzle your clients with some quirky Swiss knowledge:

## Alphorn

The alphorn is a well-known Swiss national symbol. Did you know that back in the day it's main function was the communication with the herdsman on the neighbouring alps and with the people down in the valleys?

## Bern

Swiss capital which is a UNESCO world heritage site.



## Chocolate

The Swiss consume around 94,000 tonnes of chocolate, or 12kg per person per year almost as much as the Brits who consume an average of 11kg per person per year.

## Drink

The water distributed in Switzerland meets very high-quality standards: it's even possible to drink from every outdoor fountain – unless otherwise indicated.

## Edward Whymper

One of the first six men to reach the Matterhorn peak in 1865 was British.

## Fondue

The Swiss love fondue and they love their special views. Guests can enjoy a fondue in a horse drawn carriage, in a tram, in a cable car, in an igloo or in the many chalets all over Switzerland.

## Glacier

There are around 1,400 glaciers in Switzerland. The largest one is the Aletsch Glacier. With its 23km it's even the longest in the European alps and a UNESCO World Heritage site.



## Hello

Whenever guests meet a person who is senior to them, they would use a polite greeting such as "Grüezi". When it comes to friends, an informal "Hoi", "Sali" or "Ciao" plus the name is the way to go!

## Igloo

Did you know that there are igloo villages in Switzerland? These can be found during the winter months in Zermatt, Gstaad and Davos-Klosters, and it's even possible to spend a night in an igloo.

## Jass

"Jass" is Swiss German and is the most popular card game in Switzerland.

## Kisses

Swiss people greet each other with 3 kisses: left cheek, right, left.

## Language

Switzerland has 4 official national languages – German, French, Italian and Romansh.

## Museum density

In Switzerland there are 1,129 different museums to visit.

## National Parks

Everything is nature-oriented in the Swiss National Park in the Engadine. The Swiss National Park, founded in 1914, is the oldest in the Alps.

## Olympic capital

The City of Lausanne is the home of the IOC since 1915, and officially the "Olympic Capital" since 1994.

## Peak Walk

On Glacier 3000 you can find the first and only suspension bridge in the world that connects two mountain peaks

## Questions

There are tourist information offices all over Switzerland. Most of them are very close to the train stations. They are happy to help with any queries your guests might have.

## Raclette

Raclette is a Swiss dish, every other statement is a lie.



## Swiss Army Knife (Victorinox)

When Karl Elsener created the "Original Swiss Army Knife" in 1897, he could never have imagined that this would become the symbol for quality, functionality and Swiss inventive talent all over the world.

## Toblerone

Everyone knows that the world-famous Toblerone chocolate is in the shape of the Matterhorn. But can you spot the bear as well?

## Wine

It's very difficult to find Swiss Wine abroad. Why? Only about 1% is exported as domestic demand is so high that very little remains for export. A trip to Switzerland is therefore essential to discover Swiss wines!

## Via Alpina

The Via Alpina is a classic among the long-distance hikes in Switzerland. This trail takes guests through the northern Alps of Switzerland in a series of 20 daily stages.

## Underground

Switzerland is a country with a plethora of tunnels. The 35-mile Gotthard base tunnel is the world's longest and deepest rail tunnel.

## YES

Switzerland has the perfect location for international weddings.

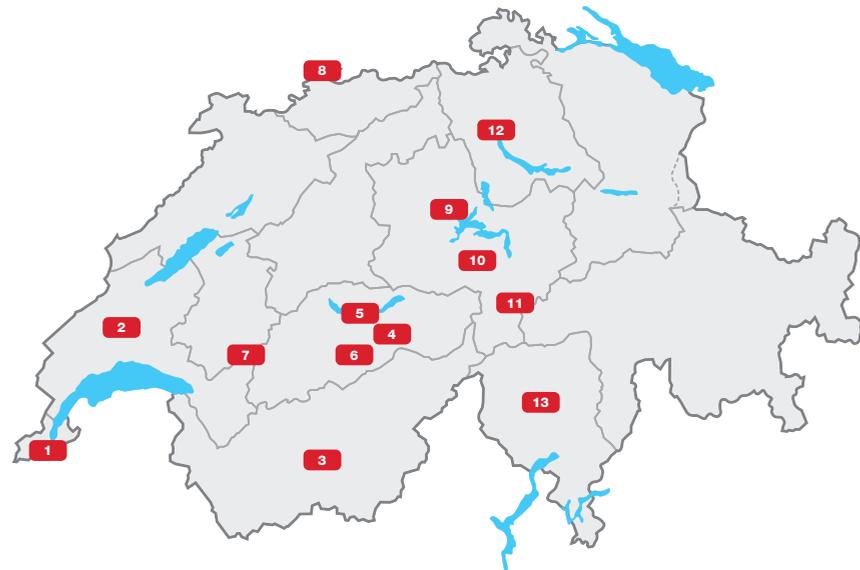


## Zopf

Zopf is probably the most famous Swiss bread. While the supermarkets sell Zopf all week, it's traditionally a treat the Swiss only indulge in on Sundays, for breakfast or brunch.

# Swiss destinations.

It doesn't matter whether you are looking for sun, snow, country air or big city hustle and bustle. Thanks to its diversity, Switzerland has just the destination you are looking for.



## 1 Geneva.

### From the water to the peaks

Geneva, a small city pearl, opens onto the most beautiful mountain ranges in France. From the right bank, which houses the famed United Nations, one can admire the Jet d'Eau which spouts from the lake with Mont-Blanc and the Alps as a backdrop. Behind the Jet d'Eau the summits of the Jura mountains rise on the horizon.



The Jet d'eau, Geneva

### Highlights

- Geneva has all the assets of a large city in the heart of nature dominated by parks, the lake and the mountains that surround it.
- The cradle of watchmaking and capital of peace, this little nugget combines fabulous heritage with the medieval charm of the Old Town, and some fine gastronomy.
- A haven of serenity opens up to visitors, a few minutes from Geneva. A few bus stops away from the centre and five minutes by cable car will take you to the top of the Saleve mountain in no time!
- Geneva lies at the gateway to the Alps, as the ideal place to combine pleasure with discovery.

**GENEVA**LIVE

Geneva Tourism  
Tel +41 (0)22 909 70 00  
roxane.dupommier@geneve.com  
www.geneve.com/

## 2 Lake Geneva Region (Canton of Vaud).



The terraced vineyards of Lavaux, Lake Geneva Region, Canton of Vaud

### Prepared to be inspired!

Located in western Switzerland, between Lake Geneva and Lake Neuchâtel, the Lake Geneva Region extends from the peaceful Jura Mountains up to the fascinating "Alpes Vaudoises" and along majestic lakes that blend into the authentic charm of the landscape. The Lake Geneva Region offers lakesides, mountains, the Glacier3000 and fascinating towns and cities to explore as well as plenty of culture, vineyards, artisan produce and award winning restaurants. The beautiful waterfront cities and towns such as Lausanne, Montreux, Nyon, Morges and Yverdon-les-Bains, are steeped in centuries of history and rich in captivating culture – this charming canton has influenced and inspired artists through the years, from Lord Byron and Audrey Hepburn to Charlie Chaplin and Freddie Mercury. The Alps are dynamic and authentic, the beautiful mountain resorts of Villars, Les Diablerets, Château-d'Oex and Leysin are stunning and easily accessible.



Chillon Castle, Canton of Vaud

### Highlights

- Peak Walk by Tissot on the Glacier 3000; The world's only suspension bridge connecting two summits at 3,000m high.
- Chillon Castle; The pearl of Lake Geneva, a Swiss gem and 1,000 years of history to explore.
- The Olympic Museum; A marathon of emotions in the heart of Lausanne, the Olympic Capital.
- Cruise on Lake Geneva; Embark on one of the most prestigious Belle-Epoque fleets in the world, for a journey never to be forgotten.
- Chaplin's World by Grévin; a unique blend of amazement, stories, and emotions awaits visitors – follow Charlie Chaplin's footsteps in his Swiss home.
- The majestic castle of Prangins near Nyon; the largest castle from the 18th century, that can be visited in Switzerland.
- The mythical GoldenPass train; a connection between lake and mountains.

**VAUD**+

Lake Geneva Region

Lake Geneva Region  
Tel +41 (0)21 613 26 26  
porchet@lake-geneva-region.ch  
www.lake-geneva-region.ch

### 3 Valais Matterhorn Region.



Europe's highest open-air cogwheel railway offers you a spectacular panorama © Valais/Wallis Promotion - David Carlier

#### The loveliest time of the year

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. With 45 peaks higher than 4,000 metres, the Valais Alps offer an unrivalled destination for outdoor activity enthusiasts. But also nature lovers find themselves in paradise: In Valais, spectacular scenery frames every train journey. The Glacier Express links St. Moritz and Zermatt via magnificent Alpine landscapes; and the Gornergrat Bahn takes you from Zermatt to the Gornergrat, a high panoramic ridge with glorious views of the Matterhorn. The Valais is also the cradle of culture and unique culinary experiences. The St Bernard Museum for example offers a chance to learn all about this iconic breed from Valais and to meet dogs and puppies close-up.



Simplon mountain pass © Valais/Wallis Promotion - Christian Pfammatter

#### Highlights

##### The highlights are bookable products

- Glacier Express. Experience the new Excellence Class with comfortable window seats while enjoying a 7 course menu with fitting wines. Enjoying the personal service provided by the concierge.
- Gornergrat Gourmet Ticket - enjoy 3 courses of local Valaisan delicacies at 3 spectacular locations.
- Igloo lunch fondue. Enjoy a breathtaking trip to Gornergrat and a fondue after a short walk to the igloo village.
- Mont-Blanc Express. Pass through mysterious forests and cross plunging gorges as you travel between Martigny and Chamonix.
- Zoo des Marécottes. The highest in Europe. Discover most examples of our indigenous Alpine fauna.
- Barryland. Visit the museum and learn about the history of the famous St. Bernard dogs and have the opportunity for a "meet and greet".
- Skisafari. Discover a new ski area every day.



**Valais Matterhorn Region**  
Tel +41 (0)27 327 35 30  
booking@matterhornregion.ch  
www.visitvalais.ch/trade

### 4 Jungfrau Region.

#### Eiger, Mönch & Jungfrau

The natural wonders of the Jungfrau Region are embedded in a picturesque mountain landscape that invites guests to experience a variety of activities. The mountain villages of Grindelwald, Wengen, Mürren, Lauterbrunnen and the Haslital make scenic bases for a memorable stay. They offer activities during summer and winter as well as charming holiday apartments and hotels.



Staubach falls, Lauterbrunnen, Jungfrau Region

#### Highlights

- Mürren & Wengen: soak up the silence and pure mountain air in the car free mountain villages.
- Grindelwald: Mountains, close enough to touch.
- Lauterbrunnen: The valley of the 72 waterfalls. Dozens of streams plunge in a freefall over vertical cliffs.
- Haslital: The perfect place for families seeking relaxation and adventure.
- Jungfrauoch – Top of Europe: Ice Palace, Lindt Swiss Chocolate Heaven, Snow Fun Park for sledging and skiing and Alpine Sensation, an interactive exhibition talking about the history.
- Schilthorn: Revolving Restaurant, 007 WALK OF FAME, interactive BOND WORLD 007, PIZ GLORIA VIEW platform, THRILL WALK, SKY-LINE WALK.



**Jungfrau Region Tourism**  
Tel +41 (0)33 854 12 40  
sales@jungfrauregion.swiss  
www.jungfrauregion.swiss/sales

### 5 Interlaken.

#### Pure Switzerland

Enjoy holidays packed with variety in Interlaken, between turquoise Lake Brienz and deep blue Lake Thun. Here in the heart of the Bernese Oberland, memorable panoramic views of the majestic peaks of the Eiger, Mönch and Jungfrau unfold. Experience the magnificent blooms of spring, the adventures of summer, the colours of autumn and atmospheric winters in the heart of Switzerland.



Interlaken seen from Mt. Harder Kulm

#### Highlights

- Interlaken is famous far beyond Switzerland's borders, known as Europe's adventure capital.
- Centrally located and the perfect starting point for popular excursions like Jungfrauoch – Top of Europe and Schilthorn – Piz Gloria.
- Splendid castles set in beautiful parkland are the heart of the Lake Thun region.
- The paddle steamer "Blümlisalp" makes a trip on Lake Thun both nostalgic and relaxing.
- The Ballenberg Swiss Open-Air Museum gives insight into the rich Swiss cultural heritage.
- The Brienz Rothorn Railway – the steam-powered rack railway offers breathtaking views of Lake Brienz and snow-covered mountains. Inquire about the sausage steamer – only in Switzerland.



**Interlaken Tourism**  
Tel +41 (0)33 826 53 00  
celina.finger@interlaketourism.ch  
www.interlaken.ch

## 6 Adelboden-Lenk-Kandersteg.

### In the heart of the Swiss Alps

As visitors breathe in the fresh alpine air, overlooking a world of snow-capped mountains, waterfalls and lakes, they will quickly disconnect from day-to-day life and reconnect with nature. Here, in the holiday region of Adelboden-Lenk-Kandersteg, guests enjoy an all-year-round playground, from summer hikes in a UNESCO World Heritage Site to winter snow sports in one of the top three ski regions in Switzerland.



Lake Oeschinen, Kandersteg

#### Highlights

- Adelboden-Lenk-Kandersteg is located in between the capital city Bern, the Jungfrauoch Top of Europe and the Matterhorn.
- Dive into the deep blue water of the Oeschinen lake and watch the many waterfalls run into the UNESCO World Heritage Site.
- On the Gemmipass visitors can follow the foot-steps of famous figures such as Thomas Cook, Mark Twain and Sherlock Holmes.
- With gradients as steep as 28%, the journey from Kiental to Griesalp is widely considered the steepest and most picturesque PostBus route in Europe.
- With 210 km of perfect pistes and slopes for all ages, a ski holiday with loved ones is the ideal way to make the most of winter.



**Dominique Horne**  
Tel +41 (0)33 533 04 72  
dominique.horne@be-welcome.ch  
meine-berge.ch/en

## 7 Gstaad.

### Come up, slow down

The destination of Gstaad enjoys a high level of prestige and international fame. By the 1960s, Gstaad had become a hub for the glitterati, including Grace Kelly, Jackie Kennedy, Brigitte Bardot and Louis Armstrong. Even so, it has always remained true to its Alpine village roots, with its chic charm, British understatement and authentic traditions.



Gstaad

#### Highlights

- Six uniquely different 5-star hotels, with five of them considered 5-star superior.
- Culinary: new mountain restaurant Eggli with star chef Marcus G. Lindner.
- "Saaniland" – various offers especially for families within the whole region. From playgrounds to adventure trails and the indoor experience "STATION".
- Access to 200 kilometres of ski slopes and Glacier 3000, the only glacier ski area in the Bernese Oberland.
- Wide range of cultural and sports events, for example the Gstaad Menuhin Festival – a music festival founded by the violinist Yehudi Menuhin.



**Destination Gstaad**  
Tel +41 (0)33 748 81 29  
thomas.schetty@gstaad.ch  
www.gstaad.ch

## 8 Basel.

### Art and culture unlimited

Located where three countries meet, the city of culture offers nearly 40 museums and many high-calibre events. You will find art all over Basel, and exciting contrasts are created by classical patrician houses side by side with modern buildings designed by famous architects such as Basel-based Herzog & de Meuron or Renzo Piano.



Basel and the river Rhine

#### Highlights

- BaselCard: free local public transportation and 50% discount on cultural and leisure activities.
- The Fondation Beyeler is presenting Francisco de Goya, from 10 October 2021.
- Federal Yodelling Festival. From 25 to 27 June 2021 around 12,000 participants will bring traditional Swiss customs to Basel.
- Basel is known as Switzerland's most traditional Christmas city. The next Christmas market will take place from 25 November - 23 December 2021.
- Basel Tourism organises in cooperation with Artstübli authentic urban art and graffiti tours in the city centre, accompanied by artists and connoisseurs of the scene.



**Basel Tourism**  
Tel +41 (0)61 268 68 22  
melanie.kolofrat@basel.com  
www.basel.com

## 9 Lucerne.

### The essence of Switzerland

Lucerne, ranking amongst the world's prettiest cities, is situated in the heart of Switzerland and is a stronghold of culture. Guests can enjoy a plethora of attractions in this city nestled in a magnificent landscape, characterised by mountains and its eponymous lake. Charming Lucerne is brimming with things to do; century old sights and an historic old town, museums, shopping, festivals and events during the year.



Vintage paddle steamer on lake Lucerne

#### Highlights

- Lucerne's attractions are best discovered on a guided tour. Lucerne Tourism also offers a large selection of themed tours.
- Enlighten a visit with Lucerne's winter attraction, the Lilo Light Festival Lucerne in January.
- Excursion tip: perched on a wooded rocky spur 500 metres above Lake Lucerne, the Bürgenstock Resort offers wonderful views of the surrounding mountains, such as Pilatus.
- The Lake Lucerne Navigation Company operates 20 vessels including five vintage paddle steamers that cruise the lake.
- Chapel Bridge: built in the 14th century – the most photographed monument in Switzerland.
- Luxurious rooms with breathtaking views, the Grand Hotel National is the place to stay.



**Lucerne Tourism**  
Tel +41 (0)41 227 17 13  
manuela.casanova@luzern.com  
www.luzern.com

## 10 Engelberg - Titlis.

### Long winter season – THIS IS IT

Engelberg-Titlis is one of the easiest to reach Alpine destinations with in Switzerland. Take the first flight from London and be on the slopes or a bike before lunch! Engelberg offers a wide range of activities for outdoor enthusiasts. The winter season starts in October and lasts until May on Mount Titlis (3,050m). In summer, it's all about hiking, mountaineering, climbing, biking and paragliding.



The mountain panorama of Engelberg-Titlis

#### Highlights

- Enjoy a 12km long downhill run with a vertical drop of 2,000m – on the slopes or off piste.
- There are ski slopes and activities for all abilities, from families up to professional skiers.
- Discover the TITLIS adventure park all year round with the world's first rotating gondola, the highest suspension bridge in Europe and a real glacier cave.
- Engelberg offers three different mountain areas in summer and winter. The vast valley and hidden gems are waiting to be discovered.
- Alpine Cheese Trail in summer: a hike with culinary stops at alpine cheese dairies awaits visitors. Family routes and accommodation on the alp are also available.



**Engelberg - Titlis**  
Tel +41 (0)41 639 77 12  
sales@engelberg.ch  
www.engelberg.ch

## 11 Andermatt.

### Alpine Road Pursuit

Surrounded by eight iconic mountain passes, Andermatt is the perfect base for trips along those flowing Alpine switchbacks. The most famous pass awaits you at the end of the valley: the Furka. In the 1964 movie "Goldfinger" none other than Sean Connery himself enjoyed the delights of chasing up and down the magical curves with breath-taking views of the Swiss Alpine landscape.



The "Tremola" road crossing the St. Gotthard pass

#### Highlights

- Birthplace of four rivers in the Gotthard region around Andermatt including the Rhine, Rhone, Ticino and Reuss.
- Andermatt was an important trade route to Italy; visitors can still ride with the original stage-coach today.
- The 18-hole par 72 championship golf course challenges golfers with its setting but rewards with scenery.
- Snow guaranteed: at 1444m and at beneficial position you can ski from November until May on 180km of slopes, making SkiArena the biggest ski resort in Central Switzerland.
- Winter activities for everyone: cross-country skiing, snow kiting, snow shoe hiking, horse-drawn carriages, long winter walks or enjoying mulled wine at the Christmas market.



**Andermatt-Urserntal Tourismus GmbH**  
Tel +41 (0)79 156 26 57  
Lars.Werner@radissonblu.com  
www.radissonhotels.com/anderstatt

## 12 Zurich.

### Europe's most natural metropolis

As a lakeside city with views of the snow-covered Alps, Zurich offers a unique mix of adventure, enjoyment, nature, and culture. Thanks to its first class infrastructure, public transport and an abundance of parks and forests, the nearest recreation area, barbecue site or hiking path is never far away. Also, art connoisseurs will find a rich variety of cultural activities that go far beyond the usual museum or art gallery visit.



Grossmünster Cathedral, Zurich

#### Highlights

- More than 2,000 years of history in a very well preserved medieval old town.
- More than 50 museums, over 100 art galleries, art in public spaces and numerous concert halls.
- Boat cruises and water activities on Lake Zurich and the River Limmat .
- The world's most spectacular chocolate fountain at the newly opened Lindt Home of Chocolate Museum.
- Exclusive wines produced both in the city and along Lake Zurich since the 18th century.
- Unlimited travel on Zurich's public transport network, entrance to museums and much more with the 24 H and 72 H Zürich Card.

**Zürich, Switzerland.**

**Zürich Tourism**  
Tel +41 (0)44 215 40 89  
uliana.shtoyko@zuerich.com  
zuerich.com/en

## 13 Ticino.

### Swiss quality, Italian lifestyle

Welcome to Switzerland's sunny south! Ticino offers a remarkable diversity of natural, historical, cultural and tourist attractions. The scenic backdrop – made up of picturesque mountains, gleaming lakes, emerald green rivers, waterfalls, charming stone-house villages, vineyards, palm trees and glaciers – are wonderfully linked to the locals and their deeply rooted traditions.



Brissago islands, Lago Maggiore

#### Highlights

- Ticino Ticket special offers on tourist attractions and free travel on public transportation across the whole region (minimum 1 hotel night).
- 3 UNESCO World Heritage sites: The three medieval castles in Bellinzona, the fossils on Mount San Giorgio and the Processions of Holy Week in Mendrisio.
- Parks & gardens: The Mediterranean climate allows the sub-tropical flora to truly flourish. There is much to discover for any discerning gardener.
- Events: under the stars Ticino features the longest open air season in the country with an array of events throughout the year.
- Grotto: a unique culinary experience a real local restaurant for regional specialities. Buon appetito!



**Ticino Tourism**  
Tel +41 (0)91 821 53 36  
trade@ticino.ch  
ticino.ch/trade



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[mystnet.com/elearning](https://mystnet.com/elearning)

## Tours through Switzerland.

### The Grand Tour of Switzerland

This road trip combines 1,000 mi / 1,600 km of pure joy, four language regions, five Alpine passes, 12 UNESCO World Heritage Sites as well as 22 lakes. Visit the best of Switzerland and its hidden gems on one single route. We recommend at least three days to enjoy parts of it and around 10 days for the whole tour.

[MySwitzerland.com/agent](https://MySwitzerland.com/agent)

### 995 reasons to discover Switzerland on the Grand Tour

- Five Alpine passes soaring above 6,500 ft/2,000 m
- Freshwater heaven: 22 lakes larger than 0.2 m<sup>2</sup>/0.5 km<sup>2</sup>
- Outstanding highlights: 12 UNESCO World Heritage Properties and two Biosphere Reserves
- Four national languages, countless dialects
- Perfect signposting: 650 official Grand Tour signs
- The world's first electric road trip: 300 charging stations

For more information:

[MySwitzerland.com/grandtour](https://MySwitzerland.com/grandtour)

### Profile of the Grand Tour

Length: 1,000 mi / 1,600 km plus starting stage  
 Highest point: Furka Pass, 8,000 ft / 2,400 m  
 Lowest point: Lake Maggiore, 630 ft / 190 m  
 Alpine passes: 5 passes over 6,500 ft / 2,000 m  
 Lakes along the route: 22 lakes bigger than 0.2 m<sup>2</sup> / 0.5 km<sup>2</sup>  
 UNESCO: 12 World Heritage Properties and two biospheres



Photo spot along the Grand Tour of Switzerland

### The Grand Train Tour of Switzerland.

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



Bernina Express, Morteratsch, Graubünden

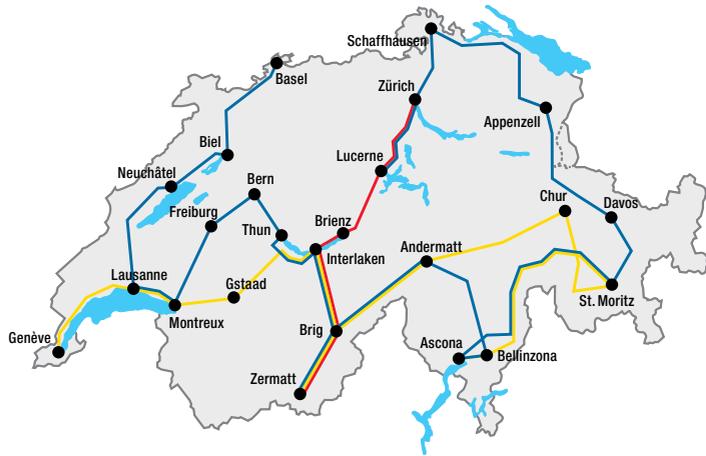
### Grand Train Tour of Switzerland App.

Your app for an unforgettable touring experience: Choose your dream route and discover all must-sees on the most beautiful railway lines of Switzerland. Playfully collect stamps and awards on the go and benefit from great offers.

### What the app offers:

- All must-sees along the Grand Train Tour of Switzerland
- Push notifications for upcoming sights
- Playful collecting and sharing of stamps and awards
- Attractive gifts and discounts with integrated digital coupons
- Personal travel overview of visited locations with the "been there" function
- Thrilling fun facts along the route

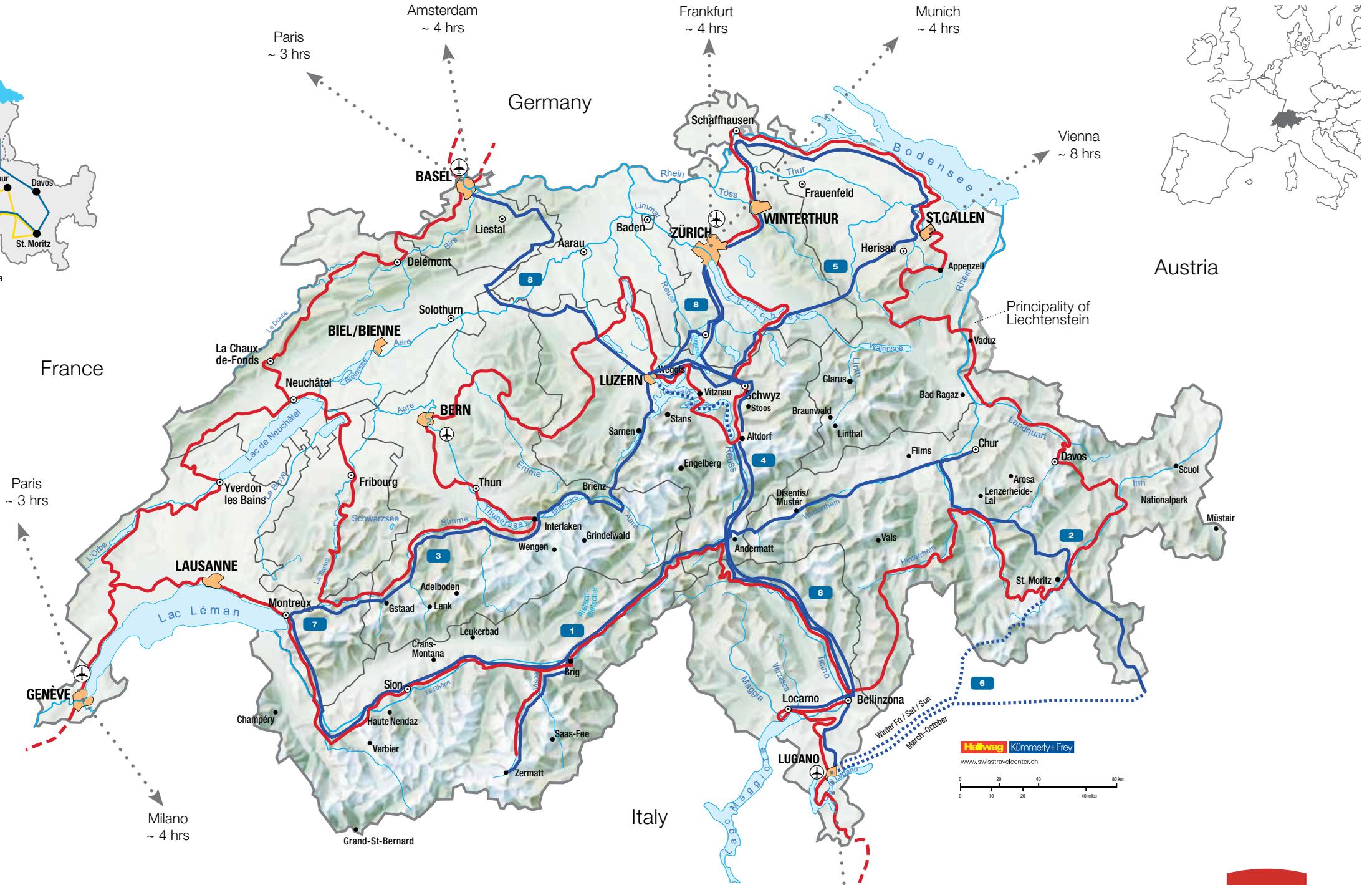
Discover Switzerland:  
Top three itineraries.



**— 3-day tour**  
From Lucerne via Interlaken to Zermatt: the journey begins at Lake Lucerne and takes you across the Jungfrau Region to the Matterhorn.

**— 5-day tour**  
From West to East: starting at Lake Geneva, the tour leads via the Jungfrau Region and the Matterhorn to St. Moritz and ends in sunny Ticino.

**— 10-day tour**  
See all the famous sites, including some secret tips: discover diverse landscapes and several cities on this comprehensive Switzerland tour.



The top Premium Panoramic Trains and scenic routes

- 1** **Glacier Express:** Zermatt–Brig–Andermatt–Disentis–Chur–St. Moritz
- 2** **Bernina Express:** Chur–St. Moritz–Bernina Pass–Tirano. The section Tirano-Lugano is by bus, operated only in summer
- 3** **GoldenPass Line:** Montreux–Zweisimmen–Interlaken
- 4** **Gotthard Panorama Express:** Lucerne–Flüelen (by boat)–St. Gotthard–Bellinzona–Locarno/Lugano
- 5** **Voralpen Express:** Lucerne–Rapperswil–St. Gallen
- 6** **Palm Express:** St. Moritz–Maloja Pass–Chiavenna–Lugano (by bus)
- 7** **Chocolate and Cheese trains:** roundtrip excursions
- 8** **Treno Gottardo:** Basel/Zurich–Locarno

**— Grand Tour of Switzerland (by car)**  
**— Grand Train Tour of Switzerland**



The Grand Tour is signposted in a clockwise direction.



## Panoramic railways.



Switzerland's panorama train routes are among the most beautiful in the world. They are part of the country's heritage and history. They pass through the most majestic mountain scenery, idyllic valleys and villages; along crystal-clear lakes and ice-blue glaciers. The privileged passengers enjoy stunning scenic splendours and superior travel comfort.

## Glacier Express – Excellence Class.

### Window to the Swiss Alps

The Glacier Express is one of the most iconic panoramic trains in Switzerland. From Zermatt and the Matterhorn, the journey leads over 291 bridges and through 91 tunnels over the Swiss Alps to St. Moritz. The English discovered St. Moritz as a winter destination back in 1864 and have adored it ever since. During the journey guests can expect magnificent landscapes as well as a delicious catering service.



### Highlights

- The Excellence Class is the Premium coach class on the Glacier Express. Your guests will be spoiled with a delicious five-course menu, a personal concierge and infotainment aboard.
- All 1st and 2nd class carriages have been refurbished with a new design and layout. Each seat now comes with a power socket and free Wi-Fi.
- The 65-metre-high Landwasser Viaduct is the most spectacular bridge construction on the Albula line between St. Moritz and Thusis. (Picture)
- The Glacier Express runs through the Rhine Gorge, also known as the "Swiss Grand Canyon", which is one of Switzerland's most impressive natural spectacles.
- Various culinary delights are freshly prepared in the on-board kitchen and served to guests in 1st, 2nd and Excellence class.



Glacier Express AG  
Tel +41 (0)81 288 65 65  
info@glacierexpress.ch  
www.glacierexpress.ch

## Bernina Express.

### From glaciers to palms

The highest crossing of the Alps on the Bernina Express is a true spectacle. The train line from Thusis – St. Moritz - Tirano has UNESCO World Heritage status. Thanks to the modern panorama coaches your guests will enjoy unrestricted views of the glittering glaciers, viaducts and palm trees. Afterwards, the Bernina Express bus takes guests from Tirano through the Valtellina vineyards to Lugano.



### Highlights

- Three glaciers can be seen along the route over the Bernina Pass at 2,253m above sea level.
- The route between Thusis - St. Moritz - Tirano is a UNESCO World Heritage Site. The Rhaetian Railway is thus only the third railway in the world to receive this label.
- During the photo stop on Alp Grüm (2,091m), your guests can enjoy the unforgettable view of the Palù glacier and over the Valposchiavo! This unique place is only accessible on foot or by train.
- Interesting information and stories will be provided via audio announcements and the infotainment system on mobile devices. Furthermore, local specialities will be served from the minibar.
- Sustainable travel - the train only runs on hydroelectric power.



Rhaetian Railway Inc.  
Tel +41 (0)81 288 65 65  
railservice@rhb.ch  
www.berninaexpress.ch

## GoldenPass.

### Unique train trips

The name of this famous train line was given by UK tourists more than 100 years ago while they enjoyed a "golden" (good) time on the trains travelling over the "passes" from Lake Geneva to the Bernese Oberland. Today the Montreux Oberland Railways (MOB) operates the GoldenPass Belle Epoque and GoldenPass Panoramic trains all year round between Montreux – Gstaad – Zweisimmen and vice versa.



### Highlights

- Unique "Orient Express style" train in Switzerland running every day.
- Connecting the French speaking Swiss Riviera with traditional villages such as Gstaad and Saanen in the German speaking region.
- All regular MOB/GoldenPass trains are fully covered by the Swiss Travel Pass and without supplement.
- Chocolate train to Gruyeres and the Maison Cailler attraction from June to August.
- Cheese train to Château-d'Oex operates seasonally from February – May and September – December.



Montreux-Oberland-Railways  
Tel +41 (0)21 989 81 51  
goldenpass@mob.ch  
www.goldenpass.ch

## Gotthard Panorama Express.

### Make travel into an experience.

The Gotthard Panorama Express is a unique combination of boat and train journeys on the route between Central Switzerland and Ticino. Coast across Lake Lucerne from Lucerne to Flüelen by boat. In Flüelen guests will change to the train and have their reserved seat in the 1st class panorama coach and obtain exciting information from our multilingual travel guides.



#### Highlights

- Past the historical sites of early Switzerland such as Rütli, the Tell Chapel, the Schiller Stone and Treib.
- Be fascinated by the story of the origin of the Gotthard Railway and enjoy the ride with its unique landscapes and diverse loop tunnels and bridges.
- Information on points of interest along the route and an audio-visual presentation on the history of the Gotthard Railway is provided.
- Windows can be opened in the panorama coach to feel the airstream and take great pictures.
- Free Wi-Fi.



**Gotthard Panorama Express**  
Tel +41 (0)79 857 26 89  
sales-gopex@sbb.ch  
sbb.ch/gotthard-panorama-express

## Voralpen-Express.

### The most attractive way of travelling between Lucerne and Eastern Switzerland

The Voralpen-Express runs hourly between Lucerne and St. Gallen. Past the largest high moorland area the train continues over the Seedamm (lake dam) of Rapperswil, through Toggenburg and over Switzerland's highest railway viaduct, the Voralpen-Express reaches St. Gallen, whose Abbey district is a UNESCO World Heritage Site.



#### Highlights

- The fantastic view of the Rigi and the Schwyzer Mythen.
- Stunning view of Lake Zurich in Rapperswil.
- Switzerland's highest railway viaduct at 99 meters height.
- Two bistro zones in each train with vending machines dispensing hot and cold drinks and a range of snacks.
- Lovingly designed family compartment on the train with illustrations of people, animals and objects focusing on the four seasons.



**Schweizerische Südostbahn AG**  
Tel +41 (0)58 580 70 70  
info@sob.ch  
www.voralpen-express.ch

## Treno Gottardo.

### The most beautiful connection between north and south.

The unhurried ride to Ticino promises impressive views of rugged mountain walls and blue lakes. Mediterranean flair becomes really noticeable towards the end with the view of palm trees and palazzi. With the revival of the Gotthard panoramic route, one of the greatest achievements in the history of railway pioneering is preserved.



#### Highlights

- Picturesque Lucerne with its numerous sights such as the Chapel Bridge or the Lion's Monument.
- Lake Lucerne with its large fleet of steamers.
- The Gotthard panoramic route with the famous church of Wassen, which can be seen from three different perspectives.
- The castles of Bellinzona, a UNESCO World Heritage Site since 2000.
- Locarno with the pulsating Piazza Grande, Lake Maggiore and the famous pilgrimage church Madonna del Sasso.



**Schweizerische Südostbahn AG**  
Tel +41 (0)58 580 70 70  
info@sob.ch  
www.trenogottardo.ch

## BLS Interlaken Lake Cruises.

### Lake Thun and Lake Brienz.

BLS Lake Cruises operates boat tours on the lakes around Interlaken and the Jungfrau Region. Each lake is frequented by various sight-seeing boats and even 114-year old historic steamboats. The boat rides are an easy to handle excursion for everyone but also a great added-value to a transfer from Interlaken to Luzern, Montreux or further destinations.



#### Highlights

- Two beautiful lakes in the central part of Switzerland and the destination Interlaken.
- Fleet of 14 boats, including two historic paddle steamers (one on each lake).
- Breath-taking mountain panorama of the Jungfrau Region.
- Lots of attractions and sights around the lakes for all age groups.
- Year-round boat cruises on Lake Thun (April to October on Lake Brienz).



**BLS Interlaken Lake Cruises**  
Tel +41 (0)58 327 48 11  
sales@bls.ch  
www.bls.ch/boat

# Mountain railways and cableways.



Switzerland with its majestic Alps is predestined for mountain excursions. There are snow covered peaks with panoramic viewpoints, thousands of hiking trails and many other alpine highlights. What's best? The journey to the top is an attraction in itself, be it onboard a cogwheel train, a cable car or the world's steepest funicular.

## Glacier 3000.

### High Level Experience.

This is the mountain excursion not to miss in the Lake Geneva Region. Right between Gstaad and Les Diablerets, ascend to 3,000m in only 15 minutes with the cable car and cross the must-see attraction: the Peak Walk by Tissot, a 107m suspended bridge, the only one in the world connecting two peaks together. From the mountain top, your guests can enjoy a breathtaking 360° view of the Matterhorn, Mont-Blanc & Jungfrau.



### Highlights

- Panoramic 15 minute cable car ride (125 pax capacity).
- Amazing experience at 3,000m: Peak Walk by Tissot suspension bridge.
- Unique hiking experience on the glacier (no equipment or guide required, secured path).
- Perfect for groups: 3 hour trip, and is located between Interlaken and Montreux.
- Easily combinable with GoldenPass line (Gstaad is the connecting station).
- 50% discount with Swiss Travel Pass or Half-fare card.



**GLACIER 3000**  
High level experience.

**Glacier 3000**  
Tel +44 7703 194216  
adrian.millan@hlgr.ch  
www.glacier3000.ch

## Gornergrat Railway.

### Meet the Matterhorn.

Did you know that the BBC thriller "The Night Manager" was filmed on the Gornergrat? Give your guests the opportunity to enjoy the same spectacular view from the viewing platform at 3,100m above sea level. From here, you have the same view as Edward Whymper who climbed the Matterhorn for the first time some 150 years ago. Become at one with nature during a short hike around the peak, get the best pictures from the terrace of the restaurant.



### Highlights

- Best view of the Matterhorn.
- 360° view of 29 peaks higher than 4,000m above sea level.
- Travel time - approx. 30 minutes and operational year round.
- Special offers such as Gourmet ticket, peak to peak pass, hiking pass.
- 50% reduction for Swiss Travel Pass holders.
- New: "Zoom the Matterhorn" - opens spring 2021.



**Gornergrat Bahn**  
Tel +41 (0)84 864 24 42  
railcenter@mgbahn.ch  
www.gornergratbahn.ch

## Mount Rigi Railways.

### The "Queen of the Mountains".

The summit of Mount Rigi offers breathtaking 360° views all year round. The cogwheel railways from Goldau and Vitznau (Europe's oldest mountain railway dating back to 1871) and the aerial cableway from Weggis allow visitors to come and go in a variety of ways for exciting round trips that can be combined with a boat journey on Lake Lucerne. Climb aboard, take a seat, and enjoy the ride!



### Highlights

- Views for miles: one-of-a-kind panoramas of the Swiss Alps from multiple exciting vantage points.
- Nature: boasting an extraordinary vantage point, take in the pristine environment and unique natural surroundings that the Queen of the Mountains has to offer.
- Hiking: with miles of easily-accessible, marked hiking trails, there is something for every age and ability level.
- Relaxation: come up and pamper yourself at the beautiful Rigi Kaltbad Mineral Bath & Spa designed by Mario Botta.
- History: Mount Rigi railways possesses an impressive array of vintage rolling stock that railway enthusiasts won't want to miss including elegant saloon carriages and historical steam engines.



**Mount Rigi Guest Services**  
Tel +41 (0)41 399 87 87  
welcome@rigi.ch  
rigi.ch

## Mount Pilatus.

### Magic moments at 7,000 ft.

The world's steepest cogwheel railway runs from lakeside Alpnachstad to 'Dragon Mountain' as Mount Pilatus is known, as well as being a favourite of Queen Victoria. She was brought to the 2,000m (7,000ft) high mountain in 1868 and was so fascinated by the breathtaking view over the Swiss Alps and Lake Lucerne that she stayed in the Hotel Bellevue at the summit for several nights.



#### Highlights

- Hiking paradise – from easy hikes on the summit to more challenging hikes from Alpnachstad or Kriens to Dragon Mountain.
- Winter hiking and sledging – between the cable car stations Fräkmüntegg and Krienseregg, with equipment rental at the middle station Krienseregg.
- Restaurants with local specialties – enjoy one of the local meals in the Queen Victoria restaurant.
- Historic Hotel Pilatus Kulm and Mountain Hotel Bellevue – unforgettable overnights in pristine nature.
- Golden Round Trip – a round trip from Lucerne to Pilatus and back; firstly by bus to Kriens, then by cable car to Pilatus. Then for the return, via the world's steepest cogwheel railway to Alpnachstad and finally by boat back to Lucerne (discount with Swiss Travel Pass).



**Pilatus Railway**  
Tel +41 (0)41 329 11 11  
info@pilatus.ch  
www.pilatus.ch

## Jungfrauoch.

### Top of Europe.

The world-famous Jungfrauoch offers a variety of experiences amid majestic glaciers and imposing mountain peaks. When your guests reach the summit, they'll feel the refreshing mountain air brushing against their face and they'll be overwhelmed by the spectacular high Alpine panorama. Wander through the ice palace, visit the Sphinx viewing platform, experience the thrill of ice and snow or treat yourself to a delicious meal or snack.



#### Highlights

- Top of Europe – The highest Railway station in Europe – 3,454m above sea level.
- Ice Palace and Ice Sculptures included, no extra charge.
- Eiger, Mönch and Jungfrau mountains.
- Sphinx viewing platform – unique views to the Aletsch Glacier.
- Panoramic view of the Aletsch Glacier.
- Eiger Express – as of 5 December 2020.



**Jungfrau Railways**  
Tel +41 (0)33 828 72 33  
sales@jungfrau.ch  
https://www.jungfrau.ch/en-gb

## Brien Rothorn Railway.

### Realise your dreams.

Pure nostalgia: Since 1892 the Brien Rothorn Railway has been steaming its way up to the Rothorn from Brien – a genuinely intact Swiss cultural asset. Within one hour, the steam cog railway passes through eight tunnels and ranks as an absolute must for railway enthusiasts. In 2018 an historic steam locomotive even made its way to Mount Snowdon railway, Llanberis, to visit her sister - both built by the same factory - after 126 years!



#### Highlights

- Spectacular one-hour ride with steam locomotives, daily from June to October.
- Unique panoramic view over 693 mountain peaks.
- Rothorn Kulm mountain restaurant with panoramic terrace.
- Packages and evening rides.
- Numerous hiking trails rich in variety.
- 50% discount with the Swiss Travel Pass.



**Brien Rothorn Bahn**  
Tel +41 (0)33 952 22 22  
info@brb.ch  
www.brien-rothorn-bahn.ch

## Schilthorn Cableway.

### Unique panoramic views and 007.

Visitors to the Schilthorn at 2,970m will be thrilled by a unique view of Eiger, Mönch and Jungfrau as well as 200 other mountain peaks. The best way to enjoy the view is in the 360° revolving restaurant Piz Gloria, which was the main film location for the 007 movie "On Her Majesty's Secret Service". In the interactive Bond World attraction, visitors can follow the footsteps of James Bond.



#### Highlights

- Daily James Bond brunch in the Piz Gloria Restaurant.
- Piz Gloria viewing platform with a panorama of over 200 mountain peaks and three countries.
- View points - Thrill Walk and Skyline View at Birg station.
- The charming and car-free resort of Mürren.
- Numerous hiking options around Allmendhubel in summer.
- Skiing in the Bernese Oberland's highest altitude ski resort.



**Schilthorn Cableway Ltd.**  
Tel +41 (0)33 826 0 007  
info@schilthorn.ch  
www.schilthorn.ch

# Swiss hospitality.



VICTORA-JUNGFRAU Grand Hotel & Spa, Interlaken

Renowned for their fine hospitality, the Swiss have been looking after guests for centuries and know how to cater to every taste. You'll find hotels recommended by Switzerland Tourism in different star categories in each of the following hotel groups.

Find the perfect hotels for your clients on pages 37-46 and [MySwitzerland.com/besthotels](http://MySwitzerland.com/besthotels)

## Snow Sports Hotels

These accommodation options are heaven for winter sports enthusiasts – the perfect place to relax after an action-packed day on the slopes, have your equipment serviced and be the first one back on the mountain the next day.

## Swiss Bike Hotels

Whether you prefer road cycling, mountain biking or leisure riding, most hosts are themselves cycling enthusiasts and offer top-notch service.

## Design & Lifestyle Hotels

Every Design & Lifestyle Hotel is unique: all the hotels focus on the aesthetics, interior design and service quality.

## Typically Swiss Hotels

From chic modern hideaways in city centres to historic palace hotels on lakeshores. Each hotel offers an experience that is typically Swiss.

## Spa & Vitality Hotels

Whether you are looking for a sensuous spa, mystic bathing temple or medicinal herb garden, Switzerland's Spa & Vitality Hotels offer a bit of heaven on earth.

## Swiss Deluxe Hotels

Timeless elegance, a natural grandeur and state-of-the-art comfort in a luxurious setting: the Swiss Deluxe Hotels have always formed the pinnacle of the hotel industry.

## Swiss Historic Hotels

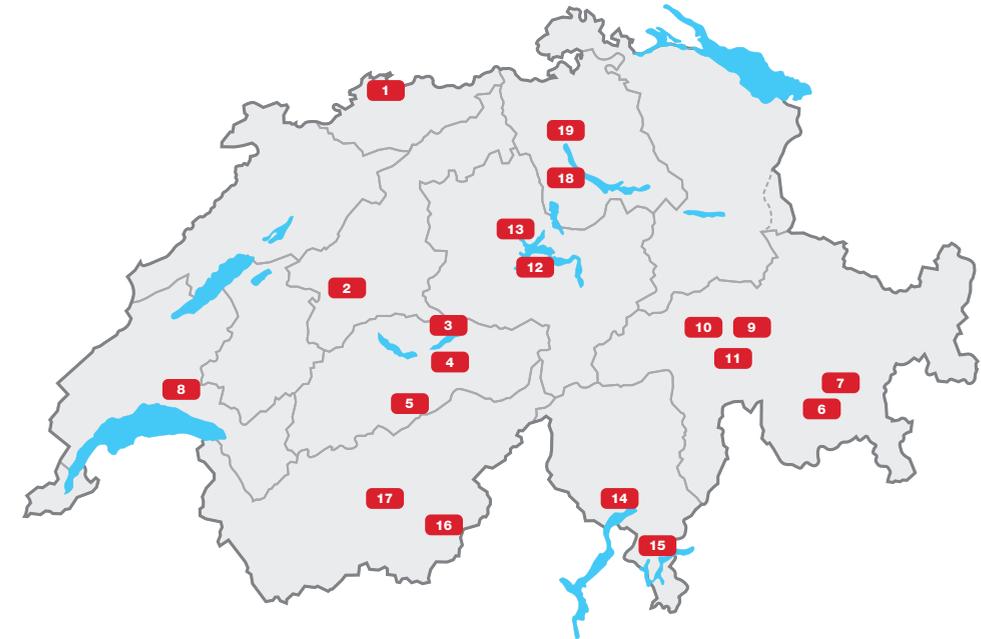
Immerse yourself in history and the ambiance of times gone by – in a late baroque guesthouse or a Grand Hotel from the Belle Époque.

## Swiss Family Hotels

From campsites and youth hostels to chalets and five-star hotels – all are geared towards families' needs. Children can be children here, and parents can find time for themselves for a change.

# 19 Hotels for you.

We proudly present a selection of 19 hotels throughout Switzerland.



## 1 Gaia Hotel \*\*\*\* Basel, Basel Region

Everything in one place: a consistent approach to sustainability with the comfort of a top hotel – modern, biodynamic and natural. The Gaia hotel has been owned by the Geyer family since 1929. Their focus is on the wellbeing and happiness of their guests and their team as well as on environmentally friendly practices. Their motto is “Come as a guest, leave as a friend!”

### Noteworthy

Sustainable - family-run - fully organic - that's the GAIA Hotel right next to Basel's main railway station. Enjoy the comfort of a four-star city hotel and the warm hospitality of our family business. And all this exclusively with organic and regional products!



### Spa & Vitality

welcome@gaiahotel.ch  
Tel +41 (0)61 225 13 13  
www.gaiahotel.ch

## 2 Bellevue Palace \*\*\*\*\* Bern, Bern Region

Bellevue Palace, the Swiss Confederation's official state guesthouse, located in the Old Town offers breath-taking Alpine views. It remains loyal to its hotel traditions by offering the highest quality of service and accommodation. The hotel offers more than accommodation. 150 years of Swiss history and a setting for John Le Carré's spy novels makes your stay in the only Grand Hotel of the city an unforgettable unique Swiss experience.

### Noteworthy

This is the official guesthouse of the Swiss Confederation. Winston Churchill and many other celebrities have stayed at the Bellevue Palace, including Queen Elizabeth in 1980. Berne is easy reachable - located 1 hour from Lake Geneva, 1 hour from Lucerne, 1 hour from Zurich and only 40 minutes from Interlaken.



**Swiss Deluxe Hotels**  
info@bellevue-palace.ch  
Tel +41 (0)31 320 45 45  
www.bellevue-palace.ch



## 3 Grandhotel Giessbach \*\*\*\* Brienz, Berner Oberland

This enchanting hotel residence in the typical Belle Epoque style stands high above Lake Brienz far away from everyday hustle. Surrounded by mountains, forests and alpine meadows, this fairy-tale-castle boasts a breath-taking view of the unspoiled landscapes of Lake Brienz. The oldest funicular railway in Europe takes you from the boat landing to an oasis of tranquillity and romance.

### Noteworthy

With the unique Giessbach Nostalgia Pass, every guest that has booked directly can enjoy unlimited and free boat trips on the entire Lake of Brienz. As well as unlimited and free afternoon trips on the Brienz Rothorn and admission to the Open-Air Museum Ballenberg.



**Typically Swiss Hotels**  
**Inspiring Meeting Hotel**  
grandhotel@giessbach.ch  
Tel +41 (0)33 952 25 25  
www.giessbach.ch



## 4 Derby Swiss Quality Hotel \*\*\* Grindelwald, Berner Oberland

The chalet-style Derby Hotel welcomes its guests almost at the platform when arriving in Grindelwald. The world-famous Jungfrau railway departs directly in front of the door. The hotel offers stylish rooms, family hospitality and traditional Swiss cuisine. Enjoy the fresh mountain air with a glass of excellent wine on the rooftop terrace.

### Noteworthy

The fastest way to the Jungfrauoch starts with staying at the Hotel Derby Grindelwald. It has the best location within Grindelwald with connections to Kleine Scheidegg and is located only 10 minutes from the First gondola.



**Typically Swiss Hotels**  
info@derby-grindelwald.ch  
Tel +41 (0)33 854 54 61  
www.derby-grindelwald.ch

## 5 Belle Epoque Hotel Victoria \*\*\* Kandersteg, Berner Oberland

Different kinds of rooms, excellent culinary treats in the restaurant awarded 13 Gault Millau points and a wide range of leisure activities in the Bernese Alps rounds off a cozy stay at the Belle Epoque Hotel Victoria. The hotel is located in a large park in the centre of Kandersteg. The friendly and familiar atmosphere combined with the best of Swiss hotel tradition make it the ideal place to relax and feel good.

### Noteworthy

The Belle Epoque Hotel Victoria is a residence from a different era with over two centuries of hotel tradition in Art Nouveau and Victorian style. The Restaurant Ritter with 13 Gault Millau points provides guests with culinary delights.



**Inspiring Meeting Hotels**  
info@hotel-victoria.ch  
Tel +41 (0)33 675 80 00  
www.hotel-victoria.ch

## 6 Hotel Waldhaus \*\*\*\*\* Sils, Graubünden

As you cross the threshold to this legendary hotel, you are following in the footsteps of many guests for whom the Waldhaus and its surroundings have always meant pleasure and tranquility. Art and pleasure combined in one: this fabulous address impresses with its prestigious salons, superb location and views of the Upper Engadin. The family run hotel is also known for its cultural and culinary activities program.

### Noteworthy

Since 1908, the hotel has been owned by five generations of the same family. A ski safari from Sils to St. Moritz makes for an adventurous winter activity. The hotel is surrounded by forest and the unique landscape make the stay a pure nature experience.



**Swiss Historic Hotels**  
mail@waldhaus-sils.ch  
Tel +41 (0)81 838 51 00  
www.waldhaus-sils.ch

## 7 Carlton Hotel St. Moritz \*\*\*\*\* St. Moritz, Graubünden

This boutique hotel emphasizes its superiority with effortless and newly defined luxury. This gem with its invigorating 13,000 ft<sup>2</sup> / 1,200 m<sup>2</sup> Carlton spa and award winning gourmet restaurants offer views over the lake and the Engadin mountains. For generations, the hotel has been offering guests from all over the world privacy and exclusive comfort during their stay in St. Moritz.

### Noteworthy

With a personal outdoor butler, a stay at the Carlton Hotel St. Moritz can be experienced in a new way. If you want to experience something out of the ordinary - your outdoor butler will take you wherever you want to go.



**Swiss Deluxe Hotels**  
info@carlton-stmoritz.ch  
Tel +41 (0)81 836 70 00  
www.carlton-stmoritz.ch

## 8 Le Mirador Resort & Spa \*\*\*\*\* Le Mont Pèlerin, Lake Geneva Region

Nestled in the UNESCO Lavaux region, the 5-star hotel Le Mirador Resort & Spa offers one of the most spectacular panoramic views over the magical Lake Geneva and the Swiss Alps. With its blend of 66 classic and modern rooms and suites with private balconies, the Givenchy Spa, Seven Heaven Hotel Health Club, and a state-of-the-art health centre, in this boutique resort wellbeing is priority.

### Noteworthy

One of the most beautiful views of Lake Geneva, in the heart of the Lavaux region classified as a UNESCO World Heritage Site. Access to the Spa Givenchy as well as an upgrade to the Junior Suite Prestige can be offered, subject to availability.



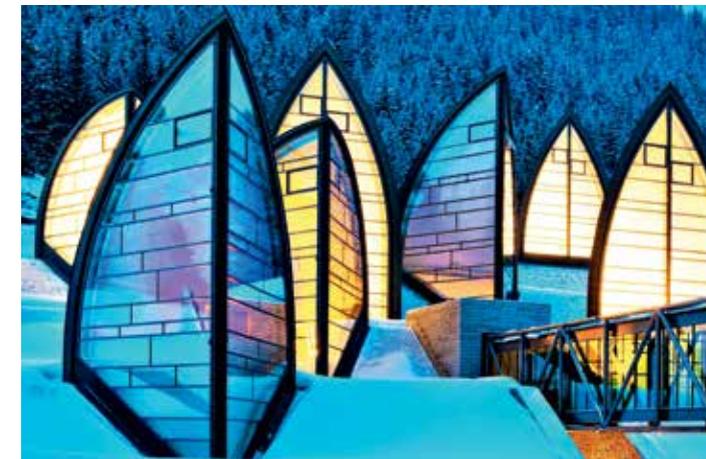
**Spa & Vitality**  
**Swiss Deluxe Hotels**  
reservations@mirador.ch  
Tel +41 (0)21 925 11 11  
www.mirador.ch

## 9 Tschuggen Grand Hotel \*\*\*\*\* Arosa, Graubünden

The Tschuggen Grand Hotel provides uncomplicated hospitality, award-winning cuisine, superlative spa, wellness facilities, breath-taking views and the luxury of a private mountain railway. The hotel's restaurants take care of guests' culinary well-being, and the Tschuggen Express brings them directly to the ski slopes or hiking trails.

### Noteworthy

The hotel's own mountain railway, called the Tschuggen Express, provides direct access to the ski area and makes the Tschuggen Grand Hotel the epitome of a ski-in, ski-out hotel.



**Spa & Vitality**  
**Swiss Deluxe Hotels**  
reservations@tschuggen.ch  
Tel +41 (0)81 378 99 99  
www.tschuggen.ch

## 10 Valsana Hotel Arosa \*\*\*\* Arosa, Graubünden

The Valsana Hotel Arosa lies in the heart of Arosa, in the midst of the Grisons mountains surrounded by nature. The hotel attracts attention with its ultra-modern architecture in stone and wood – a combination of modern elements with retro chic. It offers 40 rooms and 9 apartments with hotel service. Regional cuisine can be enjoyed in the restaurant Twist and the spa invites you to linger.

### Noteworthy

Valsana Hotel Arosa promises CO2-neutrality during your whole stay from check-in to check-out, which differentiates them from other hotels in the region.

## VALSANA

Design & Lifestyle Hotels

Swiss Bike Hotels

info@valsana.ch

Tel +41 (0)81 378 63 63

www.valsana.ch



## 11 rocksresort Laax, Graubünden

This Premium Swiss family Hotel offers stylish and modern apartments of different categories for your stay in Laax. The rocksresort Design Hotel in Laax located in Graubünden reinterprets Alpine lifestyle and celebrates it with a passion. The modern apartments offer a living quality of the highest level – restaurants and shops are in the immediate vicinity.

### Noteworthy

The rocksresort Design Hotel is a sustainable ski in, ski out hotel during winter season. Family friendly and active-focussed in summer with the much loved "Summer Family Deal" as the main offer.

 **rocksresort**

Swiss Family Hotels & Lodgings

reservation@rocksresort.com

Tel +41 (0)81 927 97 97

www.rocksresort.com



## 12 Hotel Villa Honegg \*\*\*\*\* Ennetbürgen, Lake Lucerne Region

An historic villa with breathtaking views delivers both vistas and inspiration at 914 metres above sea level. Book an entire floor or the villa itself for exclusive meetings and events or relax in the spa overlooking the lake and mountains. In this boutique hotel in the heart of Switzerland you can find relaxation and privacy in a unique setting.

### Noteworthy

The Villa Honegg is a stunning 5-star superior boutique hotel high above Lake Lucerne. Booking the villa exclusive makes your meeting, event or wedding to a very special occasion. Get inspired by the pure nature combined with an excellent service where no wishes remain open.



Inspiring Meeting Hotels

info@villa-honegg.ch

Tel +41 (0)41 618 32 00

www.villa-honegg.ch

## 13 Hotel Schweizerhof Luzern \*\*\*\*\* Lucerne, Lake Lucerne

The Hotel Schweizerhof Luzern, located on the lake promenade, tells many stories in its 101 award-winning rooms about well-known hotel guests - from Winston Churchill to B. B. King. The Schweizerhof is family owned since 1861 and stands out with its traditional hospitality. It offers outstanding service in its restaurants Galerie and Pavillon, the wellness area and the stunning banquet rooms.

### Noteworthy

The Hotel Schweizerhof Luzern is characterised by a unique, historical atmosphere and architecture. The hotel was opened in 1845 and has been a family business since 1861. It is the starting point for various festivals in the city of lights, such as Blue Balls, Lucerne Festival and The Retro Festival.



Design & Lifestyle Hotels

info@schweizerhof-luzern.ch

Tel +41 (0)41 410 04 10

www.schweizerhof-luzern.ch

## 14 Hotel Eden Roc Ascona \*\*\*\*\* Ascona, Ticino

Located directly on Lake Maggiore, the Hotel Eden Roc offers wellness, acclaimed gourmet cuisine and stylishly furnished designer rooms. A private beach and the Kneipp path laid out with stones sourced from the local river will ensure complete relaxation. The hotel's warm hospitality together with the unique surrounding create an unforgettable experience of la dolce vita.

### Noteworthy

The Hotel Eden Roc Ascona is characterised by its location directly by the lake its own marina with Riva motorboats for guests to explore the stunning Lake Maggiore.



**Spa & Vitality**  
**Swiss Deluxe Hotels**  
info@edenroc.ch  
Tel +41 (0)91 785 71 71  
www.edenroc.ch

## 15 International au Lac Historic Lakeside Hotel \*\*\* Lugano, Ticino

Steeped in tradition, the International au Lac hotel has been in family hands since 1906 and is within walking distance from the railway station. One can stay in one of their elegantly furnished, air-conditioned rooms and relax at the swimming pool in the lush green garden. Parking is a great plus.

### Noteworthy

The only hotel located in the centre of the old town of Lugano, directly on the stunning lake promenade with a beautiful garden and swimming pool.



**Typically Swiss Hotels**  
info@hotel-international.ch  
Tel +41 (0)91 922 75 41  
www.hotel-international.ch

## 16 Walliserhof Grand-Hotel & Spa \*\*\*\*\* Saas Fee, Valais

In the midst of 18 four-thousand-metre peaks, the Walliserhof Grand Hotel & Spa invites to "forget everyday life"! The 74 rooms and suites, many of them with glacier view, are equipped to the highest standards. Slow food style is the culinary choice. The focus is on regional and seasonal products that are carefully prepared in a traditional way. The largest SPA (2100 m2) in Saas-Fee leaves nothing to be desired.

### Noteworthy

In Saas-Fee there is a snow guarantee in winter. In summer you can go hiking and biking as well as enjoying culinary highlights at the hotel which is a member of Relais & Châteaux.



**Spa & Vitality**  
**Snow Sports Hotels**  
info@walliserhof-saasfee.ch  
Tel +41 (0)27 958 19 00  
www.walliserhof-saasfee.ch

## 17 Hotel Bella Tola \*\*\*\* St-Luc, Valais

Built on the foundations of a Roman villa, this Grand hotel with its 30 rooms faithfully furnished with historical furniture reflects the lifestyle of the late 19th century. Nestled in the very heart of Valais, in St-Luc, this historic hotel subtly melds old-world furniture with warm alpine decor. The sequence of Victorian-era rooms alone offers a dream-like setting for evening meals.

### Noteworthy

Thanks to the hotel's atmosphere, its soul, the welcome, the original decoration, a regular customer once said: "This is not a hotel". This statement reflects the originality of the property. One stays in a hotel that is not really a hotel because it offers a very special experience.



**Swiss Historic Hotels**  
**Swiss Bike Hotels**  
bellatola@bluewin.ch  
Tel +41 (0)27 475 14 44  
www.bellatola.ch

**18 Alex Lake Zurich** ★★★★★ Thalwil, Zurich Region

Hotel Alex is situated in an excellent location, on the western shore of Lake Zurich, making it ideal for both business and leisure. The property has 42 modern studio suites and two penthouses, all with glorious lake views, lounge and dining space and kitchens, perfect for both short and extended stays. Opened in 2019, this hotel is one of the most stylish and elegant in Zurich.

**Noteworthy**

The Hotel Alex is the only 5-star hotel located directly on the shore of Lake Zurich with access to the water from its garden and its own private boat to explore the area.



**ALEX**  
Lake Zürich

**Design & Lifestyle Hotels**

info@alexlakezurich.com  
Tel +41 44 552 99 99  
www.alexlakezurich.com

**19 Storchen Zürich** ★★★★★ Zurich, Zurich Region

The Storchen is located in the romantic heart of Zurich, in the centre of the old city, directly on the Limmat river and only a few steps away from many sights such as the busy Bahnhofstrasse or the Opera. Inside the Storchen, modern hotel culture and centuries-old local tradition are combined with relaxed and cultivated savoir-vivre. Here you can enjoy a magical piece of Zurich with all your senses.

**Noteworthy**

The Hotel Storchen has a brand-new rooftop terrace overlooking the beautiful old town of Zurich and the Limmat river.



STORCHEN  
ZÜRICH

**Typically Swiss Hotels**

info@storchen.ch  
Tel +41 (0)44 227 27 27  
www.storchen.ch

# Incoming operators.

Please note that Switzerland Tourism as a company rarely cooperates with Incoming agencies in Switzerland. The companies below are suggestions, not recommendations from our side.



**Switzerland Travel Centre.**

STC is an Incoming Operator (DMC) specialised in Switzerland. Their team in London assist tour operators with selling Swiss tourism products. Switzerland Travel Centre are able to help you with everything from a single hotel booking, as group trips by train for several days.

**Best of Switzerland Tours.**

Leading sightseeing operator with a wide selection of city tours, half day tours and full day mountain excursions in the German speaking part of Switzerland.



**Mammut Alpine School.**

The Mammut Alpine School offers safely guided mountain trips in the Swiss Alps. Enjoy glacier trekkings, 4000 m experiences or skiing and snowshoeing the fresh snow.



**Travelwell LLC.**

Explore Switzerland apart of the beaten paths, away from the major tourist streams! From touch down at the airport till take off for your flight home, all essential parts for an unique memory are included in our vacation package.



**Bucher Travel.**

Bucher Travel Inc., founded in 1865, is the leading agency in Switzerland in providing Incoming Services, Bus & Limousine Service, Incentives & Conventions.



**MANU Touristik.**

The company offers 7 and 14 days holiday packages in 8 famous Swiss mountain regions. All guests benefit of included train tickets, cable cars and public transportation.



**USP Touristik.**

An Incoming-Agency, specialised in arranging group tours in Switzerland. We create travel programs by coach, rail, boat and cultural/theme or adventures journeys.



**Eurotrek.**

Offers self-guided biking, cycling and hiking trips. They supply transfers, rental bicycles and luggage transfers all over Switzerland.



**Railtour.**

The leading rail tour operator for Switzerland and Europe. Whether packaged or tailor-made tours, we offer a wide selection of travel services within Switzerland & Europe for FIT travellers and small groups.



# At your service for all meeting, incentive, conference, and wedding requests.

We offer the following assistance in the planning of any type of event with no obligation or costs on your part:

- Research of appropriate destinations and venues
- Unbiased advice and recommendations
- Assistance with site inspections
- Access to online picture and video library
- Introduction to local suppliers
- Case-by-case support

Plan your next event in Switzerland and be assured that your attendees will fall in love with our country thanks to its efficiency, variety in cultures, languages and gastronomy as well as its state-of-the-art facilities. We are looking forward to hearing from you!



Switzerland Convention & Incentive Bureau. 

**Contact us**  
 scib.uk@switzerland.com  
 Tel +44 20 7845 7686  
 MySwitzerland.com/meetings

# Your contacts.

Switzerland Tourism is the National Tourist Office of Switzerland with representations in 33 offices in 22 markets around the world. We promote Switzerland as a travel, vacation and convention destination and are happy to assist in the planning of any type of holiday:

- Introduction to local destinations and suppliers
- Support with adaptation of and/or creation of new Swiss product
- FamTrips, webinars and trainings for you and your colleagues
- Access to online picture and video library
- Tailormade support

Send your customers on a holiday in Switzerland and they will fall in love, thanks to its efficiency, variety in cultures, languages and gastronomy as well as its top notch hotels and unforgettable natural wonders.



**Contact us**  
 Trade.uk@switzerland.com  
 Tel +44 20 7845 7689  
 MySwitzerland.com/trade-uk

# Partners.

MySwitzerland.com/strategicpartners

## Strategic premium partners

**Swiss Travel System.**    
 Switzerland by train, bus and boat The airline of Switzerland  
 mystsnet.com swiss.com

## Strategic partners

   
 Switzerland Cheese Marketing #MyVictorinox  
 cheesesfromswitzerland.com victorinox.com

## Official partners

 bmc-switzerland.com	 kambly.ch	 mammut.com	 odlo.com
 swiss-ski-school.ch	 swissrent.com	 swisswine.ch	 rhb.ch

# Information and advice.

We're happy to help you with your questions or to provide you with the right partner or incoming agency contact.



## Social Media.

**Share your love for Switzerland**  
 #INLOVEWITHSWITZERLAND  
 #IneedSwitzerland  
 Facebook: [facebook.com/MySwitzerlandUK](https://facebook.com/MySwitzerlandUK)  
 Instagram: [instagram.com/MySwitzerland](https://instagram.com/MySwitzerland)  
 Pinterest: [pinterest.com/MySwitzerland](https://pinterest.com/MySwitzerland)  
 Twitter: [MySwitzerland\\_e](https://twitter.com/MySwitzerland_e)

**We need a  
change of  
scenery.**



**We need  
Switzerland.**



**Switzerland.**