

Plan now - travel later.

Dear travel industry partners, dear friends of Switzerland,

There is a scent of spring in the air which not only heralds the prospect of more outdoor time but also sparks hope for a time when we can dust off our passports.

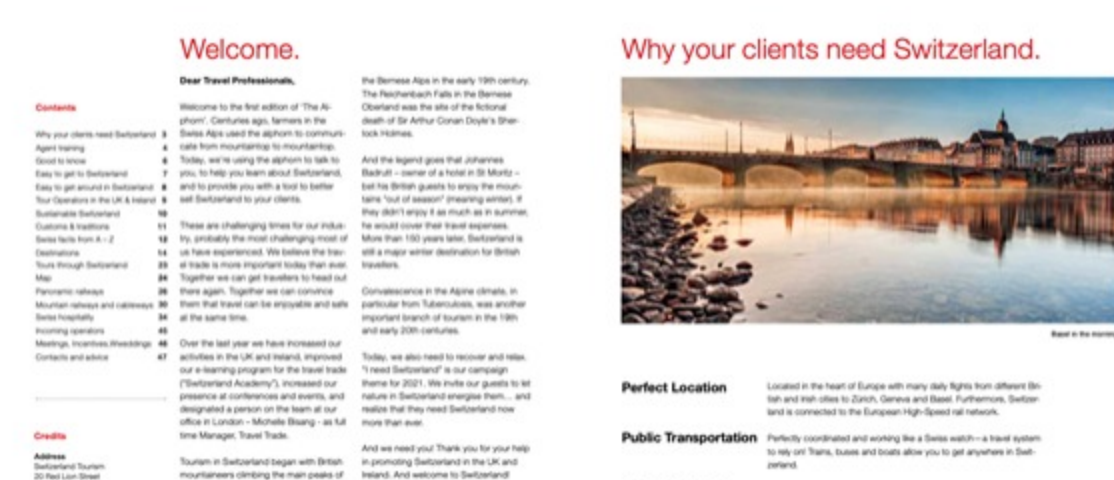
The last months that have brought solitude and contemplation for many, might also have made people think about their expectations for future holidays.

We are happy to present the first edition of "The Alphorn", our sales companion for the British and Irish Travel Trade in 2021. Have a look and let us know what you think, any feedback is very welcome.

Sending you our best wishes,
Michelle and Justine

Your Trade Team
Switzerland Tourism UK & Ireland

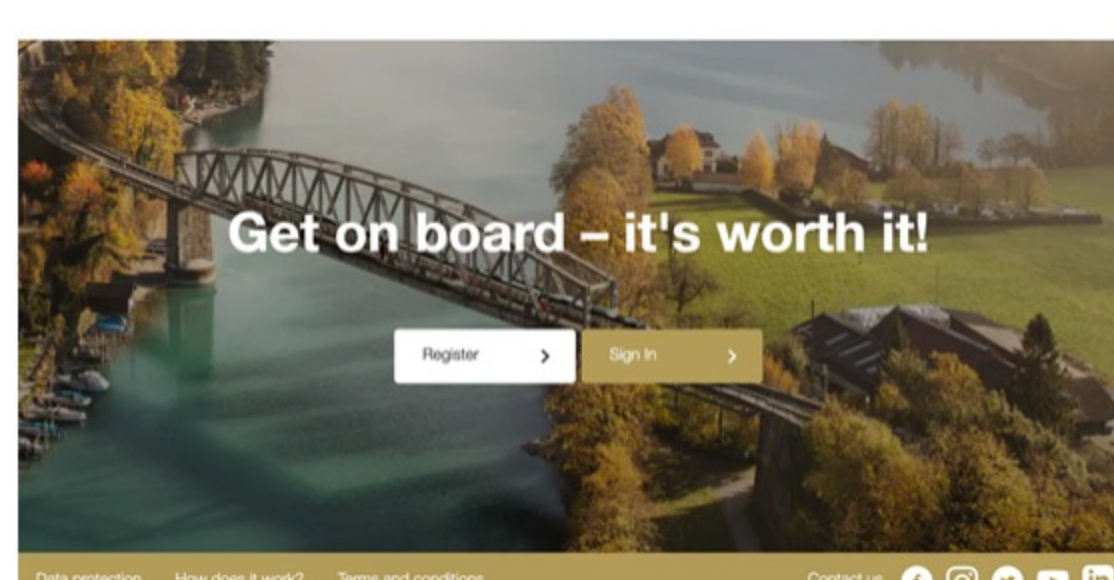
2021 Highlights.



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 more about Switzerland, and to provide you with a tool to better sell Switzerland to your clients.

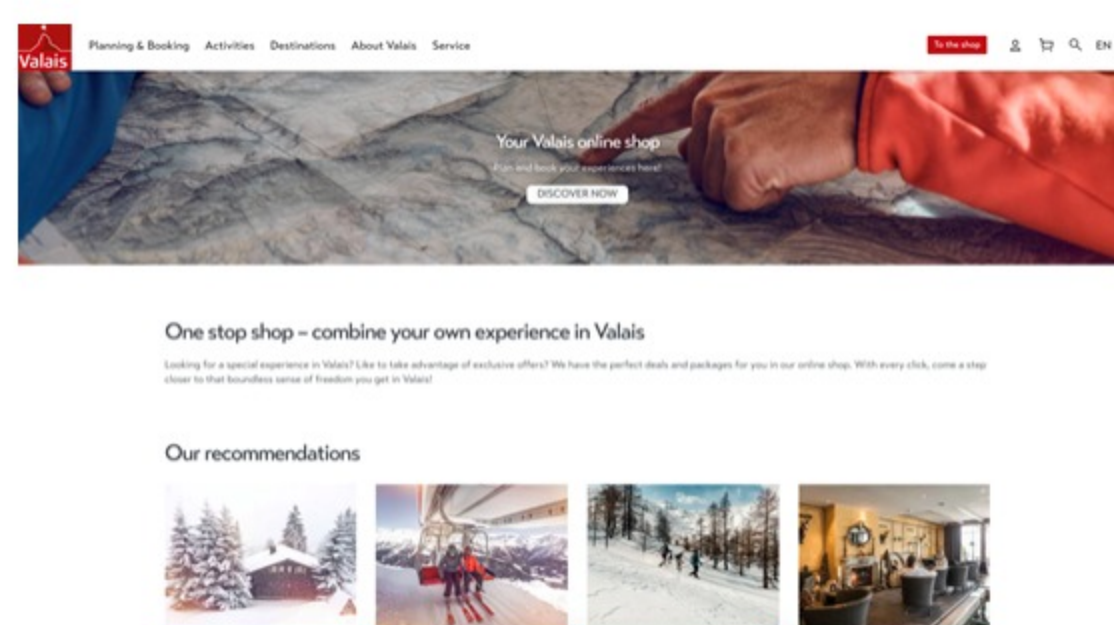
[Switzerland sales guide.](#)



STS Travel Academy.

Follow Heidi and Peter to their Swiss journey and expand your professional knowledge of Switzerland with the new STS E-learning programme. Get on board and become a qualified Swiss Travel System Expert!

[Let's learn.](#)



Valais new B2B booking platform.

Discover the new e-shop of the destination Valais. Package deals, accomodation, ski passes, excursions, equipment rental: this new e-shop assembles a number of exclusive offers on one single platform.

[Discover the shop.](#)



The William Tell Trail.

The new long-distance path, the William Tell Trail, winds its way across the scenic Lucerne-Lake Lucerne region – from Altdorf up to the Brienzler Rothorn. In eight stages, the trail passes by glittering mountain lakes, through historic villages and world-renowned towns, and takes in the "Big 5" mountains of central Switzerland: Rigi, Pilatus, Stanserhorn, Titlis and Brienzler Rothorn.

[Hiking paradise.](#)



ZOOM the Matterhorn.

A new multimedia experience is being created on the Gornergrat, around the Matterhorn and its unique panoramic views of the surrounding 29 four-thousand-metre peaks. From 1st Jof June, immerse yourself in every dimension of this mountain wonder.

[Let's zoom!](#)



Covid Regulations.

Check out our Trade Corner for the latest updates on the regulations within Switzerland and our Clean and Safe Label, for tourism businesses to showcase their measures to guarantee highest standards for everyone to safely enjoy Switzerland.

[Find the latest regulations.](#)



Become a Swiss Expert.

Would you like to know more about Switzerland but are not sure where to start? Sign up for our Switzerland Travel Academy and begin with your online education on Switzerland today! Become a Switzerland Travel Expert and dazzle your clients with your indept knowledge about everyting Swiss.

[Sign up now.](#)



SWISS.

SWISS is currently offering flights from the UK to Zurich and we'll fly again to Geneva come April. Given the uncertainty, the airline extends its free rebooking offer and the Coronavirus Info Hub informs about the latest safety requirements and travel regulations. Wearing a mask on board is mandatory.

[Latest updates.](#)



Swiss Travel System.

Currently, touristic railway lines such as premium panoramic trains, mountain railways and boats are operating on a reduced schedule. On-board catering is not allowed at the moment. Face masks are mandatory in public transport. The requirement to wear a face mask also applies to persons on platforms and in other waiting areas for rail, tram and bus services of public transport, for both indoor and outdoor spaces.

[Latest updates.](#)



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Our Premium Partners

