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Travel hassle free!

Dear travel industry partners,

Travel is finally possible again without the need for testing! Travellers who have been vaccinated are no longer required to present a negative PCR or rapid antigen test before entering Switzerland.

From 11 February, fully vaccinated travellers arriving in England will no longer need to take a COVID-19 test after arriving.

In this edition of our Trade Newsletter, we are pleased to share the brand new edition of *the Alphorn*, our sales guide for travel professionals in the UK & Ireland, with you as well as an outlook on our events and FAM Trips planned for this year.

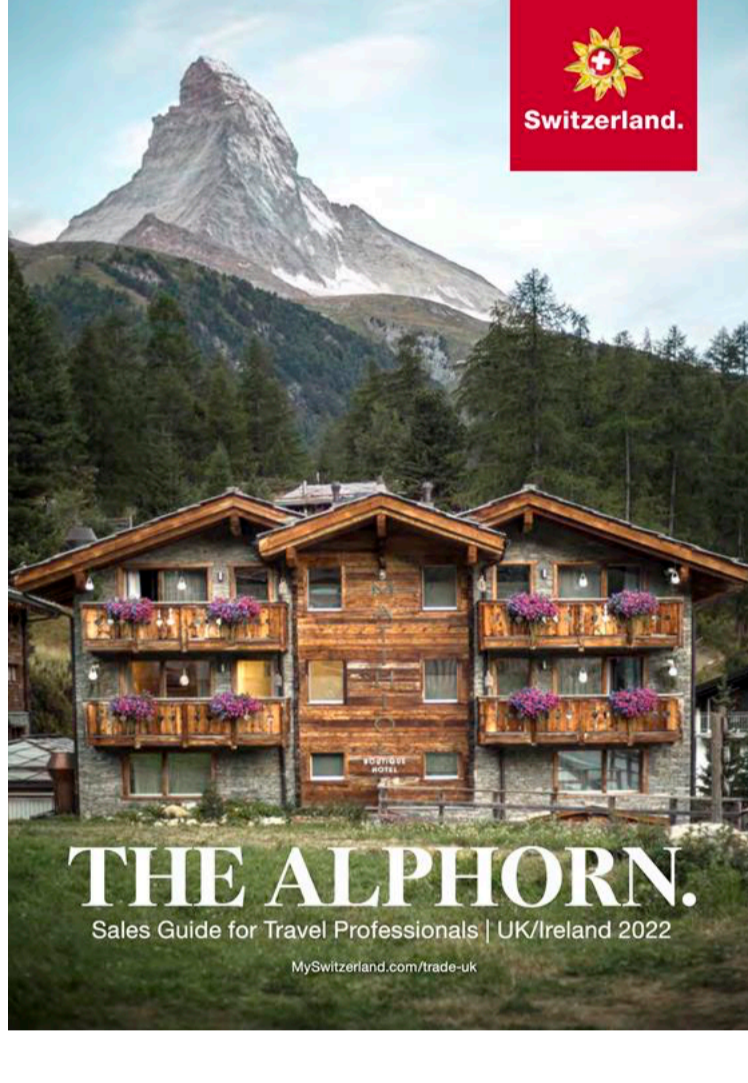
We look forward to seeing you again in person, hopefully soon.

Best wishes,

Michelle and Janine

Your Trade Team
Switzerland Tourism UK & Ireland

What's new?



The Alphorn.

Here it is! The 2022 edition of our sales guide for travel professionals in the UK & Ireland is now available online and in print. Should you require any print copies of the Alphorn, please get in touch with us via email at trade.uk@switzerland.com.

[Read.](#)



FAM Trips in 2022.

Refresh your knowledge and experience Switzerland first-hand on one of our upcoming FAM Trips.

- Made in Bern (Gstaad - Interlaken): 16-19 February
- Glacier Express (St. Moritz - Zermatt): 20-24 February

[To the overview.](#)



RHS Chelsea Flower Show.

We're so excited to reveal that Switzerland will be taking part in the RHS Chelsea Flower Show on 24-28 May 2022 together with Ticino Turismo, Made in Bern and Lake Geneva Region! Our garden, *A Swiss Sanctuary*, was designed by the award-winning, British landscape architect and garden designer Lilly Gomm and will compete in the 'Sanctuary Gardens' category.

[Discover the inspiration.](#)



Save the date: Meet Switzerland.

Grab your calendar and pencil in the 30 June and 1 July 2022, when our signature trade event will be taking place in the Cotswolds. This year will be the first time the event can take place in person.

[Get in touch.](#)



SWISS.

SWISS welcomed the fifth Airbus A320neo to its fleet and named it Mürren after the beautiful ski resort in the Bernese Oberland. The aircraft will be equipped with the advanced new 'Airspace' cabin concept for an even more comfortable air travel experience. SWISS is the preferred carrier to fly to Switzerland with more than 140 weekly flights from the UK this summer.

[Find out more.](#)



Swiss Travel System.

Exploring Switzerland has never been easier! For foreign guests, the all-in-one ticket Swiss Travel Pass is the key to Switzerland's public transport network. This single ticket enables visitors to explore Switzerland from end to end by train, bus and boat on 3, 4, 8, 15 and more recently also on 6 consecutive days and gives free admission to more than 500 museums.

[All the details.](#)



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 the 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 unsure where to start? Sign up for our Switzerland Travel Academy and become a Switzerland Travel Expert and dazzle your clients with your indepth knowledge about everyting Swiss.

[Sign up now.](#)



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