



## Switzerland is back!

Dear travel industry partners,

We're very happy to report that travel is finally back, the number of guests from the UK and Ireland have reached pre-Covid levels in the Swiss Alps – not yet in the Swiss Cities, though, and the MICE business is still recovering as well.

Very helpful is the elimination of all remaining travel restrictions to Switzerland, effective from 2 May 2022. This means that British travellers can enter Switzerland regardless of their vaccination status. Guests with expired vaccinations and unvaccinated guests can enter Switzerland without any tests or paperwork.

In other news, and after 4 years, sadly we have to say good-bye to Michelle Bisang, our Manager Travel Trade at Switzerland Tourism in the UK & Ireland, who decided to leave to pursue a new career opportunity. I would like to thank Michelle for her dedication to Switzerland during challenging times, keeping the UK and Irish travel trade informed on constantly changing travel restrictions.

Michelle's successor Evelyn Lafone will join our team as of 1 August. Evelyn is currently our Switzerland Tourism Manager in Southern Germany. She has also been working for Switzerland Tourism in Toronto and Sydney and also in the London office earlier in her career.

In the meantime, please contact [trade.uk@switzerland.com](mailto:trade.uk@switzerland.com) with any questions. Thank you for sending your customers to Switzerland.

Best wishes,

Alex Herrmann & Janine Allemann

Your Trade Team  
Switzerland Tourism UK & Ireland

## What's new?



### Research Report UK.

The research team of Switzerland Tourism issues various documents throughout the year, including market-specific reports. The new report for the UK market has just been published.

[Our latest research.](#)



### Win 2 tickets for the Chelsea Flower Show.

With less than a month to go until our participation at the [Chelsea Flower Show](#), we wanted to give you the chance to win 2 tickets for Thursday afternoon, 26 May (after 3.30 pm). To enter the competition guess the name of the Switzerland Tourism garden. We'll pick one lucky winner from all entries on Friday, 6 May.

1. A Switzerland Sanctuary
2. A Swiss Sanctuary
3. The Sanctuary Garden of Switzerland

[Try your luck.](#)



### Five go to Switzerland.

Together with the Telegraph we've sent different well known UK personalities to discover Switzerland. Follow the journeys of Martin and Shirlee Kemp to the Ticino, Jodie Kidd to Gstaad, Theo Randall to Zurich and Geneva and Michael Portillo on the Glacier Express. Read all of their stories on our 'best of Switzerland' hub.

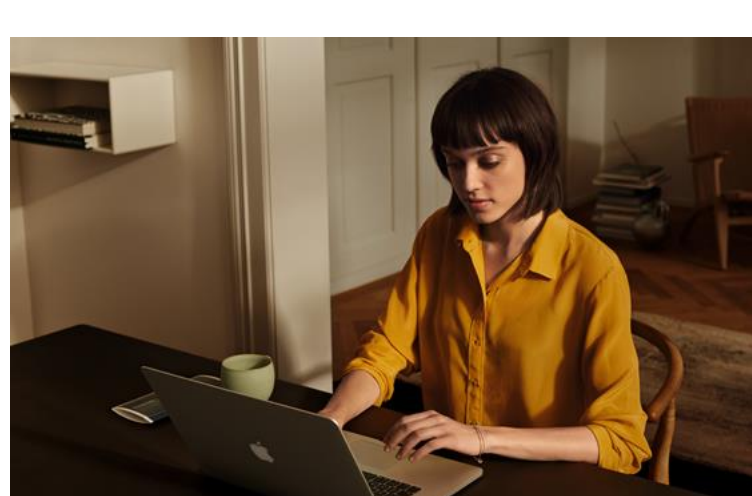
[Find out more.](#)



### The Alphon.

If you haven't seen it yet, 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 Alphon, please get in touch with us via email at [trade.uk@switzerland.com](mailto:trade.uk@switzerland.com).

[Read.](#)



### SWISS.

To enhance its customers' digital experience, SWISS is continuously enriching its app with new products and services. In April, the airline introduced a new booking platform, vaccination certificate storage, Chat Assistant and push notifications. With its summer 2022 timetable and 140 weekly flights from the UK, SWISS is the preferred carrier to fly to Switzerland.

[Find out more.](#)



### Swiss Travel System.

A scenic cruise on Lake Lucerne appeals to everyone. The ticket price is included with the Swiss Travel Pass. During the promotional period (from 15 April until 25 May and from 12 September until 16 October), holders of a valid 2nd class Swiss Travel Pass benefit from an upgrade to 1st class. This offer applies only on the 12 pm, round-trip service between Lucerne and Vitznau.

[All the details.](#)

### 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 in-depth knowledge about everything Swiss.

[Sign up now.](#)



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