



Welcome to the ST Trade UK & Ireland Webinar

We'll start in a few minutes



Switzerland.

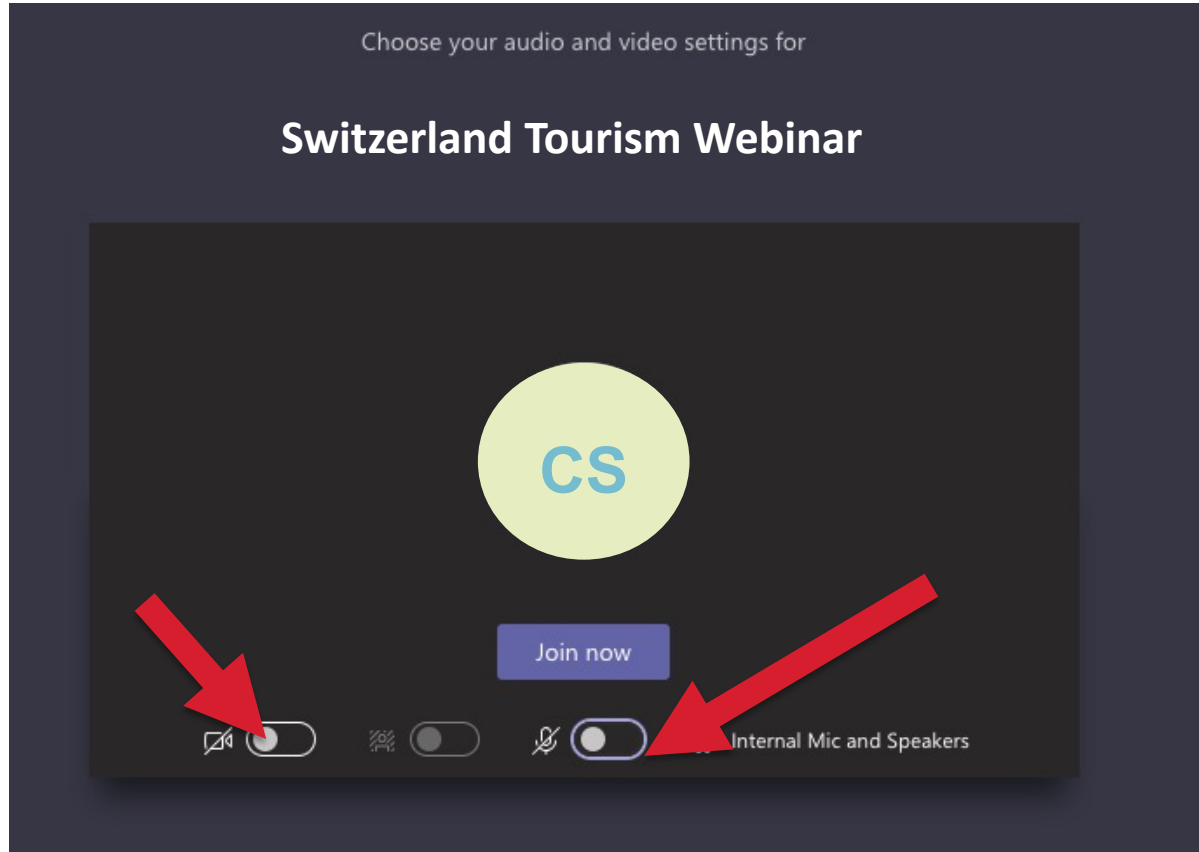
Switzerland Tourism Webinar: Spring Highlights from the Bern Region.

Alex Hermann, Chloé Schenkel
9 March 2023

Please turn off your camera and mute yourself.



Switzerland.



Our Trade-Team in the UK/Ireland.

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



Alex Hermann



Chloé Schenkel

Our guests today.



Switzerland.



Elena Koch

Jungfrau Region

Market Manager

China, Korea, SEA, India, UK & Spain



Kelly Joss

Jungfrau Region

Market Manager

BeNeLux, UK & France

Our guests today.



Yanik Müller

Switzerland Travel Centre UK

Product Expert

Switzerland news.

Welcome back to Switzerland, British Guests.

- Overnights from the UK in Switzerland still down 17% in 2022 vs. 2019.
- 4th quarter turn-around with a very strong December (best since 2014).
- Good January 2023, good booking situation for the rest of the winter.
- Summer looks promising, 2024 and 2025 outlook positive.
- In the Jungfrau Region, Grindelwald did very well.





Switzerland.

A Summer Holiday in the Bern Region.

- 10 nights Itinerary July/August 2022:
 - 2 night in Bern
 - 3 nights in Interlaken
 - 5 nights in Wengen
- Bern
 - Switzerland's relaxed capital
 - UNESCO World Heritage
 - Bear pit, Rosengarten, river swimming
 - gateway to the Bern Region





Switzerland.

A Summer Holiday in the Bern Region.

- Interlaken
 - Between the Lakes
 - Home of the wooden cow
 - Brienzler Rothorn
 - Gateway to the Jungfrau Region

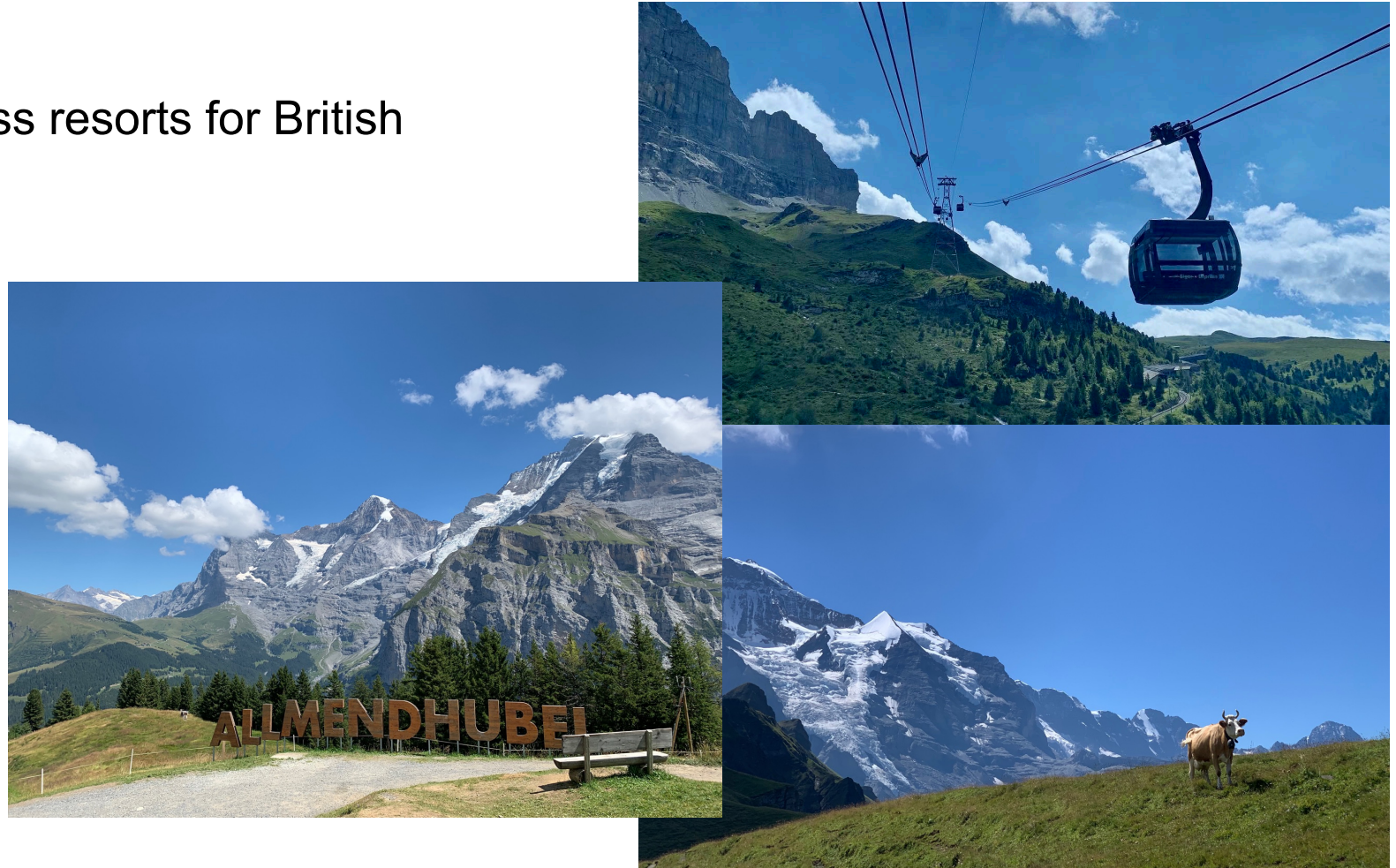




Switzerland.

A Summer Holiday in the Bern Region.

- Wengen
 - One of the favourite Swiss resorts for British travellers
 - Fabulous for kids, perfect for multi-generation families
 - Close to Grindelwald, Mürren, Jungfrauoch



Raffle.



Switzerland.

Prize: £50 Victorinox Voucher



Switzerland.



© Victorinox AG



Switzerland.

Jungfrau Region

unique. varied.





Grindelwald

Wengen

Mürren

Lauterbrunnen

Haslital

experience

guest

host



Schilthorn – Piz Gloria
Mürren



Jungfrauoch – Top of Europe
Grindelwald/Wengen



Alpen tower
Meiringen (Haslital)

experience

guest

host



Spring Skiing



Hiking



Adventure

experience

guest

host



Mürren-Schilthorn

Open until 10th of April



Grindelwald-Wengen

Männlichen: 10th of April

Kleine Scheidegg: 16th of April

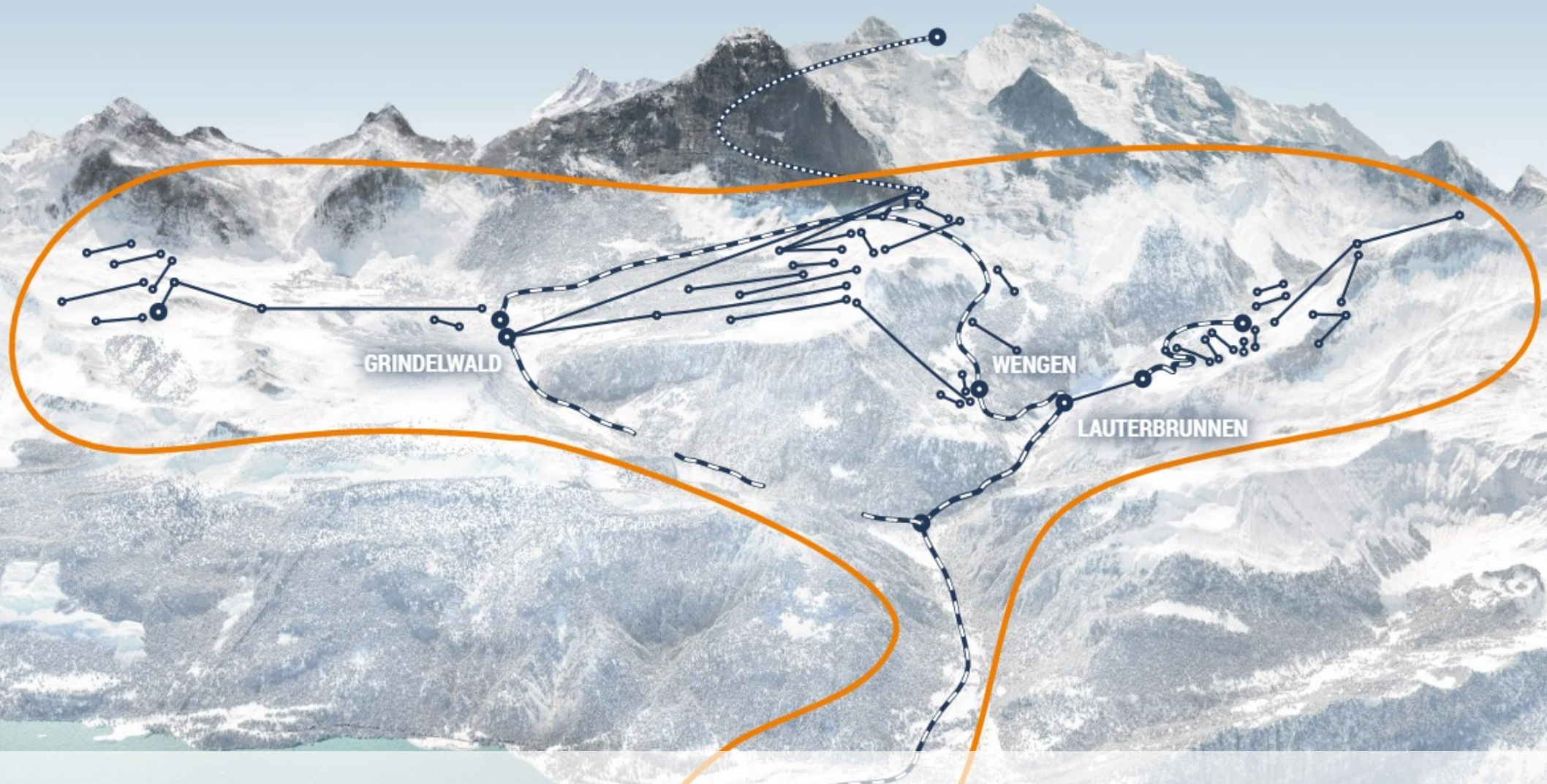
Grindelwald-First

Open until 26th of March



Meiringen-Hasliberg

Open until 10th of April



Jungfrau Ski Region 2022/2023

Piste length: 211 km • Lifts: 41 • Sled tracks: 150 km • Winter hikes: 150 km

Height: 802 – 2,970 MASL • Operating times: Kleine Scheidegg: 26/11/2022 - 16/04/2023 | Männlichen: 10/12/2022 - 10/04/2023 | Grindelwald-First: 17/12/2022 - 26/03/2023 | Mürren-Schilthorn: 10/12/2022 – 10/04/2023

experience

guest

host



Mürren – Grütschalp (1h)



First – Bachalpsee (1.5h)



Lauterbrunnen –
Stechelberg (1h45)

experience

guest

host



First Flyer



First Glider



First Cliff Walk





New: Renovations of several hotels in Wengen



New: Direct trains Zurich Airport – Interlaken Ost as of Dec 2022



New: Hotel Fiescherblick, Grindelwald (Dec 2022)

www.hotel-fiescherblick.ch/en



New: Hotel Bergwelt, Grindelwald (June 2021)

www.bergwelt-grindelwald.com



New: Grindelwald Terminal (Dec 2019)



New: Eiger Express (Dec 2020)



SCHILTHORNBahn 20XX

Schilthorn
Piz Gloria



New: Schilthorn Cableways 20XX



Elena Koch

Junior Market Manager

+41 33 854 12 45

elena.koch@jungfrauregion.swiss

Visit us on www.jungfrauregion.swiss

Sales Manual: www.jungfrauregion.swiss/sales

Contact



Kelly Joss

Junior Market Manager

+41 33 854 12 48

kelly.joss@jungfrauregion.swiss

Visit us on www.jungfrauregion.swiss

Sales Manual: www.jungfrauregion.swiss/sales

Contact



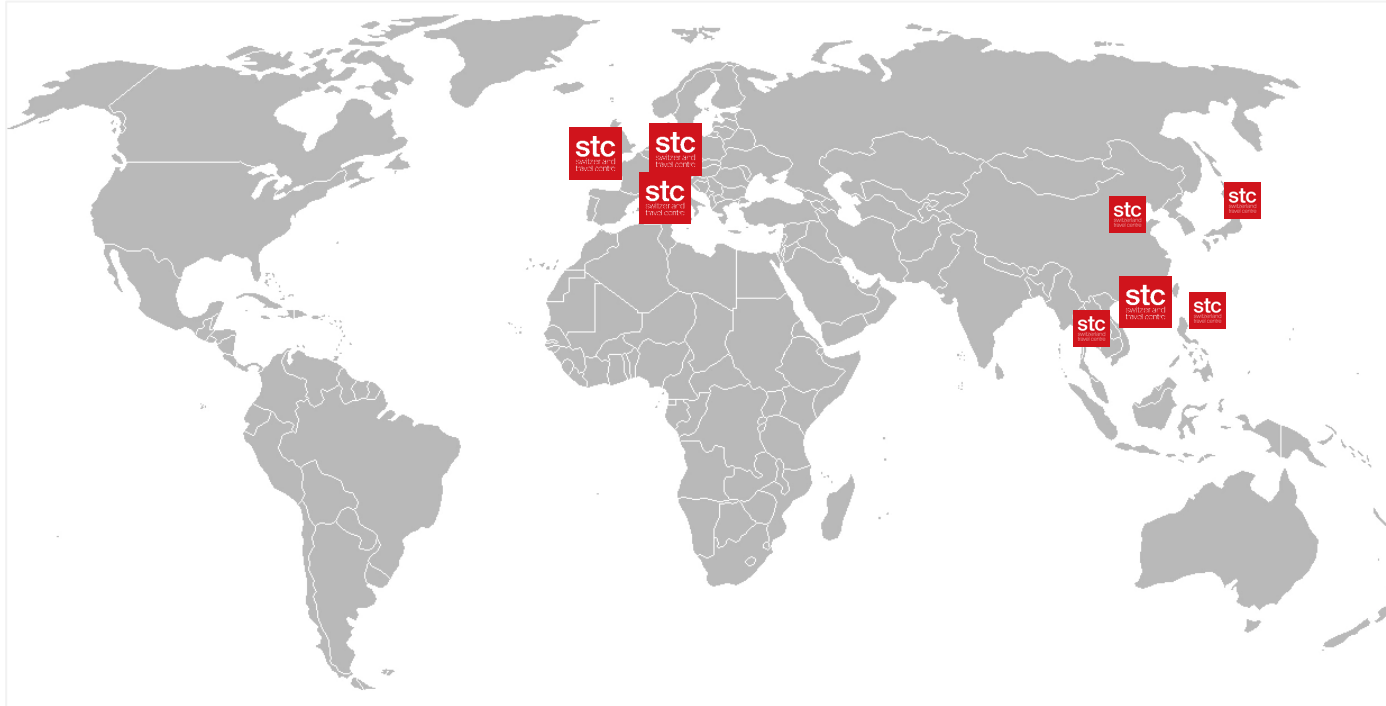
Switzerland.

Switzerland Travel Centre

We are

**the official and largest tour operator for
holidays in Switzerland**

Our world



- Founded in 1998
- 4 Offices and Reps in SEA & Japan
- 100+ staff enthusiastic about Switzerland
- Shareholders:
 - Swiss Hotel Association 33%
 - Switzerland Tourism 33%
 - SBB Swiss Railways 24%
 - Regional Railways 10%

What do we offer?

- We've been in the United Kingdom for over 20 years with an office in central London
- We operate as a travel agency with ABTA and IATA accreditation selling directly to clients as well as travel agencies. Holidays booked through STC are always protected. We provide commission to travel agents that book through us
- We work with number of large tour operators in the UK, offering DMC services to build their Switzerland portfolio
- We offer the largest range of Switzerland only holidays with themes ranging from scenic rail journeys to lakes and mountains
- We are an authorised partner with the Swiss Travel System and we are their largest client, this means to you that we can offer you all products from STS

Swiss Coupon Pass

The Swiss Coupon Pass is your ideal companion for your journey through Switzerland. The services and attractions listed in the coupon book can be found in 11 different destinations along the “Grand Tour of Switzerland”. Discover 100 exclusive 2 for 1 offers. Take advantage of 50% discount on many offers from gastronomy, leisure and public transport. With our offers you save up to CHF 4'500.-.



Why is the Bernese Oberland such an important destination for us?

- Historical connection between the UK and Bernese Oberland as first tourists arrived in the late 19th Century
- Important sights especially for British tourists such as the James Bond experience on the Schilthorn or Sherlock Holmes in Meiringen
- World famous mountains such as Eiger, Mönch and Jungfrau
- Famous resorts like Wengen and Mürren
- Traditional towns for cultural experiences, for example Brienz
- Heaven on earth for train enthusiasts
- Hiking paradise in Summer
- Interlaken has the highest percentage of overnights compared to our other destinations

Top Excursions

Bernese Oberland



Jungfrauoch



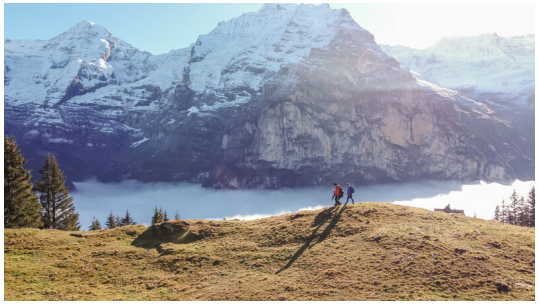
Brienzer Rothorn



Schilthorn



Schynige Platte



Hiking



Lake Cruises

Top Resorts

Bernese Oberland



Interlaken



Wengen



Mürren



Gstaad



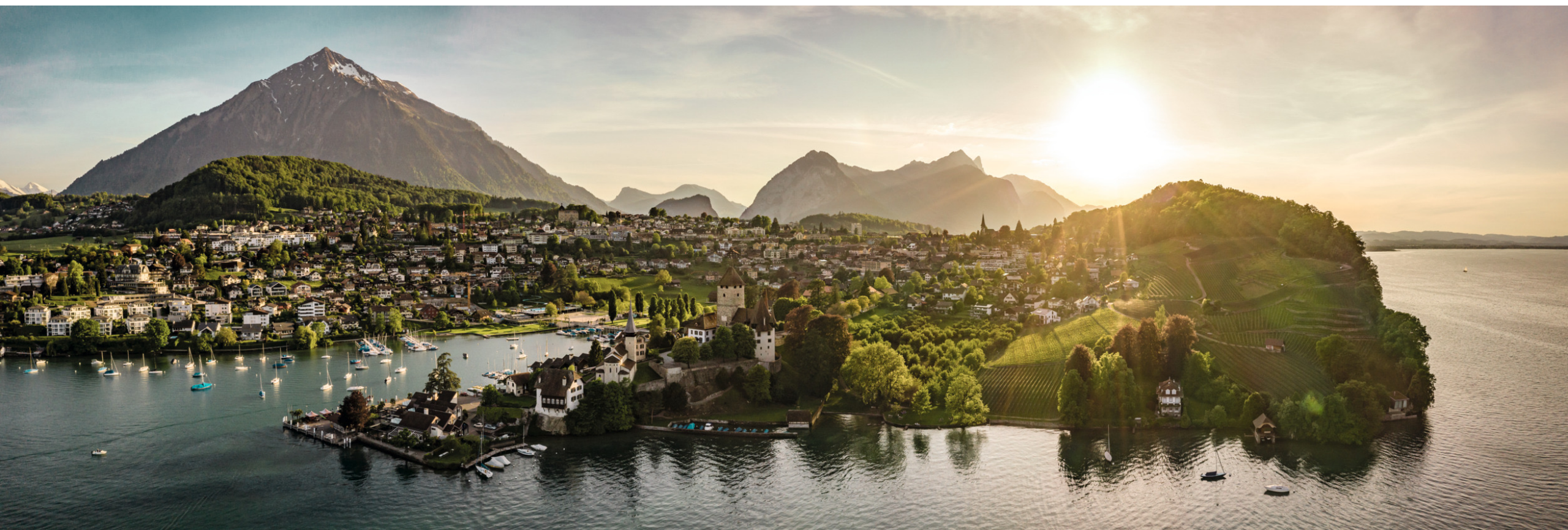
Grindelwald



Meiringen

Hidden Gem in the Bernese Oberland

Spiez



Package Example

Jungfrau Region - land of adventure

8 days / 7 nights

from £ 1020

The ride on the rack railroad leads through a unique glacier world through a seven-kilometer tunnel through the Eiger North Face. With the Jungfrau Travel Pass you benefit from any trips within the area of validity and a special price for the trip to the Jungfrauoch - Top of Europe. Decide for yourself whether you want to start your trip in Interlaken or Grindelwald.

Book online



Highlights

- Top of Europe
- Ice palace and ice sculptures
- Mönchsloch Hut
- "Sphinx" viewing platform
- Panoramic view of the Aletsch Glacier



Day 1

Travel by public transport from your starting point in Switzerland to Interlaken or Grindelwald.

Highlights: Eiger North Face, Wetterhorn, Harder Kulm, Schynige Platte, St. Beatus Caves, Lake Brienz, Lake Thun, Schilthorn.



Day 2 - 7

With the Jungfrau Travel Pass you have free travel to numerous excursion destinations in the Jungfrau region. The connecting ticket to the highlight Jungfrauoch - Top of Europe is available on-site at a special rate.

Highlights: Lauterbrunnen, Männlichen, Aletsch Glacier, Jungfrauoch - Top of Europe



Day 8

Return journey by public transport from Interlaken/Grindelwald to your final destination in Switzerland or extend your stay.

Package Example

The Bond Experience

4 days / 3 nights

from £ 750 ⓘ

Cosy car-free village Mürren, at the foot of the Schilthorn, is the highest resort in the Jungfrau Region. Picture postcard wooden chalets and fantastic panoramic views of the Eiger, Mönch and Jungfrau combine to create the perfect backdrop for summer hikes.



Book online



Highlights

- Included hiking pass
- Farm visit in Gimmelwald
- Schilthorn and James Bond breakfast
- Revolving restaurant "Piz Gloria"
- Lovely chalet-style hotel Alpenruh



Day 1

Arrival by public transport from your starting point in Switzerland to Mürren. Cable car from Stechelberg up to Mürren. Overnight stay in Mürren

Highlights: Cable car to Mürren, traffic free resort, chalet-style hotel



Day 2

Visit a traditional Swiss alpine farm where the farmer Thomas Rubin will show you his daily work on a busy alpine farm. Find out interesting facts about animal husbandry, the farm's own milk, cheese and sausage production.

Also take advantage of the included hiking pass and explore Mürren and Allmendhubel. Overnight stay in Mürren.

Highlights: The 1907m high Allmendhubel, views of the Eiger, Mönch and Jungfrau



Day 3

A thrilling cable car ride takes you up to the top of the Schilthorn 2,970m for your breakfast.

Highlights: James Bond brunch, panoramic views of over 200 peaks, Spy World with captivating displays, interactive exhibits and footage from the Bond film 'On her Majesties Secret Service'



Day 4

Return trip by public transport from Mürren to your final destination in Switzerland or extend your stay.

Thanks.



Yanik Müller

Switzerland Travel Centre UK
Product Expert

SwitzerlandTravelCentre.com
Yanik.mueller@stc.co.uk



Switzerland.

Prize: £50 Victorinox Voucher



Switzerland.



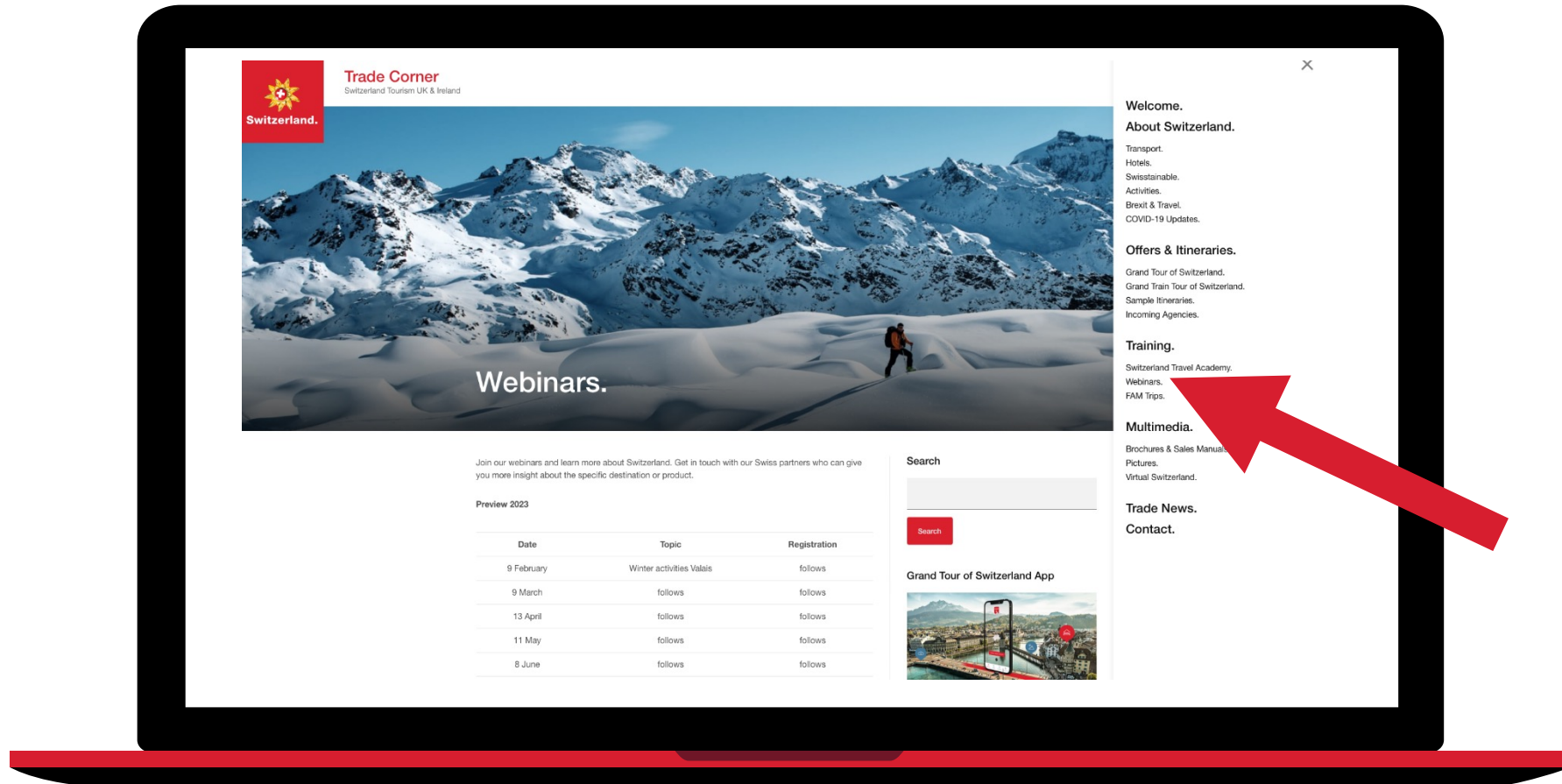
https://forms.office.com/Pages/ResponsePage.aspx?id=Rn93Z3nWbkm-wBTg_vjA5Xx54zahppJNhZi16VxfAetUMkxLUFBERDk3VUo1OEFJTIJTMkkwSFQ3US4u



Switzerland.

Our Webinars.

MySwitzerland.com/trade-uk



Information & upcoming Webinar.



- **Date:** 13 April
- **Guests:** Lucerne & Swiss Holiday Company
- **Topic:** Hidden Gems in Lucerne – Lake Lucerne Region
- **Sign up here:**
[MySwitzerland.com/trade-uk](https://www.MySwitzerland.com/trade-uk)

A scenic view of a mountain lake. In the foreground, a small boat with a grey cover is partially visible, surrounded by tall green reeds. The lake's surface is calm, reflecting the surrounding landscape. The middle ground is dominated by a dense forest of evergreen trees. In the background, majestic mountains rise, with rocky peaks and patches of green vegetation. The sky is clear and blue, with soft light filtering through the trees.

Your Questions.

Danke. Merci. Grazie. Grazia.



Switzerland.