



**Welcome to the ST Trade UK & Ireland Webinar**

We'll start in a few minutes





Switzerland.

# Switzerland Tourism Webinar: Hidden Gems in Lucerne – Lake Lucerne Region.

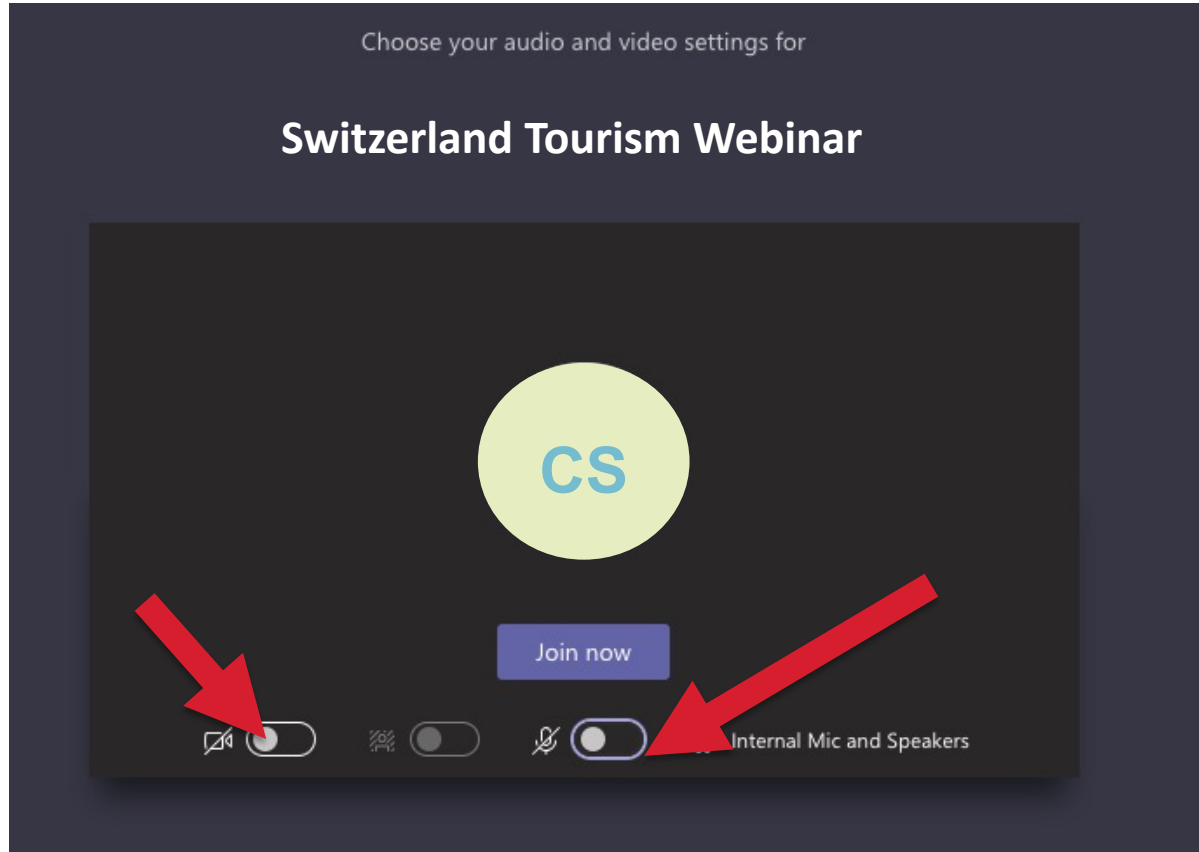
Chloé Schenkel  
20 April 2023



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)



**Evelyn Lafone**



**Chloé Schenkel**



# Our guests today – Lucerne Tourism.



**Céline Deplazes**

**Lucerne Tourism**

Market Manager

# Our guests today – The Swiss Holiday Company.



**Alan Croft**  
The Swiss Holiday Company  
Director



**Jaynie Kilkeny**  
The Swiss Holiday Company  
Marketing Manager



Switzerland news.

MARCH 30<sup>TH</sup> ON YOUTUBE

ROGER FEDERER

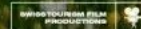
TREVOR NOAH

THE GRAND TRAIN TOUR OF SWITZERLAND

# THE RIDE OF A LIFETIME




SWITZERLAND TOURISM PRESENTS THE GRAND TRAIN TOUR OF SWITZERLAND x TOM HOOPER FILM.  
JOIN THE RIDE AND DISCOVER A LEGENDARY TRIP THROUGH THE BEAUTIFUL LANDSCAPES OF SWITZERLAND.  
ON YOUR NEXT EXPERIENCE IT BY YOURSELF. PLAN YOUR VACATION NOW ON [MYSWITZERLAND.COM](http://MYSWITZERLAND.COM)



Switzerland.



PRESTIGE  
\*\*\*

 **GOLDENPANDA**  
EXPRESS





Switzerland.

# Prize.

- Win a Grand Train Tour of Switzerland – The classic with Jungfrauoch,
- Watch the video and win!
- Entry deadline – 30 April
- <https://www.myswitzerland.com/en-gb/forms/watch-and-win/>







Switzerland.

# Spring hike.

## Felsenweg Bürgenstock

- 1h 25min
- Ascent & Descent 180 m
- Distance 5km
- Technical & Physical requirements Easy





# Tell-Trail – in 8 stages from Altdorf to Briener Rothorn.

## Stage 3: Brunnen – Rigi Kaltbad – Lucerne

- 5h / 16 km
- Total elevation gain & loss incl. cableway, etc.: 1'537 m
- More information [here](#)





# Swiss Travel Pass.

- Explore Switzerland end to end by train, bus & boat
- 3, 4, 6, 8 or 15 consecutive days
- Swiss Travel Pass Flex
- Many Benefits
- More information [here](#)



- Spring Promotion : Travel Switzerland at a discount.
- More information [here](#)



Raffle.



Switzerland.



Prize: £50 Mammut







**Switzerland.**



**Switzerland.**

# Lucerne-Lake Lucerne Region

Webinar, 20th April 2023







# City Center



Switzerland.





# Go where the locals go.



Brunch in Restaurant Libelle

- Hirschmatt-Neustadt Tour with our Audio Guide App



- Coffee & Cake in one of the cozy cafés





Switzerland.

# Shop where the locals shop.

- Markthalle Luzern:  
Market 365 days. Regional products.  
Local specialties.  
Inside railway station.
- Weekly farmers market:  
Every Tuesday & Saturday 6am-  
12pm. Along the river.

Markthalle Luzern





# Meet where the locals meet.



Switzerland.





# What to do in the city.





# Where to stay.

## Art Deco Hotel Montana



- 4\* hotel overlooking Lucerne and Lake Lucerne
- Reachable by a short cable car ride
- Penthouse Spa Lake Side View



## Grand Hotel National



- 5\* hotel on the shore of Lake Lucerne
- 41 suites and rooms
- 4 restaurants







Switzerland.

# Mountain Excursions.

## Mount Pilatus – The Dragon Mountain.

- New railcars from May 2023
- Visit Fräkmündegg: playgrounds, rope park, BBQ stations







Switzerland.

# Mountain Excursions.

## Rigi – The Queen of the Mountains.



- 100% included in Swiss Travel Pass
- Kids up to 16 years free of charge
- **New offer** as of summer 2023:  
combination of historical & modern  
train ride

Stay in Weggis or  
Vitznau and visit  
Rachmaninoffs Villa  
Senar.



# Mountain Destinations.

## Andermatt – nestled in mountain passes

- Reachable within 50' by car from Lucerne



 Radisson Blu Hotel Reussen

## Engelberg - Buiräbähnli Safari

- 10 rustic cable cars
- Multi-day hike
- Pure nature and local experiences e.g. cheese making



# Your contact.

**Céline Deplazes**  
Market Manager

- [celine.deplazes@luzern.com](mailto:celine.deplazes@luzern.com)
- +41 41 227 17 29

Lucerne Trade Corner → [here](#)

Sing up for our Travel Trade Newsletter → [here](#).

**LUZERN**   
**INCEBME**  
THE CITY. THE LAKE. THE MOUNTAINS.







**Switzerland.**



# Grüezi!

The **Swiss Holiday Company** are a specialist tour operator based in Hertfordshire.

We are a small, enthusiastic team with first-hand knowledge of exploring Switzerland and have been organising tailor made holidays there for over 30 years.

We work closely with Switzerland Tourism and the Swiss transport providers including the scenic rail companies.



# The personal touch.

- Personal service on all bookings with no restrictive online reservations
- Holidays tailor made specifically to the customer's wishes
- Multi centre lakes & mountains stays, connected by scenic rail journeys
- Expert advice on transportation passes to get the most from your holiday
- Backed up by website and brochures for holiday inspiration
- Personalised travel itinerary provided for all customers
- Peace of mind – ATOL and ABTA protected





# Total flexibility.

- Depart any day from airports around the UK
- SWISS, BA, easyJet flights to ZRH, GVA, BSL
- Or rail travel through from London
- Stay for any duration
- Choice of 3, 4, 5 star hotels
- Upgrade to lake/mountain view rooms
- Switch from BB to HB for excellent value
- Upgrade to 1<sup>st</sup> class travel throughout Switzerland
- Optional travel passes for exploring
- Choice of scenic rail journeys



# Where to stay?

## Lucerne

The heart of Switzerland



## Weggis

Lakeside tranquillity



## Brunnen

Historical beauty





# What to see and do?

Lake cruise



The Swiss Trail



Mount Rigi



Mount Titlis



Golden Circle Tour



Bürgenstock



# 5 Days In Lucerne Holiday.



Package includes:

- LHR flights with baggage allowance
- Return airport-Lucerne rail transfers
- 4 nts Lucerne hotel & buffet breakfast
- Half Fare Card
- Lucerne Guest Card
- Personalised itinerary
- ATOL financial protection

**From £880pp**



# 8 Day Scenic Contrasts Holiday.

 The  
**SWISS**  
Holiday Company



Package includes:

- LHR flights with baggage allowance
  - Return airport-resort rail transfers
  - 4 nts Lucerne hotel & buffet breakfast
  - 1<sup>st</sup> class lake steamer & rail travel
- ‘Gotthard Panorama Express’**
- 3 nts Lugano hotel & buffet breakfast
  - Swiss Travel Pass
  - Lucerne Guest Card & Ticino Ticket
  - Personalised itinerary
  - ATOL financial protection

**From £1,484pp**

Thank you for your time today.



Alan Croft  
[ac@swissholidayco.com](mailto:ac@swissholidayco.com)

Jaynie Kilkeny  
[jk@swissholidayco.com](mailto:jk@swissholidayco.com)

**The Swiss Holiday Company**  
[www.swissholidayco.com](http://www.swissholidayco.com)  
0800 619 1200





**Switzerland.**

Prize: £50 Mammut



Switzerland.



[https://forms.office.com/Pages/ResponsePage.aspx?id=Rn93Z3nWbkm-wBTg\\_vjA5Xx54zahppJNhZi16VxfAetUQ09VSEs0WIBFNFJDUzlwNDFIUloxUUUyOC4u](https://forms.office.com/Pages/ResponsePage.aspx?id=Rn93Z3nWbkm-wBTg_vjA5Xx54zahppJNhZi16VxfAetUQ09VSEs0WIBFNFJDUzlwNDFIUloxUUUyOC4u)





Switzerland.

# Our Webinars.

MySwitzerland.com/trade-uk

**Trade Corner**  
Switzerland Tourism UK & Ireland

Switzerland.

## Webinars.

Join our webinars and learn more about Switzerland. Get in touch with our Swiss partners who can give you more insight about the specific destination or product.

Preview 2023

Date	Topic	Registration
9 February	Winter Activities Valais	closed
9 March	Spring Highlights	closed
20 April	Hidden Gems in Lucerne	follows
11 May	follows	follows

**Search**

Search

Grand Tour of Switze

**Training.**

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**Multimedia.**

- Brochures & Sales Manu.
- Pictures.
- Virtual Switzerland.

**Trade News.**

**Contact.**

# Information & upcoming Webinar.



- **Date:** 11 May
- **Guests:** Vaud Promotion & Inghams
- **Topic:** Summer in Vaud
- **Sign up here:**  
[MySwitzerland.com/trade-uk](https://MySwitzerland.com/trade-uk)





Your Questions.



Danke. Merci. Grazie. Grazia.





**Switzerland.**