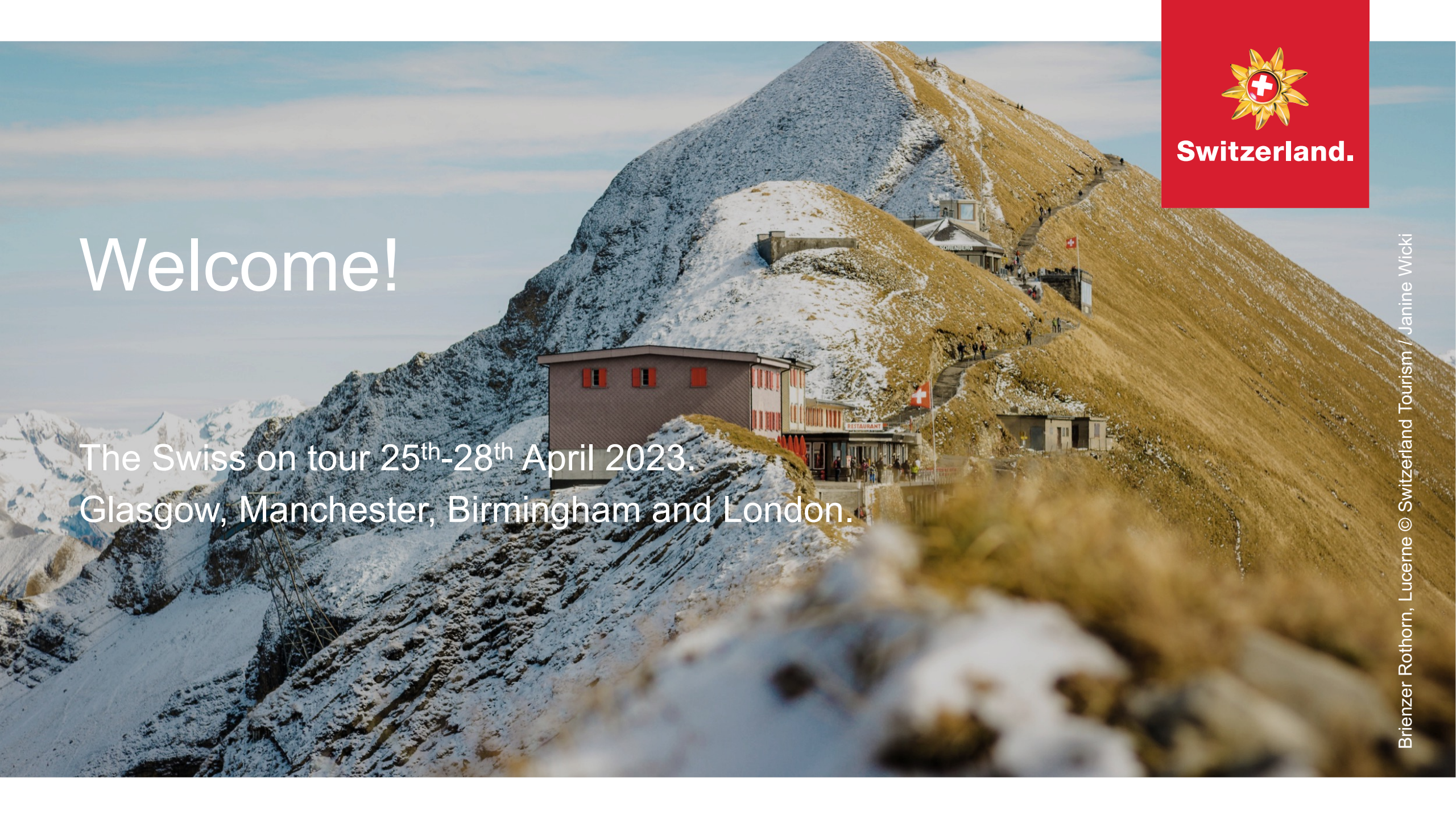




Switzerland.



Switzerland.

Welcome!

The Swiss on tour 25th-28th April 2023.
Glasgow, Manchester, Birmingham and London.



Switzerland.

What to expect tonight.

- Grand Tour and Train tour of Switzerland
- Teams will participate actively with a quiz found on the table for you to answer questions
- Prizes to be won





Switzerland.

5 reasons to travel to Switzerland.

- Integrated transport system included in the Swiss Travel Pass with many panoramic routes
- Swisstainable travel is a way of life
- Accommodation to suit everyone
- 4 plus 1 = 5 languages spoken leading to a culturally unique country
- Mountain and lake scenery with boutique cities





Switzerland.

Swisstainable travel.

- Sustainability is the Swiss way of life and has been for centuries
- We have made it official now with our Swisstainability programme
- Enjoy nature up close and at first hand
- Experience the local culture in an authentic way
- Consume regional products
- Stay for longer and delve deeper





Switzerland.

Accommodation to suit every budget.

- <https://www.stnet.ch/de/trade/>
- Accommodation
- Lifestyles
- Supplementary accommodation



Our trade tools.



Switzerland.





Switzerland.

Our trade partners in the UK.
<https://corner.stnet.ch/trade-uk>

Trade Corner
Switzerland Tourism UK & Ireland

Menu ☰

UK & Irish Tour Operators.

Alphorn trade support guide.



- <https://corner.stnet.ch/trade-uk/>

The Alphorn



[Download our sales guide here.](https://corner.stnet.ch/trade-uk/)

Monthly webinars and newsletter.



Switzerland.

- https://corner.stnet.ch/trade-uk/?page_id=479



Hidden Gems in Lucerne - Lake Lucerne Region.

Dear friends of Switzerland,

This time, the Lake Lucerne Region was the destination for the Switzerland Tourism UK & Ireland Webinar. It was once more a pleasure seeing so many of you.

Spring - find us outside soaking up the sun. Where better to do that than in the Lake Lucerne Region. The region offers all kinds of adventures and activities. Whether strolling through the markets, visit the Swiss Museum of Transport, go on an adventure with the Buiräbähndli in Engelberg or make the most out of the 2'132 possibilities above sea level on Mount Pilatus - there's something for everyone.

Great Alphorn Road Show.

- 19th June 2023 in London
 - 20th June 2023 in Birmingham
 - 21st June 2023 in Manchester
 - 22nd June 2023 in Edinburgh
- Please register your interest:
trade.uk@switzerland.com





Switzerland.

Fam trip 9th-13th October 2023.

- https://corner.stnet.ch/trade-uk/?page_id=2719
- 50 Travel Advisors in Lucerne for the first night followed by 2 nights in a destination and the final night in Interlaken
- More to follow from Andy from Swiss Travel System



Switzerland.

Getting to Switzerland.

- Edelweiss Air fly from Edinburgh to Zurich all year around
- Swiss International Air Lines fly from most airports to Switzerland with numerous connections
- Other airlines have direct and connecting flights to Switzerland
- Train options to Switzerland, Tailor-made-Rail, Fred Holidays and Great Rail Journeys are good options to talk to

Our Trade-Team in the UK/Ireland.

MySwitzerland.com/trade-uk



Evelyn Lafone

Main contact

evelyn.lafone@switzerland.com



Chloé Schenkel

(until the end of June)

chloe.schenkel@switzerland.com



Switzerland.

The best way to discover Switzerland.

mystsnet.com

GoldenPass Express in Schönried, Bernese Oberland



Switzerland.

The perfect network.

The Swiss Travel System.



Railjet at the Lake Walensee, St. Gallen

Train, bus and boat at a glance

Area of validity Swiss Travel Pass
Swiss Travel Pass (year), Swiss Travel Pass (Flex), Swiss Travel Pass (Flex) result

- Lines for which travel is valid
- Lines with reductions (50% / 25%)
- Also valid for local public transport
- No reductions

Area of validity Swiss Half Fare Card

- Lines with reductions (50%)
- Lines with reductions (25%)
- No reductions

Premium panoramic trains

- Bernese Express
- Gotthard Panorama Express
- Glacier Express
- GoldenPass Express
- Luzerner–Innertal Express

A valid reservation and/or supplement is required to travel on some trains/buses/boats such as the Glacier Express, Bernese Express, Gotthard Panorama Express, Palm Express, etc.



Switzerland.
by train, bus and boat.



Mode of transport

- Railways
- Buses
- Cable cars
- Boats

Version: 12/2022
Due to lack of space not all lines are indicated.
Subject to change.
1:800,000

0 10 20 30 km



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The Swiss Travel System tickets and passes.

Swiss Travel Pass / Swiss Travel Pass Flex.

- Unlimited travel by train, bus and boat
- Unlimited travel on premium panorama trains (seat reservation fees and/or surcharges apply)
- Full coverage for mountain excursions: Rigi, Stanserhorn and Stoos
- Up to 50% discount on many other mountain excursions
- Unlimited use of public transport networks of more than 90 urban areas
- Free admission to more than 500 museums
- Available in 1st and 2nd class for 3, 4, 6, 8 or 15 days (Flex: days freely selectable within a month)
- Children from their 6th to their 16th birthday accompanied by at least one parent (holding a Swiss Travel System ticket) travel free of charge with the free Swiss Family Card
- Children under 6 years of age travel free of charge
- Available as e-ticket

Swiss Travel Pass Promotion Spring 2023



Switzerland.



Experience more,
benefit now.

Swiss Travel Pass special promotion.

unlock
FREE DAYS
15 Apr – 14 May 23

Get your Swiss Travel Pass with free travel days: **Buy a 4-day pass and get an extra day for free**, or enjoy **10 days of unlimited travel for the price of an 8-day pass.**

Discover the Grand Train Tour of Switzerland.



Switzerland.
by train, bus and boat.



Switzerland.

The Grand Train Tour of Switzerland.



Luzern-Interlaken Express at Lake Brienz, Bernese Oberland

Grand Train Tour of Switzerland.

Zürich – Luzern – Interlaken

GoldenPass

Montreux – Visp – Zermatt

Glacier Express

Bernina Express

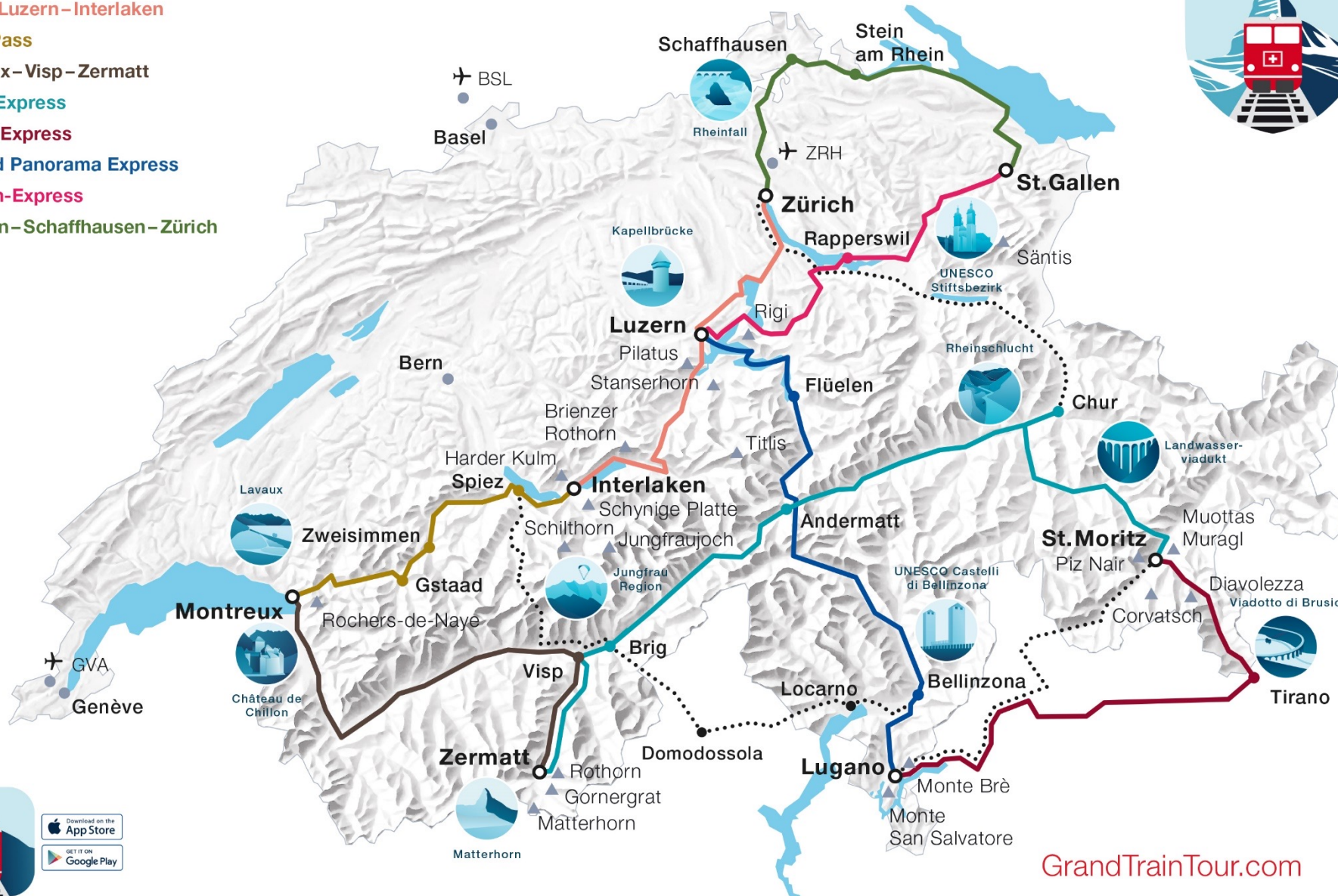
Gotthard Panorama Express

Voralpen-Express

St. Gallen – Schaffhausen – Zürich



Switzerland.



GrandTrainTour.com



Switzerland.

Premium panoramic trains.

Bernina Express on the Wiesener Viaduct, Graubünden

Bernina Express.

Glacier Express.



GoldenPass Express.



Gotthard Panorama Express.



Luzern–Interlaken Express.



Switzerland.

Swiss Travel System Excellence Program.



Swiss Travel System
EXCELLENCE





Switzerland.

The most important in brief.

- The interactive e-learning program: **Heidi & Peter take you on a learning journey** across the Swiss Travel System
- Familiarize yourself with the modes of public transport and **win attractive prizes**
- Learning is made easy and fast with a **modular structure**
- The program is **web-based** and **accessible** from anywhere in the world **at any time**
- Become a **member of the community**



Join Heidi & Peter and start your learning journey.

1. **Register now**
2. **Finish the program by end of June**
3. **Send your certificate to Switzerland Tourism (trade.uk@switzerland.com) until 30 June 2023**
4. You are part of the **Lucky Draw** for seats on **Switzerland Tourism's Mega Famil** in Autumn





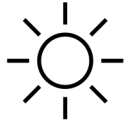
Gornergrat Railway

Welcome!

April 2023 / Eleonora Sormani

Best view Matterhorn.
gornergrat.ch

gornergrat  railway



- Meet the Sheep
- Sunrise Ride
- Biking & hiking
- Gourmet Ticket



Summer offers

#Gornergrat



- Snow Fun Pass
- Igloo Lunch Fondue
- Skiing & winter hiking
- Dining with the stars
- Gourmet ticket

Winter offers

#Gornergrat





Jubilee summer

125 years Gornergrat Railway





What's new?

125 years Gornergrat Railway



Switzerland.

Useful information for our B2B Partners:

Eleonora Sormani
Market Manager Europe
Eleonora.sormani@mgbahn.ch
+41 (0)27 927 71 19

Support → our RailCenter is at your disposal everyday.
Here are the contact details:

- E-Mail: railcenter@gornergrat.ch
- Telephone: +41 (0)848 642 442
- WhatsApp: +41 (0)76 247 62 28

Sales Manual → www.gornergrat/touroperator

Cooperation

Tour Operators & Travel Agents



Thank you!

See you in Zermatt

LAKE LUCERNE NAVIGATION COMPANY



SUSTAINABILITY ON LAKE LUCERNE



Switzerland.

Swisstainable initiative of Switzerland Tourism

- Balanced guest mix
- Business travel
- Equal Payment
- The CO2 exhaust from the five paddle steamers is to be reduced by 1.5% annually



Collaboration with my Climate

- We care project
- Ms Diamant

Member OK:GO initiative

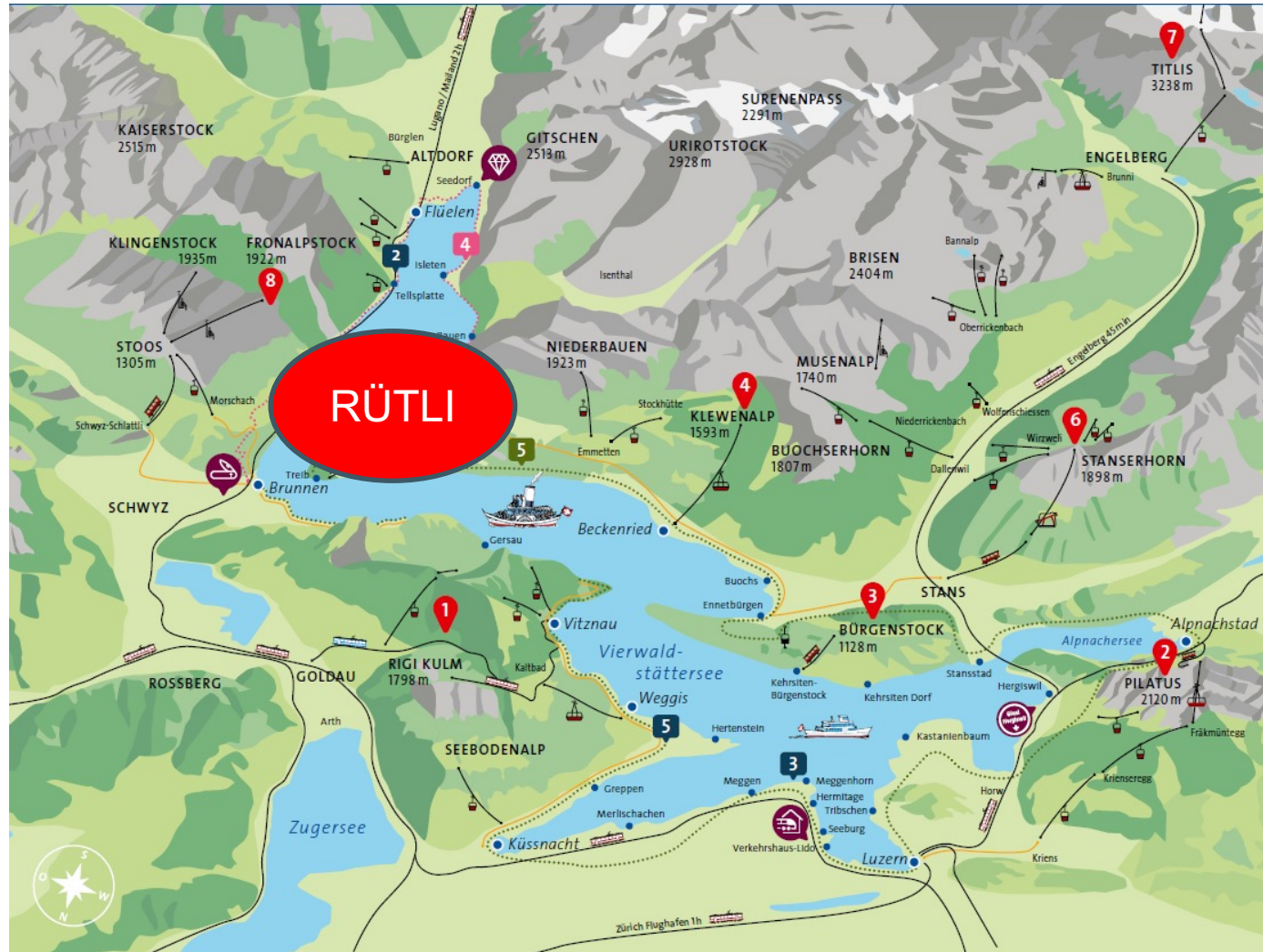
The organization promotes barrier-free accessibility and social inclusion in tourism.



ROUNDTrips ON LAKE LUCERNE (cruise only)



Switzerland.



Swiss Travel Pass valid!

DAILY SUNSET CRUISE IN SUMMER / LUNCH CRUISE DAILY ALL YEAR ALONG

Swiss
Travel
Pass valid!



Daily in summer timetable

27.05. – 10.09.2023

Departure and Arrival in Lucerne (Beckenried)

19:12 – 21:47

Friday & Saturday Paddle Steamer

packaged offer

Cruise in first class including 3 course meal (changes monthly), 1 softdrink and 1 coffee or tea

1-HOUR CRUISE PANORAMA-YACHT SAPHIR / SHORT CATAMARAN CRUISE



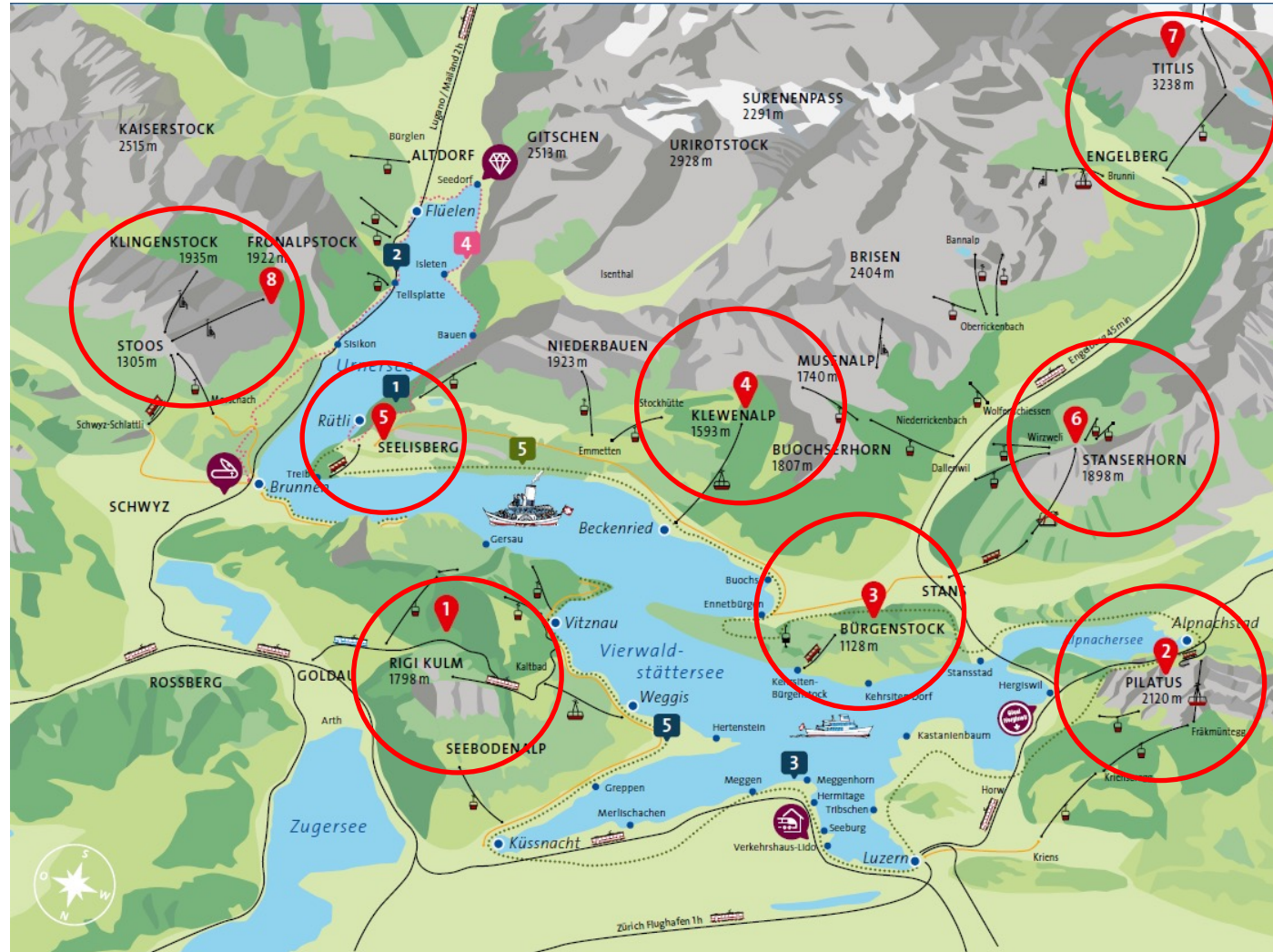
Switzerland.



LAKE LUCERNE - THE GATE TO THE MOUNTAINS



Switzerland.



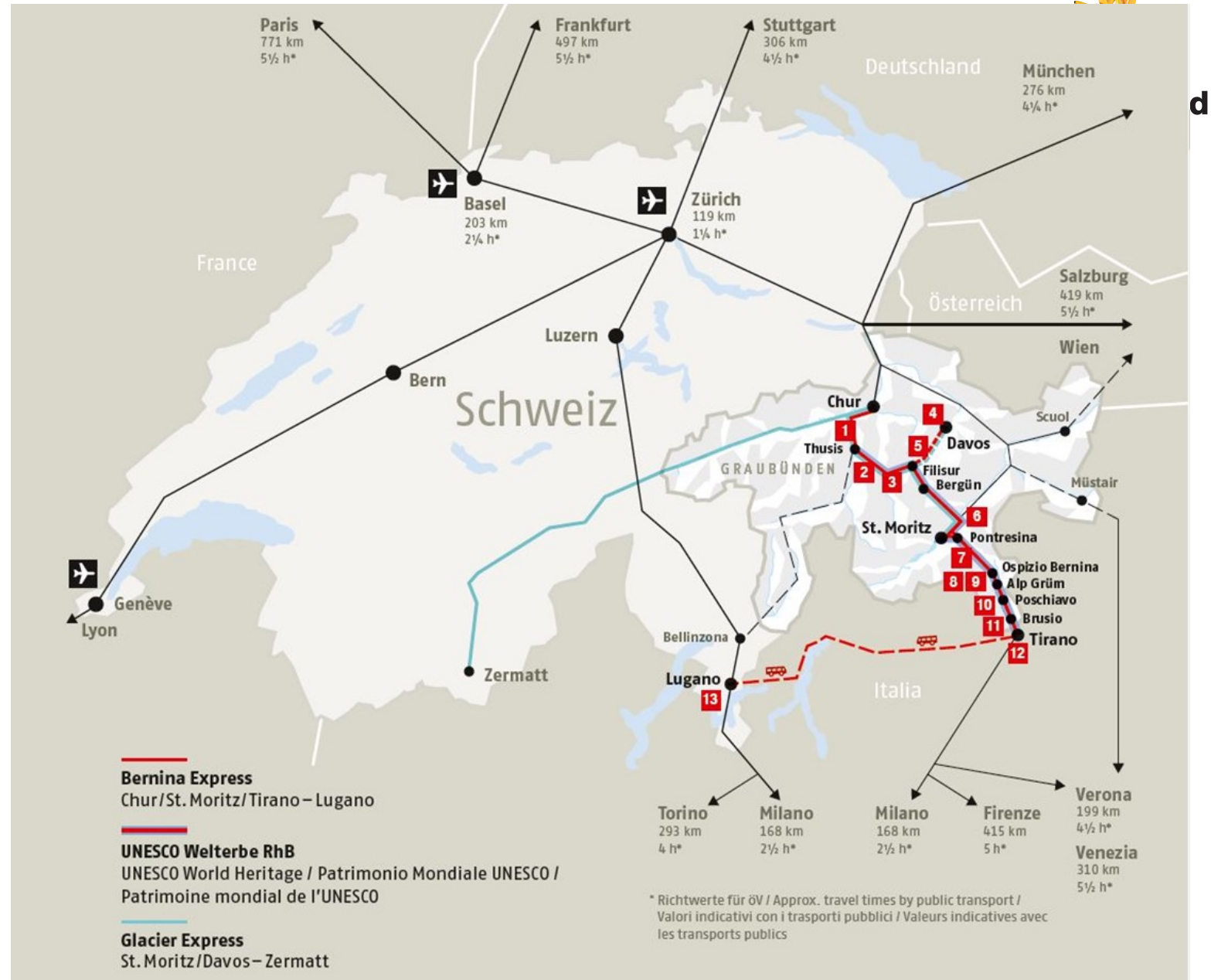
Allegra & a warm welcome

UNESCO World Heritage
Rhaetian Railway in the
Albula/Bernina Landscapes



Our Network

- Track length: 385 km
- Bridges: 631
- Tunnels: 115
- Galleries: 45
- Highest point: 2'253 m a.s.l. (Ospizio Bernina)
- Lowest point: 429 m a.s.l. (Tirano)





**Bernina
Express**

berninaexpress.ch

50

JAHRE
YEARS
ANNI

Facts Bernina Express



Switzerland.

- 5 departures in Summer
- Main season: 11.05 – 27.10.24
- Seat reservation mandatory
- Return options: Regional train / Bernina Express Bus / Italian Railway
- UNESCO World heritage



Landwasser Viaduct



Switzerland.



Alp Grüm



Switzerland.





GLACIER 
EXPRESS®
St. Moritz – Andermatt – Zermatt

Rhine Gorge



Switzerland.



UNESCO World Heritage Rhaetian Railway

Facts – Glacier Express

- 2 trains daily both direction, entire journey
- Summer season: May to mid-October
- 4 departures, 2 shorter journeys
- Season break: No trains running from mid-October to mid-December
- Seat reservation mandatory
- Highest point: Oberalppass 2'044 m a.s.l.





Danke. Merci. Grazie. Grazia.

Q & A



Switzerland.