



Switzerland.



Switzerland.

Switzerland Tourism Webinar: Highlights of Ticino.

Chloé Schenkel

16 June 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.



Switzerland.



Michel Cavadini

Ticino Turismo

Head of Foreign Markets



Yanik Müller

Switzerland Travel Centre UK

Product Expert

Switzerland news.

The Grand Alphorn Tour

- London, 19 June - FULL
- Birmingham, 20 June 6.30-9pm, Clayton Hotel
- Manchester, 21 June 6.30-9pm, Clayton Hotel
- Edinburgh, 22 June 6.30-9pm, Radisson Blu

Register now:

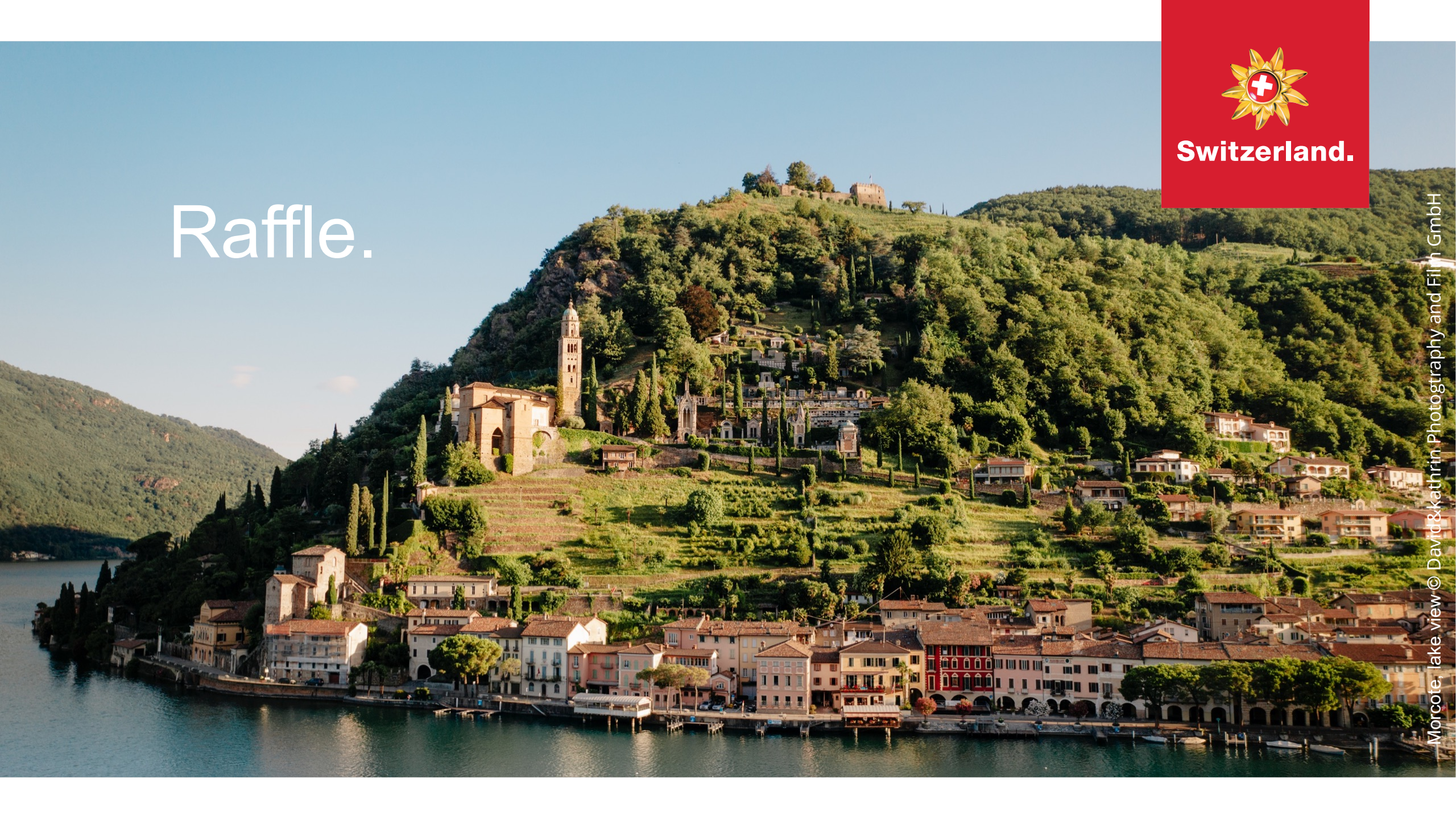
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Raffle.



Switzerland.



Morcote, lake view © David & Kathrin Photography and Film GmbH

Prize – Ticino Merlot (ARZO).





Switzerland.



Switzerland.

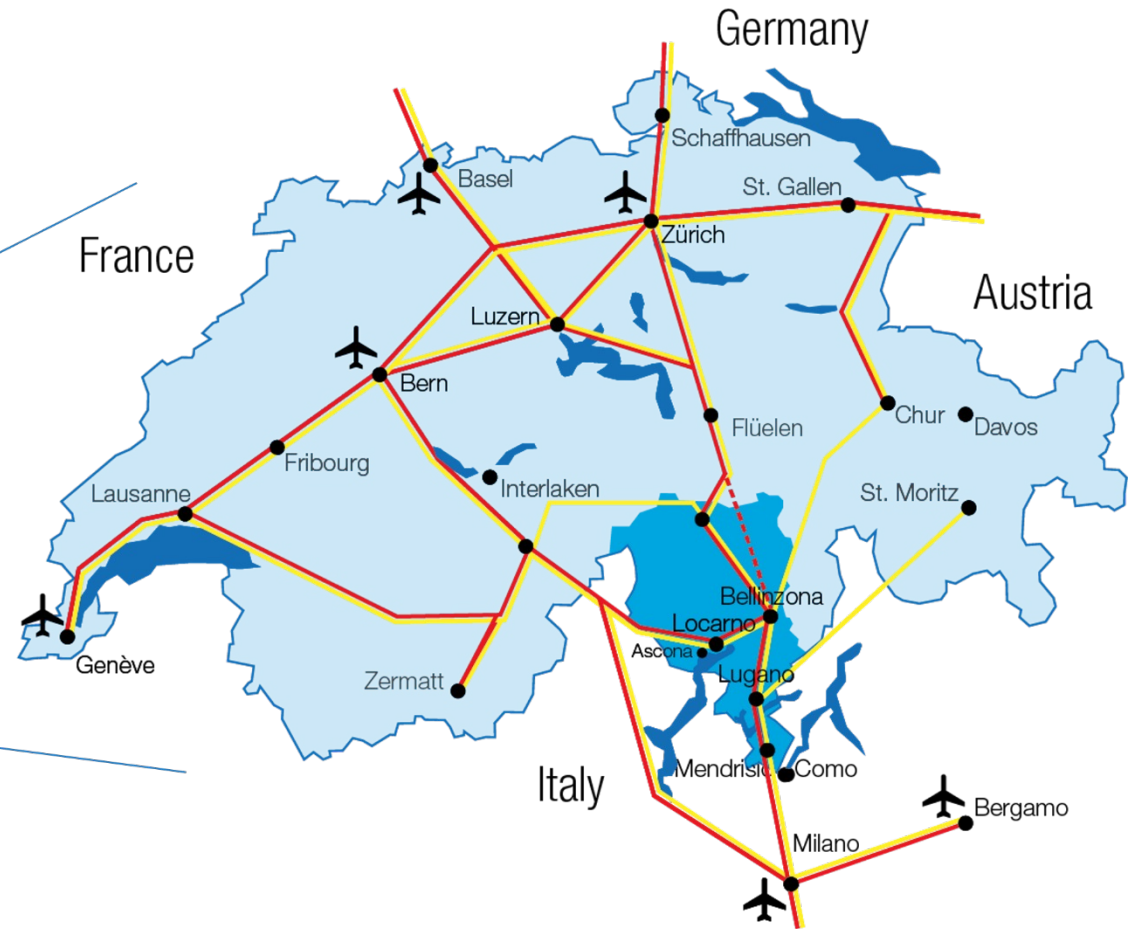
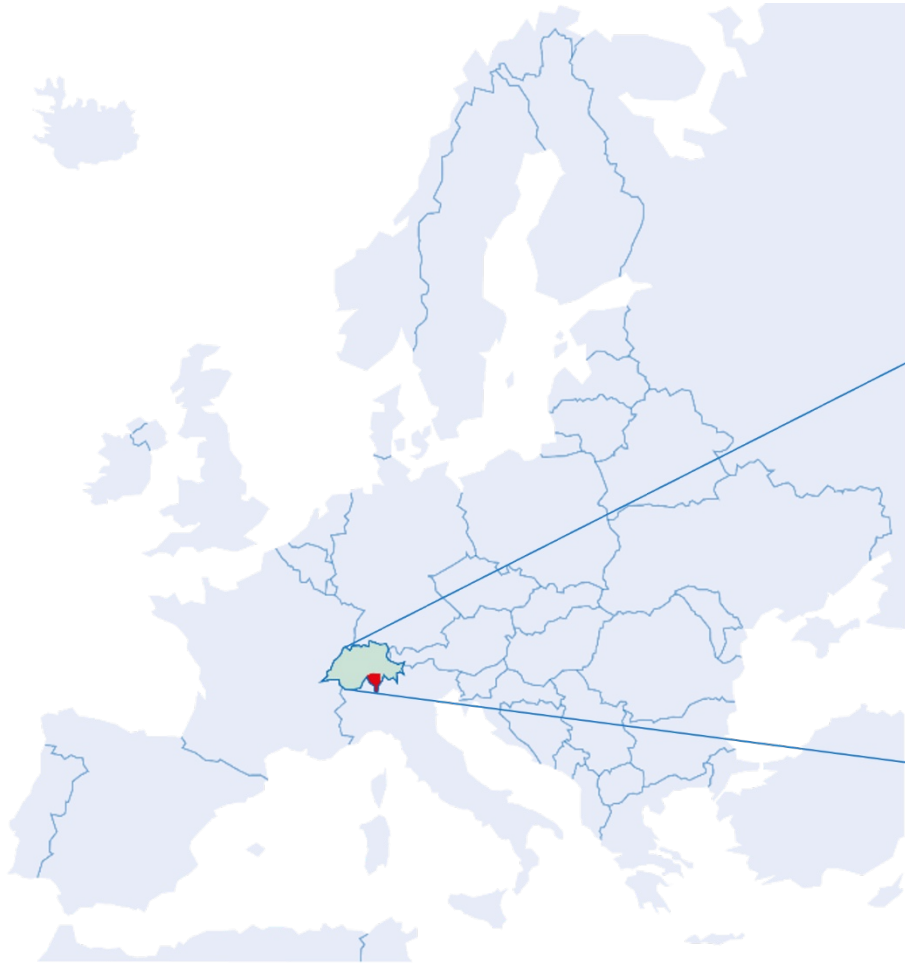
Ticino: a taste of La Dolce Vita!

Michel Cavadini
16 June 2023

Where are we?



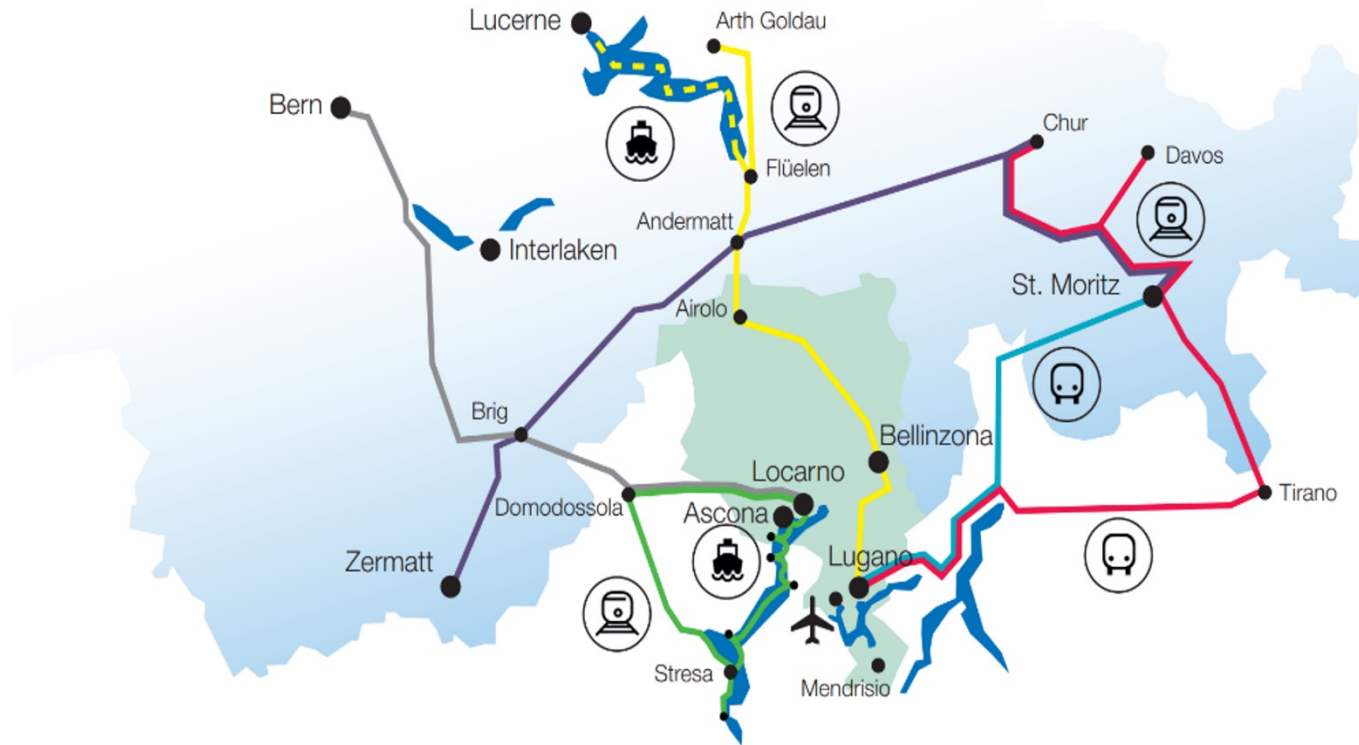
Switzerland.



Scenic routes



Switzerland.



-  Bernina Express
-  Palm Express
-  Gotthard Panorama Express
-  Lago Maggiore Express
-  Glacier Express
-  Lötschberg-Centovalli Express



Switzerland.

Ticino Ticket

One ticket, endless emotions

- Complimentary upon check-in for visitors who stay overnight in hotels, youth hostels and on camping sites
- All public transports free of charge throughout the whole region
- 20-30% off various leisure activities during the stay.



3 reasons to come to Ticino



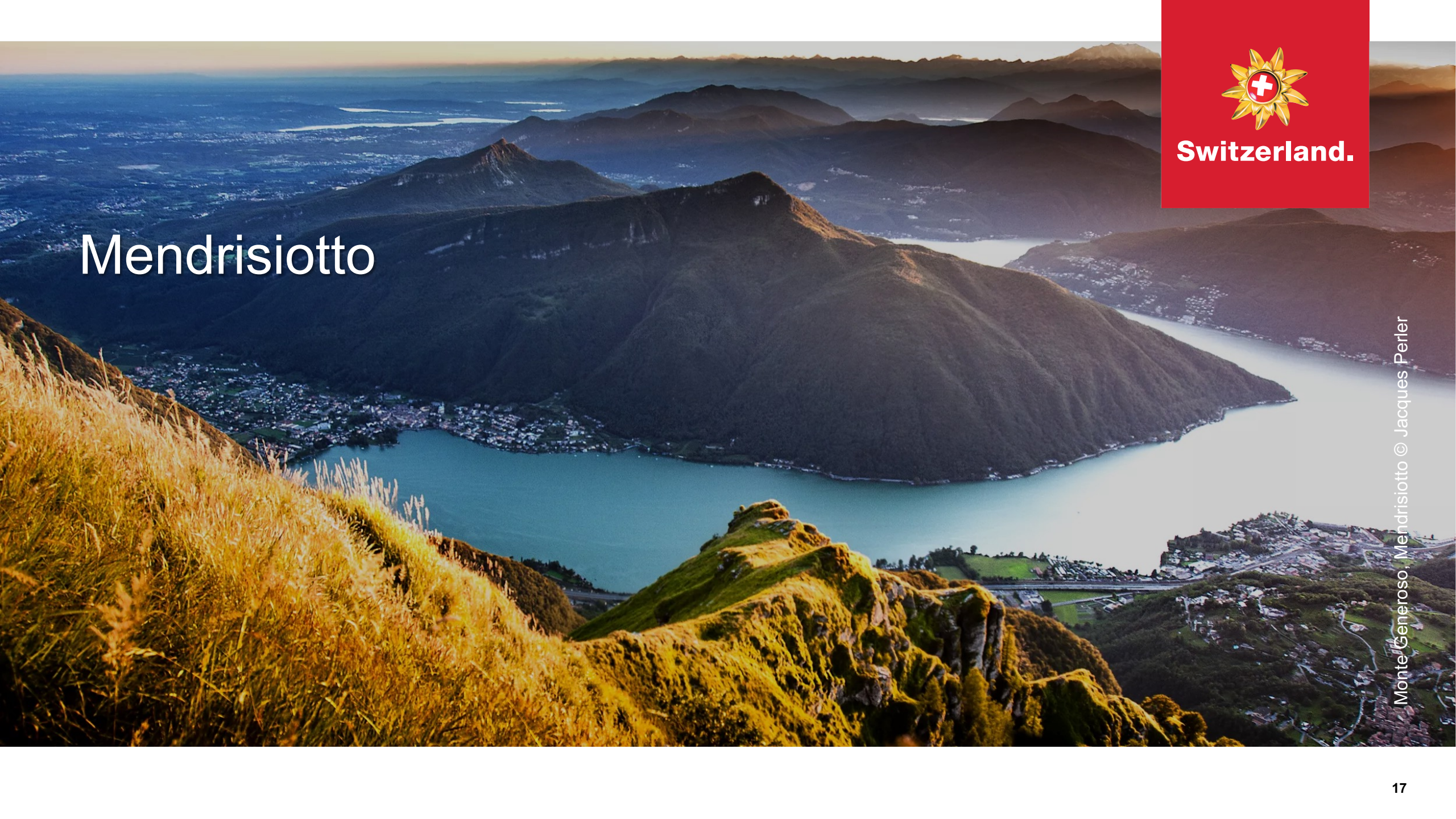
1. The unexpected Switzerland
2. Swiss quality, Italian lifestyle
3. Good food & wine:
Mediterranean cuisine





TICINO 

small moments
a great experience



Mendrisiotto



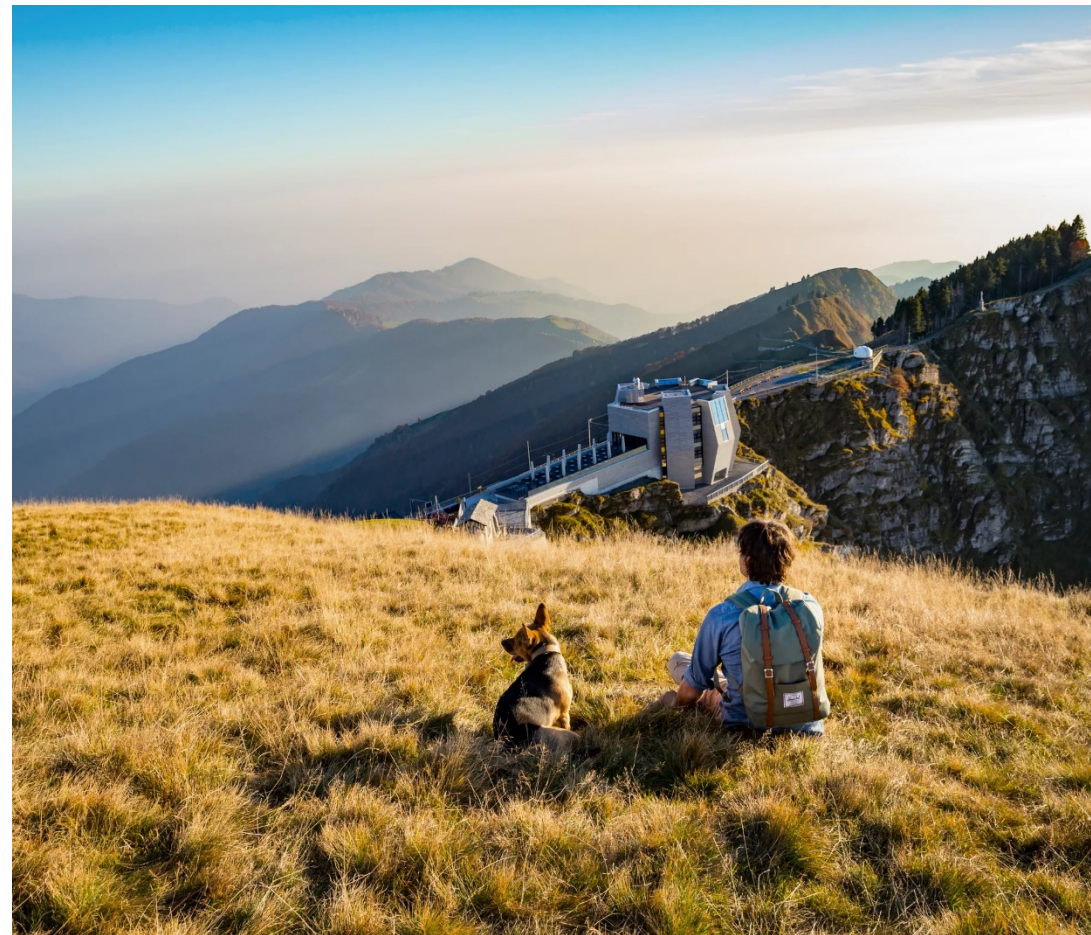
Switzerland.



Switzerland.

Mount Generoso

- Reach the peak in 40' by cogwheel railway, through woods and breathtaking views
- *Fiore di Pietra* by Mario Botta: 2 restaurants and a meeting room
- 1704 m
- 30% off with Ticino Ticket
- Open throughout the year!
- montegeneroso.ch



Bike'n'Wine



Switzerland.



- Bike tour through the southernmost vineyards: the Tuscany of Switzerland
 - Guided tour, tailor made
 - Up to 3,5h and 2 wine producers
 - Helm included 😊
 - March to October.
-
- ticino.ch/bikewine

Lugano Region



Switzerland.



Switzerland.

Food & Wine Tour

- A guided walking tour through the towns of Lugano, Locarno or Bellinzona
- Enjoy various specialties from Ticino - including our special white Merlot - while discovering the main attractions.
- ticino.ch/foodwinetour



Morcote



Switzerland.



- Awarded most beautiful village of Switzerland in 2016
- Reachable by boat (20% off with Ticino Ticket) or bus (free of charge with Ticino Ticket)
- Scherrer Park – free of charge.
- ticino.ch



Lake Maggiore (Ascona – Locarno)



Switzerland.

Brissago Islands



Switzerland.



- The *floating gardens* of Lake Maggiore
 - Botanical world tour on an island
 - Gourmet restaurant & small hotel
 - 30% off with Ticino Ticket.
-
- isolebrissago.ch

Verzasca Valley

- Known for its crystal-clear waters and swimming holes
- Brave enough to jump from the famous “Ponte dei Salti” in Lavertezzo?
- Reachable by public bus (free of charge with Ticino Ticket).
- ascona-locarno.com



Bellinzona and upper Ticino



Switzerland.

UNESCO Castles



Switzerland.



- Castelgrande
- Castello Montebello
- Castello Sasso Corbaro
- Middle age fortresses
- Free access to the courtyards –
Bellinzona pass for museums 30%
off with Ticino Ticket.

- bellinzonaevalli.ch



Switzerland.

Local market in Bellinzona

- Every Saturday morning
- since 1878
- Authentic and...resilient
- Do like the locals and enjoy the *menu del mercaa*.

- bellinzonaevalli.ch



Michel Cavadini

Head of Foreign Markets
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More info: ticino.ch/trade





Switzerland.

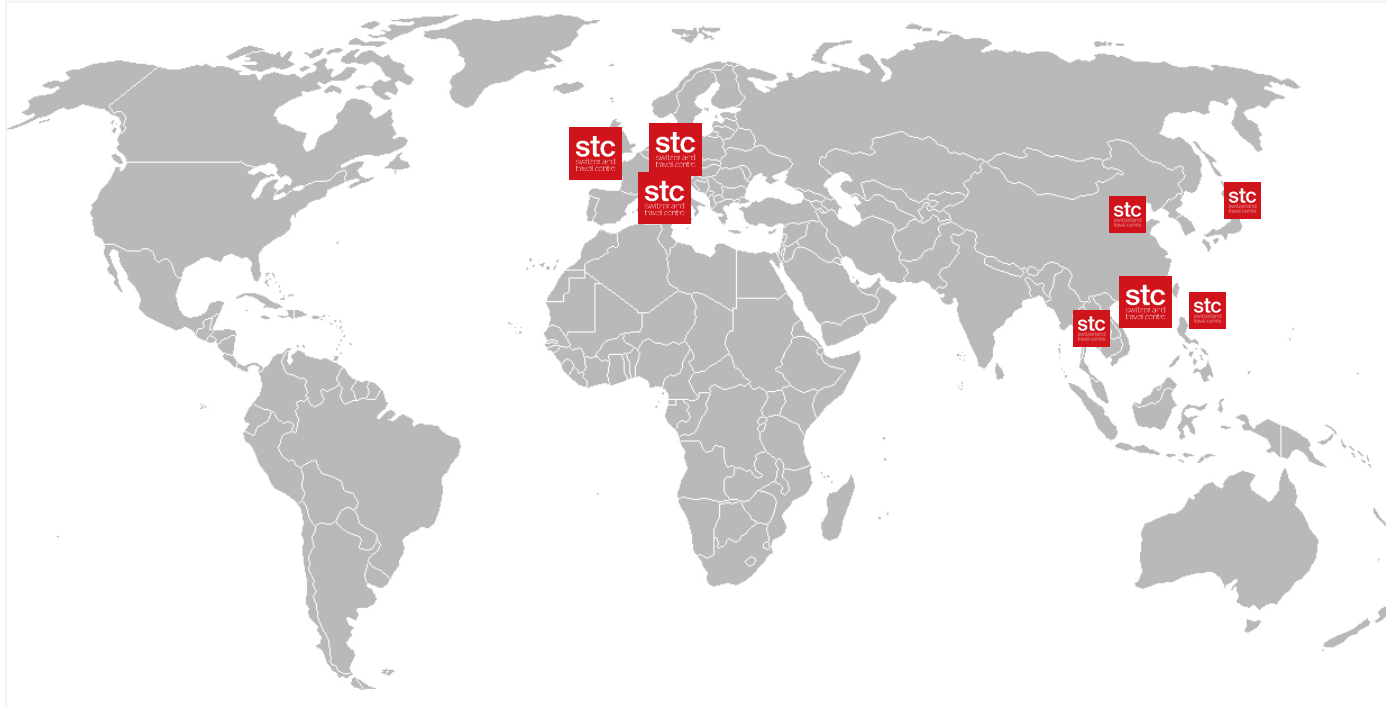


Switzerland Travel Centre

We are...

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

Our world



1. Founded in 1998
2. 4 Offices and Reps in SEA & Japan
3. 100+ staff enthusiastic about Switzerland
4. 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 ATOL protected. We provide commission to travel agents that book through us
- We work with numerous 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 offer tailor-made itineraries for Groups as well as FIT
- We are an authorised partner of the Swiss Travel System and we are their largest client, meaning 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.-.



What makes Ticino so special for us?

- Italian flair in Switzerland
- Best of both worlds, Swiss quality and Italian lifestyle
- Interesting modern as well as historical architecture
- Mediterranean climate
- Summer holiday paradise
- Culinary hotspot
- Famous wine and vineyards
- Special events like the Locarno Film Festival

Top Excursions

Ticino



Culinary tours



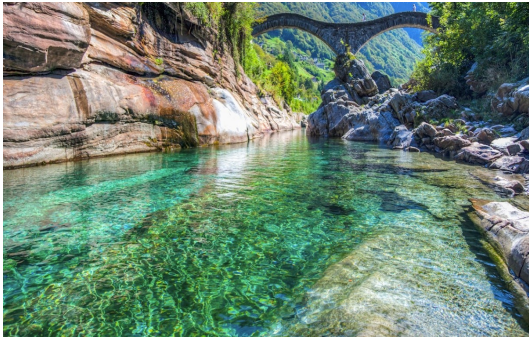
Swissminiatur



Castles of Bellinzona



Centovalli



Verzasca Valley



Lake Lugano

Top Resorts

Ticino



Bellinzona



Lugano



Locarno



Ascona



Morcote



Gandria

Hidden Gem in Ticino


Lago Tremorgio



Package Example

Lugano - Switzerland with Italian Flair

4 days / 3 nights

from £ 830 

Lugano is full of Mediterranean flair and southern joie de vivre. Lying in a spectacular bay of Lake Lugano, it has all the advantages of a world-class city combined with the cachet of a small town. Soak up Lugano's atmosphere, savour local specialities and admire the splendid panorama over Lake Lugano.



Book online



Highlights

- Lugano – Ticino's Boutique city
- Monte Generoso – breathtaking views
- Lake Lugano – a place to relax
- Delicacies from Ticino



Day 1

Arrival by public transport from your starting point in Switzerland to Lugano. Overnight in Lugano.

Highlights: The lakeside, Centro Storico, Parco Civico, Cattedrale San Lorenzo



Day 2

Enjoy a private guided tour of the historic centre, where you taste a variety of specialties from Ticino. Overnight in Lugano.

Highlights: Piadine, Via Nassa, Chiesa di Santa Maria degli Angeli



Day 3

Travel by train to Capolago – Riva S. Vitale, from where you take the Monte Generoso cog railway which is about 9 km long and runs along a magical stretch of mountain scenery. Overnight in Lugano.

Highlights: Monte Generoso



Day 4

Lake Cruise to Gandria, the cosy little border town at the foot of Monte Brè on the shores of Lake Lugano. Return trip by public transport from Lugano to your final destination in Switzerland or extend your stay.

Highlights: Lake Cruise to Gandria, World-known museums all over the city to explore such as Hesse Museum

Package Example

Hiking Tour - Highlights of Ticino

7 days / 6 nights

from £ 1050 ⓘ

The valleys are lonely, the mountain paths are full of views and the towns are bursting with joie de vivre and Italianità. This hiking tour takes you through the southernmost corner of Switzerland, from the lofty castles of Bellinzona through lively Lugano to Mendrisio. The different perspectives on the many lakes of this region accompany you on your way to the highlights of Ticino.



Book online



Highlights

- Bellinzona castles, UNESCO World Heritage Site
- Lugano city
- Lake Maggiore
- Mount San Salvatore
- Mount San Giorgio, UNESCO World Heritage Site

Your travel itinerary

Bellinzona – Isonne – Tesserete – Lugano – Serpiano – Mendrisio



Day 3

Isonne - Tesserte

First through the swamp at Gola di Lago and then further on through a sea of ferns in a sparse birch forest towards Bigorio. Santa Maria Franciscan monastery like an eagle's nest above Tesserete.

Details: approx. 11 km ↑ 525 m ↓ 740 m
Duration: approx. 3.5 h



Day 4

Tesserete - Lugano

In the morning by bus to Cimaderna. The tour leads past the Denti della Vecchia rock formations over the Monte Boglia, through beech forests and high plateaux to Monte Brè, a vantage platform high above Lugano. The funicular takes you down to the city centre.

Details: approx. 11 km ↑ 525 m ↓ 740 m
Duration: approx. 3.5 h



New packages coming



Switzerland.

Typically Swiss Culinary Tour

- Centovalli train
- Risotto Workshop at Grotto San Rocco
- Guided city tour of Lugano



Locarno / Ascona - Swiss Lakes in Summer

- Base package
- Days are flexible
- Add activities yourself





Thanks.

SwitzerlandTravelCentre.com



Switzerland.

Prize.

- Ticino Merlot (ARZO)

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Switzerland.





Switzerland.

Our Webinars.

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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.

- Switzerland Travel Academy.
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- FAM Trips.

Webinars.

Welcome.

About Switzerland.

- Transport.
- Hotels.
- Swisstainable.
- Activities.
- Brexit & Travel.
- COVID-19 Updates.

Offers & Itineraries.

- Grand Tour of Switzerland.
- Grand Train Tour of Switzerland.
- Sample Itineraries.
- Incoming Agencies.
- UK & Irish Tour Operators.
- MySwitzerland Pro.
- Switzerland on Tour.

Multimedia.

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

Trade News.

Contact.

Information & upcoming Webinar.



- **Date:** 7 September
- **Guests:** STS / BLS
- **Sign up here:**
[MySwitzerland.com/trade-uk](https://www.myswitzerland.com/trade-uk)

Your Questions.



Danke. Merci. Grazie. Grazia.



Switzerland.