



Switzerland.



Switzerland.

Switzerland Tourism Swisscast: Switzerland's Panoramic Transports.

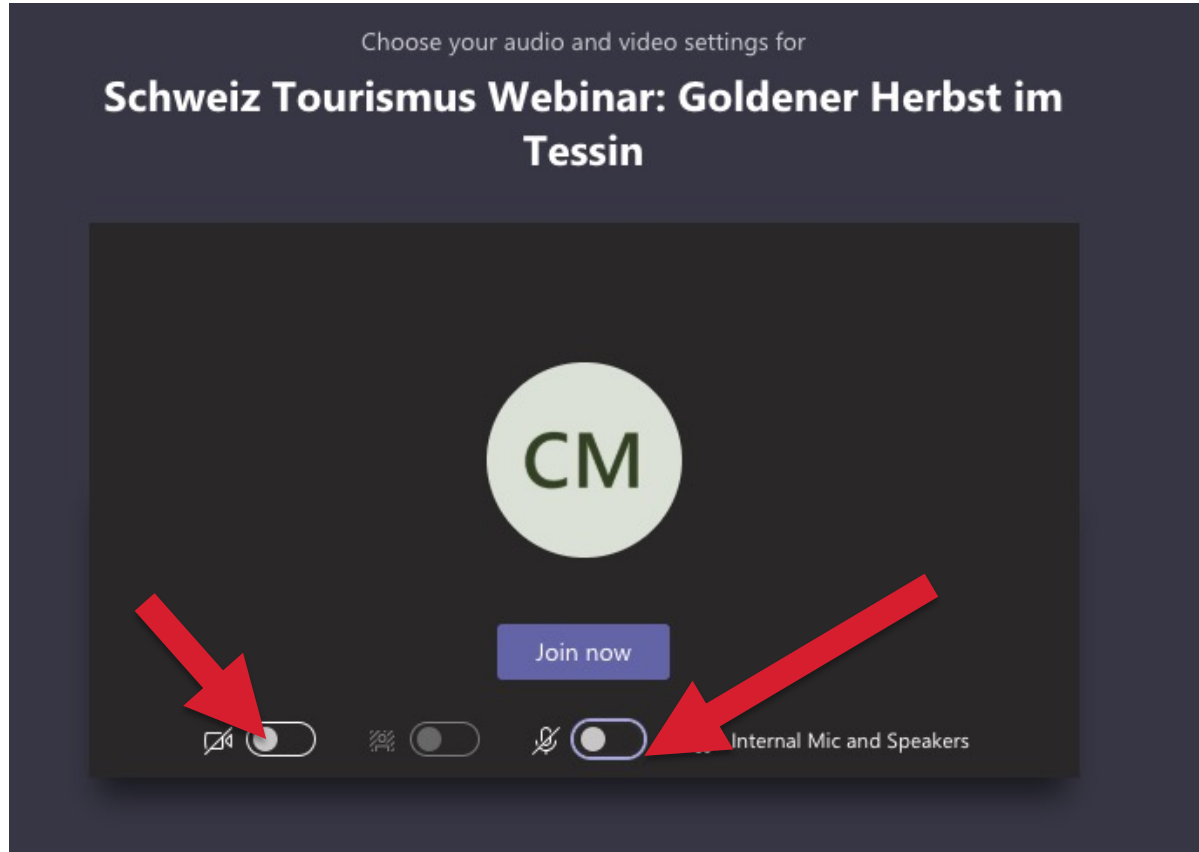
Evelyn Lafone & Fiona Schaad
7 September 2023



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



Fiona Schaad

Our guests today.



Andreas Nef
Swiss Travel System
Market Manager



Niklaus Hotz
BLS Interlaken Lake Cruise
Sales Manager

Taste of the autumn.

Basel.



Ticino.

Lavaux UNESCO.



Lavaux UNESCO vineyard in autumn

Valais.



Switzerland.

BOOK YOUR AUTUMN PACKAGES WITH SWITZERLAND TRAVEL CENTRE

- <https://switzerlandtravelcentre.com/en/gbr/offer/valais-wine-trail>

Valais Wine Trail

The from rate includes the following services:

- 1 overnight stay each including breakfast in a middle class hotel in Martigny, Saillon, Sion, Sierre and Leuk/Susten
- Rail 2nd class from/to Swiss starting/ending point
- Costs for luggage pick-up at the station
- Luggage transfer from hotel to hotel

Prize draw.



Switzerland.



Prize – Petite Arvine (Varone).





Switzerland.



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



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



Switzerland.

Premium panoramic trains.

Bernina Express on the Wiesener Viaduct, Graubünden

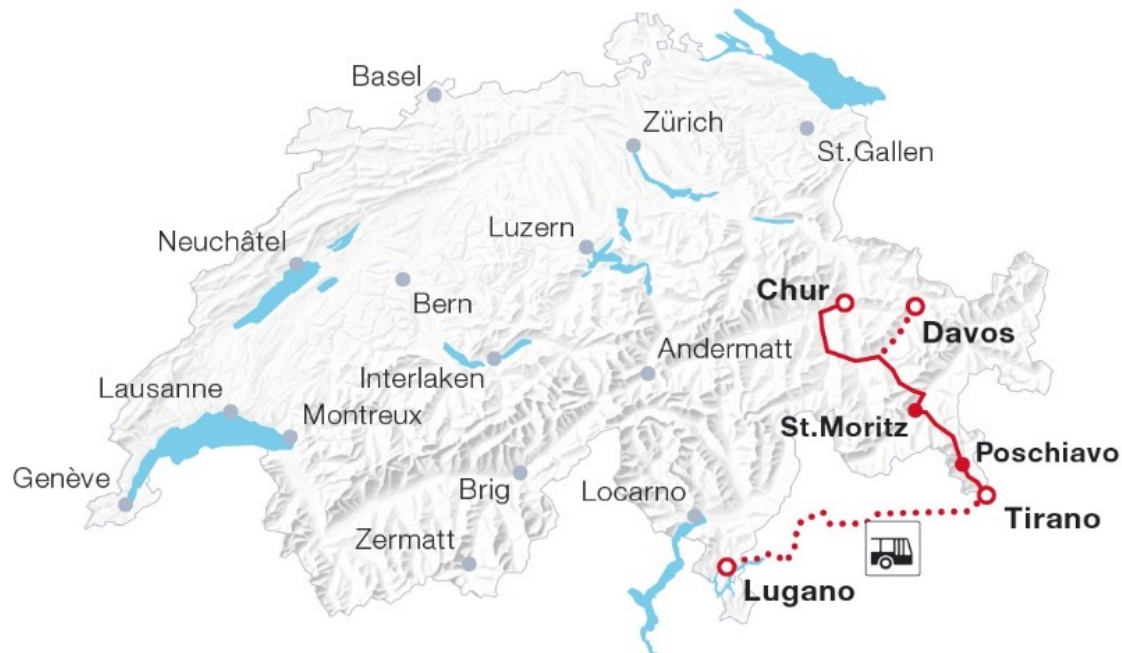
Bernina Express.



Switzerland.

Bernina Express.

From Chur to Tirano (Italy) and Lugano



- **Route:** Chur/St. Moritz–Poschiavo–Tirano–Lugano
- **Duration:** 4 h 17 min (Chur–Tirano), 3 h (bus Tirano–Lugano)
- **Distances:** Chur–Tirano 148 km, Tirano–Lugano: 90 km

Glacier Express.



Glacier Express on the Schmiten Viaduct, Graubünden



Switzerland.

Glacier Express.

From St. Moritz to Zermatt



- **Route:** St. Moritz–Chur–Andermatt–Brig–Visp–Zermatt
- **Duration:** about 8 h
- **Distance:** 291 km

GoldenPass Express.





Switzerland.

GoldenPass Express.

From Montreux to Interlaken



- **Route:** Montreux–Gstaad–Zweisimmen–Interlaken
- **Duration:** 3 h 15 min
- **Distance Montreux–Interlaken:** 115 km

Gotthard Panorama Express.





Switzerland.

Gotthard Panorama Express.

From Lucerne to Bellinzona / Lugano



- **Route:** Lucern–Lake Lucerne–Flüelen–Gotthard–Bellinzona–Lugano
- **Duration:** around 5 h 30 min
- **Distance Lucern–Lugano:** 182 km

Luzern–Interlaken Express.



Switzerland.

Luzern–Interlaken Express.

The fascinating panorama journey.



- **Route:** Luzern–Interlaken
- **Duration:** 1 h 50 min
- **Distance:** 97.8 km



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

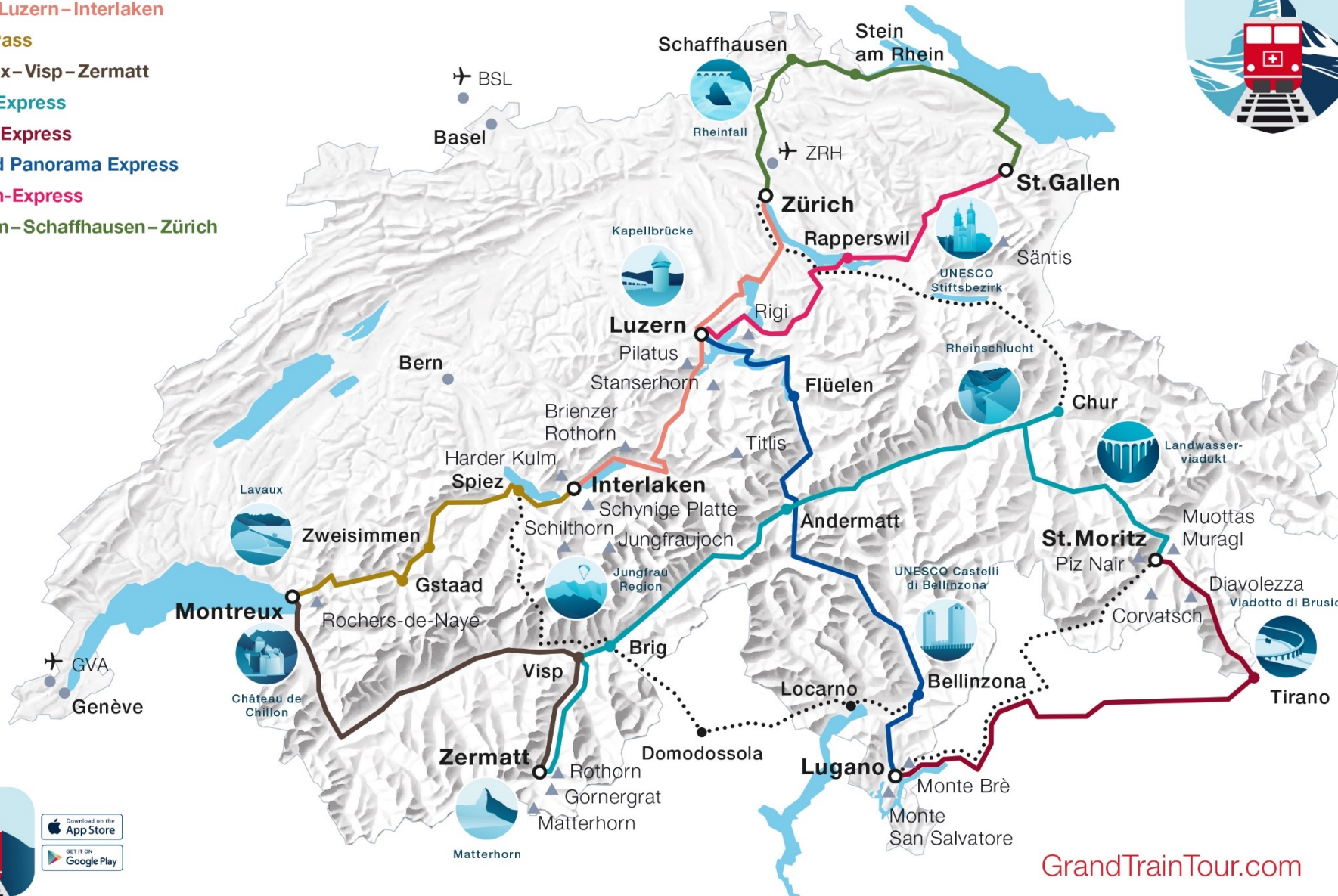
Gotthard Panorama Express

Voralpen-Express

St. Gallen – Schaffhausen – Zürich



Switzerland.



GrandTrainTour.com



Switzerland.

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**:
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Excellence Talk - Stories that move us.

Innovative news format

- Exciting stories
 - Interviews with industry partners
 - Exclusive insights about the Excellence Program
 - Quiz afterwards
-
- Topics of the series:
Grand Train Tour of Switzerland, Luzern–Interlaken Express,
Schilthorn, Glacier Express and more



Join Heidi & Peter and start your learning journey.



Switzerland.



We're at your service.



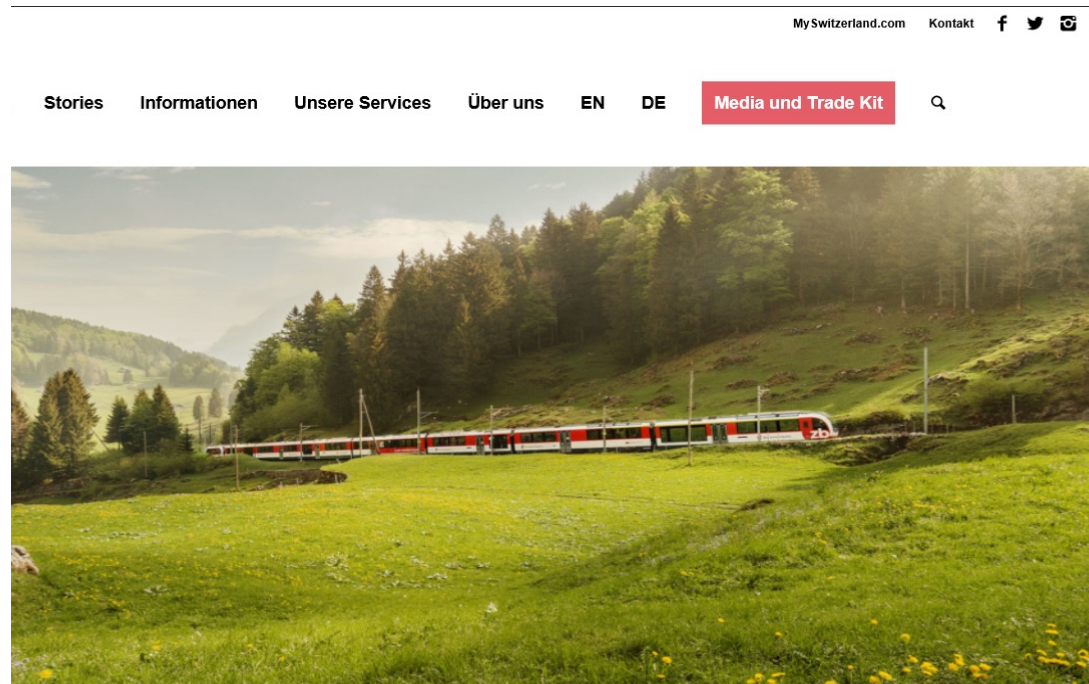
Switzerland.

Luzern-Engelberg Express in Grafenort, Central Switzerland

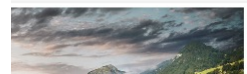
Swiss Travel System Media & Trade Platform.



Switzerland.



Die Schweiz mit Bahn, Bus und Schiff entdecken.



▪ mystsn.net.com/uk

- Information about STS products & services as well as all STS tickets and passes
- Current news around the Swiss Travel System
- Download centre with factsheets, theme texts, pictures, videos, maps and logos
- Information about STS AG and our team
- Newsletter for the travel trade industry

I'm at your service.



Switzerland.



Swiss Travel System.



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Switzerland.

BLS Interlaken Lake Cruise

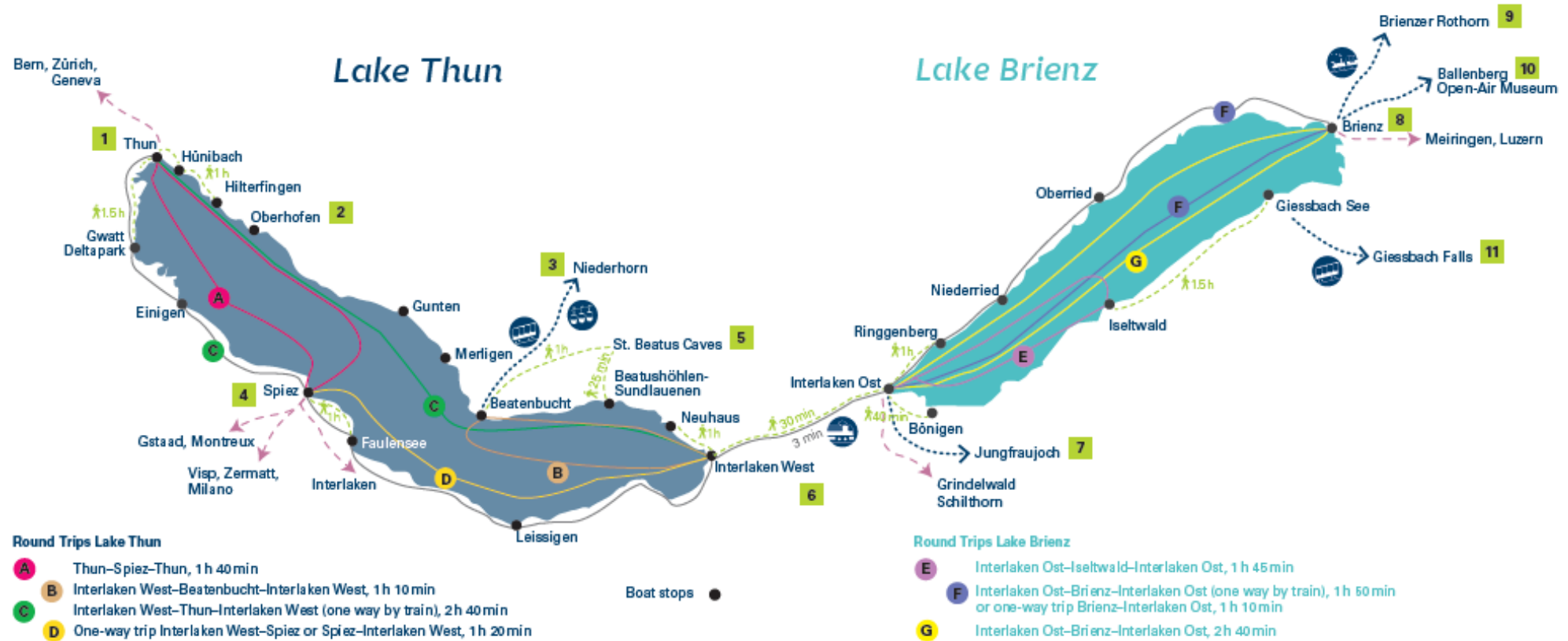
Lake Thun and Lake Brienz



Welcome on board!

2 Lakes – Endless Experiences

perfectly combinable with other attractions in the Interlaken / Jungfrau Region



Key Facts

- Lake Thun + Lake Brienz = 2 Lakes in the heart of Bernese Oberland
- Major boat stations just steps away from train / bus / coach connections
- 12 boats (3 steam-boats, 9 motor boats)
- Catering available on board all boats
- Scheduled cruises
 - ✓ Year round service on Lake Thun
 - ✓ Seasonal service on Lake Brienz (April – Oktober)
- Charter cruises
- Culinary cruises

Timetables for scheduled cruises (Summer 2023)

Lake Thun

Verkehrstage Jours de circulation Days of operation	Täglich Chaque jour Daily	Täglich Chaque jour Daily	Täglich Chaque jour Daily	Täglich Chaque jour Daily	Täglich Chaque jour Daily	Täglich Chaque jour Daily	◆
Kurs Course Cruise	(☞) 7	(☞) 9	✕ 13	✕ 15 	(☞) 19	(☞) 21	✕ 125
Thun (See)	8.40	9.40	11.40	12.40	14.40	15.40	18.40
Hünibach (See)	8.51	9.51	11.51	12.51	14.51	15.51	18.51
Hilterfingen (See)		9.57	11.57	12.57	14.57	15.57	18.57
Oberhofen am Thunersee		10.03	12.03	13.03	15.03	16.03	19.03
Gwatt Deltapark (See)	9.02						
Einigen (See)	9.12						
Gunten (See)		10.16	12.16	13.16	15.16	16.16	19.16
Spiez Schiffstation ○	9.26	10.26	12.26	13.26	15.26	16.26	19.26
Spiez Schiffstation	9.28	10.28	12.28	13.28	15.28	16.28	19.28
Faulensee (See)	9.40	10.40	12.40	13.40	15.40	16.40	19.40
Merligen (See)		10.55	12.55	13.55	15.55	16.55	19.56
Beatenbucht (See)	9.54	11.02	13.02	14.02	16.02	17.02	20.02
Leissigen (See)	10.10						
Beatushöhlen-Sundlauenen		11.17	13.17	14.17	16.17	17.17	
Neuhaus (Unterseen) (See)	10.25	11.25	13.25		16.25	17.25	
Interlaken West (See) ○	10.49	11.49	13.49	14.49	16.49	17.49	

Verkehrstage Jours de circulation Days of operation	Täglich Chaque jour Daily	Täglich Chaque jour Daily	Täglich Chaque jour Daily	Täglich Chaque jour Daily	Täglich Chaque jour Daily	Täglich Chaque jour Daily	◆
Kurs Course Cruise	✕ 8	✕ 10	✕ 14	✕ 16 	(☞) 20	✕ 22	✕ 126
Interlaken West (See)	11.10	12.10	14.10	15.10	17.10	18.10	
Neuhaus (Unterseen) (See)	11.35	12.35	14.35		17.35	18.35	
Beatushöhlen-Sundlauenen	11.43	12.43	14.43	15.43	17.43		
Leissigen (See)						18.50	
Beatenbucht (See)	11.58	12.58	14.58	15.58	17.58	19.10	20.04
Merligen (See)	12.05	13.05	15.05	16.05	18.05	19.17	
Faulensee (See)	12.20	13.20	15.20	16.20	18.20		20.20
Spiez Schiffstation ○	12.32	13.32	15.32	16.32	18.32	19.32	20.32
Spiez Schiffstation	12.34	13.34	15.34	16.34	18.34	19.34	20.34
Gunten (See)	12.44	13.44	15.44	16.44		19.44	20.44
Einigen (See)					18.48		
Gwatt Deltapark (See)					18.58		
Oberhofen am Thunersee	12.57	13.57	15.57	16.57		19.57	20.57
Hilterfingen (See)	13.03	14.03	16.03	17.03			21.03
Hünibach (See)	13.09	14.09	16.09	17.09	19.09	20.04	21.09
Thun (See) ○	13.20	14.20	16.20	17.20	19.20	20.15	21.20

Lake Brienz

Verkehrstage Jours de circulation Days of operation	Täglich Chaque jour Daily	Täglich Chaque jour Daily	Täglich Chaque jour Daily	Täglich Chaque jour Daily	Täglich Chaque jour Daily	6 Samstag Saturday 17.6.–26.8
Kurs Course Cruise	(☞) 59	✕ 63 	✕ 65	✕ 69 	(☞) 73	✕ 79
Interlaken Ost (See)	9.07	11.07	12.07	14.07	16.07	19.07
Bönigen	9.25	11.25	12.25	14.25	16.25	19.25
Ringgenberg (See)	9.33	11.33		14.33	16.33	19.33
Niederried (See)	9.43				16.43	
Iseltwald (See) ○	9.51	11.51	12.45	14.51	16.51	19.51
Iseltwald (See)	9.52	11.52	12.46	14.52	16.52	19.52
Oberried (See)			12.56			
Giessbach See	10.09	12.09	13.09	15.09	17.09	20.09
Brienz (See) ○	10.20	12.20	13.20	15.20	17.20	20.20

Verkehrstage Jours de circulation Days of operation	Täglich Chaque jour Daily	Täglich Chaque jour Daily	Täglich Chaque jour Daily	Täglich Chaque jour Daily	Täglich Chaque jour Daily	6 Samstag Saturday 17.6.–26.8
Kurs Course Cruise	(☞) 60	✕ 64 	✕ 68	✕ 70 	(☞) 74	✕ 80
Brienz (See)	10.40	12.40	14.40	15.40	17.40	20.40
Giessbach See	10.51	12.51	14.51	15.51	17.51	20.51
Oberried (See)	11.06				18.06	
Iseltwald (See) ○	11.16	13.07	15.07	16.07	18.16	21.07
Iseltwald (See)	11.17	13.08	15.08	16.08	18.17	21.08
Niederried (See)			15.17			
Ringgenberg (See)		13.28	15.28	16.28		21.28
Bönigen	11.35	13.35	15.35	16.35	18.35	21.35
Interlaken Ost (See) ○	11.53	13.53	15.53	16.53	18.53	21.53

Tickets / Pricing

- STS assortment (Swiss Travel Pass, Swiss Half Fare Card etc.)
- Bernese Oberland Pass / Jungfrau-Travel Pass
- Tailor-made tickets available on board / at major boat stations / Webshop lakeinterlaken.ch/ticket
- Eurail / Interrail is valid on board
- Discounted group fares (Group reservation mandatory for >10 Pax)
- **Day Passes available: Lake Thun & Lake Brienz (unlimited rides) → Individual fares:**
 - 1st class:** CHF 106.00 (full fare)
CHF 53.00 (discounted fare for children & half fare card holders)
 - 2nd class:** CHF 72.00 (full fare) |
CHF 36.00 (discounted fare for children & half fare card holders)



NEW in 2023

Completely refurbished flagship «MS Brienz» on Lake Brienz



Sustainability

MS Jungfrau with electric hybrid engines



Available on selected scheduled cruises all season from April 7th until October 22nd 2023

Charter Cruises

- Charter cruises available for any kind of corporate or private events
- Boat capacities from 32 – 376 banquet spaces
- Catering à la carte



Steam boats
with supervised play-cabins for children



At your service

Contact: Niklaus Hotz
Position: Sales Manager

BLS Navigation Ltd.

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CH-3604 Thun

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Direct E-Mail: niklaus.hotz2@bls.ch
Phone: +41 58 327 48 11



Thank you very much!
See you on board soon! 😊

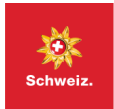


Switzerland.

Our Trade corner

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





MySwitzerland Pro – B2B platform

MySwitzerland Pro is a new web-based B2B platform run by Switzerland Tourism that connects the global travel industry with Swiss providers and destinations.

With around 26 direct market representatives around the world, Switzerland Tourism organizes various B2B events. The Switzerland Travel Mart STM, which takes place every two years, is the largest event where various suppliers and buyers have the opportunity to make contacts, build relationships and develop business. ST's role is to act as an intermediary to find a way for both parties to successfully develop their business. For this reason, the MySwitzerland Pro platform was

Information & upcoming Webinar.



Switzerland.



- **Date:** 4th October
- **Guests:** Valais
- **Sign up here:**
MySwitzerland.com/trade-uk

Prize.

- Petite Arvine (Varone)

<https://forms.office.com/e/wijGUEZ4As>



Switzerland.



Your Questions.



Danke. Merci. Grazie. Grazia.



Switzerland.