



**Switzerland.**



Switzerland.

# Swisscast: Winter in Zurich.

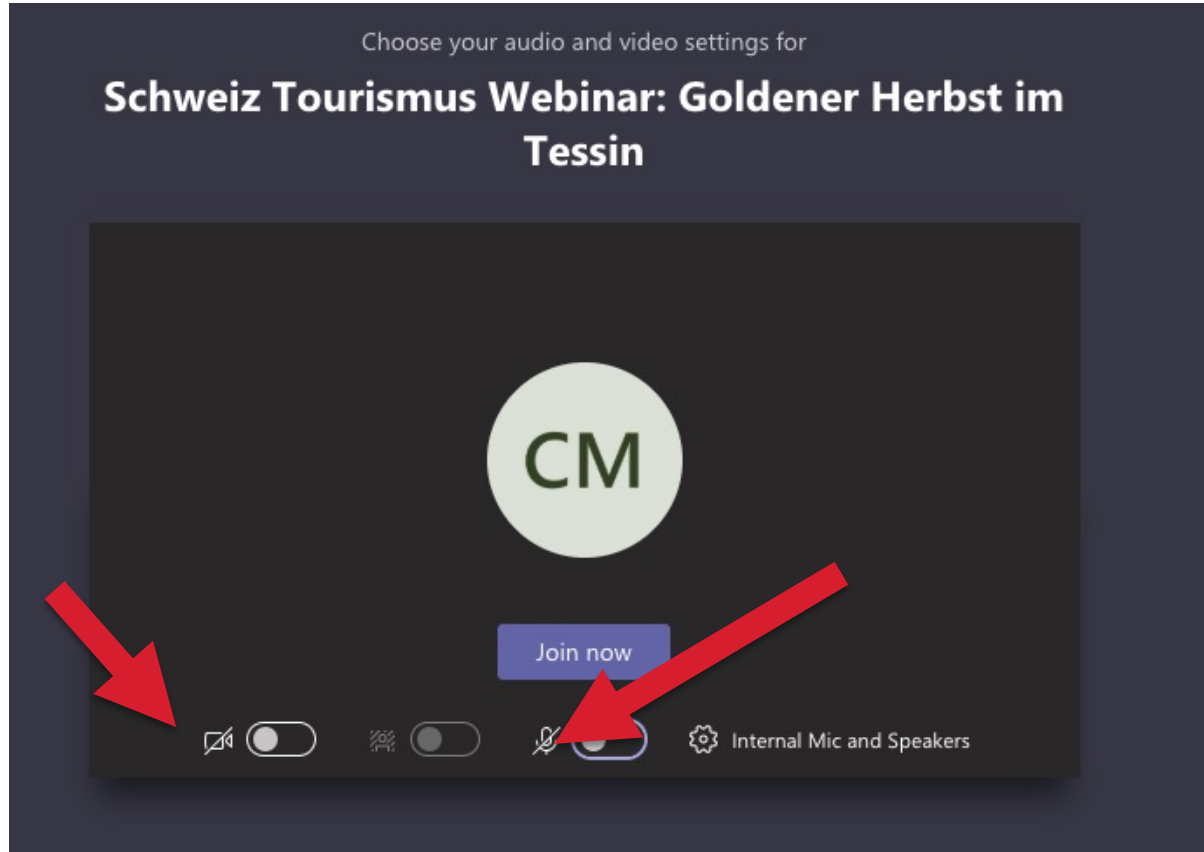
16<sup>th</sup> November 2023 with Fiona Schaad, Switzerland Tourism  
and Uliana Shtokyo, Zürich Tourism and Samuel Simola, STC.



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.



Switzerland.



**Uliana Shtoyko**  
**Zürich Tourism**  
Market Manager



**Samuel Simola**  
**Switzerland Travel Centre**  
Product Manager



**Switzerland.**





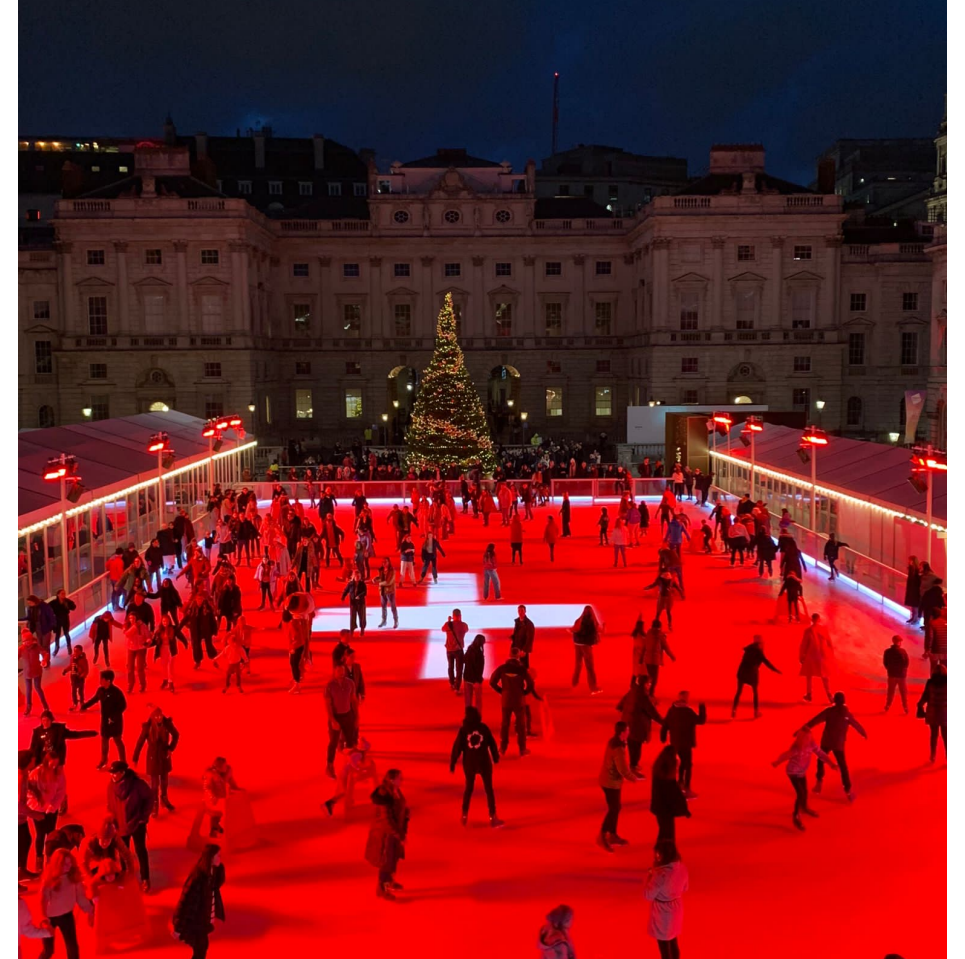
Switzerland.

Enjoy a skating session at Somerset House this winter.



# Our trade events at Skate.

- **23<sup>rd</sup> November:** Swiss Travel System
- **30<sup>th</sup> November:** Valais
- **13<sup>th</sup> December:** Bern Region with Interlaken, Jungfrau Region, Adelboden-Lenk and Gstaad
- Bring your families along and join us for a skating session (tickets need to be booked)







Switzerland.

# Santa Claus's House.

- 20 years old
- Visit Santa in his house at Rochers-de-Naye
- Access by train from Montreux
- 23 November – 24 December 2023







Switzerland.

Prize draw.





# Prize – Lindt Pralines Du Confiseur Chocolate Box 1kg.



Switzerland.





**Switzerland.**



Zürich Tourism  
November 16<sup>th</sup> 2023

Welcome to  
Zürich, Switzerland.





## Location

Set in the heart of Switzerland, Zurich offers easy access from the airport right to the centre

### Zurich Airport



### City Center



Train:  
10 min, CHF 7



Tram:  
40 min, CHF 7



Taxi:  
20 min, CHF 60

Zürich, Switzerland.



# Top Attractions

1. Zurich Old Town



2. Grossmünster



3. Lindenhof Hill



4. Polyterrasse



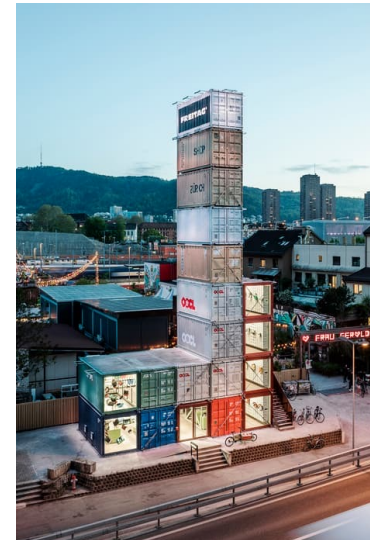
5. Zurich Lake



6. Sechseläutenplatz



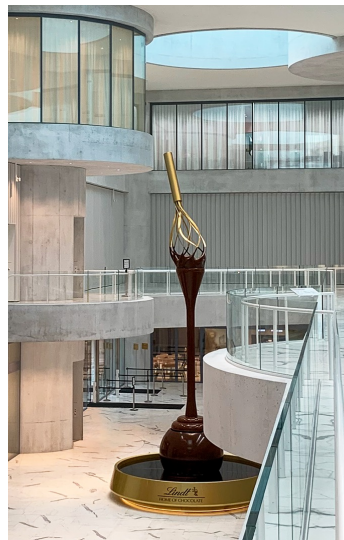
7. Zürich-West



8. Freitag Tower



9. Uetliberg



10. Lindt Home of Chocolate

Zürich, Switzerland.



# Zürich Card



New adult pricing  
(starting Dec 10th 2023):  
24h Adult: CHF 29  
72h Adult: CHF 56

Zürich, Switzerland.

Public Transport	Unlimited second class travel on tram, bus, train, boat & cableway. Validity Area: 110, 111, 121, 140, 150, 155, 154
Museums	Free Entry 10-60% Discount
Tours	10-50% Discount
Shopping	10-20% Discount
Restaurants	Culinary Surprise Discounts
Nightlife & Culture	Free Entry, 10-50% Discount
Wellness	10-50% Discount
Family Offers	Free Entry 10-20% Discount



## Zürich Card Advantages



- Unlimited 2nd Class travel on all forms of public transport in the city of Zurich and surrounding region
- Mini & short lake cruise as well as the Limmat river cruise are included
- Cableway rides within the zone
- Free entry or discounts for several museums, cultural institutes, or clubs
- Discounts for shops, activities, tours



Zürich, Switzerland.

## Sales Points

### Zürich Card B2B



Link B2B Shop

## SBB Swiss Mobility API incl. Agent Client

- Access to Agent Client
- For commission (10%) a contract needs to be signed with Zürich Tourismus
- Zürich Card **cannot** be imported into Zürich City Guide App

## B2B Shop

- Registration is required
- Net Price (10% commission), payment by Credit Card
- Zürich Card **can** be imported into Zürich City Guide App

## Integration into partner platforms

### TOMAS® Widget

- End customers buy Zürich Card via widget and partner company receives 10% commission
- Integration on own website necessary
- For commission (10%) a contract needs to be signed with Zürich Tourismus
- The Zürich Card **can** be imported into the Zürich City Guide app



Zürich, Switzerland.



# Christmas in Zurich



Zürich, Switzerland.



# Zurich's Most Beautiful Christmas Markets



Zürich, Switzerland.



# Zurich's Most Beautiful Christmas Markets

Nov 23 – Dec 23



Zurich Sechseläutenplatz



Zurich Old Town Market



Zurich Main Station



Zurich Münsterhof



Zurich Werdmühleplatz



Zürcher Weihnachtsallee

Zürich, Switzerland.



# Christmas activities



Candle making at Bürkliplatz



Chocolate Workshops at Lindt HoC



Zürich, Switzerland.

Conelli Circus



«Samichlausschwimmen»



# Zurich Winter

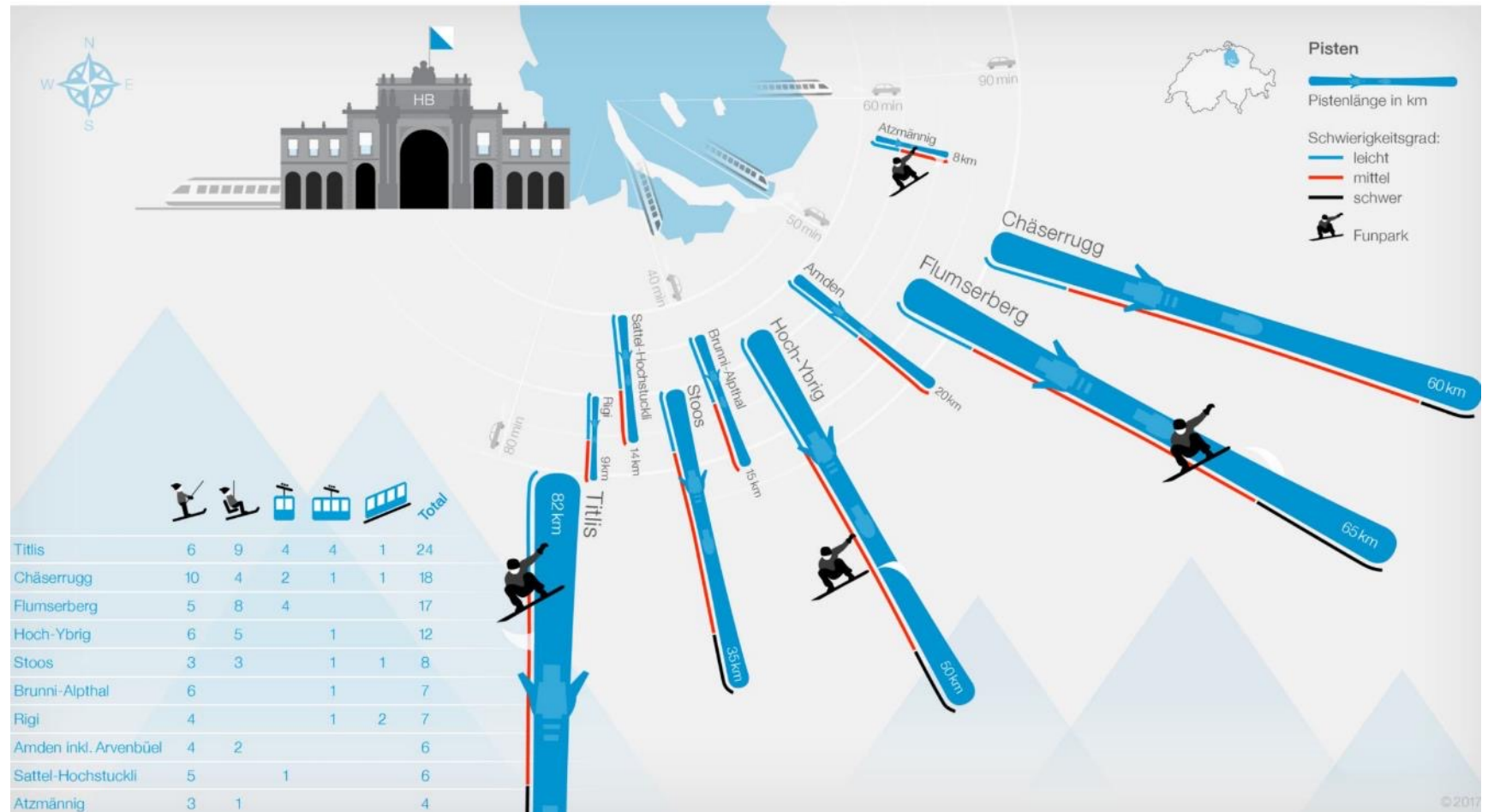


Zürich, Switzerland.



# Winter in Zurich

10 ski areas at less than 90 minutes from Zurich

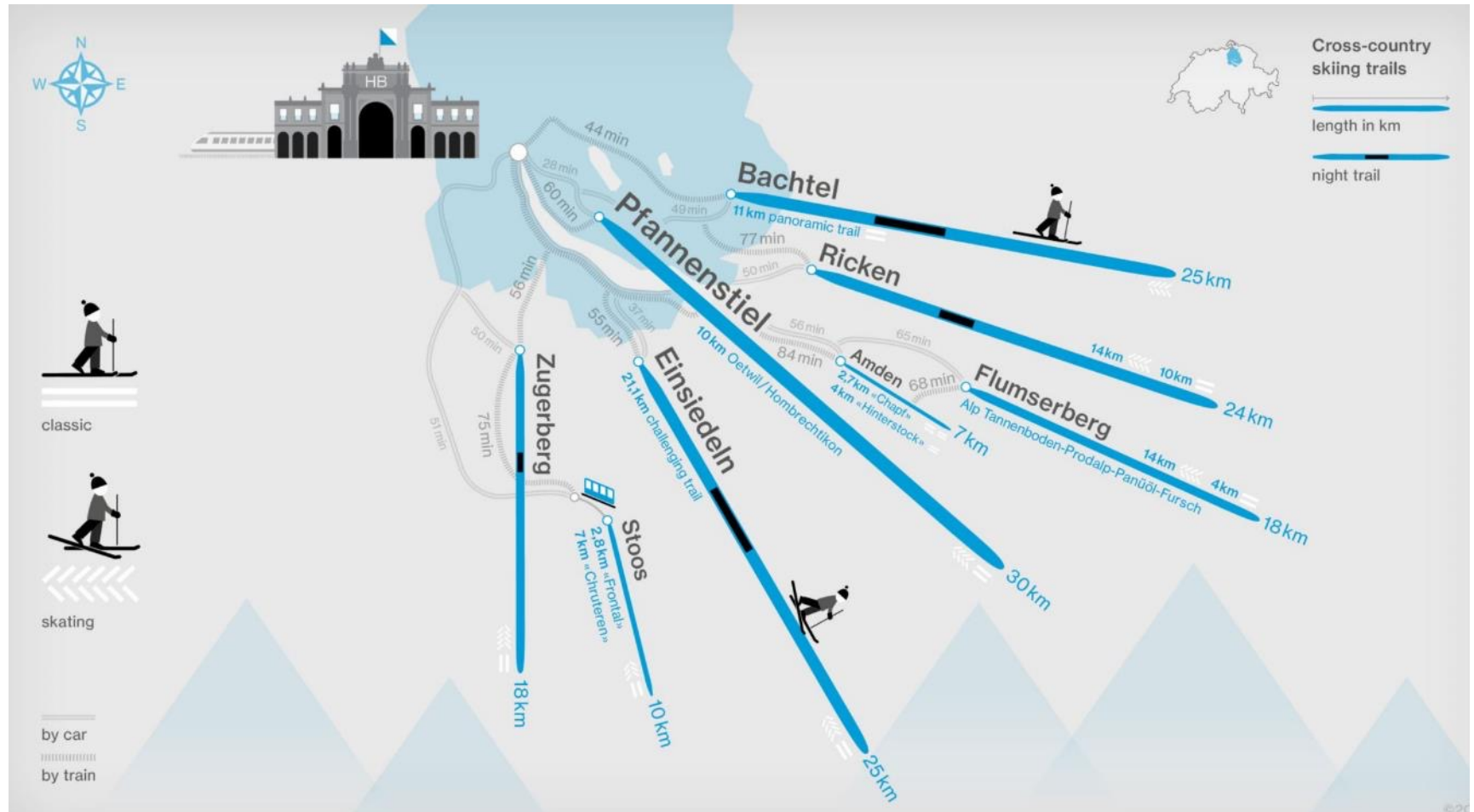


Zürich, Switzerland.



# Winter in Zurich

## Cross-Country Skiing Trails around Zurich



Zürich, Switzerland.

## Useful contacts

Zürich Tourism Sales Guide:

- [Sales Guide Link](#)

Tours, excursions, museums:

- Zürich Tourism's Tourist Information, [info@zuerich.com](mailto:info@zuerich.com)

Zürich Card:

- Zürich Card Team, [zuerichcard@zuerich.com](mailto:zuerichcard@zuerich.com)

Hotel, restaurants & venues in Zurich, [Venue Finder](#)

Images, videos, press releases:

- [zt.zuerich.com/en/media](http://zt.zuerich.com/en/media)

Presentation download:

Zürich, Switzerland.





Uliana Shtoyko  
Area Manager UK

Zürich Tourism  
[uliana.shtoyko@zuerich.com](mailto:uliana.shtoyko@zuerich.com)

[zuerich.com](http://zuerich.com)  
#visitzurich



Flughafen Zürich



See you soon in  
Zürich, Switzerland.







**Switzerland.**





Intro

Switzerland Travel Centre

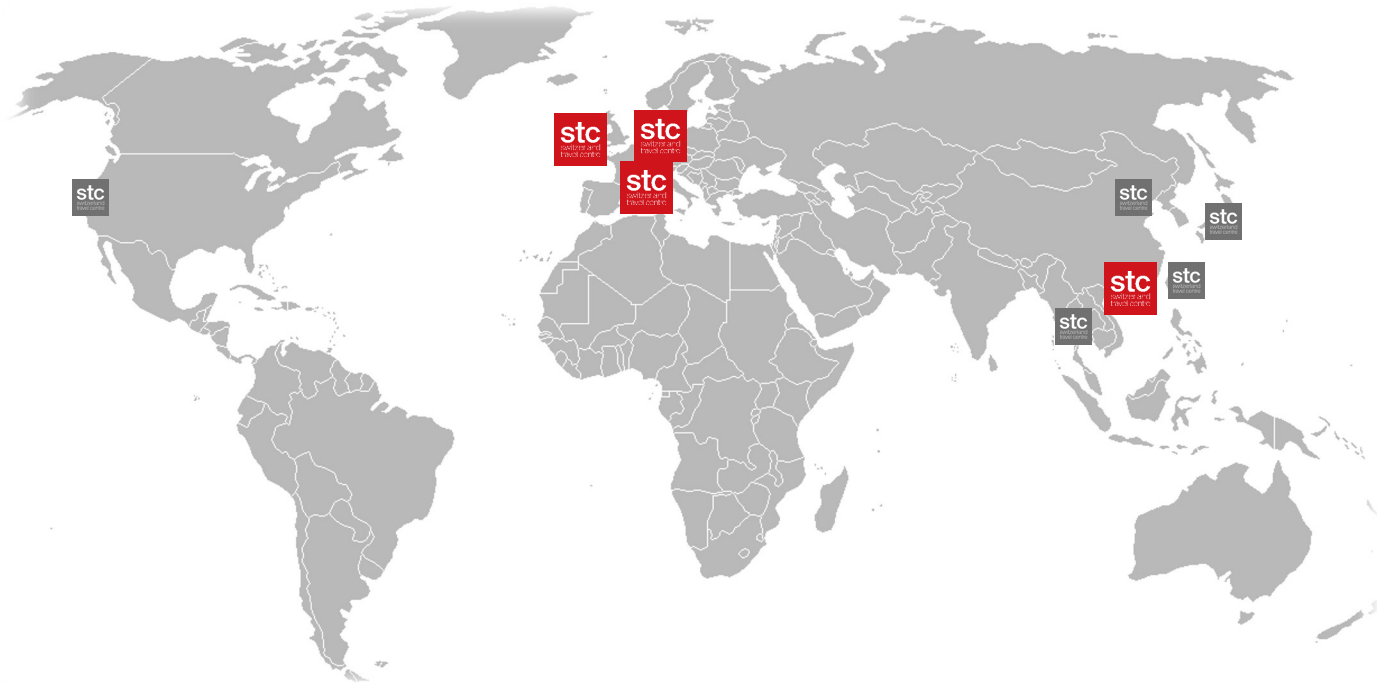
# Who we are



- Both official and largest tour operator for holidays in Switzerland
- Offering services for Swiss citizens, international independent travellers & major tour operators from around the world
- Providing the largest bookable range of travel, accommodation and sightseeing products within Switzerland
- With over 2000 Swiss hotels, a multitude of experience-packed railway products and unique tours



# Our world



- Founded in 1998, HQ in Zurich
- 120+ employees, offices in Zurich, Stuttgart, London and Hong Kong with representatives worldwide
- Shareholders:
  - Swiss Hotel Association 33%
  - Switzerland Tourism 33%
  - SBB Swiss Railways 23%
  - Regional Railways 10%



Our Offers

# Products & Services



# FIT Packages




Small Group Tour - Maximum 12 Persons

## Group Tour - Grand Tour of Switzerland Explorer

9 days / 8 nights  
from £ 3595 ⓘ

Be captivated by the landscapes and scenic beauty of Switzerland from the comfort of your small luxury cabrio coach. Be driven at a leisurely pace through winding roads and dramatic mountain passes. Experience Switzerland's scenic trains and iconic mountains along the way.

This group trip is only available with a **English-speaking driver-guide**. Vehicle equipped with **Wi-Fi**.

 [Book online](#)

↓

## Gotthard Panorama Express - Classic

3 days / 2 nights  
from £ 500 ⓘ

From Lucerne, you glide past the Rütli meadow, Schillerstein, Tell's chapel and other historic sites of primeval Switzerland. From Flüelen, you follow the historic Gotthard route to Lugano, where the southern flair and "la Dolce Vita" await you. The trip can also be booked without an overnight stay in Lucerne.

 **Select direction:** ^

 **Lugano - Lucerne**

 **Lucerne - Lugano**



stc  
switzerland  
travel centre

## Switzerland

2024

**BOOK ONLINE OR BY PHONE**  
0041 021 251 420 000

**Unforgettable Experiences**  
From Cities to Lakes to Mountain Peaks

Includes electric vehicle rental

## E-Grand Tour of Switzerland

9 days / 8 nights  
from £ 2160 ⓘ

The E-Grand Tour of Switzerland is a road trip for electric vehicles. Experience a wonderful mixture of the most beautiful sights and the most exciting mountain passes of Switzerland combined with an extraordinary driving experience in your electric rental car.

 [Book online](#)

# Products for B2B Partners



## Scenic Rail Journeys

Whether a trip on the Glacier or Bernina Express, a boat trip across Lake Lucerne, we give you the best memories of an unforgettable train journey.

[Discover now](#)

## Self-Drive Holidays

The Grand Tour of Switzerland take you on a 1,600 kilometre tour through the most beautiful areas of Switzerland and shows you how varied, and spectacular our country is.

[Discover now](#)

## City Breaks

Is it time for a city trip or lakeside escape? With us you will find small metropolises, cities and resorts on the waterfront or destinations in the countryside.

[Discover now](#)

## Cycling Holidays

Get on a bike and discover the unique nature of Switzerland. With two wheels you will explore a whole new Switzerland!

[Discover now](#)

## Hiking Holidays

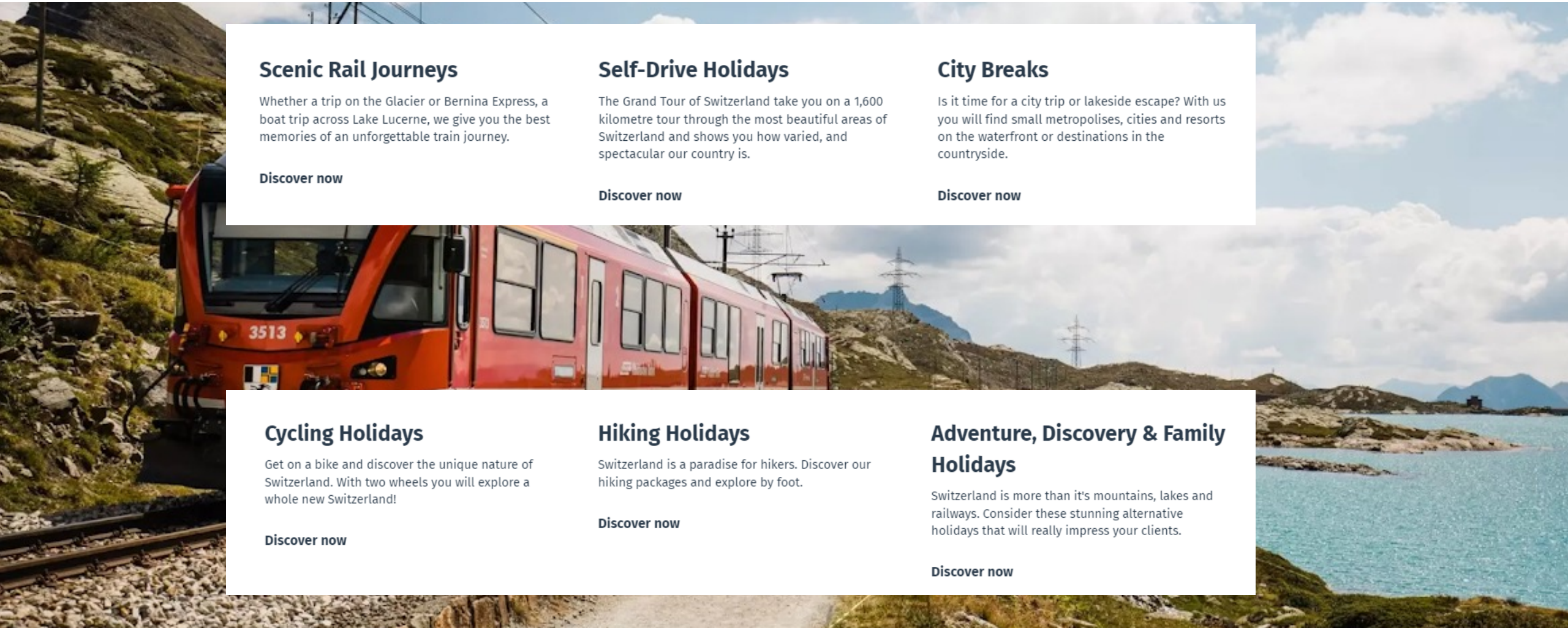
Switzerland is a paradise for hikers. Discover our hiking packages and explore by foot.

[Discover now](#)

## Adventure, Discovery & Family Holidays

Switzerland is more than it's mountains, lakes and railways. Consider these stunning alternative holidays that will really impress your clients.

[Discover now](#)





# Individual and unique Group Tours

**stc**  
switzerland  
travel centre

## Group Tours

Travel in company and benefit of a creative and tailor-made arrangement within Switzerland.



Grotto America



Bernina Express



Jodel Workshop - Schloss Hüniberg

### TAILOR-MADE GROUP TRAVEL

- Group series
- Ad-hoc requests
- Full programme planning
- Small & large group tours
- Long-standing partnerships with suppliers
- Pre - and post cruise extensions
- Attractive and competitive rates

### PANORAMIC ROUTES

- Glacier Express
- Bernina Express
- GoldenPass Line
- Gotthard Panorama Express
- Private charter coaches and charter trains

### SPECIAL INTEREST TOURS

- Activity tours
- Culinary tours
- Folklore tours
- Christmas markets
- Religious tours
- Many more

# Zürich

## STC and Zürich

- Main hub for global STC clients
- Over 150 hotels
- Zürich packages
- Zürich Card

## Excursions from Zürich

- Guided city tours in cooperation with Zürich Tourism
- Day trips to the famous mountains like Rigi, Titlis or Pilatus
- Day trips to cities like Lucerne and Bern or the Appenzeller show dairy



Carriage ride & fondue on the Rigi included

### Christmas Markets - Magical Zurich & Lucerne

5 days / 4 nights

from £ 520 ⓘ

Let yourself be enchanted by the festive Advent atmosphere of the two cities of Zurich and Lucerne. The glamorously decorated market stalls at the Christmas markets entice you with lovingly crafted goods, gift items, culinary delights and much more, accompanied by the scent of mulled wine and sensual Christmas concerts.

 [Book online](#)



### Zurich City Break

3 days / 2 nights

from £ 350 ⓘ

As a city by the water Zurich offers a unique mixture of attractions – with museums and art galleries, excellent shopping, a pretty old town, river and lakeside beaches and an abundance of restaurants as well as lively nightlife.

 [Book online](#)





More on

SwitzerlandTravelCentre.com



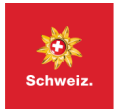
**Switzerland.**



# 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





Switzerland.

# Information & upcoming Webinar.



Next webinar to be confirmed!

# Prize.

- Lindt Pralines Du Confiseur  
Chocolate Box 1kg.

<https://forms.office.com/e/TBjCf308h7>





Your Questions.





**Switzerland.**