



**Switzerland.**

# Switzerland Tourism Swisscast: Basel.



Switzerland.

11<sup>th</sup> April 2024

Evelyn Lafone, Carmen Rosat

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**  
Head of Trade



**Carmen Rosat**  
Marketing and Trade Trainee UK & Ireland

# Our guests today.



Switzerland.



**Elsa Syfrig**

**Basel Tourism**

Intern Markets & Communication



**Yanik Müller**

**Switzerland Travel Centre UK**

Product Manager

# News – Swiss On Tour 2024 .



Switzerland.

Together with Swiss Travel System

- Newcastle, 23 April, Royal Station Hotel
- Liverpool, 24 April, Hope Street Hotel
- Manchester, 25 April, Manchester  
(organised by TTG Top 50 Travel Agencies)
- London, 26 April, London, LSQ Rooftop



Registration:

[https://corner.stnet.ch/trade-uk/?page\\_id=2608](https://corner.stnet.ch/trade-uk/?page_id=2608)



Switzerland.

# News – Zurich event.

- Friday, 7 June 2024
- Lunch event on Regent's Canal
- Start in Paddington Basin
- Zurich Tourism with Uliana Shtoyko
- Active Relaxation, City Break, Summer
- Invitation to follow...



# Swiss cities.

- Unique and easy to reach
- Perfect gateway: architecture, green spaces
- From a bird's eye view the cities have their very special charm...
- Check it out on [myswitzerland.com/experiences](https://myswitzerland.com/experiences)



Switzerland.







Prize draw.

Prize – Victorinox hat.



Switzerland.



# Basel - Weekend Getaway

# We wish you a warm welcome!



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# One City – Three Countries

## Easily Accessible

- By plane: Basel EuroAirport (15m), Zurich Airport (1h)
- By train: Paris (FR) or Frankfurt (DE) in 3h
- By boat: River Cruises on the Rhine river

## Hub for Daytrips

- Lucerne & Mount Pilatus
- Interlaken & Jungfrauoch
- Freiburg & Black Forest
- Colmar & Strasbourg



# City Trip – Day 1





## City Trip – Day 1

### Morning

- Arrival & Check-in
- Recommendations for Boutique-Hotels:
  - Grand Hotel Les Trois Rois (5\*S)
  - Hotel Märthof (4\*S)
  - Art House (4\*)
  - Hotel Krafft (4\*)
  - Hotel Volkshaus (4\*)
  - Nomad (4\*)

# Guest Card included.

Your free Guest Card also  
accessible via Web App



## Free BaselCard - Upgrade

Handed out at the check-in at the hotel and valid throughout the entire stay

### Benefits:

- Free public transport
- Guest Bike Basel rental for GBP 17.76 per day
- 50% reduction on museums, zoo, boat trips, public city tours





## City Trip – Day 1

### Afternoon

- Explore the Old Town
- Visit the sights
- Guided tours: April – October  
Daily at 2.30pm – 4.30pm  
Weekends at 11am – 1pm  
(50% BaselCard)
- Private Old Town tour (10% commissionable)

# City Trip – Day 1

## Evening

- Let the day end with a drink in one of the many open-air bars (Buvettes) on the Rhine
- Dinner in a typical Basel restaurant:
  - Löwenzorn
  - Safran Zunft
  - Schlüsselzunft
  - Zum Gifhüttli
  - Kunsthalle
  - Fischerstube
  - Walliserkanne
  - Zum Goldenen

# City Trip Basel – Day 2



## City Trip – Day 2

### Morning

- Rent Basel GuestBike (e-bike) at the SBB train station for 1 day (50% BaselCard)
- By e-bike to the Novartis Pavillon, visit to the exhibition “The wonders of medicine” (Tuesday – Sunday)
- Novartis Campus tour → open to the public from Monday – Friday



## City Trip – Day 2

Afternoon at Vitra Design Museum

- By e-bike on the Elsässerrheinweg over the border to France and further over the three-country bridge to Weil am Rhein, Germany
- Visit to the Vitra Campus
- Brunch at Depot Deli or lunch at Vitra Haus
- Visit to Vitra House (free) & Vitra Design Museum (50% BaselCard)

## City Trip – Day 2

Afternoon at Vitra Design Museum

- Transform! Designing the Future of Energy  
23.3.–1.9.2024  
Vitra Design Museum
- Colour Rush! An Installation by Sabine Marcelis  
14.5.–5.5.2024  
Vitra Schaudapot
- Tsuyoshi Tane: The Garden House  
Until 26.5.2024  
Vitra Design Museum Gallery



## City Trip – Day 2



**Switzerland.**

Afternoon at Fondation Beyeler

- By e-bike via the “Rehbergerweg” from Weil am Rhein in Germany back to Riehen/Basel in Switzerland
- Visit to the collection and special exhibition at the Fondation Beyeler (50% BaselCard)
- Coffee & cake at the Fondation Beyeler restaurant in the park



## City Trip – Day 2

Afternoon at Fondation Beyeler

- Jeff Wall  
Until 21.4.2024
- Honey, I rearranged the collection  
Until 21.4.2024
- Summer Show  
19.5.–11.8.2024
- Henri Matisse  
22.9.–26.1.2025



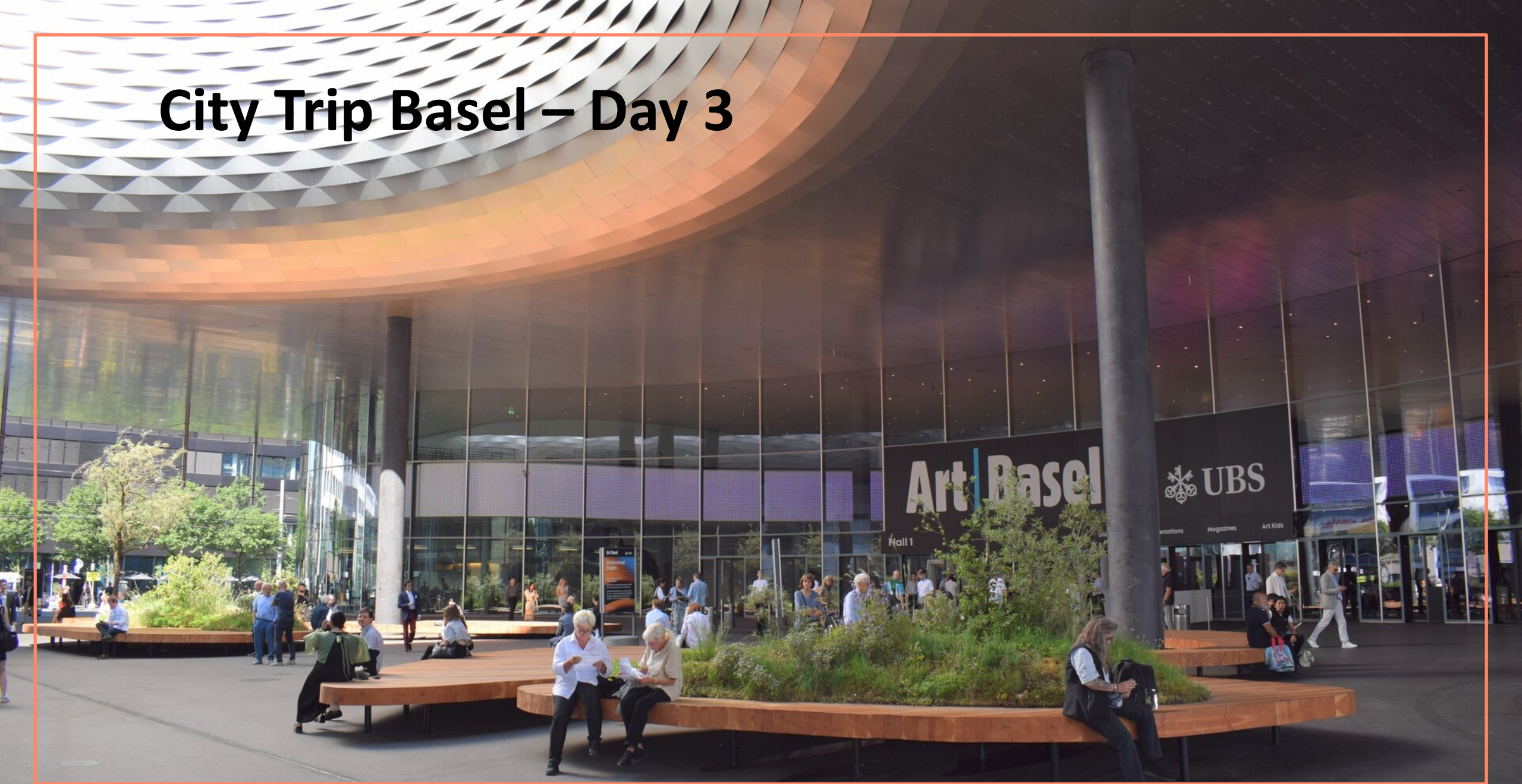


## City Trip – Day 2

### Evening

- Enjoy your dinner in one of our “place to be” restaurants:  
Le Rhin bleu  
Krafft  
Ufer7  
Volkshaus  
Klara
- Bar recommendations:  
Bar Rouge  
Campari Bar  
Kaserne Basel  
Consum  
Werk8

# City Trip Basel – Day 3





## City Trip – Day 3

### Options

1. Visit to the Kunstmuseum Basel to admire the world's oldest publicly accessible art collection
2. Explore world-class architecture on your own: City Casino, Museum of Cultures, Dreispitz area, Trade Fair, Roche Towers, Novartis Campus, Warteck, Kunstmuseum Basel new building

## City Trip – Day 3

Kunstmuseum Basel

- Dan Flavin: Dedication in Lights  
Until 18.8.2024  
Neubau
- Ingenious Women: Women Artists and their Companions  
Until 30.6.2024  
Hauptbau
- Made in Japan: Color Woodblock Prints by Hiroshige, Kunisada and Hokusai  
16.3.-21.7.2024  
Neubau



## City Trip – Day 3

### Options

1. Swimming in the Rhine with the Wickelfisch (Basel swimming bag) through the Old Town: from Museum Tinguely to the Mittlere Brücke
2. Fountain bathing is a Jacuzzi experience in the middle of the city. In midsummer, the locals love to cool down in one of the historic fountains

# City Trip – Day 3

## Options

1. Cruise on the Rhystärn: city and harbor tour, evening cruise, brunch cruise, tea time (50% BaselCard)
2. Sightseeing bus: Explore the most beautiful corners during 20 stops comfortably in the panoramic bus (50% BaselCard)



## City Trip – Day 3

### Options

1. Individual FoodTour (duration 2-3 hours), bookable from Tuesday to Saturday (20% commission)
2. ARTour, a journey between the digital and the real world, making art accessible in new and innovative ways: free app for download



# Events – always and at any time





# Event Highlights

## Not to be missed



Carnival in Basel  
10 – 12 March 2025



Art Basel  
13 – 16 June 2024



Basel Tattoo  
19 – 27 July 2024

# Event Highlights

## Not to be missed



Floss  
6 – 24 August 2024



Autumn Fair  
26 October – 10 November 2024



Christmas Market  
28 November – 23 December 2024

See you soon in Basel!



# Dangge!

Trade contact



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[@baselswitzerland](#)

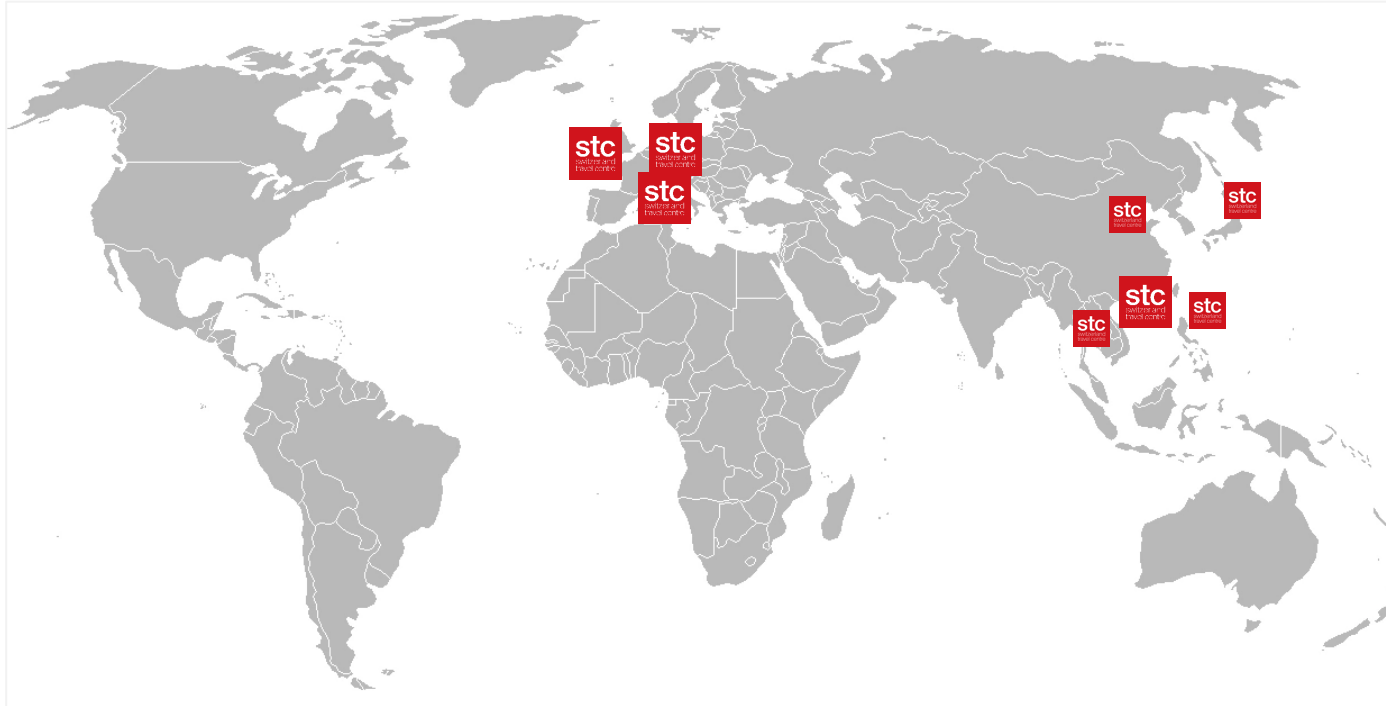
[www.basel.com](http://www.basel.com)

# 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?

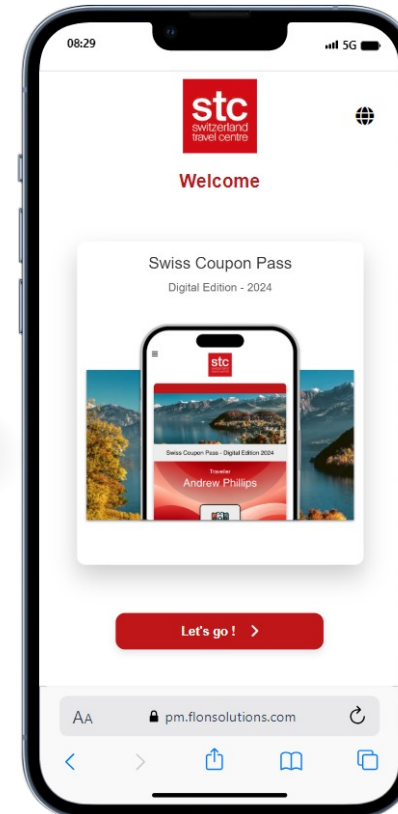
We've been in the United Kingdom for over 20 years with an office in central London

- 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 protected. We provide commission to travel agents that book through us
- We work with number of 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 with the Swiss Travel System and we are their largest client, this means to you that 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 Basel special for us?

- The connection and cooperation with Basel Tourism
- Special walking tours through and around the city
- Heaven on earth for Museum and Art enthusiasts
- Important first impression of Switzerland for people travelling from France or Germany
- Picturesque Old Town and unique buildings such as the red city hall
- Paradise for Foodies
- Rhine River Cruises
- International feeling due to the location

# Top Excursions

## Basel



Basel Minster



Basel's Old Town



Rhine Cruise



Kunstmuseum Basel



Museum Tinguely



Markthalle Basel

# Hidden Gem in Basel

Basel Zoo



# Package Example

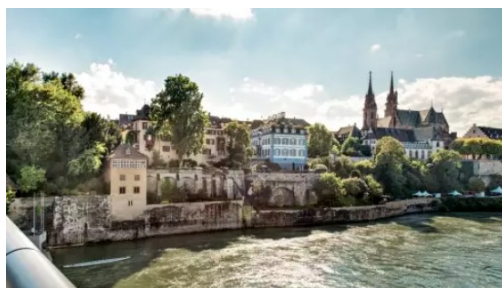
## Basel City Break

3 days / 2 nights

from £ 180 ⓘ  Customisable!

A unique location where the borders of 3 countries come together and form a unique city. Stroll through the old town centre, take a dip in the Rhine or get inspired in one of the numerous museums many of which are half price with the included Basel Card. Add activities such as the self-guided food tour, ideal to explore Basel at your own pace or a themed walking tour with a knowledgeable guide.

 **Book online**



### Highlights

- Nearly 40 museums to choose from
- Basel's romantic old town
- Schiffände Pier
- Discover Kleinbasel
- Rhine



#### Day 1

Arrival in Basel. Known for its art scene, architecture, and cultural events Basel will pique the interest of those looking for culture in an easy-to-get-around city that is filled with numerous museums and galleries.

Overnight in Basel

**Highlights:** Old town of Basel, Rhine



#### Day 2

Not without reason, Basel is known as Switzerland's cultural capital. One of the best things to do in the city is to explore the old town which dates to the 15th century and is one of the best-preserved old towns in Europe. Stop by the town hall and Marktplatz – Basels central square.

Overnight in Basel

**Highlights:** Local market, independent shops



#### Day 3

Immerse yourself in a captivating journey through time and artistic expression at Basel's renowned museums, where the past comes to life through captivating exhibitions and immersive experiences. Departure or extend your stay.

**Highlights:** World-known museums all over the city

# Nezasa - Customisable

## Basel City Break ✎

Personalise your journey.

**Starting point: Basel**

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**Apr 11 - 13** - 2 nights +

**Basel** [Show highlights](#)

**Transport** Included with your package is a BaselCard issued by your hotel on arrival. With this personal guest card you will be able to use the local public transport system for free. Your hotel confirmation or voucher will work as your free ticket for the transfer from Basel airport or train station to your hotel.

**Activities:** During the booking process you can add a variety of excursions and activities ranging from self-guided or guided tours in Basel to mountain excursions further away.

**Accommodation**



Apr 11 - 13  
**DasBreiteHotel \*\*\*** [Edit](#)

• Queen Room Design, incl. Buffet breakfast [Replace](#)

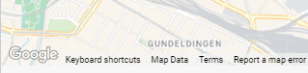
**Activities**  
There are no activities in your schedule

[Add Activities](#)

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**End point: Basel**

[← Back](#)
[Continue →](#)



Start Date: **Apr 11 2024** | Number of travelers: **2 Adults**

**YOUR TRIP AT A GLANCE**

✓ **Apr 11 - 13** Selected Trip  
**Basel City Break**

● Basel Apr 11 - 13

[Show booked services](#)

**Important Remarks**

**Total Price of Trip** **- GBP 335.50**

**Price Breakdown**

Paid before departure	GBP 321
Paid in destination *	GBP 14.50

\* From the GBP 335.50 total price, GBP 14.50 to be paid in destination are displayed based on the current exchange rate (indicative cost), and are payable in local currency.


[Continue →](#)  
[Book Directly >](#)

[Save My Planning](#)


## Activities in Basel

Apr 11 - 13 2024 | 2 Adults / 1 Room


### 8 Activities Available

- 


**City tour Basel by bus**  
Group Tour, 1 hour 55 minutes  
With this ticket you can discover the beautiful city of Basel at your own pace. The bus will take you to all the famous sights.

From **GBP +22.00**  
all travellers  
[Details >](#)
- 

**City tour Basel old town stories**  
Group Tour, 2 hours  
Discover the historic old town of Basel and the stories behind it. You can expect a time travel through the historic city of Basel during a public or private group tour.

From **GBP +23.00**  
all travellers  
[Details >](#)
- 

**Exclusive private guided tour through the history of Basel with a local**  
Group Tour, 2 hours  
Enjoy this experience with a private local, discover everyday local life and learn where the city gets its characteristic ambience from.

From **GBP +116.00**  
[Details >](#)
- 

**Explore Basel's art and culture with a local**  
Group Tour, 1 hour 30 minutes  
Enjoy this 90-minute private guided tour accompanied by a local and discover what everyday life looks like and learn where the city gets its characteristic ambience from.


From **GBP +113.00**  
[Details >](#)

# Package Example

## European Christmas Markets from Basel

4 days / 3 nights

from £ 640 ⓘ

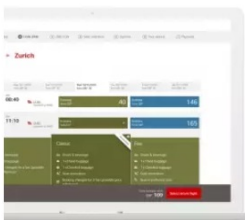
 Customisable!

Switzerland's largest Christmas market is at the same time one of the most beautiful. Visit the 180 merchants in their small wooden chalets.



**Book online**

### Flight options

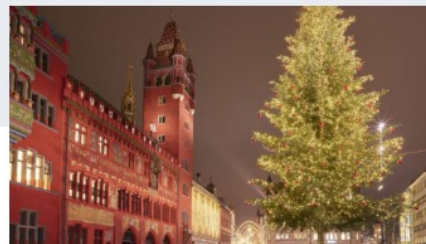


Book your flight **with us** or direct.

Our in-house flights experts will be happy to offer advice and to book the most convenient flight for your trip.

Your flights will be covered by our package booking conditions and will be protected under our ATOL license. We will charge £35 per person for this flight booking service.

Alternatively book your flights directly with Swiss - our preferred partner for flights to Switzerland.



#### Day 1

Arrival in Basel. Overnight Stay in Basel

**Highlights:** medieval town Basel, the grandest Christmas markets in Switzerland, with decorations and brightly painted chalet stalls.



#### Day 2

Cross the border to Germany to visit the markets of the Black Forest in Freiburg. Overnight stay in Basel.

**Highlights:** traditional Glühwein, Freiburger Münster, historic old town



#### Day 3

Journey to Colmar, the charming Alsace. Overnight stay in Basel

**Highlights:** 6 Christmas markets and a city decorated as in a Fairytale, pain d'épices, the wine caves



#### Day 4

Taste the classic Basel treat Leckerli before your return home.

Thanks.

[SwitzerlandTravelCentre.com](http://SwitzerlandTravelCentre.com)

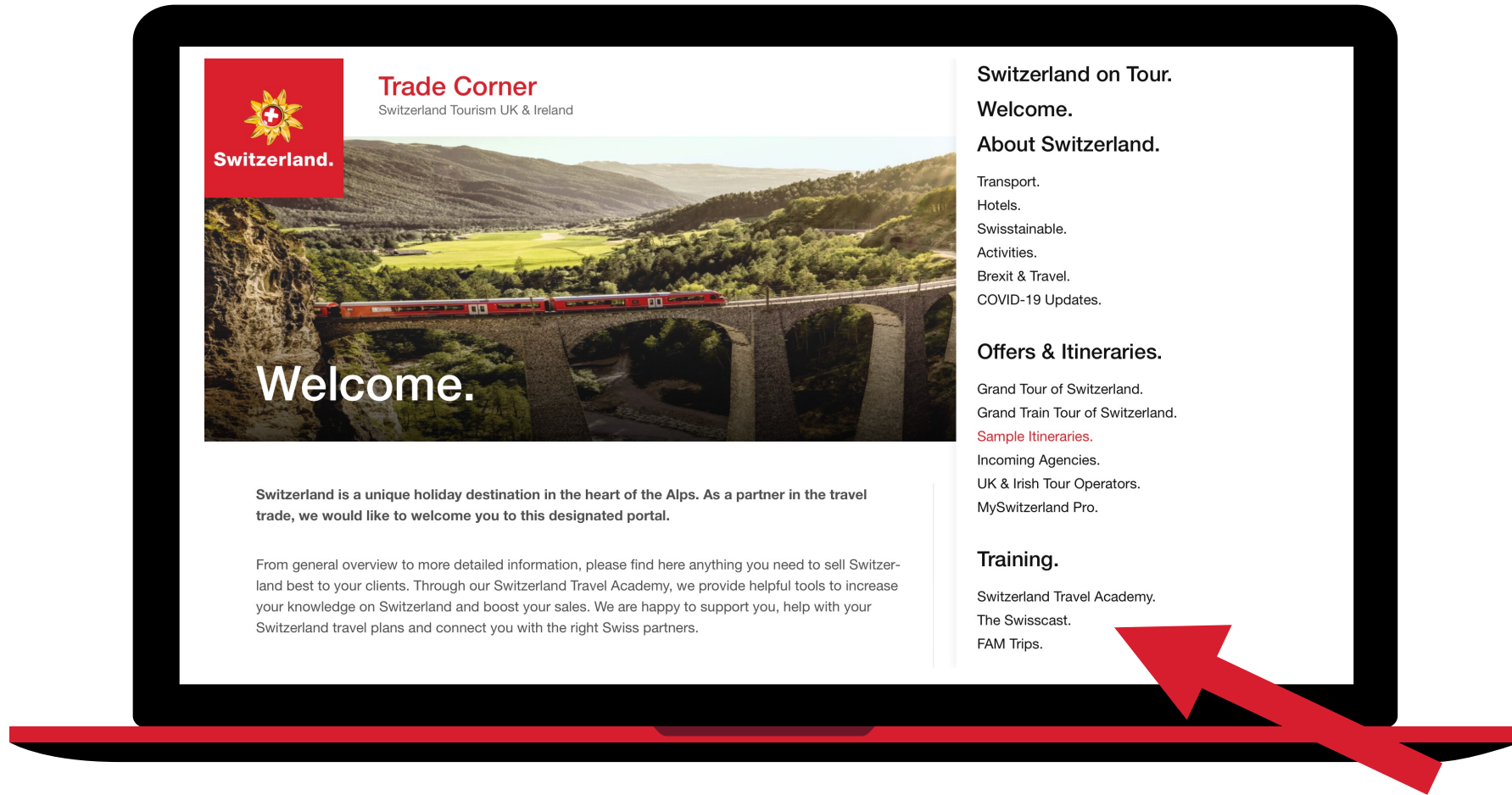


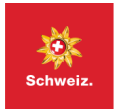


**Switzerland.**

# Our Trade corner

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.

- New format in the process
- More information to follow...

# Prize.

- Victorinox hat.

<https://forms.office.com/e/K6kURhsMcy>



Questions?



Danke. Merci. Grazie. Grazia.



**Switzerland.**