

# Your preferred Swiss destinations & attractions.



Switzerland.

## Swiss Travel System

Switzerland by train, bus and boat - the Swiss Travel System is the perfect way to discover the delights of the Swiss Alps and cities. Travel in comfort along fascinating panoramic routes of the **Grand Train Tour of Switzerland**.  
[MySwitzerland.com/rail](https://www.myswitzerland.com/rail)



## Glacier Express

From Zermatt and the Matterhorn, this iconic panoramic train ride takes you in about 8h along the Swiss Alps to St. Moritz. Book the exclusive Excellence Class for a luxury experience including an exquisite 6-course menu with fitting wine pairing and concierge service.  
[GlacierExpress.ch](https://www.glaacierexpress.ch)



## Lausanne

A hillside boutique town at the shores of Lake Geneva, home to the Olympic Committee and its unique museum. The city is surrounded by vineyards, including the protected UNESCO Heritage Lavaux vineyards. Elected as 'Best Emerging Cultural City 2021/2022' by Leading Culture Destinations.  
[lausanne-tourisme.ch](https://www.lausanne-tourisme.ch)



Lavaux vineyards, Lake Geneva

## Zermatt – Matterhorn

Zermatt is a carfree village that lies at the foot of the Matterhorn, the most-photographed mountain in the world. This is where alpinists, mountain bikers, ski enthusiasts, gastronomes and nature lovers come together. The accommodation offer is legendary and among the best in the world.  
[zermatt.ch](https://www.zermatt.ch)



## St. Moritz

St. Moritz is thoroughly cosmopolitan. The Alpine resort's blend of glamour, lifestyle, sport and pristine nature outshines most of the world's greatest destinations.  
[booking.stmoritz.com](https://www.booking.stmoritz.com)



## Ticino

Ticino, located in the southern part of the country, dazzles with its Mediterranean flair. The region is steeped in Italian culture and gastronomy. With its Michelin starred restaurants and its beautiful villages, it's the perfect place to enjoy the Dolce Vita!  
[ticino.ch/trade](https://www.ticino.ch/trade)



## Interlaken/Jungfrau Railways/ Jungfrau Region

Discover the Interlaken & Jungfrau Region with its breathtaking mountain scenery and serene lakes. Make Interlaken your hub or stay in a charming mountain resort. Don't miss the excursion to Jungfrauoch – Top of Europe and visit to the Platinum Lounge and VIP Gondola.  
[interlaken.ch](https://www.interlaken.ch) / [jungfrau-region.ch](https://www.jungfrau-region.ch)



## Lake Geneva Region, The International City of Geneva

Not to be missed are the Jet d'Eau, the vineyards of Lavaux UNESCO World Heritage site, or Glacier 3000. With the highest density of Michelin-star restaurants in Switzerland, the destination's local fare and unrivaled wines reward the senses.  
[region-du-leman.ch](https://www.region-du-leman.ch) / [geneve.com](https://www.geneve.com)



## Zurich

Switzerland's most cosmopolitan city is located on Lake Zurich amidst stunning nature and mountains. Inquisitive city explorers encounter a high density of world-class cultural gems and witness the contrast between 2,000 years of history and vibrant neighborhoods abounding in events, art and gastronomy.  
[zuerich.com](https://www.zuerich.com)



## Why your clients will love Switzerland.

### Perfect location

Switzerland is located in the heart of Europe with a high frequency of direct flights from the major North American cities to Zurich or Geneva and access to Europe's high-speed rail network.

### Public transportation

Trains, buses and boats bring you all over the country, conveniently and safely. Our public transportation system runs like a Swiss watch—smoothly and always punctual!

### Nature & adventure

Enjoy Switzerland's mountains, lakes and rivers the active way, with every summer and winter sport imaginable. Discover unspoiled nature and breathtaking scenery in the heart of the Alps.

### Swiss Travel Pass

The best way to experience Switzerland is by train, bus and boat. It's sustainable, convenient, and it's what the locals do as well. By using the Swiss Travel Pass: One country – one ticket, you'll get unlimited travel by train, bus and boat; including panorama routes (excluding seat reservation fees) as well as urban transportation in 90 towns and cities. Validity is 3, 4, 6, 8 or 15 days (consecutive or flex). 50% reduction on most mountain top railways. Free admission to over 500 museums. Kids under the age of 16 travel free of charge with the complimentary Swiss Family Card. Get more information on [MySwitzerland.com/rail](https://www.myswitzerland.com/rail)



### Cities & shopping

Our cities are clean, modern, diverse and full of history. A wealth of museums, prime shopping and entertainment can conveniently be reached within walking distance.

### Pre- & Post-Tours

Switzerland is an ideal pre- and post-tour destination for Rhine River cruises. City stays and Alpine excursions are all within easy reach. Let your clients experience the diversity of Switzerland.

### Culture & traditions

Four official languages and four distinctive cultures result in an experience unlike anywhere else. Impressive Roman architecture, contemporary art and internationally renowned events round out every trip.

### Luggage transport services within Switzerland

Same day Express-Door-to-Door (hotel-to-hotel) luggage delivery options are available by Swiss Rail. Also, Bucher Travel offers a tailor-made "Luggage Bell-Boy" luggage service.

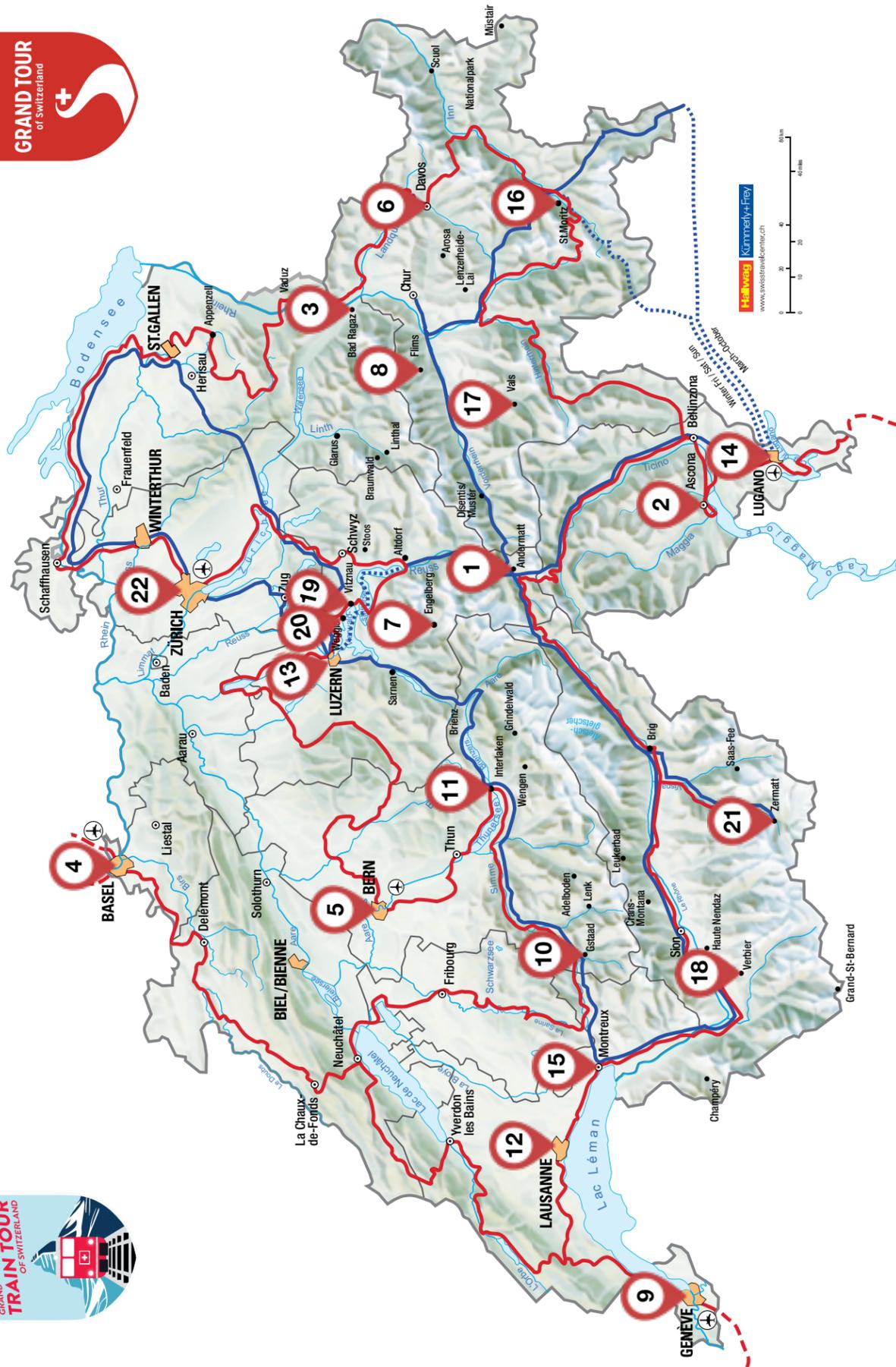
Information: [BucherTravel.ch](https://www.buchertravel.ch)  
or contact [incoming@BucherTravel.ch](mailto:incoming@BucherTravel.ch)



### Swiss International Air Lines

Direct flights from North America to Switzerland operated by SWISS and Edelweiss Air. Gateways include LAX, SFO, ORD, MIA, EWR, JFK, BOS, YUL with SWISS and LAS, DEN, TPA, YVR, YYC for Edelweiss Air.





Grand Tour of Switzerland [MySwitzerland.com/grandtour](http://MySwitzerland.com/grandtour)  
 Grand Train Tour of Switzerland [MySwitzerland.com/traintour](http://MySwitzerland.com/traintour)

### Now 45 Virtuoso Hotels and an On-Site!

<b>Andermatt (1)</b>	The Chedi Andermatt
<b>Ascona (2)</b>	Castello del Sole
<b>Bad Ragaz (3)</b>	Grand Resort Bad Ragaz
<b>Basel (4)</b>	Grand Hotel Les Trois Rois
<b>Bern (5)</b>	Bellevue Palace Hotel Schweizerhof Bern & Spa
<b>Davos (6)</b>	AlpenGold Hotel
<b>Engelberg (7)</b>	Kempinski Palace Engelberg
<b>Flims (8)</b>	Waldhaus-Flims
<b>Geneva (9)</b>	<b>New:</b> The Woodward Beau-Rivage La Réserve Mandarin Oriental Four Seasons Hotel des Bergues Hotel d'Angleterre Geneva The Ritz-Carlton Hotel de la Paix
<b>Gstaad (10)</b>	Gstaad Palace The Alpina Gstaad Park Gstaad Le Grand Bellevue
<b>Interlaken (11)</b>	Victoria-Jungfrau Grand Hotel & Spa
<b>Lausanne (12)</b>	Beau-Rivage Palace Lausanne Palace Royal Savoy Hotel & Spa
<b>Lucerne (13)</b>	<b>New:</b> Mandarin Oriental Palace Bürgenstock Hotel & Resort Waldhotel Health & Medical Excellence
<b>Lugano (14)</b>	Villa Principe Leopoldo Hotel & Spa Hotel Splendide Royal
<b>Montreux (15)</b>	Fairmont Le Montreux Palace
<b>St. Moritz (16)</b>	Badrutt's Palace Hotel Carlton Hotel Grand Hotel des Bains Kempinski Kulm Hotel St.Moritz
<b>Vals (17)</b>	7132 Hotel
<b>Verbier (18)</b>	The Lodge
<b>Vitznau (19)</b>	Park Hotel Vitznau
<b>Weggis (20)</b>	<b>New:</b> Chenot Palace Weggis
<b>Zermatt (21)</b>	Grand Hotel Zermatterhof Mont Cervin Palace
<b>Zurich (22)</b>	La Reserve Eden au Lac Zurich Hotel Baur au Lac Park Hyatt Zurich The Dolder Grand Widder Hotel
<b>Virtuoso on-site</b>	Bucher Travel

### Selected Tour Operators offering Switzerland

<b>Abercrombie &amp; Kent</b>	<a href="http://abercrombiekent.com">abercrombiekent.com</a>
<b>Alpine Adventures</b>	<a href="http://alpineadventures.net">alpineadventures.net</a>
<b>Artisans of Leisure</b>	<a href="http://artisansofleisure.com">artisansofleisure.com</a>
<b>Avanti Destinations</b>	<a href="http://avantidestinations.com">avantidestinations.com</a>
<b>Backroads</b>	<a href="http://backroads.com">backroads.com</a>
<b>Butterfield &amp; Robinson</b>	<a href="http://butterfield.com">butterfield.com</a>
<b>Classic Vacations</b>	<a href="http://classicvacations.com">classicvacations.com</a>
<b>Exeter International</b>	<a href="http://exeterinternational.com">exeterinternational.com</a>
<b>Globus Family of Brands</b>	<a href="http://globusandcosmos.com">globusandcosmos.com</a>
<b>GOGO Vacations</b>	<a href="http://gogowww.com">gogowww.com</a>
<b>Insight Vacations</b>	<a href="http://luxurygold.com">luxurygold.com</a>
<b>Kensington Tours</b>	<a href="http://kensingtontours.com">kensingtontours.com</a>
<b>Ker &amp; Downey</b>	<a href="http://kerdowney.com">kerdowney.com</a>
<b>Lakani World Tours</b>	<a href="http://lakani.com">lakani.com</a>
<b>National Geographic</b>	<a href="http://nationalgeographicexpeditions.com">nationalgeographicexpeditions.com</a>
<b>Natural Habitat Adventures</b>	<a href="http://nathab.com">nathab.com</a>
<b>Ski.com</b>	<a href="http://Ski.com">Ski.com</a>
<b>Tauck World Discovery</b>	<a href="http://tauck.com">tauck.com</a>
<b>TravelBound   Bedsonline</b>	<a href="http://bedsonline.com">bedsonline.com</a>
<b>Travel Impressions</b>	<a href="http://travimp.com">travimp.com</a>

### Become a Switzerland Travel Expert

Become a certified Switzerland travel expert in only 3 hours. You will get more leads and benefit from additional sales support. Familiarize yourself with the specialization modules for specific Swiss destinations. Sign up today:  
[northamerica.switzerlandtravelacademy.ch/](http://northamerica.switzerlandtravelacademy.ch/)

Also, join our fun webinars "Live from Switzerland" with Swiss regions, rail companies and North American Tour Operators.  
[MySwitzerland.com/trade](http://MySwitzerland.com/trade)

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 Twitter: [MySwitzerland\\_e](https://twitter.com/MySwitzerland_e)

Learn more about Switzerland on [MySwitzerland.com/trade](http://MySwitzerland.com/trade), call **1-646-760-0826** or send an email to [nyc.trade@switzerland.com](mailto:nyc.trade@switzerland.com)  
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[facebook.com/groups/stnatrade](https://facebook.com/groups/stnatrade)