



**Switzerland.**

# Switzerland Yodel.

Sales Companion for Travel Professionals – 2024/25.

[MySwitzerland.com](https://www.myswitzerland.com)



# Welcome.

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**Cover**  
Staubbach Falls with grazing cow  
in the foreground in Lauterbrunnen,  
Jungfrau Region.  
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## Dear Travel Professionals,

Welcome to this year's edition of Switzerland Tourism's Yodel magazine, designed to be your trusted companion when organizing trips for your valued clients.

The excited sound of yodeling could be heard in our office throughout the year. For example, when we learned that Swiss International Airlines is adding Washington DC and Toronto to its network, or when our team won the prestigious Tourism Board of the Year – Award at the Virtuoso Travel Week, or when we looked at the figures generated by visitors from the US and Canada – we yodeled.

In 2023, we achieved a staggering new record with an increase of 23.7% in overnights generated from the US and 13.1% from Canada (compared to the previous record year, 2019). This has resulted in 3,371,448 overnights and many happy customers. We want to thank you for your fantastic support over the years. Without you, this would not have been possible.



**Claudio Zemp**  
Director Americas  
Switzerland Tourism

As we look ahead to 2024, we recommend proposing the fall months in Switzerland to your clients. Not only will you find better availability, but Switzerland also shows itself from its most charming and multicolored side. Experiencing this season is a true feast for all senses. (See page 9.)

We all aim to learn more about how to make our industry more sustainable and want to make sure that future generations can enjoy traveling the world as much as we do. With this in mind, we invite you to become a Swisstainable Travel Expert. Join us in our endeavor to create Switzerland's most sustainable travel experiences, every little bit counts. (See page 12.)

We want to take the opportunity to welcome our new colleagues Stefanie Dosch and Christelle Deillon, who joined us from Switzerland at the beginning of the year. You can reach our trade relations team at [nyc.trade@switzerland.com](mailto:nyc.trade@switzerland.com).

See you soon in Switzerland.



**Oliver Weibel**  
Director Canada  
Switzerland Tourism

# Why your clients will love Switzerland.

## Perfect location

Switzerland is located in the heart of Europe with over 130 weekly direct flights from many 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.

## Cities & shopping

Our cities are clean, modern, diverse and full of history. A wealth of museums, premium 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.

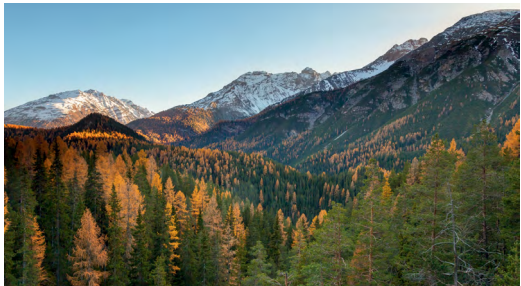
## Culture & traditions

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.

# Experience Switzerland – gently and profoundly.

## Swisstainable, the Swiss way to travel consciously

Imagine a destination where visitors can experience protected landscapes along seemingly endless trails, where local produce is valued so much that it has its own festivals, and where hosts manage to achieve the balance of minimal intervention and maximum enjoyment for their guests. In Switzerland, these efforts are not a struggle, but a matter of course. Traveling in Switzerland means being inspired by the beauty of nature and giving responsible, conscious travel the place it deserves. Traveling in a Swisstainable way gives true meaning to travel and creates lasting memories.



Scuol, Graubünden

## Highlights

- Discover Switzerland by public transport: Did you know that 95% of Swiss households are within a 5-minute walk of a public transport stop? Hardly anywhere else can you get to a destination more easily and comfortably than in Switzerland. Stops even in remote places, perfectly coordinated connections and unbeatable panoramas make public transport an experience in itself. The "Grand Train Tour" comprises the most beautiful panoramic journeys by public transport.
  - Feel the golden autumn season with all senses: When the larch trees along the rugged Alpine valleys gradually turn golden and the Alpine chamois wrap themselves in their winter clothes, the season of the senses is in full swing. Colorful autumn hikes are a feast for the eyes and harvest-ripe chestnuts and fragrant mushroom dishes a treat for the palate.
  - Immerse yourself in undiscovered regions: Authentic places like Appenzell, remote landscapes like the Onsernone Valley, and lively customs like the wine festival in the Neuchâtel region are nurtured and cherished for good reason. Experiencing lesser-known places provides guests with more authenticity and more serenity.
- [www.swisstainable.com](http://www.swisstainable.com)





# Road to being a Switzerland Travel Expert.

## Never stop learning comfortably.

### E-learning Program "Switzerland Academy"

- Become a certified Switzerland Travel Expert in only 3 hours.
- Get more leads and benefit from additional sales support.
- Learn more about Swiss culture, best of Swiss cities, top attractions of Switzerland, and more.
- Sign up: [northamerica.switzerlandtravelacademy.ch](http://northamerica.switzerlandtravelacademy.ch)

### Bi-weekly Webinars

- Join our bi-weekly webinars and learn more about Switzerland.
- Get in touch with our Swiss partners and receive more insights into specific destinations and products.
- Learn how to sell a destination/product.
- Check the 2024 schedule on the right (page 5).
- Register and join our webinars today:  
[MySwitzerland.com/trade](http://MySwitzerland.com/trade)

## Experience Switzerland.

### Study Trips

- We regularly organize trips for eligible travel advisors and tour operators and collaborate closely with the consortia Virtuoso and Signature.
- Study trips are the perfect way to learn more about Switzerland and our products.

## Webinars 2024 Thursdays 12pm noon (EST)\*

Date	Partner/Swiss Partner
March 7	<b>Zermatt.</b>
March 21	<b>Swiss Travel System and Rail Europe.</b>
May 2	<b>Jungfrau Region.</b>
May 16	<b>Interlaken Tourism.</b>
July 11	<b>Jungfrau Railways.</b>
July 25	<b>Ticino Tourism.</b>
August 8	<b>VALAIS Matterhorn Region.</b>
August 22	<b>Zurich Tourism.</b>
September 19	<b>St.Gallen Bodensee.</b>
October 17	<b>Glacier Express.</b>
October 31	<b>Lichtenstein.</b>
November 14	<b>Lucerne Tourism.</b>
December 5	<b>Basel Tourism.</b>
December 19	<b>Bürgenstock Resort.</b>

\*subject to change  
All webinars are recorded and saved on our Trade Corner:  
[MySwitzerland.com/trade](http://MySwitzerland.com/trade)

## Our online platforms.

### MySwitzerland.com

- Check the world's most visited destination home page.
- Explore some of our 350 destinations, 2,000 hotels, 25,000 vacation apartments, 400 farm stays, 400 bookable offers, 16,000 events, 2,000 webcams, 2,100 videos and much more.

### Trade Corner

- Check our trade corner: Our online trade platform, for training materials, the best Switzerland itineraries, and our digital "Switzerland Yodel" sales manual.
- Find contact details for our entire team and Swiss destination partners so you can get in touch.  
[MySwitzerland.com/trade](http://MySwitzerland.com/trade)

## Stay in touch with us.

### Newsletter

Sign up today for our bi-monthly newsletter that provides you with the latest news and offers from Switzerland.  
[MySwitzerland.com/trade](http://MySwitzerland.com/trade)

### Private Trade Facebook Group

Welcome to the Trade North America Facebook group of Switzerland Tourism! This group has been created specifically to inspire you about Switzerland and to keep you updated on all the latest developments. As a member of this Switzerland Tourism Trade Facebook group, you will benefit from invaluable tips and insights.

Join us: [facebook.com/groups/stnatrade](https://facebook.com/groups/stnatrade)



## Be the lucky winner.

Graduate from our e-learning program "Switzerland Academy" before **November 30, 2024** for a chance to **win two flight vouchers to Switzerland**, sponsored by Edelweiss Air!





# Easy to get to Switzerland.

## SWISS – The Airline of Switzerland

As Switzerland's national airline, SWISS is synonymous with traditional Swiss values. True to its heritage, the company is dedicated to providing the highest quality in all of its products and offering customers outstanding personal service. As part of the Lufthansa Group and a member of the Star Alliance, SWISS remains faithful to its mission of providing quality air services that link the U.S. to Switzerland, Europe, and the rest of the world.



Boeing 777 above the Swiss Alps

### Nonstop to Switzerland

In 2024, SWISS will offer direct service to Zurich from 10 North American gateways to Switzerland, including Boston, Chicago, Los Angeles, Miami, New York's JFK (JFK – Zurich & JFK – Geneva), Newark, San Francisco, Montreal and Washington DC and Toronto as of March 28 and May 10 respectively. Whether traveling in SWISS First, SWISS Business, SWISS Economy or, on select routes, SWISS Premium Economy, passengers experience true Swiss hospitality and service the moment they step on board. And, of course, there's Swiss chocolate on every flight!



Edelweiss A340 in front of the Matterhorn

## Edelweiss - Direct from North America to Switzerland

There isn't a more convenient way to travel to Switzerland. Edelweiss brings you directly to Zurich from various destinations in North America. The Swiss leisure airline offers seasonal flights several times a week in the USA from Denver, Las Vegas and Tampa Bay nonstop to Zurich. In Canada, flights depart from Calgary and Vancouver.

### Home of Edelweiss.

Zurich is excellently located – all the sights of Switzerland can be reached within a few hours by car or by the world-famous and punctual public transport. Edelweiss is Switzerland's leading leisure travel airline and is based at Zurich Airport. As a sister company of Swiss International Air Lines and a member of the Lufthansa Group, Edelweiss flies to over 90 dream destinations in more than 30 countries worldwide. For more information visit [flyedelweiss.com](https://flyedelweiss.com).

# Easy to get around.



The Wengernalp Railway in front of the Staubbach Falls in Lauterbrunnen

## Swiss Travel System - the best way to experience Switzerland

Travel by train, bus, or boat – anywhere at any time. Discover Switzerland's diversity with ease and comfort on the world's densest public transport network. [Mystsn.net](https://mystsn.net)

### Swiss Travel Pass

The Swiss Travel System offers travelers the opportunity to explore cities and towns, mountains and lakes as well as over 500 museums with just a single ticket – the Swiss Travel Pass. They can enjoy practically unlimited travel by train, bus, and boat throughout Switzerland.

### Swiss Travel System Excellence Program

Become a qualified Swiss Public Transport expert and win prizes! Let Heidi and Peter guide you on a learning journey on this award-winning program. Gain up-to-date know-how in a playful way – from mountain excursions to premium panoramic trains to luggage transport.

[Mystsn.net/elearning](https://mystsn.net/elearning)



**For booking and information,** visit Rail Europe's agent website – a one-stop-shop for planning and booking point-to-point tickets and the Swiss Travel Pass. [agent.raileurope.com](https://agent.raileurope.com)

### Swiss Travel Pass

Customer Need	Right Pass	Price*
Extensive travel through Switzerland	Swiss Travel Pass: 3, 4, 6, 8 or 15 days (consecutive)	from \$292 USD / \$392 CAD
Flexible travel during one month	Swiss Travel Pass Flex: 3, 4, 6, 8 or 15 days (freely selectable within 1 month)	from \$334 USD / \$449 CAD
Family travel	Swiss Family Card: free travel for children under the age of 16 if accompanied by at least one parent who is in possession of a valid Swiss Travel System ticket/pass	free

\* Prices based on travel in second class and subject to change based on currency fluctuation. Look out for temporary promotional offers as well as saver tickets and passes.





# UNESCO World Heritage Sites.

UNESCO World Heritage Sites are testimonies to the earth's history and humankind. They tell the story of the country's origins and are part of Switzerland's identity. Each stands for authenticity, quality, and diversity across generations. Thanks to Switzerland's natural beauty and cultural history, there are 13 fascinating World Heritage Sites to visit.

## Rhaetian Railway in the Albula/Bernina Landscapes

The 122 km/76 mile-long route from Thusis to Tirano is a masterstroke from the pioneering age of the railway. It demonstrates how technology and nature can be merged in harmony with one another.

**Our recommendation:** The Albula Railway Museum in Bergün guides railway enthusiasts and families through the history of the railway in Graubünden and World Heritage Site. Old railway equipment, films and models enthrall visitors. A simulator lets you drive the legendary Crocodile locomotive along the Albula Line yourself. More information at [www.ourheritage.ch](http://www.ourheritage.ch)



Landwasser Viaduct on the Albula line



The town of La Chaux-de-Fonds

### La Chaux-de-Fonds / Le Locle, Watchmaking Town Planning

Both towns demonstrate the successful symbiosis between urban planning and the watchmaking industry. Their buildings are a testimony to the history of local craftsmanship and industrialization.

**Our recommendation:** The "Espace de l'urbanisme horloger" visitor center is the perfect starting point for exploring the city's impressive industrial heritage and unique urban design. A guided walk or a tourist train ride in La Chaux-de-Fonds and Le Locle will complete your visit in a city that was built by and for the watchmaking industry. More information at [www.ourheritage.ch](http://www.ourheritage.ch)

## Monte San Giorgio

Monte San Giorgio rises up between the southern arms of Lake Lugano. Besides the magnificent view of the lake landscape, the 1,097-meter/4,500 feet high mountain provides a window to prehistoric times. 240-million-year-old fossils can be found within it. Where there was once a sea basin with different reptiles, fish and plants, Monte San Giorgio formed along with the development of the Alps.

**Our recommendation:** The Fossil Museum in Meride, renovated by the star architect Mario Botta, holds the 240-million-year-old treasures found under the layers of Monte San Giorgio. Thanks to virtual reality, animals and plants of the Triassic Era come to life. More information at [www.ourheritage.ch](http://www.ourheritage.ch)



Monte San Giorgio

Do your clients want to discover the most enchanting sites in Switzerland? Then don't miss out on the Grand Tour Deluxe "UNESCO World Heritage Sites". For further information, please visit: [MySwitzerland.com/GToSUNESCO](http://MySwitzerland.com/GToSUNESCO)

# FALL in love with Switzerland.



Fall foliage on lake Palpuogna, Preda

When the trees are covered in colorful leaves, wine festivals are taking place, and seasonal specialties such as pumpkins and chestnuts appear on your table – that's when we know that fall has arrived. Hiking is particularly enjoyable at this time, too. Both mild temperatures and the views above the fog attract hikers to the mountains. Discover Switzerland's most colorful season now.

### Hikes

Fall in Switzerland reveals breathtaking panoramas amid blazing valleys and snow-capped peaks. Every step unveils vibrant colors, and the shimmering reflections of the lakes add magic to these alpine adventures.

### Foliage Map

Switzerland's foliage map shows where and when you can expect the forests to be at their most colorful. You can also find appropriate excursion tips and interesting information about the golden fall foliage.

### Wine Tourism

Explore Switzerland's vineyards by taking a stroll, visiting a cellar, partaking at harvest, or staying overnight. Switzerland offers a wide range of wine experiences for wine lovers and novice enthusiasts alike, promising delicious discoveries amid picturesque landscapes.

### Cattle Descent from Alpine Pastures

As days shorten, Alpine herds return to the valleys following a famous Swiss tradition. Adorned with flowers, cows, sheep, and goats make a picturesque descent, marking the beauty of fall.

### Nature Spas

The Swiss fall offers serene getaways. From natural pools to forest baths, jacuzzis overlooking the Alps, to icy mountain lakes and sauna boat cruises, immerse yourself in relaxation amid the vibrant hues of nature.

### Wildlife Watching


The variety of wild animals in Switzerland reflects the diversity of its landscapes. Watch ibexes, bearded vultures and beavers in their natural habitat, accompanied by professional guides.

To find out more about fall in Switzerland, visit: [MySwitzerland.com/autumn](http://MySwitzerland.com/autumn)



# Discover the Swiss Cantons.

Through anecdotes and interesting facts, discover the 26 cantons that make up the Swiss Confederation. Swiss cantons are the member states of Switzerland, similar to the states in the United States and the provinces in Canada. The flags of each Swiss canton incorporate symbols derived from historical, cultural, or geographical significance associated with the respective region.



Aargau

**Bircher Muesli**  
Dr. Bircher, the nutritionist who invented this mixture of cereal flakes, seeds and dried fruit, was born in the canton of Aargau.



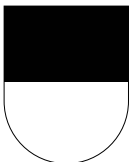
Appenzell Innerrhoden

**Landsgemeinde**  
This open-air assembly brings citizens together annually to make political decisions by a show of hands.



Basel-Stadt

**Basel Carnival**  
This carnival is the largest in Switzerland and is also recognized by UNESCO for its unique character.



Fribourg

**Fondue moitié-moitié**  
This typical dish made from two different cheeses, Gruyère AOP and Vacherin Fribourgeois AOP, is a speciality of this canton.



Glarus

**Tectonic Arena Sardona**  
This UNESCO site is an impressive illustration of the collision of the African and European continents in the Alps.




Jura

**Youngest canton**  
Jura is Switzerland's newest canton, joining the Confederation on January 1, 1979.




Appenzell Ausserrhoden

**Silvesterchlausen**  
These masked characters parade through the streets in ornate costumes, singing and yodeling to wish bystanders a happy new year.




Basel-Landschaft

**Augusta Raurica**  
Located between Liestal and Basel, this is the best-preserved ancient Roman theater north of the Alps.




Bern

**Aare Boat Ride Thun – Bern**  
A very common summer activity in this canton is to link these two towns (18.6 miles / 30 km distance) on board an inflatable boat on the Aare River.



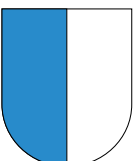
Geneva

**Jean-Jacques Rousseau**  
This writer, one of the most widely read of his time and renowned in French literature, was born in Geneva in 1712.



Graubünden

**Swiss National Park**  
Founded in 1914 in the Engadine region, it's the oldest national park in the Alps and the only one in Switzerland.



Lucerne

**Lion Monument**  
In the heart of Lucerne, this monument pays tribute to the Swiss Guards who died in 1792 defending King Louis XVI during the French Revolution.



Neuchâtel

**Absinthe**  
This legendary drink, nicknamed the Green Fairy and prohibited in Switzerland for around 100 years, has its origins in the Val-de-Travers.



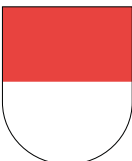
Obwalden

**Founding cantons**  
Together with Nidwalden, they formed one of Switzerland's founding cantons, called Unterwalden. Switzerland was founded in 1291 by Unterwalden, Uri and Schwyz.




Schaffhausen

**The Rhine Falls**  
Europe's largest waterfall is located in this canton and attracts over one million visitors each year.




Solothurn

**Historic center of the Swiss rail network**  
On the last platform of Olten train station, a sign indicates kilometer zero, a reminder that the Swiss rail network was measured from this point.




Thurgau

**Beaches**  
Thurgau has over 62 kilometers/ 38 miles of shoreline and boasts Lake Constance's longest swimming beach.




Valais

**Swiss Cow fighting**  
Hérens cows establish dominance through intense head-to-head confrontations, the strongest becoming Queen. This has inspired jousts in the Valais since 1920.



Zug

**Zug cherries**  
This fruit is the symbol of the canton. Several local specialties are made from it, such as cherry pie and the famous Kirsch drink.



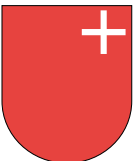
Nidwalden

**Marco Odermatt**  
The multiple champion and ski prodigy comes from this canton.



St. Gallen

**OLMA – Fair for agriculture and nutrition**  
Switzerland's largest public fair, attracts 300,000 visitors annually. Highlights include a piglet race and diverse experiences with 600 exhibitors showcasing products and specialties.




Schwyz

**Origins of the name Switzerland**  
The name "Schweiz" derives from Schwyz, the nearest canton to Austria at the dawn of the country. The Austrians adopted its name to designate the entire country.




Ticino

**Sun**  
Switzerland's sunniest canton with over 2000 hours of sunshine and mild temperatures all year, rarely dropping below 31° F or rising above 86° F.



Uri

**William Tell**  
It was in Altdorf where the legend of William Tell shooting an apple from his son's head with a crossbow took place.



Vaud

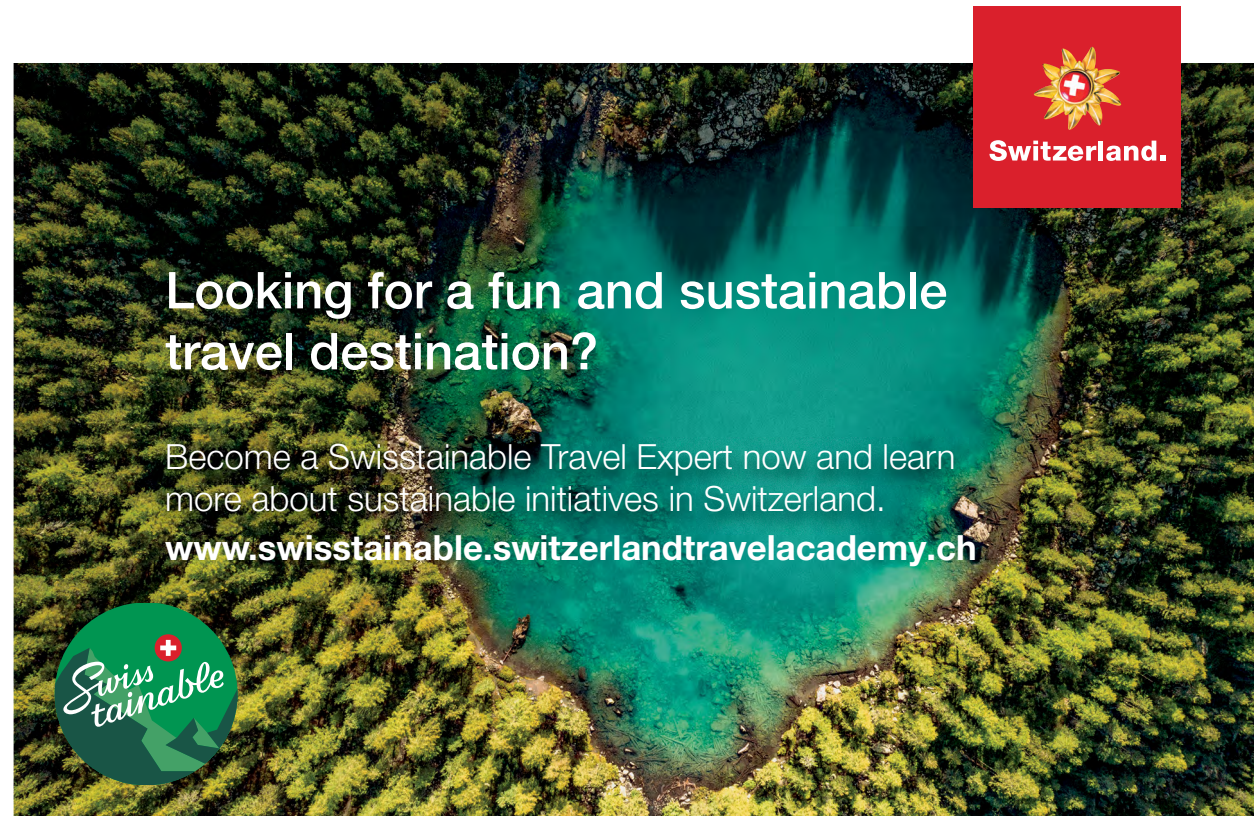
**World capital of alpine hot-air ballooning**  
Thanks to its exceptional microclimate, Château-d'Œx offers ideal conditions for spectacular flights all year round. The International Balloon Festival takes place every January.



Zürich

**Hiltl Restaurant**  
The world's oldest vegetarian restaurant is located in the city of Zurich, and was founded in 1898.





## Destinations and tourist attractions.

It doesn't matter whether you are looking for sun, snow, fresh air or sustainable boutique towns. Our premium Swiss destinations and tourist attractions are tailored to your clients' needs and await to be explored.



### 1 Zurich.



Aerial view of Zurich

#### Cosmopolitan gem on the waterfront

Zurich is renowned for its cosmopolitan lifestyle and stunning natural surroundings. With the picturesque Lake Zurich and the nearby rivers, it's an ideal destination for leisure activities that promote both an active and mindful way of life. Discover 2,000 years of history in the charming Old Town and immerse yourself in a wealth of world-class cultural treasures, such as the Kunsthaus Zürich, Switzerland's largest art museum. In Zurich's most vibrant neighborhoods like Zürich-West, you can indulge in design, meet local producers and savor exceptional gastronomy.

The city's lush parks and the Uetliberg mountain provide a tranquil escape, where you can hike, bike, or simply unwind amidst the serene surroundings.



E-bike tour in Zurich

#### Highlights

- **Zürich Card:** With the Zürich Card, your clients can enjoy Zurich to the fullest and save money at the same time. They benefit from unlimited travel on the local public transportation network, free or reduced admission to museums, and additional discounts. The Zürich Card is available to B2B customers for either 24 or 72 hours on [b2bshop.zuerich.com](https://b2bshop.zuerich.com).
- **Surprising Guided City Tours:** Out-of-the-ordinary, creative or adventurous activities make a visit to Zurich unforgettable: make your own cheese, cycle through public art pieces or discover the "Made in Zurich" scene, in Zurich.
- **Art & Culture:** Zurich has emerged as Switzerland's artistic hub, driven by a dynamic gallery scene sparked by youth protests in the 1980s. Zürich-West, once an underground hotspot, cultivated talents like Curiger, Fischli/Weiss, Meier, and Frey, transforming the city into a global art destination. Complementing this cultural richness, Zurich also boasts over 50 museums.
- **UCI Road and Para-Cycling Road World Championship:** From September 21 to 29, 2024, Zurich will host the UCI Road and Para-Cycling Road World Championships.

#### Zürich, Switzerland.

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## 2 Lucerne – Lake Lucerne Region.



Chapel Bridge, Lucerne

### The City. The Lake. The Mountains.

Lucerne is Switzerland because it encompasses all the merits of our country: The City. The Lake. The Mountains. Immerse yourself in this town, enjoy the magnificent landscape, stroll along the quays and don't be surprised when you feel like you never want to leave. Just as fascinating as the charming city of Lucerne is the surrounding area. The Lucerne – Lake Lucerne Region with its unique mountain and lake landscape offers countless options for excursions in summer and winter. Enjoy your overnight stays in Lucerne at the Art Deco Hotel Montana, offering breathtaking lake and mountain views. For more alpine feeling head to Andermatt, your base camp for activities in the mountains.



The world's steepest cogwheel train, Mt. Pilatus

### Highlights

- Swiss Museum of Transport - Edutainment at its best in a unique world of mobility.
- Enjoy a scenic lunch cruise on Lake Lucerne; cruise included in the Swiss Travel Pass.
- Discover Mount Pilatus and world's steepest cogwheel train on the famous Golden Round Trip.
- Mount Rigi – the perfect fusion of historical and modern traveling to Switzerland's No. 1 visited mountain.
- Mount Titlis – from Alpine meadows to eternal snow. Enjoy a day full of outdoor adventures and breathtaking panoramic views atop the region's highest vantage point.
- Zentralbahn transports you from Lucerne to Engelberg, the gateway to Mt. Titlis or past 5 crystal clear lakes to Interlaken. Enjoy your journey!



**Lucerne Tourism**  
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www.luzern.com  
www.luzern.com/trade

## 3 Destination Bern.

### A Pearl of Urban Nature.

The Old Town of Bern, a UNESCO World Heritage Site, is one of the most well-preserved examples of medieval urban architecture in Europe. With the Aare river and many green oases, nature is a paramount part of the Swiss capital. The region captivates with picturesque landscapes such as the hilly Emmental with its eponymous famous cheese.

### Highlights

- Guided UNESCO stroll through the Old Town.
- Four miles of arcades forming one of Europe's longest covered shopping promenade.
- The Einstein Museum – the famous physicist lived in Bern.
- Rose Garden – a park with one of the most beautiful views over the Old Town and the Aare river.
- Gurten – Bern's local mountain with a wide array of attractions. Funicular is free for overnight guests.
- The Emmental Show Dairy offers a comprehensive experience of the world's most famous Swiss cheese.



View from the Rose Garden over the Old Town of Bern

**BERN** 

**Bern Welcome**  
+41 31 328 12 26  
marc.steffen@bern.com  
www.bern.com

## 4 Interlaken Holiday Region.

### Switzerland in one place.

Experience the allure of the Interlaken Holiday Region, Switzerland's picturesque gem. Nestled between the enchanting Lake Thun and stunning Lake Brienz, with the majestic Eiger, Mönch, and Jungfrau as your backdrop, this hub offers activities for all ages in every season. Why not discover the region in winter? "Winterlaken" offers thrilling on and off the slopes activities and relaxing moments all at once.



Aerial view of Interlaken

### Highlights

- Interlaken is famous far beyond the country's borders as the No. 1 adventure travel destination in Europe.
- The perfect starting point for popular activities like hiking or excursions such as Jungfrauoch – Top of Europe.
- Discover Winterlaken with the proximity to the Jungfrau Ski Region (including the free ski bus!) and plenty of activities off the slopes.
- Explore five castles set in beautiful parkland around mesmerizing Lake Thun.
- The Ballenberg Swiss Open-Air Museum provides insights into the rich cultural heritage of Switzerland.
- Culinary rafting trips: Enjoy a cheese raclette or chocolate fondue, while floating on Lake Brienz to Interlaken from October - April



**Interlaken Tourism**  
+41 33 826 53 00  
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www.interlaken.ch



## 5 Jungfrau Region.

### Unique. Varied.

Nestled within the heart of the Swiss Alps, the Jungfrau Region with its five mountain villages Grindelwald, Wengen, Mürren, Lauterbrunnen and the Haslital is a unique way to experience Switzerland. From easy access to world-renowned mountain excursions to off-the-beaten-path hiking trails and skiing in front of the infamous Eiger North Face, the destination thrives on its stunning diversity. Hotels of all varieties are typically chalet-style and family run, creating a very warm and inviting atmosphere for travelers to stay.

### Highlights

- Mürren & Wengen: Soak up the silence and pure mountain air in our traditional car-free mountain villages.
- Grindelwald: Nestled in a pristine and unique alpine landscape at the foot of the infamous Eiger North Face.
- Lauterbrunnen: Valley of 72 waterfalls, where the highest and most spectacular waterfalls in Switzerland tumble down.
- Haslital: The little-known beauty, perfect for families seeking relaxation and adventure.



Eiger, Mönch and Jungfrau mountains, Bernese Oberland

Grindelwald  
Wengen  
Mürren  
Lauterbrunnen  
Haslital

Jungfrau Region 

Jungfrau Region Tourism  
+41 33 521 43 40  
sales@jungfrauregion.swiss  
www.jungfrauregion.swiss

## 5 Jungfrau Railways.

### Jungfrauoch – Top of Europe

The Jungfrau Railway Group offers its guests amazing mountain experiences and beautiful train journeys. The main offer is the journey to the highest railway station in Europe the Jungfrauoch – Top of Europe. The Jungfrau railway route is one of the most impressive achievements and was opened in 1912 after 16 years of construction.



Jungfrauoch – Top of Europe, Bernese Oberland

### Highlights

- Jungfrauoch – Top of Europe: Standing on the Jungfrauoch at 11,330 feet/3,454 meters altitude, you can feel it is a different world – one you have to experience firsthand.
- Grindelwald-Mt. First: Feel the wind in your hair on two Flying Fox zip lines, crossing the suspension bridge of the First Cliff Walk or riding in the agile mountain carts or Trottibikes scooters. Come and find your adventure.
- Schynige Platte: Everyone starts to slow down their pace here. If they have not already done so upon arrival, they will on the historic Schynige Platte Railway or later at a restaurant with breathtaking views.
- Harder Kulm: Restaurant Harder Kulm looks like a castle. But you don't need to be a king to eat here – just take a seat in the funicular and ascend Interlaken's own mountain.

JUNGFRAU  
TOP OF EUROPE

Jungfrau Railways  
+41 33 828 71 11  
sales@jungfrau.ch  
www.jungfrau.ch

## 6 VALAIS Matterhorn Region.



The VALAIS Matterhorn Region, host of the 2025 UCI Mountain Bike World Championships

### Just one partner for all your needs

We are the trade arm of the regional tourism board of the Valais region and the ideal partner for all tour operators, travel agents, DMCs, and other travel-related companies that want to include the most desirable destinations of the Swiss Alps in their product selection. Our market manager Mario Braide has extensive knowledge of the region's destinations and products and will be happy to assist you in creating unique itineraries for the VALAIS Matterhorn Region. Tell us about your objectives and we will create the perfect travel package. We are your one-stop solution for product recommendations, bookings, logistics and billing. Our team can get you the best available prices at net rates and provide you with top-notch customer service, before, during and after your customers' stay in our region.



Vineyards of Les Celliers de Sion and its castles "Tourbillon" and "Valeria"

### Highlights

- Gornergrat – the best viewpoint of the Matterhorn.
- Saas-Fee – the glacier village for outdoor enthusiasts.
- Aletsch Glacier – the longest glacier in the Alps and a UNESCO World Heritage Site.
- Leukerbad – the largest thermal spa resort in the Alps.
- Four top ski areas – 4 Vallées, Aletsch Arena, Portes du Soleil, and Saas-Fee.
- Les Celliers de Sion – your place to discover our outstanding vineyards.
- For your bookings – just one contact for all your needs.

  
MATTERHORN REGION  
SWISS ALPS

### Matterhorn Region

+41 27 327 36 36  
Mario Braide, Market Manager USA & Canada  
mario.braide@matterhornregion.ch  
booking@matterhornregion.ch  
www.matterhornregion.ch



## 7 Zermatt – Matterhorn.

### Casts a spell on you.

Zermatt is the most famous mountain village with the most-photographed mountain in the world. This is where alpinists, mountain bikers, ski enthusiasts and culinary lovers come together. Zermatt is pure magic: experience authentic culture combined with state-of-the-art infrastructure in the heart of the Swiss Alps.

#### Highlights

- Matterhorn Ski Paradise – where perfect slopes and breathtaking views meet.
- Matterhorn Alpine Crossing – travel between Switzerland's Zermatt and Italy's Cervinia via cableways.
- Experience an unforgettable journey up the Gornergrat on board NostalChic class with culinary highlights along the way.
- Explore the floral splendor of summer strolling through the highest Alpine Garden in Europe.
- Excellent cuisine in the village as well as on the slopes.
- A paradise for hikers and bikers in summer with panoramic hiking trails and varied bike trails.



Skier in front of the Matterhorn



**Zermatt Tourism**  
+41 27 966 81 00  
marketing@zermatt.swiss  
www.zermatt.ch

## 8 Glacier Express.

### Window to the Swiss Alps.

Embark on a captivating 8-hour journey, departing from St. Moritz. Traverse 291 bridges and 91 tunnels en route to Zermatt. Through large panoramic windows, relish clear views of numerous summits, journey over the highest point at the Oberalp Pass (2,044 meters/ 6,700 feet), deep gorges, and UNESCO World Heritage Sites. Savor freshly prepared menus from the onboard kitchen, served at your seat, elevating your immersive Alpine experience in true Alpine chic style.



Glacier Express in Andermatt

#### Highlights

- Panoramic view through extra-large windows all the way to the ceiling.
- 3 classes – 1st, 2nd and Excellence Class.
- Modern customer information system with integrated infotainment, 8 languages available (DE/FR/EN/IT/JP/KR/THAI/CH).
- Access additional travel information about the trip on your own tablet or smartphone.
- Free headphones and information brochure at the seat.
- Power outlets at each seat.
- Lowering windows at the entrance doors for glare-free photography.



St. Moritz - Andermatt - Zermatt

**Glacier Express**  
+41 81 288 65 25  
info@glacierexpress.ch  
www.glacierexpress.ch/en

## 9 Davos.



Sertigal with its listed church from the 17th century © Destination Davos Klosters / Andrea Badrutt

### A warm welcome!

Davos Klosters is one of the most famous holiday destinations in the Alps and boasts the most comprehensive holiday, sports and meeting facilities in the mountains. The foundation stone for this success was laid almost 160 years ago when the first winter guests arrived in February 1865.

Davos Klosters is a holiday destination with a thousand possibilities: unique hiking trails, wonderful mountain biking routes in all the tributary valleys or standup paddleboarding on the crystal-clear Lake Davos. The region is also the ideal starting point for high-class rail journey such as the Bernina or Glacier Express. The UNESCO World Heritage Site "Albula Line" with the famous Landwasser Viaduct is only 30 minutes away by train.

#### Highlights

- Schatzalp – world-famous thanks to the novel "The Magic Mountain" by Nobel Prize winner Thomas Mann and its magnificent view at 1,860 meters/6,100 feet.
- Nostalgic train – experience railway history in 100-plus-year-old carriages over the imposing Wiesner Viaduct and through the wild Zügen Gorge.
- Sertig valley – probably the most beautiful high valley in Switzerland with its rustic restaurants and a spectacular waterfall at the back of the valley.
- Brauerei Monstein – the highest brewery in Switzerland, where top beers are made with fresh mountain spring water.
- Jakobshorn – the modern cable car takes you up to 2590 meters/8,500 feet, where a 1st class mountain panorama awaits you.



Schatzalp funicular railway © Destination Davos Klosters / Andrea Badrutt



**Destination Davos Klosters**  
+41 81 415 22 72  
Andreas Stoffel, Market Manager North America  
andreas.stoffel@davos.ch  
www.davos.ch



## 10 Ticino Region.



Morcote, Ticino © David and Kathrin Photography and Film GmbH

### Lugano, Ascona-Locarno, Bellinzona

Ticino, the part of Switzerland where people speak Italian and the climate is mild throughout the year. An immense world enclosed in a small region rich of contrasts: palm trees and glaciers, lakes and mountains, gourmet restaurants and grottos, trends and traditions. Here quality and efficiency are Swiss, whereas the lifestyle is Italian. Be seduced by the many suggestive spots, the colors and the flavors of the "Dolce Vita" that make this land unique and unforgettable.

#### Highlights

- Ticino Ticket: enjoy free public transportation in the whole region and benefit from many discounts on different attractions.
- The fortress of Bellinzona: comprising of three castles, an impressive UNESCO World Heritage Site in the capital of Ticino.
- Monte Generoso: a scenic journey to the summit on one of the oldest cogwheel trains in Switzerland. Don't miss the spectacular "Stone Flower", designed by Swiss architect Mario Botta, and great hiking opportunities.
- Bavona Valley: an enchanted and unspoiled valley without electricity. Admire the stunning Foroglio waterfall, one of the energetic places of Ticino.
- Food & Wine: don't miss the opportunity to taste our gastronomy delights and our local wines while tasting local specialties!



Ascona, Ticino © Nicola Fuerer



**Ticino Tourism**  
+41 91 825 70 56  
trade@ticino.ch  
www.ticino.ch  
www.ticino.ch/trade

## 11 Basel – Switzerland's capital of culture.



Basel's Rhine River Cruise Terminal St. Johann

### Art & Architecture

Bordering France and Germany, Basel is the perfect place to embark on a fascinating journey through the world of art.

An exceptional density of museums, the world's largest art fair, and a lively, young art scene make Basel a compact city of culture with an appeal that reaches well beyond Europe.

On a walk through Basel, you can take in the atmosphere of the secluded alleyways of the Old Town.

#### Highlights

- The complimentary BaselCard entitles hotel guests to free use of public transportation and a 50% discount on a range of cultural activities.
- As an ideal hub for pre- and post-Rhine river cruises, Basel offers an outstanding infrastructure with three terminals and the EuroAirport, just 15 minutes from the city center.
- Switzerland's secret city, the Novartis Campus, is now open to the public and boasts 20 outstanding architectural masterpieces.
- Art Basel brings together the world's leading contemporary art galleries (June 13 to 16, 2024).
- The Basel Christmas Market is one of the prettiest and largest Christmas markets in Switzerland (November 28 to December 23, 2024).



Coffee break on the banks of the Rhine with a view of the Cathedral



**Basel Tourism**  
+41 61 268 68 85  
natascha.martin@basel.com  
www.basel.com/traveltrade



## 12 St.Gallen – Lake Constance Region.



Abbey District of St.Gallen

### UNESCO World Cultural Heritage Site between lake and mountain

St.Gallen is situated in an Alpine valley, nestled between Lake Constance and Mount Säntis. But it has all the panache of a cosmopolitan city. Designers watch trolley buses trundle by as they discuss the latest fashion presented on runways in Paris, Milan and New York. Business people in suits eat the world-famous St.Gallen bratwurst while casually standing on a street corner in front of a butcher's shop. At Abbey Square, international students sip coffee and debate solutions to global issues. And looming above all of them is the UNESCO World Cultural Heritage Site.

#### Highlights

- Old town walking tour with Abbey Library and Cathedral.
- Discover the Textile Trail, visit the Textile Museum or stay in a Textilland Hotel.
- The St.Gallen Museum Card opens the doors to 11 renowned museums in St.Gallen.
- Mount Säntis with its breathtaking views.
- Chocolate makes you happy, cheese does, too: Discover the culinary delights of the Appenzeller Show Dairy and the Chocolarium.
- Idyllic boat trip from the harbor town of Rorschach.
- Try your luck at the Casino St.Gallen.



The rich cultural diversity of St.Gallen

StGallen  
Bodensee

St.Gallen-Bodensee Tourism  
+41 71 227 37 37  
sales@st.gallen-bodensee.ch  
www.st.gallen-bodensee.ch

## The Grand Tour of Switzerland.

### No.1 road trip of the Alps

The Grand Tour of Switzerland combines the highlights of Switzerland in one single journey. The route takes you through four linguistic regions, crosses five Alpine passes, bringing you to 13 UNESCO World Heritage Sites, two biospheres and along the banks of 22 lakes. Have fun on your unforgettable voyage of discovery!

#### Grand Tour statistics

**Inspiring:** The surprising diversity along the route  
**Highlights:** 46 top attractions, including 13 UNESCO World Heritage Sites and two biospheres  
**Length:** 1,021 mi/1,643 km  
**Highest point:** Furka Pass, 7,969 ft a.s.l./2,429 m  
**Lowest point:** Lake Maggiore, 633 ft a.s.l./193 m  
**Lakes along the route:** 22 lakes bigger than 123 mi²/0.5 km²  
**Recommended travel season:** April–October  
(Alpine passes may be closed during winter months)

#### E-Grand Tour

The Grand Tour of Switzerland is the world's first road trip for electric vehicles. A close-knit network of charging stations connects the entire route, guaranteeing over 1,021 mi/1,643 km of relaxing, eco-friendly riding pleasure.

[MySwitzerland.com/e-grandtour](https://www.myswitzerland.com/e-grandtour)

#### Hotels along the Grand Tour

The excellent Grand Tour hotels along the route offer everything guests could need to fully relax after a day of touring. Check out our recommendations: [MySwitzerland.com/grandtourhotels](https://www.myswitzerland.com/grandtourhotels)

#### Car rental

Europcar is the leading car rental company in Switzerland. The company has 90 stations with up to 5,500 rental vehicles: from small cars to vans, from luxury limousines to off-road vehicles, from convertibles to four-wheel drives, there is a suitable car for every occasion. For sustainable mobility, Europcar also offers a large selection of electric vehicles. Hertz Switzerland has over 125 models from more than 25 brands available at over 30 Stations across the country.

#### 9-Day Grand Tour Package

The bookable package from STC ([switzerlandtravelcentre.com/en](https://www.switzerlandtravelcentre.com/en)) allows guests to take the Grand Tour of Switzerland for nine days with or without a car rental and spend the night in selected hotels of the chosen category along the route. [MySwitzerland.com/grandtouroffers](https://www.myswitzerland.com/grandtouroffers)

#### Grand Tour app

The Grand Tour app is the ideal digital companion while on the Grand Tour of Switzerland, supporting travelers in planning and navigating their Swiss road trip. Let the Grand Tour app guide you to Switzerland's greatest highlights, and visit our Grand Tour photo spots – the most beautiful viewpoints for unforgettable holiday snaps. [MySwitzerland.com/grandtourapp](https://www.myswitzerland.com/grandtourapp)

#### Where to book

These North American tour operators offer Grand Tour of Switzerland packages:

- Avanti Destinations – [avantidesinations.com](https://www.avantidesinations.com)
- Cosmos – [cosmos.com](https://www.cosmos.com)
- Exotik Tours – [exotiktours.com](https://www.exotiktours.com)
- Goway – [travel.goway.com](https://www.travel.goway.com)
- KeyTours Vacations – [keytours.com](https://www.keytours.com)
- Magic Switzerland – [magicswitzerland.com](https://www.magicswitzerland.com)

#### Have we sparked your interest?

Further information on planning your tour can be found at [MySwitzerland.com/grandtour](https://www.myswitzerland.com/grandtour)



Photo Spot, Leukerbad, Valais





## The top Premium Panoramic Trains and scenic routes

- Lucerne-Interlaken Express:** Zurich–Lucerne–Interlaken
- GoldenPass Express:** Montreux–Interlaken
- Montreux–Visp–Zermatt**
- Glacier Express:** Zermatt–Brig–Andermatt–Disentis–Chur–St. Moritz
- Bernina Express:** Chur–St. Moritz–Bernina Pass–Tirano. The section Tirano–Lugano is by bus, operates from Feb. to Nov.
- Gotthard Panorama Express:** Lucerne–Flüelen (by boat)–St. Gotthard–Bellinzona–Locarno/Lugano from Apr. to Oct. or Treno Gottardo from Jan. to Dec.
- Voralpen Express:** Lucerne–Rapperswil–St. Gallen
- St. Gallen–Schaffhausen–Zurich**



# The Grand Train Tour of Switzerland.

## The ultimate train journey

The Grand Train Tour of Switzerland combines all the famous panoramic lines into one breathtaking route over eight stages. Available all year round, this route – spanning 1,280 km/795 miles – leads from some of the most charming Swiss cities to Alpine villages. As well as UNESCO World Heritage sites, the route encompasses some of Switzerland’s most well-known sights and landmarks, from the majestic Matterhorn to Lucerne’s Chapel Bridge. And as Switzerland is home to some of the most beautiful mountain landscapes, the route can also be combined with a variety of mountain excursions.

## Grand Train Tour app

The Grand Train Tour even has its own app. Guests choose their dream route and discover all the must-sees along Switzerland’s most beautiful railway lines. In addition to receiving push notifications about upcoming sights and landmarks, travelers also get the chance to collect stamps and awards. Those who have collected enough can become “Master of Grand Train Tour of Switzerland”. What’s more, there are gifts and discounts available in the form of integrated digital coupons. For more information and downloads visit:

[MySwitzerland.com/traintourapp](https://myswitzerland.com/traintourapp)

## Booklet

With the myGrandTrainTour Booklet, nine individual and unique stamps can be collected along the Grand Train Tour of Switzerland. But this is much more than just an attractive public transport souvenir – it also impresses with plenty of valuable travel information. The booklet is handed out at various railway stations throughout Switzerland and at the stamp collection facilities. It can also be ordered for free at:

[MySwitzerland.com/mygttboklet](https://myswitzerland.com/mygttboklet)



Landwasser Viaduct on the Grand Train Tour of Switzerland

## Have we sparked your interest?

Further information on planning your tour can be found at [MySwitzerland.com/grandtraintour](https://myswitzerland.com/grandtraintour)

In addition, experience the beauty of Switzerland like never before with our immersive VR / 360-degree videos of the Grand Tour and the Grand Train Tour of Switzerland. Watch the videos now with your cell phone, tablet or VR glasses! [MySwitzerland.com/touring360](https://myswitzerland.com/touring360)

# Swiss hospitality.



Spa & Vitality Hotel Saratz, Pontresina

Swiss hospitality has been looking after guests for centuries and knows how to cater to every taste. You'll find accommodations recommended by Switzerland Tourism in different star categories for each of the following hotel groups.

Find the perfect hotels for your clients on pages 28 - 39 and [MySwitzerland.com/hotels](https://myswitzerland.com/hotels)

## Boutique & Design Hotels

Every Boutique & Design Hotel is unique: all the hotels focus on the aesthetics, interior design and service quality.

## Swiss Bike Hotels

Whether you prefer street cycling, mountain biking or leisure riding, most hosts are cycling enthusiasts themselves and offer top-notch service.

## Typically Swiss Hotels

From chic modern hideaways in city centers to historic palace hotels on lakeshores, each hotel offers an experience that is typically Swiss.

## Swiss Family Hotels & Lodgings

From campsites and youth hostels to chalets and five-star hotels – all are geared towards families’ needs. Children can be children here, and parents can find time for themselves for a change.

## Spa & Vitality Hotels

Whether you are looking for a sensuous spa, mystic bathing temple or medicinal herb garden, these hotels offer a bit of heaven on earth.

## Luxury Hotels & Homes

Timeless elegance, a natural grandeur and state-of-the-art comfort in a luxurious setting: these hotels are the pinnacle of the hotel industry.

## Swiss Historic Hotels

Immerse yourself in history and the ambiance of times gone by – in a late Baroque guesthouse or a Grand Hotel from the Belle Époque.

## Snow Sports Hotels

These accommodation options are heaven for winter sports enthusiasts – relax after an action-packed day on the slopes, get your equipment serviced and be the first one on the mountain the next day.



# 43 Hotels for you.

We proudly present a selection of 43 hotels throughout Switzerland.



## 1 Grand Hotel Les Trois Rois \*\*\*\*\* Basel



The Grand Hotel Les Trois Rois lies at the very heart of the city of Basel. It offers 101 rooms and suites, which combine history with the latest comforts. Treat yourself to culinary delights at one of its restaurants, the Cheval Blanc: 3 Michelin Star French cuisine with Asian and Mediterranean influences and French brasserie specialties at its best.

**Luxury Hotels & Homes**  
sales@lestroisrois.com  
+41 61 260 50 33  
www.lestroisrois.com/en

## 2 Hotel Schweizerhof Bern & Spa \*\*\*\*\* Bern

The Hotel Schweizerhof Bern & Spa blends classical grand tradition with contemporary flair, elegant design and world-class service. The hotel offers 99 stylish rooms and suites, the 8,600 ft² Bel Etage, the legendary Jack’s Brasserie, a modern Lobby-Lounge-Bar, a sophisticated Cigar Lounge, the 5,400 ft² spa and the unique Sky Terrace.

**Luxury Hotels & Homes**  
**Boutique & Design Hotels**  
info@schweizerhofbern.com  
+41 31 326 80 80  
www.schweizerhofbern.com



## 2 Romantik Hotel Bären \*\*\* Bern



The historic country inn comprises three typical Emmental buildings from the late Baroque era. With its late-Gothic church and village square, it is an architectural monument of national importance. Its rooms are a cozy combination of old and new.

**Swiss Historic Hotels**  
info@baeren-duerrenroth.ch  
+41 62 959 00 88  
www.baeren-duerrenroth.ch

## 3 Grandhotel Giessbach \*\*\*\*\* Brienz

The historic hotel from 1875 stands proudly over Lake Brienz. Arrive in style by boat at the own landing stage in summer, before travelling up with Europe’s oldest funicular railway. The famous Giessbach Falls thunder into the deep right next to the hotel and can be viewed in all their glory.

**Typically Swiss Hotels**  
**Inspiring Meeting Hotels**  
**Swiss Historic Hotels**  
grandhotel@giessbach.ch  
+41 33 952 25 25  
www.giessbach.ch



## 4 Bergwelt Grindelwald | Alpine Design Resort \*\*\*\*\* Grindelwald



The Premium Alpine Design Resort Bergwelt Grindelwald with 90 rooms and suites, apartments and residences belongs to the Small Luxury Hotels of the World. Access to the exclusive Fire & Ice SPA is included in the overnight price.

**Boutique & Design Hotels**  
welcome@bergwelt-grindelwald.com  
+41 33 854 85 85  
www.bergwelt-grindelwald.com

## 4 Hotel Kirchbühl \*\*\*\* Grindelwald

In the Apartments & Hotel Kirchbühl, a fourth-generation family business, guests can enjoy their vacation to the fullest. The restaurant offers delicacies from the Bernese Oberland region - at the foot of the legendary Eiger North Face.

**Swiss Bike Hotels**  
**Typically Swiss Hotels**  
**Swiss Family Hotels & Lodgings**  
**Snow Sports Hotels**  
hotel@kirchbuehl.ch  
+41 33 854 40 80  
www.kirchbuehl.ch





**4 Romantik Hotel Schweizerhof Grindelwald \*\*\*\*\*** Grindelwald



Spacious rooms and suites, haute cuisine, glorious gardens plus a choice of luxury chalets: this traditional, family-run hotel overlooking the north face of the Eiger is typical Switzerland.

**Luxury Hotels & Homes**  
info@hotel-schweizerhof.com  
+41 33 854 58 58  
www.hotel-schweizerhof.com

**5 Deltapark Vitalresort \*\*\*\*\*** Gwatt bei Thun

Nestled in the 70,000m<sup>2</sup>/ 753 ft<sup>2</sup> parkland of the Kanderdelta, surrounded by two nature reserves and located directly on the shores of Lake Thun, Deltapark Vitalresort with its oases of well-being is the perfect place to recharge your batteries and leave everyday life behind.

**Spa & Vitality Hotels**  
info@deltapark.ch  
+41 33 334 30 30  
www.deltapark.ch



**6 Hotel Eiger Mürren \*\*\*\*\*** Mürren



Enjoy the magnificent mountain view from your window as well as from the relaxation room after a sauna or a swim. And over a tasty breakfast or the Eiger North Face menu in the restaurant.

**Typically Swiss Hotels**  
info@hoteleiger.com  
+41 33 856 54 54  
www.hoteleiger.com

**7 Hotel Eden Spiez \*\*\*\*\*** Spiez

Whether after a strenuous hike or an intensive conference in the hotel's own seminar rooms, the well-being of guests is always given a top priority at the Eden, high above the bay of Spiez. A special attraction is the outdoor saltwater pool, where guests can relax and recharge.

**Spa & Vitality Hotel  
Inspiring Meeting Hotel**  
welcome@eden-spiez.ch  
+41 33 655 99 00  
www.eden-spiez.ch



**8 Einstein St. Gallen \*\*\*\*\*** St.Gallen



The centrally located Hotel Einstein St. Gallen, near the UNESCO Abbey District, offers 113 renovated rooms. Attached is a 3000m<sup>2</sup>/3230ft<sup>2</sup> fitness park with a wellness area. Culinary highlights include Einstein Gourmet with 18 GaultMillau points and 2 Michelin stars, the internationally inspired Bistro St.Gallen and the stylish Einstein Bar with a cigar lounge.

**Typically Swiss Hotels**  
info@einstein.ch  
+41 71 227 55 55  
www.einstein.ch

**9 Tschuggen Grand Hotel \*\*\*\*\*** Arosa

Nature meets iconic modernity at the Tschuggen Grand Hotel. This ski-in / ski-out property with its own cable way to the slopes, it's 53,820ft<sup>2</sup> holistic Spa and dine-around options in 6 restaurants is a sanctuary providing regeneration for body and soul and conscious enjoyment in summer and winter.

**Spa & Vitality Hotels  
Snow Sports Hotels  
Luxury Hotels & Homes**  
www.tschuggen.ch  
+41 81 378 99 99  
reservations@tschuggen.ch



**9 Valsana Hotel Arosa \*\*\*\*\*** Arosa



The Valsana is your stylish base for mountain sports, year-round adventure and blissful relaxation. One of Switzerland's most sustainable hotels offers 49 contemporary chic rooms, an 8611 ft<sup>2</sup> spa and a restaurant focusing on fresh regional products and healthy deliciousness.

**Swiss Bike Hotels  
Snow Sports Hotels**  
info@valsana.ch  
+41 81 378 63 63  
www.valsana.ch

**10 rocksresort Swiss Lodge Laax**

Located directly at the valley station and equipped with modern apartments, the hotel offers pure action in summer and winter. The gondola takes guests directly up the mountain. Furthermore, the resort has various restaurants, bars, stores, and the famous Freestyle Academy. In summer, there's an outdoor paradise with pump track, surf wave and more.

**Snow Sports Hotels  
Swiss Bike Hotels  
Swiss Family Hotels & Lodgings**  
reservation@rocksresort.com  
+41 81 927 97 97  
www.rocksresort.com





**11 Hotel Lenzerhorn Spa & Wellness \*\*\*\* Lenzerheide**



Arrive and wake up with a view of the breathtaking Lenzerheide Mountain Scenery! The hotel offers various room categories. Active people will find a well-equipped and heated bike and ski room and can discover the surrounding by hiking, biking or skiing. Those seeking peace will find it in the spa & wellness area with outdoor pool, indoor pool, steam bath and sauna.

**Spa & Vitality Hotels**  
**Snow Sports Hotels**  
**Swiss Bike Hotels**  
welcome@hotel-lenzerhorn.ch  
+41 81 385 86 87  
www.hotel-lenzerhorn.ch

**12 Grand Hotel Kronenhof \*\*\*\*\* Pontresina**

The Kronenhof is a historic hotel with glacier views. Rooms and salons are tastefully furnished with care and elegance, and the attentive service is discrete. The hotel offers a modern spa as well as the gourmet restaurant "Kronenstübli". Now open from June to April.

**Luxury Hotels & Homes**  
**Swiss Family Hotels & Lodgings**  
info@kronenhof.com  
+41 81 830 30 30  
www.kronenhof.com



**12 Hotel Saratz \*\*\*\* Pontresina**



The Hotel Saratz is elegant, yet cozy, contemporary, yet charming – and its blend of old and new exudes one thing above all: ambiance. The largest hotel park in the Engadin extends over 35,000m²/276,740ft² for discovery tours before and after a visit to the wellness center.

**Spa & Vitality Hotels**  
info@saratz.ch  
+41 81 839 40 00  
www.saratz.ch

**13 Hotel Belvedere \*\*\*\* Scuol**

The Belvedere is a contemporary take on Engadin grandeur with direct access to the famous Bogn Engiadina, the renowned spa landscape, surrounded by alpine mountain scenery.

**Spa & Vitality Hotels**  
info@belvedere-scuol.ch  
+41 81 861 06 06  
www.belvedere-hotelfamilie.ch



**14 Waldhaus Sils \*\*\*\*\* Sils**



For many guests the Waldhaus and its surroundings have always meant pleasure, tranquility and art combined in one: this fabulous address impresses with its prestigious salons, superb location and views of the Engadin. The family-run hotel is also known for its cultural and culinary activities program.

**Swiss Historic Hotels**  
mail@waldhaus-sils.ch  
+41 81 838 51 00  
www.waldhaus-sils.ch

**15 Hotel Palazzo Salis Swiss Lodge Soglio**

The palazzo, which was turned into a guest house 100 years ago, has a unique ambiance. It enchants visitors with its 16 rooms, splendid large halls and garden with rare redwood trees. Giovanni Segantini and Alberto Giacometti have both stayed here.

**Swiss Historic Hotels**  
info@palazzosalis.ch  
+41 81 822 12 08  
www.palazzosalis.ch



**16 Carlton Hotel \*\*\*\*\* St. Moritz**



With only 60 rooms it is St. Moritz's most intimate luxury hotel offering some of the most spectacular views of the Engadin Valley from every room. Michelin star gourmet cuisine, a 12,916 ft² holistic Spa, the largest penthouse suite in St. Moritz and space for you to unwind completely.

**Luxury Hotels & Homes**  
**Boutique & Design Hotels**  
**Spa & Vitality Hotels**  
**Snow Sports Hotels**  
info@carlton-stmoritz.ch  
+41 81 836 70 00  
www.carlton-stmoritz.ch

**16 Kulm Hotel \*\*\*\*\* St. Moritz**

This luxury hotel with its rich tradition and its views of the lake, is situated in the heart of St. Moritz. It is also the perfect place for uncomplicated family holidays. Guests enjoy sophisticated gourmet cuisine in seven different restaurants and bars.

**Luxury Hotels & Homes**  
info@kulm.com  
+41 81 836 80 00  
www.kulm.com





17 **7132 Hotel** ★★★★★ Vals



The hotel is a place unto itself in every aspect. The rooms were designed by four worldwide renowned architects. The mystic atmosphere and highly mineralized spring water make a stay in the thermal baths of the 7132 Hotel a deeply relaxing experience.

**Luxury Hotels & Homes**  
**Spa & Vitality Hotels**  
**Inspiring Meeting Hotels**  
hotel@7132.com  
+41 58 713 20 00  
www.7132.com

18 **Royal Savoy Hotel & Spa** ★★★★★ Lausanne

Luxury Art Nouveau hotel with fully renovated rooms and suites, masterful cuisine at the Brasserie du Royal, panoramic views at the SkyLounge and pampering treatments at the Spa du Royal. Its central location with views overlooking Lake Geneva gives you access to the unique experiences on offer in the “Best Small City in the World”.

**Luxury Hotels & Homes**  
**Spa & Vitality**  
info@royalsavoylausanne.com  
+41 21 614 88 88  
www.royalsavoylausanne.com



19 **The Chedi Andermatt** ★★★★★ Andermatt



Alpine chic meets Asian zen: the design and lifestyle experience at The Chedi Andermatt captivates guests with its unique cheese tower, Japanese cuisine and expansive wellness area with pool, thermal baths and hydrotherapy facilities.

**Luxury Hotels & Homes**  
**Boutique & Design Hotels**  
**Spa & Vitality Hotels**  
**Inspiring Meeting Hotels**  
info@chedianderlatt.com  
+41 41 888 74 88  
www.thechedianderlatt.com

19 **Radisson Blu Hotel Reussen** ★★★★ Andermatt

Grand hotel or chalet? Located in the heart of the Swiss Alps, the hotel scores highly for its modern yet comfortable furnishings. After an active day, you can rest and relax in the wellness area, the Hotel's Spun restaurant, or the Bärbar's lounge.

**Swiss Bike Hotels**  
**Snow Sports Hotels**  
info.anderlatt@radissonblu.com  
+41 41 888 11 11  
www.radissonblu.com/hotel-anderlatt



20 **Hotel Villa Honegg** ★★★★★ Honegg

A historic villa with breathtaking views delivers both vistas and inspiration at 3000 feet above sea level. Book an entire floor or the villa itself for exclusive meetings and events or relax in the spa overlooking the lake and mountains. In this boutique hotel in the heart of Switzerland you can find relaxation and privacy in a unique setting.

**Inspiring Meeting Hotels**  
**Boutique & Design Hotels**  
info@villa-honegg.ch  
+41 41 618 32 00  
www.villa-honegg.ch



20 **Pilatus Kulm Hotels** ★★★★ Kriens



Nowhere are the stars brighter and the sunrise more spectacular than atop the Pilatus Kulm. You'll find yourself in close proximity to Lucerne, yet in an entirely different world. The 50 rooms of the Pilatus Kulm offer views that are truly magnificent and leave a lasting impression.

**Inspiring Meeting Hotels**  
**Typically Swiss Hotels**  
hotels@pilatus.ch  
+41 41 329 12 12  
www.pilatus.ch

Accommodation.

20 **Bürgenstock Hotel & Alpine Spa** ★★★★★ Obbürgen

211 rooms of sky-high luxury located within the spectacular Bürgenstock Resort with ten restaurants, lounges and bars and the award-winning luxury wellness Alpine Spa, the hotel offers two wings: The Heritage, originally built in 1903 and the Contemporary, which features modern architecture and design with incredible views of Lake Lucerne.

**Luxury Hotels & Homes**  
**Spa & Vitality**  
**Inspiring Meeting Hotels**  
information@burgenstockresort.com  
+41 41 612 60 00  
www.burgenstockresort.com



21 **Stoos Lodge** Swiss Lodge Stoos



Right next to the upper station of the world's steepest funicular is the Stoos Lodge, with its distinctive wooden architecture. Snow sports enthusiasts and families alike will feel at home in the stylish, urban ambiance. The open-show kitchen will conjure up something for every taste.

**Boutique & Design Hotels**  
**Swiss Bike Hotels**  
**Swiss Family Hotels & Lodgings**  
**Inspiring Meeting Hotels**  
**Snow Sports Hotels**  
lodge@stoos-hotels.ch  
+41 41 817 99 99  
www.stoos-lodge.ch



**22 Hotel Vitznauerhof \*\*\*\* Vitznau**

The listed, magnificent art nouveau hotel is perched directly on the shores of Lake Lucerne. It boasts 53 rooms and suites with fabulous views of the mountains or lake. The hotel wins out not only due to its exclusive location, but also to the sheer variety of its cuisine. A panorama terrace, spa, outdoor whirlpool and fitness facilities.

**Inspiring Meeting Hotels**  
info@vitznauerhof.ch  
+41 41 399 77 18  
www.vitznauerhof.ch



**23 Flühli Hotel Kurhaus Flühli**



The extensive renovation on this hotel in the center of Flühli, steeped in history spanning 130 years, has done it a world of good: various room categories from simple to sophisticated, and contemporary comfort that is in harmony with the past. It's the ideal base for excursions to the UNESCO Biosphere Entlebuch.

**Swiss Historic Hotels**  
**Typically Swiss Hotels**  
**Inspiring Meeting Hotel**  
willkommen@kurhaus-fluehli.ch  
+41 41 488 11 66  
www.kurhaus-fluehli.ch

**24 Hotel Casa Berno \*\*\*\* Ascona**

After a day of fun and exertion on your bike, enjoy southern delicacies in the Hotel Casa Berno by the pool or on the roof terrace and dolce far niente paired with breathtaking views high above Lake Maggiore.

**Swiss Bike Hotels**  
info@casaberno.ch  
+41 91 791 32 32  
www.casaberno.ch



**24 Hotel Eden Roc \*\*\*\*\* Ascona**



Switzerland's only true beach resort on the lakeshores of Lake Maggiore, offers Michelin star gourmet cuisine, stylishly furnished designer rooms, its private beach and an own marina and watersports school. The holistic spa is inspired by nature, backed by science.

**Spa & Vitality**  
**Luxury Hotels & Homes**  
info@edenroc.ch  
+41 91 785 71 71  
www.edenroc.ch

**25 Kurhaus Cademario Hotel & Spa \*\*\*\* Cademario**

For over 100 years, Kurhaus Cademario Hotel & Spa, has been a paradise of wellness and relaxation, thanks to its culinary offerings and the special spa programs. Between cycling tours, walks and wine tastings you will never get bored. The choices are endless!

**Spa & Vitality Hotels**  
info@kurhauscademario.com  
+41 91 610 51 12  
www.kurhauscademario.com



**25 International au Lac Historic Lakeside Hotel \*\*\* Lugano**



Steeped in tradition, the International au Lac has been in family hands since 1906 and is within walking distance from the railway station. It is the only lakeshore hotel in the historic center of Lugano to have its own parking garage, garden and swimming pool.

**Boutique & Design Hotel**  
info@hotel-international.ch  
+41 91 922 75 41  
www.hotel-international.ch

**24 Boutique-HOTEL REMORINO \*\*\*\* Minusio**

The pretty, charming and peacefully situated 4-star hotel on Lake Maggiore is run with a warm and personal touch. Cozy and elegant rooms; all double rooms come with a balcony and air conditioning, and some have wonderful lake views. Hearty breakfast with seasonal specialties.

**Boutique & Design Hotels**  
albergo@remorino.ch  
+41 91 743 10 33  
www.remorino.ch



**26 Hotel La Campagnola \*\*\* Vairano**



Mini golf, a heated pool, a Wild West inspired playground and a petting zoo: the Mediterranean holiday resort perched above Lago Maggiore offers everything for an unforgettable family holiday. For the adults, there's a pool bar, massage treatments and live music.

**Swiss Family Hotels & Lodgings**  
mail@campagnola.ch  
+41 91 785 25 00  
www.campagnola.ch



**27 Walliserhof Grand-Hotel & Spa** ★★★★★ Saas-Fee

In the midst of 18 four-thousand-meter peaks, the Walliserhof Grand Hotel & Spa invites one to "forget everyday life"! The 74 rooms and suites, many of them with glacier views, are equipped to the highest standards. Slow food style is the culinary choice. The focus is on regional and seasonal products that are carefully prepared in a traditional way.

**Spa & Vitality Hotel**  
**Snow Sports Hotels**  
info@walliserhof-saasfee.ch  
+41 27 958 19 00  
www.walliserhof-saasfee.ch



**28 CERVO Mountain Resort** ★★★★★ Zermatt



Surrounded by the rugged beauty of Zermatt, the CERVO offers a spectacular view of the Matterhorn that accompanies guests throughout their stay. 54 rooms and suites, and seven lodges – each one a small world of its own. A unique ambiance also awaits in the restaurants, where culinary artists take guests on a journey featuring everything from Arabian to local delicacies.

**Spa & Vitality Hotels**  
**Boutique & Design Hotels**  
beyond@cervo.swiss  
+41 27 968 12 12  
www.cervo.swiss

**28 The Omnia** ★★★★★ Zermatt

Located in the heart of Zermatt, the Omnia overlooks the resort from a 150 feet high rocky outcrop. An elevator transports guests through a tunnel onto the rock, allowing them to float into the lobby. Open fireplaces create a cozy atmosphere and the uplifting spa area boasts views of the Matterhorn.

**Boutique & Design Hotels**  
info@the-omnia.com  
+41 27 966 71 71  
www.the-omnia.com



**29 Hotel City Zürich** ★★★ Zürich



Modern yet cozy: the superior boutique hotel in the bustling heart of Zurich has a young soul. Thanks to different colors and style elements, each of the 60 rooms is unique.

**Boutique & Design Hotels**  
hotelcity@hotelcity.ch  
+41 44 217 17 17  
www.hotelcity.ch

**29 Park Hyatt Zürich** ★★★★★ Zürich

This hotel is the ideal setting for classical modern and contemporary art. A total of 92 works by renowned artists are showcased in the public areas of the luxury hotel.

**Boutique & Design Hotels**  
zurich.park@hyatt.com  
+41 43 883 12 34  
www.parkhyattzurich.com



**29 Hotel Adler Zürich** ★★★ Zürich



This charming hotel in the heart of Zurich's old town offers newly refurbished rooms with air conditioning and beautiful murals of Zurich. The Swiss Chuchi restaurant serves up delicious Swiss specialties.

**Typcially Swiss Hotels**  
info@hotel-adler.ch  
+41 44 266 96 96  
www.hotel-adler.ch

**29 Mandarin Oriental Savoy** ★★★★★ Zürich

Mandarin Oriental Savoy, Zurich, the city's oldest Grand Hotel, reopened in winter 2023 following extensive renovations. Redesigned by Tristan Auer, it's now part of Mandarin Oriental's acclaimed collection, located near luxury stores, historic sites, and the picturesque Lake Zurich promenade.

**Luxury Hotels & Homes**  
mozrh-reservations@mohg.com  
+41 43 588 37 88  
www.mandarinoriental.com/en/zurich/savoy





# Tour operators in North America.

## Selected tour operators offering tours to Switzerland

AFC Vacations	<a href="http://www.afcvacations.com">www.afcvacations.com</a>
Air Canada Vacations	<a href="http://vacations.aircanada.com">vacations.aircanada.com</a>
Alpenwild	<a href="http://www.alpenwild.com">www.alpenwild.com</a>
Alpine Adventures	<a href="http://www.alpineadventures.net">www.alpineadventures.net</a>
Alpinehikers	<a href="http://www.alpinehikers.com">www.alpinehikers.com</a>
AmaWaterways	<a href="http://www.amawaterways.com">www.amawaterways.com</a>
Artisans of Leisure	<a href="http://www.artisansofleisure.com">www.artisansofleisure.com</a>
Avanti Destinations	<a href="http://www.avantidestinations.com">www.avantidestinations.com</a>
Backroads	<a href="http://www.backroads.com">www.backroads.com</a>
Classic Vacations	<a href="http://www.classicvacations.com">www.classicvacations.com</a>
Collette Vacations	<a href="http://www.gocollette.com">www.gocollette.com</a>
CTN Custom Travel Network	<a href="http://www.customtravelnetwork.com">www.customtravelnetwork.com</a>
DuVine Adventures	<a href="http://www.duvine.com">www.duvine.com</a>
EF / Go Ahead Tours	<a href="http://www.ef.com">www.ef.com</a> / <a href="http://www.goaheadtours.com">www.goaheadtours.com</a>
Echo Trails	<a href="http://www.echo-trails.com">www.echo-trails.com</a>
Enchanting Travels	<a href="http://www.enchantingtravels.com">www.enchantingtravels.com</a>
Epitourea	<a href="http://www.epitourea.com">www.epitourea.com</a>
Eurobound	<a href="http://www.eurobound.com">www.eurobound.com</a>
Europe Express	<a href="http://www.europeexpress.com">www.europeexpress.com</a>
Exeter International	<a href="http://www.exeterinternational.com">www.exeterinternational.com</a>
Exoticca	<a href="http://www.exoticca.com">www.exoticca.com</a>
Exotik Tours	<a href="http://www.exotiktours.com">www.exotiktours.com</a>
Gate 1 Travel	<a href="http://www.gate1travel.com">www.gate1travel.com</a>
Globus Family of Brands (Avalon Waterways, Globus, Cosmos, Monograms)	<a href="http://www.globusandcosmos.com">www.globusandcosmos.com</a>
Goway Travel	<a href="http://www.goway.com">www.goway.com</a>
Kensington Tours	<a href="http://www.kensingtontours.com">www.kensingtontours.com</a>
Ker & Downey	<a href="http://www.kerdowney.com">www.kerdowney.com</a>
Keytours Vacations	<a href="http://www.keytours.com">www.keytours.com</a>
Kuoni Tumlare	<a href="http://www.kuonitumlare.com">www.kuonitumlare.com</a>
Magic Switzerland	<a href="http://www.magicswitzerland.com">www.magicswitzerland.com</a>
Manditours	<a href="http://www.manditours.com">www.manditours.com</a>
Merit Travel	<a href="http://www.merittravel.com">www.merittravel.com</a>
Mountain Travel Sobek	<a href="http://www.mtsobek.com">www.mtsobek.com</a>
Pleasant Holidays / Journese	<a href="http://www.journese.com">www.journese.com</a>

Prime Travel	<a href="http://www.prime-travel.com">www.prime-travel.com</a>
Railbookers	<a href="http://www.railbookers.com">www.railbookers.com</a>
Rick Steves	<a href="http://www.ricksteves.com">www.ricksteves.com</a>
Ritz Tours	<a href="http://www.ritztours.com">www.ritztours.com</a>
Ryder-Walker Alpine Adventures	<a href="http://www.ryderwalker.com">www.ryderwalker.com</a>
SITA World Tours	<a href="http://www.sitatours.com">www.sitatours.com</a>
Ski.com	<a href="http://www.ski.com">www.ski.com</a>
SKICAN	<a href="http://www.skican.com">www.skican.com</a>
SKIUSA	<a href="http://www.skiusa.com">www.skiusa.com</a>
Snow Tours	<a href="http://www.snowtours.com">www.snowtours.com</a>
Tauck	<a href="http://www.tauck.com">www.tauck.com</a>
The Travel Corporation (Contiki, Insight Vacations, Trafalgar, Grand European Travel, Uniworld)	<a href="http://www.thetravelcorporation.com">www.thetravelcorporation.com</a> <a href="http://www.trafalgartours.com">www.trafalgartours.com</a>
Tours Altitude	<a href="http://www.toursaltitude.com">www.toursaltitude.com</a>
Tours Chanteclerc	<a href="http://www.tourschanteclerc.com">www.tourschanteclerc.com</a>
Travel Bound	<a href="http://www.booktravelbound.com/">www.booktravelbound.com/</a> <a href="http://bedsonline.com">bedsonline.com</a>
Untours	<a href="http://www.untours.com">www.untours.com</a>
Vacations By Rail	<a href="http://www.vacationsbyrail.com">www.vacationsbyrail.com</a>
Viking River Cruises	<a href="http://www.vikingrivercruises.com">www.vikingrivercruises.com</a>
Wilderness Travel	<a href="http://www.wildernesstravel.com">www.wildernesstravel.com</a>

For a complete list of tour operators, please visit [MySwitzerland.com/trade](http://MySwitzerland.com/trade)



**KUONI** global destination management by JTB  
**TUMLARE**

Kuoni Tumlare (KT) is a European Destination Management Company with 17 offices. It was founded in 1906 in Zürich and is still headquartered there, making it the oldest and most experienced DMC in Switzerland.

Kuoni Tumlare Switzerland sets the gold standard for group travel, special interest tours, individual and luxury travel, meetings, events, and incentives. Through collaboration with Switzerland Tourism and Swiss partners, KT has been and continues to be a leader in creative and authentic experiences in Switzerland.

Contact us for any requests or services you may require.

Our experts are ready to welcome you to beautiful and sustainable Switzerland.



For more information please contact:  
[northamerica@kuonitumlare.com](mailto:northamerica@kuonitumlare.com)  
**+1 978 579 0020**



# Incoming tour operators.

**Bucher Travel Inc.**  
+41 41 418 55 44  
incoming@buchertravel.com  
www.buchertravel.com



**Best of Switzerland Tours**  
+41 44 710 50 50  
info@switzerland-tours.ch  
www.switzerland-tours.ch



**BIKE Switzerland**  
+41 78 601 69 57  
info@bikeswitzerland.com  
www.bikeswitzerland.com



**Cosa Travel Switzerland**  
+41 44 269 40 49  
incoming@cosatravel.ch  
www.cosatravelswitzerland.com



**Epic Europe - Epicurus Sarl**  
+1 307 222 4910  
info@epiceurope.com  
www.epiceurope.com



**European Walking Tours**  
+41 41 418 65 18  
info@walkingtours.com  
www.walkingtours.com



**Eurotrek AG**  
+41 44 316 10 00  
eurotrek@eurotrek.ch  
www.eurotrek.ch



**out & ABOUT - Switzerland Trekking**  
+41 52 520 62 42  
outandabout@switzerlandtrekking.com  
www.switzerlandtrekking.com



**railtour suisse sa**  
+41 31 378 00 08  
incoming@railtoureurope.com  
www.railtoureurope.com



**SM Travel Ltd.**  
+41 22 731 65 20  
smtravel@dmcgva.com  
www.smtravel.com



**Swiss Discovery**  
+41 79 387 55 04  
info@swiss-discovery.com  
www.swiss-discovery.com



**Watch and Cow**  
+41 22 552 39 89  
contact@watchandcow.ch  
www.watchandcow.com



# Switzerland Travel Centre.

## No one else gives you so much Switzerland

Switzerland Travel Centre offers a wide range of services: FIT & Group packages; scenic rail journeys including the Grand Train Tour of Switzerland; self-drive trips including the Grand Tour of Switzerland; plus activities and/or nature tours including hiking, biking or skiing options – these are just a few examples of what we feature.

Upon request we may create customized and tailor-made itineraries to ensure a memorable and unique stay for your clients.

Our hotel online portal offers access to an extensive choice of Swiss hotels in the whole country at attractive wholesale rates. We are also an official distributor of the Swiss Travel System product portfolio including the all-in-one ticket Swiss Travel Pass.

Switzerland Travel Centre is a Swiss DMC, owned by the Swiss Hotel Association “hotelleriesuisse”, Switzerland Tourism, the Swiss Federal Railways SBB and private regional railways.



Rhaetian Railway on the Landwasser Viaduct, Filisur



**Switzerland Travel Centre AG**  
Binzstrasse 38  
CH-8045 Zurich  
+41 43 210 55 94  
touroperating@stc.ch  
switzerlandtravelcentre.com/trade

# Switzerland Convention & Incentive Bureau.

## At your service for all meeting, incentive & conference requests above 10 persons

We offer the following assistance in the planning of any type of business events with no obligation or costs on your part:

- Researching appropriate destinations and venues
- Assistance with site inspections
- Arranging personalized webinars for you and your team
- Providing digital and print promotional material
- Introduction to local suppliers
- Organizing online face-to-face appointments with Swiss experts

Switzerland is the ideal meeting and incentive destination, so rest assured that your group will fall in love with the variety in scenery, culture and gastronomy as well as the many top-notch facilities and clockwork efficiency. The SCIB North America team looks forward to hearing from you.



Educational group picture



**Contact us**  
scib.usa@switzerland.com  
+1 646 760 0836  
MySwitzerland.com/meetings  
MySwitzerland.com/LinkedIn-scib  
#InLOVEwithSWITZERLAND

# Dream Wedding Destination Switzerland.

Are you looking for the wedding destination of your client's dreams? Switzerland is the perfect choice.

- **Breathtaking scenery** provides a memorable canvas for your client's wedding party.
- **A large choice of locations:** whether it's a castle on the lake shore surrounded by palm trees, a mountain hut in the snow, or an estate in the vineyards, we have it all.
- **Reliable service providers** will do whatever it takes to make all the different elements come together so that your client has nothing to worry about and can enjoy the celebrations with friends and family.

We assist you in finding the perfect venue and accompanying wedding activities, as well as introducing you to local suppliers, arranging site inspections, answering your questions regarding legal affairs, and much more.



Zermatt, Valais Region



**Contact us**  
scib.usa@switzerland.com  
+1 646 760 0836  
MySwitzerland.com/weddings  
instagram.com/myswitzerlandweddings  
pinterest.ch/myswitzerland/swiss-weddings  
#SayYESinSWITZERLAND



# Appenzeller Show Dairy.

## Discover the tastiest secret of Switzerland

At the Appenzell Show Dairy, you are on the trail of the best-kept secret! Take a look into the cheese vat, marvel at the impressive cheese cellar, make your own herb mixture and enjoy the tasty Appenzeller® cheese in the restaurant or at the cheese counter in the specialty store. An experience between tradition and modernity.

### Bookable offers

#### Individual guided tours

You want to know exactly how Appenzeller® cheese is made and what's behind the secret? Then a guided tour is just the thing. Our hostess will explain the finer points of the production of the spicy Appenzeller® cheese in the visitors' gallery in German, English and French.

#### Making fresh cheese

How is cheese actually made from milk? And what makes the cheese so spicy? Learn from our cheesemaker everything about the secrets in cheese making and make it yourself. From renneting, cutting and heating to filling and refining with spices, you will be right in the thick of things. And the best thing is that you can take your own fresh cheese home with you afterwards.



Appenzeller Schaukäserei, Stein AR



**Appenzeller Schaukäserei AG**  
+41 71 368 50 70  
info@schaukaeserei.ch  
www.schaukaeserei.ch

# Emmentaler Cheese Village.

## Meet and Taste the King of Swiss Cheese

The Emmentaler Cheese Village - home of the famous Emmentaler Cheese surrounded by a magical hilly landscape. In our cozy restaurant we serve many freshly prepared regional specialties. On the grounds of the Emmentaler Cheese Village you will find a sunny self-service terrace, a large playground and a goat zoo. The cheese shop sells the original Emmentaler AOP in various maturity stages, many other cheeses, Emmental specialties and souvenirs.

### Bookable offers

#### King's Way

Audiovisual self-guided tour to discover the history and the production of the original Emmentaler AOP. The highlight is a tasting of the original Emmentaler AOP in between the production and maturing cellars. In ENG, FR and GER.

#### Private guided tour

Together with a guide, you will visit the former herdsman's cottage from 1741, the fire truck cheese dairy from 1900 and then the King's Way. Finally, a cheese tasting with different maturity stages of the Emmental AOP awaits you. In ENG, FR and GER.

#### Make your own cheese

During the one-hour workshop you learn how to make fresh cheese and you can take it right with you. During the two-hour workshop, you'll make your own hard cheese over the open fire in the old herdsman's cottage.



Make your own cheese at the Emmentaler Cheese Village



**Emmentaler Schaukäserei**  
+41 34 435 16 11  
f.jantschik@e-sk.ch  
www.emmentaler-schaukaeserei.ch/en/

# Kambly Experience.

## Welcome to the cookie paradise

Dive into the world of Switzerland's most popular cookie brand and discover the origins of over 100 years of the finest cookie making. Explore the iconic Kambly brand in an interactive way at the experience stations, take a look over the Master Confectioners' shoulders and taste a large variety of cookies to your heart's content in the factory shop. At the café you will enjoy sweet treats handmade by our Master Confectioners. The Kambly Experience is open 7 days a week and free of charge. It is situated in the picturesque Emmental Valley, close to Berne, Interlaken and Lucerne and easily accessible by train, car or coach.

### Bookable offers

#### Baking Workshops

At our baking workshops with the Master Confectioners, you will bake your own cookies. Group size: 2-24 pax.  
Booking: [www.kambly.com](http://www.kambly.com) or [reservation@kambly.ch](mailto:reservation@kambly.ch)

#### Cookies & panoramic views

After visiting the Kambly Experience, you ride the cable car up to Marbachegg mountain. Here you will be greeted by a 360° panoramic view and enjoy a hearty lunch at the mountain restaurant. Approx. USD 30 / CAD 41 per person from 10-100 pax.

Detailed information and more packages [www.kambly.com/activities](http://www.kambly.com/activities)



Baking Workshop at Kambly Experience, Trubschachen



**Kambly Experience**  
+41 34 495 02 22  
[reservation@kambly.ch](mailto:reservation@kambly.ch)  
[www.kambly.com/experience](http://www.kambly.com/experience)

# La Maison du Gruyère.

## Discover the Gruyère AOP cheese and all its secrets

La Maison du Gruyère is a village cheese dairy equipped with a visitors' gallery providing the opportunity of viewing the hand-made production of the cheese "Le Gruyère AOP" and many more. The interactive display "Gruyère AOP, a journey to the heart of the senses" reveals all its secrets. Thanks to his experience, the cheese-maker imparts its particular character and individuality to our world-famous cheese. Follow the drop of milk and listen to Cerise's story!

### Bookable offers

#### Cheese fondue

Served with bread, potatoes, onions and gherkins. Approx. \$40 USD/ \$53 CAD per person.

#### Alpine menu

Salad with Gruyère AOP, Macaronis of the Chalet (Macaronis, cream, onions and Gruyère AOP), Meringue with double cream of Gruyère. Approx. \$39 USD / \$51.50 CAD per person.

#### Visit of the Show dairy

Interactive display self-guided tour with a sample of cheese. Approx. \$7.50 USD / \$10 CAD per person / up to 10 pax. approx. \$6.50 USD / \$9 CAD per person.



Cheese-dairy Gruyères



**La Maison du Gruyère**  
+41 26 921 84 00  
[office@lamaisondugruyere.ch](mailto:office@lamaisondugruyere.ch)  
[www.lamaisondugruyere.ch/homepage-en/](http://www.lamaisondugruyere.ch/homepage-en/)



# Europcar.

## Travel electric with Europcar

Are you interested in green, price-conscious travel? Discover Switzerland's largest electric rental car fleet with a wide choice of electric models. When you hire an all-electric car from Europcar in Switzerland, not only will you be helping to protect the environment, but you can also reduce your travel costs because all our electric car rentals include a full charge, meaning you do not need to recharge before returning it at the end of your rental, saving you time and money.

### Bookable offers

#### Chauffeur Service

Would you rather enjoy the view than focus on the road? Then book a car with a driver!  
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# Hertz.

## Enjoy Switzerland's spectacular roads!

There is one perfect tool to discover the most beautiful corners and detours of Switzerland: a rental car from Hertz. The fleet of Hertz Switzerland offers the ideal models. Whether traveling alone, as a couple or with the whole family – the best travel experience is with a Hertz rental car – especially with a car from our large electric fleet.

### Bookable offers

#### Free additional driver & 10% discount

As a partner of Switzerland Tourism, Hertz Switzerland offers the registration of an additional driver at the time of pickup at no extra cost. Furthermore, you profit from a 10% discount on the rental rate. Simply quote the CDP code 826738 when booking or reserve the car directly via [www.hertz.ch/st](http://www.hertz.ch/st)



Driving through the Swiss Alps



**Hertz**  
+41 44 732 12 38  
[saleswitzerland@hertz.ch](mailto:saleswitzerland@hertz.ch)  
[www.hertz.ch](http://www.hertz.ch)

# Lindt – Home of Chocolate.

## Welcome to the largest chocolate museum in Switzerland

Join an exciting tour through the world of chocolate. Journey back to the origins of chocolate and meet the Swiss chocolate pioneers who changed our lives with their inventions. Marvel at all the work it takes to transform cocoa beans into melt-in-your-mouth chocolate. And find out just how irresistible Swiss chocolate is for yourself. You can reach the Lindt Home of Chocolate from Zurich in 20 minutes by boat, bus, train, and car.

### Bookable offers

#### Chocolate tour with audio guide

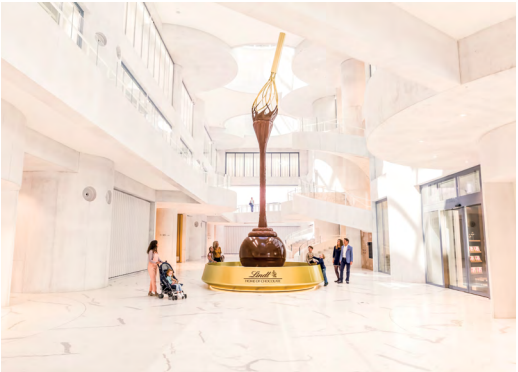
A Lindt Master Chocolatier invites you on a journey of discovery into the world of chocolate via an audio guide. The audio guide tours are available in several languages for CHF 17.-. Reservations: [www.lindt-home-of-chocolate.ch](http://www.lindt-home-of-chocolate.ch)

#### Guided tour

There are two types of guided tours: In addition to the tasting stations in the exhibition, you get the exclusive opportunity to taste ingredients and preliminary products of chocolate production. Reservations: [info@lindt-home-of-chocolate.ch](mailto:info@lindt-home-of-chocolate.ch)

#### Chocolate making class

In the Lindt CHOCOLATERIA, special chocolate courses are offered under the expert guidance of Lindt Master Chocolatiers that will leave you feeling inspired. Reservations: [chocolateria-ch@lindt.com](mailto:chocolateria-ch@lindt.com)



The tallest free standing chocolate fountain in the world at the Lindt Home of Chocolate



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# Swiss Wine Tour.

## Explore the wines of Switzerland

With Swiss Wine Tour, discover the many facets of this new wine tourism destination set in the heart of the Alps! The varied landscapes and its diverse grape varieties will delight your eyes and taste buds alike. Discover and book carefully selected wine tourism activities based on a national quality concept.

### Bookable offers

#### Lavaux Vineyards Expérience

[www.MySwitzerland.com/lavaux-vineyard](http://www.MySwitzerland.com/lavaux-vineyard)

#### Wine & Boat

[www.MySwitzerland.com/wine-boat](http://www.MySwitzerland.com/wine-boat)

#### Morcote Wine Tour & Wine Tasting

[www.MySwitzerland.com/wine-tour-tasting](http://www.MySwitzerland.com/wine-tour-tasting)

#### Vinitour

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#### Celliers de Sion

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# Zurich Airport.

## A world-class transport hub

Zurich Airport is one of the most efficient transport hubs in the world, and provides many state-of-the-art facilities for passengers, such as:

- Proximity to the train station: The station is located underneath the airport shopping area and provides visitors easy access to all of Switzerland.
- Gateway to the rest of the world: With a 40-minute connecting time to flights, it is easy for passengers to catch flights to further destinations.
- Premium stores, restaurants & Duty Free: Travelers can enjoy a diverse selection of premium brands for shopping and a wide array of dining choices.
- Accommodations & conference facilities: Three hotels and a modern convention center are located directly at the airport.



Dining at Zurich Airport

## Zurich Airport

**Zurich Airport**  
+41 43 816 22 11  
info@zurich-airport.com  
flughafen-zuerich.ch

### Bookable offers

#### Lounge Service and ZRH Comfort

The airport's diverse lounges offer exceptional hospitality and comfort for travelers. By booking ZRH Comfort, passengers gain access to the priority lane and can indulge in a pleasant stay at the ZRH Club.

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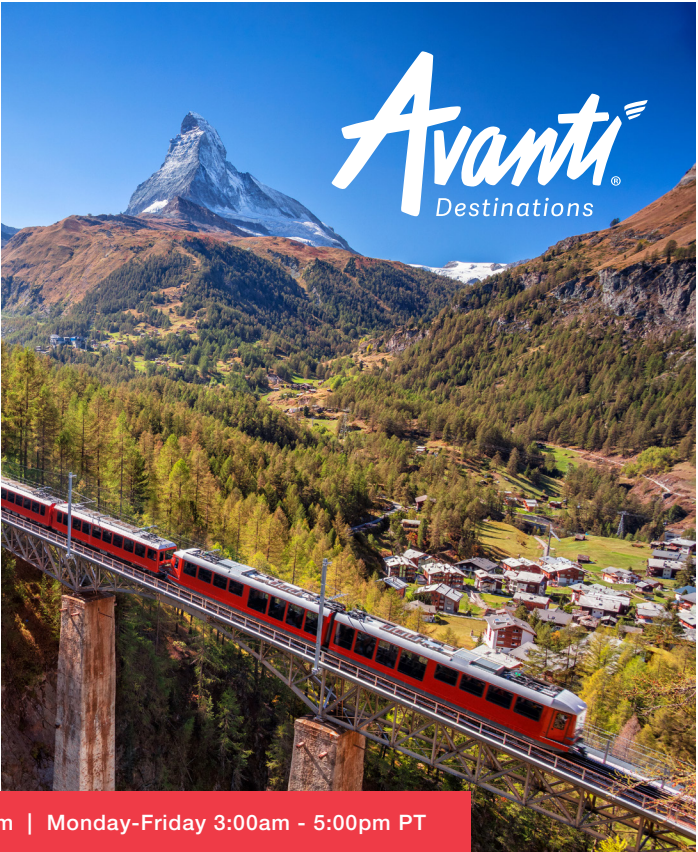
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**Departs Mon - Sat from Apr 12 - Oct 6, 2024**  
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- ▶ Daily Breakfast
- ▶ And More!



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# Good to know.

## North American's travel preferences in Switzerland

- Typically preferred destinations: Zurich, Lucerne, Geneva, Basel and Zermatt.
- Most relevant interests: nature, mountains and historic & cultural experiences.
- Time: Central European Time Zone (CET), 1 hour ahead of Greenwich Mean Time (GMT+1).

## Weather

In July and August, the daytime temperature range is 65° to 82°F (18° to 28°C); in spring and fall 46° to 59°F (8° to 15°C). In January and February, the range is 28° to 45°F (-2° to 7°C). There is no excessive heat and humidity in summer, so the air is always crisp. Summer is the main travel season with a share of 66%, but data over the last five years show that Switzerland is becoming increasingly important as a winter destination. Peak ski season is December to March.



## Currency

Switzerland's unit of currency is the Swiss franc (CHF). Merchants may accept Euros (EUR), but change most likely will be given back in Swiss francs. ATMs are commonly found, and credit cards are widely accepted. Banks are open Monday-Friday, 8:30 a.m. to 4:30 p.m.



## Tipping

Tips for restaurant wait staff are included in the price of the meal, but it's common to round up to the nearest franc or round figure.

## Shopping Hours

Shops are generally open from 8.30 a.m. to 6.30 p.m. daily (Saturday until 4 p.m.); closed on Sundays. Shops in small towns may close an hour or two for lunch. In larger cities, shops generally extend their hours until 8 p.m. on one evening of the week, usually on Thursdays. Shops at major train stations and airports provide extended opening hours and are open on Sundays. Please note that these opening hours are subject to change depending on the location.

### Public holidays 2024

New Year's Day	January 1
Good Friday	March 29
Easter Monday	April 1
Ascension Day	May 9
Whit Monday	May 20
Swiss National Day	August 1
Christmas Eve	December 24
Christmas Day	December 25
Boxing Day	December 26
New Year's Eve	December 31

Regional and local holidays, such as January 2 (Saint Berchtold), May 1 (Labor Day), May 30 (Corpus Christi), November 1 (All Saints' Day) are observed in many parts of the country.



# Your contacts in North America.

**General Trade Support**  
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MySwitzerland.com/trade  
nyc.trade@switzerland.com

\*local charges may apply

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# Information and advice.



We're here to help you.

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