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Switzerland Tourism focuses on agents with roadshow, new training

By Kelly Rosenfeld / April 09, 2017

Switzerland Tourism hit the road in April to connect with travel agents and tour operators across the country. The "Road-to-Switzerland" roadshow -- held April 4 to April 11 -- included stops in Toronto, Chicago, New York, Boston, Los Angeles and San Francisco, offering opportunities for travel professionals to connect with more than 40 Swiss partners, including destinations, hotels, transportation and attractions.

A new type of event for Switzerland Tourism, the roadshow was inspired by heightened interest in Switzerland and positive travel trends in 2016 -- which was the country's seventh year of growth -- with 6.5% more Americans visiting Switzerland than the previous year.

In addition, the roadshow is serving as a platform to inform travel advisers about Switzerland's new e-learning program, which launched this month. The interactive online Switzerland Travel Academy offers core training as well as specialization modules, enabling agents to focus on niche markets such as families and outdoor activities.

"We wanted to offer high-quality training," said Pascal Prinz, manager of trade relations on the East Coast for Switzerland Tourism. He said one of the greatest benefits of the new program is that "it's not one size fits all" and can be customized to the agent's interests.

According to Prinz, the training includes features such as top 10 experiences for different interests, videos and quizzes, and market-specific information like exchange rates and flight options.

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