

# Swiss Travel Pass benefits.



Bernina Express at Lago Bianco, Graubünden

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# We're at your service.



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**Switzerland.**  
by train, bus and boat.



# E-learning: Swiss Travel System & Rail Europe Webinar series



#1 May 14<sup>th</sup> (2PM)

**Swiss Travel Pass & all the benefits**

#2 May 28<sup>th</sup> (12PM)

**Grand Train Tour and Scenic Journeys**

#3 June 11<sup>th</sup> (12PM)

**Swiss train stations and luggage services**

#4 June 25<sup>th</sup> (12PM)

**Get on-board a Swiss train**



- Time for more in depth-training about Swiss rail
- Time to ask your questions
- Chance to win a Swiss watch from

**BUCHERER**  
1888



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# WHY THE TRAIN?

RAIL EUROPE

## Convenience

- ▶ City center service & frequent departures

## Comfort

- ▶ Never a middle seat

## Luggage Allowance

- ▶ Free and no need to check it

## Punctuality

- ▶ Famous for on-time arrivals and departures

## Green Travel

- ▶ Trains emit 10 times less CO2





# WHAT DIFFERENTIATES SWITZERLAND FROM THE REST OF EUROPE?

RAIL EUROPE



# WHAT DIFFERENTIATES SWITZERLAND FROM THE REST OF EUROPE?

RAIL EUROPE







The Swiss Travel System tickets and passes.



## Benefits of the Swiss Travel Pass.



- **Easy:** A single ticket for the use of train, bus and boat as well as other public transportation services (from/to airports included)
- **Value-for-money:** Premium panoramic trains are included (except reservation surcharges) as well as selected mountain destinations: Rigi, Stanserhorn and Stoos. (Up to 50% discount on many other mountain excursions)
- **Flexible:** A suitable ticket for all customer needs
- **Family-friendly:** Own children travel free of charge up to their 16th birthday
- **Museums:** Free admission to more than 500 museums

# SWISS TRAVEL PASS

- ▶ 3, 4, 8, 15 consecutive travel days
- ▶ 3, 4, 8, 15 days within 1 month
- ▶ Free entry into over 500 Swiss museums & attractions
- ▶ 1st and 2nd class available
- ▶ Youth discounts (under 28)
- ▶ All passes are pre-validated
- ▶ Valid on trains, buses & boats!
- ▶ E-tickets



VS.



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# Swiss Travel Pass Flex Now available as e-tkt

Website to activate: <https://activateyourpass.com>



Retrieve my ticket

Reference nr \*

First name \*

Last name \*

Birthdate \*



# SWISS FAMILY CARD

- ▶ Children between the ages of 6 and 15 travel free when accompanied by parent or legal guardian.
- ▶ Child rates available for those not traveling with parent or legal guardian.
- ▶ Children under six always travel for free – no Swiss Family Card needed.

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**Switzerland.**  
by train, bus and boat.



# Museum Pass.

- Every purchase of a Swiss Travel Pass or Swiss Travel Pass Flex automatically includes a Swiss Museum Pass.
- Free admission to more than 500 museums nationwide e.g.:
  - Chillon Castle (Montreux)
  - Glacier Garden (Lucerne)
  - Matterhorn Museum (Zermatt)
  - Olympic Museum (Lausanne)
  - Abbey Library (St. Gallen)
  - History Museum & Einstein Museum (Berne)
  - Swiss Museum of Transport (Lucerne) – 50% discount)
  - And many more



Matterhorn Museum, Zermatt, Wallis



Eurail Global Pass.



# Eurail Global Pass.



- **Services in Europe**
  - Unlimited travel in 32 European countries
- **Services in Switzerland**
  - Unlimited travel on most railway lines
  - 50% discount on some lakes
  - 25% discount on some mountain excursions (Exception: 50% on Pilatus and Rigi)
  - Available for 1st and 2nd class
  - Discounts for young travellers and senior citizens
  - 2 children travel free-of-charge with each adult
- **Validity**
  - Flexpass for 3, 5 or 7 days within one month
  - Flexpass for 10 or 15 days within two months
  - 15 or 22 days as well as 1, 2 and 3 subsequent months

# TRAVEL IN SWITZERLAND

## Eurail Global Pass v. Swiss Travel Pass

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**Switzerland**  
by train, bus and boat.

	Eurail Global Pass	Swiss Travel Pass
Travel on rail in Switzerland operated by SBB*	✓	✓
Children travel free with paying Adult**	✓	✓
Entrance to over 500 museums	✗	✓
All Swiss <u>PostBus</u> routes	✗	✓
Urban public transport networks in 90 cities	✗	✓
Mountain excursions: <u>Rigi</u> , <u>Stanserhorn</u> , <u>Stoos</u> , <u>Brunni</u> , <u>Klewen</u>	✗	✓
Bernina Express, Glacier Express (seat reservations additional)	✓	✓
Seat reservations included*	✗	✗
Senior option available	✓	✗
Youth option available	✓	✓

\*Also valid on several private rail companies. Seat reservations may be required on some services and are an additional cost.

\*\*Up to 2 Children up to age 11 travel free with paying Adult on Eurail Global Pass. Unlimited number of Children up to age 15 travel free with paying Parent/Guardian on Swiss Travel Pass.

# Swiss Travel Pass vs. Eurail Global Pass



- Interlaken Ost, direction Grindelwald/Lauterbrunnen-Wengen. No free travel (25% discount)



# SWISS TRAVEL MAP

**RAILEUROPE®**

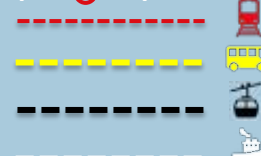
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Lines for Unlimited Travel



Lines with reductions  
(50% ① 25%)



Also valid for local public transport:



# Swiss Travel Guide.

The public transportation app  
for tourists in Switzerland.

For download please go to:

- [mystsnet.com/swisstravelguide](https://mystsnet.com/swisstravelguide)
- [myswitzerland.com/swisstravelguide](https://myswitzerland.com/swisstravelguide)





# “Top Attractions” tour.



**Switzerland.**  
by train, bus and boat.

- Ticket suggestion: Swiss Travel Pass Flex, 8 days
- Highlights
  - 3 premium panoramic trains (Luzern-Interlaken Express, GoldenPass Panoramic, Glacier Express)
  - 6 top sights (Chapel Bridge, Eiger, Mönch & Jungfrau, Chillon Castle, Matterhorn, Rhine Gorge, Grossmünster)
  - 2 UNESCO World Heritage Sites (Lavaux, Jungfrau / Aletsch)
  - Top mountain excursions (Rigi, Stanserhorn, Jungfrauojoch, Schilthorn, Gornergrat)
  - 6 cities and villages (Zurich, Lucerne, Interlaken, Montreux, Zermatt, Chur)





For an easy start:



Zurich Airport – Zurich HB (main station) 10min.

# Zurich trams





# Lake Lucerne Cruises.







- **Swiss Travel Pass:**  
100% included
- **Eurail:** 50% discount
- **Lake surface:** 114 km<sup>2</sup>
- **Fleet:** 20 vessels, 5 of which are paddle steamers
- **Boat cruises** 365 days a year
- **Access to mountains:** Rigi  
Stanserhorn, Pilatus, Stoos,  
Klewenalp





## Rigi – Queen of the mountains.

- **Swiss Travel Pass:**  
100% included
- **Eurail:** 50% discount



# CabriO Stanserhorn.

- **Swiss Travel Pass:**  
100% included
- **Eurail:** 25% discount



# Stoos Mountain Railway.

- **Swiss Travel Pass:**  
100% included  
**Eurail:** 25% discount
- World's **steepest** funicular (110%)
- Cabins adapt to gradient
- Operating all year. Travel duration  
5 minutes
- Bus from Schwyz



# Luzern–Interlaken Express.



Luzern–Interlaken Express on Aare Bridge, Bernese Oberland

# Jungfrauoch – Top of Europe

- **Swiss Travel Pass:**  
25% discount
- **Eurail: 25% discount**



# Schilthorn.

- **Swiss Travel Pass:**  
50% discount
- **Eurail:** 25% discount





Ballenberg Open-Air Museum.

# Brienzer Rothorn.



- Swiss Travel Pass: 50% discount  
Eurail: no discount
- Free ride on one's birthday
- Steam railway operates daily from  
(June) to 25 Oct 2020
- Travel time to summit: app. 60 min
- Interlaken to Brienz by boat or train



Brienzer Rothorn Railway, Brienz, Bernese Oberland



# GoldenPass Panoramic.

GoldenPass Panoramic in Schönbühl, Bernese Oberland



# Glacier 3000, Gstaad.



- Swiss Travel Pass: 50% discount  
Eurail: no discount
- Peak Walk by Tissot – the 107 metres long suspension bridge can be walked by guests free of charge throughout the year
- PostBus from Gstaad or Les Diablerets to Col du Pillon, continuing on aerial cableway to the summit station Glacier 3000



Sunset at Peak Walk by Tissot



# Lake Geneva Region

Lavaux vineyards, UNESCO world heritage, Lake Geneva region



Chillon castle.

Boat next to Chillon Castle, Lake Geneva Region.





Olympic Museum.

# Rochers-de-Naye.



- Swiss Travel Pass: 50% discount  
Eurail: no discount
- Free admission to the “Marmot Paradise” and a botanical Alpine garden with more than 800 species of mountain plants (summer only)
- Via ferrata from Jaman to Rochers-de-Naye
- Year-round operation, only Saturdays and Sundays in November



Cogwheel railway, Rochers-de-Naye, Lake Geneva Region





Gornergrat.

**Swiss Travel Pass:**  
50% discount

• **Eurail:** no discount





- **Swiss Travel Pass:** 50% discount
- **Eurail:** no discount



# Swiss Travel Pass Flex

(within 1 month)

## 2<sup>nd</sup> class

3 days continuous	\$242.00
4 days continuous	\$293.00
8 days continuous	\$435.00
15 days continuous	\$534.00
3 days within 1 month	\$278.00
4 days within 1 month	\$337.00
8 days within 1 month	\$486.00
15 days within 1 month	\$586.00

## 1<sup>st</sup> class

3 days continuous	\$384.00
4 days continuous	\$466.00
8 days continuous	\$690.00
15 days continuous	\$843.00
3 days within 1 month	\$442.00
4 days within 1 month	\$535.00
8 days within 1 month	\$773.00
15 days within 1 month	\$927.00



## Vs. breakdown individual cost

### ■ Comparison chart



service	destination	Swiss Francs CHF* / US\$*	with Swiss Travel Pass*
transfer	Zurich airport to city center train	CHF 13 / \$14	
urban transport	Zurich daypass, 2 zones	CHF 14 / \$15	
museum	Swiss National Museum, admission	CHF 10 / \$10	
train	Zurich-Luzern, 1 <sup>st</sup> cl.	CHF 44 / \$48	
urban transport	Luzern daypass, 4 zones	CHF 44 / \$45	
mountain excursion	Rigi mountain excursion, roundtrip incl. boat	CHF 98 / \$101	100% incl.
mountain excursion	Stanserhorn, return fare	CHF 82 / \$85	100% incl.
museum	Swiss Museum of Transport	CHF 56 / \$58	discounted. Cost: CHF 40
	Luzern-Interlaken Express, 1 <sup>st</sup> cl.	CHF 56 / \$58	
mountain excursion	Jungfrauoch – Top of Europe	CHF 222 / \$228	25% discount. Cost: CHF 166 / \$171
mountain excursion	Schilthorn, return fare	CHF 145 / \$149	
regional transport	Regional Pass Berner Oberland, 3 days, 1 <sup>st</sup> cl.	CHF 264 / \$275	CHF 198 / \$203
museum	Ballenberg Swiss Open-Air Museum	CHF 28 / \$29	



## Vs. breakdown individual cost

### ■ Comparison chart



service	destination	Swiss Francs CHF* / US\$*	with Swiss Travel Pass*
regional transport	Mobilis Vaud daypass (Lausanne/Montreux area), 1 <sup>st</sup> cl.	CHF 46 / \$47	
museum	Chillon Castle, Montreux	CHF 14 / \$15	
museum	Olympic museum, Lausanne	CHF 18 / \$19	
mountain excursion	Rochers de Naye	CHF 70 / \$72	
train	Montreux-Zermatt	CHF 133 / \$136	
museum	Matterhorn museum, Zermatt	CHF 10 / \$10	
mountain excursion	Gornergrat	CHF 124 / \$128	50% discount. Cost: CHF 59 / \$61
train	Glacier Express Zermatt-Chur	CHF 204 / \$210 (Seat reservation not incl.)	(Seat reservation not incl.)
Mountain excursion	Brambruesch, return fare	CHF 28 / \$29	
train	Chur-Zurich	CHF 70 / \$72	
		*approx. current admissions and fares, subject to change	



BUCHERER 1888  
THE SWISS HOUSE OF WATCHES AND FINE JEWELLERY

**BUCHERER**  
1888

Lucerne • 2020



# BUCHERER – KEY FACTS

- **Independent family-owned business**
- **World's largest retailer** of watches and jewellery
- Own watch brand **Carl F. Bucherer**
- Own jewellery brand **Bucherer Fine Jewellery**
- Premium partner of **Rolex** since 1924
- **15 boutiques in Switzerland:** Lucerne, Basel, Berne, Crans Montana, Geneva, Interlaken, Lausanne, Locarno, Lugano, St. Gallen, St. Moritz, Zermatt, Zurich
- **100+ boutiques in 7 countries** (CH, DE, FR, AT, DK, USA)
- **Tax-free shopping**



**BUCHERER**  
1888

Win a Bucherer watch and a Swiss surprise box!



**B SWISS**  
Prestige

**BUCHERER**  
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- Prizes will be fulfilled by June 30, 2020



# Switzerland Tourism Trade Team North America.



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Paolo Lunardi



Florin Eggenberger

## San Francisco



Mirko Capodanno

## Toronto



Pascal Prinz

## Swiss Travel System



Martin Oester



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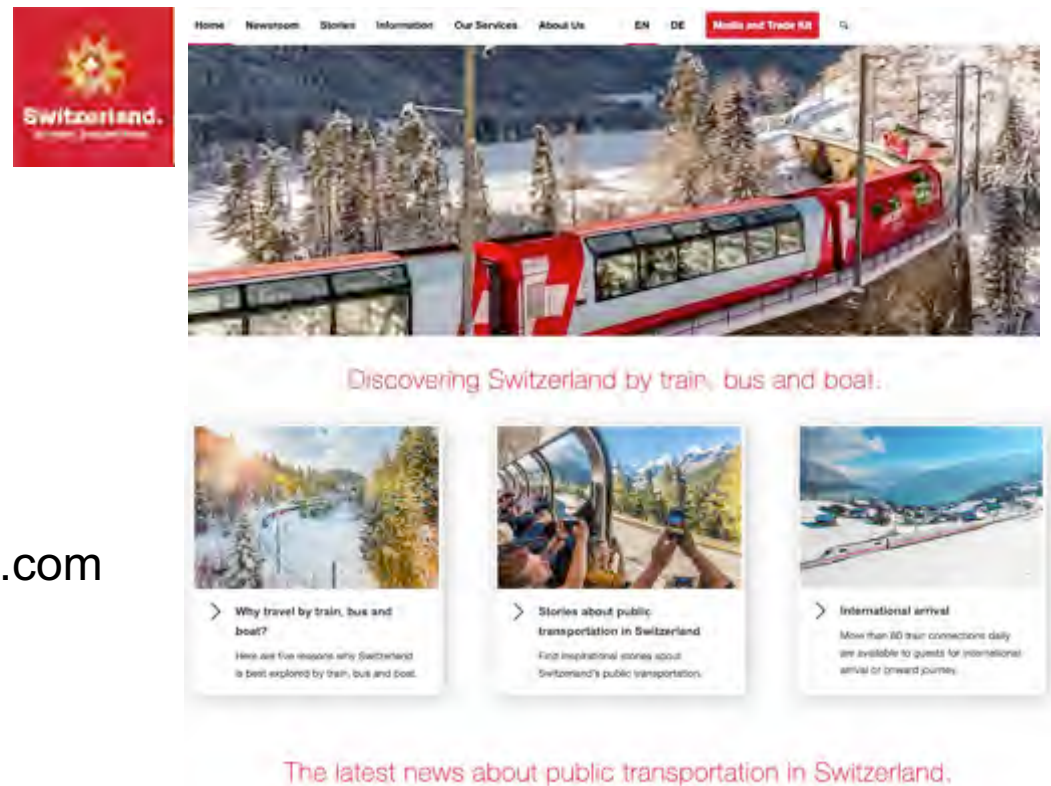
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# Swiss Travel System Media & Trade Platform.




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- Backgrounder / Background info
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*Welcome to Europe — one of the most dynamic, vibrant, cultural, historical and fascinating places on the planet. On one continent you can discover thousands of years of history, some of the best food and wine in the world, art, architecture, nature and adventure. And what better way to do and see it all than traveling in comfort and style by rail?*

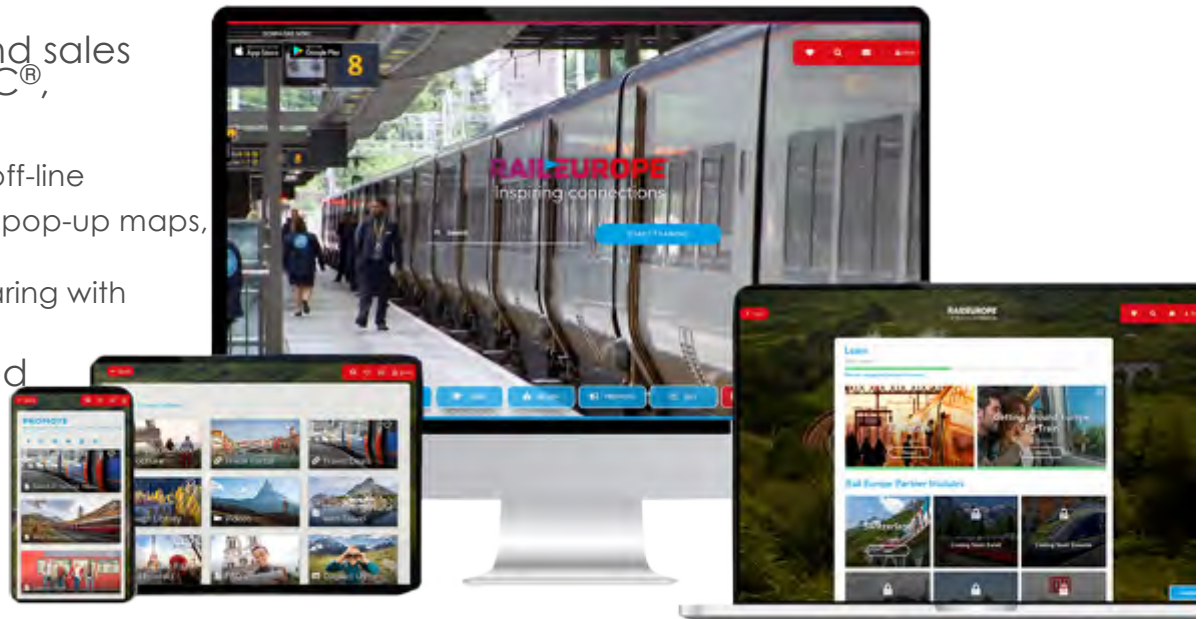
*Europe is the rail capital of the world, with nearly 150,000 miles of track which span to the farthest corners of the continent. Compared to air travel or car rental (which can be costly, inefficient and not eco-friendly), the multitude of rail services offered daily gives travelers the ultimate flexibility in planning itineraries. Best of all, rail travel is Europe's most sustainable form of transportation.*

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RAILEUROPE

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  - ▶ Same familiar URL
  - ▶ App enabled for access on or off-line
  - ▶ Interactive training with videos, pop-up maps, progressive testing
  - ▶ Downloadable materials for sharing with clients to sell rail
- ▶ Additional modules introduced throughout the year
  - ▶ Switzerland module live!
- ▶ Opportunities for Prizes
- ▶ **Complete all the courses:**
  - ▶ Certified Rail Expert
  - ▶ CEU credits
  - ▶ Entered to WIN 1 of 4 \$250 Visa Gift Cards





# SWITZERLAND MODULE

## Incentive

### Swiss Spin n Win

May – August; weekly

\$20 Amazon gift cards 6x week

Not everyone will win

### Swiss Rail Expert Quiz

May – August,  
monthly based on score

Amazon gift cards  
1st place (1/month) \$200  
2nd place (2/month) \$100  
3rd place (4/month) \$50

Not everyone will win

# CONTACT US

## TRADE WEBSITES



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[agent.raileurope.com](http://agent.raileurope.com)

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## SUPPORT



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**GROUPS:**

(800) 462-2577

[groups@raileurope.com](mailto:groups@raileurope.com)

\*All travel agencies booking a minimum of \$5,000 in 2019 are eligible to reach us by phone. Consortia-affiliated travel agents are encouraged to visit their supplier page for details on specific phone access & toll-free numbers. Information may vary by consortia.

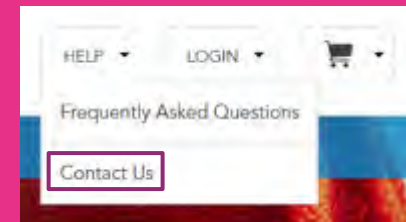
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### NEW: Trade Facebook Page

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