



Switzerland.



Switzerland.

The Best of Switzerland with Vacations By Rail.

with Courtney Haltom-Adams



Switzerland.



Dream now — travel later.

Updates on the situation in Switzerland: <https://www.bag.admin.ch/bag/en/home.html>

Our Trade Team in North America.

New York



Paolo Lunardi



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www.myswitzerland.com/trade

Win a Swiss Surprise Box.

Are you the Winner?



Switzerland.

- 1. What can you win in the joint webinar series of Rail Europe & Swiss Travel System?**
- 2. How many trains are included in the Best of Switzerland by Rail tour?**
- 3. What train features the Excellence Class?**

Send your answers to nyc.trade@switzerland.com by Tuesday, May 26th, 2020

Switzerland is calling.



Switzerland.

- Win one of four trips on the Grand Tour of Switzerland.
- Simply use one of our holiday backgrounds from our photo galleries in your next video call and send us a screenshot of it via Direct Message on Facebook or Instagram.
- Find more info & the photo galleries here:
www.myswitzerland.com/calling



Closing date on Friday, June 12th 2020 at 2:00 p.m.

E-Learning: “Switzerland Travel Academy”.

Complete six core modules in order to become a certified Switzerland travel expert and specialize in specific topics such as Swiss Travel Products:

www.northamerica.switzerlandtravelacademy.ch

Nature and outdoor activities



Graduate before Nov. 30, 2020 for a chance to **win a flight for two to Switzerland.**

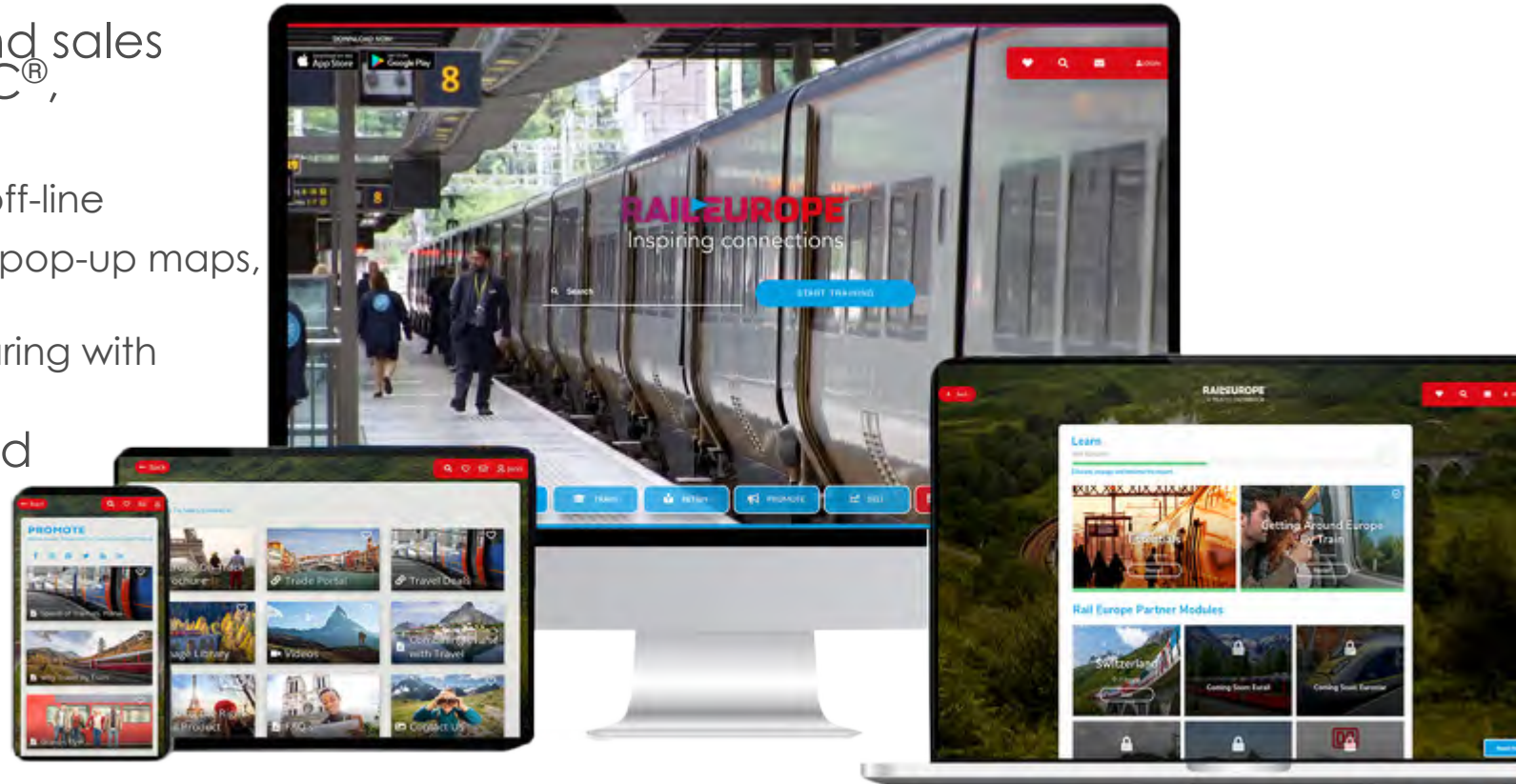


NEW & IMPROVED TRAC[®]

trac-raileurope.com/

RAILEUROPE[®]

- ▶ Introducing a NEW training and sales enablement platform for TRAC[®],
 - ▶ 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



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



#1 May 14th (2PM EDT)

Swiss Travel Pass & all the benefits

#2 May 28th (12PM EDT)

Grand Train Tour and Scenic Journeys

#3 June 11th (12PM EDT)

Swiss train stations and luggage services

#4 June 25th (12PM EDT)

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



RAIL EUROPE

a Trusted Distributor for



Register here: <https://booknow.appointment-plus.com/1648584e/>

CERVO Mountain Boutique Resort*****, Zermatt



Switzerland.

A unique spot with fantastic views of the mighty Matterhorn bordering between the peaceful forest and lively village life. Eight luxurious lifestyle chalets with private and exclusive wellness facilities; reached either by lift or on foot. Guests enjoy their food in one of two great restaurants.

- 6 chalets with total 36 rooms and suites
- Private spa in each chalet
- 2 restaurants



CERVO Mountain Boutique Resort*****, Zermatt



Switzerland.

Typically Swiss Hotel
Design & Lifestyle Hotel
Contact and further information:

- +41 (0)27 968 12 12
- info@cervo.ch
- <http://www.cervo.ch>

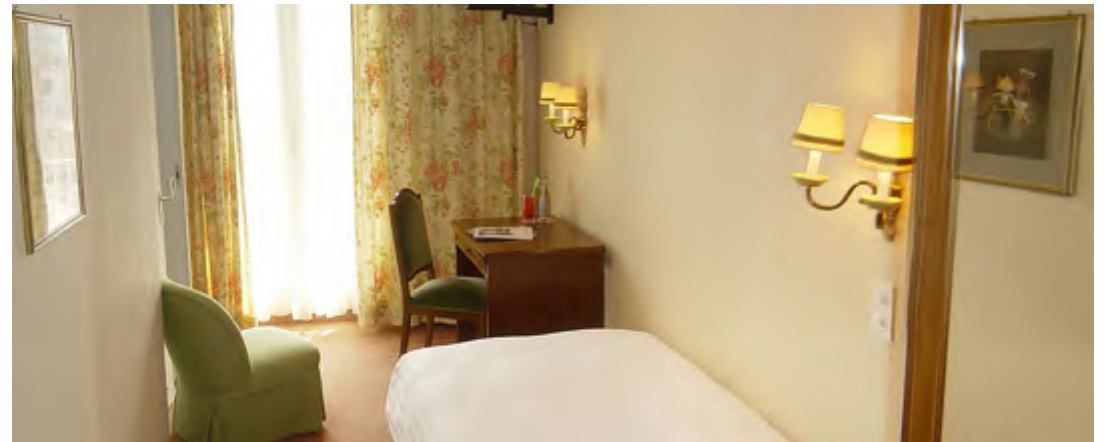


International au Lac Historic Lakeside Hotel***

Sup, Lugano

The Hotel International au Lac is located between the lakeside promenade, restaurants, cafes and elegant boutiques. Its rooms are individually decorated, ranging from classic to elegant styles. The sun terrace and garden with swimming pool at the rear of the hotel create an oasis of calm in the bustling center of the town.

- 75 rooms
- Garden and swimming pool
- Historic family owned hotel since 1906



International au Lac Historic Lakeside Hotel*** Sup, Lugano

Typically Swiss Hotel

Contact and further information:

- +41 (0)91 922 75 41
- info@hotel-international.ch
- <http://www.hotel-international.ch>





 **VACATIONS[®]
BY RAIL**
A Great Rail Journeys Company



Your Presenter:

Courtney Haltom-Adams

Inside Sales & Trade Coordinator
Vacations By Rail

Phone: 877-929-7245

Email: courtney@vacationsbyrail.com



About Vacations By Rail

- Leading rail vacations company
- Trusted authority on rail, member of the National Tour Association, American Bus Association, BBB A+ rating, and AARP preferred rail provider.
- A Great Rail Journeys company, backed by 45+ years of experience creating memorable vacations around the globe



Why Vacations By Rail?

- Commission starting at 10%
- Best customer care
- Extensive choices
- Group travel opportunities beginning with 15 passengers
- Tailor-Made

Why a Rail Vacation?

Distinctive packages designed for today's traveler



UNIQUE EXPERIENCE

Unique way to see parts of the country not accessible through other modes of transportation



EXPERIENTIAL TRAVEL

Rail travel is an integral part of the vacation experience—not just a transportation component



FREEDOM

Leave the navigation and driving to someone else



INCLUSIVE

No need to stop for meals or overnight accommodations—everything is available aboard the train



MIX & BLEND

Mix iconic trains and historic rail routes with fantastic destinations and impressive sightseeing

Travel Styles

Choose the vacation style to match your client's needs.



Escorted Travel



Independent Travel



Swiss Rail Network



**BEST
SELLER**

Best of Switzerland by Rail

VACATIONS[®]
BY RAIL

Overview

10 Days • Escorted • From \$3,699

Highlights & Inclusions

- 6 scenic rail excursions
- 8-day Swiss Travel Pass
- Hotel accommodations for 9 nights
- 14 meals, including a traditional cheese fondue dinner
- Appenzell excursion
- Day trip to Tirano, Italy
- Zurich city tour
- Quietvox headset system
- Services of a professional tour manager

Trains

Glacier Express • Bernina Express • GoldenPass Panoramic • Gornergrat Railway • Lucerne-Interlaken Express • BLS RegioExpress

2021 Dates & Prices

June 7 • August 10 • September 7





Appenzell, including lunch at a local dairy



Lucerne, a delightful medieval city



GoldenPass Panoramic to Montreux



Zermatt, located at the foot of the Matterhorn



Ride the Glacier Express to St. Moritz



The Bernina Express, an UNESCO World Heritage Site



Zurich



FAVORITE

Grand Train Tour of Switzerland

VACATIONS[®]
BY RAIL

Overview

11 Days • Independent • From \$2,375

- 5 scenic rail excursions
- Hotel accommodations for 10 nights
- 11 meals, including lunch onboard the *Glacier Express*
- Excursion to Mount Jungfrauoch, an UNESCO World Heritage Sites
- Lake Lucerne cruise
- Swiss Coupon Pass, providing attractive offers in 11 destinations

Trains

Jungfrau Railway • GoldenPass Panoramic • Glacier Express • Bernina Express • Gotthard Panorama Express

2021 Dates & Prices

April 8 – October 1





Take the Jungfrau Railway to the highest railway station in Europe



Ride Europe's highest open-air cog railway to see views of the Matterhorn



Take the *Glacier Express* to Chur, Switzerland's oldest city.

NEW!

Upgrade Your Experience:

Excellence Class is the newest class of service on the famous *Glacier Express*. Guests in Excellence Class enjoy:

- Comfortable lounge seating beside large panoramic windows
- Exclusive access to the Glacier Bar
- A first-class dining experience during the entirety of the journey, including an elegant five-course meal featuring seasonal cuisine paired with wine.





The stunning Bernina Express



WINTER

Magical Moments of Switzerland

VACATIONS[®]
BY RAIL

Overview

8 Days • Independent • \$1,925

- High-speed rail travel between destinations
- Ride aboard the *Jungfrau Railway*
- Hotel accommodations for 7 nights
- 6 meals, including a fondue dinner
- Sledging in the Swiss Alps
- Gondola ride up Mount Titlis
- Mount Rigi excursion, including a horse-drawn carriage ride

Train

Jungfrau Railway

2020/21 Dates & Prices

December 1 – 17, 2020 • January 5 – March 31, 2021





Travel by train to Interlaken in the heart of the Bernese Oberland



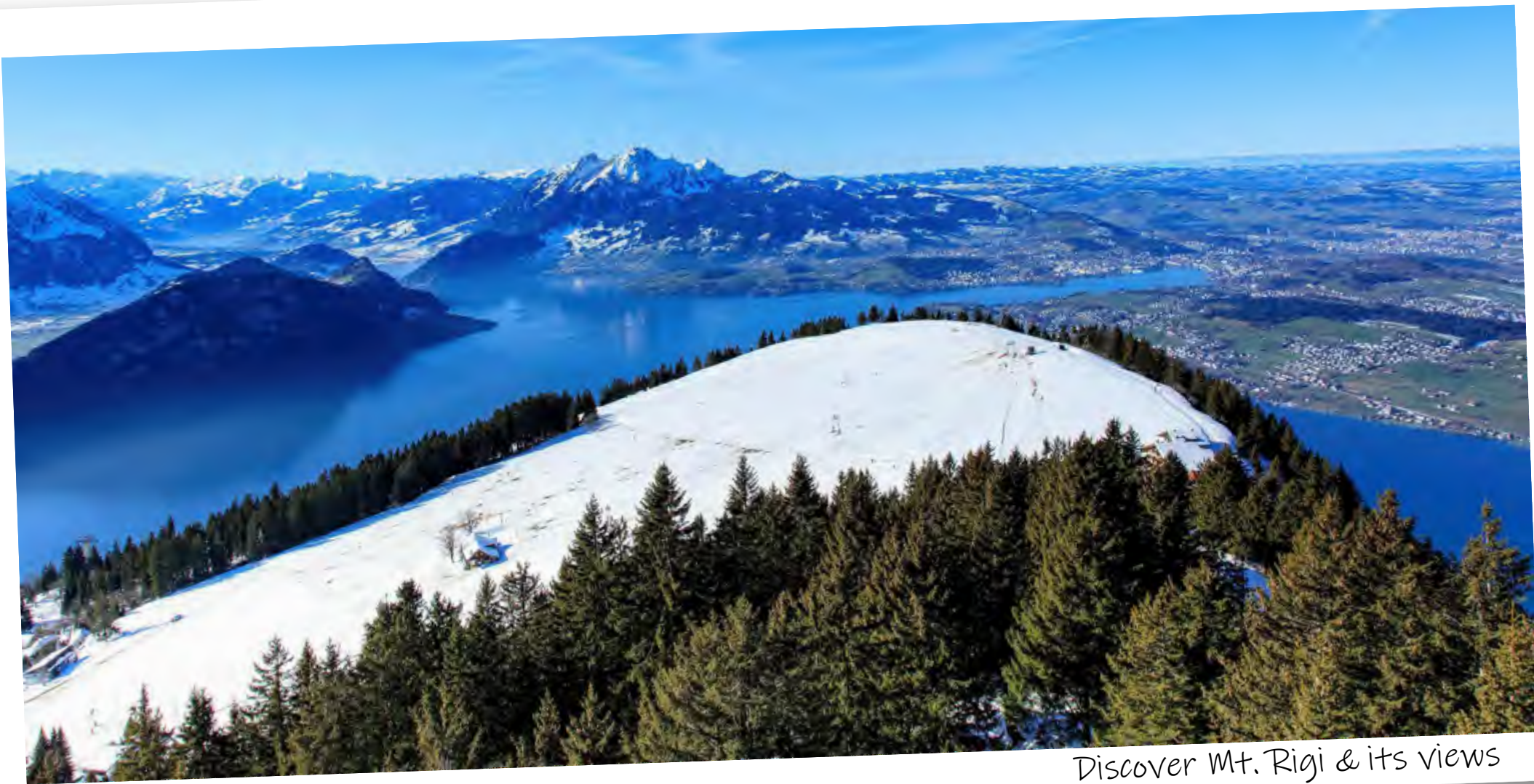
Visit the "Top of Europe" by train



Night sledging followed by fondue!



The views from Mt. Titlis are amazing!



Discover Mt. Rigi & its views

Rail & Cruise

CRUISE





Glacier Express & Five Star Rhine Cruise



Jungfrau Express & Five Star Rhine Cruise



Highlights of Switzerland featuring the Glacier Express & Rhine Cruise

What's in It for You

- Ease of booking
- Work with a dedicated rail specialist
- Top commissions and potential for overrides
- Satisfied clients



Selling Tips & the Profitability in Rail Vacations

- Know your client's expectations.
- Sell pre- and post-night hotel stays
- Upgrade level of service or rail accommodations, where available
- Your client's vacation does not need to end in Switzerland. Extend their travels with city packages in neighboring countries.
- Suggest your clients purchase travel insurance to protect their vacation investment.
- Commission starting at 10% based on sales volume.





US: 1-877-929-7245

News from North America's Experts in Rail Travel



For stunning natural beauty, historic architecture, amazing culture and cuisine and a variety of rail experiences, look no further than Eastern Canada. A rail vacation to this region promises a well-balanced mix of Old World sites and modern experiences as you explore the best of Quebec and the Maritime provinces.

FEATURED VACATIONS

A Taste of Quebec

New



High Tides and Scenic Trains

Classic



Quebec City & La Malbaie by Train

New



Benefits of Being Connected with Vacations By Rail

When you register with us, you get:

- Monthly newsletters
- Sales tips
- New product announcements
- Bonus commission and other limited time offers

Vacations By Rail connects you with trains throughout Switzerland—and the rest of the world.

Special Early Booking Offer



For Your Client:

\$100 per person refundable deposit

- Secure a qualifying 2021 Switzerland tour and book with confidence

For You:

Get Rewarded

- Receive a \$25 Amazon gift card for every new 2021 booking made and under deposit by June 21, 2020.

Mention promo code ST21 at time of booking.

How to Book with Vacations By Rail

Phone: 877-929-7245

Online: www.vacationsbyrail.com

Insider Tip: The rail specialist who assists you with your reservation, whether by phone or online, is your dedicated Vacations By Rail contact until your clients return home from their trip.

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Questions.



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Webinar with Basel.
Join us on June 4th at 12 pm EDT.



Switzerland.