



**Switzerland.**



**Switzerland.**

# Basel – the boutique town on the Rhine.

with Natascha Martin





**Switzerland.**



# Dream now – travel later.

**What is opening and when:** [MySwitzerland.com/where-and-when-is-what-open](https://www.myswitzerland.com/en/where-and-when-is-what-open)

**Public transport updates in Switzerland:** [www.mystsnet.com/en/news/corona/](https://www.mystsnet.com/en/news/corona/)

# “Clean & Safe” Label.

- Campaign supported by Switzerland Tourism
- Service suppliers are responsible for ensuring that the safety protocols are implemented and complied with.
- More information here: [www.clean-and-safe.ch](http://www.clean-and-safe.ch)



# Our Trade Team in North America.

## New York



Paolo Lunardi



Florin Eggenberger

## San Francisco



Mirko Capodanno

## Toronto



Pascal Prinz

## Swiss Travel System



Martin Oester



Nicole Fischler



Isabelle Rapisarda

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[www.myswitzerland.com/trade-us](http://www.myswitzerland.com/trade-us)



Win a Swiss Surprise Box.



# Are you the Winner?



**Switzerland.**

- 1. Which road trip in Switzerland is also a module in our Switzerland Travel Academy?**
- 2. Which major river flows through Basel?**
- 3. What is the name of the free guest card in Basel?**

Send your answers to [nyc.trade@switzerland.com](mailto:nyc.trade@switzerland.com) by Monday, June 8<sup>th</sup>, 2020

# 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](http://www.northamerica.switzerlandtravelacademy.ch)

## Road Trip: Grand Tour of Switzerland



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



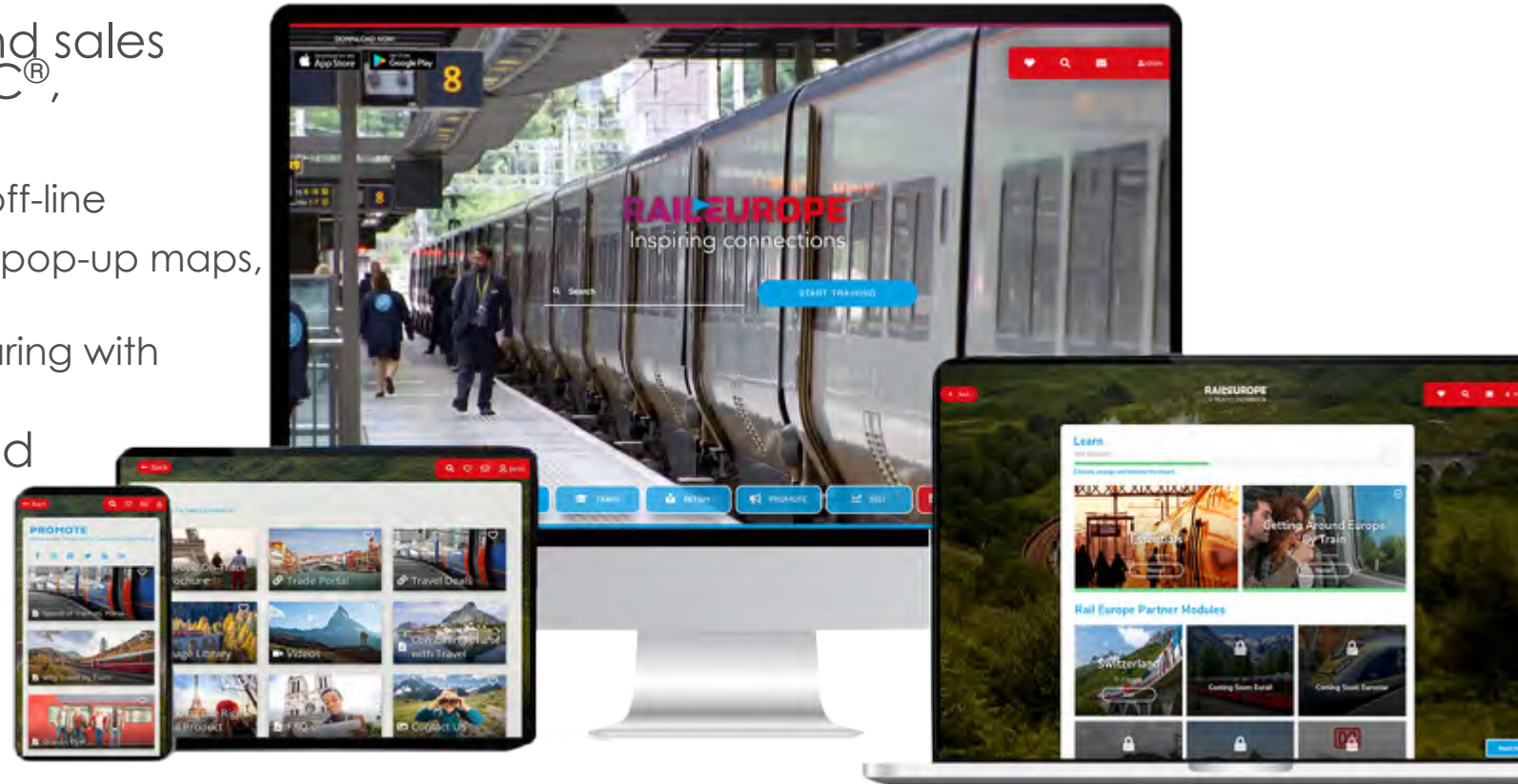


# NEW & IMPROVED TRAC®

[trac-raileurope.com/](https://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 14<sup>th</sup> (2PM EDT)  
**Swiss Travel Pass & all the benefits**
- #2** May 28<sup>th</sup> (12PM EDT)  
**Grand Train Tour and Scenic Journeys**
- #3** June 11<sup>th</sup> (12PM EDT)  
**Swiss train stations and luggage services**
- #4** June 25<sup>th</sup> (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 on our Trade Corner: [https://corner.stnet.ch/trade-us/?page\\_id=3912](https://corner.stnet.ch/trade-us/?page_id=3912)**



Basel. The boutique town on the Rhine.



# Basel Tourism.



## **Natascha Martin**

- Sales Manager
- 6.5 years with Basel Tourism
- Meet me at ITB in Berlin, GTM or ST Workshops





#1 A perfect hub.







EUROPA PARK

GERMANY

Paris

Strasbourg

Colmar

Freiburg  
im Breisgau

Black  
Forest

Rhine Falls

River Cruises

TGV - 3 hours

BASEL

Zurich

Lucerne

Bern

Interlaken

Bad Ragaz

St. Moritz

Lausanne

Montreux

Gruyère

Locarno

Glacier Express



#2 2,000 years of history.



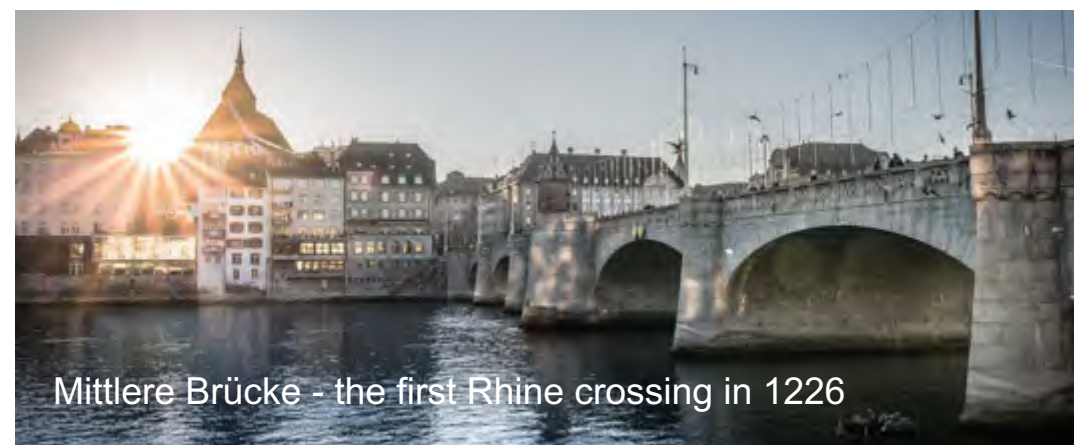
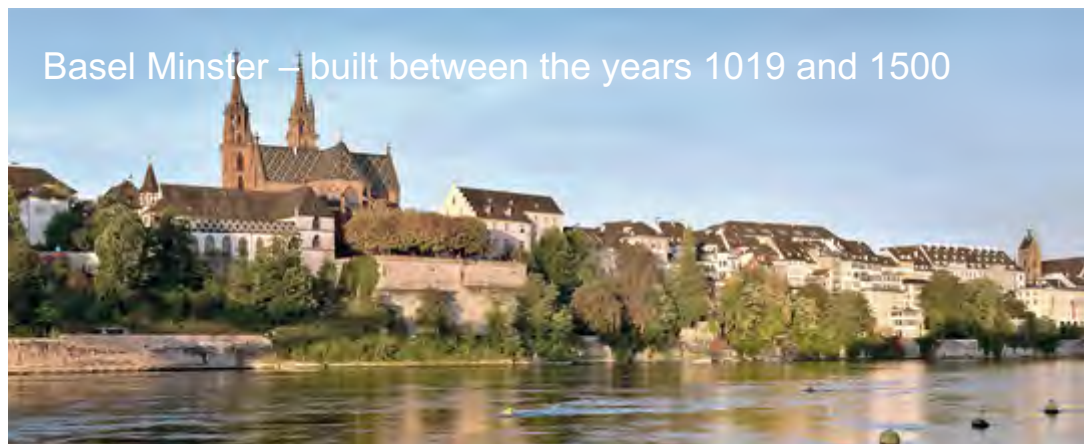
# Picturesque Old Town

- Historic buildings dating back to the 14th century
- Fresh water fountains with drinkable water
- Daily guided walking tour (2h, USD 10, CAD 14 with the BaselCard)
- 5 self-guided walking tours (free of charge)





# Main historic sights.





### #3 Art and architecture.





# World renowned museums meet street art.

- 40 museums
- Top 4
  - Fondation Beyeler
  - Kunstmuseum Basel
  - Museum Tinguely
  - Vitra Design Museum
- Lively urban art scene
  - Urban art tour



# Architecture from 12 Pritzker price winners.

**Basel**   
Culture Unlimited.





## #4 Top Events





# Highlights.

**Basel<sup>+</sup>**  
Culture Unlimited.

Basel Tattoo – Nr. 2 after Edinburgh



Art Basel – the major international art fair



Swiss Indoors

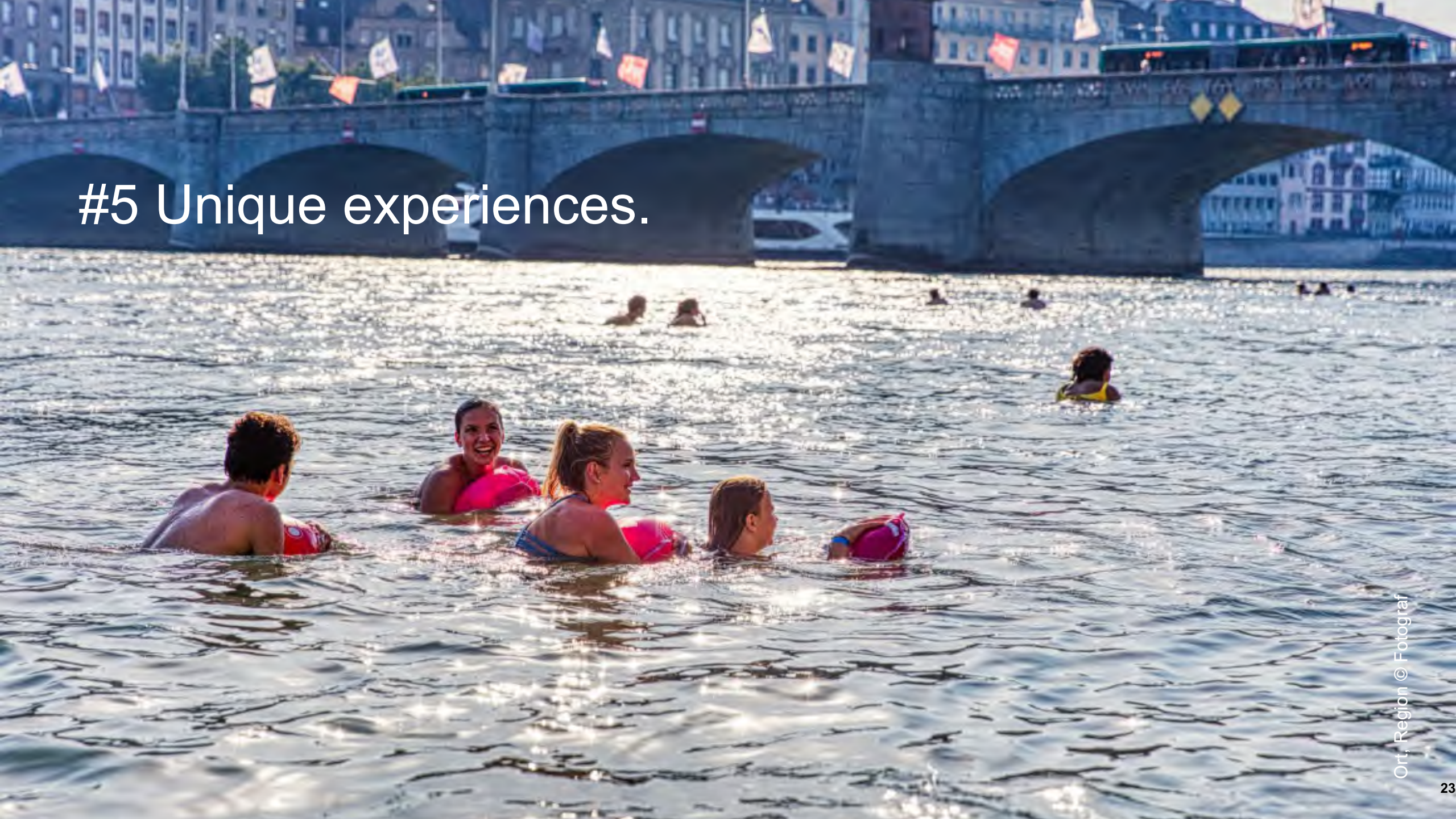


Basel Carnival – UNESCO cultural heritage





## #5 Unique experiences.









# Feel your Basel moment...

- ...by floating down the Rhine with your “Wickelfisch”
- ...by slowing down on a ferry boat crossing the Rhine without motorized assistance, using only the natural power of the river's current



# Feel your Basel moment...

- ...by crossing the border three times within one hour on your E-bike
- ...by getting goose bumps at the start of the carnival at 4 am in the morning





# Good to know.



## Our Upgrade for your clients: free Guest Card

- Handed out at the check-in at the Hotel
- Valid during the entire stay
- Also available as Web-App

## Services included:

- Free public transport (Basel City and EAP Airport)
- Free guest WiFi (hotspots all over the city)
- Guest Bike (E-bike) rental for USD 20/CAD 27/day
- 50 % reduction on
  - all museums
  - zoo
  - boat trips
  - city tours





seit 1864

## HOTEL SCHWEIZERHOF BASEL



### GENERAL INFORMATION

- 4th generation family owned since 1896
- the 3\*\*\* superior hotel in Basel
- free high speed wifi
- top location – next to train main station – best public transport connection
- Extensive breakfast buffet with fresh local products
- 9.2 out of 10 Guest Review Award 2019 by 1'443 reviews, Certification of Excellence since 2015

### HIGHLIGHTS

- free minibar with water, juices, softdrinks
- 24-hour drink and snack service
- 24-hour continental breakfast
- warm egg dishes included in breakfast
- free use of public transportation
- USB ports in every room
- LG flatscreen TV (worldwide programmes provided)
- own hotel museum (over 150 years hotel history)





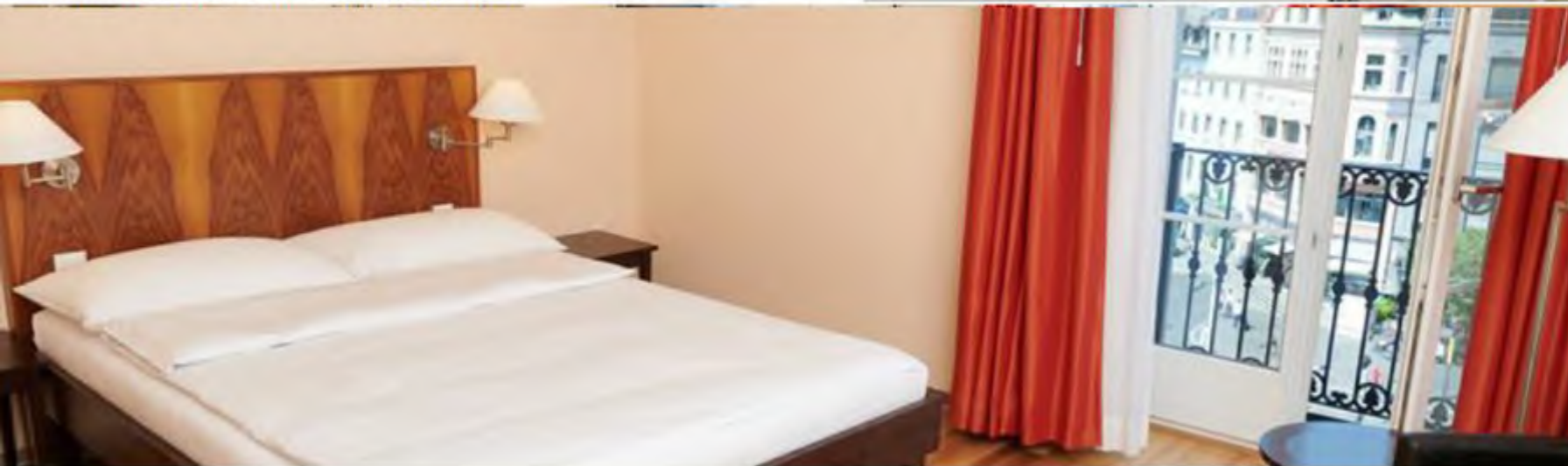


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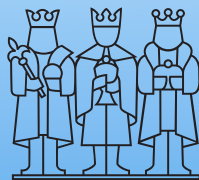
## HOTEL SCHWEIZERHOF BASEL

### ROOM FEATURES

- extra long 210 cm beds
- walnut parquet flooring
- individually adjustable air-conditioning
- electronic guest folder
- coffee and tea kettle, bottle of water, safe
- spacious bathrooms with large shower cubicle or bathtub
- body-care products from Yves Rocher
- windows, that can be fully opened







# LES TROIS ROIS

**Gault & Millau**  
Hotel of the Year 2020

**Prix Villégiature**  
Grand Prix  
Best hotel in Europe  
2019/2020







3 Stars in the Michelin Guide,  
19 GaultMillau Points







Thank you.



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# Questions.



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**Webinar about the Lake Lucerne Region.**  
Join us on June 18th at 12 pm EDT.



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