



Switzerland.



Switzerland.

Summer feeling in Lucerne – Lake Lucerne Region.

with Manuela Casanova



Switzerland.

What is open and when in Switzerland.

Find more information here: [MySwitzerland.com/where-and-when-is-what-open](https://myswitzerland.com/where-and-when-is-what-open)

Updates on Public Transportation: www.mystsnet.com/en/news/corona/

“Clean & Safe” Label.

- Label created 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



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

nyc.trade@switzerland.com / 1-800-794-7795 option 3

www.myswitzerland.com/trade-us

Win a Swiss Surprise Box.

Are you the Winner?



Switzerland.

- 1. What can you win if you graduate the Switzerland Travel Academy before November 30th?**
- 2. What is the name of the ticket which includes all buses, boats, mountain trains and cable cars in the Lake Lucerne Region?**
- 3. Which local destination does the Sunset Package of the Lake Lucerne Navigation Company access?**

Send your answers to nyc.trade@switzerland.com by Monday, June 22nd, 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 Regions & Destinations:

www.northamerica.switzerlandtravelacademy.ch

Lucerne - Lake Lucerne Region



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

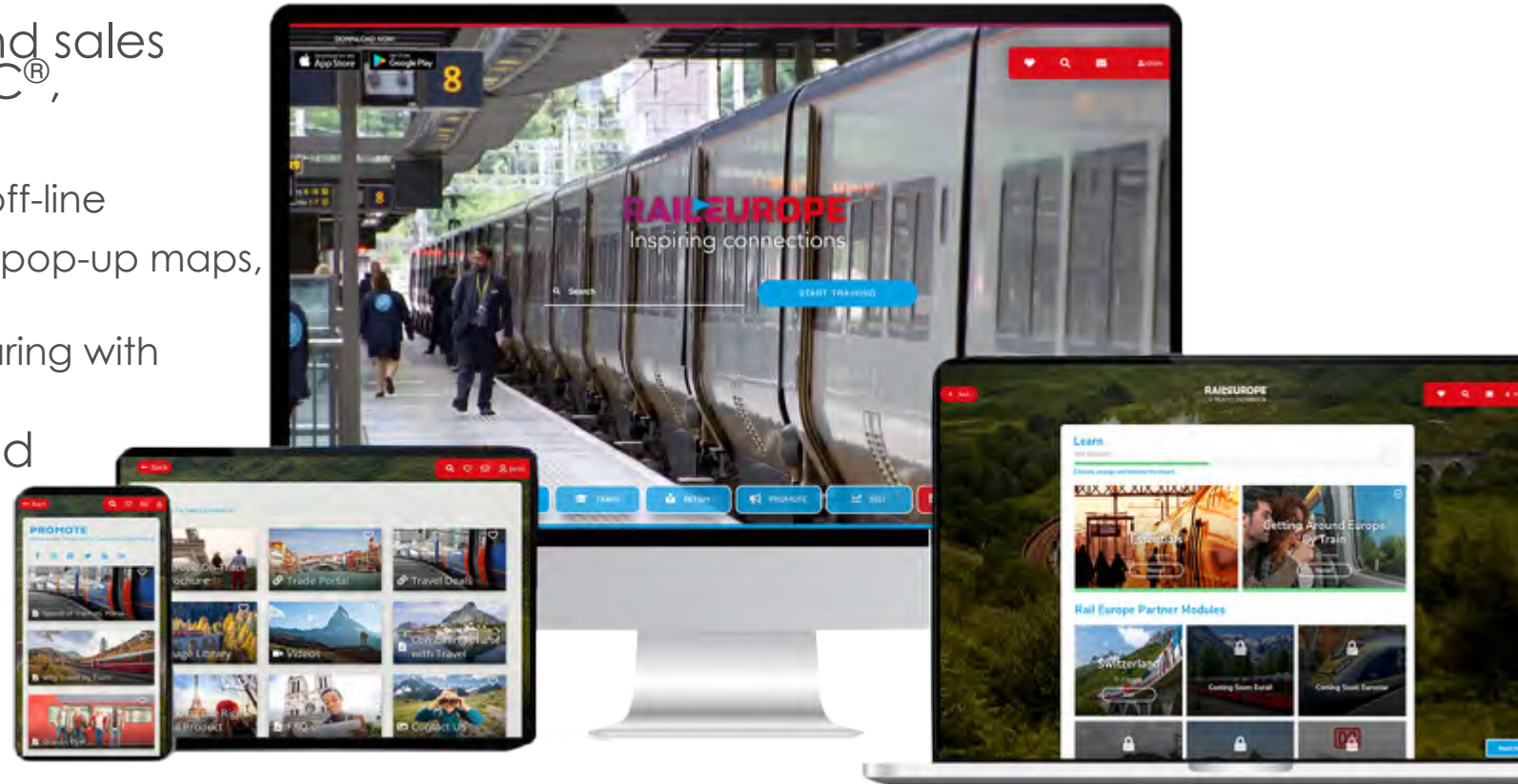


NEW & IMPROVED TRAC[®]

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 on our Trade Corner: https://corner.stnet.ch/trade-us/?page_id=3912

Hotel Vitznauerhof****Sup, Vitznau



Switzerland.

The magnificent art nouveau hotel is perched directly on the shores of Lake Lucerne. Its rooms and suites have fabulous views of the mountains or lake. The four-star superior hotel wins out not only due to its exclusive location, but also to the sheer variety of its cuisine: three restaurants, one of which has been awarded with 16 GM points.

- 53 rooms and suites
- Direct access to the lake
- 3 restaurants



#INLOVEWITHSWITZERLAND

Hotel Vitznauerhof****Sup, Vitznau

Meetinghotel with inspiration

Contact and further information:

- +41 (0)41 399 77 77
- info@vitznauerhof.ch
- <http://www.vitznauerhof.ch>



Seehotel Hermitage****, Luzern



Switzerland.

Situated in a large park on the shores of Lake Lucerne, the Hermitage stands alone, but is still very close to the busy center of Lucerne. All the rooms, restaurants and function rooms look out onto the lake and to the mountains beyond. Guests are also welcome to relax on the loungers scattered underneath the trees in the park.

- 69 rooms
- Restaurant & Bar
- Garden & park at the lakeshore





Switzerland.

Seehotel Hermitage****, Luzern

Typically Swiss Hotel

Contact and further information:

- +41 (0)41 375 81 81
- welcome@hermitage-luzern.ch
- <http://www.hermitage-luzern.ch>





Welcome to Lucerne –
Lake Lucerne Region

Your Contact



Manuela Casanova

Head of Markets &

Responsible for North America

+41 41 227 17 13

manuela.casanova@luzern.com

Lucerne Trade Corner → [here](#)

Accessing the Heart of Switzerland



Zurich	45 min
Zurich ✈	1 hrs 10 min
Basel	1 hrs
Geneva	3 hrs



Zurich	30 miles / 52 km
Zurich ✈	40 miles / 67 km
Basel	62 miles / 95 km
Geneva	165 miles / 266 km

All in 1 Ticket

Print your ticket at home and access the whole region → [Tell Pass](#)



72 Hours in Lucerne

My personal travel advices.



Coffee Time

... at one of the many cozy places next to the river “Reuss”.



Discover the City

Book one of our City Guides → [Pricing and Conditions](#)



Discover the City

Guide yourself around Lucerne with the new → [Audio Guide App](#)



First local Swiss Taste

Lovely cosy place in the heart of the city → [Hofgarten](#)



Earn your Dessert

Learn about hand made chocolate and taste your favorites → [Max Chocolatier](#)



World's largest Retailer of Watches and Jewellery

Fine jewellery experts since 1888 and Rolex premium partner → [Bucherer AG](https://www.bucherer.com)



Easy Walk along the Lakeside

Relax and enjoy the car free promenade → [Lucerne Lakeside Promenade](#)



More than a museum

Engaging and entertaining → [Swiss Museum of Transport](#)



More Lakeside

Enjoy light bits, drinks and relax at the → [Sunset Bar](#)



The Festival Hotel with 101 Stories to tell.

Stay at the → [Hotel Schweizerhof Luzern](#)



Lake Side

Take a nostalgic paddle steamer on → [Lake Lucerne](#)...



Mountain Excursion

... and access either → [Mt. Pilatus](#) – famous for the world's steepest cogwheel railway and the Golden Round Trip...



Mountain Excursion

Enjoy some family fun and adventure → [Pilatus Fräkmüntegg](#) (middle station)



Mountain Excursion

... or jump on Europe's 1st Mountain Railway (1871) up → [Mt. Rigi](#)
and get to know traditional Swiss mountain life.



Mountain Excursion

Visit a cheese farm and taste the Swiss speciality → [Alp Chäserenholz](#)



“Apero-Time”

Get a glimpse of Lucerne from above, e.g. in the Beach Club at the → [Hotel Montana](#)



Feeling Hungry?

Taste some traditional Swiss specialties at the → [Restaurant Taube](#)



500 Years of Swiss Hospitality.

Stay at the → [Hotel Wilden Mann](#)



Zentralbahn

Connecting Lucerne with Engelberg, (Brienz and Interlaken) → [Zentralbahn](#)



... and the Mountains are calling again!

4 seasons in one day on → [Mt. Titlis](#)



... and the Mountains are calling again!

Snow- and lake fun on → [Mt. Titlis](#)



Enjoy your last night!

Evening ride over Lake Lucerne → [Sunset Package](#)



Indulge into the best Sunset Views

Dine and relax → [Bürgenstock Resort](#)



Fear of getting lost? Not with Echo Trails!





Lucerne & California based we offer you:

10 different “small group” guided day tours (full-day and half-day) in the beautiful Lake [Lucerne area](#), the heart of Switzerland

All commissionable with rates from \$195 to \$450.- & includes all ground transportation and local Swiss resident English speaking guide.

All tours “free-sale” & depart under the arch in front of the Lucerne train station.

René Welti – 650/460-9107

office@echo-trails.com

www.echo-trails.com





Our year round Lucerne Operations offers you fully commisionable -inbound services:

Guided day tours in other Swiss destinations – [Lugano](#), [St. Moritz](#), [Zermatt](#), [Grindelwald](#), and [Zurich](#).

3 different [multi-day tours](#).

12 & 7 day rails and trails tours – a combination of great Swiss trains and guided walking tours

René Welti – 650/460-9107

Office@echo-trails.com /

www.echo-trails.com



Your Contact



Manuela Casanova

Head of Markets &

Responsible for North America

+41 41 227 17 13

manuela.casanova@luzern.com

Lucerne Trade Corner → [here](#)

Contacts of our mentioned Partners

Lake Lucerne Navigation Company

[Mrs. Sabine Föhn](#)

Mt. Titlis

[Mr. Peter Niederberger](#)

Mt. Pilatus

[Mrs. Corin Ursprung](#)

Mt. Rigi

[Mr. Johann Fulks](#)

Hotel Schweizerhof

[Mr. Gian Walker](#)

Hotel Wilden Mann

[Mr. Andres Calvo](#)



#MyLucerne
#LakeLucerneRegion



@ilovelucerne



@ilove_lucerne



@luzerntourismus



@ilove_lucerne

Are you the Winner?



Switzerland.

- 1. What can you win if you graduate the Switzerland Travel Academy before November 30th?**
- 2. What is the name of the ticket which includes all buses, boats, mountain trains and cable cars in the Lake Lucerne Region?**
- 3. Which local destination does the Sunset Package of the Lake Lucerne Navigation Company access?**

Send your answers to nyc.trade@switzerland.com by Monday, June 22nd, 2020

Questions.



Switzerland.





Switzerland.

Webinar with Goway.
Join us on July 2nd at 12 pm EDT.



Switzerland.