



**Switzerland.**



**Switzerland.**

Explore Switzerland your way with Goway.

with Robert Miller





**Switzerland.**

# Switzerland update.

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

**Updates on public transportation:** [www.mystsnet.com/en/news/corona/](https://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](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



Isabelle Rapisarda

[nyc.trade@switzerland.com](mailto:nyc.trade@switzerland.com) / 1-800-794-7795 option 3

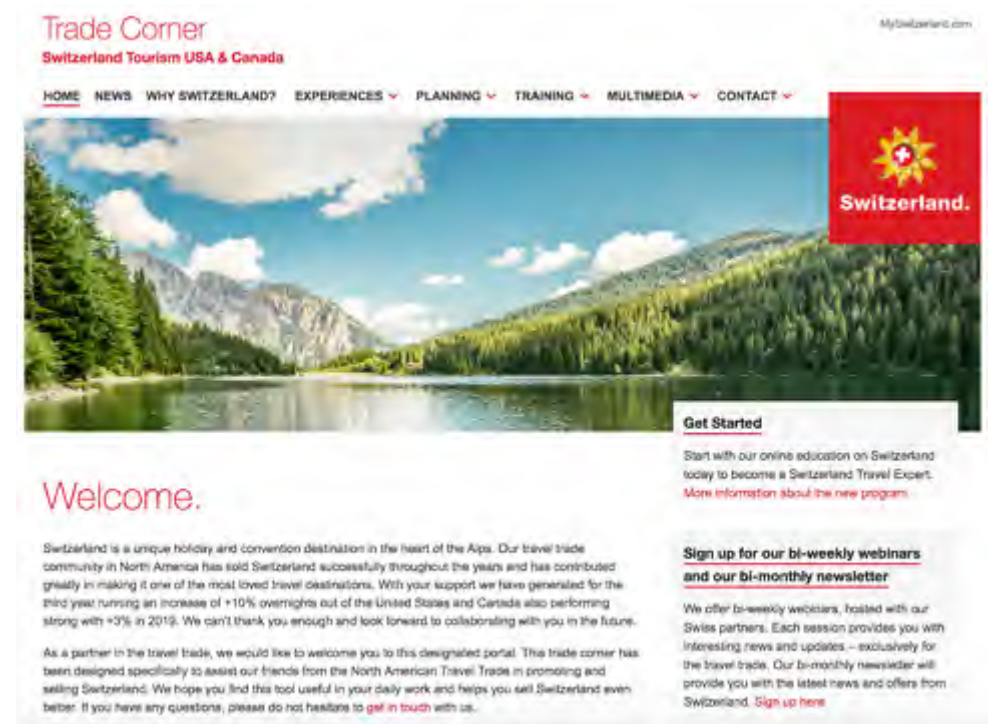
[www.myswitzerland.com/trade-us](http://www.myswitzerland.com/trade-us)

# Trade Corner North America.



Switzerland.

- Helpful news, information & trade material:
  - Itinerary examples, information on getting to & around Switzerland, hotel information etc.
  - Access to past webinars & list of upcoming webinars
  - Access to the Switzerland Travel Academy
  - Access to promotional material such as brochures, sales manuals, pictures & videos
  - Contacts of Swiss partners, North American tour operators and our trade team
- Check it out: [www.myswitzerland.com/trade-us](http://www.myswitzerland.com/trade-us)





Win a Swiss Surprise Box.





Switzerland.

# Are you the Winner?

- 1. Where can you find our past & upcoming webinars?**
- 2. Which of the following statements best describes the Trummelbach Waterfalls?**
  - a) A series of 10 glacier-fed waterfalls inside a mountain which can be accessed by way of funicular and stairs.
  - b) Found in the north-west, this is most powerful series of cascades in Europe.
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  - a) Purchase daily admission cards to be permitted into the city center with their vehicle.
  - b) Must park their car in the nearby town of Täsch, then take a train to Zermatt.
  - c) Be prepared to hike from Täsch to the foothills of Zermatt, where they will be taken by horse to their onward destination.

Send your answers to [nyc.trade@switzerland.com](mailto:nyc.trade@switzerland.com) by Monday, July 6<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 all about Switzerland:

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

Must knows for North American travel professionals



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



# Beatus Wellness- & Spa-Hotel\*\*\*\*\*, Merligen



Directly on Lake Thun and only 12 km/ 7.5 mi from Interlaken and Thun. Most rooms and suites are south-facing with magnificent lake and mountain views. New wellness oasis and luxuriously renovated rooms, 3 restaurants, piano bar and café. Park grounds and use of hotel's private beach and bathing facilities.

- 71 rooms and suites
- 2000 m<sup>2</sup>/ 2392 ft<sup>2</sup> spa area
- 3 restaurants





# Beatus Wellness- & Spa-Hotel\*\*\*\*\*, Merligen



## Spa & Vitality Hotel

Contact and further information:

- +41 (0)33 252 81 81
- [welcome@beatus.ch](mailto:welcome@beatus.ch)
- <http://www.beatus.ch>



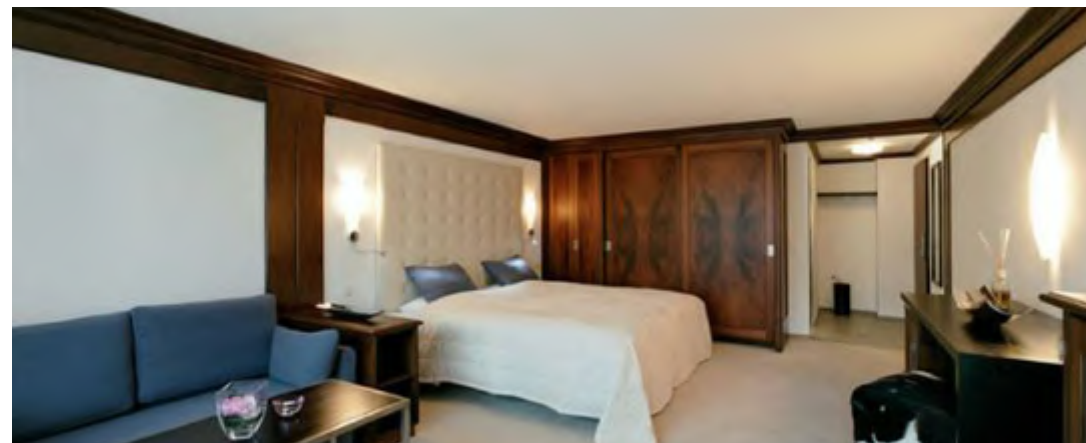


Switzerland.

# Le Mirabeau Hotel & Spa\*\*\*\*Sup, Zermatt

This family-run hotel affords views of the Matterhorn and is committed to maintaining its tradition, design and esprit. Rooms feature Alpine materials. 2 restaurants, with one having 15 Gault Millau points. Wine lounge and fireplace bar, large wellness complex.

- 62 rooms
- 2 restaurants
- Alpine Hideaway Spa



#INLOVEWITHSWITZERLAND





Switzerland.

# Le Mirabeau Hotel & Spa\*\*\*\*Sup, Zermatt

## Spa & Vitality Hotel

Contact and further information:

- +41 (0)27 966 26 60
- [info@hotel-mirabeau.ch](mailto:info@hotel-mirabeau.ch)
- <http://www.hotel-mirabeau.ch>





*Explore Switzerland your way  
with Goway*

Robert Miller – 2 July 2020







GSTAAD®  
COME UP – SLOW DOWN



# Agenda

- About Goway Travel
- Travel post-COVID-19
- Top Three Itineraries
- Understanding Täsch & Zermatt
- Goway Rewards Program and Travel Passport
- Current Special



*Bern in Winter*

*Photo credit: pixabay.com*



# About Goway Travel

We offer over 2,200 unforgettable journeys to 101 destinations (all listed on our website), and endless possibilities in terms of customized trips. No other supplier in North America offers as many trips to choose from.

## Travel Styles



**Tailor - Made Itineraries**



**Coach Touring**



**Rail Journeys**



**Small Group  
& Private Touring**



**Cruise Vacations**



**Stays of distinction/  
luxury**



**Holidays of a Lifetime**



**Snowbird Long Stay**

- Family-owned and operated
- Wide network of BDM's to support partner agents
- Excellent pricing to help close sales paired with competitive commissions
- Regional expertise throughout our destinations
- 50 years in operation, with offices in Canada, the United States, Australia and the Philippines

## About Goway Travel



### Why GowayAir



- Operating in North America only
- Over 100 years of combined experience; pricing Worldwide Airfares
- You still earn agent rewards via the Complex Desk
- Has access to even more industry fares
- Fast, easy, and a secure way of pricing Complex itineraries
- Contact: [fares@goway.com](mailto:fares@goway.com) | [www.gowayair.com](http://www.gowayair.com)

Although there are many airlines that serve Switzerland, both direct and via connection flights, Swiss International Air Lines (LX) is the flag carrier airline of Switzerland.

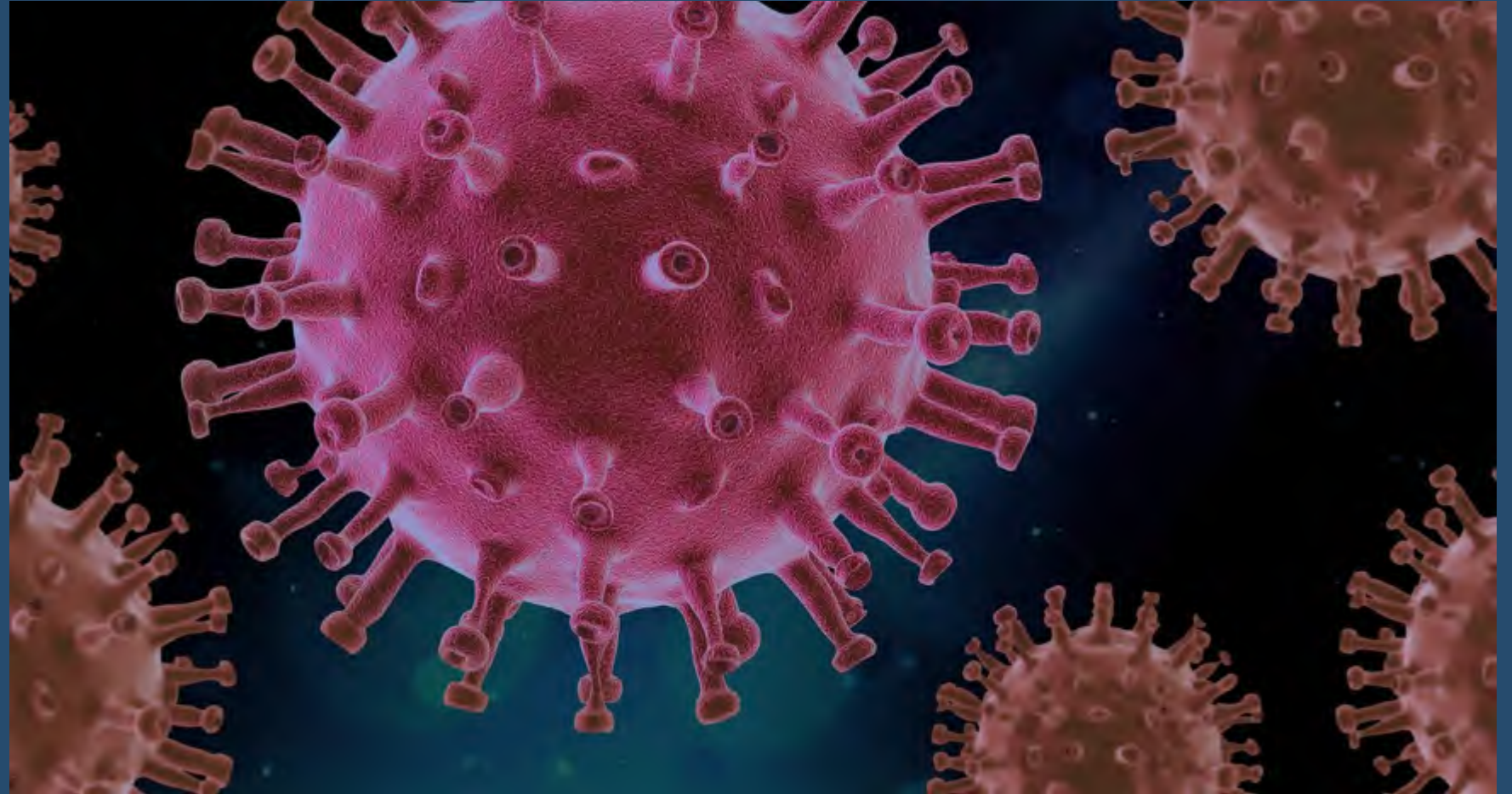
Major North American cities served include New York, Chicago, Denver, Las Vegas, Vancouver, Calgary, Montreal and Toronto.

EMAIL: [agents@goway.com](mailto:agents@goway.com) CALL: 800 387 8850 chat: [gowayagent.com](http://gowayagent.com) [www.goway.com](http://www.goway.com)



The only thing certain at this time is uncertainty but there is reason for cautious optimism.

Being prepared for the return of the market for travel is the name of the game.



# Top Three Itineraries

- E-Grand Tour of Switzerland in a Tesla Model 3
  - 9 Days / 8 Nights
  - Great way to ensure social distance and travel at a comfortable pace
- Grand Train Tour of Switzerland: Zurich to Lucerne
  - 8 Days / 7 Nights
  - Take in the best of Switzerland's spectacular scenery from the comfort of Switzerland's renowned and comfortable trains
- Classic Switzerland Private Tour
  - 7 Days / 6 Nights
  - A luxurious escape where the hidden gems and often unheard stories are revealed with the help of a private and experienced driver-guide







# E-Grand Tour of Switzerland in a Tesla Model 3



Vitznau, Lucerne  
Photo credit: pixabay.com

- 9 Days / 8 Nights
- First-Class and Deluxe Hotels
- Breakfast Daily
- Road Map
- Travel Guide Book
- Swiss Coupon Pass

2 Hours average of daily drive time  
Total of 1062 km / 660 miles driven

From  
**\$3609 USD / \$4980 CAD**  
Per Person



### Day One: Arrive Zurich

Welcome! Enjoy the day at leisure  
in Switzerland's largest city

### Day Two: Zurich to St Gallen

(Drive time of 1 hr & 10 mins – 86km/53mi)  
Pick up your rental Tesla Model 3  
Optional visit to the Rhine Falls

### Day Three: St Gallen to St Moritz

(Drive time of 2 hrs & 30 min – 186km/116mi)  
Pass by Appenzell  
Visit Heidi's Village in Maienfeld

### Day Four: St. Moritz to Lugano

(Drive time of 2 hrs & 30 min – 124km/77mi)  
Option to board the Bernina Express





### Day Five: Lugano to Zermatt

(Drive time of 3 hrs & 30 mins – 198km/123mi)

Visit Monte Bre in Lugano

Drive to Täsch and take the train to Zermatt

Enjoy views of the Matterhorn

### Day Six: Zermatt to Lausanne

(Drive time of 2 hrs & 10 mins – 166km/103mi)

Journey along the coast of Lake Geneva

Stopover in Montreux

### Day Seven: Lausanne to Interlaken

(Drive time of 2 hrs – 166km/103mi)

Pass by the Gruyere Region

Option to visit Jungfrau by cable car

### Day Eight: Interlaken to Lucerne

(Drive time of 1 hr – 68km/42mi)

Experience the beauty of Lucerne and surrounding mountains

### Day Nine: Lucerne to Zurich

(Drive time 50 mins – 68km/42mi)

Drop off the rental Tesla at the airport



# Grand Train Tour of Switzerland: Zurich to Lucerne



Swiss Train  
Photo credit: pixabay.com

- 8 Days / 7 Nights
- Moderate Hotels
- Breakfast Daily
- 2<sup>nd</sup> Class Grand Train Tour Ticket
- Seat Reservation for GoldenPass Line, Glacier & Bernina Express and Gotthard Panorama Express
- Excursion to Jungfrauoch
- Swiss Coupon Pass
- myTravel Stamp Booklet

From  
**\$1732 USD / \$2390 CAD**  
Per Person



### Day One: Interlaken

Begin in Lucerne, Zurich or Geneva  
Travel to Interlaken via Lucerne on the  
GoldenPass Line

### Day Two: Interlaken to Montreux

Optional excursion to Jungfrauoch  
Journey on the GoldenPass Line along  
Lake Thun and enjoy panoramic views  
of Lake Geneva

### Day Three: Montreux to Zermatt

Unique mountainous route with  
stunning views of Matterhorn

### Day Four: Zermatt to St Moritz

Board the world-famous Glacier  
Express which travels over the Oberalp  
Pass



### Day Five: St Moritz to Lugano

Onboard the Bernina Express, pass by snow-covered mountain peaks and glaciers

Take the Bernina Express Bus from Tirano to Lugano

### Day Six: Lugano to Lucerne

Ride the Gotthard Panorama Express and experience an unforgettable trip through Switzerland's impressive countryside

### Day Seven: Lucerne to St Gallen

Venture to the stunning Northeast via Voralpen Express

### Day Eight: St Gallen

Board the train in St. Gallen, then travel onward to catch a homebound flight.





# Classic Switzerland Private Tour: Zurich to Zurich



Lake Thun  
Photo credit: pixabay.com

- 7 Days / 6 Nights
- First-Class Hotels
- Breakfast Daily
- Private Car or Minivan
- English-Speaking Driver-Guide
- Ascent to Felsenegg
- Ascent to Mt. Pilatus (May-Oct) and Harder Kulm
- Admission to Trummelbach Waterfalls (Apr-Oct)

From  
**\$5922 USD / \$8172 CAD**  
Per Person



### Day One: Zurich

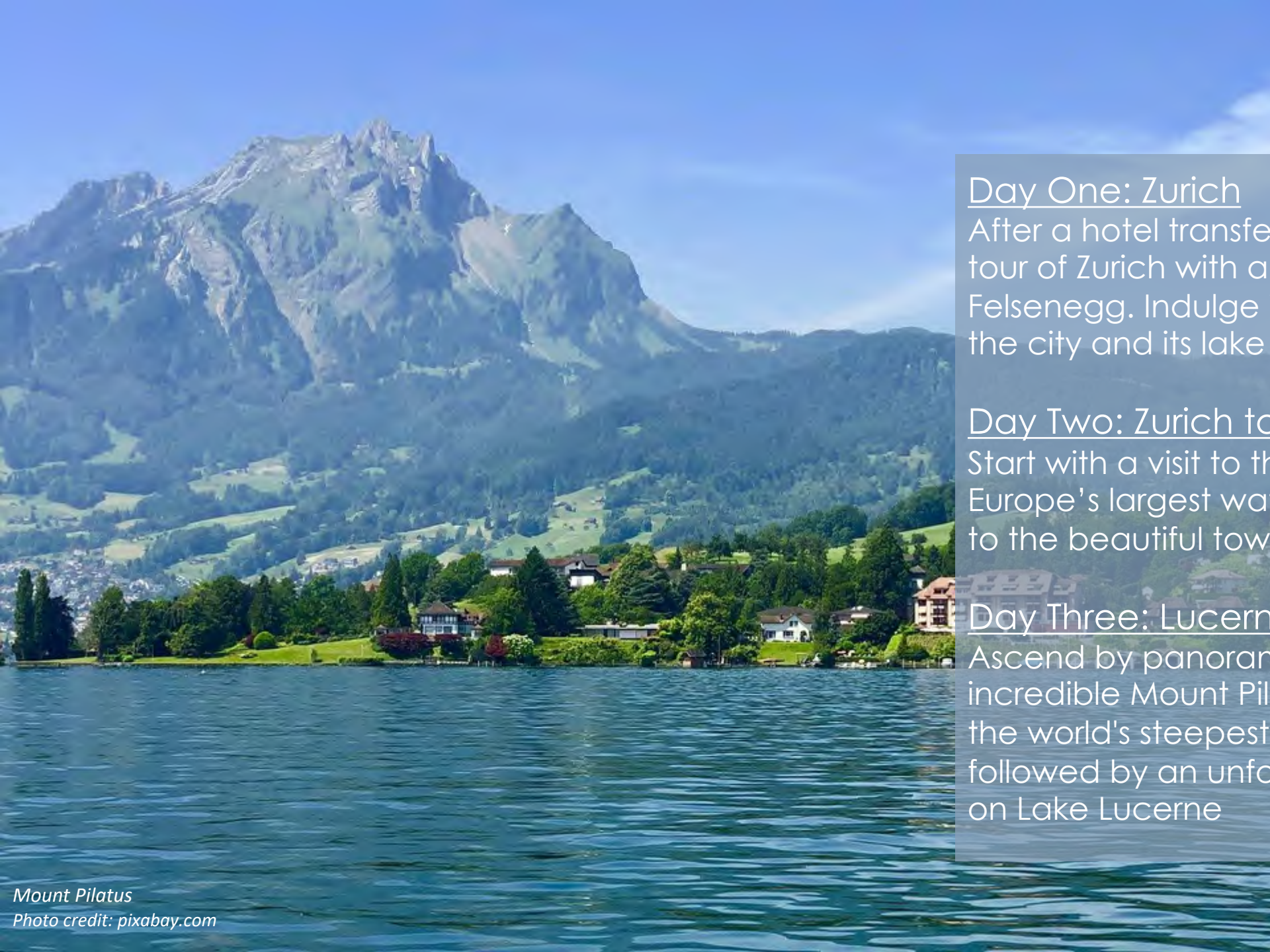
After a hotel transfer, enjoy a sightseeing tour of Zurich with a cable car ride to Felsenegg. Indulge in stunning views of the city and its lake

### Day Two: Zurich to Lucerne

Start with a visit to the Rhine Falls, Europe's largest waterfall and continue to the beautiful town of Lucerne

### Day Three: Lucerne

Ascend by panoramic gondola to the incredible Mount Pilatus. Descend with the world's steepest cogwheel railway followed by an unforgettable boat tour on Lake Lucerne



*Mount Pilatus*  
*Photo credit: pixabay.com*



Day Four: Lucerne to Interlaken  
Visit the 1321 meter (4334 ft) Harder Kulm viewpoint with the funicular overlooking the mountains and lakes

Day Five: Interlaken  
Take a trip to the Lauterbrunnen Valley to visit the impressive Trummelbach Falls

Day Six: Interlaken to Bern  
Today, have the opportunity to visit the St. Beatus caves or perhaps a boat ride along Lake Thun

Day Seven: Bern to Zurich  
Departure at Zurich Airport





# Täsch to Zermatt



Zermatt town with Matterhorn peak  
Photo credit: pixabay.com

- Zermatt is car-free and visitors must leave their car in Täsch
- The shuttle train connecting Täsch and Zermatt runs every 20 minutes and takes 12 minutes
- Luggage can be placed in a baggage cart for CHF 5/€ 5 each
- The Matterhorn Terminal in Täsch has 2,100 covered parking spaces
- Parking in Täsch is CHF 16 per day (for cars up to 2.3m/7.5ft)

## Shuttle Train Prices

Adults One Way: CHF 8.20

Adults Round Trip: CHF 16.40

Children (ages 6-16) One Way: CHF 4.10

Children (ages 6-16) Round Trip: CHF 8.20

Children under 6 with Junior Card: Free

# GOWAY REWARDS CARD



Make a booking with Goway and you'll receive money on a personalized Universal Visa Prepaid Card. Rewards Levels:

- Air-Only Booking: \$5 per passenger
- Land Booking: \$10 per passenger
- Air-Land Booking: \$15 per passenger
- Group Bookings: \$100 per deposited group + \$100 per departed group
- Round-the-World Air-Only Itinerary: \$50 per passenger



# GOWAY PASSPORT TO A FREE FAM TRIP\*



Goway challenges you to complete a Goway passport to receive a FREE FAM TRIP\*

It's as easy as 1, 2, 3!

1. Book each of Goway's 6 regions: Africa, Asia, Australia or New Zealand, South America, Europe & Idyllic Islands
2. Book a group to anywhere in the world and you can apply it to ANY destination
3. Claim your free FAM TRIP

\*Valid for all land Bookings made from Oct 1,2020-Dec 31,2021. Individual bookings must have land component with accommodation, and a minimum of 6 nights/7 days. There is no minimum dollar value. Air-only bookings do not qualify. To claim the free fam trip, agents must make one individual booking to each of the following regions: Africa & the Middle East; Asia; Australia & New Zealand; Central & South America; Europe; Idyllic Islands Worldwide. A Group booking is a "wild card" and can be used for ANY of the 6 destinations. FAM trip needs to be claimed within 1 year of completing the Passport. Excludes taxes and fuel surcharges. No companions permitted on the prize trip. Prize trip is non-transferable.



## GOWAY's GOLDEN TICKET:

Over the coming months GOWAY is giving away 14 Gold Bars, simply make a booking with any of GOWAY's destinations to Asia, Africa, Central & South America, Downunder, Europe & Idyllic Islands between Jan 1, 2020 – Oct 31, 2020 to be automatically entered into the draw to WIN A ONE OUNCE GOLD BAR.

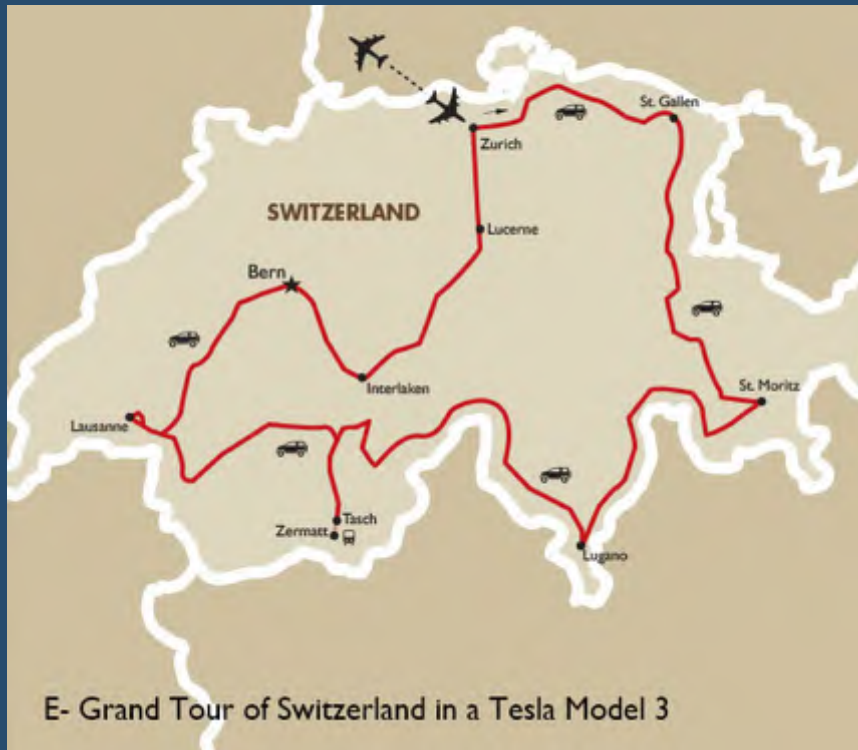
**BONUS:** All group bookings deposited from Jan 1, 2020 – Mar 31, 2021 will also go into the draw.

*Terms and conditions: For group bookings: One "Golden Ticket" will be entered for every tailor-made group booked with at least 7 night's accommodation depositing between 1 January, 2020 – 31 March, 2021. A minimum of 10 paying adults travelling on same itinerary & land arrangements. Air-Only group bookings do not qualify. Deposits are non-refundable at time of payment and booking must include a minimum of 7 night's accommodation with airport transfers. Travel at any time. Deposit and payment Terms & Conditions may vary based on destination and date of travel. Cancelled groups or groups that fall below minimum of 10 passengers will not be eligible. BONUS TICKET: Book the group's international air with us (minimum of 10 seats) and get a second ticket for a chance to win gold! Draws for "Group Gold" will be made at 10:00AM (PST) on 1 April, 2021.*



## ***ON SALE!*** E-Grand Tour Switzerland Self-Drive

Save **\$200 USD / \$249 CAD** on  
this Swiss Self-Drive Tour  
Book by July 31, 2020!





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# Questions.



**Switzerland.**







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Webinar with Interlaken Tourism.  
Join us on July 16th at 12 pm EDT.

Sledding on the Niederhorn @ Mike Kaufmann.





**Switzerland.**