



**Switzerland.**



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# St.Gallen - the pearl in the east of Switzerland.

with Tobias Treichler





**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:** [www.clean-and-safe.ch](https://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)



Win a Swiss Surprise Box.



# Are you the Winner?



**Switzerland.**

- 1. How old is the Gotthard mountain route to Bellinzona?**
- 2. When was the city of St.Gallen founded?**
- 3. How do people eat the legendary St.Galler Bratwurst, with or without mustard?**

Send your answers to [nyc.trade@switzerland.com](mailto:nyc.trade@switzerland.com) by Monday, August 3<sup>rd</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)

## St.Gallen-Bodensee



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



## Voralpen-Express

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- Runs hourly on the route between eastern & central Switzerland.
- Fascinating views of the Rigi, the Schwyzer Mythen, the largest high moorland area in Switzerland near Rothenthurm & the Lake Zurich.
- Rolls over Switzerland's highest railway viaduct (325 ft/ 99 m) the Sitter viaduct.
- More info:  
<https://www.voralpen-express.ch/en.html>







## Treno Gottardo

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- As of December 13, 2020 every hour from Basel & Zurich
- Route follows the 120-year-old Gotthard mountain route to Bellinzona, Switzerland's sunshine parlour.
- Impressive views of rugged mountain faces, blue lakes and a Mediterranean flair with palm trees and palazzi.







Switzerland.

# Einstein St. Gallen – Hotel Congress Spa

The Einstein St. Gallen is situated in a quiet yet central location in the world-famous UNESCO monastery quarter of the old town of St. Gallen. Guests will find culinary variety in the 18-point Gault-Millau and 2 Michelin stars awarded "Einstein Gourmet", the regionally inspired "Bistro St. Gallen" and in the "Einstein Bar" with an English club atmosphere and generous Davidoff Cigar Lounge.

- 113 rooms
- Spa area
- Seminar rooms



#INLOVEWITHSWITZERLAND

# Einstein St. Gallen – Hotel Congress Spa



Switzerland.

## Typically Swiss Hotel

Contact and further information:

- +41 71 227 55 55
- [info@einstein.ch](mailto:info@einstein.ch)
- [www.einstein.ch](http://www.einstein.ch)

Special Offer	
Offer:	Four nights at the price of three in a Superior Room (upgrade to a Junior Suite if available)
Price:	<p>Single use: USD 311 / CAD 416 per room/night Double use: USD 382 / CAD 510 per room/night The rates are per room and night, including breakfast and public transportation in the zones 210, 211 and 231. The rates include tax, VAT and service. The city tax of USD 4 / CAD 6 per person and night is not included in the rate.</p> <p>Please note that the rooms are charged in Swiss Francs (CHF) and the USD/CAD rate depends on the daily exchange rate.</p>
Travel Period	August 1 <sup>st</sup> to December 30 <sup>th</sup> , 2020
Commission for Travel Agents:	15%
How to Book	Use booking code “USA special 2020”



# WELCOME TO ST.GALLEN-BODENSEE





# St.Gallen-Bodensee – cultural diversity between Mount Säntis and Lake Constance





# Contact information



Tobias Treichler

Deputy Director / Head of Marketing and  
Communications

+41 71 227 37 19

[tobias.treichler@st.gallen-bodensee.ch](mailto:tobias.treichler@st.gallen-bodensee.ch)

Visit our website for [Travel Information](#)

# Between Mount Säntis and Lake Constance

- Embedded in the border triangle of Switzerland, Austria, Germany and the Principality of Liechtenstein
- Wide variety of cultural offers and outdoor activities





# How to get to St.Gallen



St.Gallen	Zurich	Lucerne	Geneva	Stuttgart	Munich	Vienna	Paris	Constance	Milano
Kilometers	86 km	147 km	360 km	250 km	228 km	679 km	687 km	44 km	311 km
Miles	53.4 miles	91.3 miles	223.6 miles	155.3 miles	141.6 miles	421.9 miles	426.8 miles	27.3 miles	193.2 miles

What to see...





The image shows the interior of the Bodleian Library in Oxford. The room is characterized by its high, vaulted ceiling adorned with intricate frescoes and a complex system of wooden galleries and bookshelves that spiral upwards. In the foreground on the left, a large, ornate armillary sphere is displayed on a wooden stand. The floor is polished and reflects the light. Several people are seen walking through the central aisle, and a display case is visible on the right. A red, star-shaped label with a white dotted border is overlaid in the upper right corner, containing the text "UNESCO World Cultural Heritage Site".

UNESCO World  
Cultural  
Heritage Site



# UNESCO World Cultural Heritage Site

- Founded by the monk Gallus in 612
- Cathedral was built from 1755 to 1767
- The Abbey Library counts 170,000 books and over 2,000 original handwritings
- Abbey District is a UNESCO World Cultural Heritage Site since 1983
- New exhibition hall with the original monastery map





# Exhibition hall with the original St.Galler monastery plan





Land of  
textiles



# Land of textiles

- 800 years of tradition and history
- Trace the textile heritage of eastern Switzerland on the textile trail, the „Textilland Explorer Tour“ or with the TextileStGallen App
- St.Gallen Textile Museum presents exhibitions on Swiss textile production from the past to the future





A scenic landscape at sunset. In the foreground, a green hillside is covered with numerous purple thistle-like flowers. The hill slopes down towards a town and a large body of water. The sun is low on the horizon, creating a warm glow and long shadows. A blue, star-shaped graphic with a white dotted border is overlaid on the right side of the image, containing the text.

Perfect hub  
between a lake  
and the  
mountains



# Perfect hub between a lake and the mountains

- Short distances between the mountains and the Lake Constance.
  - 20 min from St.Gallen to the Lake Constance
  - 45 min from St.Gallen to the Mount Säntis
- Since St.Gallen-Bodensee has mountains, a lake and is located in the corner of four countries, it is also known as the little Switzerland within Switzerland.



As a local and as a guest...





# Culinary diversity

- St.Gallen is known for its 4 B's:
  1. Bratwurst (sausage)
  2. Biber (a sweet pastry)
  3. Bier (beer)
  4. Bürli (bread we eat with sausage).
- Olma Bratwurst is Switzerland's best sausage and we eat it **WITHOUT** mustard.
- Focus on local products

To the article  
„Eat your way  
through  
Switzerland's  
sausage capital“



# • Bermuda triangle & bar scene

- **Bermuda Triangle:** More than 20 bars are located in the northern old town of St.Gallen. It may happen to get lost in the Bermuda triangle – take care!
- **Tiki Strandbar:** Beach feeling on the lakeside of Lake Constance.
- **Südbar:** Beers and cocktails combined with cultural activities, comedy and concerts.





# Red Square

- **Livingroom:** Designed by famous Swiss artist Pipilotti Rist.
- **Where locals meet:** Cozy get-togethers.



# Alpstein – The Prealps

- **Hiking:** A variety of easy to difficult mountain routes.
- **Refreshing lakes:** Lake Säntis, Lake Seealp.
- **Mountain huts:** regional specialties and folklore.
- **Easy to reach:** 5 mountain railways





An aerial photograph of a city street intersection. In the center, a church with a red-tiled roof and a green spire is visible. To the left of the church, a building with a colorful, geometric patterned roof stands out. The surrounding area is filled with various residential and commercial buildings, mostly with red-tiled roofs. A yellow bus is visible on the street to the left of the church. A red car is parked on the street to the right of the church. The text "(Group) Packages" is overlaid in white on the lower right portion of the image.

(Group) Packages



# Guided Tours in St.Gallen

Included services:

- Professional tour guide
- Possible extras and surcharges
- Duration: from 1 to 3 hours
- Number of people: maximum 25
- Languages: German, English  
(other languages on request)



From  
USD 200 /  
CAD 263



# Abbey District of St.Gallen – timeless, unique, inspiring

Included services:

- Combined admission to the Abbey District
- Guided experience tour
- Duration: 2 hours
- Number of people: maximum 25
- Languages: German & English (other languages on request)



USD 16 / Person  
USD 250 / Guide

CAD 21 / Person  
CAD 329 / Guide

# Food and Drink Experience

Included services:

- Professional guides
- Insight into live production
- Tasting
- Meeting with the demo chocolatier
- Duration: approx. 3 hours
- Number of people: 15 to 30 people
- Languages: German & English (other languages on request)





# City tour with electric bicycles

Discover unknown places in St.Gallen!  
Guided e-bike tour through the city of  
St.Gallen with 11 stopovers.

- **Duration:** 2h 30min



# Services for tour operators

- We organize your tailor-made tours (cultural, sport, culinary or sightseeing like the Rhine fall...)
- Group rates and packages to be discussed
- Commission: 10 %





A panoramic view of a historic town, likely St. Gallen, Switzerland. In the foreground, a large, light-colored church with a prominent tower and a red clock face is visible. The town is built on a hillside, with numerous houses and buildings. In the background, there are green hills and a clear blue sky with a few clouds. A blue starburst graphic is overlaid on the right side of the image.

See you soon  
in  
#lovestgallen

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# Questions.



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# Webinar with Jungfrau Railways.

Join us on August 13th at 12 pm EDT.





**Switzerland.**