



Switzerland.

Virtual Road to Switzerland.

MySwitzerland.com/trade



Welcome.

Dear Travel Professionals,

The last months certainly have changed our lives. Sitting locked-up at home in my apartment, I often found myself scrolling through the photos of my travels and remembering the joy and excitement these trips brought me. All the while, making a list of places I will visit once travel is possible again. And top of the list for 2021 is the Grand Tour of Switzerland. The No. 1 road trip in the Alps, a self-driving experience through the best our country has to offer. We believe that this will suit the needs of our future travelers as well, providing a worry-free travel experience, which will become a requirement moving forward.

While we can't wait to meet you again at our in-person events, we are thrilled to "visit" you during our virtual Road to Switzerland. Together with 32 suppliers representing hotels, DMC's, transportation companies, excursions and local tourist boards we will be virtually meeting our trusted Tour Operator and Travel Agent partners over two days. We look forward to making new connections, catching up with old friends and telling you all about our products and news.

Credits

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Realp, Furkpass. The Grand
Tour of Switzerland © KEY-
STONE/Switzerland Tourism/
Stefan Schurr



And what news we have! The new Ceneri Base Tunnel will start operating from December 2020, allowing a faster connection through the Alps (Zurich – Milan in 3 hours: 30 minutes less than before). 'The Circle', a new destination at Zurich Airport, is scheduled to open in December 2020 with a total of 554 guest rooms and suites. And as of December 12, the splendid Eiger Express aerial cableway will take you from a new terminal in Grindelwald to the Eiger Glacier station in just 15 minutes, leaving you with so much more time to enjoy the glorious Jungfrauoch – Top of Europe.

Switzerland has a long-held reputation for being super safe, clean and well-organized. It, therefore, is a natural choice when looking at organizing a post-COVID-19 trip. In order to

strengthen guests' confidence in Switzerland, tourism industry associations have created a "Clean & Safe" label. When visiting tourism establishments and infrastructures, the label shows guests that the latter have made a conscious commitment to comply with protection plans. In addition, the information platform www.clean-and-safe.ch provides an overview of all industry-specific protection concepts.

We can't wait to resume our joint journey to bring more and more visitors from North America to Switzerland very soon and we thank you for all your valuable support throughout the years.

Welcome to Switzerland!

Claudio Zemp
Director Americas



Sustainable Switzerland.

Switzerland is a global leader in sustainability and ranks first in the world on the Environmental Performance Index (EPI).

MySwitzerland.com/sustainability

Swiss Railways – 90% Hydropowered

Rail travel forms the backbone of sustainable mobility in Switzerland. Swiss Federal Railways are an energy-efficient, climate-friendly and safe mode of transport for 1.25 million passengers and around 226,000 US tons (205,000 metric tonnes) of freight every day. Using an average of 90% hydroelectricity to power its railways and a fully electrified network, the Swiss Federal Railways is one of Europe's most eco-friendly rail companies.

company.sbb.ch/en



Camedo, Centovalli Railway, Ticino



Monte-Rosa hut, Zermatt, Valais

Sustainable hotels – Green Living

Swiss hotels place great importance on eco-friendly properties. A hotel with «Green Living» specialization is committed to the environment and recognized through the award of a hôtellerie suisse label. Switzerland is a model for innovative and environmentally friendly accommodations. An example is the solar-powered Monte Rosa alpine hut which is 90% energy independent.



The Old Town of Basel with the Rhine river

Basel Tourism.

Basel means art and culture unlimited. Located where three countries meet, the city of culture offers nearly 40 museums and many high-caliber events. You will find art all over Basel, and exciting contrasts are created by classical patrician houses side by side with modern buildings designed by famous architects such as Basel-based Herzog & de Meuron or Renzo Piano.

Highlights & News

- BaselCard: free local public transportation for all overnight guests
- Art Basel: June 17 to 20, 2021
- Cruising hub and gateway to Switzerland
- Federal Yodelling Festival: June 25 to 27, 2021
- Christmas Market: November 25 to December 23, 2021



Basel

Culture Unlimited

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Aletsch Glacier © Aletsch Arena - Frederic Huber

Aletsch Arena.

Aletsch Arena is a tourist board located in southern Switzerland in the Valais Region, next to the 14 miles long Aletsch Glacier, the longest glacier of the Alps within the UNESCO world nature heritage Jungfrau Aletsch. We are the local marketing & sales company, selling you cable car tickets, accommodation and activities like glacier trekkings, paragliding flights and hiking guides in this breathtaking nature site.

Highlights & News

- Aletsch Glacier, longest glacier of the Alps within a UNESCO world nature heritage site
- Best ski in ski out resort: nr. 1 in slope preparation & quality as well as rest & relaxation
- Switzerland's top viewpoint site: Aletsch Glacier, Matterhorn & Mont Blanc (highest mountain in Europe)



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REMEMBER



Zermatt © Valais/Wallis Promotion - David Carlier

VALAIS - Matterhorn Region.

The VALAIS Matterhorn Region company is the trade & sales arm of Valais/Wallis Promotion, whose role is to communicate and promote the Valais Region and its diversity. We are the ideal partner for all tour operators, travel agents, DMCs, and other travel-related companies, that want to include the most desirable destinations of the Swiss Alps in their product selection.

Highlights & News

- Gornergrat Railway, best way to admire the iconic Matterhorn
- Break world records in Saas-Fee thanks to the highest underground train "Metro Alpin's" and revolving restaurant
- Leukerbad, relax in the largest thermal spa of the Alps



MATTERHORN REGION
SWISS ALPS

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REMEMBER



Peak Walk

GLACIER 3000: High Level Experience.

This is the mountain excursion not to miss in Lake Geneva Region. Right between Gstaad and Les Diablerets, ascent to 9,840ft/3,000m in only 15mn with the cable car and cross the new must-see attraction in Switzerland: The Peak Walk by Tissot, a 350ft/107m suspended bridge, the only one in the world connecting 2 peaks together. From there you can enjoy a breathtaking view of Matterhorn, Mont-Blanc & Jungfrau.

Highlights & News

- Panoramic 15 minutes ride with the cable car
- Amazing experience at 9,840ft/3,000m: Peak Walk by Tissot suspension bridge
- Situated between Interlaken and Montreux, easily combinable with GoldenPass line
- 50% discount with Swiss Travel Pass or Half-fare Card



GLACIER 3000
High level experience.

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Eiger, Mönch and Jungfrau

Jungfrau Region Tourism.

Three imposing mountains – Eiger, Mönch and Jungfrau. Five charming villages – Grindelwald, Wengen, Mürren, Lauterbrunnen and Haslital. One outstanding holiday destination – the Jungfrau Region. No matter whether you visit in summer or winter, in groups or alone, with sports or relaxation in mind, you'll find your ideal activity and accommodation.

Highlights & News

- Car-free villages
- Living traditions and panoramic train journeys
- Home of Hollywood: i.e. Sherlock Holmes, Lord of the Rings and James Bond



Grindelwald
Wengen
Mürren
Lauterbrunnen
Haslital

Jungfrau Region 

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Interlaken on the foot of Eiger, Mönch and Jungfrau

Holiday Region Interlaken.

Interlaken is situated between the Lakes of Thun and Brienz and below the world-famous mountain trio Eiger, Mönch & Jungfrau. The holiday region is the number one destination in Europe for adventure sports and offers you unique experiences and numerous activities.

Highlights & News

- **Eiger Express:** The new cableway starting December 5, 2020 will reduce travel time to Jungfrauoch – Top of Europe by 47 minutes
- **Alpine Wellness:** A variety of spa & wellness facilities are offering you pure relaxation
- **Soft Adventure:** Discover the natural winter landscape by taking a kayak on Lake Brienz



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Unspoiled nature of Gstaad

Destination Gstaad.

The Destination Gstaad enjoys a high level of prestige and international renown. In spite of this, it has remained truly Alpine, with its chic charm, British understatement and authentic traditions. Or as acting legend Julie Andrews once said: "Gstaad is the last paradise in a crazy world".

Highlights & News

- The Gstaad brand today is synonymous with stylish charm and discreet understated luxury
- Despite of its wealth of tourist facilities, Gstaad has retained its Alpine authenticity
- New highlights will focus on families
- Gstaad offers forest bathing (Shinrin-Yoku), as a core element of an immersive nature stay



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GSTAAD®
 COME UP - SLOW DOWN

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Jungfrauoch – Top of Europe with Sphinx observatory and Aletsch glacier

Jungfrau Railways.

Jungfrau Railways is a leading tourism company and the largest private mountain railway company in Switzerland. It offers its customers an adventure in the mountains and on the train. The main offer is the journey to the Jungfrauoch – Top of Europe. An unbelievable train ride through the villages of Grindelwald, Lauterbrunnen and Wengen to the highest railway station in Europe on 11,333 feet/3,454 meters above Sea level.

Highlights & News

- Jungfrauoch – Top of Europe
- Grindelwald-First – Top of Swiss Tradition
- Schynige Platte – Top of Swiss Tradition
- Harder Kulm – Top of Interlaken
- Jungfrau Ski Region and V-Cableway Project



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REMEMBER _____



Oberhofen castle, Lake Thun

BLS Interlaken Lake Cruises.

BLS Lake Cruises operates boat tours on the lakes around Interlaken and the Jungfrau Region. Each lake is frequented by various sightseeing boats and by up to 114-year old historic steamboats. The boat rides are an easy to handle excursion for everyone but also a great added-value to a transfer from Interlaken to Lucerne, Montreux or further destinations.

Highlights & News

- Two beautiful lakes in the center of Switzerland and the destination Interlaken
- Breathtaking mountain panorama
- Year-round boat cruises on Lake Thun (April to October on Lake Brienz)
- Fleet of 14 boats, including two historic paddle steamers (one on each lake)



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Piz Gloria, Mt. Schilthorn

Schilthorn – Piz Gloria.

The Schilthorn summit offers unparalleled panoramic views of the iconic Eiger, Mönch and Jungfrau peaks and over 200 other mountains – making it the perfect destination for a memorable excursion on an original James Bond film location. On the foot of the Schilthorn, the Mürren / Schilthorn Region offers breathtaking hiking trails around the charming, car-free village Mürren.

Highlights & News

- Schilthorn with the 360° panorama restaurant Piz Gloria
- Daily James Bond Brunch on 9,744 ft/2,969 m
- Interactive Bond World and 007 Walk of Fame
- THRILL WALK Birg
- Hiking around Allmendhubel and car-free Mürren



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Rhine Gorge, Flims © Gaudenzdanuser.com - Schweiz Tourismus

Graubünden Ferien.

Renowned as one of the grandest of the Swiss Alpine Valleys, Graubünden's super-model looks are home to the classic children's novel, Heidi, the sparkly ski resorts of St. Moritz, and the shimmering Lake Caumasee - one Switzerland's most beautiful lakes. Perfect for families seeking spectacular outdoor adventure, each region of the canton is only a hop, skip and a jump away.

Highlights & News

- Best skiing, hiking, biking places
- Glacier Express / Rhaetian Railway train experiences
- Culinary delights – Andreas Caminada
- Nature and lakes
- Thermal water & world-class spas



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VICTORIA-JUNGFRAU Grand Hotel & SPA

VICTORIA-JUNGFRAU Grand Hotel & SPA.

The VICTORIA-JUNGFRAU Grand Hotel & Spa has 216 rooms, of which 106 are junior suites or suites. These oases of hospitality are surrounded by all the facilities you would expect of a tradition-conscious luxury hotel, including two restaurants, two bars, SPA NESCEENS and 22 conference and banqueting rooms, amidst the Bernese Highlands and its peaks and natural beauties.

Highlights & News

- Newly renovated rooms with guaranteed air conditioning
- 55,000 ft²/5,109 m² SPA Nescens –indoor swimming pool and Wellness area
- Suitable for intergenerational vacations (Family Suites, Connecting rooms, Duplex Suites)
- Virtuoso and Signature Hotel offering benefits



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Principality of Liechtenstein

Liechtenstein Marketing.

Located at the heart of Europe between Switzerland and Austria, Liechtenstein's 62 mi²/160 km² are well worth discovering. Liechtenstein is the sixth-smallest country in the world. The principality is a constitutional hereditary monarchy on a parliamentary and democratic basis. Pure nature, hiking-trails or impressive modern and traditional architecture as well fascinating museums waiting to be discovered.

Highlights & News

- Liechtenstein-Trail: Discover one country in 6 days with our new LIStory-App
- Enjoy princely moments at the Princely Winery and have a virtual visit at castle Vaduz in our new theater
- Citytrain Vaduz: 35 min. sightseeing-tour around Vaduz



LIECHTENSTEIN

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Chapel Bridge, Lucerne

Lucerne Tourism.

The Lucerne - Lake Lucerne Region is situated in the heart of Switzerland and the city of Lucerne itself is nestled in a magnificent landscape characterized by mountains and its eponymous lake. Charming Lucerne is brimming with things to do; Century old sights such as the Chapel Bridge and the historic Old Town, museums, shopping, festival and events during all year.

Highlights & News

- Chapel Bridge: Built in the 14th century – the most photographed monument in Switzerland
- Shopping in the medieval old town
- Festivals and events all year round like the famous Lucerne Festival
- New winter attraction with the LILU festival of lights in January



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Pilatus cogwheel train

Mount Pilatus.

Lucerne's landmark mountain and the closest mountain excursion to Lucerne, Mt. Pilatus (7,000 ft/2,133 m) is the perfect peak. With its wide variety of attractions and activities it offers a unique Alpine experience. The "Golden Round Trip" combines a scenic lake cruise, a ride with the world's steepest cog-wheel railway, aerial cableway "Dragon Ride" and panorama gondolas.

Highlights & News

- Golden Round Trip
- New Dragon Glider
- New Treetop Path
- New Dragon World



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Rigi Kulm

Mount Rigi.

The summit of Mt. Rigi offers breathtaking 360° views all year round. The cog railways from Goldau and Vitznau (Europe's oldest mountain railway dating back to 1871) and the aerial cableway from Weggis allow visitors to come and go in a variety of ways for interesting round trips that can be combined with a boat journey on Lake Lucerne. Climb aboard, take a seat, and enjoy the ride!

Highlights & News

- One-of-a-kind panoramas of the Swiss Alps
- Take in the pristine environment and unique natural surroundings that Mt. Rigi has to offer
- Hiking: with miles of marked hiking trails, there is something for every age and ability level
- Relaxation: come up and pamper yourself at the beautiful Rigi Kaltbad Mineral Bath & Spa



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Titlis Rotair

Mount Titlis.

Mt. Titlis, Lake Lucerne Region's only publicly accessible glacier is home of the world's first revolving cable car and Europe's highest suspension bridge. A wide variety of attractions and activities await you on the way up and on the summit, making it a spot not to miss.

Highlights & News

- Titlis Rotair: The world's first revolving cable car
- Titlis Cliff Walk: Europe's highest suspension bridge
- Titlis Glacier Cave: A magical world of ice awaits! Experience the 5,000 year old ice
- Take a guided tour at the monastery of Engelberg, founded 1120



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Discover Switzerland:
Top three itineraries.



— 3-day tour

From Lucerne via Interlaken to Zermatt: the journey begins at Lake Lucerne and takes you across the Jungfrau Region to the Matterhorn.

— 5-day tour

From West to East: starting at Lake Geneva, the tour leads via the Jungfrau Region and the Matterhorn to St. Moritz and ends in sunny Ticino.

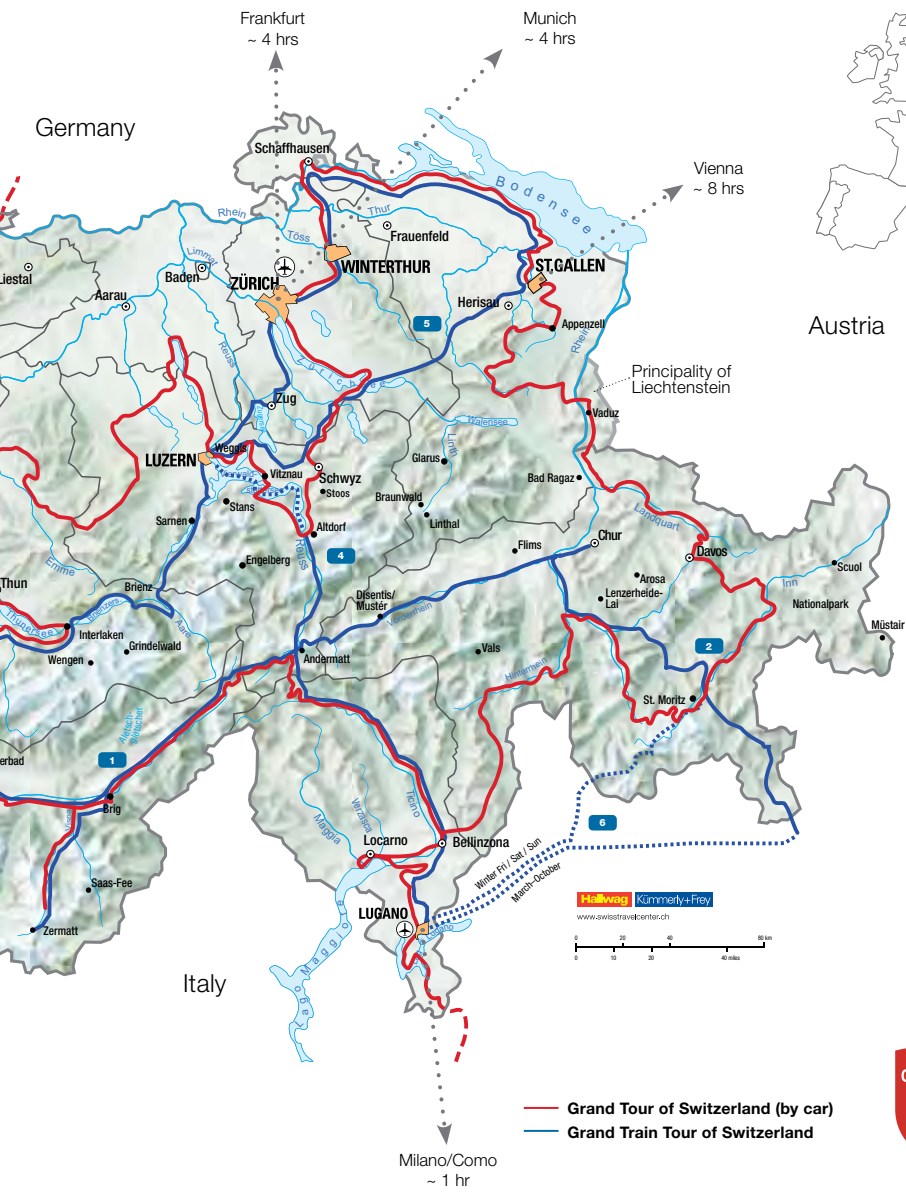
— 10-day tour

See all the famous sites, including some secret tips: discover diverse landscapes and several cities on this comprehensive Switzerland tour.



The top Premium Panoramic Trains and scenic routes

- 1 **Glacier Express:** Zermatt–Brig–Andermatt–Disentis–Chur–St. Moritz
- 2 **Bernina Express:** Chur–St. Moritz–Bernina Pass–Tirano. The section Tirano-Lugano is by bus, operated only in summer
- 3 **GoldenPass Line:** Montreux–Zweisimmen–Interlaken
- 4 **Gotthard Panorama Express:** Lucerne–Flüelen (by boat)–St. Gotthard–Bellinzona–Locarno/Lugano
- 5 **Voralpen Express:** Lucerne–Rapperswil–St. Gallen
- 6 **Palm Express:** St. Moritz–Maloja Pass–Chiavenna–Lugano (by bus)
- 7 **Chocolate and Cheese trains:** roundtrip excursions



The Grand Tour is signposted in a clockwise direction.



Bürgenstock Hotel, Lake Lucerne

The Bürgenstock Selection.

Bürgenstock Hotels & Resort Lake Lucerne, owned and operated by The Bürgenstock Selection, is in the heart of Switzerland, overlooking the breathtaking deep blue glittering Lake Lucerne and the foothills of the Alps, a fantastic resort – offering an unmatched resort experience, above the clouds.

Highlights & News

- The Schweizerhof Hotel & Spa Bern is now part of the Virtuoso Luxury Network, as of 10/2020
- The Bürgenstock Resort has just confirmed the World Economic Forum for May 2021
- The Bürgenstock Resort rated #11 out of 50 “Top Spa Destinations of the World” by Conde Nast Traveler Readers’ Choice Awards 2020



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Excursion ship on Lake Lucerne

Lake Lucerne Navigation Company.

The Lake Lucerne Navigation Company provides excellent service to and from all the mountain railway and cableway systems (Pilatus, Rigi, Stanserhorn and Titlis). Scheduled departures all year round offering round trips on Lake Lucerne from 1 hour to 5 ½ hours. We offer culinary cruises for individual travelers and groups. On the Panorama-Yacht Saphir, we provide a free audio guide in 12 languages.

Highlights & News

- Year-round lunch cruises
- Sunset dinner cruise on steamboat in Summer
- Hourly connections to Kehrsiten-Bürgenstock with hybrid Catamaran
- Boat charter up to 400 banquet seats



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Radisson Blu, Andermatt

Radisson Blu Hotel Reussen.

Andermatt is an authentic and charming mountain village. The new basecamp to discover this spectacular nature is the Radisson Blu. As a modern fusion of a Swiss chalet with Scandinavian design, the hotel offers a warm and cozy atmosphere. The restaurant artfully blends Swiss ingredients and recipes from the surrounding. The open lobby bar invites you to relax with an open fire place. Moreover, the hotel offers an extensive spa.

Highlights & News

- Brand new mountain retreat in the Swiss Alps
- Unique design: A fusion of Swiss chalet and Scandinavian design
- A Restaurant with a locally influenced cuisine
- Andermatt: A charming Swiss mountain village
- A mix of historic Alpine village and the modern sustainable tourism development in the Alps



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Aerial view of Zurich's Old Town

Zürich Tourism.

Zurich, the vibrant and elegant metropolis is located on Lake Zurich amidst stunning nature and mountains. 2,000 years of history are coming alive in its charming Old Town, which is bustling with life. Art connoisseurs and culture enthusiasts have over 50 museums and more than 100 galleries to choose from. City explorers can discover the contrast between the Old Town, and the modern neighborhoods such as Zürich-West.

Highlights & News

- Nature lovers will be delighted with the city's location on the lake, the lush forest and park landscape and short distance to the Swiss Alps
- Considered one of the design capitals of Europe, Zurich is packed with awe-inspiring art, architecture, graphics and design
- Since September 2020, Zurich has a new attraction – the magical Lindt Home of Chocolate



**Zürich,
Switzerland.**

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REMEMBER



Abbey library, UNESCO World Heritage Site

St.Gallen-Lake Constance.

St.Gallen lies between Lake Constance and Mount Säntis, nestled in a verdant Alpine valley and has all the panache of a cosmopolitan city. Designers watch trolley buses trundle by as they discuss the latest fashions presented on runways in Paris, Milan and New York. Business men in suits eat world-famous St.Gallen bratwurst while standing on a street corner in front of a butcher shop.

Highlights & News

- Third oldest, most beautiful library in the world.
- 800 year old textile industry that still produces the world's top embroidery
- Oldest brewery in Switzerland
- Hub for exploring Eastern Switzerland
- St.Gallen is bordering Germany, Austria and Liechtenstein. This is unique in Europe




St.GallenBodensee
explore enjoy learn

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El Paradiso Mountain Club Terrace

St. Moritz.

Some places are simply unlike any other; St. Moritz is one such place. St. Moritz is stylish elegance surrounded by wild natural beauty. Breathtaking landscapes meet culinary extravagance, high-class events, and luxury. The St. Moritz lifestyle is an intriguing mix of glamorous savoir vivre, sport, prestigious events and a cozy, feel-good atmosphere.

Highlights & News

- Sleep + Ski Offer for 50 USD (65 CAD) per person and day during the entire winter season
- Alpine Romance. A “must”: Sunset at Muottas Muragl
- Mountain Railways inclusive in summer season
- The new Excellence Class on the Glacier Express between St. Moritz and Zermatt



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Gerra Gambarogno, Ticino

Ticino Tourism.

Ticino: Swiss quality and Italian lifestyle. We take care of the promotion of the region, matching and providing support to foreign buyers with local suppliers. Ticino, the part of Switzerland where people speak Italian. A region rich of contrasts: palm trees and glaciers, lakes and mountains, gourmet restaurants and grottos.

Highlights & News

- Ticino Ticket: get a daily value of \$100, enjoying free public transport in the whole region
- White Merlot: a must try! Nowhere else in the world you'll find it
- Three Castles of Bellinzona: an impressive UNESCO World Heritage Site
- Locarno Film Festival: movies under the stars



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REMEMBER



Savoy Hotel Baur en Ville, Zurich

Savoy Hotel Baur en Ville.

The legendary Zurich luxury hotel, Savoy Baur en Ville, stands like a solid rock on Paradeplatz and busy Bahnhofstrasse since 1838. The Grande Dame, the prime hotel in Zurich city center, has the best views of the hustle and bustle of Zurich's old town and vibrant business district. Warm-hearted, as always, we welcome you with hospitality and personal service.

Highlights & News

- Over 180 years of history
- Situated in the middle of the historical old town
- Located directly on the famous shopping mile Bahnhofstrasse
- Perfect starting point to explore the mountains (Zurich Hub)



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Lavaux, Lake Geneva

Lausanne Montreux Riviera.

The Lake Geneva Region with majestic panoramic Alpine views, a mild climate and Mediterranean vegetation is a breathtaking beauty. The Lake Geneva Region Tourist Office promotes the region’s tourism industry in Switzerland and abroad. We provide all the information you need to know to organize a tour and create your packages or to find a venue for your next event. Be inspired and offer the best experience to your clients!

Highlights & News

- Lavaux Vineyards-UNESCO World Heritage Site
- The Olympic Museum
- Glacier 3000
- Chillon Castle
- GoldenPass Line (MOB)
- Maison Caillers



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Geneva with the Jet d'Eau

Geneva Tourism.

With its prime location on the banks of Lake Geneva, the city provides breathtaking views and serves as the ideal starting point to the Alps. Geneva is renowned as the cradle of luxury watchmaking, as well as “Peace Capital”. The vibrant cultural life and world-class events of this cosmopolitan boutique town offer experiences to cherish forever.

Highlights & News

- Watches & Wonders: unique and immersive experience of watchmaking
- First edition of the Sculpture Garden, Geneva Biennale
- Geneva beach at the entrance of the city
- Hotel openings: 2,000 extra bedrooms by 2022



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Bernina Express at Lago Bianco

Swiss Travel System.

Simply beautiful, simply comfortable: The Swiss Travel System is the perfect way to discover the delights of Switzerland. The all-in-one ticket Swiss Travel Pass is the key for navigating the world's densest transport network and includes unlimited travel by train, bus and boat - panorama included.

Highlights & News

- Swiss Travel Pass: Switzerland's all-in-one ticket. Validity: 3, 4, 8 or 15 consecutive days
- Criss-cross the entire train, bus and boat network in Switzerland to your heart's content
- Free admission to more than 500 museums, 50% discount on mountain excursions, public transportation in more than 90 towns



Switzerland.
by train, bus and boat.

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