



**Switzerland.**



**Switzerland.**

Skiing the Swiss Alps with Ski.com.  
With John Frasca.





**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



Fabia Imhof

[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. What is the name of the modern show dairy where the Gruyère AOP cheese is produced?
2. From what ski resort can you take the famous Bernina Express to Italy?
3. What is in the turrets of the Gstaad Palace Hotel?

Send your answers to [nyc.trade@switzerland.com](mailto:nyc.trade@switzerland.com) by Monday, December 7th, 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 “How to travel to and within Switzerland”:

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

How to travel to and within Switzerland



# Hotel Giardino Mountain \*\*\*\*\* Superior.



The hideaway Giardino Mountain features relaxed luxury and casual alpine chic. The comfortable rooms and suites have wood elements in the rooms and the exclusive designer furniture and decorative elements reflect the guests' modern lifestyle and satisfy the desire for contemporary luxury and relaxation.

- 78 rooms
- Top-notch dining options
- Dipiù Spa





# Hotel Giardino Mountain \*\*\*\*\* Superior.



Switzerland.

Contact and further information:

- +41 81 836 63 00
- [welcome@giardino-mountain.ch](mailto:welcome@giardino-mountain.ch)
- [www.giardino-mountain.ch/](http://www.giardino-mountain.ch/)



# Parkhotel Beau Site\*\*\*\* superior.



Experience a friendly and uncomplicated service that is prepared to meet all your wishes. Besides comfortable elegant rooms and luxurious suites, the Parkhotel offers a diverse top-level cuisine and a spacious pool and wellness area with a large selection of body, mind, and beauty treatments.

- 88 rooms
- 5 different restaurants
- Spa area





# Parkhotel Beau Site \*\*\*\* superior.



Switzerland.

## Swiss Bike Hotel

Contact and further information:

- [+41 27 966 68 68](tel:+41279666868)
- [info@parkhotel-beausite.ch](mailto:info@parkhotel-beausite.ch)
- [www.parkhotel-beausite.ch](http://www.parkhotel-beausite.ch)



# Hotel Matthiol \*\*\*\* Superior.



Switzerland.

The hotel Matthiol Superior is located next to the forest and in front of the spectacular Matterhorn in Winkelmatten. Natural materials and warm colors will make you feel at home during your stay. The mountain restaurant Stafelalp, which is located at 7,218 ft / 2,200m altitude under the Matterhorn north face, is also part of the Matthiol Boutique Hotel. You will find Stafelalp on the slopes during winter and in the middle of the hiking paths during summer.

- 33 rooms
- Spa area
- Mountain restaurant Stafelalp



#INLOVEWITHSWITZERLAND



# Hotel Matthiol \*\*\*\* Superior.



## Swiss Bike Hotel

Contact and further information:

- +41 (0)27 968 17 17
- [www.matthiol.ch/](http://www.matthiol.ch/)
- [info@matthiol.com](mailto:info@matthiol.com)

# Swiss Chocolate Adventures.

## Läderach Chocolate Adventures:

- Tour with explanation of the cocoa bean and how the chocolate is created in Bilten
- Taste a variety of Läderach specialties
- Watch how the chocolate specialties are handmade in the factory in Ennenda



More info on: [www.myswitzerland.com/laederachchocolateadventures](http://www.myswitzerland.com/laederachchocolateadventures)

## Chocolate Train from Montreux to Broc:

- Enjoy coffee and chocolate croissants during a train ride with spectacular views
- Free admission to the show dairy "La Maison du Gruyère" and the chocolate factory of Nestlé Cailler in Broc
- The Swiss Travel Pass (Flex) is valid on this route, surcharge for seat reservation and additional services



More info on: [www.myswitzerland.com/chocolatetrain](http://www.myswitzerland.com/chocolatetrain)



# Swiss Culinary Tours.



Switzerland.

## La Maison du Gruyère AOP:

- “La Maison du Gruyère AOP” is a modern show dairy that produces Le Gruyère AOP cheese
- Located in Pringy near Gruyères
- Listen to cow bells ringing, pet a cow, smell the fragrance of Alpine hay and taste mild, ripe or even fresh cheese



## Grotto tour on Lake Lugano:

- A culinary tour of discovery by boat on Lake Lugano
- Visit grottos, which are a kind of tavern, and enjoy delicious Ticino specialities
- The tour starts in Lugano and is available during the summer months



More info on: [www.myswitzerland.com/lamaisondugruyereaop](http://www.myswitzerland.com/lamaisondugruyereaop)

More info on: [www.myswitzerland.com/grottotouronlakelugano](http://www.myswitzerland.com/grottotouronlakelugano)

# YOUR WINTER VACATION EXPERIENCE: SKIING THE SWISS ALPS WITH SKI.COM








Welcome to our backyard/paradise – The Swiss Alps!





# WHY Ski.com

-  49+ years in the ski-travel industry
-  Largest provider of ski vacation packages in North America & Switzerland
-  Complete ski-vacation packages to 120+ of the most popular resorts in North America, Europe, South America, and Japan.





# 16 MAJOR SWISS SKI RESORTS +

ANDERMATT

AROSA

CRANS MONTANA

DAVOS

ENGELBERG

FLIMS-LAAX

GRINDELWALD

GSTAAD

INTERLAKEN

KLOSTERS

SAAS FEE

ST. MORITZ

VERBIER

WENGEN

ZERMATT

Villars-new



# SWITZERLAND RESORTS IN PERSPECTIVE











# THE PAUSE

- We have been very busy during these unusual & trying times in our industry.
- Rather than stay still.
- We have been enhancing our product.
- New destinations
- New technology



# WHAT'S NEW FOR WINTER '20 – 21 & Beyond

- 
-  **New hotels – we are constantly adding new properties**
  -  **New Chalet properties – for clients looking for non hotel accommodations**
  -  **New Minimum Stay Policies & RSVP policies (Refundable Ski Vacation Package)**
  -  **Dedicated Group section on our website (pair up with a specialist by destination)**
  -  **Move live inventory with our hotel partners**

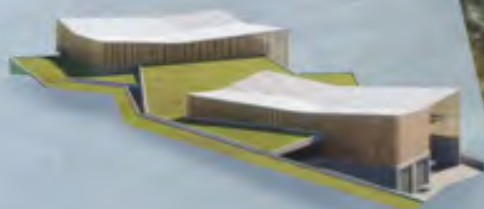


JUNGFRAU  
TOP OF EUROPE



New, ultra-modern aerial gondolas

Journey time  
47 minutes quicker



Best Terminal

In the Alps with shops, food  
and direct public transport links

FIGER

JUNGFRAUJOCH - TOP OF EUROPE

EIGERGLETSCHER

MÄNNLICHEN

GRINDELWALD TERMINAL



# MOST POPULAR SWISS RESORTS



Zermatt



St. Moritz



Jungfrau Region



Gstaad








Engelberg





# TOP SELLING RESORT: ZERMATT

-  3.5 hours from Geneva or Zurich by train
-  Accessible by private transfer from Milan
-  Car-free pedestrian village
-  In the shadow of the iconic Matterhorn
-  Ski to Italy for lunch





# Zermatt direct connect partners

Grand Hotel Zermatterhof



Hotel Schweizerhof





# Zermatt direct connect partners

Hotel Albana Real



Hotel Alex





# Zermatt direct connect partners

Hotel Riffelhaus



Hotel Continental





# TOP SELLING RESORT: ST. MORITZ

- 
- 🛷 Accessible by private transfer from Milan
  - 🛷 Accessible by train from Zurich or Geneva
  - 🛷 150+ years of winter tourism
  - 🛷 World-class lodging, dining, and shopping
  - 🛷 Miles of cross-country ski trails and winter hiking trails
  - 🛷 Bernina Express to Italy



# St. Moritz direct connect partners

Badrutt's Palace



Hotel Carlton





# St. Moritz direct connect partners

Kempinski Hotel



Giardino Mountain





# St. Moritz direct connect partners

Art Boutique Hotel  
Monopol



Nira Alpina Hotel





# TOP SELLING RESORT: GSTAAD



2 hours and 40 minutes from Geneva by train

Gstaad is on the Golden Pass Panoramic train line

Gourmet dining scene

Exclusive celebrity getaway

Car-free village with boutique shopping

Wellness destination with full spa/wellness facilities

Great for non-skiers

# Gstaad direct connect partners

The Alpina Gstaad



Gstaad Palace





# Gstaad direct connect partners

Le Grand Bellevue



Park Gstaad





# WHAT'S NEW IN OTHER RESORTS



Davos, Switzerland – Hard Rock Hotel direct connect



Villars, Switzerland – Chalet Royalp









Engelberg, Switzerland – Hotel Terrace





# TOP SELLING RESORT: JUNGFRAU REGION

- 
-  Just under 100 miles / 161 km from Zurich by train
  -  3 ski areas offering 132 miles / 213 km of ski runs
  -  3 options of resorts to stay in: Grindelwald, Wengen, Interlaken
  -  Spectacular sightseeing
  -  The Jungfrauoch



# TOP SELLING RESORT: ENGELBERG



2 hours from Zurich by train



Easy day excursion to Lucerne – 40 minutes by train



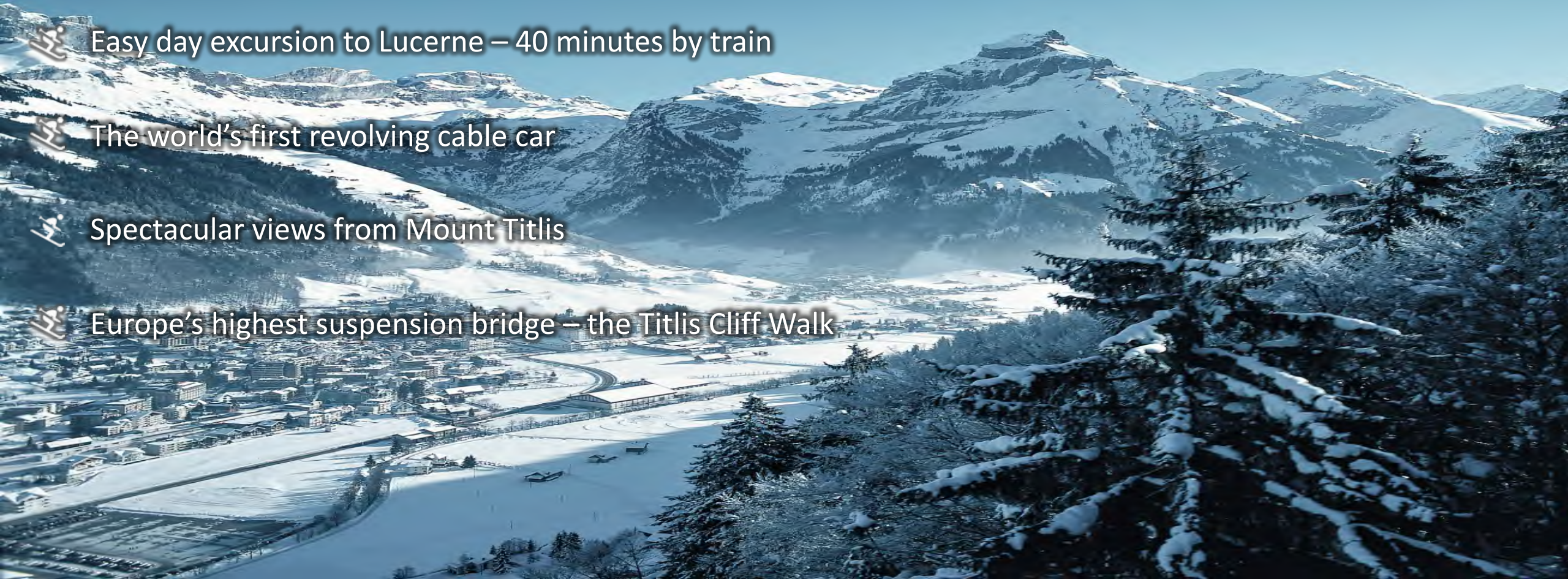
The world's first revolving cable car



Spectacular views from Mount Titlis








Europe's highest suspension bridge – the Titlis Cliff Walk





# CITY HOTELS IN SWITZERLAND

## TOP SELLERS

-  Beau Rivage – Geneva
-  Hotel Bristol – Geneva
-  Mövenpick – Zurich Airport
-  St. Gotthard – Zurich
-  Baur Au Lac - Zurich





# TRAVEL AGENT WEBSITE WWW.SELLMOUNTAINVACATIONS.COM



Our rates are commissionable to travel agents

800-469-8795 AGENTS AVAILABLE 7AM - 9PM MDT



ACCOUNT



## WELCOME TO THE MOUNTAINS

Travel Advisors

### WELCOME TO

#### SKI.COM'S TRAVEL ADVISOR PORTAL

Please log in (or register) here for Ski.com's Travel Advisor website. Here you will find all of the resources you'll need to become a ski specialist and book your clients on their dream ski vacation!

You may create quotes online and send them to your clients from this website. Or, simply use this site to learn about ski destinations and how Ski.com can help you look like a **rockstar!** Our Mountain Travel Experts are ready for your phone calls with their mountain destination expertise and are quick to respond with quotes. Think of us as your one-stop-shop for mountain travel packages!

Ski.com books Winter and Summer mountain getaways! Summer is a spectacular time to be in the mountains. Fresh air, outdoor activities for the whole family, less crowds and very affordable. We can help you select the right getaway destination for your clients.

Thank you for stopping by!

Devra Glynn, Director of Travel Agency Sales, Ski.com

#### SIGN IN

Email

Password

SIGN IN

Welcome to our travel agent portal. Chat with me and let me help you build the right vacation for your clients

Chat

1 minute ago

Write a reply..



# DEDICATED SWISS RESORTS PAGE



Overview



Best-Selling Resorts



Popular Searches



Deals



Snow Reports

A Switzerland ski vacation will please the skier and snowboarder who wants to experience deep-rooted skiing culture and traditional Alpine cuisine, architecture and hospitality.

## WHY WE LOVE SWITZERLAND

1. The Alps' most spectacular peaks, like the Matterhorn and Eiger
2. Incredible cities and international airports, like Geneva and Zurich
3. Close proximity to French and Italian ski resorts
4. Fondue
5. High elevation, snow-sure resorts
6. Abundance of charming, Old-World villages
7. The uber-scenic Interlaken and Jungfrau region
8. St. Bernard dogs
9. The Jungfrauoch railway and other Alpine trains

## DISCOVER YOUR PERFECT SKI VACATION.

If you know the resort that you want, you can navigate there by clicking a link below.

[Andermatt](#)  
[Arosa](#)  
[Crans Montana](#)  
[Davos](#)  
[Engelberg-Titlis](#)  
[Flims](#)  
[Grindelwald](#)  
[Gstaad](#)  
[Interlaken](#)  
[Klosters](#)  
[Saas Fee](#)  
[St. Moritz](#)  
[Verbier](#)  
[Wengen](#)  
[Zermatt](#)



KAY PETRIE

## VACATION EXPERT TIP



One of the coolest things about a Switzerland ski vacation is that you can arrive by train to just about every ski



# BEST SELLING SWISS RESORTS



Overview



Best-Selling Resorts



Popular Searches



Deals



Snow Reports

CALL KAY PETRIE

1-800-908-5000 ext 3623

## BEST-SELLING SWITZERLAND RESORTS



### ZERMATT

Home of the world-famous Matterhorn



### ST. MORITZ

Prestigious ski resort experience



### VERBIER

Freeride capital of the world; awesome off piste



### ENGELBERG-TITLIS

Idyllic, ancient village & unique cable car

## POPULAR SEARCHES

### NEWSLETTER

SIGN UP HERE to get the latest deals, news and snow reports at top resorts worldwide.



### CALL

1-800-908-5000



### QUOTE

request a free quote



Chat with an Expert

# WHAT WE CAN DO FOR YOU

## WHAT WE DO



LODGING



LIFT TICKETS



EQUIPMENT RENTALS



FLIGHTS



GROUND TRANSPORTATION



RENTAL CARS



LESSONS



ACTIVITIES



TRAVEL INSURANCE





# OUR MOUNTAIN TRAVEL EXPERTS

## SKI.COM MOUNTAIN TRAVEL EXPERTS



Yes, we groom our Mountain Travel Experts. What does that mean? Our team of 70 travel professionals is made up of avid skiers and snowboarders who live and breathe mountain culture, and we send them around the world to experience the top ski resorts firsthand.

Averaging 28 years of experience in the ski travel industry, the men and women of Ski.com have toured every hotel, condo, townhome and private home and can help you find your ideal accommodations. Plus, they can package your flights, rental cars, equipment rentals, ski lessons and more, so you're ready to ski even before you embark on your trip. All of these services are free to you. So you don't have to lift a finger—except for clicking a few buttons, that is.

You can email the Ski.com Mountain Travel Experts by clicking on their photos below, or chat now to start planning your next great ski vacation.

### READY TO GO?

Enter your dates in the booking widget above.

Or

QUOTE ME



THANK YOU

CALL US AT 1-866-265-4665  
TO SPEAK WITH A MOUNTAIN TRAVEL EXPERT!





# Are you the Winner?



**Switzerland.**

1. What is the name of the modern show dairy where the Gruyère AOP cheese is produced?
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# Questions.



**Switzerland.**

Please write your questions into the Q&A box.





**Switzerland.**

Webinar with Railbookers.  
Join us on December 17<sup>th</sup> at 12 pm EST.



**Switzerland.**