



**Switzerland.**





Switzerland.

Let's explore Graubunden.

With Brigitta Jud.



# Today's webinar speakers.

## Switzerland Tourism



Nina & Florent

## Graubunden Tourism



Brigitta Jud

# Our Trade Team in North America.



Switzerland.

## New York



Paolo Lunardi



Florin Eggenberger

## San Francisco



Oliver Guggisberg

## Toronto



Oliver Weibel

## Swiss Travel System



Martin Oester



Nina Riesen



Florent Aymon

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

[www.facebook.com/groups/stnatrade](https://www.facebook.com/groups/stnatrade)





Switzerland.

# Win a voucher for a two nights stay in Graubunden. 🏆

Two nights stay in Graubunden in a double room for two persons including breakfast.





# Are you the Winner?



Switzerland.

1. **What is the name of the animal featured on the top right picture of our Zoo and wildlife presentation?**
2. **What is the name of the capital of Graubunden?**
3. **How many languages are spoken in Graubunden? Name them.**

Send your answers to [nyc.trade@switzerland.com](mailto:nyc.trade@switzerland.com) by Tuesday, April 4<sup>th</sup>, 2023



Switzerland.

# E-Learning: “Switzerland Travel Academy”.

Complete six core modules in order to become a certified Switzerland travel expert, then specialize in specific topics such as “Family holidays”. [www.bit.ly/switzerlandacademy](http://www.bit.ly/switzerlandacademy)



## Family holidays

Graduate before Nov. 30<sup>th</sup>, 2023 for a chance to **win flight vouchers for two** to Switzerland.





# Zoos and wildlife parks.



Switzerland.



For more information visit our website [here](#).



# Valsana Hotel Arosa \*\*\*\*S.

The Valsana Hotel, located in the untouched landscape of Graubünden, is **one of the most sustainable Hotels** in Switzerland. The 40 rooms and 9 suites are designed in Chalet-style - trendy and modern, but only with sustainable luxury materials.

The Valsana Hotel offers the Moving Mountain Concept which was created to restore vitality, reconnect with nature and celebrate joy. It includes a weekly activity program with out of the box activities.

- Complete CO2 NEUTRAL infrastructure
- Green Globe certified since 2019
- ICE Battery to heat and cool the hotel and generate energy
- 800 sqm. (8612 sqft.) Valsana Spa inclusive fitness, yoga and tennis center
- Restaurant Twist and Dine Around options with 5 restaurants



# Valsana Hotel Arosa \*\*\*\*\*S.



Switzerland.

Special Offer	
Offer	<b>Stay for 4, pay for 3</b> 5 March - 10 April 2023 16 June – 27 July 2023 6 August -24 August 2023 4 September – 17 September 2023
Including	<ul style="list-style-type: none"><li>• 4 overnight stays for the price of 3 including breakfast</li><li>• Free access to the Valsana Spa and a wide selection of included fitness classes</li><li>• Free minibar and in-room coffee machine</li><li>• Arosa All-Inclusive-Card</li><li>• Including taxes and fees</li><li>• Our half board Dine Around can be booked separately.</li></ul>
Travel Agent Commission	<b>10%</b>
Book via	Book through the links*(in the notes) and let them know that you made the booking to receive the commission or request directly through email to the reservation team <a href="mailto:info@valsana.ch">info@valsana.ch</a>

Swiss Bike Hotels

Snow Sports Hotels

Contact and further information:

- [+41 81 378 63 63](tel:+41813786363)
- [info@valsana.ch](mailto:info@valsana.ch)
- <https://valsana.ch>



# Hotel Waldhaus Sils \*\*\*\*\*.

The Swiss Historic Hotel is led in the 5<sup>th</sup> generation. Since it was opened in 1908 there were many changes inside the hotel but the building always remained the same.

The “Castle on the hill” in the valley of the Engadin, is a paradise for nature lovers. There are beautiful hiking trails in the summer and endless slopes to ski and to go cross country skiing in the winter.

With their own mini-golf course, the Waldhaus Sils offers a big variety of family activities.

- Since 1908 owned and led by the same family
- Uses local products



# Hotel Waldhaus Sils \*\*\*\*\*.



Switzerland.



## Swiss Historic Hotels

Contact and further information:

- [+41 81 838 51 00](tel:+41818385100)
- [mail@waldhaus-sils.ch](mailto:mail@waldhaus-sils.ch)
- <https://waldhaus-sils.ch>





# Let's explore Graubünden!

WEBINAR PRESENTATION



Welcome to Graubunden!



# Contact information

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Alexanderstrasse 24, 7001 Chur  
Switzerland



[contact@visitgraubuenden.com](mailto:contact@visitgraubuenden.com)



Visit Graubunden US



[@visitgraubunden.us](https://www.instagram.com/visitgraubunden.us)



[youtube.com/c/graubuenden](https://www.youtube.com/c/graubuenden)



[twitter.com/visitgraubunden](https://twitter.com/visitgraubunden)



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# Graubünden

## Driving from Zurich

→ **Arosa**  
2 hours 10 minutes

→ **St. Moritz**  
2 hours 30 minutes

→ **Flims Laax**  
1 hour 40 minutes

→ **Davos**  
1 hour 50 minutes

→ **Lenzerheide**  
1 hour 40 minutes



- Alpine circle route
- Glacier Express
- UNESCO Bernina Express
- Silvretta Arena
- 1** Treetop walk
- 2** UNESCO Benedictine Monastery
- 3** 7132 Thermal Baths
- 4** UNESCO Sardona Tectonic Arena
- 5** Rhine Gorge
- 6** Il Spir viewing platform
- 7** Viamala Gorge
- 8** Tamina Gorge
- 9** Tamina Therme
- 10** Toboggan Run
- 11** Arosa Bear Sanctuary
- 12** Heidiland
- 13** Langwieser viaduct
- 14** Madrisa Land
- 15** Landwaßer viaduct
- 16** Wiesen viaduct
- 17** St. Moritz skiing
- 18** Samnaun duty free resort
- 19** Bogn Engiadina
- 20** Tarasp Castle
- 21** Swiss National Park
- 22** UNESCO Welterbe Kloster



# 3-day itinerary in Flims & Scuol

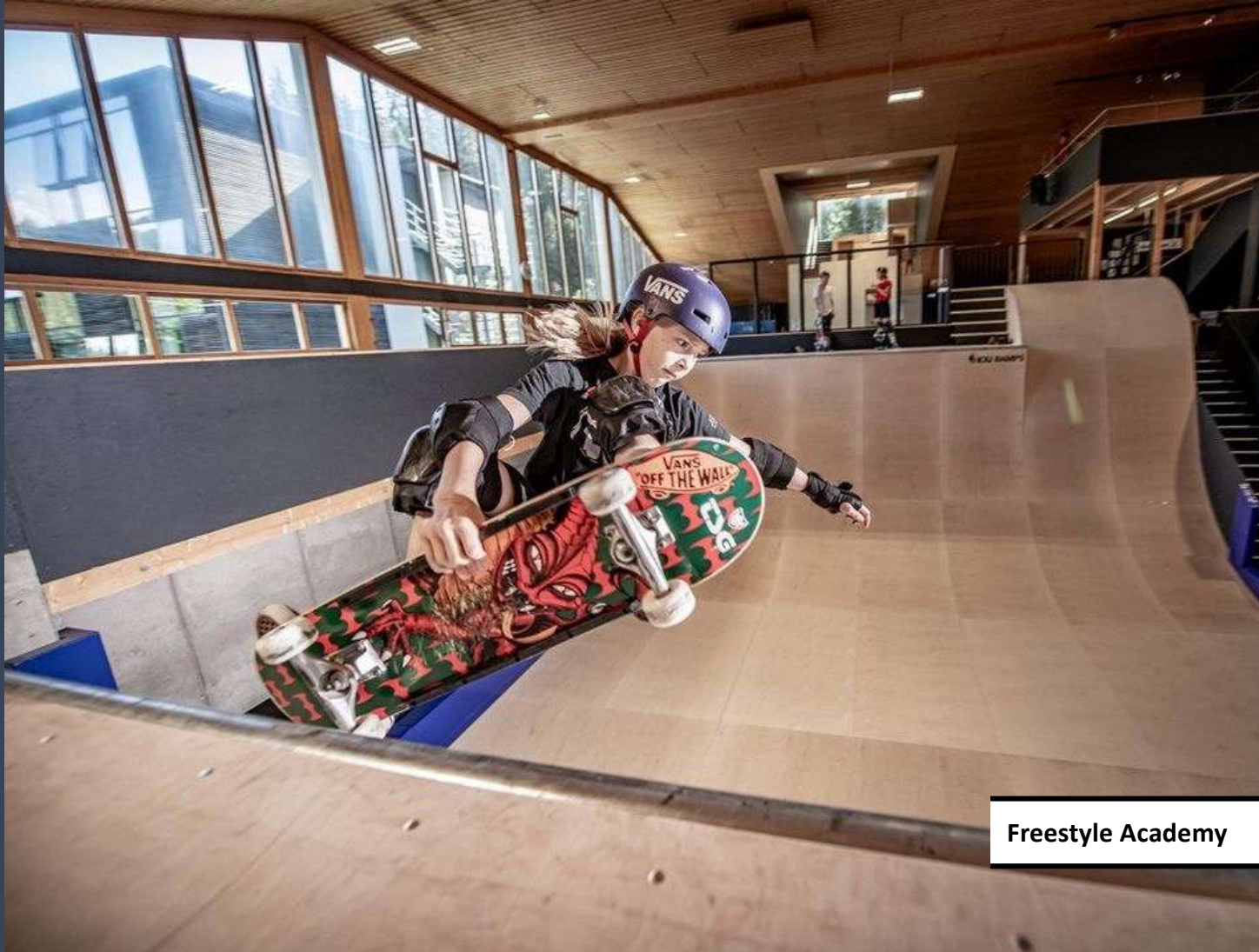


## Day 1

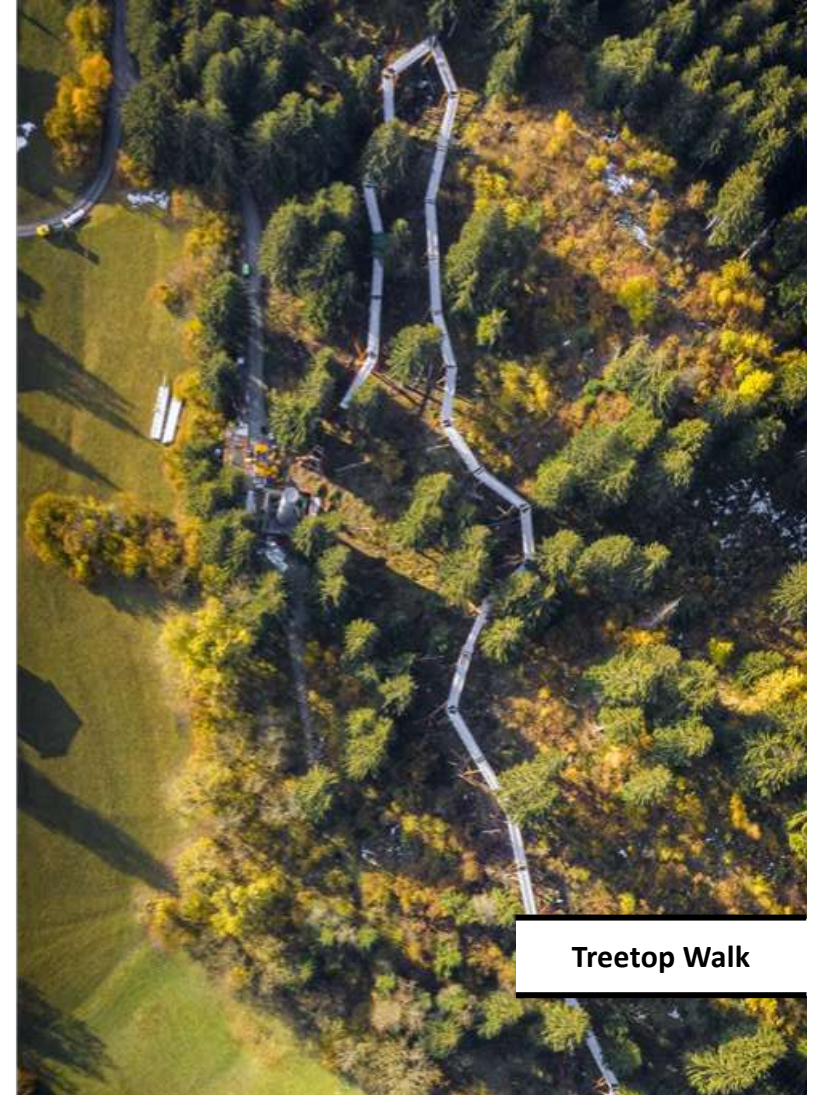
- Arrival in Flims
- Treetop Walk visit OR Freestyle Academy



## Day 1 activities



Freestyle Academy



Treetop Walk



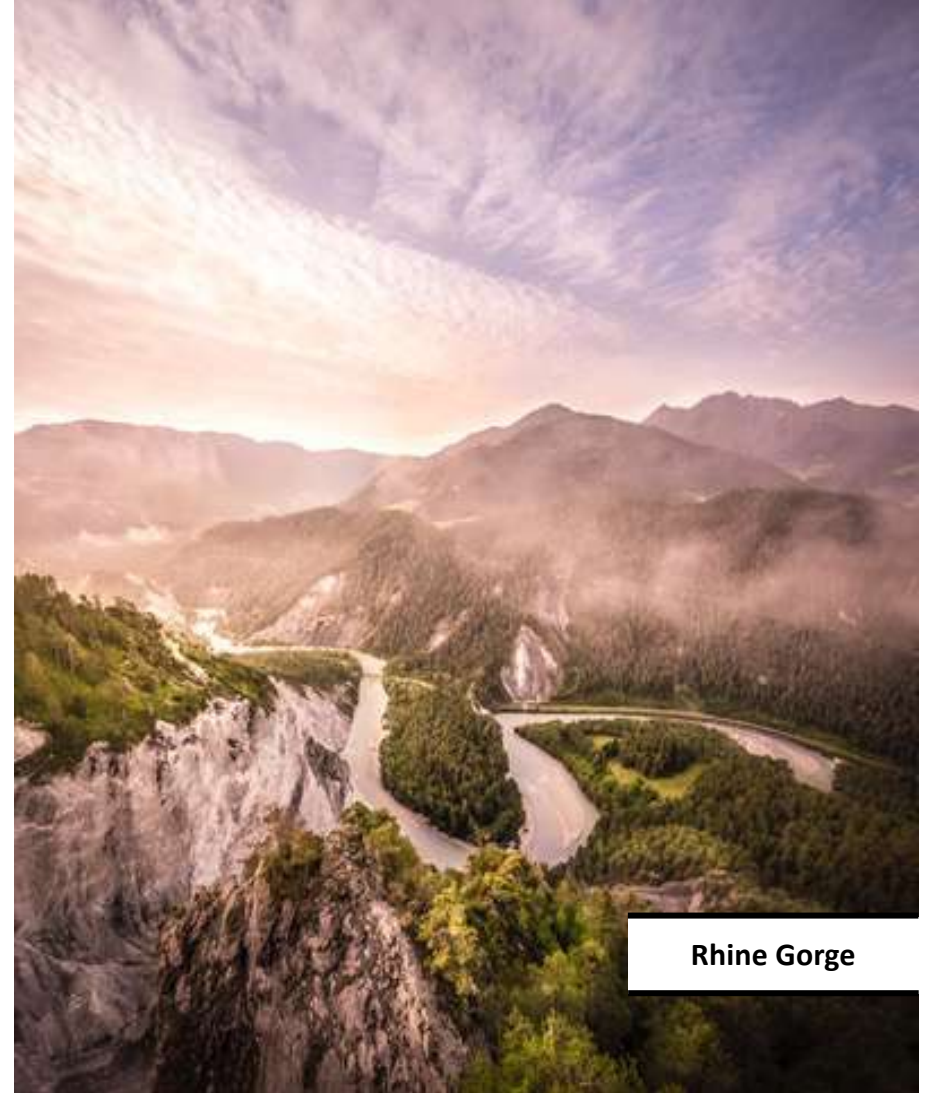


## Day 2

- Visit Lake Cauma
- Short hike to "Il Spir" observation platform for a view of the Rhine Gorge (UNESCO-World Heritage)



## Day 2 activities





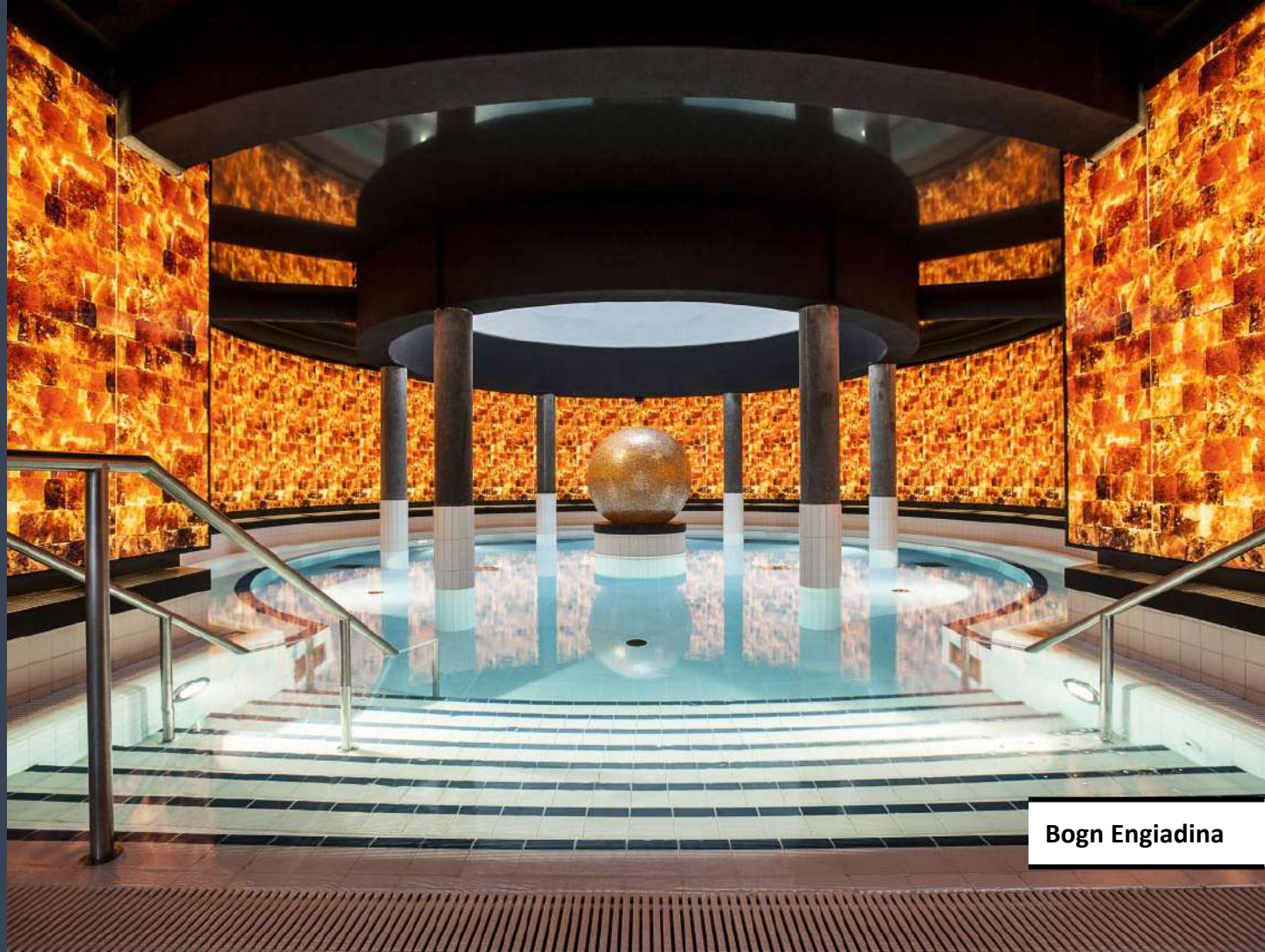


## Day 3

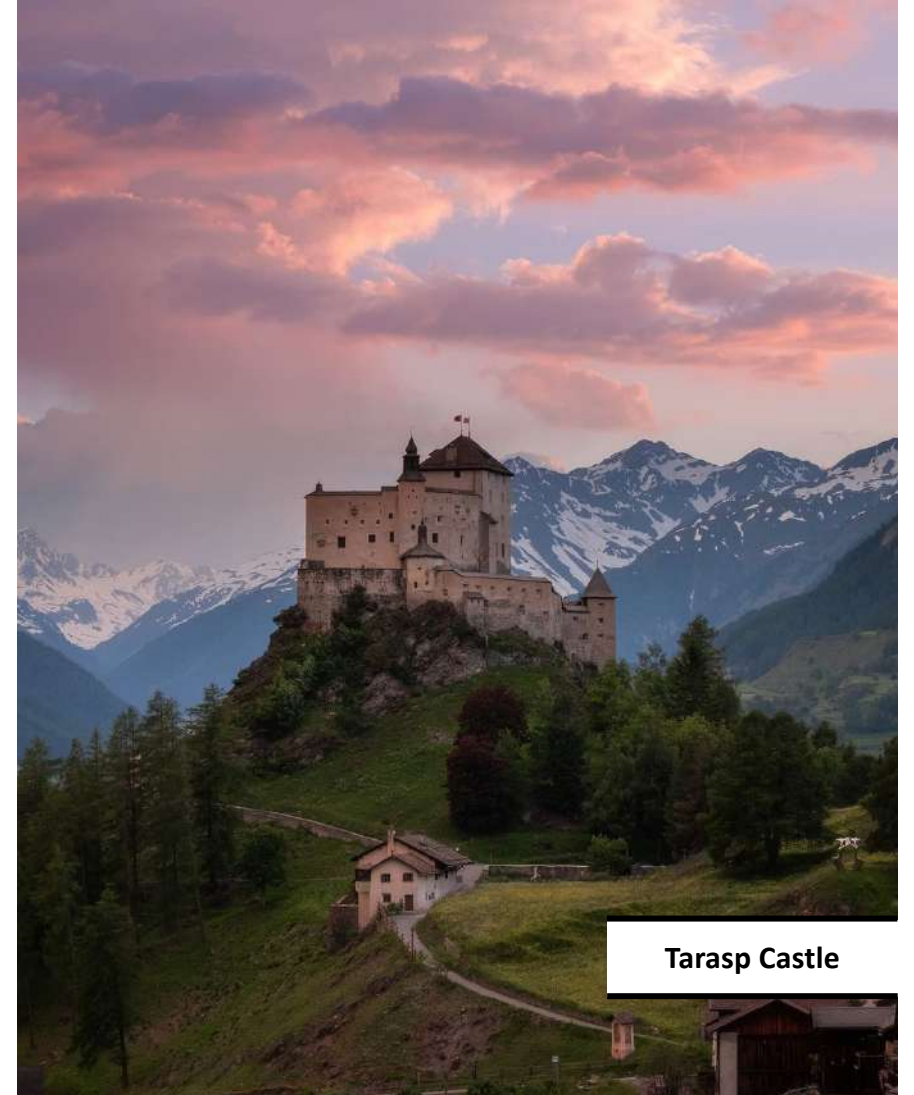
- Travel to Scuol by train (Bernina Express)
- Visit Tarasp Castle or Bogn Engiadina



## Day 3 activities



Bogn Engiadina



Tarasp Castle





## Accommodation

- Rocksresort or Signina hotel in Flims Laax
- Belvédère Hotel in Scuol

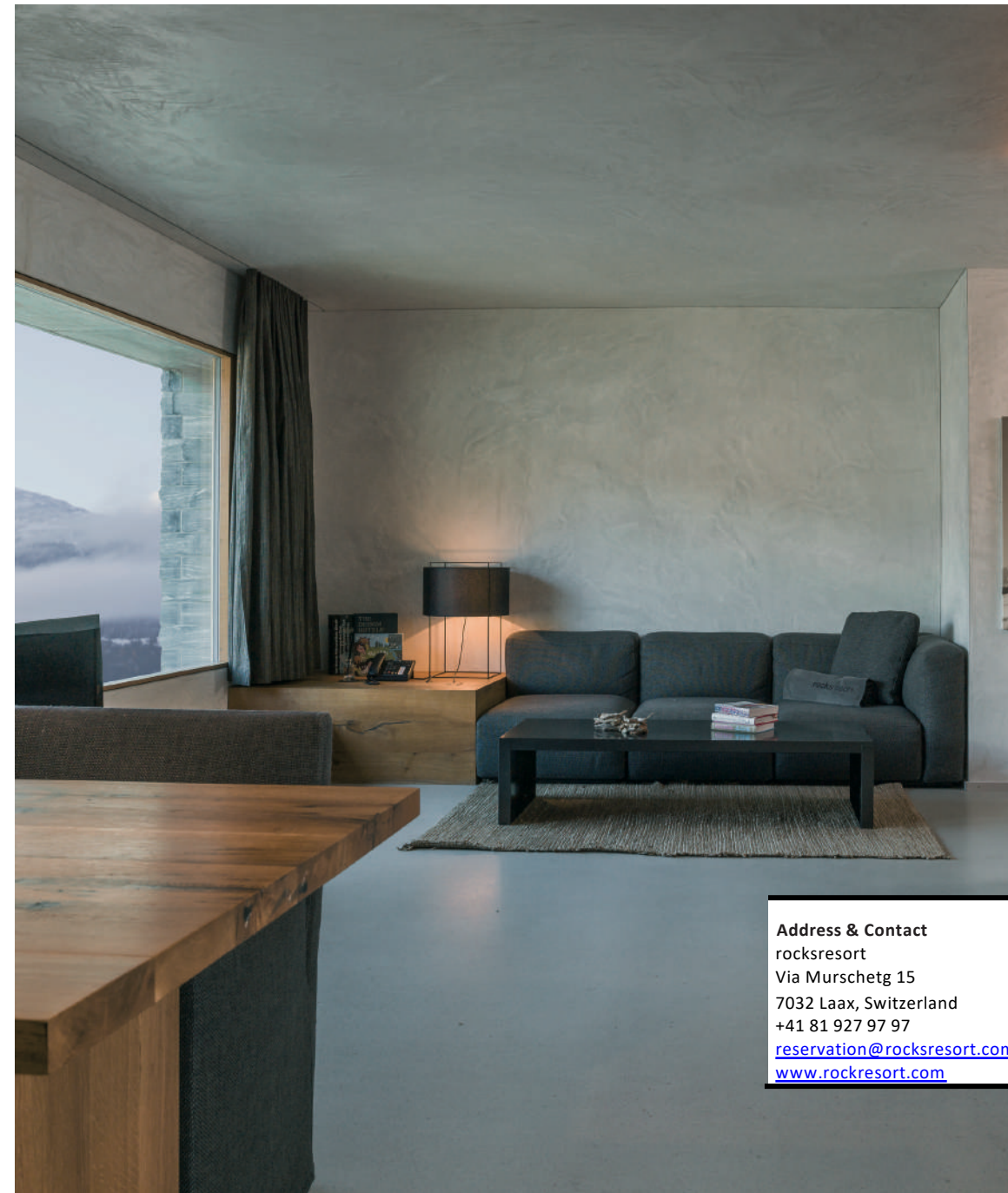


# Rocksresort ★★☆☆

A member of Design Hotels™, the Rocksresort is where urbanity and nature mix harmoniously. Family-friendly and located directly at the LAAX lift station, the Rocksresort redefines the Alpine holiday.

## Hotel Highlights:

- Located at the LAAX lift station
- 8 Restaurants
- Spa & Wellness
- 9 shops



**Address & Contact**  
rocksresort  
Via Murschetg 15  
7032 Laax, Switzerland  
+41 81 927 97 97  
[reservation@rocksresort.com](mailto:reservation@rocksresort.com)  
[www.rockresort.com](http://www.rockresort.com)

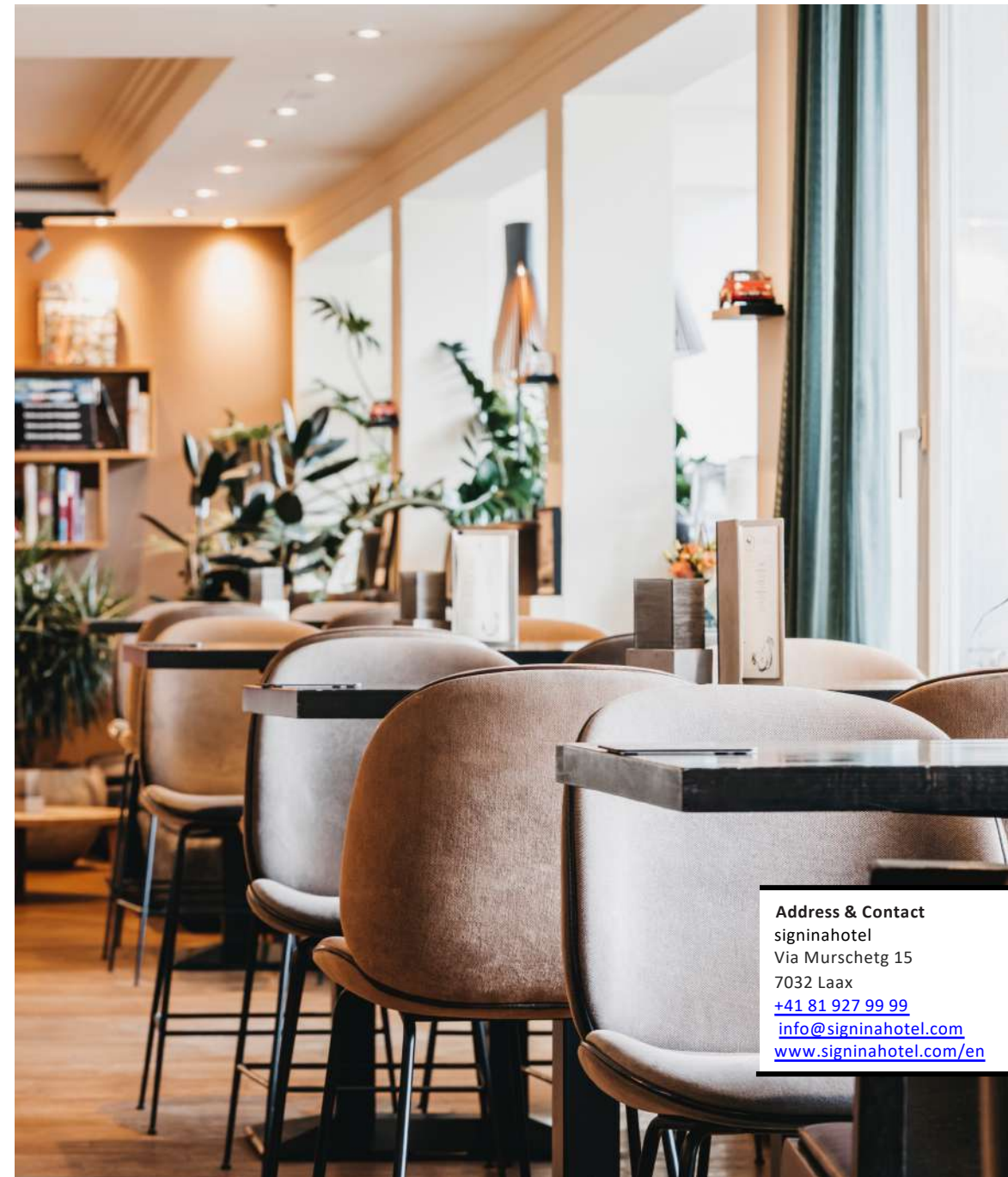


# Signinahotel ★★★★★

Located directly at the Laax Valley lift station, Signina Hotel is the ideal place for active vacations in the Graubunden Mountains. Whether golfing, hiking, biking, or simply enjoying the leisure of summer in the mountains, the collection of rooms, suites, and apartments cater to a guest's every need.

## Hotel Highlights:

- 6 restaurants
- Spa & wellness
- Fitness club



**Address & Contact**  
signinahotel  
Via Murschetg 15  
7032 Laax  
[+41 81 927 99 99](tel:+41819279999)  
[info@signinahotel.com](mailto:info@signinahotel.com)  
[www.signinahotel.com/en](http://www.signinahotel.com/en)



# Hotel Belvédère ★★★★★

Located in Scuol in the Lower Engadine, Hotel Belvédère is a contemporary, wellness and family hotel with a traditional main building that has been delighting guests since 1876.

## Hotel Highlights:

- Unlimited daily admission to the Engadine Bad Scuol, bus and mountain railways
- Spa Vita Nova
- 3 Restaurants & Sun Terrace



**Address & Contact**  
Hotel Belvédère  
Stradun 330 - 7550  
Scuol, Switzerland  
+41 81 861 06 06  
[info@belvedere-scuol.ch](mailto:info@belvedere-scuol.ch)  
[www.belvedere-scuol.ch](http://www.belvedere-scuol.ch)



# 3-day itinerary in Lenzerheide & Celerina

## Day 1

Arrival in Lenzerheide  
Afternoon activities (Lake Heidsee, Rothorn Mountain)

## Day 2

Private walking theme tour, afternoon Toboggan Run including visit of cheese making factory

## Day 3

Travel to Celerina via train (Bernina Express)  
Afternoon activities (Diavolezza Glacier)

## Day 4

Morning activities (Muottas Muragl)  
Departure

## Accommodation



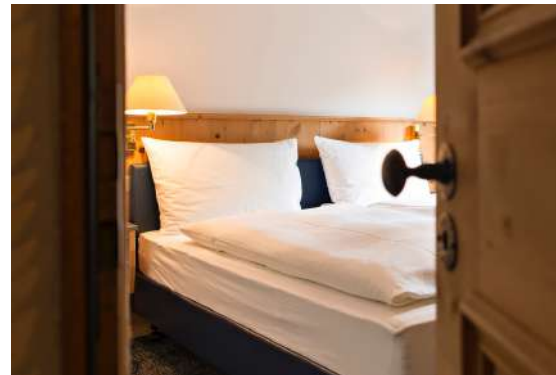
Schweizerhof Lenzerheide

★★★★S



Valbella Resort

★★★★S



Chesa Rosatsch

★★★★



Cresta Palace

★★★★S



# Personal top 5

# My favorite activities



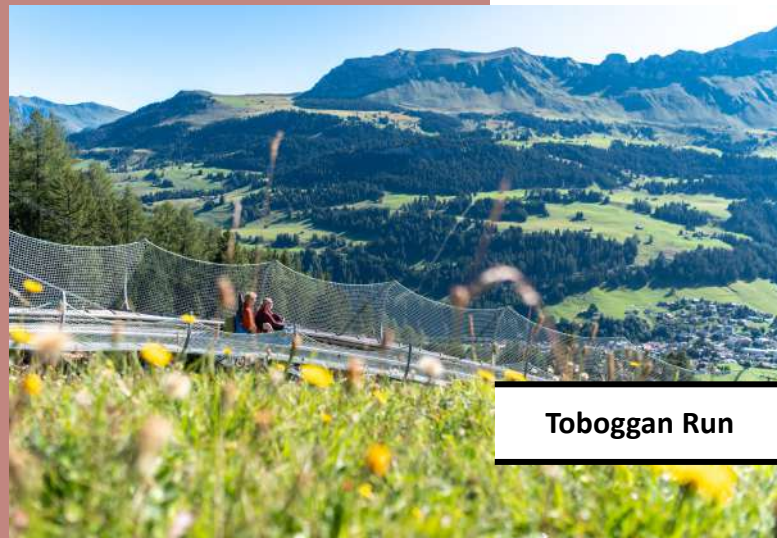
**Il Spir**



**Swiss National Park**



**Heidi Village**



**Toboggan Run**



**Muottas Muragl**



# New in the region



## New in the region

### Rhaetian Railway: World's Longest Passenger Train

In October 2022, the Rhaetian Railway set a new record for the world's longest passenger train. With a length of 1906 meters (1.19 mi.), the Graubünden narrow-gauge railway broke the previous record from Belgium by almost 200 meters (656 ft.). The record was set between Preda and Alvaneu, a section of the UNESCO World Heritage Albula-Bernina line. The world record train had to descend 789 meters (0.5 mi.) and pass 48 bridges and 22 tunnels.





## New in the region

### **Corvatsch: World's Highest Whisky Distillery**

In 2020, Rinaldo Willy and Pascal Mittner from ORMA opened a whisky distillery in the mountain station of the Corvatsch cable car. At 3'303 m above sea level (10'837 ft.), it is the highest in the world. This is more than just a marketing stunt: the altitude has an influence on the distilling behaviour of the spirit and changes its aroma. Those interested can find out what the whisky tastes like during guided tours and tastings at the distillery.

[www.engadin.ch/en/orma-whisky](http://www.engadin.ch/en/orma-whisky)





## New in the region

### **LAAX: World's Longest Treetop Path**

The world's longest treetop path, the Senda dil Dragun (Path of the Dragon), has been in LAAX since summer 2021. It is 1.56 kilometres (1 mi.) long and leads through the forest at a height of up to 28 meters (92 ft.) – always at eye level with the treetops. Visitors learn more about the local fauna and flora on four platforms with seating and information boards.

[www.flimslaax.com/en/outdoor-activities/natural-phenomena/sendadil-dragun](http://www.flimslaax.com/en/outdoor-activities/natural-phenomena/sendadil-dragun)





## New in the region

### **Mulegns: White Tower of Origen**

The cultural institution Origen is building a 29-meter-high (95 ft.) digitally printed white tower in the village of Mulegns on the Julier Pass in 2023. The building will tell of literary celestial journeys, the homesickness of Graubünden emigrants, the bold taste of the Mulegns sugar barons and offer space for art installations, radio play tours and theatre performances. The building is to remain standing for five years.

[www.origen.ch](http://www.origen.ch)





## New in the region

### **Zernez: New Exhibition at the National Park Visitor Centre**

On June 3<sup>rd</sup>, 2023, the Swiss National Park will open a brand new exhibition at its visitor center. Fascinating experience rooms allow visual and acoustic immersion in the mysterious world of untouched nature at the oldest national park in the Alps. For over 100 years, man has largely left the wilderness area between the Lower Engadine and Val Müstair to develop naturally.

[www.nationalpark.ch/en](http://www.nationalpark.ch/en)





# Where & how to book

# On our website

visitgraubunden.com/en-us

## Preferred partners:

Switzerland Travel Centre (STC) , Magic Switzerland, Bucher Travel, European Walking Tours

The screenshot shows the homepage of visitgraubunden.com. The background is a scenic view of snow-capped mountains and a red Bernina Express train. The website header includes the logo 'graubunden', a 'Winter' icon, and language options: EN-AR العربية, 中文, EN-ZH, EN-US. There are buttons for 'CUSTOMIZE YOUR TRIP' and 'BOOK HOTEL'. A navigation menu lists: Experiences, Destinations, Travel information, Special Offers, Hotels & Partners, Travel Trade.

## Alpine Circle

Discover the most beautiful sights of Graubunden individually – on a tour on the Alpine Circle.

[DISCOVER MORE](#)

### Book a Hotel

Search all hotels

Arrival - Departure

1 Adult

[SEARCH](#)

### BEST HOTEL DEALS

Book your stay in one of Graubunden's best hotels.

[BOOK NOW](#)



# Contact us



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Alexanderstrasse 24, 7001 Chur  
Switzerland



[contact@visitgraubunden.com](mailto:contact@visitgraubunden.com)



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[youtube.com/c/graubunden](https://www.youtube.com/c/graubunden)



[twitter.com/visitgraubunden](https://twitter.com/visitgraubunden)



# Are you the Winner?



Switzerland.

- 1. What is the name of the animal featured on the top right picture of our Zoo and wildlife presentation?**
- 2. What is the name of the capital of Graubunden?**
- 3. How many languages are spoken in Graubunden? Name them.**

Send your answers to [nyc.trade@switzerland.com](mailto:nyc.trade@switzerland.com) by Tuesday, April 4<sup>th</sup>, 2023





Switzerland.

Questions.





Switzerland.

# Webinar with Jungfrau Railways.

Join us on April 13<sup>th</sup> at 12 pm EDT.





**Switzerland.**