



Switzerland.



Switzerland.

Basel is ready for the Rhine River Cruises Season.
With Natascha Martin.

Today's webinar speakers.

Switzerland Tourism



Florin & Florent

Basel Tourism



Natascha Martin



Switzerland.

Our Trade Team in North America.

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

www.facebook.com/groups/stnatrade





Switzerland.

Win a Convenience surprise box for Basel. 🏆

Dinner + Lunch + Cruise + Novartis Pavilion + Dry Bag for two.



Are you the Winner?



Switzerland.

1. **What is the last day people can use the special “Unlock free days” offer of the Swiss Travel Pass?**
2. **What is the name of the new “open air architectural museum” in Basel?**
3. **How many river cruise terminals does Basel have?**

Send your answers to nyc.trade@switzerland.com by Tuesday, April 25th, 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 “Basel”. www.bit.ly/switzerlandacademy



Why to fall in love with Basel

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



Switzerland.

Special promotion Swiss Travel Pass.



Unlock free days.
Promotion period: 15 April – 14 May 2023

Stay longer and discover Switzerland's most stunning places along the Grand Train Tour of Switzerland.

Special offer



The image shows a scenic view of a Swiss landscape with a blue and white high-speed train traveling through green hills and valleys. In the background, there are majestic mountains under a clear blue sky. The text 'Unlock free days.' is prominently displayed in white over the landscape, with the promotion period '15 April – 14 May 2023' below it. To the right, a red vertical banner contains the text 'Stay longer and discover Switzerland's most stunning places along the Grand Train Tour of Switzerland.' and a white circular sticker with the words 'Special offer' in red. At the bottom right of the banner is the 'Grand Train Tour of Switzerland' logo, which features a red train on tracks and a mountain peak.

For more information visit www.myswitzerland.com/stpspring

GAIA Hotel****.



Switzerland.

The motto of GAIA Hotel Basel is "Come as a guest, leave as a friend!" Since 1929, the hotel has been offering 86 charming hotel rooms with a central location, featuring art, history, and top-notch comfort.

"GAIA" means "Mother Earth" and embodies the entire ecosystem of our planet. Thus, Gaia offers consistent sustainability, the comfort of a 4-star city hotel, modern technology, and the warm hospitality of a family business.

- exclusively organic products, sauna oasis, business corner
- BaselCard for museums and public transport



GAIA Hotel*****.



Switzerland.

Special Offer	
Offer	5 nights for the price of 4 Book between June 19, 2023 and September 04, 2023 and get a special deal/discount. June 15, 2023 to June 18 ,2023 excluded
Travel Agent Commission	20%
Book via	<i>using the booking code "Yodel2023"</i> <u>welcome@gaiahotel.ch</u>

Typically Swiss Hotels

Contact and further information:

- [+41 \(0\) 61 225 13 13](tel:+41612251313)
- welcome@gaiahotel.ch
- <http://www.gaiahotel.ch>

Welcome to Basel!



One city Three countries

Easy to reach

- By plane: Basel Airport (15m), Zurich Airport (1h)
- By train: 3h from/to Paris
- By boat: departure/arrival of river cruises on the Rhine

Perfect hub for daytrips in three countries

- Lucerne with mount Pilatus
- Interlaken and Jungfrauoch
- Freiburg and Black Forest
- Europapark
- Colmar and Strasbourg



Free BaselCard Upgrade!

Handed out at the check-in at the Hotel
Valid during the entire stay.

Benefits:

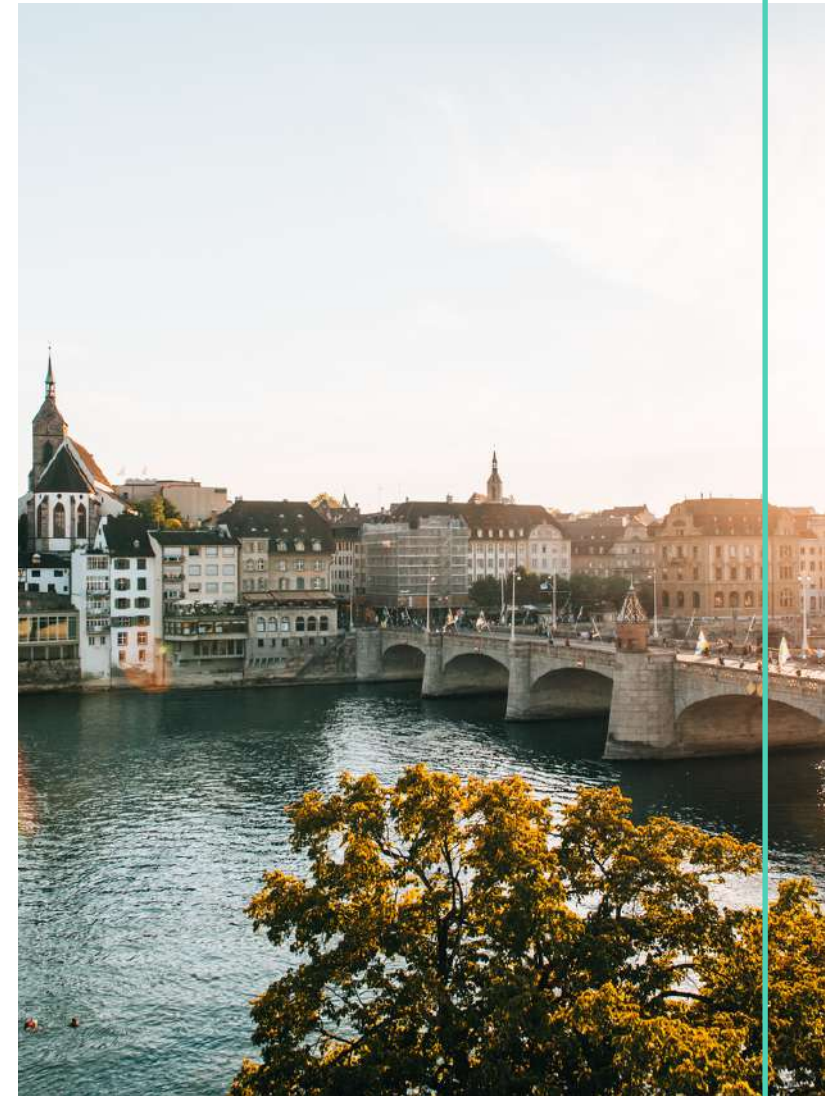
- Free public transport
(Basel City and EAP Airport)
- Free guest WiFi
(hotspots all over the city)
- Guest Basel Bike rental
- 50 % reduction on:
 - museums
 - zoo
 - boat trips
 - public city tours
 - Reigoldswil-Wasserfallen cable car





Basler Münster (Cathedral)

Mittlere Brücke (Middle Bridge)

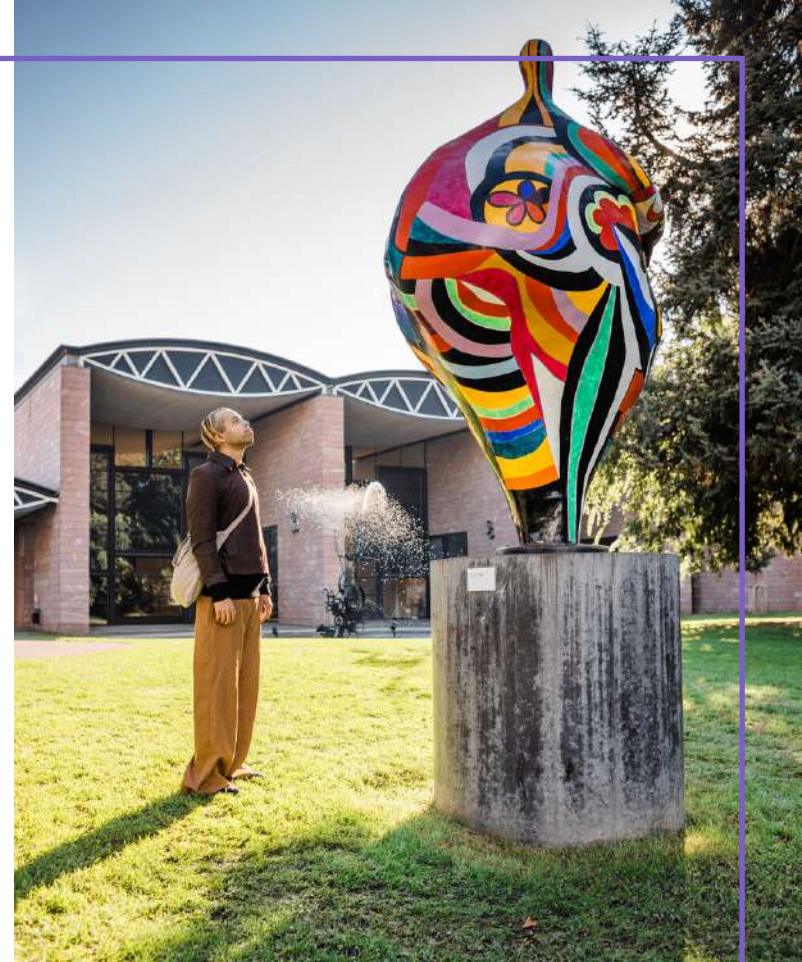
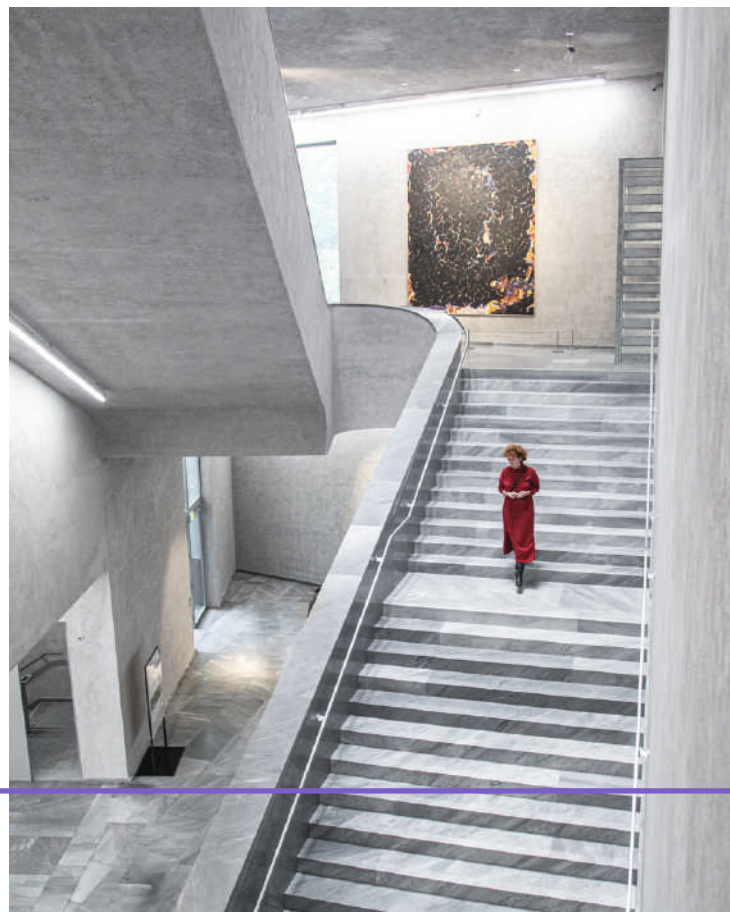


40 Museums



Fondation Beyeler

Kunstmuseum Basel (Museum of Fine Arts)



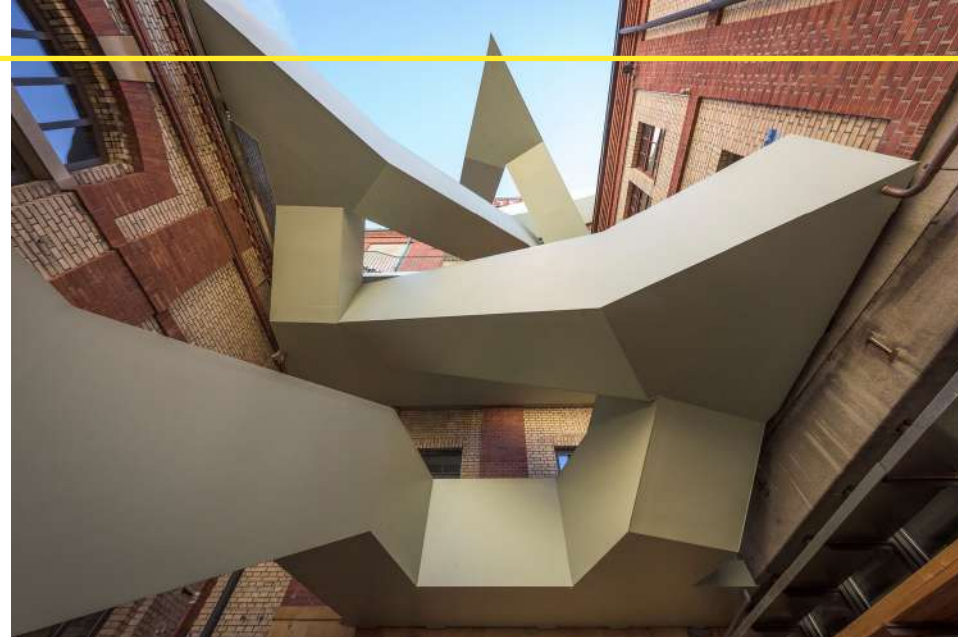
Museum Tinguely

Modern architecture

13 Pritzker Prize winners

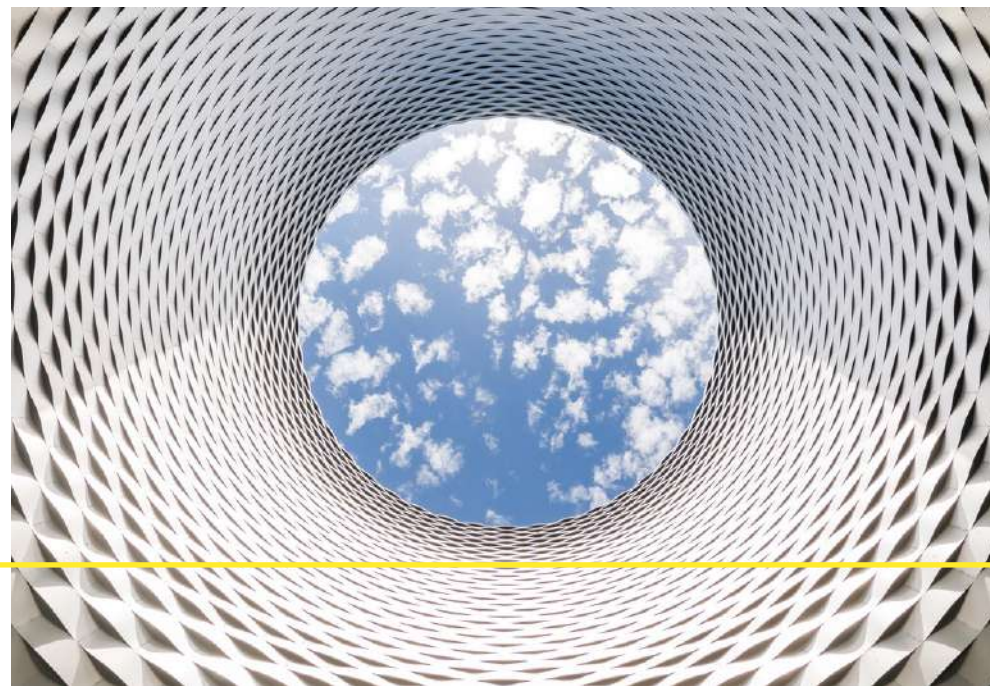


Novartis Campus



Warteck

Skylight at Exhibition Centre



Novartis Headquarters

Novartis Pavillon

- Pavilion designed by Michele De Lucchi
- Interactive permanent exhibition „*Wonders of Medicine*“, which shows how diseases develop and illustrates the future of medicine
- Open to public from Tue-Sun
- USD 11, CAD 15 per person

Novartis Campus

- 20 buildings designed by top international architects
- Public guided tour on the Novartis Campus every last Saturday of the month (USD 28, CAD 37)
- Private guided tours available for groups (USD 425, CAD 568)



Vitra Campus

13 Pritzker Prize winners



Vitra Haus



Rehbergerweg

Vitra Design Museum



Summer in Basel

Be part of it :)



Relax



Rhine swimming with the „Wickelfisch“

Jump into the Rhine



Tasty and tasteful tours

FoodTour

- self guided FIT tour (appr. 2.5-3h)
- discover another side of Basel
- ideal start before 11 am
- available from Tuesday to Saturday, at daytime
- USD 37 / CAD 49 per person (10 % comm. for TOs)

BeerTour

- self guided FIT tour (appr. 2h)
- 3 stops in local microbreweries
- available from Tue to Sat between 4 and 8 pm
- audio-guides in German and English
- USD 22, CAD 30 per person (10 % comm. for TOs)



Tasty and tasteful tours

Urban Art Tour

- Basel has an impressive collection of complex wall designs created by famous artists
- authentic graffiti and street art tours accompanied by artists and experts in the urban art scene
- USD 32, CAD 43 per person

Xoco Tour

- takes you to the most irresistible sweet spots of Basel's charming Old Town
- you will learn about the Swiss chocolate history, visit a chocolate factory and taste several specialties
- 4-20 Pax, 2.5h, from USD 106, CAD 142 per person



Explore 3 countries

On a boat trip

- enjoy Basel and its region from the Rhine by boat
- Lunch, dinner, teatime and sunset cruises
- As of USD 7, CAD 9 per person
- Group experiences available

By ebike

- experience 3 countries in 1 day by ebike:
- from Basel (Switzerland) to
Fondation Beyeler (Switzerland) –
to Vitra Design Museum (Germany) -
to Dreiländerbrücke (France) – back to Basel
- including helmet, charger and lock
- USD 22, CAD 30 per person and day



Restaurants

Traditional

- Löwenzorn
- Safran Zunft
- Schlüsselzunft
- Kunsthalle
- Fischerstube
- Walliser Kanne
- Zum Goldenen Sternen

Places to be

- Alchemist
- Ufer 7
- Volkshaus
- Klara
- Krafft
- Bars: Bar Rouge, Campari Bar, Kaserne, Consum

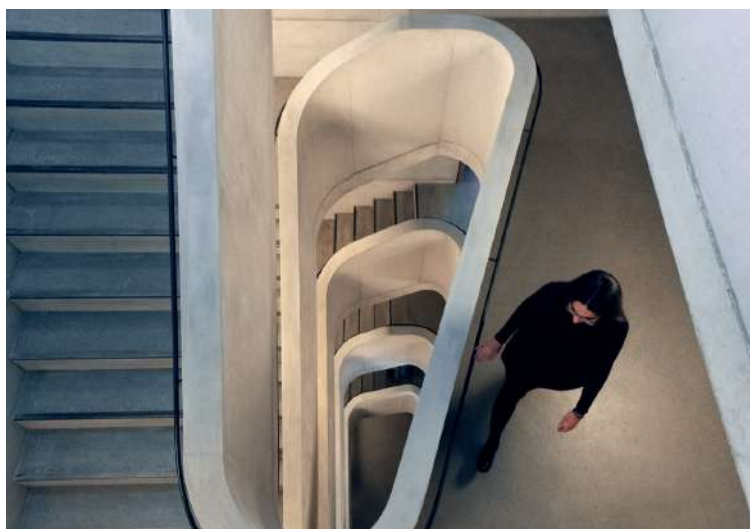


Event Highlights

Not to miss out



Basel Carnival
19. – 21.2.2024



Week of Architecture Basel
Dates 2024 tba



Art Basel
15. – 18.6.2023

Event Highlights

Not to miss out



Basel Tattoo
14. – 22.7.2023



Autumn fair
28.10 – 12.11.2023



Christmas Market
23.11 – 23.12.2023

Hotel GAIA

The sustainable 4* boutique hotel in Basel

- Centrally located at train station Basel SBB
- 86 charming hotel rooms with art, history, and the best comfort
- free WiFi, HD-TV, safe, minibar with free organic drinks
- organic breakfast buffet
- sauna oasis
- business corner
- BaselCard for museums and public transport in Basel



Hotel GAIA

The sustainable 4* boutique hotel in Basel

WHY BOOK THE GAIA HOTEL?

Five good Reasons



Sustainability

Organic and predominantly regional products



Sauna

Finnish sauna, Kneipp pool & rain showers for ultimate relaxation



Art & History

86 unique rooms, 200+ art pieces and the historic hall tell their stories



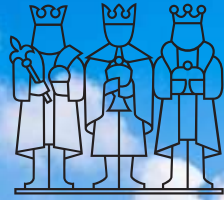
BaselCard

Free public transport & many discounts at Basel's attractions



Location

Very central: next to Basel's main station, SBB; within walking distance of Basel's attractions

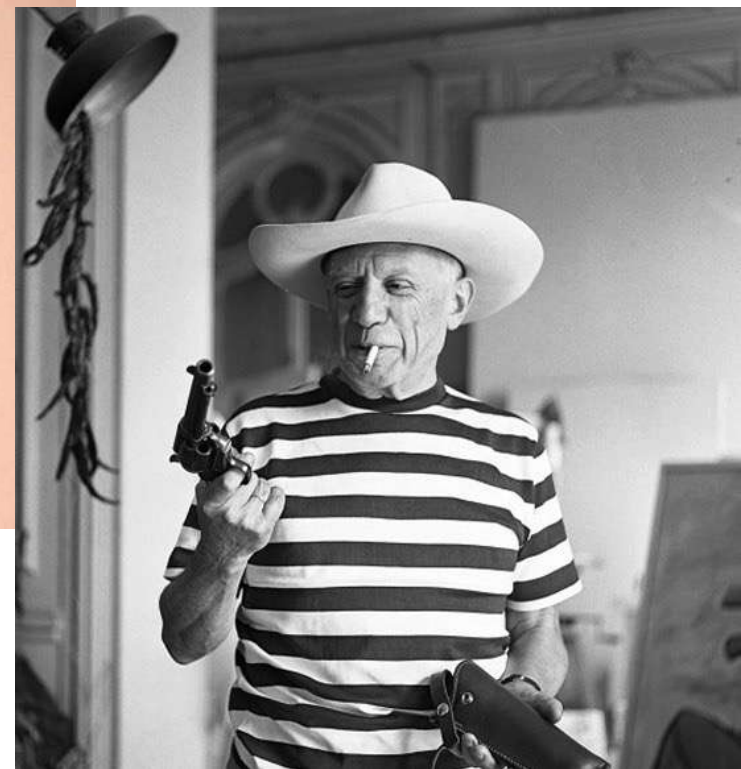
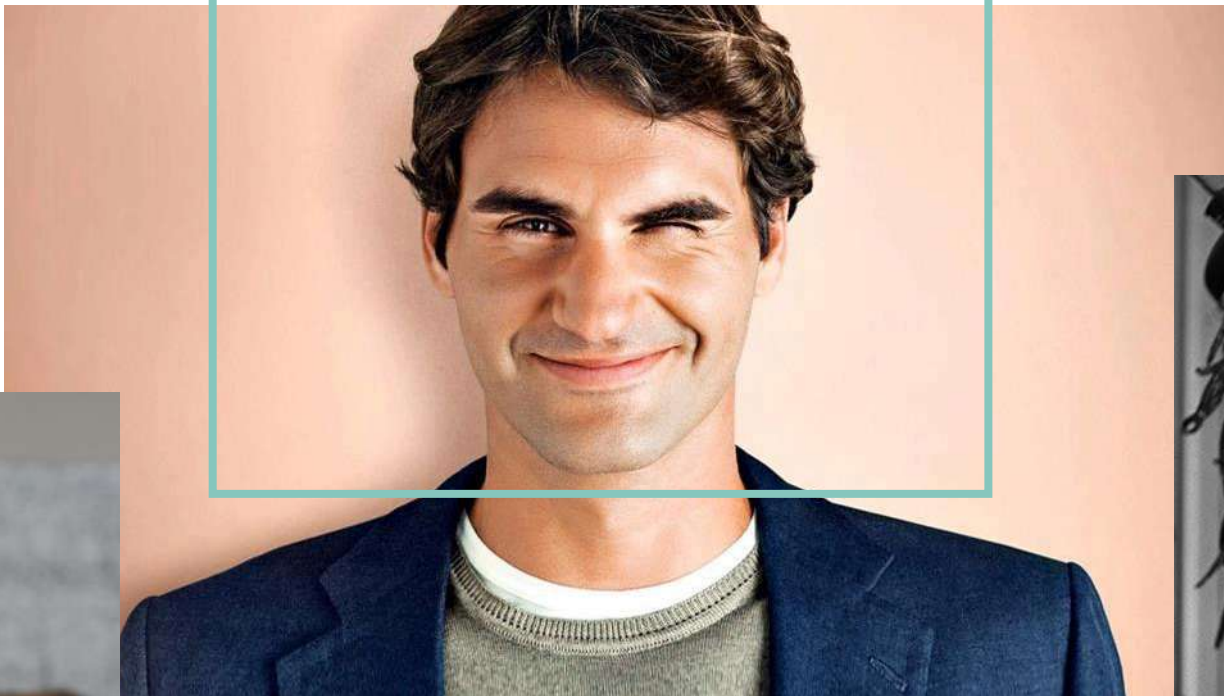


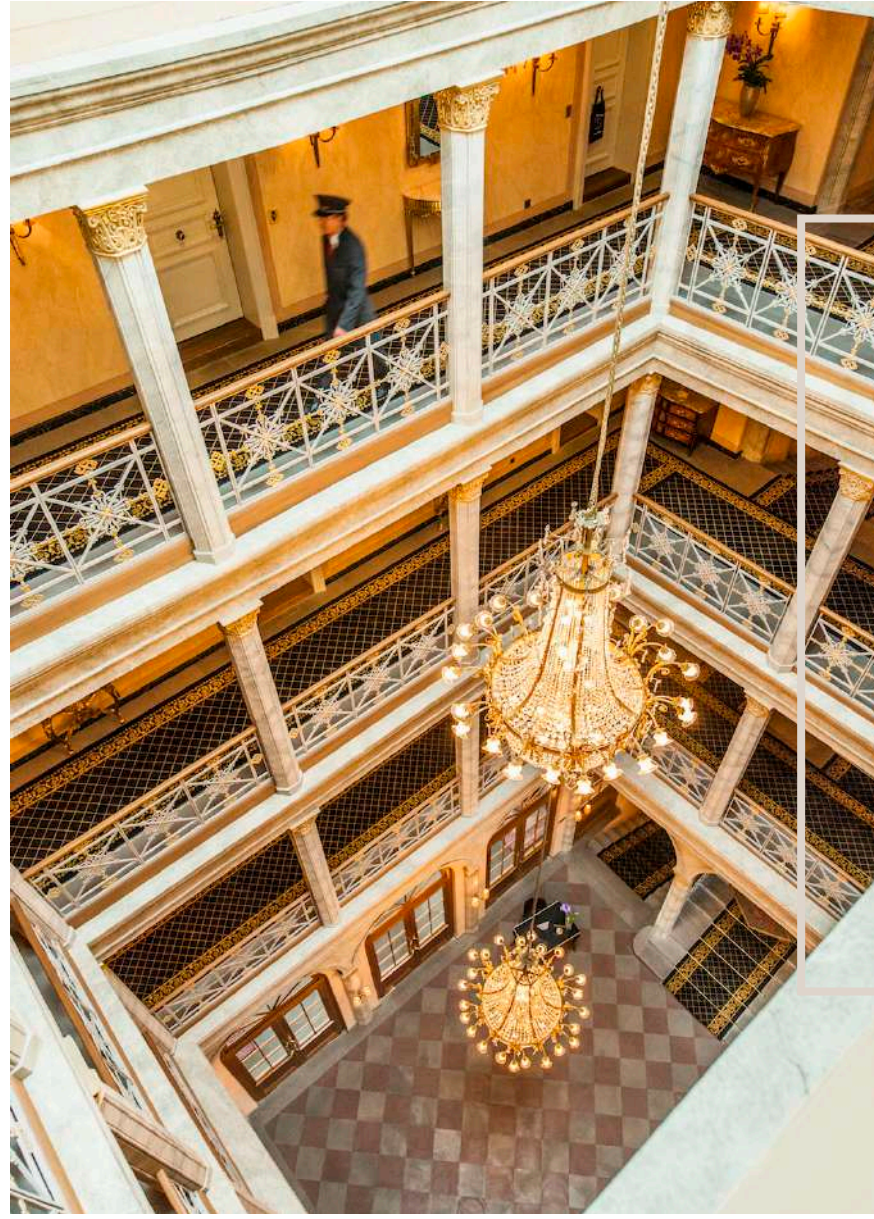
LES TROIS ROIS





OUR STARS





ATRIUM

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#thisisbasel
@baselswitzerland
www.basel.com

A scenic view of a cafe terrace overlooking a river and a historic city. In the foreground, a man in a light pink suit and sunglasses sits on a yellow chair, gesturing while talking to two women. The women are also seated on yellow chairs at a small yellow table. The terrace is situated on a stone pier over a river. In the background, a large, ornate Gothic cathedral with two tall spires sits atop a hill, surrounded by other historic buildings and lush greenery. The sky is clear and blue. The text "See you soon!" is overlaid in white on the left side of the image.

See you soon!

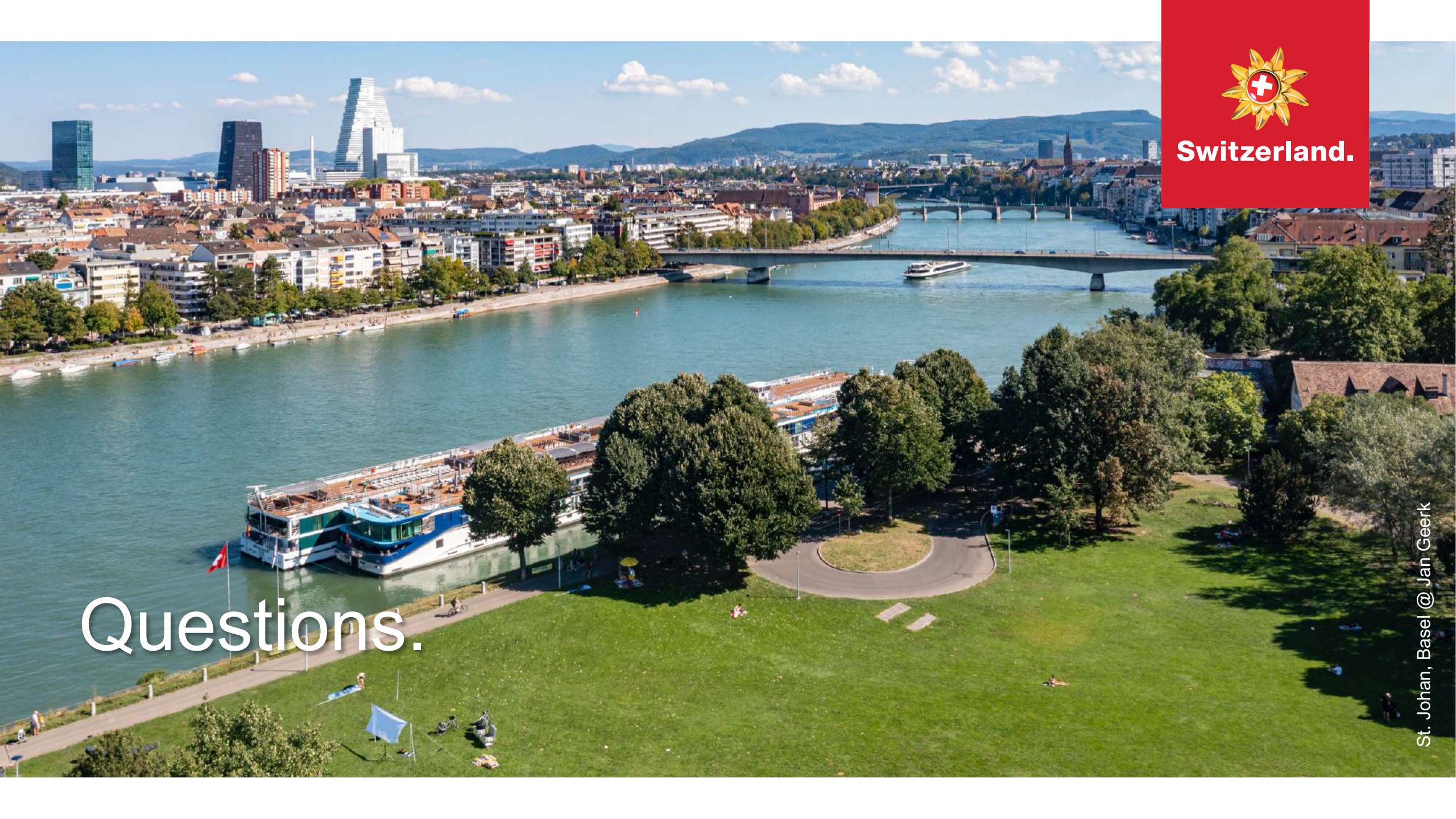
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Questions.



Switzerland.

Webinar with BLS.

Join us on May 4th at 12 pm EDT.



Switzerland.