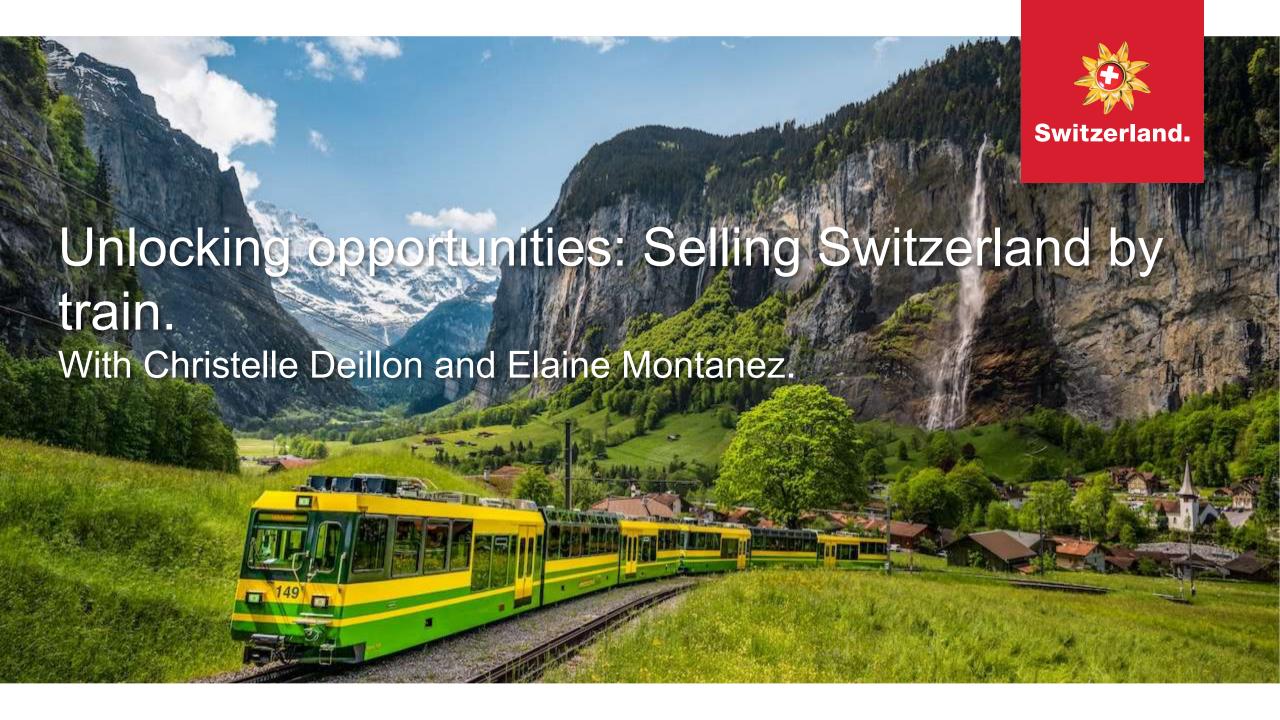


Switzerland.



# Today's webinar speakers.



#### Switzerland Tourism



Mili & Jérémy

**Swiss Travel System** 



Christelle Deillon
Sales & Marketing Manager North America

Rail Europe



Elaine Montanez

Key Account Manager for the East of the Americas

## Our Trade Team in North America.



## New York

Stefanie Dosch

Mili Vujcic



Florin Eggenberger



Jérémy Mettraux

San Francisco



Oliver Guggisberg

Toronto



Oliver Weibel



**Swiss Travel System** 

Christelle Deillon

nyc.trade@switzerland.com / 1 646-760-0826

www.myswitzerland.com/trade

www.facebook.com/groups/stnatrade





# Participate for a chance to win 2 tickets for Swiss Travel Passes for 8 Days in 1<sup>st</sup> class.





# Are you the Winner?



- 1. At which date is the summertime change in Switzerland?
- 2. For which 4 panoramic trains is seat reservation mandatory?
- 3. Which 3 mountain excursions are fully covered in the Swiss Travel Pass?



# 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 "Grand Train Tour of Switzerland". <a href="https://www.bit.ly/switzerlandacademy">www.bit.ly/switzerlandacademy</a>



Grand Train Tour of Switzerland

Graduate before Nov. 30th, 2024, for a chance to win flight vouchers for two to Switzerland.

# Spring in Switzerland.





For more information visit our website here.

## Grandhotel Giessbach\*\*\*\*



A splendid residence in a unique location: The legendary Grand Hotel combines the charm of the turn of the century before last with modern comfort. The cuisine at the Park restaurant, which overlooks the waterfall is just as exclusive as the view. Elegant banquet rooms and quiet conference rooms, 22 hectares of gardens and parks and a natural swimming pool round off the offerings.

- Open during winter for snow sports enthusiasts, nearby ski areas include Axalp or Meiringen
- 70 rooms
- Situated in its own nature park
- Next to the Giessbachfälle









## Swiss Historic Hotels Inspiring Meeting Hotel Typically Swiss Hotels

Contact and further information:

- **+41 (0)33 952 25 25**
- grandhotel@giessbach.ch
- https://www.giessbach.ch

Special Offer	
Offer	No special offer during the summer time. Between November and March you'll find offers like 3 for 2 on the website.
Including	<ul> <li>Direct Bookings through the website will get the Giessbach Nostalgia Pass.</li> <li>https://giessbach.ch/en/kontakt-anreise</li> </ul>
Travel Agent Commission	10 % on the whole package
Book via	reservation@giessbach.ch

## 7132 Hotel, Vals \*\*\*\*\*S

Switzerland.

The 7132 hotel wraps design and luxury into one and stands for an exclusive lifestyle and an exceptional experience of space, created by world-class architects.

The rock spa ("Therme") designed by Peter Zumthor includes indoor and outdoor pools, a fire bath, 12 sweating stones with steam bath, ESPA signature treatments, water massage, and 'Ayurvedic Journey'.

The hotel operates a fleet of limousines as well as its own helicopter, which guests can take advantage of for means of transfer.

- 22 rooms, 5 restaurants, thermal baths & spa facilities
- Gourmet restaurant: 2 Michelin stars





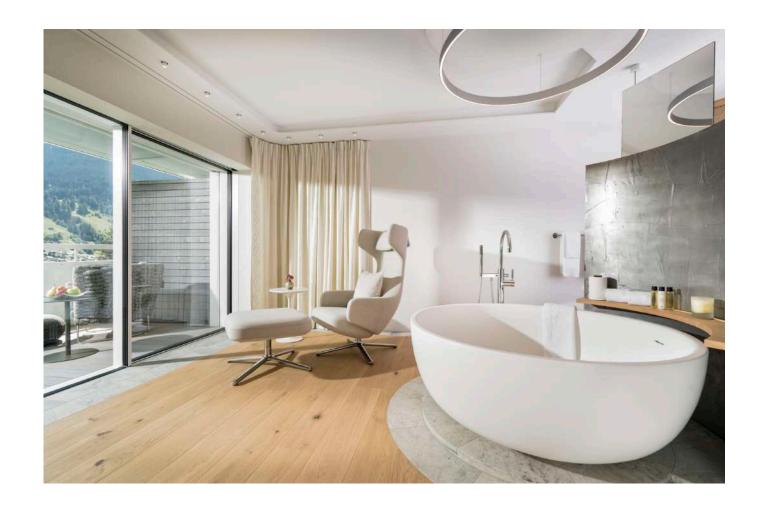
## 7132 Hotel, Vals \*\*\*\*\*S



## Luxury Hotels & Homes Spa & Vitality Hotels Inspiring Meeting Hotel

Contact and further information:

- **+41** 58 713 20 00
- hotel@7132.com
- http://www.7132.com



## rocksresort, Laax\*\*\*\*

Switzerland.

The rocksresort is located at the valley station of the mountain railways in Laax. In Winter one can ski-in ski-out and in Summer it is also located directly next to bike and hiking trails as well as large green areas.

The modern design resort with underground access is ideal for families: children can play safely in the meadows between the apartment blocks.

 8 buildings, 186 rooms & apartments, several restaurants & shops





#INLOVEWITHSWITZERLAND

# rocksresort, Laax \*\*\*\*



### Swiss Family Hotels & Lodgings Swiss Bike Hotels

Contact and further information:

- **+41 81 927 97 97**
- reservation@rocksresort.com
- https://www.rocksresort.com/en/



## Hotel Vitznauerhof, Vitznau \*\*\*\*S



The Hotel Vitznauerhof is perched directly on the shores of Lake Lucerne, in the heart of Central Switzerland, at the foot of the famous Rigi. It is one of the most beautiful and sunniest places of Lake Lucerne. As a historical building, the hotel presents itself in its unique charming flair.

The magical four-star superior art nouveau hotel directly by the lake has three seminar rooms, each with its very own atmosphere.

- 53 rooms, 3 restaurants
- Restaurant Sens: 18 GaultMillau points & 2 Michelin stars





## Hotel Vitznauerhof, Vitznau \*\*\*\*S

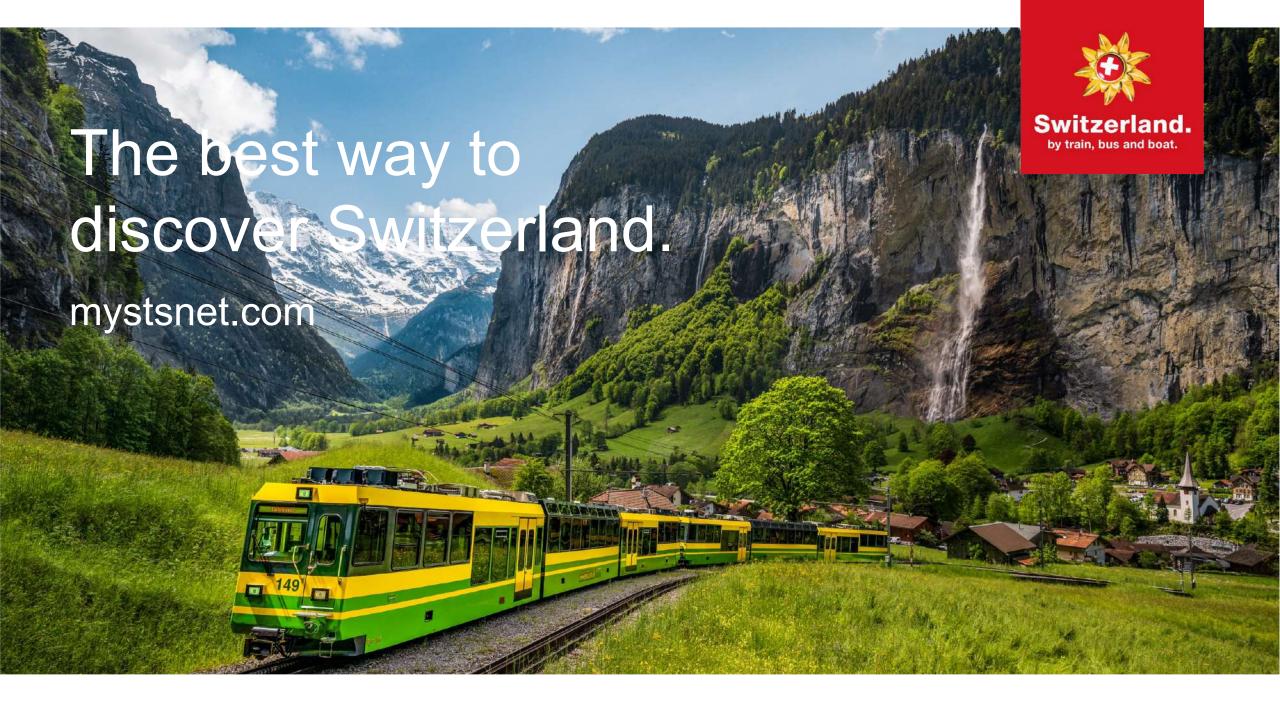


#### **Inspiring Meeting Hotel**

#### Contact and further information:

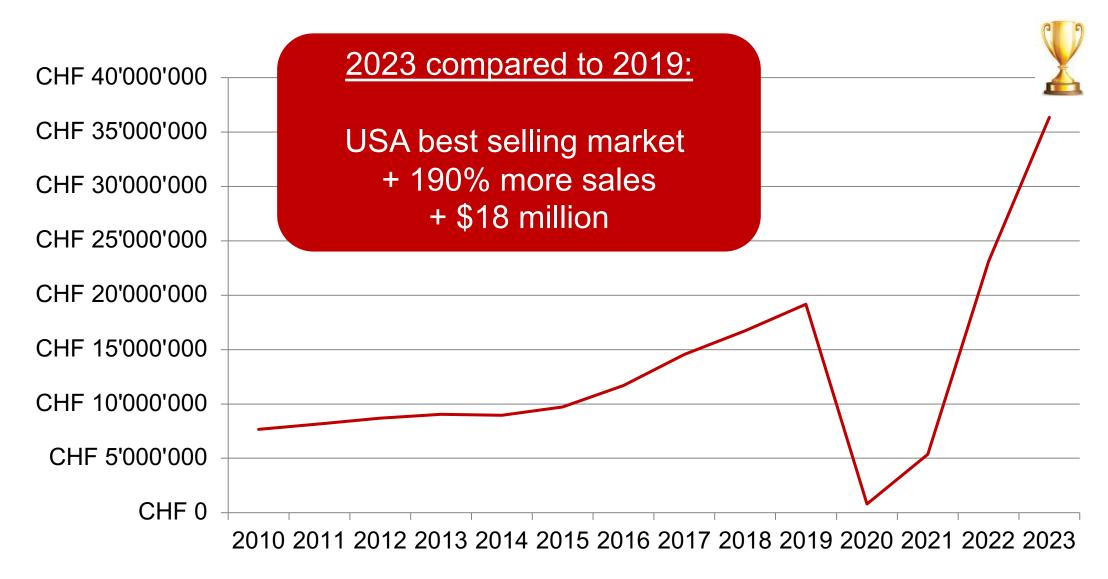
- **+41 41 399 77 77**
- info@vitznauerhof.ch
- https://vitznauerhof.ch/en/

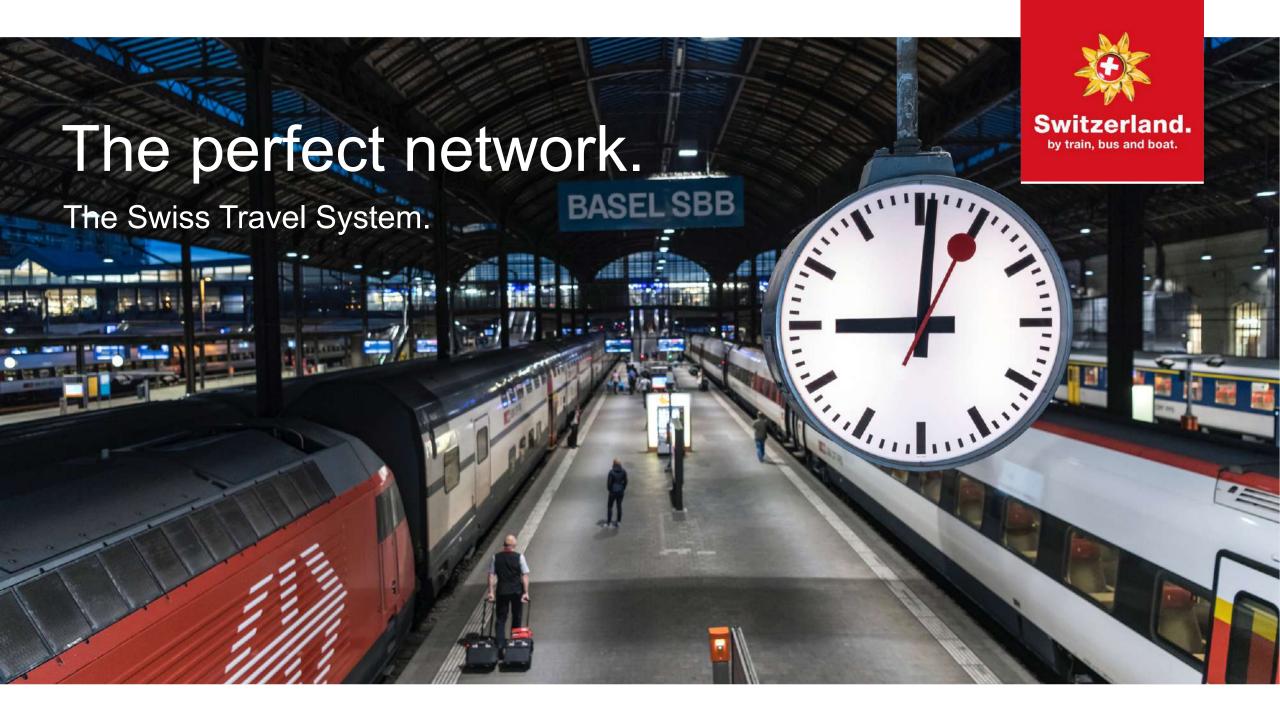




## Swiss Travel System Sales USA 2010 – 2023.





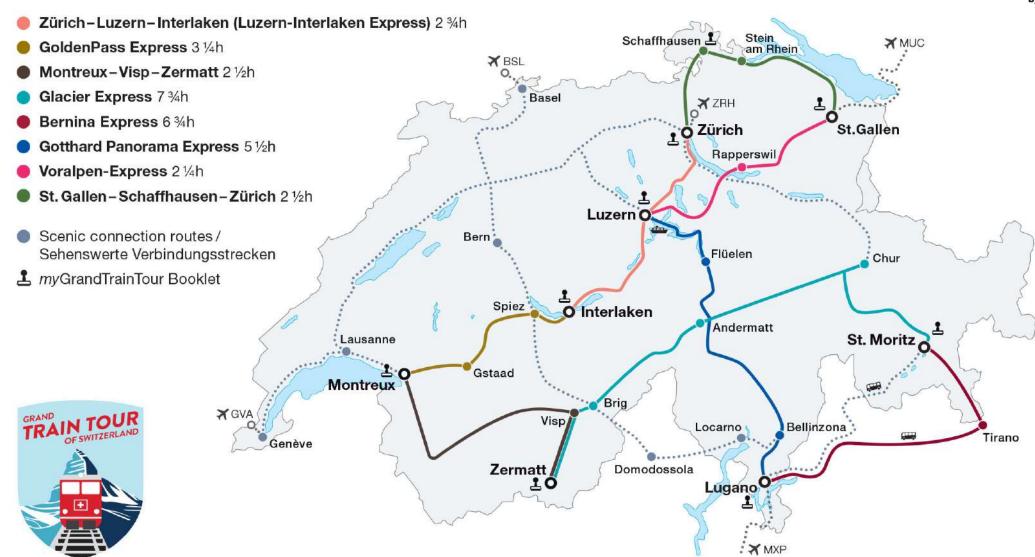






## Grand Train Tour of Switzerland.







# Luzern-Interlaken Express.

## The fascinating panorama journey.



Route: Luzern–Interlaken

Duration: 1 h 50 min

Distance: 60 miles









# GoldenPass Express.

#### From Interlaken to Montreux.



Route: Montreux–Gstaad–Zweisimmen–Interlaken

• Duration: 3 h 15 min

Distance Montreux-Interlaken: 72 miles









# Glacier Express.

#### From Zermatt to St. Moritz.



Route: St. Moritz-Chur-Andermatt-Brig-Visp-Zermatt

Duration: about 8 h

■ Distance: 180 miles with 291 bridges and 91 tunnels









# Bernina Express.

## From Chur to Tirano (Italy) and Lugano





- Route: Chur/St. Moritz—Poschiavo—Tirano—Lugano
- Duration: 4 h 21 min (Chur–Tirano), 3 h 20 min (bus Tirano–Lugano)
- Distances: 92 miles, Tirano-Lugano: 55 miles







# Gotthard Panorama Express.

# From Bellinzona / Lugano to Lucerne.

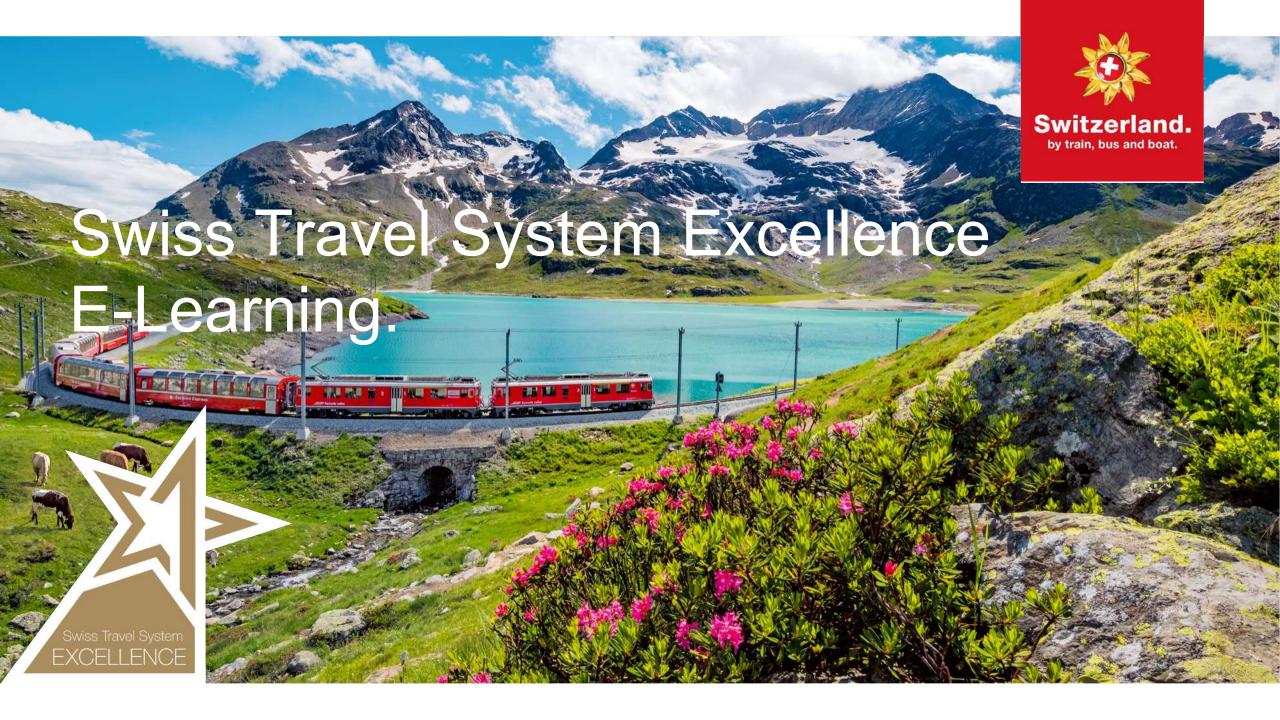




- Route: Luzern–Lake Lucerne–Flüelen–Gotthard–Bellinzona–Lugano
- Duration: around 5 h 30 min
- Distance Luzern–Lugano: 113 miles







# Swiss Travel System Excellence Program.



The interactive e-learning program:

Heidi & Peter take you on a

learning journey

Familiarize yourself with the modes of public transport and win attractive prizes

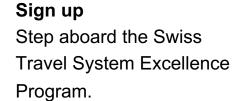
Goal: Belong to an exclusive rail specialist community, gain in-depth knowledge & receive individual benefits.



# How it works.









**Start learning** 

Select a module of your choice and begin your learning journey.



Take tests and compare your current learning score to that of other participants.

**Check your current progress** 



**Get rewarded** 

Receive the diploma as "Swiss Travel System Excellence Expert"! On top of that, you can win attractive prizes.





- News style format program, filmed on location with expert interviews.
- Accompany our reporters on their exciting journeys across Switzerland.
- Glacier Express, Gotthard Panorama Express, Jungfraujoch and many more!



Excellence Talk – Luzern–Interlaken Express



Excellence Talk - Grand Train Tour of Switzerland



Let's start!

# Swiss Travel System Trade Platform.





Travelling can be so easy.







# www.mystsnet.com

Information about STS products & services as well as all STS tickets and passes

Itineraries with highlights along the route

Current news around the Swiss Travel System

Newsletter for the travel trade industry



# Rail Europe

2024 – Swiss Passes & Swiss Pass holder Reservations

## **Swiss Travel Pass**

#### One country - one single ticket



- Unlimited travel by train, bus and boat
- Unlimited travel on premium panorama trains
  - (Panoramic trains require mandatory seat reservation which are an additional cost to the Swiss Travel Pass)
- Full coverage for mountain excursions: Rigi, Stanserhorn and Stoos
- Up to 50% discount on many other mountain excursions
- Unlimited use of public transport networks in more than 90 urban areas
- Free admission to more than 500 museums
- Available in 1st and 2nd class for 3, 4, 6, 8 or 15 days
- Flexi and Consecutive offering
- Children 6 15 accompanied by at least one parent (holding a Swiss Travel Pass) travel free of charge with the free Swiss Family Card





# **Swiss Travel Pass options**

Flexi vs. Consecutive



#### Flexi Pass

- 3, 4, 6, or 8 days within one month. Travel is permitted on specific "Travel Days" within one month.
- Clients have flexibility in using these Travel Days, whether spread out or consecutive, during the validity period.

#### **Consecutive Pass**

- 3, 4, 6, or 8 consecutive days
- Each day of the Pass validity is considered a Travel Day.
- Customers can travel on unlimited trains throughout the entire validity period of the Pass.



# **Swiss Half Fare Card**





#### Swiss Half Fare Card

Can not be sold to or used by residents of Switzerland and Liechtenstein

1 month validity period from the first day of travel.

 Passenger will need to purchase locally corresponding reduced ticket in order to travel on the desired route.

See full product details



Fri. 24 May. thru Sun. 23 Jun. 2024

\$141.90

\$141.90

- One month validity period from the first date of travel
- Passengers receive a 50% discount on all trains, buses, and boats locally

Consecutive days

Passengers receive 50% discount on mountain railways

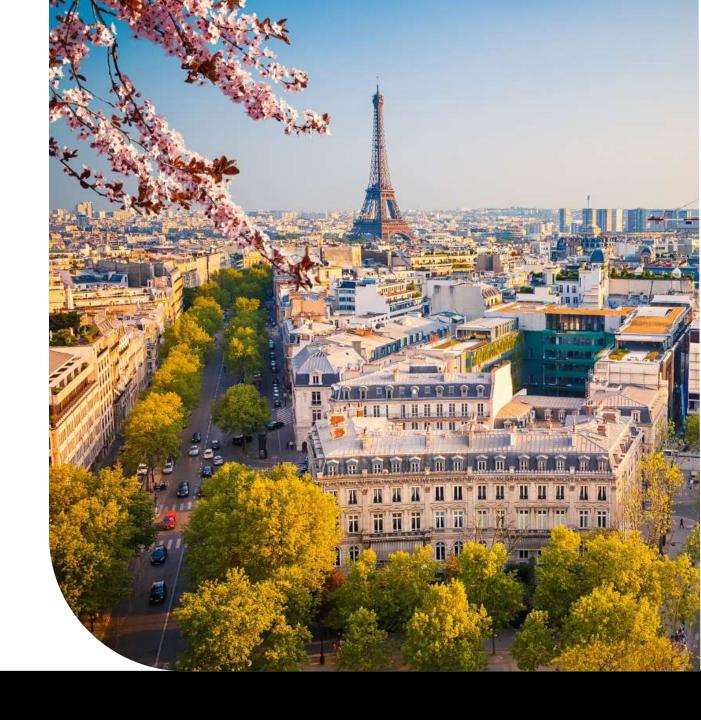




#### **Swiss Pass Holders**

#### Which trains require a reservation?

- Trains do not require a reservation within Switzerland, except for Panoramic trains.
- For InterCity, local, regional, and S-Bahn/suburban trains, passengers can simply hop on any train, find an empty seat, and show their pass when asked.
- Reservations are required and an additional cost for Panoramic trains, which can be reserved within 90-93 days from the date of travel.
- Panoramic trains: Glacier Express, Bernina
   Express, GoldenPass Express, Gotthard Panorama
   Express.



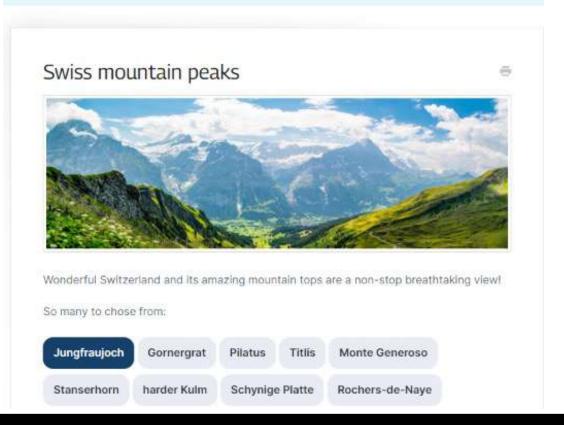


# **Swiss Mountain Peaks**



Planning resources Agent's corner Help Legal conditions

#### Product updates





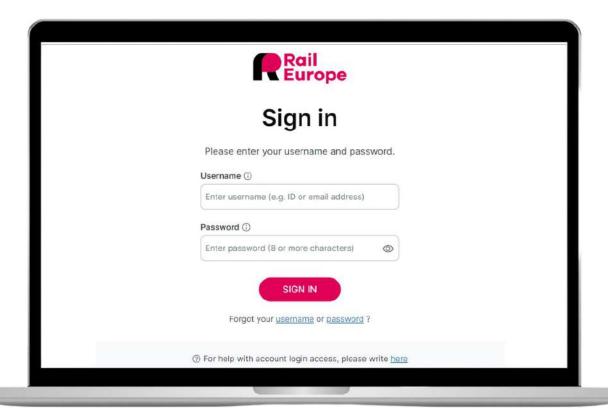


## **Swiss Travel Passes and more!**

How to book with Rail Europe using the RailPortal

## → Log in to the RailPortal:

https://agent.raileurope.com









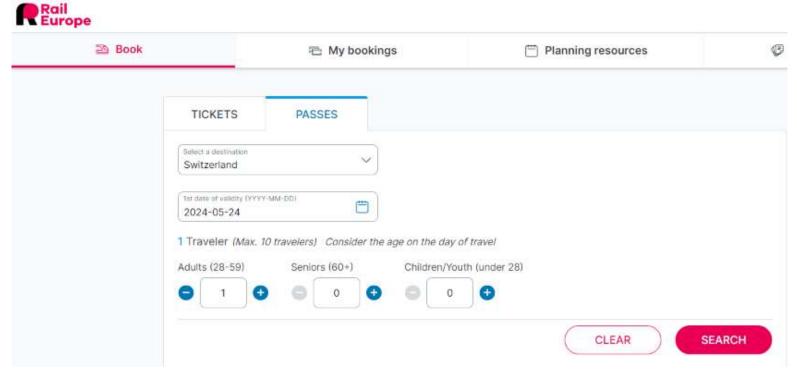
- For log-in assistance with the RailPortal, please contact us at sales@raileurope.com, and provide the Travel Agency Membership (IATA/ARC/TRUE/CLIA/TICO) number and/or Rail Europe Account ID for your affiliated agency.
- Please use the **Contact Us** feature via the Help page for all other inquiries.



# **Swiss Travel Passes**







#### Log in ERA: Agent.raileurope.com

- Go to the home page
- Select the tab "Passes"

#### Select

- A destination → Switzerland
- A date of validity (travel date)
- You can choose number of passengers from here

Then, click in "Search"



## **Swiss Travel Pass**





#### SELECT TOTAL DAYS

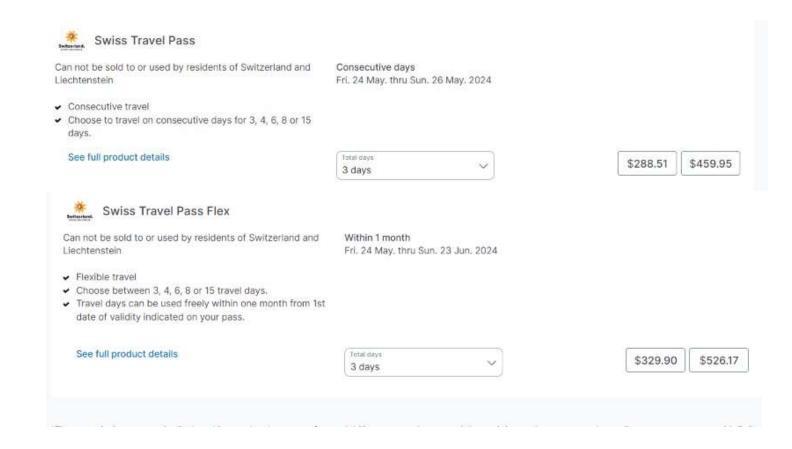
Select the total amount of days for the Swiss Pass

#### CLICK

Click on "See full product details" for the Swiss Pass

#### SELECT & ADD TO CART

Select and the Pass to your cart





# Swiss Travel Passes & Swiss Family Card





#### TICKETS PASSES Select a destination Include Swiss Family Card? Switzerland 1st date of validity (YYYY-MW-OD) Children under the age of 16, traveling with a parent or legal guardian, can travel for free with 2024-05-24 the Swiss Family Card. Best part - Card is free! 2 Travelers (Max. 10 travelers) Consider the age on the day of travel Show passes with Swiss Family Card You will be able to add/remove this option on the result page Adults (28-59) Seniors (60+) Children/Youth (under 28) Enter age on 1st day of travel ① Age 10 BACK SEARCH Swiss Travel Pass With Swiss Family Card Can not be sold to or used by residents of Switzerland and Consecutive days Liechtenstein Wed, 5 Jun. thru Fri. 7 Jun. 2024 Consecutive travel ✓ Choose to travel on consecutive days for 3, 4, 6, 8 or 15 See full product details Total days \$459.95 \$288.51 3 days 1 x Adult \$459.95 \$459.95 / per person 1 x Youth Free Included commission \* Price for 2 travelers ADD TO CART \$29.90 \$459.95



# **Swiss Pass Holder Reservations**







ENTER ROUTE

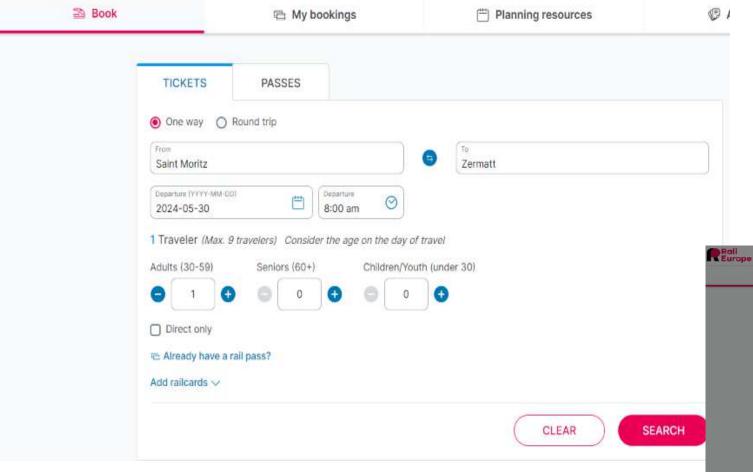
i.e. Saint Moritz – Zermatt

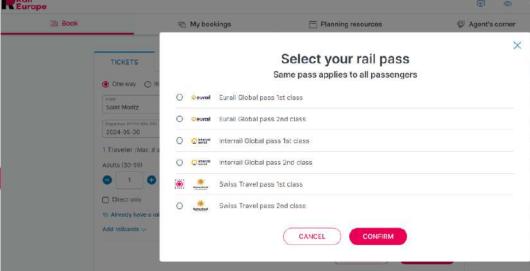
SELECT PASS

Click "Already have a rail pass?" and select the correct Swiss Pass

SEARCH

Click "Search" and proceed to book your pass holder reservation



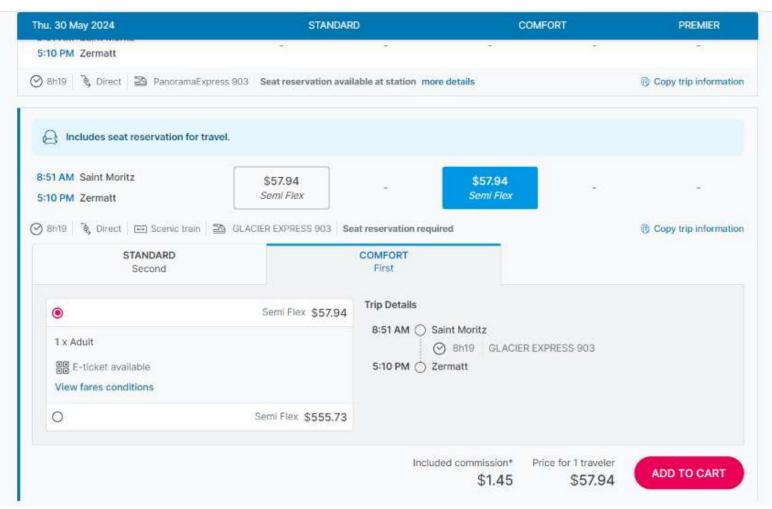




## **Swiss Pass Holder Reservations**







#### CLICK FARE

For preferred train

#### VIEW FARES CONDITIONS

To learn the fare conditions for the selected fare

#### • CLICK

Click "Add To Cart" and proceed to the traveler information page to finalize your pass holder reservation with payment



## **Swiss Travel Pass Consecutive**









# **Swiss Family Card**

Order no.: 20984146667

# SBB CFF FFS

#### Ticket-ID 029676494932

Swiss Family Card Snow Janet Valid: 2024 02.02.2014 von/de/da/from → nach/a/a/to KL. 30 (3) 30 CL. 05.06 04.07 Children -15.99 years travel free of charge if escorted by their parents with a valid STS-offer. Accompanied children STS travelcard CHF 0.00 B2P

> Article no.: 6728 incl. 8.10% VAT

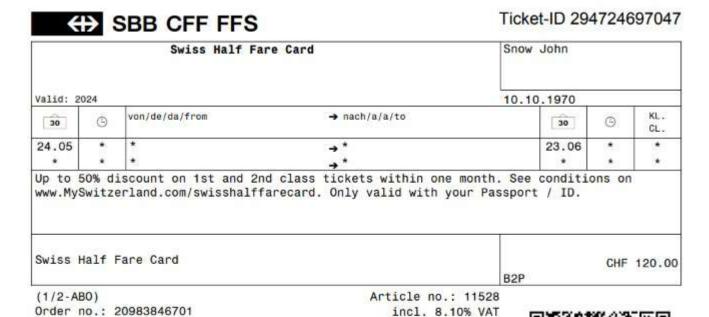








# **Swiss Half Fare Card**









## **Swiss Travel Pass Flexi**







#### Purchase receipt

Purchase date 15.03.2024, 03:12:15

Order no.: 20983847064

Payment type: B2P

Reference no.: 0381295844

Article no.: 50001

Name/First name: Snow John
Date of birth: 01.01.1970
Reference no.: 0381295844

#### Purchase receipt

Swiss Travel Pass Flex 3 days Adults 1. Cl.

Valid: 19.06.2024 - 18.07.2024

CHF 445.00 incl. 8.10% VAT

Not valid for travel.

Please activate each of your freely selectable travel days before every first journey at www.activateyourpass.com.





# **Swiss Travel Pass Flex**

## Go to: www.activateyourpass.com











# CONFIRMATION OF PASS HOLDER RESERVATION





St. Horitz - Andermatt - Zermatt

Rhätische Bahn AG

Ticketshop Bahnhofstrasse 25

7001 Chur

Tel. Website E-Mail +41.81.288.65.25 www.glacierexpress.ch info@glacierexpress.ch

Customer No.

No. 115810

Chur. 14,03,2024

Bahnhofstrasse 25

7001 Chur

#### Confirmation of reservation 2205810-1

Rhätische Bahn AG, Raitservice (Gruppen)

Dear passenger

We are delighted to welcome you on board the Glacier Express and confirm your journey as follows:

Name John Snow
Quantity 1 / 1. Class

Travel itinerary

Catering

Date of travel	Train no.	from	to	Departure	Arrival	Quantity
Th, 30.05.2024	903	St. Moritz	Zermatt	16:80	17:10	1/101
	Carriage no. 22, 1, Class, Seats 13				Panorama GEX	

Travel documents The supplements are included in this reservation, in addition to the reservation, a valid ticket

must be presented during the ticket control. Missing tickets will be collected on the train.

Would you like to enjoy a delicious, local meal on board? We are delighted to receive your

pre-booking through sales@panoramic-gourmet.ch or +41 81 300 15 15.

Changes / Cancellation Reservations can not be changed not refunded.

The team of the Glacier Express wishes you a pleasant journey.





TEST OTA

Lakeside +123456 Klagenfurt Rhätische Bahn

| CAMPUSSE | CAMPUSSE

#### RECEIPT

HODUCT	QUANTITY	PRICE	WAT	AMOUNT
St. Moritz-Zermatt, GLACIER EXPRESS, 1st Cl, One-Way, 05/30/2024				
- none (Adult)	1	49.00	8.1 %	49.00
RAILWAY_SEAT_RESERVATION Voucher: 6844976				
Net amount				45.33
VAT				
8.1 %				3.67
Sum (incl. VAT)			C	HF 49.00

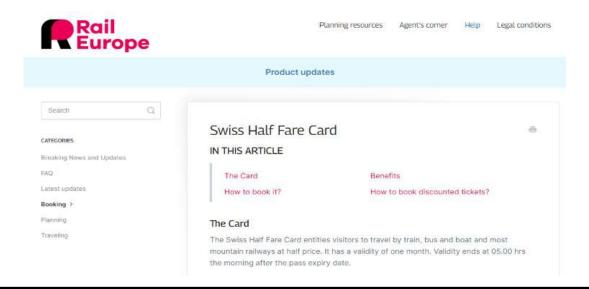


# **Using Rail Europe tools**

**Refer to HelpScout** 

#### Use HelpScout resources for:

- Information on Swiss Travel Passes,
   Swiss Half Fare Cards
- Information on Swiss Panoramic Trains
- Swiss Mountain Peaks
- How to book Passholder fares







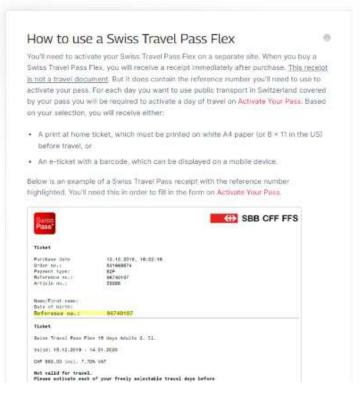
Help Scout





#### Product updates









# Thank you!



# We are at your service.



68



**Swiss Travel System.** 



Christelle Deillon
Sales & Marketing Manager
North America

Swiss Travel System AG c/o Switzerland Tourism 608 Fifth Avenue, Suite 603 New York, NY 10020 mystsnet.com

+1 646 342 0073 christelle.deillon@swisstravelsystem.com





Elaine Montanez Key Account Manager for the East of the Americas emontanez@raileurope.com



www.mystsnet.com/grandtraintour



www.mystsnet.com/areaofvalidity



www.mystsnet.com/panorama



www.sbb.ch/en



www.mystsnet.com/passes



www.agent.raileurope.com



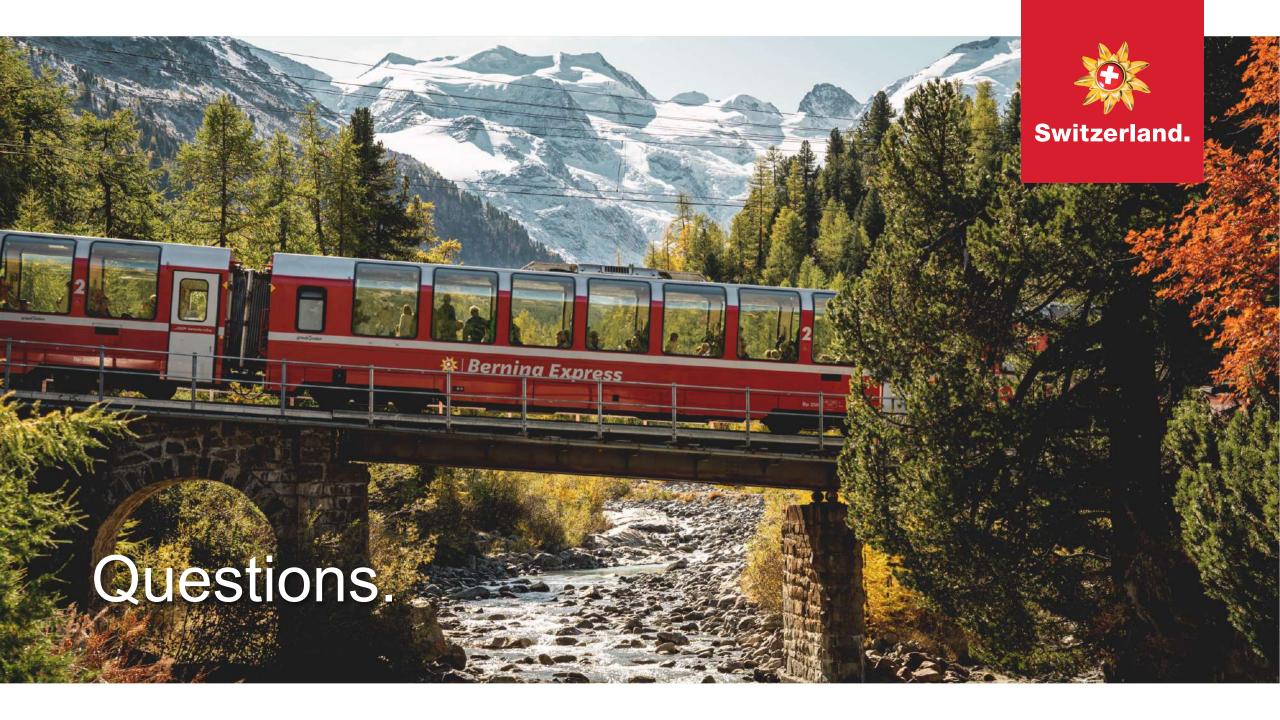
www.mystsnet.com/elearning

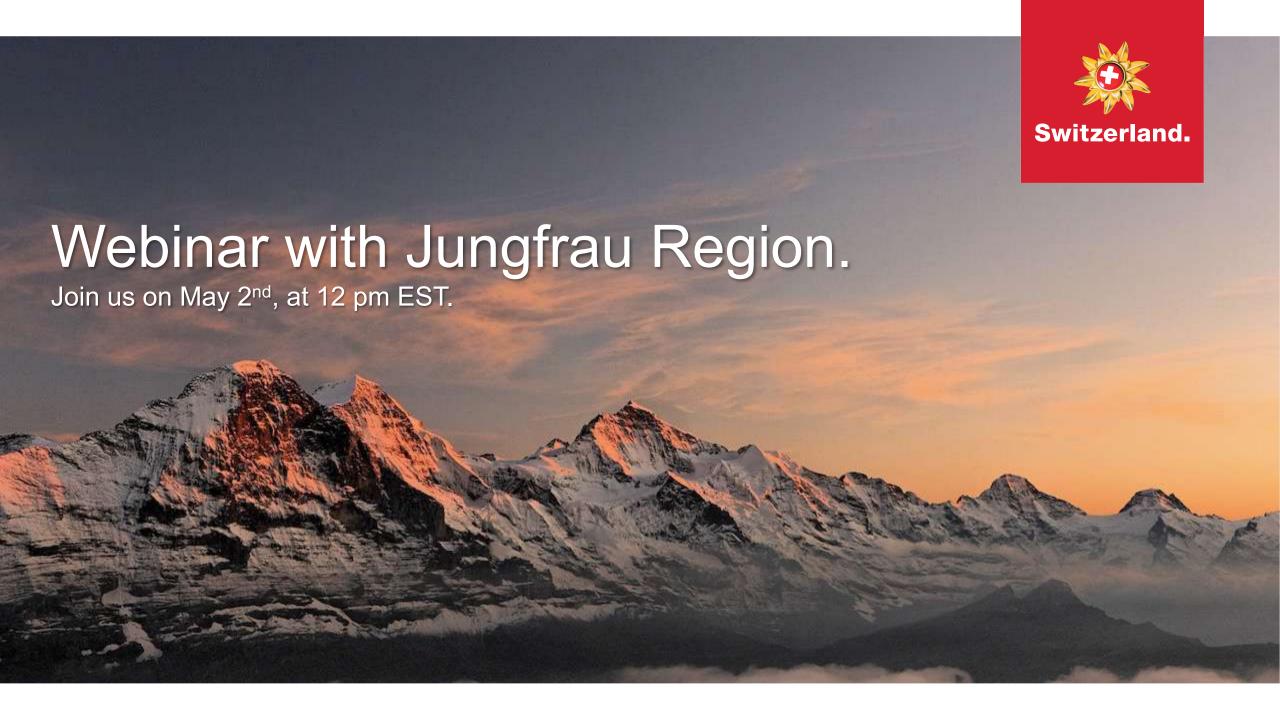
agent.raileurope.com

# Are you the Winner?



- 1. At which date is the summertime change in Switzerland?
- 2. For which 4 panoramic trains is seat reservation mandatory?
- 3. Which 3 mountain excursions are fully covered in the Swiss Travel Pass?







Switzerland.