



For the handout:

bit.ly/VacationDay19

(case sensitive)



Solo travel is growing -
“we are one of the safest...”



WHAT TO DO

The screenshot shows a webpage from ASECURELIFE.com. The page features a navigation bar with links for Home Security, Smart Home, Identity Theft Protection, Online Security, and Medical Alarm Systems. The main article is titled "The 5 Best and Safest Places to Travel Alone in Europe" by Denise Jensen, dated October 20, 2017. The article text discusses the benefits of solo travel, such as freedom to choose destinations and activities. A sidebar on the right contains a search bar, a "2019 WINNERS" section listing Vivint, iFest, and ADT, and a "Have a Home Security System?" section.

ASECURELIFE

Home Security | Smart Home | Identity Theft Protection | Online Security | Medical Alarm Systems | [Get Your System](#)

2017 | [Sign Up](#) | [The 5 Best and Safest Places to Travel Alone in Europe](#)

The 5 Best and Safest Places to Travel Alone in Europe

By Denise Jensen | Updated June 20, 2017 | [1,000 Views](#) | [1 Comment](#)

I love traveling by myself because it means I can decide where I want to go, what I want to see, and how much time I want to spend on things without worrying about another person's agenda. While traveling with friends and family is fun, it also brings extra challenges—if you can only go to Vienna once in your lifetime, the freedom to decide exactly what you want to do hits its peak. You can sleep in as long as you want and pick the same restaurant every time—plus, you won't have to compromise and miss something you cared about seeing because your traveling companions weren't interested.



While traveling alone is very rewarding, it does come with increased risk. If you're planning a trip by yourself, choose your destination carefully and make smart choices while you travel.

So, which cities in Europe are best for people traveling on their own? We looked for cities in peaceful countries with a high quality of life. We also evaluated public transportation options, local English proficiency, and attractions that would be fun to explore.

If you're planning a trip to Europe by yourself, we recommend visiting one (or more) of the following cities:

Home Security Systems Reviews & Awards

2019 WINNERS

The Winner: Vivint
[Read Our Review](#) | (800) 255-1571

Best DIY Installation: iFest
[Read Our Review](#) | (888) 360-0711

Best Reputation: ADT
[Read Our Review](#) | (800) 243-7411

Have a Home Security System?

We also offer this free report!

1. Zürich, Switzerland



Why we recommend Zürich for solo travelers

- Switzerland is **seventh place on the Global Peace Index** created by the Institute for Economics and Peace.¹
- Zürich earned **second place worldwide in Mercer's quality of life rankings.**²
- Zürich took **seventh place** in the Economist Intelligence Unit's rankings of **safest cities worldwide**, of more than 100 major cities across 100 countries.³
- It is **easy to get around** in Zürich. The city often shows up on lists of cities with the best public transit and also that are easily walkable.
- The **population of Zürich has high English proficiency.**⁴

What to go see

If you like art: Kunsthaus Zürich

The Swiss art museum is open Tuesday through Sunday, and visitors can see 1,600 paintings by Picasso, Impressionist landscapes by Monet, and colorful Chagall paintings. It also has medieval tapestries and works from local Zürich artists. Art sessions are some of my favorite places to visit when I'm alone because I never feel out of place and I can spend as much time as I want looking at the things that are particularly interesting to me.

If you like the outdoors: Outflieger

View your thoughts here

Write a Post

Related Posts

Zürich Best Home Decor Links

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August Street Look Review: Shoes, Bags, and Hair Details

April 4, 2018 [Read More...](#)

Zürich Best Smart Transportation

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The 7 Safest Cities for Women to Travel Alone in Europe



4. Zurich, Switzerland

Zurich is a city that is extremely safe and desirable (traveling alone as a female here is also incredibly safe, and downright breathtaking, snow-capped Alps towers in the background, mountains and art galleries line the streets and the nightlife is something to speak of). Female travelers will find no shortage of shopping to do here, retailers, galleries, street markets, jewelry makers, jewelry markets and watch makers fill the streets. Choices of accommodations are endless here and if you feel nervous at all in this city we suggest heading over to Lady's First Design Hotel, which was built especially for female travelers. The central center is the perfect place to stroll through the winding lanes and look up to the tall church spires, stopping for coffee at sidewalk cafes. East-West is where to find the hottest nightlife in the city, just in case you are looking to meet new friends that want to dance the night away.



Perdre du ventre :

Le Dr. G. recommande les fruits.

Commentaire de Sophie...

More from ScoopLife

- [The 12 Most Dangerous Roads Travelers in the World](#)
- [Five Hottest Street Food Around the World](#)
- [The Top 5 Not Friendly Vacation Destinations in Europe](#)
- [10 Incredible Street Food in the World](#)
- [The Top Places to Spend the Year's End in Europe](#)
- [The 10 Best Cities in the World 2018](#)



Promote it!

“According to
asecurelife.com
touristmaker.com...”



Sell the experience first!

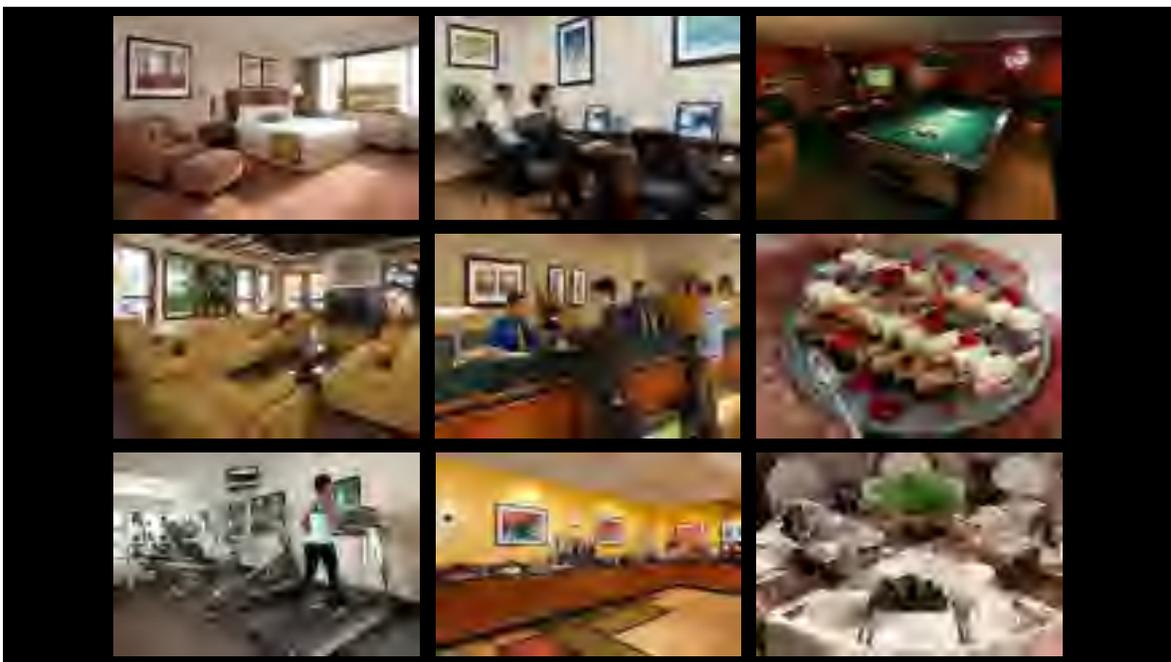
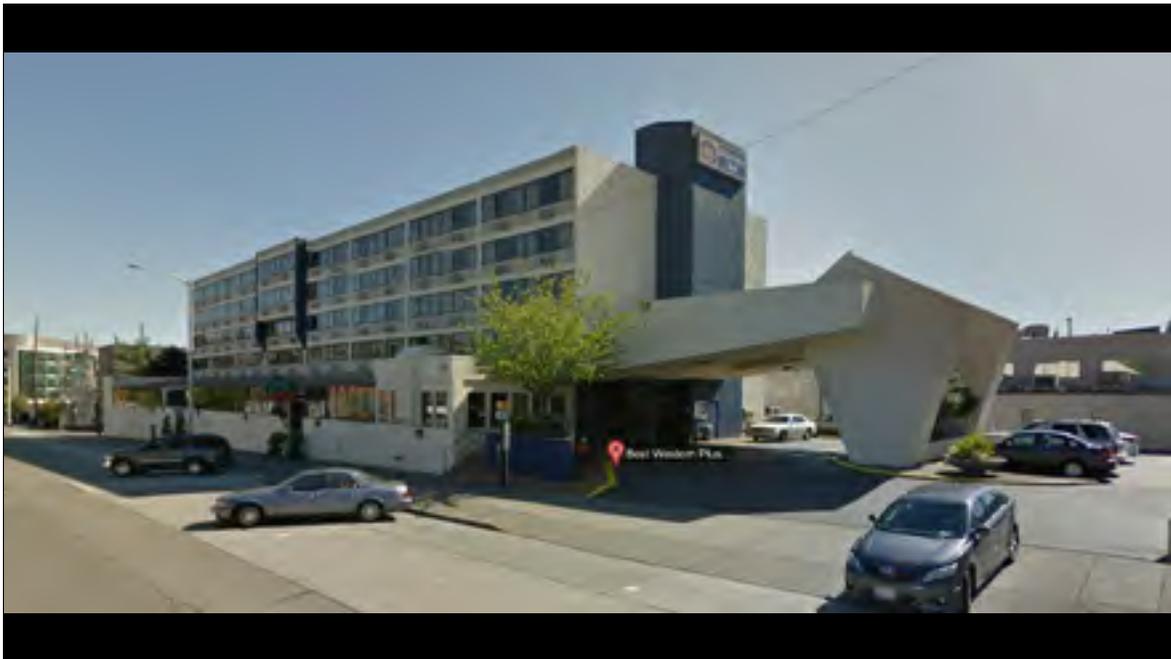
WHAT TO DO



Tell me “**WHY**” I should

- Visit your town or village
- Stay in your hotel or B&B
- Go with your excursion

Give me three reasons why I should book with you





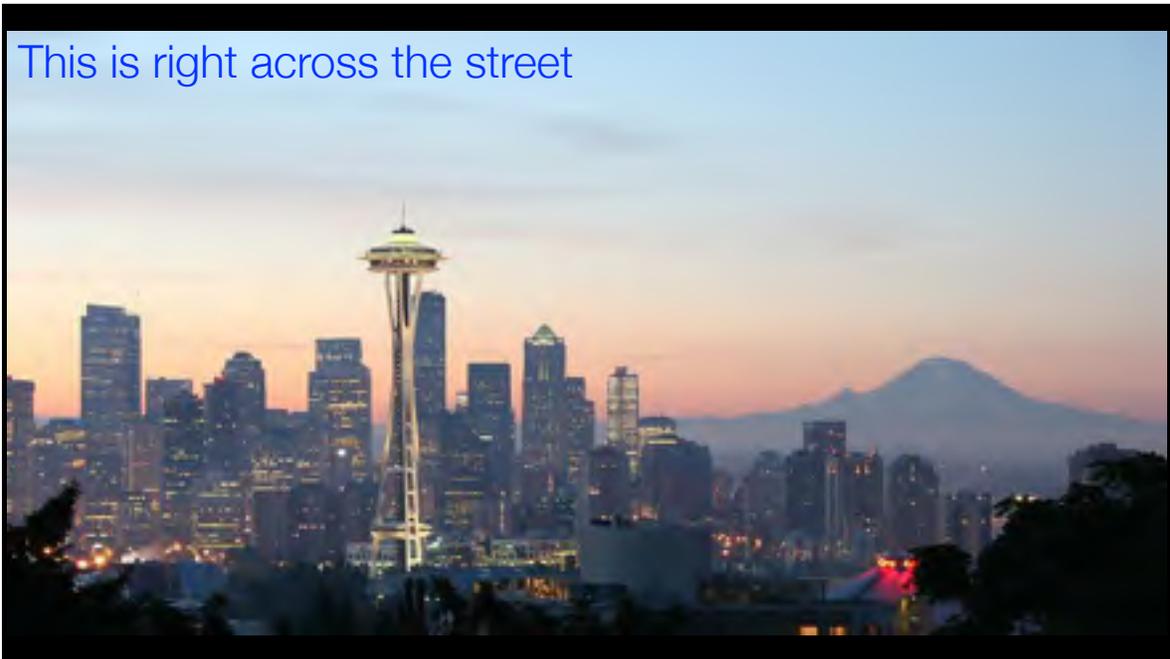
The challenge

There are more than 100 hotels in Seattle.
Almost all of them have the same things.

So what's missing?

Two things:
People and WHY I should stay there

This is right across the street





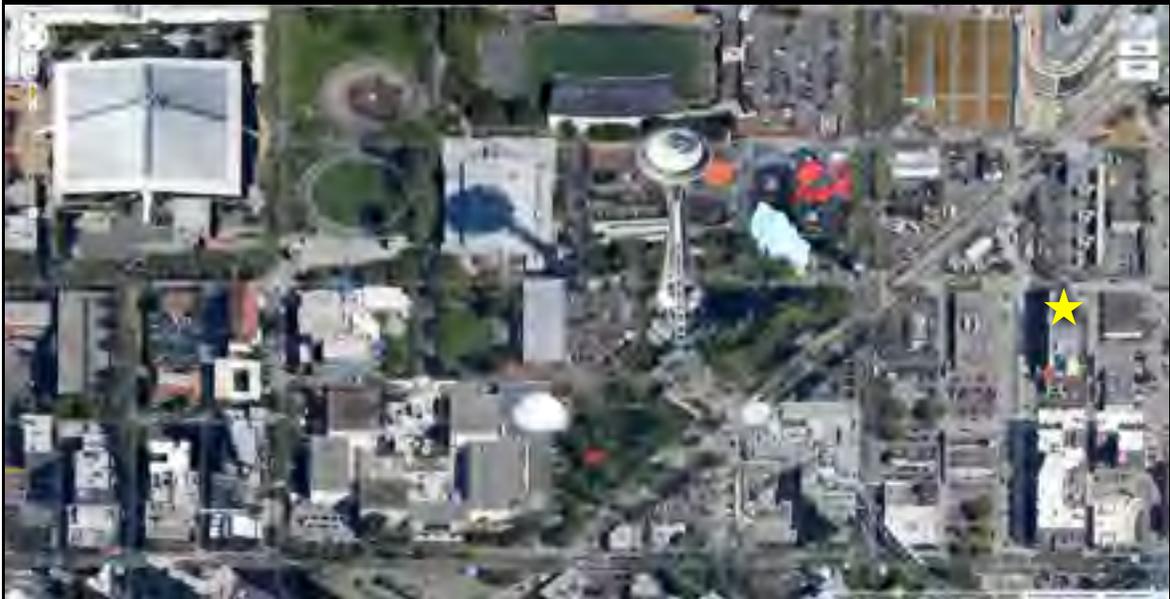


Teatro Zinzanni



WNBA Seattle Storm

All of this is within a five minute walk of the hotel





Bottom line:

The brochure closing the sale before: **12%**

After: **92%**

Occupancy nearly doubled

Why?

They answered that question
and sold the experience first.



Evoke an emotional response

What to do

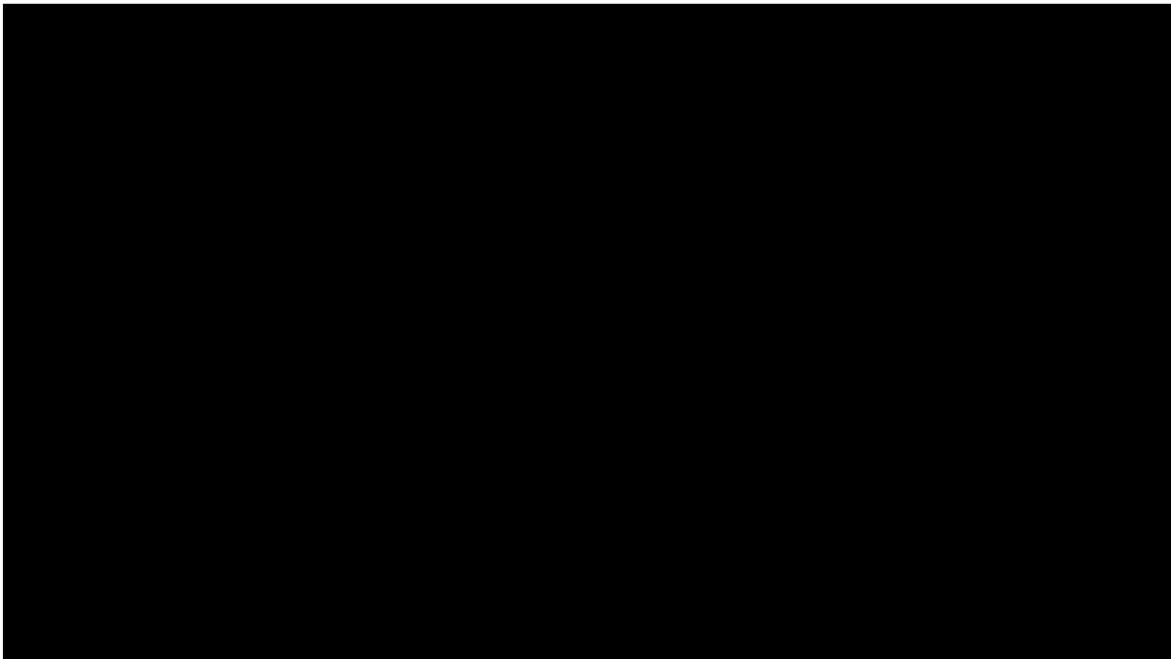
When you design your ads, videos, etc. make sure they include these four things:

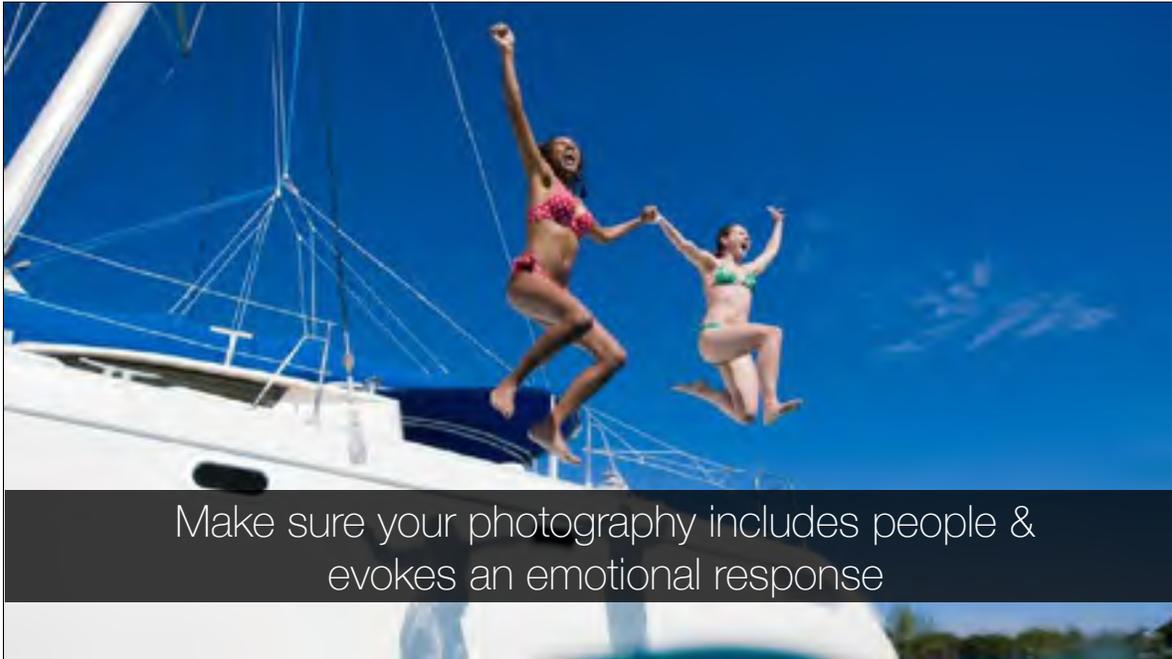
1. It connects with **people** not just places.
2. It connects with the **setting**.
3. It features a **unique**, immersive activity.
4. It evokes **emotion**



On your journey through life make sure your biography has at least one extraordinary chapter.

Gros Morne National Park





Make sure your photography includes people & evokes an emotional response







Take charge of your
Google listing (it's free)

WHAT TO DO

Make sure you fill out your
Google My Business
listing. It's free!

Hotel pilatus-kulm

Hotel Pilatus-Kulm, Lucerne | Best Price Guarantee | booking.com

Book for Tomorrow
No Booking Fees

Hotel Pilatus-Kulm - The historic mountain lodge at 2,132 meters ...

Hotel Pilatus-Kulm - Das historische Berghotel auf 2132 M. ü. M. ...

Hotel Pilatus-Kulm and Hotel Bellevue | Pilatus-Bahnen Lucerne ...

Hotel Pilatus-Kulm und Hotel Bellevue | Pilatus-Bahnen Lucerne Schweiz ...

Hotel Pilatus-Kulm, Lucerne, Switzerland - Booking.com

Hotel Pilatus-Kulm, Lucerne - updated 2018 Prices - Booking.com



Hotel Pilatus-Kulm

Address: Pilatus-Kulm, 8192 Lucerne
Phone: +41 41 310 12 12

Check availability

Check availability

Hotel details

See more photos

See this hotel? Choose other options

Hotel schweizerhof lucerne

Hotel Schweizerhof Lucerne - Das 5-Sterne

Hotel Schweizerhof Lucerne - Das 5-Sterne

Hotel Schweizerhof Lucerne, Lucerne | Switzerland Tourism

Hotel Schweizerhof Lucerne, Lucerne - Switzerland - Booking.com

Hotel Schweizerhof Lucerne, Lucerne - Updated 2018 Prices

Hotel Schweizerhof Lucerne (Schweiz Lucerne) - Booking.com

HOTEL SCHWEIZERHOF LUCERNE - Updated 2018 Prices & Reviews



Hotel Schweizerhof Lucerne

Address: Schweizerhofstrasse 5, 8192 Lucerne
Phone: +41 41 310 12 12

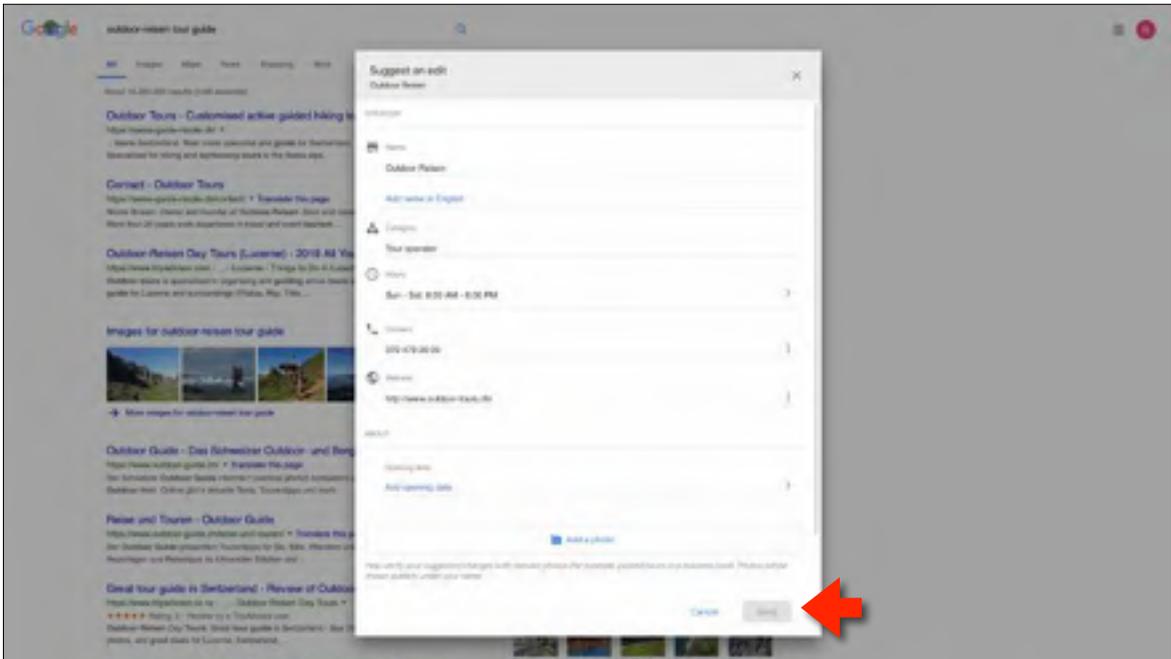
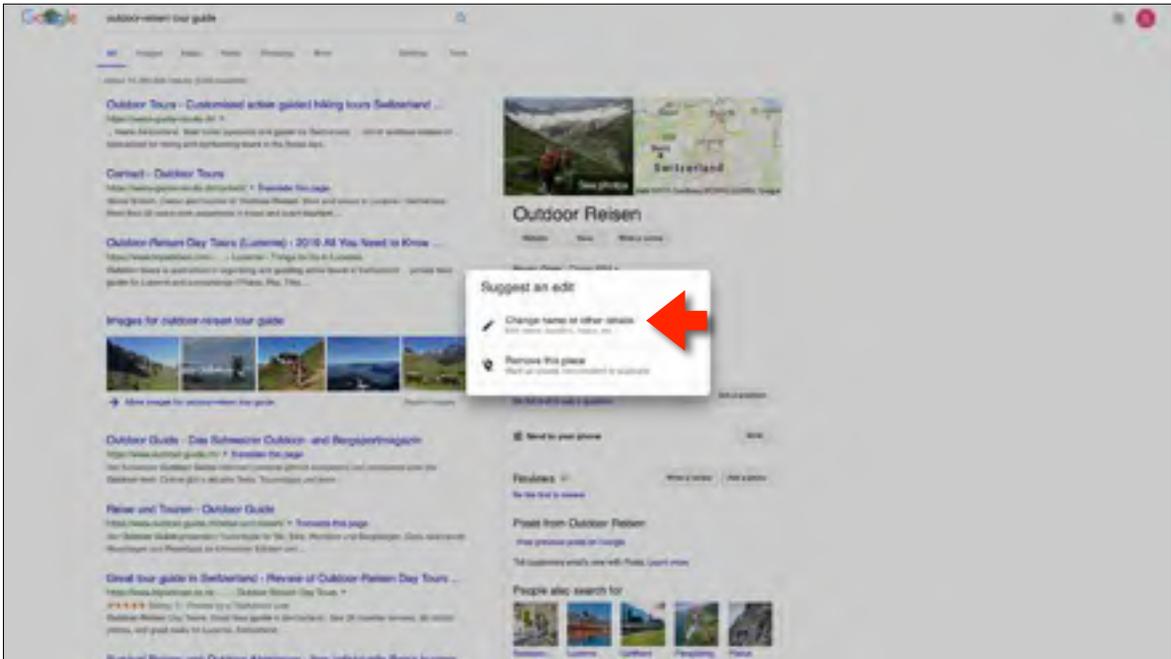
Check availability

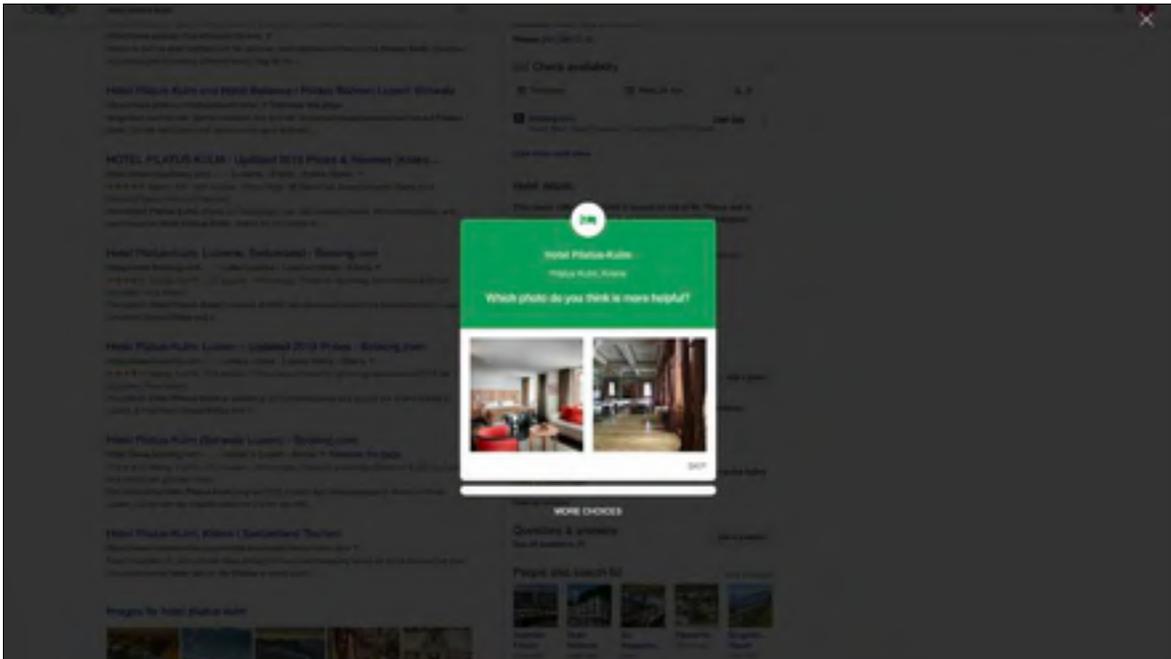
Check availability

Hotel details

See more photos

See this hotel? Choose other options





If you don't have a listing
start one.



Add both
Google and **TripAdvisor**
reviews to your website!

add google reviews to your website

How to Add Google Reviews to Your Website

1. Sign in to the Google account controlling your business listing.
2. Load your Google+ business page.
3. Click the share icon located in the lower right-hand corner of the review.
4. Click the options arrow in the top right corner of the shared post.
5. Choose "Embed Post" from this menu.
6. Copy the Header code.

More items... — Feb 14, 2014

How to Add Google Reviews to Your Website (and Why you Need them)

Why it's important to have Google reviews on your website and why you need them.

People also ask

- How do I get products to review my website?
- How do I link to my Google reviews?
- How do I add Google reviews to WordPress?
- Do you have to have a Google account to leave a Google review?

Feedback

Videos

- How to share your google reviews in your website
- How to Embed Google Reviews On Website?
- Google Local - How to embed google reviews

how to embed tripadvisor reviews to my website

Let's embed these TripAdvisor reviews on your site

1. If you already have a Repuon account - login here ...
2. Go to "Channels" and choose to add "TripAdvisor" channel.
3. Enter your full TripAdvisor URL, and click on "Add" button.
4. Next, you'll need to create a new widget ...
5. Click on "Widgets" and then "Add widget" button.

More items... — Feb 25, 2017

How to embed TripAdvisor reviews on your website - Repuon Blog

How to Repuon Blog how to embed TripAdvisor reviews on your website!

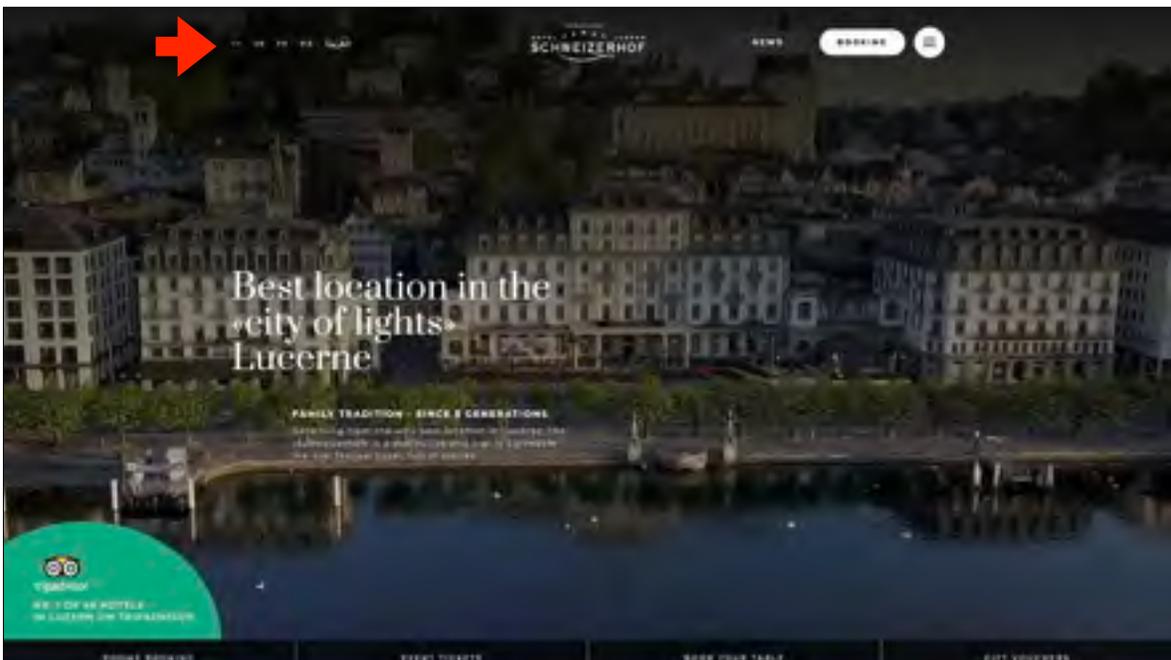
Widgets - TripAdvisor

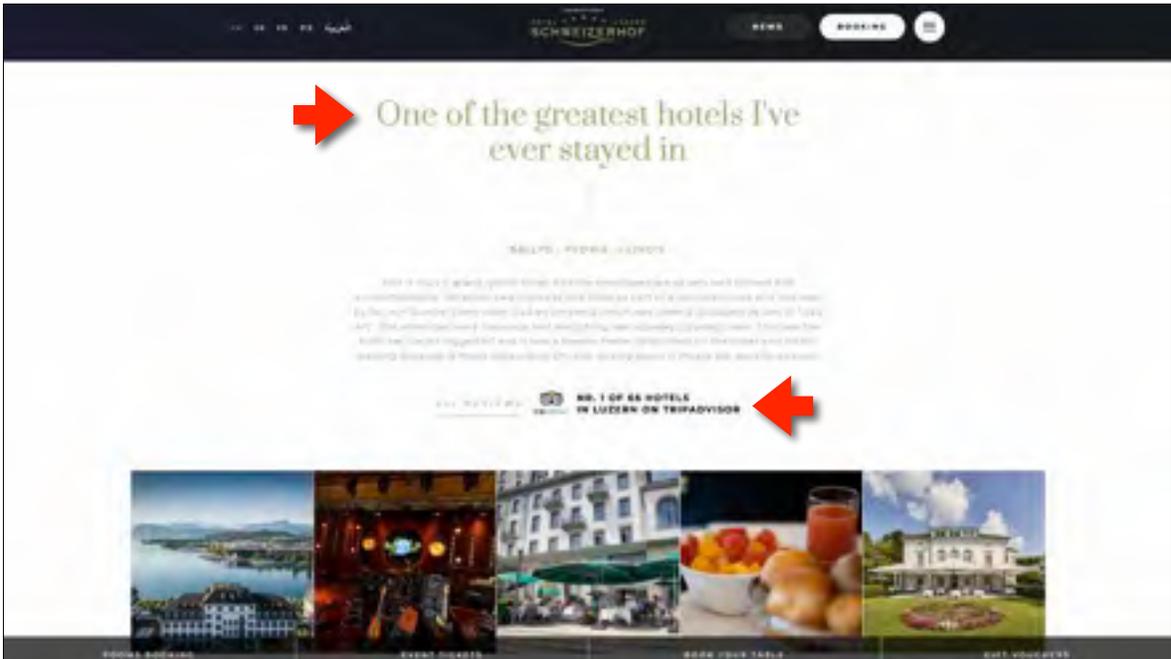
How to embed TripAdvisor Rating and Latest Reviews on Your Site ...

Videos

- How to embed TripAdvisor Widget to
- How to add TripAdvisor Widget to your website
- How to add your TripAdvisor widget to your website

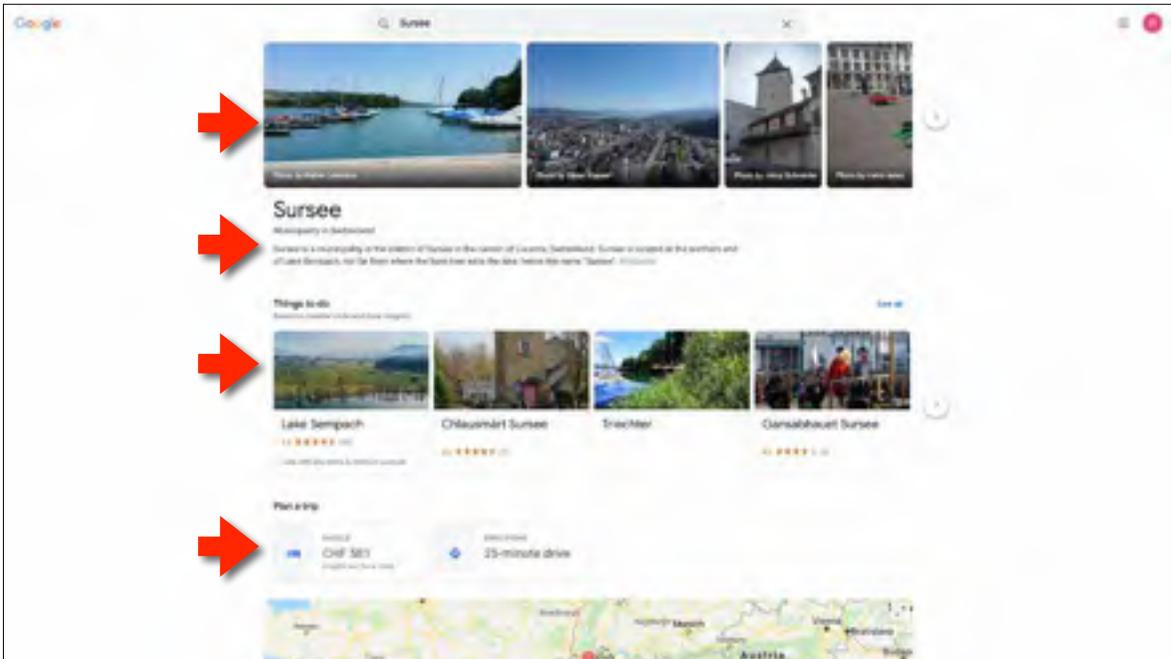
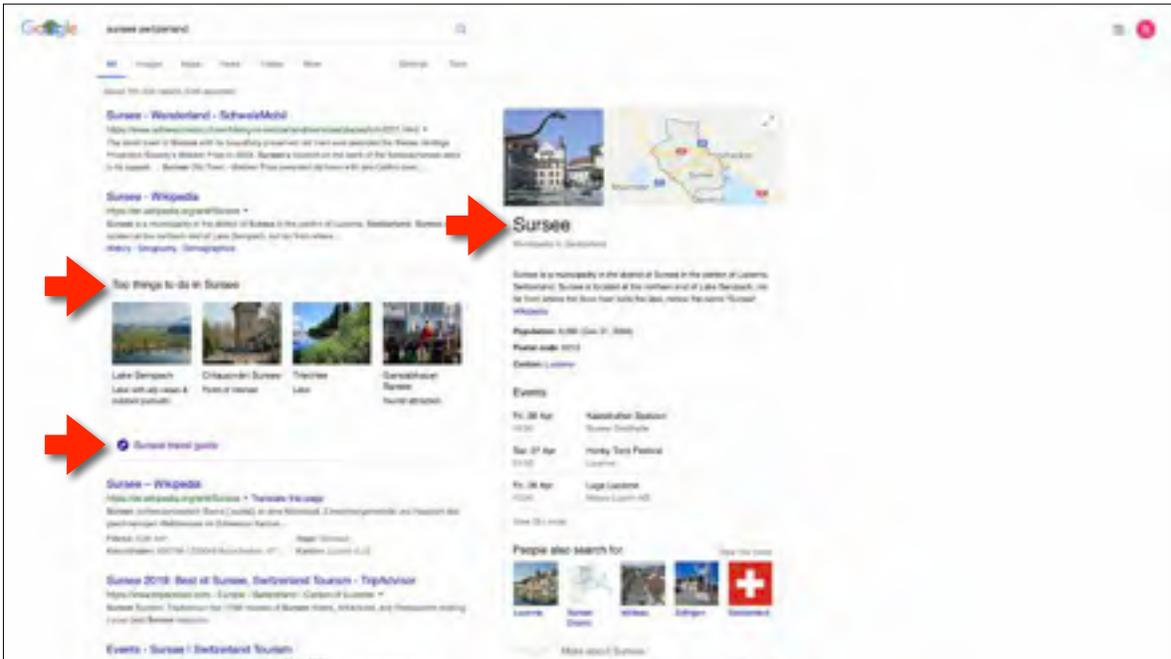
In Switzerland
make sure your website
is **“localized”**
- in different languages.

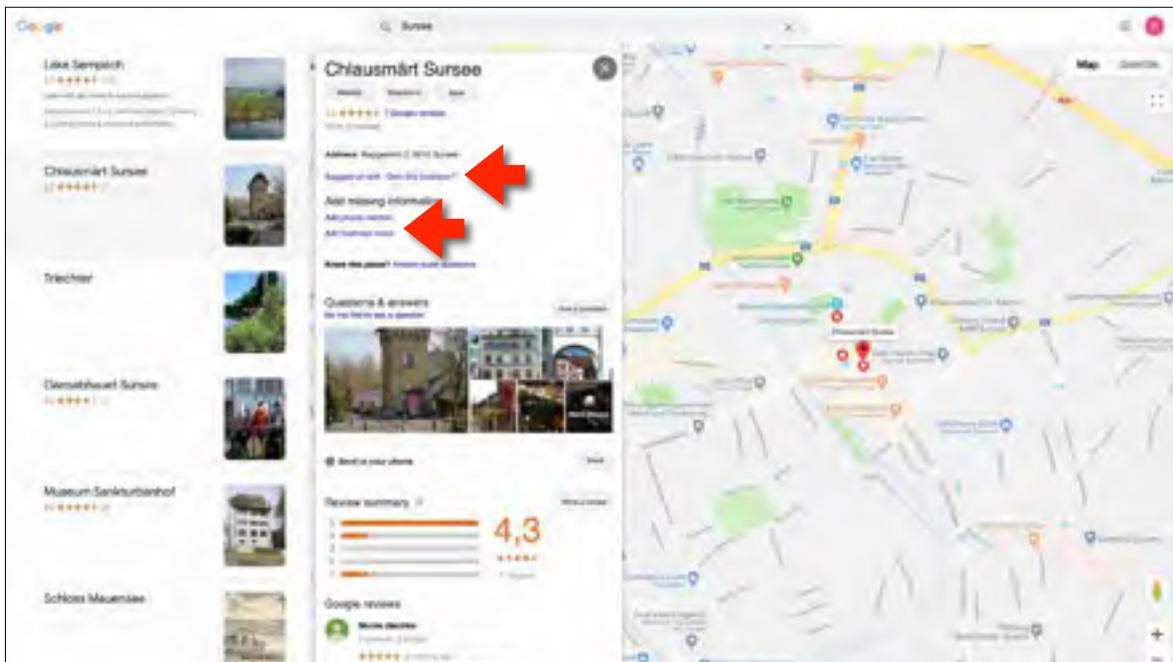
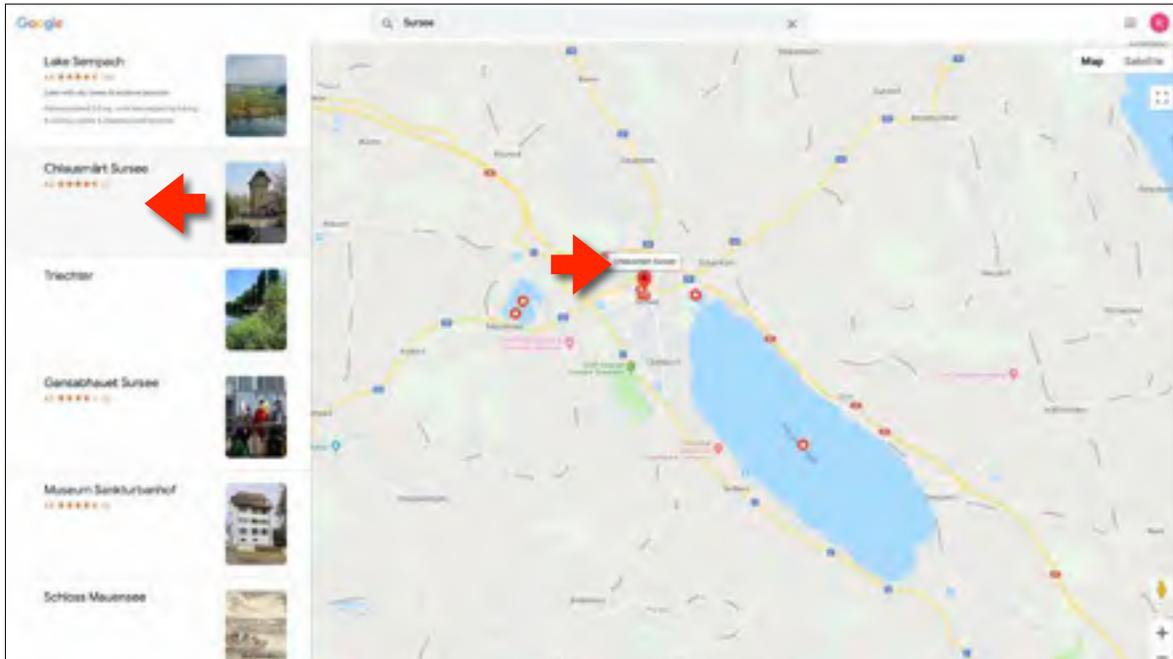


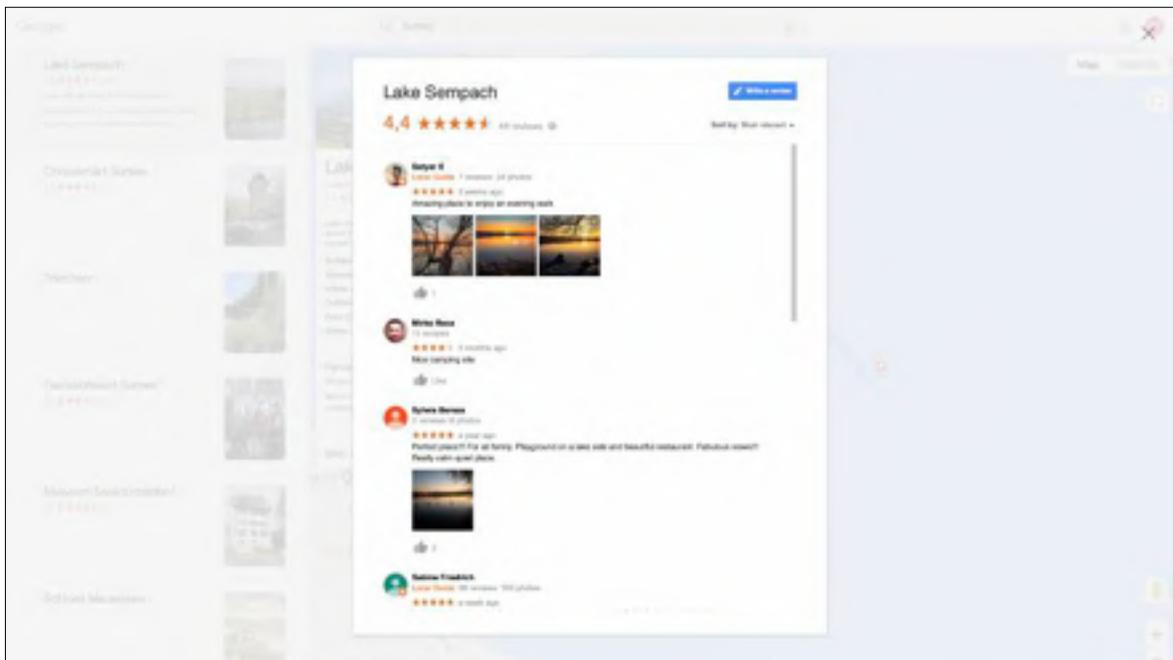
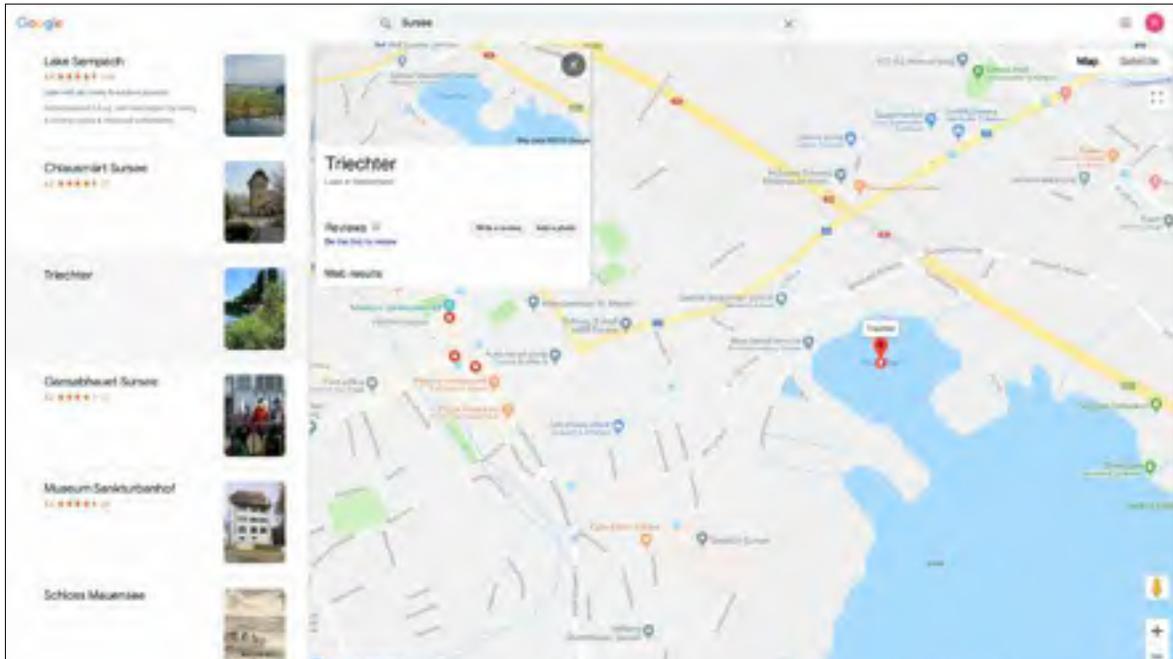


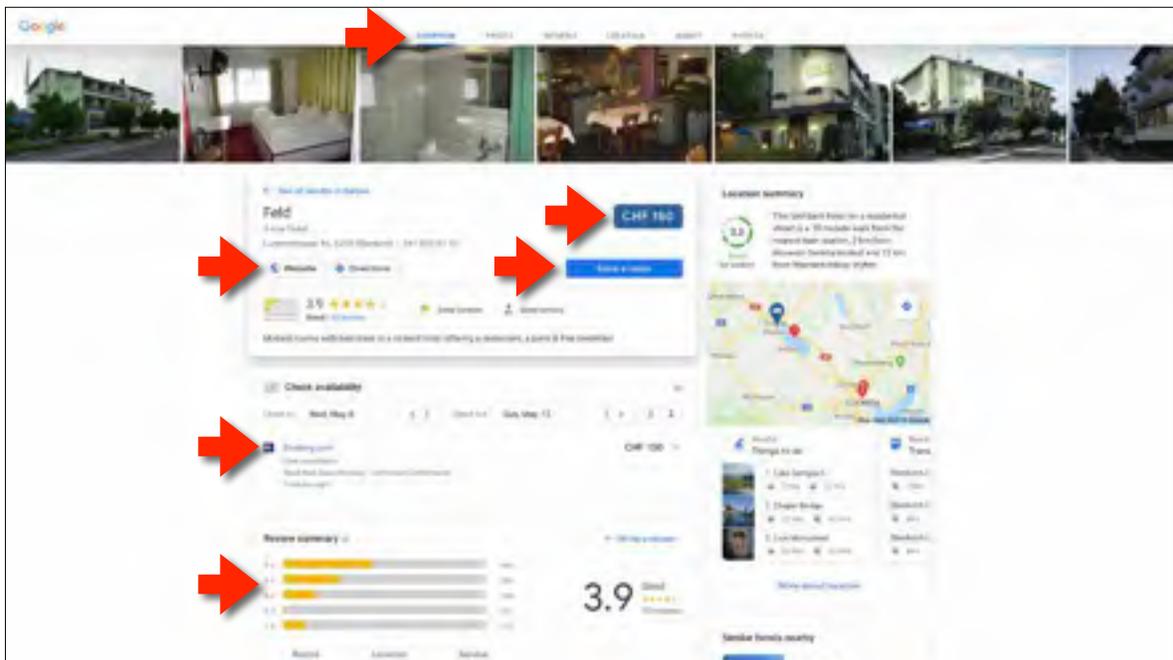
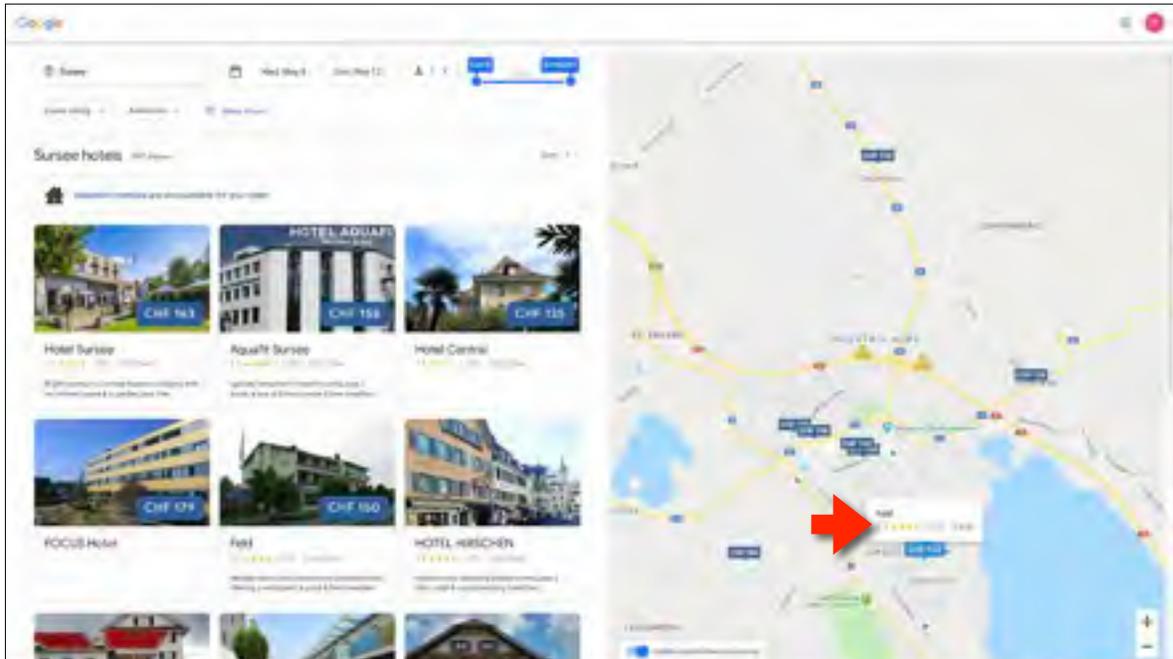
Don't let people
leave
your website!

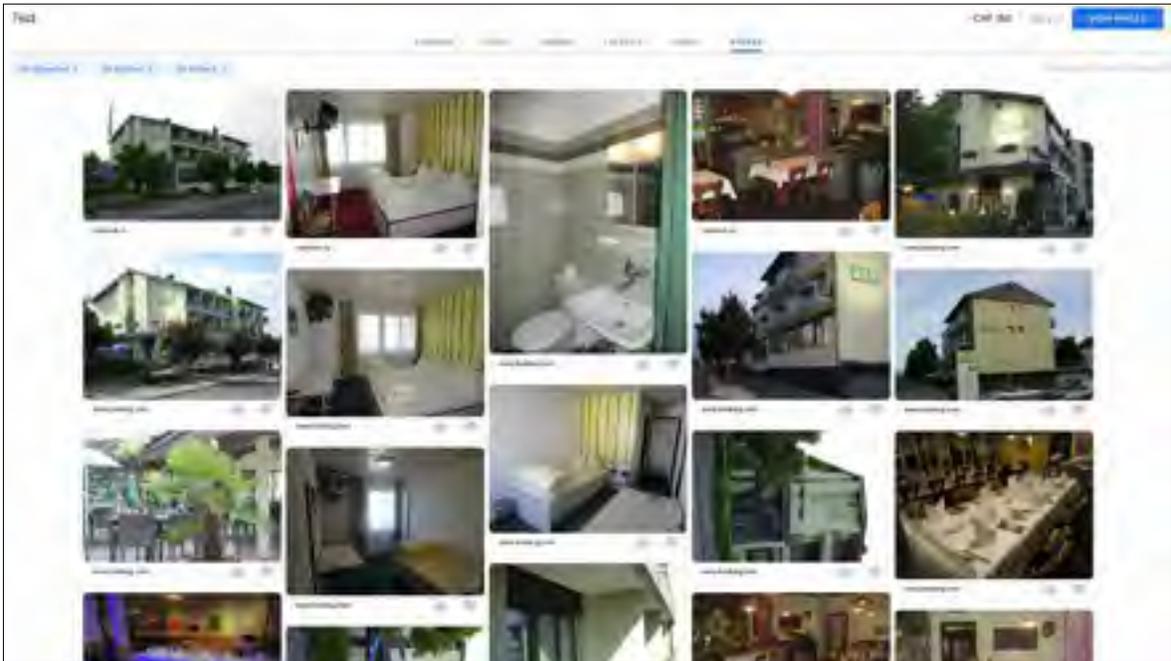
Chances are, they won't come back!











Make sure you control
your information
via Google.

Your "details" list

- Name of attraction
- Teaser of why it's worth the visit
- Distance to get there (or time)
- Directions and maps!
- How much time to spend there
- Details: costs, hours, parking, access, etc.
- Hot tip: "Ask for Barbara - she's a real character!"
- More information: link or QR code, website address, etc.

A white sheet of paper is shown at an angle against a black background. The paper contains a list of eight empty square boxes, each followed by three horizontal lines for writing. The boxes are arranged vertically down the page.

- 3 Where will me and my partner have the best dining experience? ★
- 1 Where should we go for some nightlife? ★
- Where can we get gourmet items for a picnic? ★
- 2 What is the one thing we MUST do while here?
- Where can I get the best dessert? Name the place AND the dish. ★
- Where can I take the best picture that says I was really there?
- Where can I get something locally made? A gift or great souvenir? ★



Make product development your
top priority

Today's Soundbite

Marketing will bring people to you just once.
Period.



Today's Soundbite

The ONLY thing that brings them back is your product:

- The primary activity that drew them
- The complementary activities
- Your amenities
- The people they interact with

OUR TRIP TO SWITZERLAND



Tuesday April 16th	Zurich	Walked Old Town Fraumunster Grossmunster
Wednesday April 17th	Zurich	Swiss National Museum Bus/boat/tram tour
Thursday April 18th	Lausanne	Walked Old Town Ouchy Olympic Museum
Friday April 19th	Lausanne	Lake tour to Chateau de Chillon Montreaux
Saturday April 20th	Lucerne	Walked Old Town Chapel Bridge The Wall
Sunday April 21st (EASTER)	Lucerne	-- Worked on presentation Mass Lion
Monday April 22nd	Lucerne	Mount Pilatus
Tuesday April 23rd	Lucerne	-- I'm here! Switzerland Vacation Day
Wednesday April 24th	Lucerne	Lake Lucerne tour & small towns: Brunnen
Thursday April 25th	USA	No! We have to leave

WHAT WE LEARNED

- 1 There's no need to rent a car - but you **MUST** get a Swiss Pass. Get and use the SBB app
- 2 In every town, find the Tourist Information and start there.
- 3 Lausanne doesn't like the term "Lake Geneva" - Lake Lemman
- 4 English is not a requirement in the French speaking areas
- 5 Switzerland is the most beautiful country on the planet
- 6 Switzerland expensive to visit - but worth it
- 7 Switzerland lives up to its quality reputation
- 8 It may be small, but a month is not enough time to visit



Switzerland

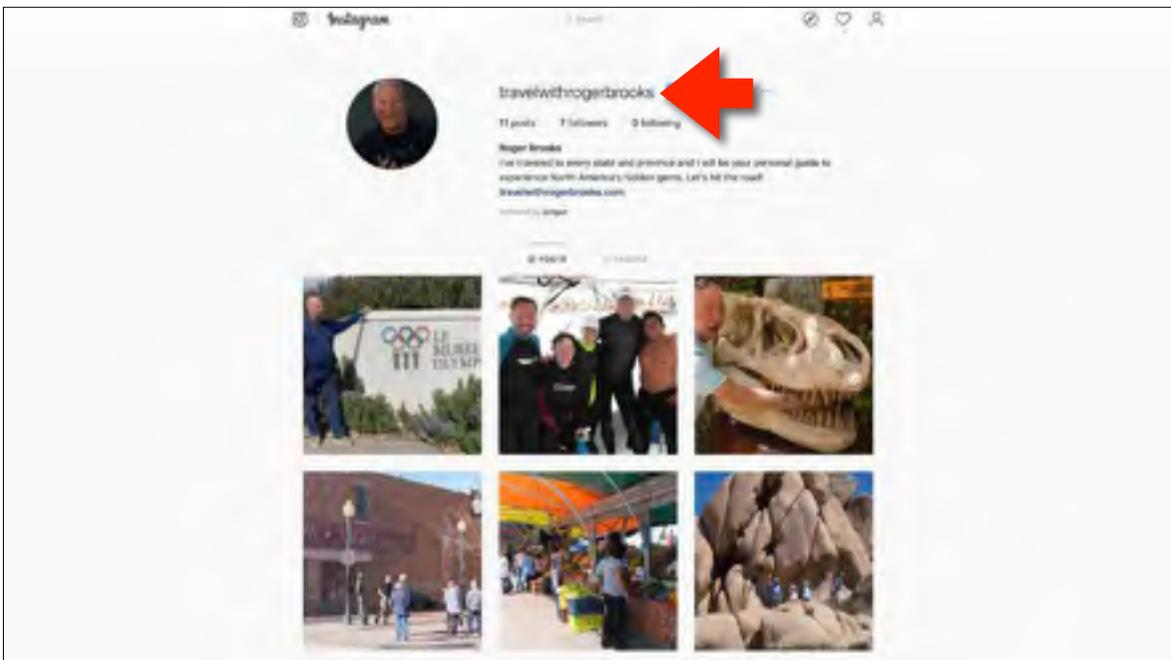
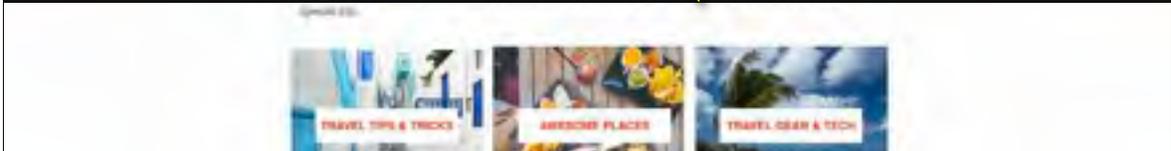
Is a **small** country with **big** ideas.

Is a **small** country with **big** things to see and do.

Is a small country with a **big heart**.



TravelWithRogerBrooks.com ←



Destination Development
Association

HOME ABOUT SERVICES MEMBERSHIP CONTACT

**The definitive resource for
crafting amazing destinations to
live in, invest in, work in, and
visit.**

This is an organization that provides an incredible amount of
resources for everyone involved with making the place they call
home better. Municipalities, planning, downtown tourism and
economic development... just to name a few.

Membership is completely free through 2019 - [Join Here](#)
 If you'd like one-on-one assistance, we can help with customized services!
 Visit our sister site www.destinationdevelopment.com

Destination Development
Association

HOME ABOUT SERVICES MEMBERSHIP CONTACT

MARKETING - TELLING THE WORLD, EFFECTIVELY

IS A MOBILE APP IN YOUR FUTURE? 	Increasing Your Online Exposure: Social Media, SEO, and Web Tools for Beginners 	THE ULTIMATE MARKETING SERIES 	LOGGING, ATTRACTIONS AND GUIDES: YOUR TOP 3 MARKETING PRACTICES
TOURISM FOR THE 21ST CENTURY 	Commonly Marketing in a MINUSCULE BUDGET 	The Power of Partnerships 	The Use of Photography to Increase Sales
The Power of Selling Experiences Over Places 	Promoting Your "Anchor Tenants" 	How to Create Marketing Partnerships 	Designing Effective Print & Mobile Ads



Danke schön!

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 [facebook.com/RogerBrooksIntl/](https://www.facebook.com/RogerBrooksIntl/)

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