**Text components for Photo Spots**

1. General Texts / Introductory Texts

URL: MySwitzerland.com/fotospots

((Headline))

**The Grand Tour Photo Spots.**

((Alternative))

**The Photo Spots along the Grand Tour.**

((Subtitle))

**Ensuring fond memories of picture-book Switzerland**

((Subtitle Variante))

**How to capture the most beautiful moments.**

((Lead))

Breathtaking fourthousand metre peaks, charming hilly landscapes, mediaeval towns, the roaring Rhine Falls – on the Grand Tour the places of interest line up like a string of pearls. We place the most attractive viewing points along the route centre stage for you.

2. Description

((Text))

To ensure you don’t miss out on any of these great location the Photo Spots are actually signposted on the road.



Incidentally: Each Photo Spot also provides information on the special features of the location and gives you the opportunity to have fun putting yourself in the spotlight.

((Title))

The number is increasing all the time!

((Text))

The first Photo Spot was installed in the Emmental in April 2016 and new ones are being continually added.

3. Call to action

Share your most attractive photos with us and your friends!

#SwissGrandTour

#IN**LOVE**WITH**SWITZERLAND**