



Switzerland.

Switzerland Yodel.

Sales Companion for Travel Professionals – 2023/24.

[MySwitzerland.com](https://www.myswitzerland.com)

Welcome.

Dear Travel Professionals,

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2022 was a year of full recovery for Switzerland. Nestled in the heart of Europe and the Alps, Switzerland remains a popular year-round destination among travelers from North America. After a slow start, overnight stays surpassed the record-breaking year of 2019 from June until the year's end – especially December, which saw an increase of 19.1% in overnight stays from the United States. This strong finish boosted the overall performance of North America and served as an optimistic indicator for 2023. This year, the availability of flights to Switzerland has increased thanks to our partners SWISS International Airlines and Edelweiss Air, which offer numerous direct flights from multiple United States and Canada destinations. Double-digit sales growth of Swiss Travel Passes in Canada, and the United States is a good sign for sales of panoramic trains and the "Grand Train Tour of Switzerland", the most sustainable – and beautiful – way to discover Switzerland. With 11 large lakes, five UNESCO World Heritage Sites, and 795 mi/1,280 km of magnificent views in between, panoramic trains transport you across contrasting landscapes, from glaciers to culturally rich cities. The Grand Train Tour is an integrated product within the Swiss Travel Pass

and can also be experienced in point-to-point trips or as a full-length itinerary. Customize your clients' journeys and profit from the benefits: complimentary funiculars, scenic train rides, boat cruises, and free entry to over 500 museums. Since launching Swisstainable, more than 1,600 industry suppliers have committed to the nationwide sustainability program enabling Switzerland Tourism to partner with tour operators such as Kuoni Tumlare and The Travel Corporation to establish sustainable travel products incorporating sustainable transportation, accommodation, and gastronomy.

The North America team, including the newly appointed Director of Canada, is thankful for your support of Switzerland. We highly appreciate the travel advisory community's professionalism and collaboration and are here to assist you in making the possibilities more accessible – and endless.

See you soon in Switzerland.

Credits

Addresses

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Cover

Aerial photo of the world record attempt with the longest passenger train on the UNESCO World Heritage route 'Albula', Grisons.
© Philipp Schmidli

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Why your clients will love Switzerland.

Perfect location

Switzerland is located in the heart of Europe with over 130 weekly direct flights from many North American cities to Zurich or Geneva and access to Europe's high-speed rail network.

Cities & shopping

Our cities are clean, modern, diverse and full of history. A wealth of museums, premium shopping and entertainment can conveniently be reached within walking distance.

Public transportation

Trains, buses and boats bring you all over the country, conveniently and safely. Our public transportation system runs like a Swiss watch—smoothly and always punctual!

Pre- & Post-Tours

Switzerland is an ideal pre- and post-tour destination for Rhine River cruises. City stays and Alpine excursions are all within easy reach. Let your clients experience the diversity of Switzerland.

Nature & adventure

Enjoy Switzerland's mountains, lakes and rivers the active way, with every summer and winter sport imaginable. Discover unspoiled nature and breathtaking scenery in the heart of the Alps.

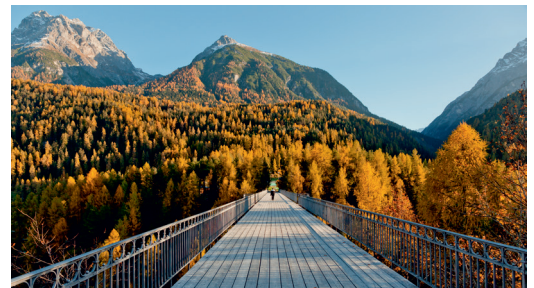
Culture & traditions

Four official languages and four distinctive cultures result in an experience unlike anywhere else. Impressive Roman architecture, contemporary art and internationally renowned events round out every trip.

Experience Switzerland – gently and profoundly.

Swisstainable, the Swiss way to travel consciously.

Imagine a destination where visitors can experience protected landscapes along seemingly endless trails, where local produce is valued so much that it has its own festivals, and where hosts manage to achieve the balance of minimal intervention and maximum enjoyment for their guests. In Switzerland, these efforts are not a struggle, but a matter of course. Traveling in Switzerland means being inspired by the beauty of nature and giving responsible, conscious travel the place it deserves. Traveling in a Swisstainable way gives true meaning to travel and creates lasting memories.



Scuol, Graubünden

Highlights

- Discover Switzerland by public transport: Did you know that 95% of Swiss households are within a 5-minute walk of a public transport stop? Hardly anywhere else can you get to a destination more easily and comfortably than in Switzerland. Stops even in remote places, perfectly coordinated connections and unbeatable panoramas make public transport an experience in itself. The "Grand Train Tour" comprises the most beautiful panoramic journeys by public transport.
- Feel the golden autumn season with all senses: When the larch trees along the rugged Alpine valleys gradually turn golden and the Alpine chamois wrap themselves in their winter clothes, the season of the senses is in full swing. Colorful autumn hikes are a feast for the eyes and harvest-ripe chestnuts and fragrant mushroom dishes a treat for the palate.
- Immerse yourself in undiscovered regions: Authentic places like Appenzell, remote landscapes like the Onsernone Valley, and lively customs like the wine festival in the Neuchâtel region are nurtured and cherished for good reason. Experiencing lesser-known places provides guests with more authenticity and more naturalness.



www.swisstainable.com

Road to being a Switzerland Travel Expert.

Never stop learning comfortably.

E-learning Program "Switzerland Academy"

- Become a certified Switzerland Travel Expert in only 3 hours.
- Get more leads and benefit from additional sales support.
- Learn more about Swiss culture, best of Swiss cities, top attractions of Switzerland, and more.
- Sign up: northamerica.switzerlandtravelacademy.ch

Bi-weekly Webinars

- Join our bi-weekly webinars and learn more about Switzerland.
- Get in touch with our Swiss partners and receive more insights into specific destinations and products.
- Learn how to sell a destination/product.
- Check the 2023 schedule on the right (page 5).
- Register and join our webinars today:
MySwitzerland.com/trade

Our online platforms.

MySwitzerland.com

- Check the world's most visited destination home page.
- Explore some of our 350 destinations, 2,000 hotels, 25,000 vacation apartments, 400 farm stays, 400 bookable offers, 16,000 events, 2,000 webcams, 2,100 videos and much more.

Trade Corner

- Check our trade corner: Our online trade platform, for training materials, the best Switzerland itineraries, and our digital "Switzerland Yodel" sales manual.
- Find contact details for our entire team and Swiss destination partners so you can get in touch.
MySwitzerland.com/trade

Stay in touch with us.

Newsletter

Sign up today for our bi-monthly newsletter that provides you with the latest news and offers from Switzerland.

MySwitzerland.com/trade

Private Trade Facebook Group

Welcome to the Trade North America Facebook group of Switzerland Tourism! This group has been created specifically to inspire you about Switzerland and to keep you updated on all the latest developments. As a member of this Switzerland Tourism Trade Facebook group, you will benefit from invaluable tips and insights.

Join us: facebook.com/groups/stnatrade



Experience Switzerland.

Study Trips

- We regularly organize trips for eligible travel advisors and tour operators and collaborate closely with the consortia Virtuoso and Signature.
- Study trips are the perfect way to learn more about Switzerland and our products.

Webinars 2023 Thursdays 12pm noon (EST)*

Date	Partner/Swiss Partner
February 16	Ticino Tourism.
March 2	Liechtenstein.
March 16	Lucerne.
March 30	Graubünden.
April 13	Jungfrau Railways.
April 20	Basel.
May 4	BLS - Interlaken Lake Cruise.
May 18	Edelweiss.
June 1	St. Moritz.
June 15	VALAIS Matterhorn Region.
June 29	Jungfrau Region.
July 13	Zurich Tourism.
July 27	Glacier Express.
September 7	SOB.
September 21	Swiss Travel System / Rail Europe.
October 5	Bürgenstock Hotels Selection.
October 19	Geneva.
November 30	Lausanne.

*subject to change

All webinars are recorded and saved on our Trade Corner:
[MySwitzerland.com/trade](https://www.myswitzerland.com/trade)

Be the lucky winner.

Graduate from our e-learning program "Switzerland Academy" before **November 30, 2023** for a chance to **win two flight vouchers to Switzerland**, sponsored by Swiss International Air Lines!



Easy to get to Switzerland.

SWISS – The Airline of Switzerland

As the national airline of Switzerland, SWISS is synonymous with traditional Swiss values. True to its heritage, the company is dedicated to providing the highest quality in all of its products and to offering customers outstanding personal service. As part of the Lufthansa Group and a member of the Star Alliance, SWISS remains faithful to its mission of providing quality air services that link the U.S. to Switzerland, Europe and the rest of the world.



Boeing 777 above the Swiss Alps

SWISS Hubs

SWISS flies nonstop service to Switzerland from eight North American gateways including Boston, Chicago, Los Angeles, Miami, New York's JFK, Newark, San Francisco and Montreal. Whether traveling in SWISS First, SWISS Business, SWISS Economy or, on select routes, SWISS Premium Economy, passengers experience true Swiss hospitality and service the moment they step on board. And, of course, Swiss chocolate on every flight!



Edelweiss A340 in front of the Matterhorn

Fly Edelweiss: Direct from North America to Switzerland

There's no more convenient way to travel to Switzerland. Edelweiss brings you directly to Zurich from various destinations in North America. The Swiss airline offers seasonal flights several times a week in the USA from Denver, Las Vegas and Tampa Bay nonstop to Zurich. In Canada, flights depart from Calgary and Vancouver.

Home of Edelweiss.

Zurich is excellently located, and all the sights of Switzerland can be reached in a few hours by car or by the world-famous and punctual public transport. Edelweiss is Switzerland's leading leisure travel airline and is based at Zurich Airport. As a sister company of Swiss International Air Lines and a member of the Lufthansa Group, we fly to over 80 dream destinations in more than 30 countries worldwide.

For more information regarding the Edelweiss product visit flyedelweiss.com.

Easy to get around.



The new GoldenPass Express above Gstaad, Bern region

Swiss Travel System - the best way to experience Switzerland

Travel by train, bus, or boat – anywhere at any time. Discover Switzerland's diversity with ease and comfort on the world's densest public transport network. Mystsn.net.com

Swiss Travel Pass

The Swiss Travel System offers travelers the opportunity to explore cities and towns, mountains and lakes as well as over 500 museums with just a single ticket – the Swiss Travel Pass. Enjoy independence, flexibility, and comfort.

Swiss Travel System Excellence Program

Become a qualified Swiss Public Transport expert and win prizes! Let Heidi and Peter guide you on a learning journey on this award-winning program. Gain up-to-date know-how in a playful way – from mountain excursions to premium panoramic trains to luggage transport.



Mystsn.net.com/elearning

For booking and information, visit Rail Europe's agent website – one-stop-shop for planning and booking point-to-point tickets and the Swiss Travel Pass. agent.raileurope.com

Swiss Travel Pass

Customer Need	Right Pass	Price*
Extensive travel through Switzerland	Swiss Travel Pass: 3, 4, 6, 8 or 15 days (consecutive)	from \$260 USD / \$350 CAD
Flexible travel during one month	Swiss Travel Pass Flex: 3, 4, 8 or 15 days (freely selectable within 1 month)	from \$300 USD / \$399 CAD
Family travel	Swiss Family Card: Free travel for children under the age of 16 if accompanied by at least one parent who is in possession of a valid Swiss Travel System ticket/pass	free

* Prices based on travel in second class and subject to change based on currency fluctuation. Look out for temporary promotional offers as well as saver tickets and passes.

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UNESCO World Heritage Sites.

UNESCO World Heritage Sites are testimonies to the earth's history and mankind. They tell the story of the country's origins and are part of Switzerland's identity. Each stand for authenticity, quality, and diversity across generations. Thanks to Switzerland's natural beauty and cultural history, there are 13 fascinating World Heritage Sites to visit.

Lavaux, Terraced Vineyards

Rising steeply from the vast expanse of Lake Geneva, the narrow vineyard terraces of Lavaux stretch for nearly 19 mi along the shore from the Chateau de Chillon to the eastern outskirts of Lausanne. With nearly 900 acres of land, the lush terraces of Lavaux form the largest contiguous vineyard area in Switzerland. Surrounded by 11th century stone walls, the vineyards have been cultivated by winemakers over generations and encompass 14 well-preserved picturesque villages.

Our recommendation for exploring this UNESCO World Heritage Site, is by joining a wine-tasting tour or a guided biking tour.



Bike ride through the Lavaux vineyard terraces



Aletsch Glacier, the longest glacier in the Alps

Swiss Alps Jungfrau-Aletsch

The Jungfrau-Aletsch Region was selected as the first Alpine UNESCO World Natural Heritage Site in 2001 and stands for the natural beauty of the Alps. Its heart lies in the mighty rock massif of the Eiger, Mönch, and Jungfrau and the glacier landscape around the Aletsch Glacier.

The area is of exceptional universal value, not only for its beauty but also for the wealth of information it provides on the formation of mountains and glaciers. **Our recommendation** for exploring this UNESCO World Heritage Site is to visit the Jungfrauoch, the highest-altitude train station in Europe, where magnificent glacier views are enjoyed.

Castles of Bellinzona

The fortress of Bellinzona, with its impressive 13th-century castles, walls, towers, battlements, and gates, was included in the UNESCO World Heritage List in 2000. In ancient history, the medieval castles of Castelgrande, Castello Montebello, and Castello Sasso Corbaro protected Bellinzona, considered a strategic political and trading point. Castelgrande nowadays houses museums, while Montebello and Sasso Corbaro are the best-preserved medieval castles in the country.

Our recommendation for exploring this UNESCO World Heritage Site is to join a local Salami workshop at the Castello Montebello.



Sunset at the Castelgrande in Bellinzona

Do your clients want to discover the most enchanting sites in Switzerland? Then don't miss out on the Grand Tour Deluxe "UNESCO World Heritage Sites". For further information, please visit: [MySwitzerland.com/GToSUNESCO](https://www.myswitzerland.com/gtoSUNESCO)



Switzerland.

Looking for a fun and sustainable travel destination?

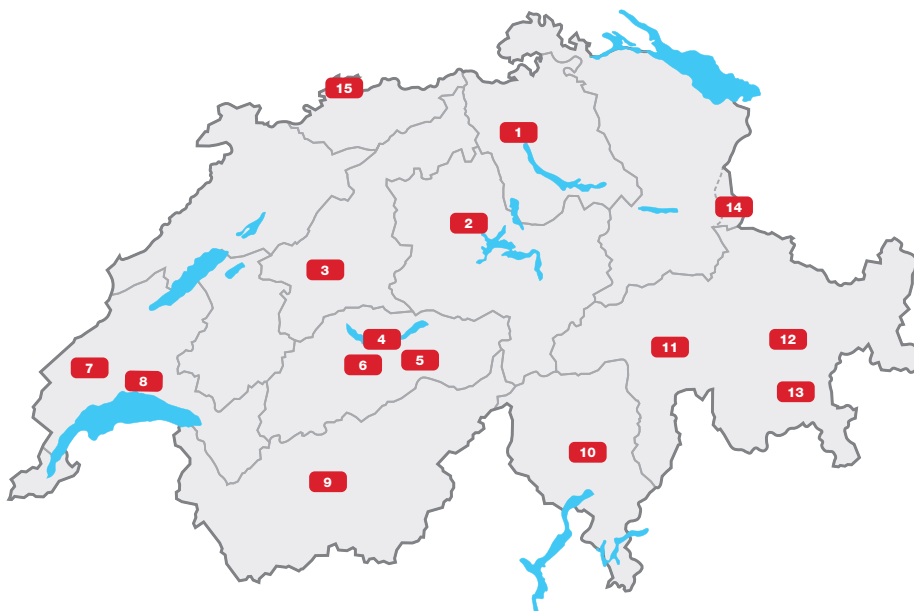
Become a Swisstainable Travel Expert now and learn more about sustainable initiatives in Switzerland.

www.swisstainable.switzerlandtravelacademy.ch



Destinations and tourist attractions.

It doesn't matter whether you are looking for sun, snow, fresh air or sustainable boutique towns. Our premium Swiss destinations and tourist attractions are tailored to your clients' needs and await to be explored.



Zurich.



Aerial view of Zurich

For inquisitive urban explorers

Known as Switzerland's most cosmopolitan city, Zurich combines creative city life and stunning natural landscapes with unexpected ease. A mindful and active lifestyle is in the very DNA of Zurich and the people who live here, making this boutique city perfect for exciting urban escapes. Inquisitive explorers encounter a high density of world-class cultural gems, including Kunsthaus Zürich, Switzerland's largest art museum, and witness the contrast between 2,000 years of history and vibrant neighborhoods abounding in art, design and exceptional gastronomy. Visitors looking for active recreation will delight in the city's waterfront location by Lake Zurich and Zurich's rivers. The destination it is also the ideal base from which to explore the Swiss Alps.

Highlights

- Zürich Card: Integrated in the Zurich City Guide App – the most practical travel companion for Zurich – are the 24- and 72-hours Zürich Cards, tips, an interactive city map, and much more.
- Surprising Guided City Tours: Out-of-the-ordinary tours make a visit to Zurich unforgettable: make your own cheese, cycle through public art pieces on an electric bike, learn to surf – the possibilities in Zurich are endless.
- Lindt Home of Chocolate: Lindt treats visitors to a multimedia experience, personalized chocolate workshops, a unique 29ft/9m-high chocolate fountain and world's largest Lindt shop.
- FOOD ZÜRICH – September 7-17, 2023: For 11 indulgent days, Zurich will host Switzerland's largest food festival, with more than 100 events and workshops around themes ranging from culinary future to sustainability; from farm-to-table to innovation.

Zürich, Switzerland.

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www.zuerich.com/trade



River Limmat with Grossmünster cathedral, Zurich

2 Lucerne – Lake Lucerne Region.



Chapel Bridge, Lucerne

The City. The Lake. The Mountains.

Lucerne is Switzerland because it encompasses all the merits of our country: The City. The Lake. The Mountains. Immerse yourself in this town, enjoy the magnificent landscape, stroll along the quays and don't be surprised when you feel like you never want to leave. Just as fascinating as the charming city of Lucerne is the surrounding area. The Lucerne – Lake Lucerne Region with its unique mountain and lake landscape offers countless options for excursions in summer and winter. Enjoy your overnight stays in Lucerne at either the Art Deco Hotel Montana, offering breathtaking lake views, or the Grand Hotel National, which exudes the charm of the past and the vibrancy of the present.



Rotair cable car, Mt. Titlis

Highlights

- Swiss Museum of Transport - Edutainment at its best in a unique world of mobility.
- Enjoy a scenic lunch cruise on Lake Lucerne; cruise included in the Swiss Travel Pass.
- Discover Mount Pilatus on the famous Golden Round Trip.
- Mount Rigi – the perfect fusion of historical and modern traveling to Switzerland's No. 1 visited mountain.
- Mount Titlis – from Alpine meadows to eternal snow. Enjoy a day full of outdoor adventures and breathtaking panoramic views atop the region's highest vantage point.
- Discover Andermatt and book your four-star superior base camp for all activities in the mountains.



Lucerne Tourism

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www.luzern.com/trade

3 Destination Bern.



View from the Rose Garden over the Old Town of Bern

Urban Nature in the Swiss Capital

The Old Town of Bern is a UNESCO World Heritage Site since 1983. The twelfth-century city planners demonstrated a flair for building a very impressive city, which today is one of the greatest and most well-preserved examples of medieval urban architecture in Europe. Four miles / six kilometers of arcades line the narrow streets, forming one of Europe's longest covered shopping promenades and offering visitors a very special shopping experience. With the river Aare and many green oases, nature is a leading part of the cityscape and at the gates of the city, where untouched landscapes await visitors, such as, for example, the hilly Emmental with its famous Emmentaler cheese. Bern is easy to reach and a perfect hub for excursions to the Alps and all over Switzerland.



Clock Tower and shopping street Kramgasse

Highlights

- Guided UNESCO stroll through the Old City – learn all about the most important sights and the history of Bern.
- The Einstein Museum – insights to the life and work of the famous physicist who had lived in Bern.
- Rose Garden – a park with one of the most beautiful views over the Old Town and the Aare river.
- Gurten – Bern's local mountain with a wide array of attractions. Funicular is free of charge for overnight guests.
- Kambly Experience – Switzerland's most popular biscuit brand.
- Emmental Show Dairy – an all-encompassing experience awaits visitors as they are introduced to the world's most famous Swiss cheese.

BERN

Bern Welcome

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www.bern.com

4 BLS Interlaken Lake Cruise.

Lake Thun and Lake Brienz: 2 lakes, endless experiences

BLS Lake Cruise operates boat tours on the lakes around Interlaken and the Jungfrau Region. Each lake is connected by various sightseeing boats and historic paddle steamers. The boat rides are an easy-to-handle excursion for everyone as well as a great added-value transfer from Interlaken to Lucerne, Montreux, or other destinations.

Highlights

- Two beautiful lakes located centrally in Switzerland around the resort town of Interlaken.
- Fleet of 12 boats, including two historic paddle steamers (one on each lake).
- Breathtaking mountain panorama of the Jungfrau Region.
- Lots of lakeside attractions and sights for all ages.
- Year-round boat cruises on Lake Thun (April to October on Lake Brienz).



Vintage paddle steamer "Blümlisalp" on Lake Thun



BLS Interlaken Lake Cruise
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sales@bls.ch
www.lakeinterlaken.ch

4 Interlaken Holiday Region.

Switzerland in one place

Set between deep blue Lake Thun and turquoise Lake Brienz and at the foot of the majestic Eiger, Mönch and Jungfrau, with a vast selection of activities for all ages and comfort zones, the Interlaken Holiday Region is truly your hub for exploring the great outdoors and enjoying nature during colorful autumns, thrilling winters, blooming springs and adventurous summers.



Paragliding above Interlaken, Bernese Oberland

Highlights

- Interlaken is famous far beyond the country's borders as the No. 1 destination for adventure in Europe.
- The perfect starting point for popular activities like hiking or excursions such as Jungfrauoch – Top of Europe.
- Winterlaken Card – combining the Jungfrau Region Ski Pass, public transportation and free ski bus.
- Explore five castles set in beautiful parkland around mesmerizing Lake Thun.
- The Ballenberg Swiss Open-Air Museum provides insights into the rich cultural heritage of Switzerland.
- The Brienz Rothorn Railway – the steam-driven rack railway offers breathtaking views of turquoise Lake Brienz and snow-covered mountains.



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5 Jungfrau Region.

Unique. Varied.

Three imposing mountains: Eiger, Mönch and Jungfrau. Five charming villages: Grindelwald, Wengen, Mürren, Lauterbrunnen and Haslital. One outstanding holiday destination: the Jungfrau Region. No matter whether you visit in summer or winter, in a group or alone, with sports or relaxation in mind, you'll find your ideal activity and accommodation. Staying here means being out in pure nature where the mountains could not be closer.



Eiger, Mönch and Jungfrau mountains, Bernese Oberland

Highlights

- Mürren & Wengen: Soak up the silence and pure mountain air in our traditional car-free mountain villages.
- Grindelwald: Nestled in a pristine and unique alpine landscape at the foot of the infamous Eiger North Face.
- Lauterbrunnen: Valley of 72 waterfalls, where the highest and most spectacular waterfalls in Switzerland tumble down.
- Haslital: Perfect for families seeking relaxation and adventure.

Grindelwald
Wengen
Mürren
Lauterbrunnen
Haslital

Jungfrau Region

Jungfrau Region Tourism

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www.jungfrauregion.swiss

5 Jungfrau Railways.

Jungfrauoch – Top of Europe

The Jungfrau Railway Group offers its guests amazing mountain experiences and beautiful train journeys. The main offer is the journey to the highest railway station in Europe the Jungfrauoch – Top of Europe. The Jungfrau railway route is one of the most impressive achievements and was opened in 1912 after 16 years of construction.



Jungfrauoch – Top of Europe, Bernese Oberland

Highlights

- Jungfrauoch – Top of Europe: Standing on the Jungfrauoch at 11,330 ft/3,454 m altitude, you can feel it is a different world – one you have to experience firsthand.
- Grindelwald-Mt. First: Feel the wind in your hair on two Flying Fox zip lines, crossing the suspension bridge of the First Cliff Walk or riding in the agile mountain carts or Trottibikes scooters. Come and find your adventure.
- Schynige Platte: Everyone starts to slow down their pace here. If they have not already done so upon arrival, they will on the historic Schynige Platte Railway or later at a restaurant with breathtaking views.
- Harder Kulm: Restaurant Harder Kulm looks like a castle. But you don't need to be a king to eat here – just take a seat in the funicular and ascend Interlaken's own mountain. As of 2023, enjoy daily Folklore shows in the evening.

JUNGFRAU
TOP OF EUROPE

Jungfrau Railways

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www.jungfrau.ch

6 Schilthorn – Piz Gloria.

Enjoy the Swiss Skyline:

Eiger, Mönch, Jungfrau

The Schilthorn region offers the ultimate mountain experience. The Schilthorn summit (9,744 ft / 2,970 m) has unparalleled panoramic views of the Eiger, Mönch and Jungfrau peaks – a UNESCO Natural World Heritage site – making it a memorable excursion!



Schilthorn - Piz Gloria, Bernese Oberland

Highlights

- Schilthorn: Experience the James Bond film location of "On Her Majesty's Secret Service" with the interactive Spy World exhibition, and marvel at a spectacular Alpine panorama.
- Piz Gloria: Begin your day with brunch at the 360°-revolving restaurant atop Schilthorn that glides by 200 mountain peaks.
- Birg: Both, the Skyline Walk platform and Thrill Walk cliff path, offer exhilarating views overlooking a vertical precipice.
- Allmendhubel: Panoramic restaurant, Flower Trail, children's adventure playground Flower Park and endless hiking trails for everyone.
- Mürren: Enjoy the charming Alpine village of Mürren at the foot of the Schilthorn. The car-free resort offers a relaxing atmosphere to unwind on one of its sunny terraces above the Lauterbrunnen Valley.



Schilthorn Cableway Ltd.

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Eurobound provides tailor-made, multi-country travel packages to meet the needs of independent travelers and small groups. A trusted, travel professional partner for over 25 years and a recipient of the coveted Goldflower Award from Switzerland Tourism, for outstanding innovation, professionalism, and promotion.

Switzerland –

shining, shimmering, splendid,
a whole new world

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Goldflower Award
Winner 2019
awarded by
Switzerland Tourism



Switzerland.

7 Geneva, at one with nature.



Aerial view from Mt. Salève over Geneva

Feet in the lake, eyes on the Alps

With its prime location on the shore of Lake Geneva, the city provides breathtaking views and serves as the ideal starting point to the Alps. Geneva is renowned as the cradle of luxury watchmaking and the place with the most exclusive boutiques. Playing an important humanitarian role, the “City of Dialogue” is also the meeting place of the world’s business leaders. Geneva is more fun than you can imagine! The vibrant cultural life and world-class events of this cosmopolitan boutique town offer experiences to cherish forever.

Highlights

- Geneva's Old Town is one of the largest in Europe with 2,000 years of history.
- (Re)Discover CERN through its new Science Gateway, with hands-on experiments, real scientific objects, immersive environments and interactivity.
- The International Red Cross & Red Crescent Museum offers a glimpse into the humanitarian history of Geneva.
- Choco Pass Geneva: Visit Geneva at your own pace and open the doors of Geneva’s greatest chocolate makers to taste their most delicious specialties.
- The cable car of Mont Salève, entirely renovated, carries you in less than five minutes to an altitude of 3,600 ft/ 1,100 m and offers you, among other things, a unique 360° viewpoint and a panoramic restaurant. Mont Salève is an immense playground for sports lovers. You can go paragliding, climbing, mountain biking, trekking and much more.



Jet d'eau and the view of Mont Blanc

GENEVA

Geneva Tourism

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8 Lausanne - Lake Geneva Region.



Cathedral and old town of Lausanne

A destination for history lovers, foodies, art lovers... and all those just enjoying life

Lausanne, a hill-side city located at the shores of Lake Geneva. Right in between the cities of Geneva, with its international airport, and Montreux. A city with a growing contemporary art scene, its historical center and the Night Watch, the oldest ongoing job since 1405. A city built on 3 hills offering breathtaking panoramic views over its different districts, lake, countryside, and the nearby Alps. The Romans brought us grapes to make great wines, the French left us their love for gastronomy and architecture whilst we have adopted the Swiss quality and delicacies. It's the capital city of the Canton of Vaud and the ideal hub for discovering Western Switzerland with the UNESCO World Heritage Lavaux Vineyards and its highlights.

Highlights

- The Olympic Museum – one-of-a-kind museum experience.
- Cruising the lake on one of the CGN's Belle Epoque steamed paddle ships.
- Chillon Castle – said to be one of the most romantic castles in Europe.
- Going all the way up, non-stop, to Interlaken and the Jungfrau with the GoldenPass trains.
- Cailler – Swiss chocolate at its best with a visitor center and, of course, tasting!
- Glacier 3000 – with eternal snow and the highest Alpine roller coaster in Europe.



Terrace Vineyards of Lavaux



Lausanne Tourism

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9 VALAIS – Matterhorn Region.



Aletsch Glacier – longest Glacier of the Alps and UNESCO World Heritage

Just one partner for all your needs

We are the trade arm of the regional tourism board of the Valais region and the ideal partner for all tour operators, travel agents, DMCs, and other travel-related companies that want to include the most desirable destinations of the Swiss Alps in their product selection. Our market manager Mario Braide has extensive knowledge of the region's destinations and products and will be happy to assist you in creating unique itineraries for the VALAIS – Matterhorn Region. Tell us about your objectives and we will create the perfect travel package. We are your one-stop solution for product recommendations, bookings, logistics and billing. Our team can get you the best available prices at net rates and provide you with top-notch customer service, before, during and after your customers' stay in our region.

Highlights

- Gornergrat – the best viewpoint of the Matterhorn.
- Glacier Express – the slowest express train in the world.
- Aletsch Glacier – the longest glacier in the Alps and a UNESCO World Heritage Site.
- Leukerbad – the largest thermal spa resort in the Alps.
- Four top ski areas – 4 Vallées, Crans-Montana, Portes du Soleil, Saas-Fee.
- Barryland – visit the famous St Bernard dogs in Martigny.
- For your bookings – just one contact for all your needs.



Mountain biking in the VALAIS, host of the MTB World Championship 2025



MATTERHORN REGION
SWISS ALPS

Matterhorn Region

+41 27 327 36 36

Mario Braide, Market Manager USA & Canada

mario.braide@matterhornregion.ch

booking@matterhornregion.ch

www.matterhornregion.ch

10 Ticino Region.



Ascona, © Ascona-Locarno Tourism, Alessio Pizzicannella

Lugano, Ascona-Locarno, Bellinzona

Ticino, the part of Switzerland where people speak Italian and the climate is mild throughout the year. An immense world enclosed in a small region rich of contrasts: palm trees and glaciers, lakes and mountains, gourmet restaurants and grottos, trends and traditions. Here quality and efficiency are Swiss, whereas the lifestyle is Italian. Be seduced by the many suggestive spots, the colors and the flavors of the "Dolce Vita" that make this land unique and unforgettable.



Lugano Funicolare, © Milo Zanecchia

Highlights

- Ticino Ticket: enjoy free public transportation in the whole region and benefit from many discounts on different attractions. From 2022 also available in digital version.
- Monte Generoso: a scenic journey to the summit on one of the oldest cogwheel trains in Switzerland. Don't miss the spectacular "Stone Flower", designed by Swiss architect Mario Botta, and great hiking opportunities.
- Bavona Valley: an enchanted and unspoiled valley without electricity. Admire the stunning Foroglio waterfall, one of the energetic places of Ticino.
- The fortress of Bellinzona: an impressive UNESCO World Heritage Site in the capital of Ticino.
- Food & Wine Tour: don't miss the opportunity to discover our beautiful cities while tasting local specialties!



Ticino Tourism
+41 91 825 70 56
trade@ticino.ch
www.ticino.ch
www.ticino.ch/trade

KUONI global destination
management by JTB
TUMLARE



Kuoni Tumlare is a European Destination Management Company headquartered in Zurich.

We specialize in customized group travel and have been working together with Switzerland Tourism to create a more sustainable product line for group travel to Switzerland.

For more information please contact:
northamerica@kuonitumlare.com



11 Laax.

An Alpine destination in a class of its own

Vacations in Laax are more than just hiking, biking, mountains and nature or skiing and snowboarding. According to its motto "Lifestyle, Freestyle and Greenstyle", Laax perfectly combines experience and comfort, adventure and relaxation, sport and leisure. The alpine wonderland in Graubunden presents itself as an innovative, dynamic and eco & family-friendly region surrounded by breathtaking nature.



Hiking Paradise – UNESCO Heritage Tectonic Arena Sardona © Laax

Highlights

- UNESCO World Heritage Site Sardona.
- Spectacular Swiss Grand Canyon and stunning mountain lakes.
- The world's longest treetop walkway
- Europe's first Freestyle Academy.
- Rafting on the Rhine
- Via Ferrata Pinut.
- 205 mi/330 km biking trails, 155 mi/250 km hiking trails, 139 mi/224 km slopes with five snow parks.



Weisse Arena Gruppe

+41 76 511 70 32
Mountain Vision AG
sales@laax.com
www.laax.com/en

12 Visit Graubunden.



Bernina Express © Rhaetian Railway

Endless adventures for everyone

Graubunden: Ideally located within two hours from Zurich, the Graubunden Region is renowned for its world-class health spas, elegant resorts, Michelin-starred restaurants and famed shopping boulevards. With over 600 lakes and picturesque villages nestled among the mountains, the choice is endless. Perfect for families seeking spectacular outdoor adventure, each of the canton's regions is only a hop, skip and a jump away. Days are spent hiking among the craggy ravines of the Rhine Gorge, otherwise known as the Swiss Grand Canyon, relaxing in thermal healing waters at one of its many world-renowned spas, or taking a train through glacial landscapes so supremely beautiful, it's aptly been titled one of the most spectacular train journeys in the world.

Highlights

- Bernina Express – one of the world's most spectacular train journeys.
- Alpine Circle - discover the most beautiful sights of Graubunden individually – on a tour on the Alpine Circle.
- St. Moritz and Davos - exclusive alpine towns.
- Heidi Village - visit the birthplace of Heidi.
- Thermal Bath - relax and enjoy the healing powers of thermal waters in Bad Ragaz, Vals and Scuol.



Thermal Spa, Grand Resort Bad Ragaz

graubunden 

Graubunden Tourism
+41 81 254 24 37
contact@visitgraubunden.com
www.visitgraubunden.com

13 St Moritz.



Aerial view of St. Moritz

Top of the World

St. Moritz is a resort where glamour, lifestyle, sports and untamed nature blend to form an exclusive cocktail. International events and culinary delights are the norm here, and the town has an unrivaled concentration of premium-class restaurants. St. Moritz also sets the standard for accommodation, with no fewer than six luxury hotels. As the cradle of winter tourism, St. Moritz has demonstrated its pioneering spirit through the ages. The alpine town is a stage for artists and trendsetters and home to an impressive number of international galleries. St. Moritz boasts Europe's highest luxury shopping street – a paradise for shoppers and in a class of its own. And there is no shortage of culture to enjoy as St. Moritz has numerous museums. The cosmopolitan Alpine village can be reached by road, rail or air.



Maloja mountain pass road

Highlights

- At 7:45 a.m. we roll out the “white carpet”: freshly groomed slopes with a total of over 62 mi/99 km without anyone in sight.
- Enjoy la dolce vita: from St. Moritz take the scenic Maloja Pass and reach Lake Como by car in two hours.
- In St. Moritz, anything is possible. Loosen up your yoga in a fun way by doing Downward Dog alongside goats.
- St. Moritz has several excellent art galleries, such as Hauser & Wirth, which was founded in Zurich in 1992 by Iwan and Manuela Wirth and Ursula Hauser.
- Golfers began playing at Kulm Park over 100 years ago, and with its beautiful view and landscape, it remains a favorite.
- The Chesa Veglia is the oldest house in St. Moritz, in this restaurant you eat possibly the best pizza in town - the “Dama Bianca.”



Engadin Tourismus AG

+41 81 830 00 01

salesstmoritz@stmoritz.com

www.stmoritz.com

14 Liechtenstein.

Princely moments

Located in the heart of Europe between Switzerland and Austria, Liechtenstein's 62 m²/160 km² are well worth discovering. Liechtenstein is the sixth-smallest country in the world. The principality is a constitutional hereditary monarchy on a parliamentary and democratic basis. Pure nature, hiking trails, impressive modern and traditional architecture and fascinating museums are waiting to be discovered.

Highlights

- The Liechtenstein Trail: Discover all 46.6 mi/75 km in 3 to 6 days on foot or e-bike with our award-winning L!story-App.
- Visit Liechtenstein's vineyards on a guided tour or enjoy an exclusive wine tasting at the Princely Winery.
- Discover the Treasure Chamber, one out of five museums side by side in the capital Vaduz.
- Take a 35-minute ride on the Citytrain and visit Vaduz Castle virtually in the Princely Theatre.
- Visit the Galina Falconry and meet the fantastic birds of prey including a golden eagle.



Vaduz Castle: residence of the Princely family



LIECHTENSTEIN

Liechtenstein Marketing

+423 239 63 63

info@liechtenstein.li

www.tourismus.li

I need the train ride of a lifetime.

I need Switzerland.

GRAND TRAIN TOUR SWITZERLAND

Zurich

Interlaken

Switzerland.

15 Basel – Switzerland's capital of culture.



Basel's Rhine River Cruise Terminal St. Johann

Art & Architecture

Bordering France and Germany, Basel is the perfect place to embark on a fascinating journey through the world of art.

An exceptional density of museums, the world's largest art fair, and a lively, young art scene make Basel a compact city of culture with an appeal that reaches well beyond Europe.

On a walk through Basel, you can take in the atmosphere of the secluded alleyways of the Old Town.

Highlights

- The complimentary BaselCard entitles hotel guests to free use of public transportation, free Wi-Fi and a 50% discount on a range of cultural activities.
- As an ideal hub for pre and post Rhine river cruises, Basel offers an outstanding infrastructure with three terminals and the EuroAirport, just 15 minutes from the city center.
- Switzerland's secret city, the Novartis Campus, is now open to the public and boasts 20 outstanding architectural masterpieces.
- Art Basel brings together the world's leading contemporary art galleries (June 15 to 19, 2023).
- The Basel Christmas Market is one of the prettiest and largest Christmas markets in Switzerland (November 23 to December 23, 2023).



Coffee break on the banks of the Rhine with a view of the Cathedral

**THIS IS
BASEL**

Basel Tourism

+41 61 268 68 85
natascha.martin@basel.com
www.basel.com/traveltrade

The Grand Tour of Switzerland.

No.1 road trip of the Alps

The Grand Tour of Switzerland combines the highlights of Switzerland in one single journey. The route takes you through four linguistic regions, crosses five Alpine passes, bringing you to 13 UNESCO World Heritage Sites, two biospheres and along the banks of 22 lakes. Have fun on your unforgettable voyage of discovery!

Grand Tour statistics

Inspiring: the surprising diversity along the route
Highlights: 46 top attractions, including 13 UNESCO World Heritage Sites and two biospheres
Length: 1,021 mi/1,643 km
Highest point: Furka Pass, 7,969 ft a.s.l./2,429 m
Lowest point: Lake Maggiore, 633 ft a.s.l./193 m
Lakes along the route: 22 lakes bigger than 123 mi²/0.5 km²
Recommended travel season: April–October
(Alpine passes may be closed during winter months)

E-Grand Tour

The Grand Tour of Switzerland is the world's first road trip for electric vehicles. A close-knit network of charging stations connects the entire route, guaranteeing over 1,021 mi/1,643 km of relaxing, eco-friendly riding pleasure.

MySwitzerland.com/e-grandtour

Hotels along the Grand Tour

The excellent Grand Tour hotels along the route offer everything guests could need to fully relax after a day of touring. Check out our recommendations: MySwitzerland.com/grandtourhotels

Car rental

Europcar is the leading car rental company in Switzerland. The company has over 90 stations with up to 5,500 cars available for rent: the perfect car for every occasion, from small cars to vans, from luxury limousines to off-roaders, and from convertibles to four-wheel drives. Hertz Switzerland has over 125 models from more than 25 brand names with an average age of just three months.

9-Day Grand Tour Package

The bookable package from STC (switzerlandtravelcentre.com/en) allows guests to take the Grand Tour of Switzerland for nine days with or without a car rental and spend the night in selected hotels of the chosen category along the route.

MySwitzerland.com/grandtouroffers

Grand Tour app

The Grand Tour app is the ideal digital companion while on the Grand Tour of Switzerland, supporting travelers in planning and navigating their Swiss road trip. Let the Grand Tour app guide you to Switzerland's greatest highlights, and visit our Grand Tour photo spots – the most beautiful viewpoints for unforgettable holiday snaps.

MySwitzerland.com/grandtourapp

Where to book

These North American tour operators offer Grand Tour of Switzerland packages:

- Avanti Destinations – avantidestinations.com
- Cosmos – cosmos.com
- Exotik Tours – exotiktours.com
- Goway – travel.goway.com
- KeyTours Vacations – keytours.com
- Magic Switzerland – magicswitzerland.com

Have we sparked your interest?

Further information on planning your tour can be found at

MySwitzerland.com/grandtour



Photo Spot, Brunnen, Lake Lucerne



The top Premium Panoramic Trains and scenic routes

- 1** **Glacier Express:** Zermatt–Brig–Andermatt–Disentis–Chur–St. Moritz
- 2** **Bernina Express:** Chur–St. Moritz–Bernina Pass–Tirano. The section Tirano–Lugano is by bus, operates from Feb. to Nov.
- 3** **NEW GoldenPass Express:** Montreux–Interlaken
- 4** **Gotthard Panorama Express:** Lucerne–Flüelen (by boat)–St. Gotthard–Bellinzona–Locarno/Lugano
- 5** **Voralpen Express:** Lucerne–Rapperswil–St. Gallen
- 6** **Palm Express:** St. Moritz–Maloja Pass–Chiavenna–Lugano (by bus)
- 7** **Chocolate and Cheese trains:** excursions (seasonal)



Munich
~ 4 hrs

Vienna
~ 8 hrs

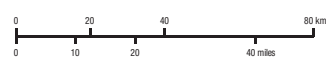
Austria

Principality of
Liechtenstein



Winter Fri / Sat / Sun
March–October

Hallwag Kümmerly+Frey
www.swisstravelcenter.ch



- Grand Tour of Switzerland (by car)
- Grand Train Tour of Switzerland



Milano/Como
~ 1 hr



The Grand Tour is signposted in a clockwise direction.



The Grand Train Tour of Switzerland.



Glacier Express on the Landwasser Viaduct

The Grand Train Tour of Switzerland combines all premium panoramic lines into one unique route. Spanning a total of 795 mi/1,280 km, the highlights of Swiss trains can be experienced throughout the year. Travelers can start at any given point along the route – there is no prescribed direction or duration. Best of all: the tour can be experienced with one single ticket, the Swiss Travel Pass.

Mountain excursions

A journey through Switzerland without a mountain excursion? Unthinkable! A great number of mountain excursions can be comfortably combined with the Grand Train Tour of Switzerland. Not only that – on most routes, holders of a Swiss Travel System ticket pay only half price.



Themed trains

Take the **Cheese train** (all year, except July and August), a truly singular day trip from Montreux or Zweisimmen to Château-d'Oex, and enjoy a delicious cheese fondue. Or take the **Chocolate train** (seasonal from May to September): This day excursion starts on the GoldenPass Line, connects with the Gruyère region, and ends with chocolate tasting at the Cailler-Nestlé chocolate factory.

Cookie Train (all year): A scenic train ride that connects Bern, Lucerne and Interlaken with a visit to the Kambly Experience, a show confectionary, where secrets of the art of pastry making are revealed.

Treno Gottardo.

A train journey over the Gotthard mountain route

The Treno Gottardo runs year-round hourly services, alternately from Zurich, Basel and Lucerne in the north and Bellinzona and Locarno in the south of Switzerland. The panoramic ride over the historic Gotthard mountain route promises impressive views.

Highlights

- The tourism metropolis of Lucerne with its numerous sights such as the Chapel Bridge or the Lion's Monument.
- The stretch of railway, skirting the eastern shore of Lake Lucerne and taking in the beautiful Leventina district on the south side of the Gotthard.
- The Gotthard route with the Church of Wassen, which can be seen three times from different perspectives.
- The three castles of Bellinzona, a UNESCO World Heritage Site since 2000.
- Locarno's bustling Piazza Grande, Lake Maggiore and the famous pilgrimage church Madonna del Sasso.
- Ascona's lakeside promenade with its picturesque houses, pretty cafés and delicious gelaterias.



Treno Gottardo along Lake Maggiore in Ticino

SÖB SÜDOSTBAHN

Schweizerische Südostbahn AG

+41 58 580 70 70

info@sob.ch

www.sob.ch

www.trenogottardo.ch

Glacier Express.

Alpine chic on board of the Glacier Express

Riding the Glacier Express is now more comfortable than ever. After an extensive makeover, guests are welcomed in a stylish new interior, based on the existing Excellence Class design and technology. Windows, that can be opened, have been added at the entrance doors as well as the bar car for those perfect photo-ops.

Highlights

- 3 classes – 1st, 2nd and Excellence Class.
- Food and beverage service at your seat.
- Modern customer information system with built-in infotainment, 8 languages available (DE/FR/EN/IT/JP/CH/KR/THAI).
- Additional information about the trip on your own tablet.
- Power outlets at each seat.
- Sun protection film on the skylights.



Glacier Express, Second Class car

GLACIER EXPRESS

St. Moritz / Davos - Zermatt

Glacier Express

+41 81 288 65 25

info@glacierexpress.ch

www.glacierexpress.ch/en

Swiss hospitality.



The Omnia, Zermatt

Swiss hospitality has been looking after guests for centuries and knows how to cater to every taste. You'll find hotels recommended by Switzerland Tourism in different star categories for each of the following hotel groups.

Find the perfect hotels for your clients on pages 31 - 40 and [MySwitzerland.com/hotels](https://www.myswitzerland.com/hotels)

Boutique & Design Hotels

Every Boutique & Design Hotel is unique: all the hotels focus on the aesthetics, interior design and service quality.

Swiss Bike Hotels

Whether you prefer street cycling, mountain biking or leisure riding, most hosts are cycling enthusiasts themselves and offer top-notch service.

Typically Swiss Hotels

From chic modern hideaways in city centers to historic palace hotels on lakeshores, each hotel offers an experience that is typically Swiss.

Swiss Family Hotels & Lodgings

From campsites and youth hostels to chalets and five-star hotels – all are geared towards families' needs. Children can be children here, and parents can find time for themselves for a change.

Spa & Vitality Hotels

Whether you are looking for a sensuous spa, mystic bathing temple or medicinal herb garden, these hotels offer a bit of heaven on earth.

Luxury Hotels & Homes

Timeless elegance, a natural grandeur and state-of-the-art comfort in a luxurious setting: these hotels are the pinnacle of the hotel industry.

Swiss Historic Hotels

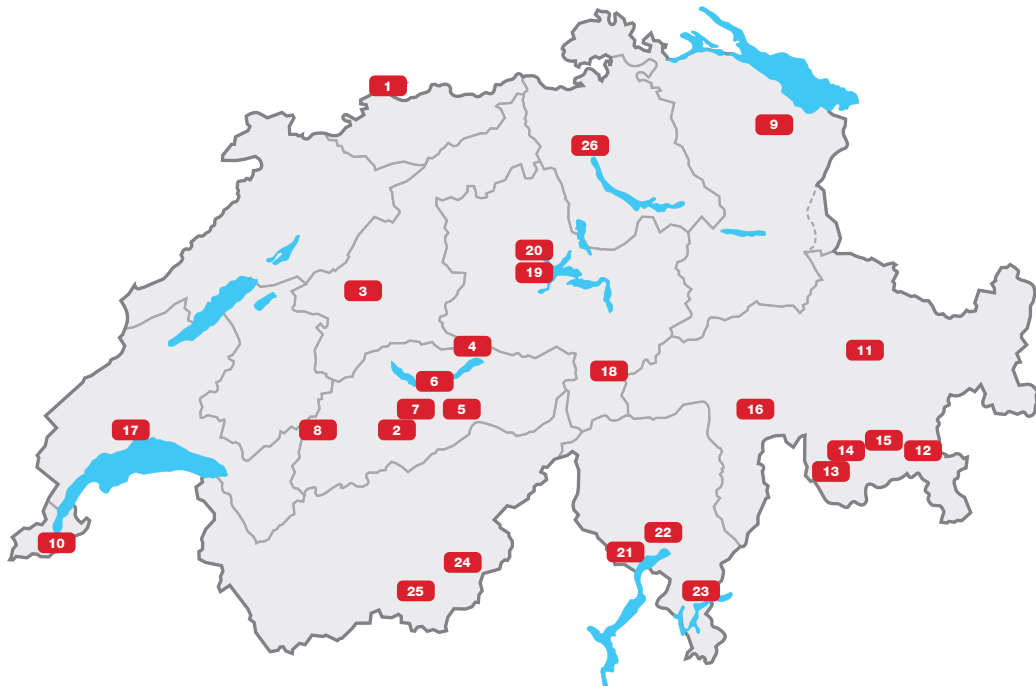
Immerse yourself in history and the ambiance of times gone by – in a late baroque guesthouse or a Grand Hotel from the Belle Époque.

Snow Sports Hotels

These accommodation options are heaven for winter sports enthusiasts – relax after an action-packed day on the slopes, get your equipment serviced and be the first one on the mountain the next day.

36 Hotels for you.

We proudly present a selection of 36 hotels throughout Switzerland.



1 Grand Hotel Les Trois Rois ***** Basel

The Grand Hotel Les Trois Rois lies at the very heart of the city of Basel. It offers 101 rooms and suites, which combine history with the latest comforts. Treat yourself to culinary delights at one of its restaurants:
3 Michelin Star French cuisine with Asian and Mediterranean influences and French brasserie specialties at its best.

Grand Hotel Les Trois Rois

sales@lestroisrois.com
+41 61 260 50 33
www.lestroisrois.com/en



1 GAIA Hotel Basel **** Basel



The historic four-star hotel has welcomed guests in a warm and friendly atmosphere since 1929. GAIA Hotel has implemented zero-waste measures inspired by a sustainable way of living and a love for our planet. It is on a continuous mission to reduce its ecological footprint.

Typically Swiss Hotels

welcome@gaiahotel.ch
+41 61 225 13 13
www.gaiahotel.ch

2 Adler Adelboden ★★★ Adelboden

Adler Adelboden is located in the heart of Adelboden, with fantastic views of the surrounding mountain landscape. One experiences genuine hospitality, with warm and down-to-earth support throughout the stay. The restaurant and its exquisite sun terrace offer a casual atmosphere and fresh, seasonal cuisine.

Typically Swiss Hotels
Snow Sports Hotels
Swiss Bike Hotels
info@adleradelboden.ch
+41 33 673 41 41
www.adleradelboden.ch



3 Hotel Schweizerhof Bern & Spa ★★★★★ Bern



The Hotel Schweizerhof Bern & Spa blends grand classical tradition with contemporary flair, elegant design, and world-class service. The hotel offers 99 stylish rooms and suites, the 8,600 ft²/800 m² Bel Etage, the legendary Jack's Brasserie, a modern Lobby- Lounge-Bar, a sophisticated Cigar Lounge, the 5,400 ft²/500 m² spa, and the unique Sky Terrace.

Luxury Hotels & Homes
Boutique & Design Hotels
info@schweizerhofbern.com
+41 31 326 80 80
www.schweizerhofbern.com

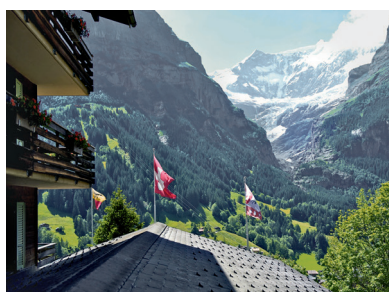
4 Grandhotel Giessbach ★★★★ Brienz

This charming hotel residence in the typical Belle Epoque style stands high above Lake Brienz. The oldest funicular railway in Europe takes you from the boat landing to an oasis of tranquillity and romance.

Typically Swiss Hotels
Inspiring Meeting Hotels
Swiss Historic Hotels
grandhotel@giessbach.ch
+41 33 952 25 25
www.giessbach.ch



5 Hotel Kirchbühl ★★★★★ Grindelwald



In the Apartments & Hotel Kirchbühl, a fourth-generation family business, guests can enjoy their vacation to the fullest. The restaurant offers delicacies from the Bernese Oberland region - at the foot of the legendary Eiger North Face.

Swiss Bike Hotels
Typically Swiss Hotels
Swiss Family Hotels & Lodgings
Snow Sports Hotels
hotel@kirchbuehl.ch
+41 33 854 40 80
www.kirchbuehl.ch

5 Hotel Kreuz + Post AG **** Grindelwald

Hotel Kreuz & Post, rich in tradition and centrally located, is your perfect base for exploring the Jungfrau Region. For many years our Hotel Kreuz & Post has been an institution in Grindelwald, enchanting gourmets, hedonists, nature lovers, alpinists and sports lovers from all over the world.

Typically Swiss Hotels

info@kreuz-post.ch
+41 33 854 70 70
www.kreuz-post.ch



5 Romantik Hotel Schweizerhof Grindelwald ***** Grindelwald



Spacious rooms and suites, haute cuisine, glorious gardens, plus a choice of luxury chalets: this traditional, family-run hotel overlooking the north face of the Eiger is typical Switzerland.

Luxury Hotels & Homes

info@hotel-schweizerhof.com
+41 33 854 58 58
www.hotel-schweizerhof.com

6 Victoria-Jungfrau Grand Hotel & Spa ***** Interlaken

This unique Grand Hotel is embedded in the picturesque mountain setting of the Bernese Oberland. The 60,000 ft² / 5,500 m² Victoria-Jungfrau Spa Nescens is one of the most beautiful facilities of its kind in Switzerland.

Luxury Hotels & Homes Spa & Vitality Hotels

info@victoria-jungfrau.ch
+41 33 828 28 28
www.victoria-jungfrau.ch



7 Hotel Eiger Mürren **** Mürren



The Alpine experience does not end with the views from the hotel rooms. The mighty triumvirate of the Eiger, Mönch and Jungfrau also dominate the indoor pool and jacuzzi, and in the “North Face of the Eiger” menu in the restaurant.

Typically Swiss Hotels

info@hoteleiger.com
+41 33 856 54 54
www.hoteleiger.com

8 Golfhotel Les Hauts de Gstaad ** Saanenmöser**

The chalet-style hotel in the Saanenland region at 4,200 ft/1,280 m a.s.l. offers its guests a wellness facility, three restaurants, and a garden with a water lily pond. The hay sauna with an Alpine hut ambiance and the massages with warm stones from the mountain streams are unique offerings.

Typically Swiss Hotels
Snow Sports Hotels
Spa & Vitality Hotels
mail@golfhotel.ch
+41 33 748 68 68
www.golfhotel.ch



9 Einstein St.Gallen ** St.Gallen**



The Einstein has two restaurants, Einstein Gourmet and Bistro St.Gallen, a bar with a cigar lounge, and a modern fitness park with a wellness area. It's centrally located in the UNESCO World Heritage Abbey District.

Typically Swiss Hotels
info@einstein.ch
+41 71 227 55 55
www.einstein.ch

10 Beau-Rivage Hotel *** Geneva**

The hotel has always sought to attract those seeking traditional luxury, charm, and discretion. Thanks to its attentive service and modern comforts, it has become one of the most exclusive addresses in Switzerland.

Luxury Hotels & Homes
info@beau-rivage.ch
+41 22 716 66 66
www.beau-rivage.com



11 Tschuggen Grand Hotel *** Arosa**



Nature meets iconic modernity at the Tschuggen Grand Hotel. This ski-in / ski-out property with its own cableway to the slopes, it's 54,000 ft² / 5,000 m² holistic Spa and Dine-Around options in 6 restaurants is a sanctuary providing regeneration for body and soul and conscious enjoyment in summer and winter.

Spa & Vitality Hotels
Snow Sports Hotels
Luxury Hotels & Homes
reservations@tschuggen.ch
+41 81 378 99 99
www.tschuggen.ch

11 Valsana Hotel Arosa ****^{*} Arosa

The Valsana is your stylish base for mountain sports, year-round adventure and blissful relaxation. One of Switzerland's most sustainable hotels offers 49 contemporary chic rooms, an 8,500 ft² / 800 m² spa and a restaurant focusing on fresh regional products and healthy deliciousness.

Swiss Bike Hotels
Snow Sports Hotels
info@valsana.ch
+41 81 378 63 63
www.valsana.ch



12 Grand Hotel Kronenhof ****^{*} Pontresina



Historic hotel with glacier views. Rooms and salons are tastefully furnished with care and elegance, and the attentive service is discrete. The hotel offers a modern spa and the gourmet restaurant "Kronenstübli." Now opened from June to April.

Luxury Hotels & Homes
Swiss Family Hotels & Lodgings
info@kronenhof.com
+41 81 830 30 30
www.kronenhof.com

13 Hotel Waldhaus ***** Sils

For many guests the Waldhaus and its surroundings have always meant pleasure, tranquility and art combined in one: this fabulous address impresses with its prestigious salons, superb location and views of the Upper Engadin. The family-run hotel is also known for its cultural and culinary activities program.

Swiss Historic Hotels
mail@waldhaus-sils.ch
+41 81 838 51 00
www.waldhaus-sils.ch



14 Nira Alpina ****^{*} Silvaplana-Surlej



The Nira Alpina on the Corvatsch is an ideal base for a bike tour of the Upper Engadin. Afterward, you can indulge in four-star superior luxury, feast on gourmet snacks in the panorama restaurant, and relax in the spa or the rooftop bar.

Snow Sports Hotels
Swiss Bike Hotels
info@niraalpina.com
+41 81 838 69 69
niraalpina.com

15 **Carlton Hotel St. Moritz** ★★★★★ St. Moritz

St. Moritz's most intimate luxury hotel offers some of the most spectacular views of the Engadin Valley from each of its 60 rooms. Michelin star gourmet cuisine, a 13,000 ft²/1,200 m² holistic Spa, the largest penthouse suite in St. Moritz, and space for you to unwind completely.

Luxury Hotels & Homes
Boutique & Design Hotels
Spa & Vitality Hotels
Snow Sports Hotels
info@carlton-stmoritz.ch
+41 81 836 70 00
www.carlton-stmoritz.ch



15 **Kulm Hotel** ★★★★★ St. Moritz



This luxury hotel, with its rich tradition and lake views, is situated in the heart of St. Moritz. It is also the perfect place for uncomplicated family holidays. Guests enjoy sophisticated gourmet cuisine in seven different restaurants and bars.

Luxury Hotels & Homes
info@kulm.com
+41 81 836 80 00
www.kulm.com

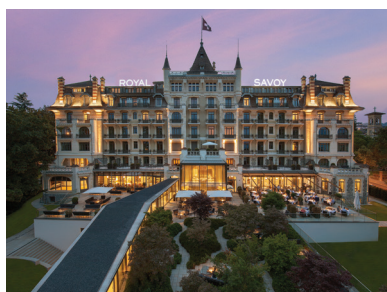
16 **7132 Hotel** ★★★★★ Vals

The hotel is a place unto itself in every aspect. Four world-renowned architects designed the rooms. The mystical atmosphere and highly mineralized spring water make a stay in the thermal baths of the 7132 Hotel a profoundly relaxing experience.

Luxury Hotels & Homes
Boutique & Design Hotels
Spa & Vitality Hotels
Inspiring Meeting Hotels
hotel@7132.com
+41 58 713 20 00
www.7132.com



17 **Royal Savoy Hotel & Spa** ★★★★★ Lausanne



Luxury Art Nouveau hotel with fully renovated rooms and suites, masterful cuisine at the Brasserie du Royal, panoramic views at the SkyLounge, and pampering treatments at the Spa du Royal. Its central location gives you access to the unique experiences on offer in the "Best Small City in the World".

Luxury Hotels & Homes
Spa & Vitality Hotels
info@royalsavoylausanne.com
+41 21 614 88 88
www.royalsavoylausanne.com

18 Radisson Blu Hotel Reussen **⁺ Andermatt**

Grand hotel or chalet? Located in the heart of the Swiss Alps, the hotel scores highly for its modern yet comfortable furnishings. After an active day, you can rest and relax in the wellness area, the hotel's Spun restaurant, or the lounge of the Bärbar.

Swiss Bike Hotels
Snow Sports Hotels
info.ander matt@radissonblu.com
+41 41 888 11 11
www.radissonblu.com/hotel-ander matt



19 Seehotel Kastanienbaum ** Kastanienbaum**



With a private pier directly in front of its doors, this lakeside hotel lives up to its name. Sit back, relax and let your mind wander as you enjoy the magnificent views over Lake Lucerne.

Typically Swiss Hotels
hotel@seehotel-kastanienbaum.ch
+41 41 340 03 40
www.seehotel-kastanienbaum.ch

20 Hotel Pilatus-Kulm ** Lucerne**

Nowhere are the stars brighter and the sunrise more spectacular than up on the Pilatus Kulm. You'll find yourself in close proximity to Lucerne, yet in an entirely different world. The 50 rooms of the Pilatus Kulm offer views that are truly magnificent and leave a lasting impression.

Inspiring Meeting Hotels
Typically Swiss Hotels
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+41 41 329 12 12
www.pilatus.ch



20 Mandarin Oriental Palace *** Lucerne**



Following extensive renovations in 2022, this 5-star hotel and Belle Époque landmark, directly on the shores of Lake Lucerne, offers 136 elegant rooms, including 48 of the city's largest suites.

Luxury Hotels & Homes
molzn-info@mohg.com
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www.mandarinoriental.com/luzern

20 **Bürgenstock Hotel & Alpine Spa** ★★★★★ Lucerne

Elegant, modern, and breathtaking, a new definition of luxury. Our four hotels – the Bürgenstock Hotel, the Palace Hotel, the Waldhotel, and the Tavernes 1879 – are majestically enthroned on a mountain ridge 1,470 ft/450 m above the beautiful Lake Lucerne. Feel the boundlessness of this unique place and its legendary history.

**Luxury Hotels & Homes
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+41 41 612 60 00
www.burgenstockresort.com



21 **Hotel Eden Roc Ascona** ★★★★★ Ascona



Switzerland's only true beach resort on the lake-shores of Lake Maggiore, offers Michelin star gourmet cuisine, stylishly furnished designer rooms, its own private beach and marina, and a water-sports school. The holistic Spa is inspired by nature, backed by science.

**Spa & Vitality
Luxury Hotels & Homes**
info@edenroc.ch
+41 91 785 71 71
www.edenroc.ch

22 **Hotel Belvedere Locarno** ★★★★★ Locarno

The hotel is just a few minutes from the Piazza Grande and the lake shore. It combines a stylish atmosphere with a modern design. All rooms and suites have views of Lago Maggiore, Locarno, and the surrounding mountains.

Inspiring Meeting Hotels
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www.belvedere-locarno.com



23 **Grand Hotel Villa Castagnola** ★★★★★ Lugano



The stylish Villa is located on the shores of Lake Lugano in the middle of a large subtropical park. Since 1885, it has been a place where culture, style, culinary art, and well-being meet at the highest level.

Typically Swiss Hotels
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23 International au Lac Historic Lakeside Hotel *** Lugano

Steeped in tradition, the International au Lac has been in family hands since 1906 and is within walking distance from the railway station. It is the only lakeshore hotel in the historic center of Lugano to have a parking garage, garden, and swimming pool.

Typically Swiss Hotels
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+41 91 922 75 41
www.hotel-international.ch



23 Hotel Delfino *** Lugano



Entirely central, yet close to nature: Hotel Delfino, with its pool, roof garden, and infrastructure for bikes, is close to Lugano's old town and the funicular railway to Monte San Salvatore and offers excellent views of the lake.

Swiss Bike Hotels
info@hoteldelfinolugano.ch
+41 91 985 99 99
hoteldelfinolugano.ch

24 Walliserhof Grand-Hotel & Spa ***** Saas-Fee

Amid 18 13,000-ft high peaks, the Walliserhof Grand Hotel & Spa invites one to "forget everyday life"! The 74 rooms and suites, many of them with glacier views, are equipped to the highest standards. The slow food style is the culinary choice, with a focus on regional and seasonal products that are carefully prepared traditionally.

Snow Sports Hotels
info@walliserhof-saasfee.ch
+41 44 552 99 99
www.walliserhof-saasfee.ch



25 The Omnia ***** Zermatt



Located in the heart of Zermatt, "The Omnia" overlooks the resort town from a 150ft high rocky outcrop. An elevator transports guests through a tunnel onto the lobby. Open fireplaces create a cozy atmosphere, and the uplifting spa area boasts views of the Matterhorn.

**Luxury Hotels & Homes
Boutique & Design Hotels**
info@the-omnia.com
+41 27 966 71 71
www.the-omnia.com

26 Hotel City Zürich ★★★ Zurich



Modern yet cozy: the superior boutique hotel in the bustling heart of Zurich has a young soul. Thanks to different colors and style elements, each of the 60 rooms is unique.

Boutique & Design Hotels

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+41 44 217 17 17

www.hotelcity.ch

26 Park Hyatt Zürich ★★★★★ Zurich

This hotel is the ideal setting for classical, modern, and contemporary art. A total of 92 works by renowned artists are showcased in the public areas of the luxury hotel.

Boutique & Design Hotels

zurich.park@hyatt.com

+41 43 883 12 34

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Alpinehikers	www.alpinehikers.com
AmaWaterways	www.amawaterways.com
Artisans of Leisure	www.artisansofleisure.com
Avanti Destinations	www.avantidestinations.com
Backroads	www.backroads.com
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Country Bred	www.countrybred.com
DuVine Adventures	www.duvine.com
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Echo Trails	www.echo-trails.com
Enchanting Travels	www.enchantingtravels.com

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Exeter International	www.exeterinternational.com
Exotik Tours	www.exotiktours.com
Gate 1 Travel	www.gate1travel.com
Globus Family of Brands (Avalon Waterways, Globus, Cosmos, Monograms)	www.globusandcosmos.com
Goway Travel	www.goway.com
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Kuoni Tumlare	www.kuonitumlare.com
Magic Switzerland	www.magicswitzerland.com
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SKICAN	www.skican.com
SKIUSA	www.skiusa.com
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Untours	www.untours.com
Vacations By Rail	www.vacationsbyrail.com
Viking River Cruises	www.vikingrivercruises.com
Wilderness Travel	www.wildernesstravel.com

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Zermatt, Valais Region



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Discover the tastiest secret of Switzerland

At the Appenzell Show Dairy, you are on the trail of the best-kept secret! Take a look into the cheese vat, marvel at the impressive cheese cellar, make your own herb mixture and enjoy the tasty Appenzeller® cheese in the restaurant or at the cheese counter in the specialty store. An experience between tradition and modernity.

Bookable offers

Individual guided tours

You want to know exactly how Appenzeller® cheese is made and what's behind the secret? Then a guided tour is just the thing. Our hostess will explain the finer points of the production of the spicy Appenzeller® cheese in the visitors' gallery in German, English and French.

Making fresh cheese

How is cheese actually made from milk? And what makes the cheese so spicy? Learn from our cheesemaker everything about the secrets in cheese making and make it yourself. From renneting, cutting and heating to filling and refining with spices, you will be right in the thick of things. And the best thing is that you can take your own fresh cheese home with you afterwards.



Appenzeller Schaukäserei, Stein AR



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www.schaukaeserei.ch

Emmentaler Cheese Village.

Meet and Taste the King of Swiss Cheese

The Emmentaler Cheese Village - home of the famous Emmentaler Cheese surrounded by the magical hilly landscape. In our cozy restaurant we serve many regional specialties freshly prepared. On the grounds of the Emmentaler Cheese Village you will find a sunny self-service terrace, a large playground and a goat zoo. The cheese shop sells the original Emmentaler AOP in various maturity stages, many other cheeses, Emmental specialties and souvenirs.

Bookable offers

King's Way

Audiovisual self-guided tour to discover the history and the production of the original Emmentaler AOP. The highlight is a tasting of the original Emmentaler AOP in between the production and maturing cellars. In ENG, FR and GER.

Private guided tour

Together with a guide, you will visit the former herdsman's cottage from 1741, the fire truck cheese dairy from 1900 and then the King's Way. Finally, a cheese tasting with different maturity stages of the Emmental AOP awaits you. In ENG, FR and GER.

Make your own cheese

During the one-hour workshop you learn how to make fresh cheese and you can take it right with you. During the two-hour workshop, you'll make your own hard cheese over the open fire in the old herdsman's cottage.



Make your own cheese at the Emmentaler Cheese Village



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Bookable offers

Baking Workshops

At our baking workshops with the Master Confectioners, you will bake your own cookies. Group size: 2-24 pax.

Booking: www.kambly.com or reservation@kambly.ch

Cookies & panoramic views

After visiting the Kambly Experience, you ride the cable car up to Marbachegg mountain. Here you will be greeted by a 360° panoramic view and enjoy a hearty lunch at the mountain restaurant. Approx. USD 30 / CAD 41 per person from 10-100 pax.

Detailed information and more packages www.kambly.com/activities



Baking Workshop at Kambly Experience, Trubschachen



Kambly Experience

+41 34 495 02 22

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www.kambly.com/experience

La Maison du Gruyère.

Discover the Gruyère AOP cheese and all its secrets

La Maison du Gruyère is a village cheese dairy equipped with a visitors' gallery providing the opportunity of viewing the hand-made production of the cheese "Le Gruyère AOP" and many more.

The interactive display "Gruyère AOP, a journey to the heart of the senses" reveals all its secrets. Thanks to his experience, the cheese-maker imparts its particular character and individuality to our world-famous cheese. Follow the drop of milk and listen to Cerise's story!

Bookable offers

Cheese fondue

Served with bread, potatoes, onions and gherkins. Approx. USD 40/CAD 53 per person.

Alpine menu

Salad with Gruyère AOP, Macaronis of the Chalet (Macaronis, cream, onions and Gruyère AOP), Meringue with double cream of Gruyère. Approx. USD 39 / CAD 51.50 per person.

Visit of the Show dairy

Interactive display self-guided tour with a sample of cheese. Approx. USD 7.50 / CAD 10 per person / up to 10 pax. approx. USD 6.50 / CAD 9 per person.



Cheese-dairy Gruyères



La Maison du Gruyère

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www.myswitzerland.com/lavaux-vineyard

Wine & Boat

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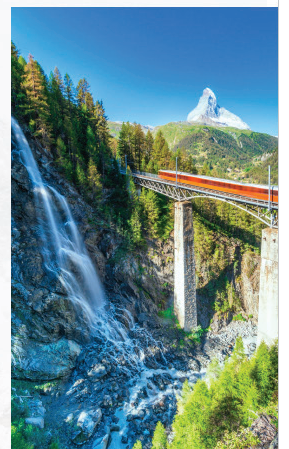
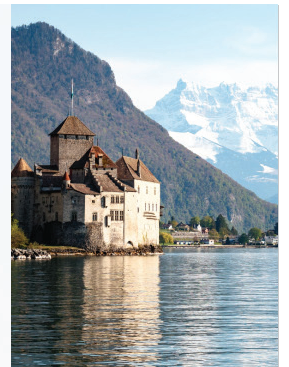
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Good to know.

North American's travel preferences in Switzerland

- Typically preferred destinations: Zurich, Lucerne, Geneva, Basel and Zermatt.
- Most relevant interests: nature, mountains and historic & cultural experiences.
- Time: Central European Time Zone (CET), 1 hour ahead of Greenwich Mean Time (GMT+1).

Weather

In July and August, the daytime temperature range is 65° to 82°F (18° to 28°C); in spring and fall 46° to 59°F (8° to 15°C). In January and February, the range is 28° to 45°F (-2° to 7°C). There is no excessive heat and humidity in summer, so the air is always crisp. Summer is the main travel season with a share of 66%, but data over the last five years show that Switzerland is becoming increasingly important as a winter destination. Peak ski season is December to March.



Money Matters

Switzerland's unit of currency is the Swiss franc (CHF). Merchants may accept Euros (EUR), but change most likely will be given back in Swiss francs. ATMs are commonly found, and credit cards are widely accepted. Banks are open Monday-Friday, 8:30 a.m. to 4:30 p.m.

Tipping

Tips for restaurant wait staff are included in the price of the meal, but it's common to round up to the nearest franc or round figure.

Shopping Hours

Shops are generally open from 8.30 a.m. to 6.30 p.m. daily (Saturday until 4 p.m.); closed on Sundays. Shops in small towns may close an hour or two for lunch. In larger cities, shops generally extend their hours until 8 p.m. on one evening of the week, usually on Thursdays. Shops at major train stations and airports provide extended opening hours and are open on Sundays. Please note that these opening hours are subject to change depending on the location.

Public holidays 2023

New Year's Day	January 1
Good Friday	April 7
Easter Monday	April 10
Ascension Day	May 18
Whit Monday	May 29
Swiss National Day	August 1
Christmas Eve	December 24
Christmas Day	December 25
Boxing Day	December 26
New Year's Eve	December 31

Regional and local holidays, such as January 2 (Saint Berchtold), May 1 (Labor Day), June 8 (Corpus Christi), November 1 (All Saints' Day) are observed in many parts of the country.

Swiss fun facts.

Basic facts about Switzerland so you can dazzle your clients with some quirky Swiss knowledge:

Alphorn

The alphorn is a well-known symbol of Switzerland. Did you know that back in the day, its main function was communication with the herdsmen on the neighboring Alps and with the people down in the valleys?



Drink

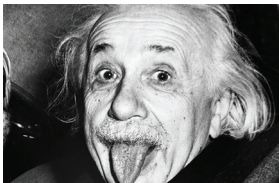
The water distributed in Switzerland meets very high-quality standards: it's even possible to drink from every outdoor fountain – unless otherwise indicated.

Hiking

Thanks to over 40,000 mi/65,000 km of waymarked trails, virtually every corner of Switzerland is waiting to be discovered. Did you know that the Swiss Alpine Club manages 153 huts in Switzerland with room for over 9,000 people?

Einstein

Albert Einstein spent most of his life in Switzerland and the US, and even held dual citizenship.



Bern

Swiss capital which is a UNESCO World Heritage site.



Fondue

The Swiss love fondue and they love their special views. Guests can enjoy a fondue in a horse-drawn carriage, in a tram, in a cable car, in an igloo or in the many chalets all over Switzerland.



Kisses

Swiss people greet each other with 3 cheek kisses: left, right, left.

Language

Switzerland has 4 official national languages – German, French, Italian and Romansh.

Victorinox

When Karl Elsener created the "Original Swiss Army Knife" in 1897, he could never have imagined that it would become the symbol for quality, functionality and Swiss inventive talent all over the world.

Chocolate

The Swiss consume around 103,617 US tons/94,000 tons of chocolate, or 26 lbs/2 kg per person per year more than double as the Americans who consume an average of 11 lbs/5 kg per person per year.

Glacier

There are around 1,400 glaciers in Switzerland. The Aletsch Glacier is the largest at 14 mi/23 km it's even the longest in the European Alps and a UNESCO World Heritage Site.



Population

There are approximately 8.5 million people living in Switzerland. Switzerland is nearly the size of Vermont and New Hampshire and fits about 238 times into the USA.

Zopf

Zopf is probably the most famous Swiss bread. While the supermarkets sell Zopf all week, it's traditionally a treat the Swiss only indulge in on Sundays for breakfast or brunch.



Your contacts in North America.

General Trade Support

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