



Press Release

Zurich, 22 November 2022

Swiss Travel System AG honoured with two awards.

Swiss Travel System AG was honoured at the European Rail award” in the category “Best in Education” and won gold at the North American Magellan Awards 2022.

The Swiss Travel System Excellence Program, which STS AG launched in 2021, was recognized by a jury of the American travel magazine “Travel Weekly” with gold. It is already its second distinction after receiving a silver trophy last year in the category “Online Travel Services Marketing-Education Program”.

Arnie Weismann, Executive Vice President and Editor in Chief, Travel Weekly, said the following:

“Suppliers that serve the travel industry have reexamined every aspect of how they communicate to —and serve — their guests. And that’s what the Travel Weekly Magellan Awards recognizes. Gold Magellans are given to honour the very best examples of design and promotion in the travel industry.”

Swiss Travel System AG wins Best European Rail Campaign 2022

STS AG was also successful at the second edition of the “Best European Rail Tourism Campaign Awards”, winning the category “Best in Education” for its recently launched news format Excellence Talk.

The award is bestowed by the European Travel Commission and Eurail. The awards recognize campaigns that create synergies between the rail and tourism industries and help promote rail as a sustainable travel option in Europe. The jury consisted of the European Commission and leading experts in the field of tourism, rail, and marketing. Judges were impressed with Swiss Travel System’s ability to use storytelling to inspire travel agents to influence travellers to choose rail.

Commenting on the awards, Luís Araújo, ETC’s President, said:

“We are currently witnessing a rail revival. Consumers are embracing this more sustainable, and often more affordable form of travel when choosing to travel in Europe. It is imperative that destinations, tourism boards and businesses capitalise on this growing popularity by

joining forces with rail networks to promote new routes through bold and inspiring campaigns which ignite people's imagination. This year's entrants did just that. I congratulate them on their creativity and commitment to shining a spotlight on rail as a sustainable travel option."

Maurus Lauber, CEO of Swiss Travel System AG, received the award in Prague:

"This award is a big honour for Swiss Travel System. It is a reflection of our commitment to creating added value for our partners with this innovative talk series and further demonstrates that we are meeting our goal of raising awareness among our global audience for public transportation as a sustainable, comfortable and convenient way to travel."

About Swiss Travel System AG.

Swiss Travel System AG is a Zurich-based marketing company co-founded in 2011 by Swiss Federal Railways (SBB), Switzerland Tourism (ST) and five private railway companies. Its mission is the joint worldwide marketing of Switzerland's comprehensive public transport network. Key tasks include global marketing of Swiss public transport nationwide and the incoming ticket range, as well as the promotion of cross-border travel from Switzerland's neighbouring countries.