



**Switzerland.**  
by train, bus and boat.

# All highlights on one single route.

Webinar Session #3 2020 – Grand Train Tour of Switzerland

# We're at your service.



**Switzerland.**  
by train, bus and boat.



**Swiss Travel System.**



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**Jason Tarabo**

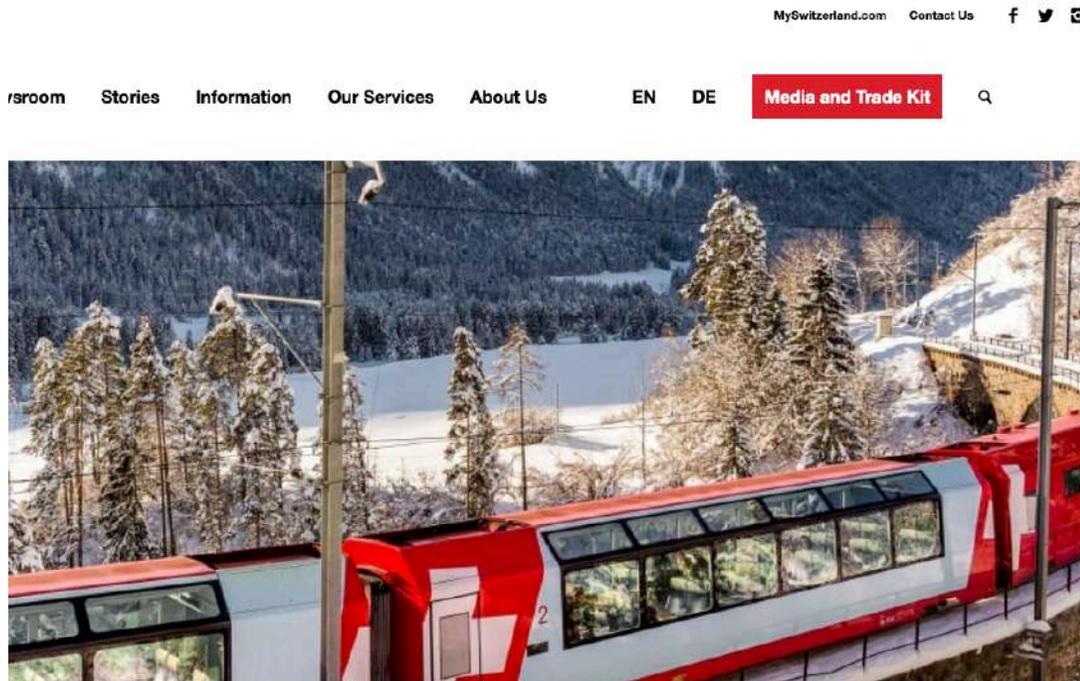
[jtarabo@raileurope.com](mailto:jtarabo@raileurope.com)

# Swiss Travel System Media & Trade Platform.



**Switzerland.**  
by train, bus and boat.

[mystsn.net](https://mystsn.net)



Discovering Switzerland by train, bus and boat.

- Information about STS products & services as well as all STS tickets and passes
- Current news around the Swiss Travel System
- Download centre with factsheets, theme texts, pictures, videos, maps and logos
- Information about STS AG and our team



For updates regarding corona virus restrictions on Swiss public transport: [mystsn.net/corona](https://mystsn.net/corona)

Something exciting is happening  
next month..

# Grand Train Tour of Switzerland CONTEST



Switzerland.  
by train, bus and boat.



STS-P-GTT-XS-1B © swisstopo © SBB 09/2018

# Grand Train Tour of Switzerland CONTEST



**Switzerland.**  
by train, bus and boat.

## Prizes to win:

Surprise from Bucherer -  
THE SWISS HOUSE OF  
WATCHES AND FINE  
JEWELLERY



**BUCHERER**

1888



**Switzerland.**  
by train, bus and boat.

# Premium panoramic trains.

## Recap Session #2

# 5 premium panoramic trains.





**Switzerland.**  
by train, bus and boat.

# Mountain excursions.

The world's steepest cogwheel railway, Pilatus, Lake Lucerne Region

## Recap Session #2

Free mountains  
with Swiss Travel  
Pass in 2020.



# Recap Session #2

Gornergrat.



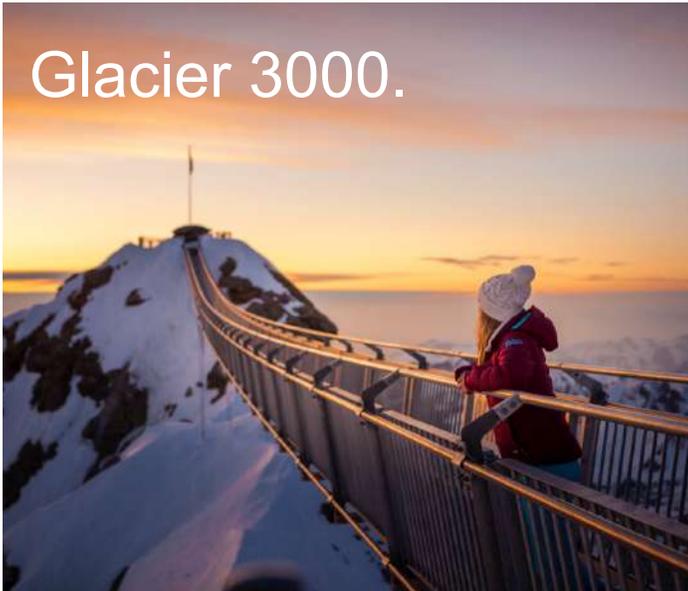
Matterhorn Glacier Paradise.



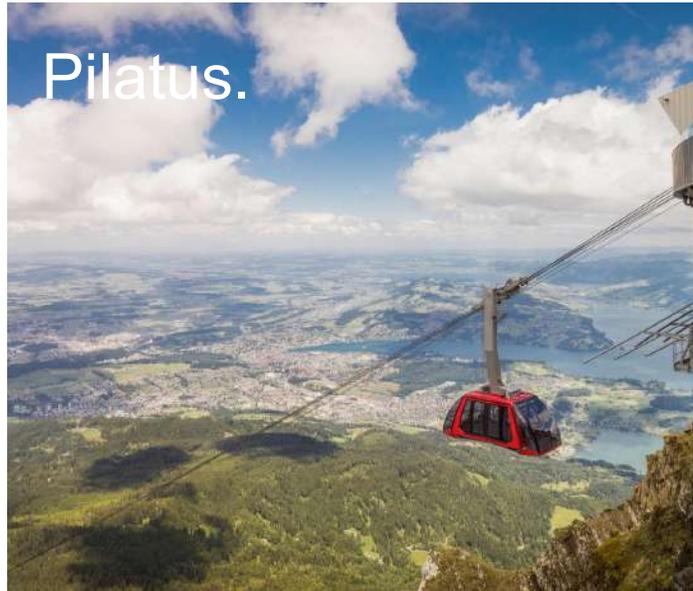
Jungfrauoch – Top of Europe.



Glacier 3000.



Pilatus.



Titlis.



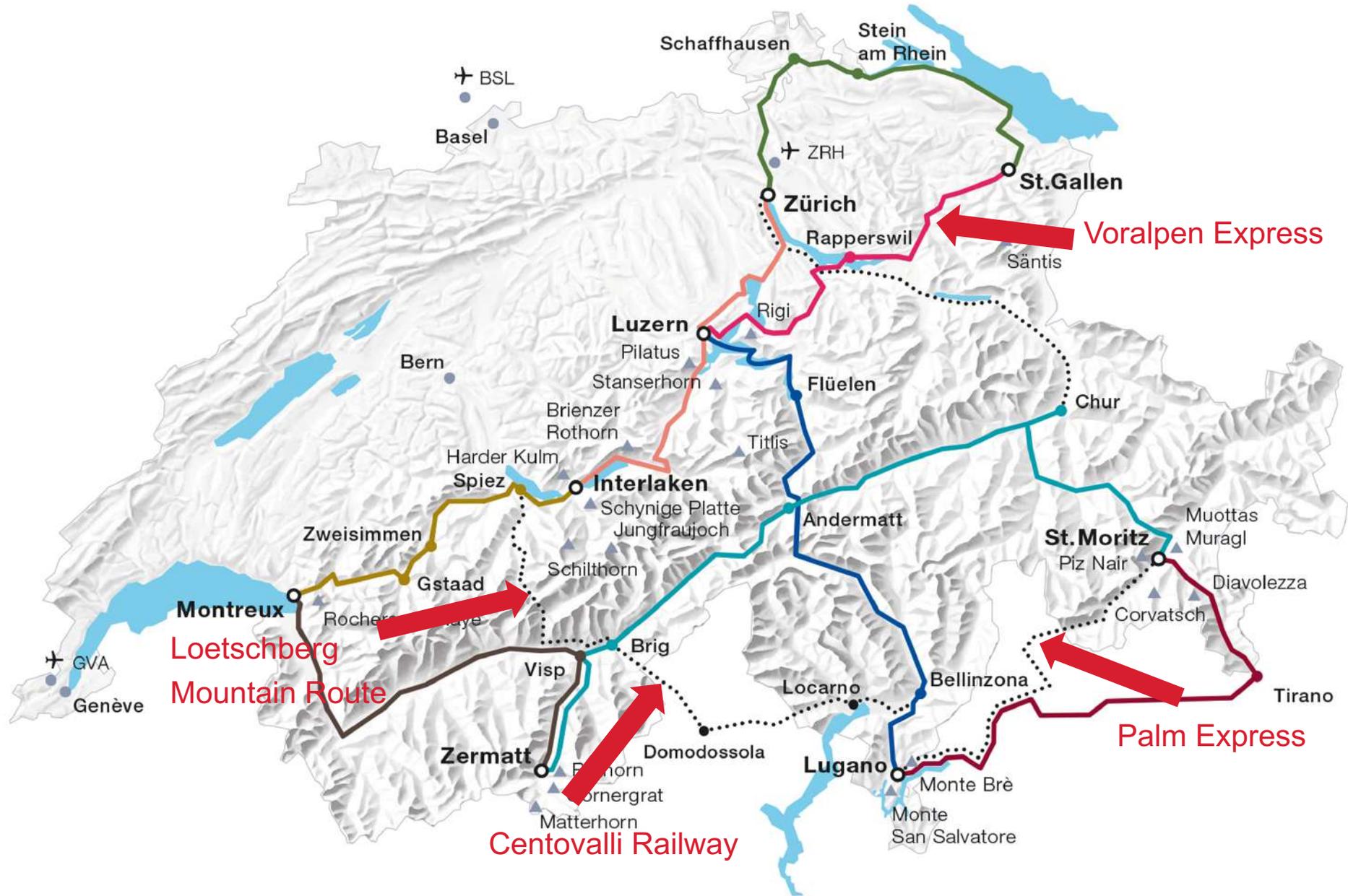
**Switzerland.**  
by train, bus and boat.

# Scenic Routes



**Switzerland.**  
by train, bus and boat.

Vorarlpen-Express near Steinberg, Central Switzerland



STS-P-GTT-XS-19 © swisstopo © SBB 04/2019

# Voralpen-Express.



**Switzerland.**  
by train, bus and boat.



Voralpen-Express near Arth, Central Switzerland

- **Route:** Luzern–Arth-Goldau–Rapperswil–Wattwil–St. Gallen
- **Duration:** 2 h 15 min
- Operates at hourly intervals
- Bistro coach and vendor machines
- Large panoramic windows in all coaches
- Numerous excursion options (e.g. Rapperswil Castle, Mt. Rigi)
- Bicycle transport possible

# Lötschberg Mountain Route.



**Switzerland.**  
by train, bus and boat.



Regio Express Lötschberger, Luogelkin Viaduct near Hochtenn, Valais

- **Route:** Hourly connections Bern–Zweisimmen and Bern–Kandersteg–Brig, every 2 hours to/from Domodossola
- **Duration:** 2 h 20 min (Bern–Domodossola)
- Large panorama windows in 1st and 2nd class
- Low-floor access and electric power outlets in 1st and 2nd class
- No refreshments on the train

# Centovalli Railway.



**Switzerland.**  
by train, bus and boat.

- Valid travel documents required for border crossing into Italy
- The Vigezzina-Centovalli Railway operates almost every hour
- **Duration:** 1 h 50 min (Domodossola–Locarno)
- A seat surcharge applies for the Italian section (Domodossola–Camedo). For groups, seat reservations are required for the whole section
- The surcharge EUR 1.50 is payable on board



Vigezzina-Centovalli Railway in autumn, Intragna, Tessin

# Palm Express Bus.



Palm Express at the Maloja Pass linking the Bergell and the Engadine, Graubünden

- **Route:** St. Moritz–Chiavenna–Menaggio–Lugano
- **Duration:** 3 h 50 min
- Passport or identity card required for border crossing into Italy
- Year-round operation; one PostBus course every Fri/Sat/Sun; daily operation from 20 Dec 2019–5 Jan 2020 and from 05 Jun–18 Oct 2020
- All Palm Express buses equipped with luggage storage facilities
- No bicycle transportation available on this route; wheelchair access not guaranteed

# Lake Lucerne Cruises.

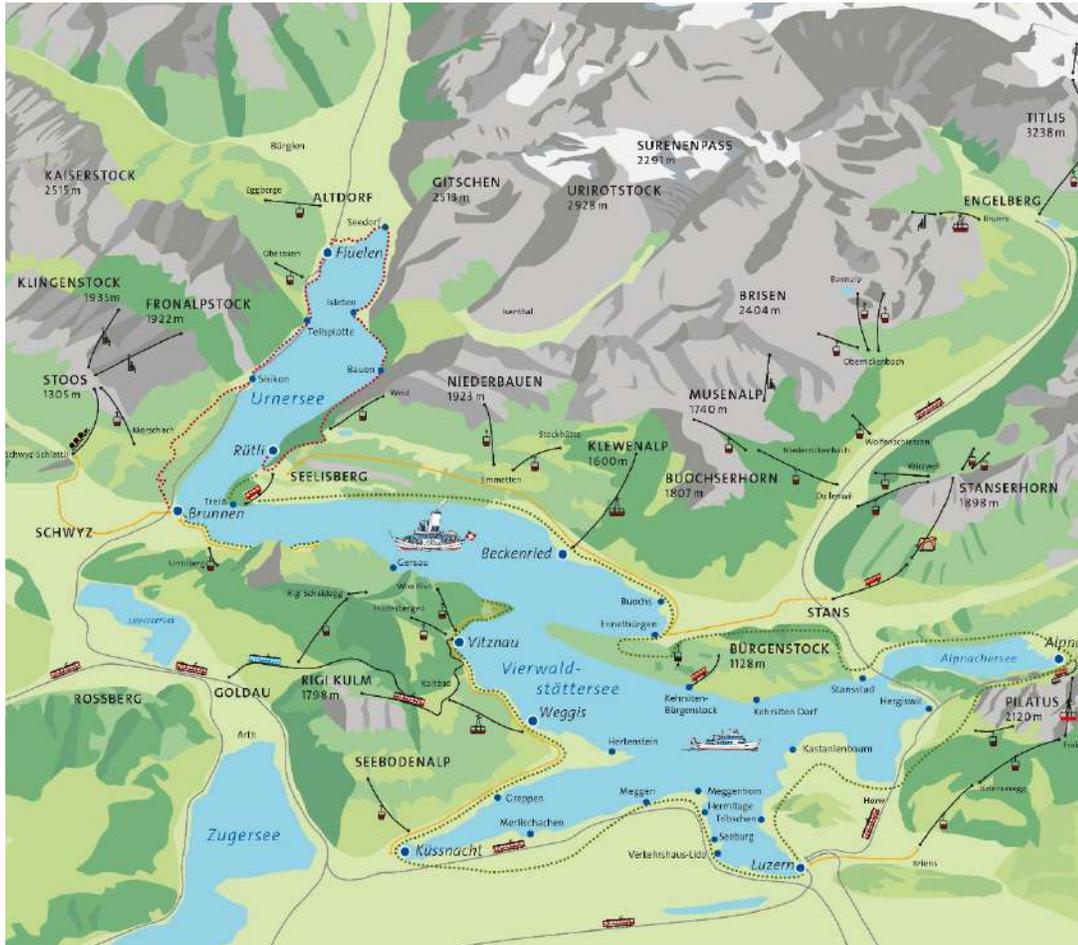


# Lake Lucerne Cruises.

## From Lucerne to Flüelen



**Switzerland.**  
by train, bus and boat.



- **Lake surface:** 114 km<sup>2</sup>
- **Fleet:** 20 vessels, 5 of which are paddle steamers
- **Boat cruises** 365 days a year

# Lake Lucerne Cruises.



## Good to know

- Various round courses from/to Lucerne, duration between 1 and 5.5 hours
- **Unlimited travel on all cruise boats with the Swiss Travel Pass.** Reduction for STP holders for the 1-hour-cruise on the panorama yacht Saphir
- Onboard restaurant on most cruise boats
- Reservation required on Lunch Cruise / “Zmittags-Dampfer” (prior to 11.00 h) and Sunset Cruise (prior to 15.00 h)
- For groups (10 or more persons) reservation in the restaurant and prior menu selection are required (no surcharge)

# BLS boat cruises on Lake Thun and Lake Brienz.



**Switzerland.**  
by train, bus and boat.

- **Lake Thun:** Year-round operation (high season May–October with hourly departures); limited timetable during the rest of the year
- **Lake Brienz:** Seasonal operation (April–October)
- Numerous special cruises (fondue chinoise, fajita, Swiss BBQ, etc.)
- Ideal connections between train and boat at Thun, Interlaken West, Interlaken Ost and Brienz – piers right at the stations



Boat on Lake Brienz



**Switzerland.**  
by train, bus and boat.

# The Grand Train Tour of Switzerland.



Luzern-Interlaken Express at Lake Brienz, Bernese Oberland



**Switzerland.**  
by train, bus and boat.

# The Grand Train Tour of Switzerland...

- combines the most beautiful train lines in Switzerland into one route
- merges **Swiss cities and Alpine resorts** into one magnificent round trip
- offers opportunities to visit **landmarks, splendid natural scenery** as well as **UNESCO World Heritage Sites**
- Provides opportunities for numerous **mountain excursions**
- allows to immerse oneself in the multifarious world of **Swiss museums**
- runs along **11 large lakes**, passes through all **4 language regions of Switzerland** and traverses **3 Alpine passes**
- can be travelled **year-round** in either direction
- covers a total length of **1,280 kilometres / 795 miles**

# The 8 sections at a glance.



**Switzerland.**  
by train, bus and boat.

**Zürich – Luzern – Interlaken**

⌚ 2h 51 min

**Interlaken – Zweisimmen – Montreux**

⌚ 3h 5 min

**Montreux – Visp – Zermatt**

⌚ 2h 35 min

**Zermatt – St. Moritz**

⌚ 7h 46 min

**St. Moritz – Tirano – Lugano**

⌚ 6h 46 min

**Lugano – Flüelen – Luzern**

⌚ 5h 25 min

**Luzern – St. Gallen**

⌚ 2h 17 min

**St. Gallen – Schaffhausen – Zürich**

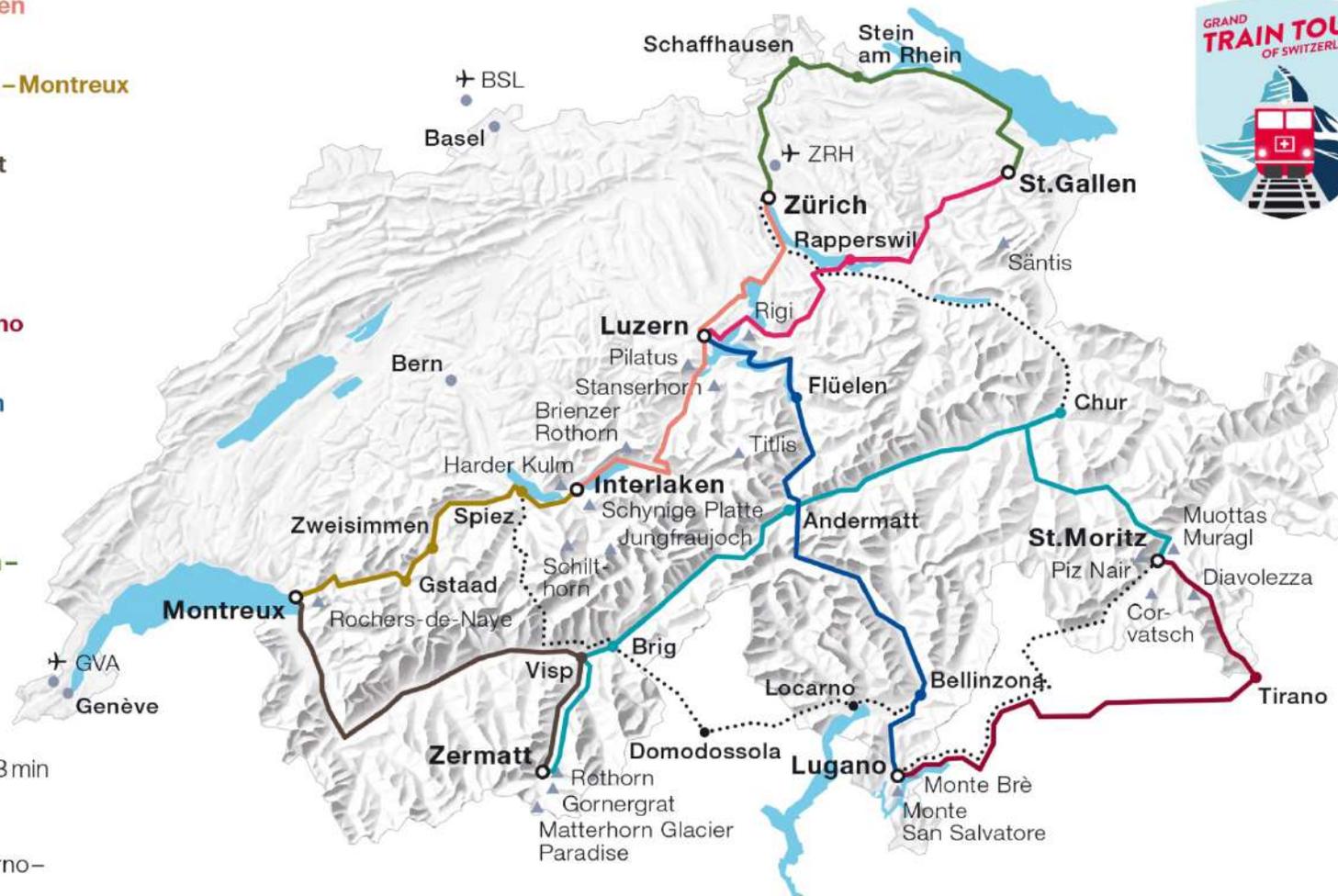
⌚ 2h 34 min

Zürich – Chur ⌚ 1h 15 min

St. Moritz – Lugano ⌚ 3h 33 min

Spiez – Brig ⌚ 1h 8 min

Brig – Domodossola – Locarno – Bellinzona ⌚ 3h 8 min



STS-P-GTT-XS-19 © swi/istopo © SBB 04/2019



**Switzerland.**  
by train, bus and boat.

# Travel Suggestions.



Luzern-Interlaken Express at Lake Brienz, Bernese Oberland

# “Original” tour.

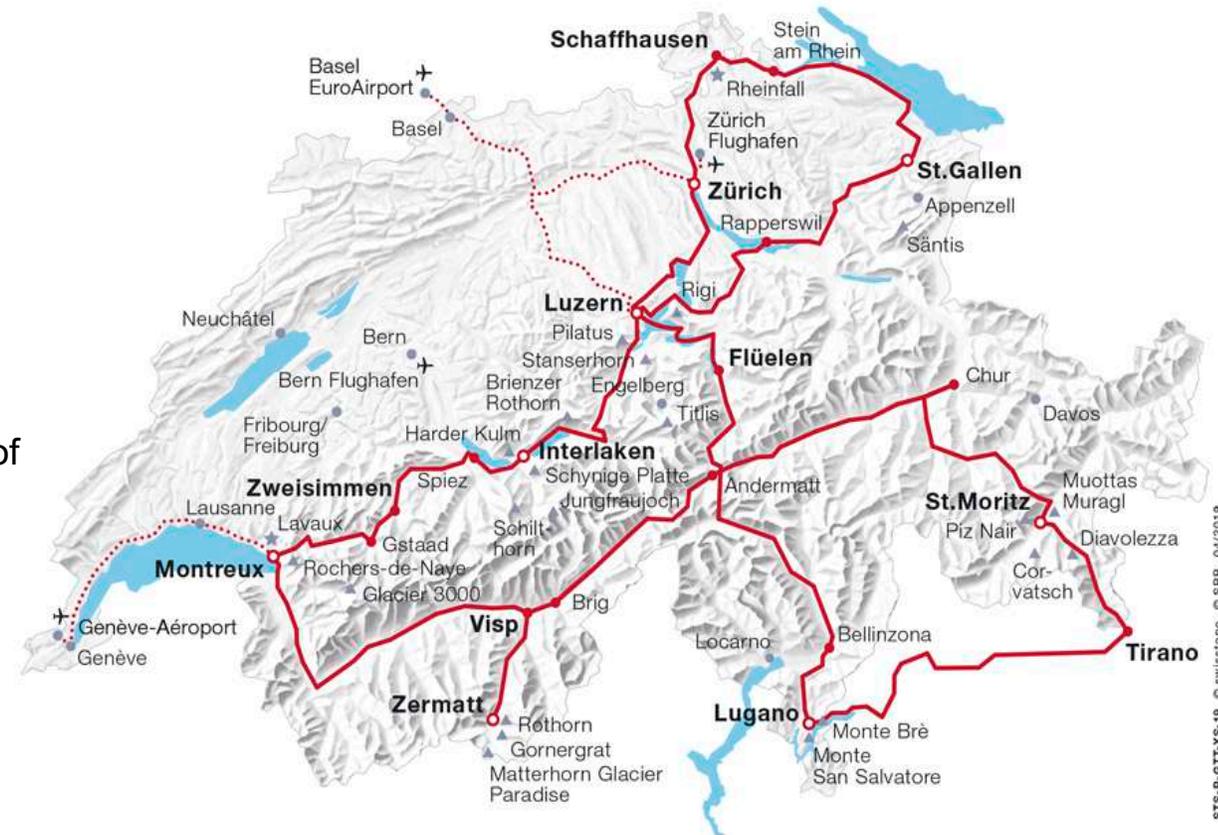


**Switzerland.**  
by train, bus and boat.

- Ticket suggestion: **15 Day STP** (or 8 Day STP Flex)

- **Highlights**

- **5 premium panoramic trains**
- **7 top sights** (Chapel Bridge, Eiger, Mönch & Jungfrau, Chillon Castle, Matterhorn, Rhine Gorge, Rhine Falls, Grossmünster)
- **5 UNESCO World Heritage Sites** (Lavaux, Jungfrau / Aletsch, Rhaetian Railway in the Albula / Bernina Landscapes, castles of Bellinzona, Abbey District)
- **Top mountain excursions** (Rigi, Pilatus, Jungfrauojoch, Schilthorn, Gornergrat, Matterhorn Glacier Paradise, Säntis)
- **10 cities and villages** (Zurich, Lucerne, Interlaken, Montreux, Zermatt, Chur, St. Moritz, Lugano, St. Gallen, Schaffhausen)

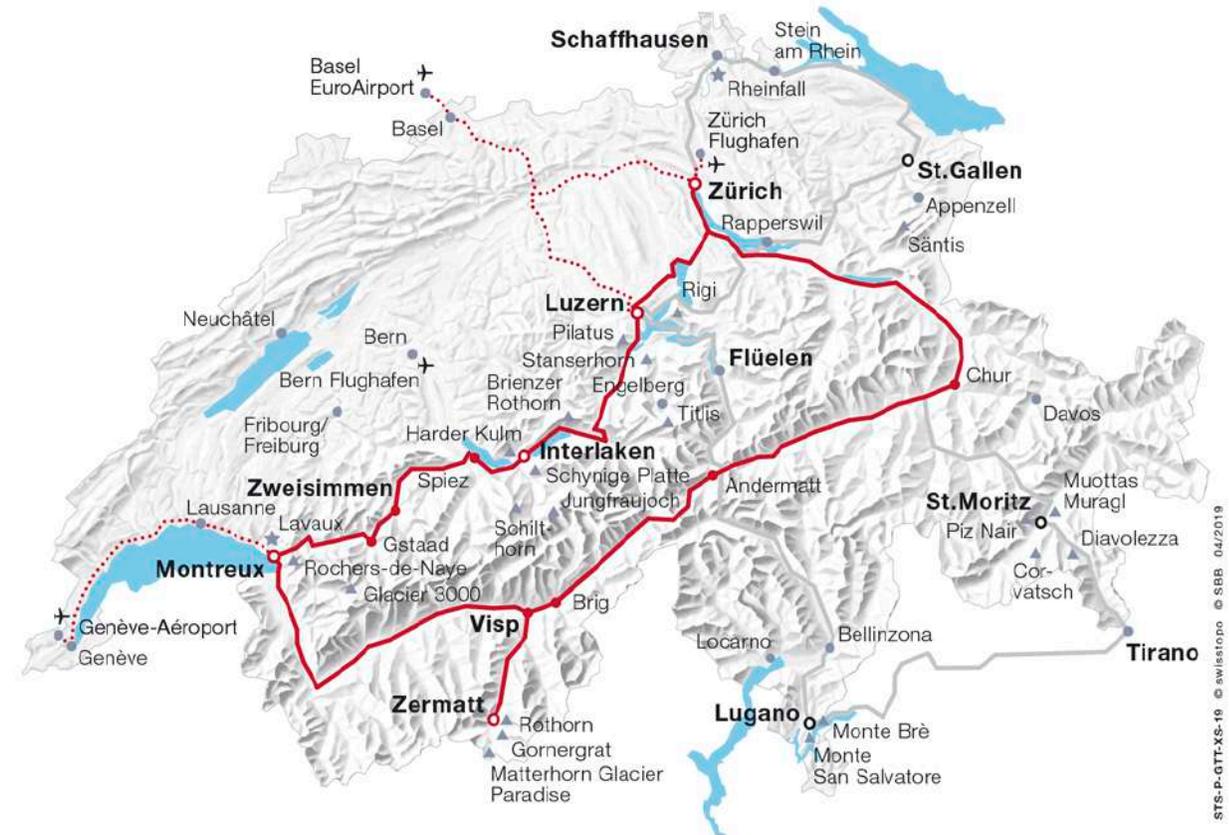


# “Top Attractions” tour.



**Switzerland.**  
by train, bus and boat.

- Ticket suggestion: 8 Day STP
- Highlights
  - **3 premium panoramic trains** (Luzern-Interlaken Express, GoldenPass Panoramic, Glacier Express)
  - **6 top sights** (Chapel Bridge, Eiger, Mönch & Jungfrau, Chillon Castle, Matterhorn, Rhine Gorge, Grossmünster)
  - **2 UNESCO World Heritage Sites** (Lavaux, Jungfrau / Aletsch)
  - **Top mountain excursions** (Rigi, Pilatus, Jungfrauoch, Schilthorn, Gornergrat, Matterhorn Glacier Paradise)
  - **6 cities and villages** (Zurich, Lucerne, Interlaken, Montreux, Zermatt, Chur)

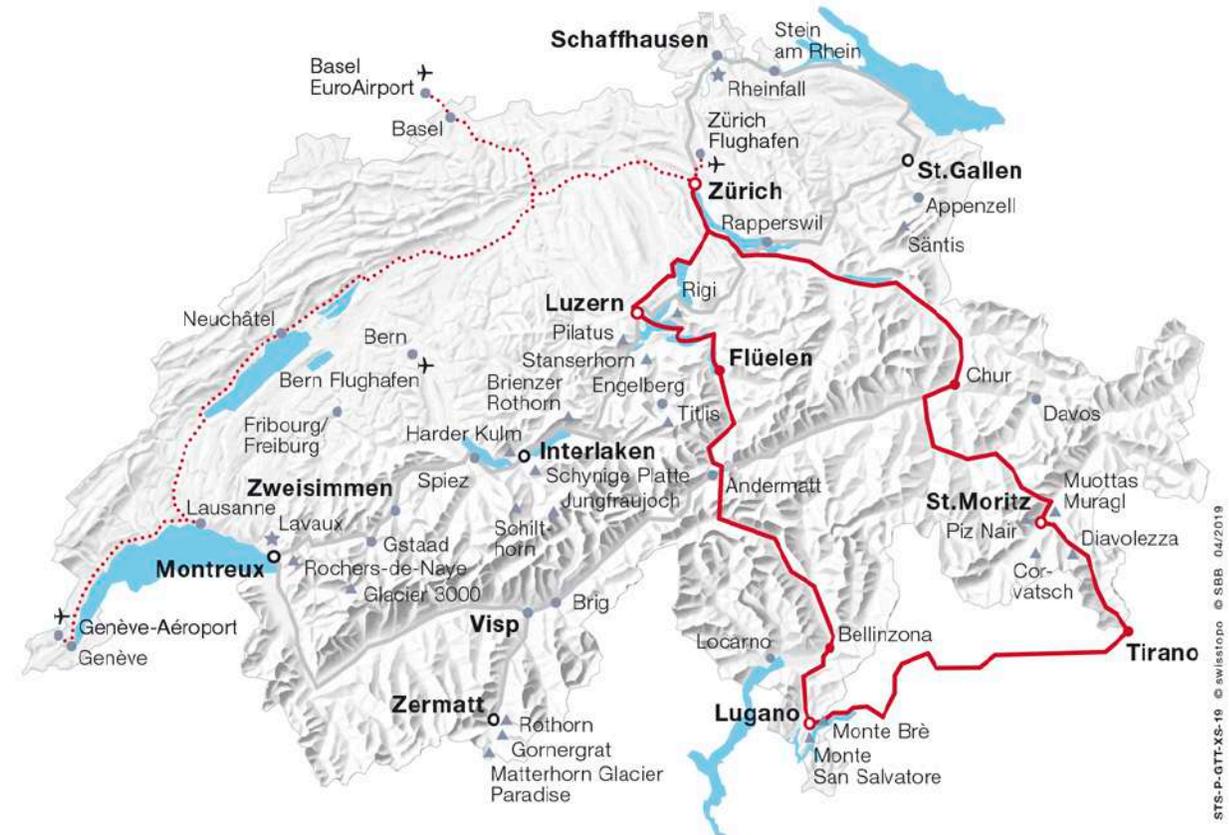


# “Glaciers & Palm Trees” tour.



**Switzerland.**  
by train, bus and boat.

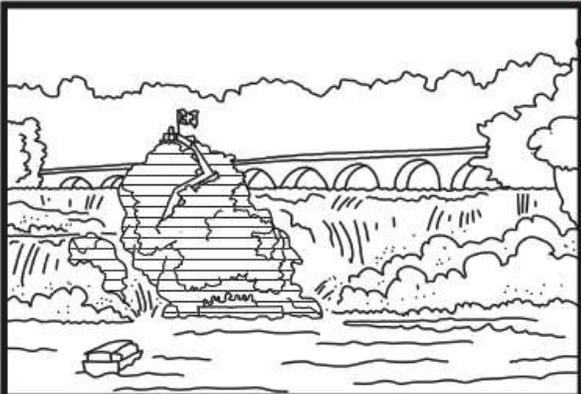
- Ticket suggestion: 8 Day STP
- Highlights
  - **2 premium panoramic trains** (Bernina Express, Gotthard Panorama Express)
  - **2 top sights** (Chapel Bridge, Grossmünster)
  - **2 UNESCO World Heritage Sites** (Rhaetian Railway in the Albula / Bernina Landscapes, castles of Bellinzon)
  - **Top mountain excursions** (Muottas Muragl, Diavolezza Monte Brè, Rigi, Pilatus)
  - **5 cities and villages** (Zurich, Chur, St. Moritz, Lugano, Lucerne)



# myTravel Stamp Booklet.



- Stamp booklet to collect nine individual stamps
- Attractive discount coupons
- Competition
- Useful travel information
- Available in English, Chinese traditional and simplified, Korean, Thai and Japanese
- English version available at the stamp collection facilities. Selected train stations hand it out when travellers buy a Swiss Travel Pass



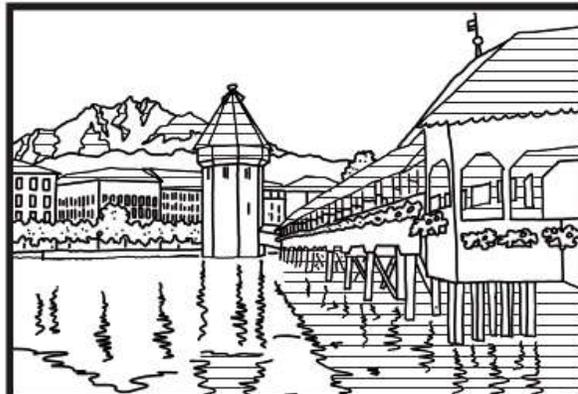
SCHAFFHAUSEN 2018

GRAND TRAIN TOUR OF SWITZERLAND



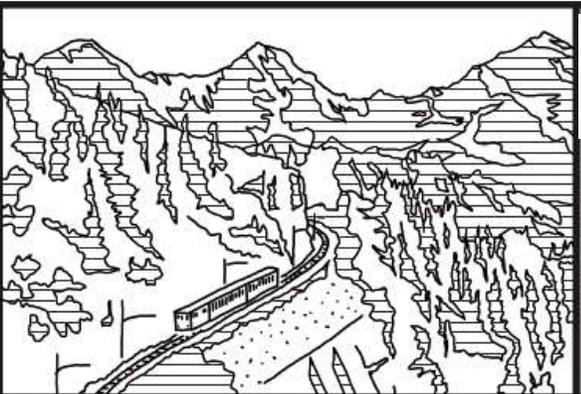
ST. GALLEN 2018

GRAND TRAIN TOUR OF SWITZERLAND



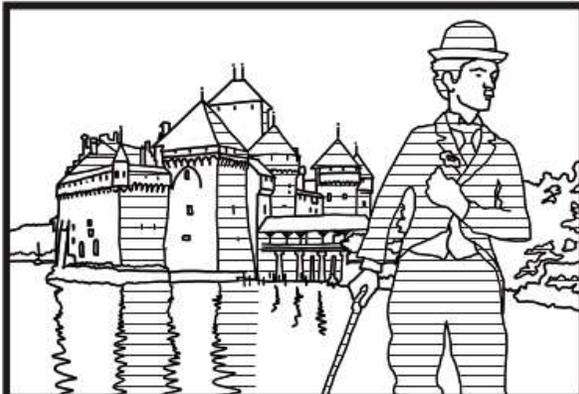
LUZERN 2018

GRAND TRAIN TOUR OF SWITZERLAND



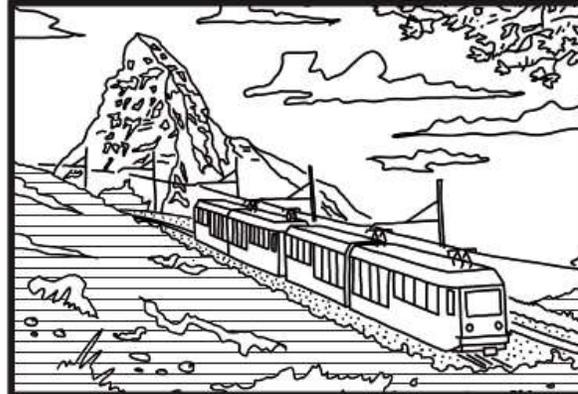
INTERLAKEN 2018

GRAND TRAIN TOUR OF SWITZERLAND



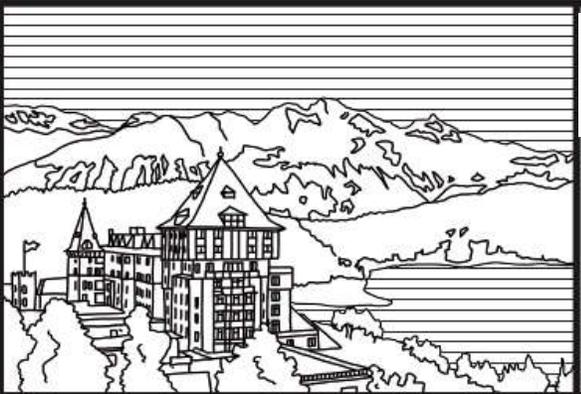
MONTREUX 2018

GRAND TRAIN TOUR OF SWITZERLAND



ZERMATT 2018

GRAND TRAIN TOUR OF SWITZERLAND



ST. MORITZ 2018

GRAND TRAIN TOUR OF SWITZERLAND



LUGANO 2018

GRAND TRAIN TOUR OF SWITZERLAND

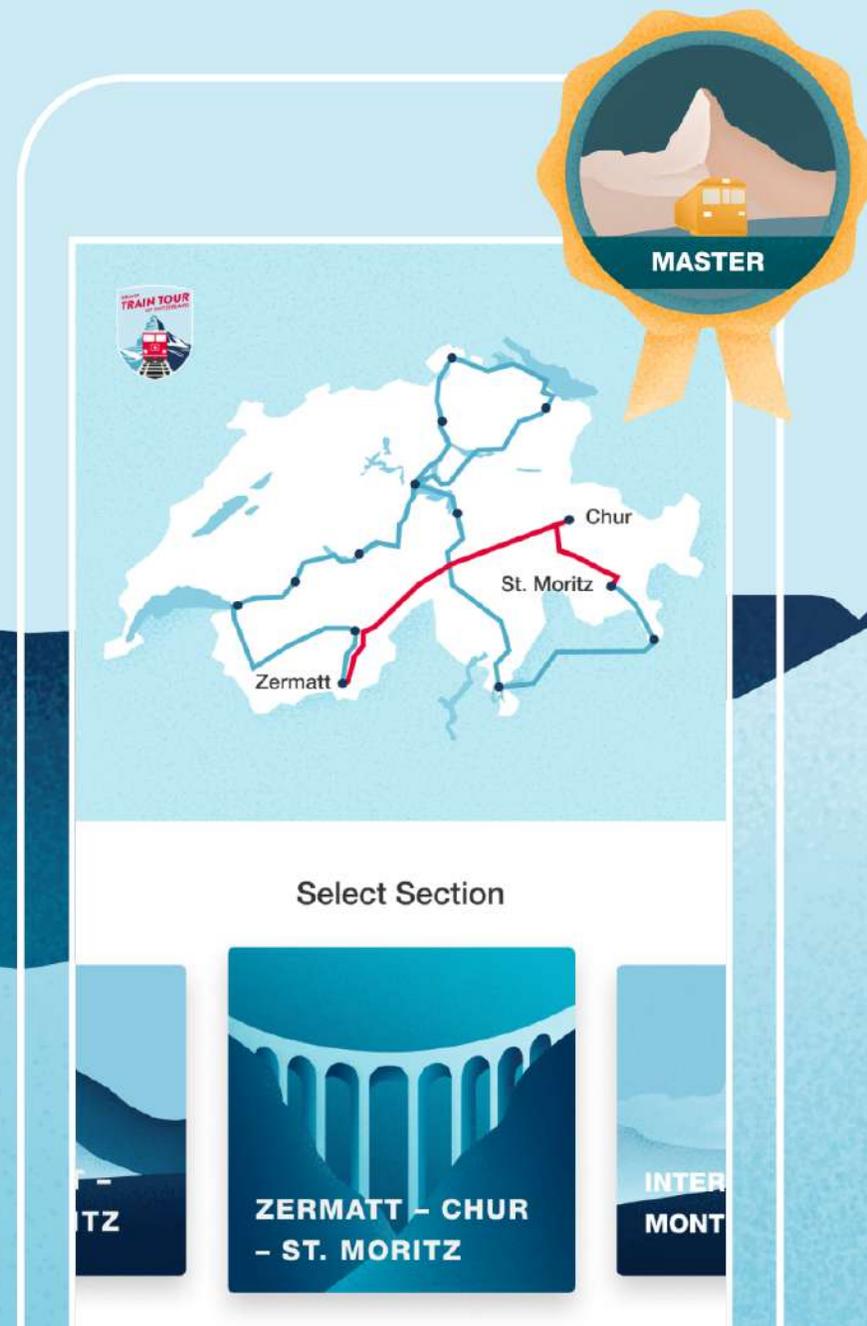


ZÜRICH 2018

GRAND TRAIN TOUR OF SWITZERLAND

by train, bus and boat.

# Grand Train Tour of Switzerland App.



# Grand Train Tour of Switzerland App.



## All added value at a glance:

- "Must-sees" along the Grand Train Tour Switzerland
- Push notifications for upcoming sights
- Playful collecting and sharing of stamps and awards
- Possibility to become "Master of the Grand Train Tour of Switzerland" and receive a chocolate box from LINDT
- Gifts and discounts with digital coupons
- Exciting fun facts along the route
- Integrated "Been there" function

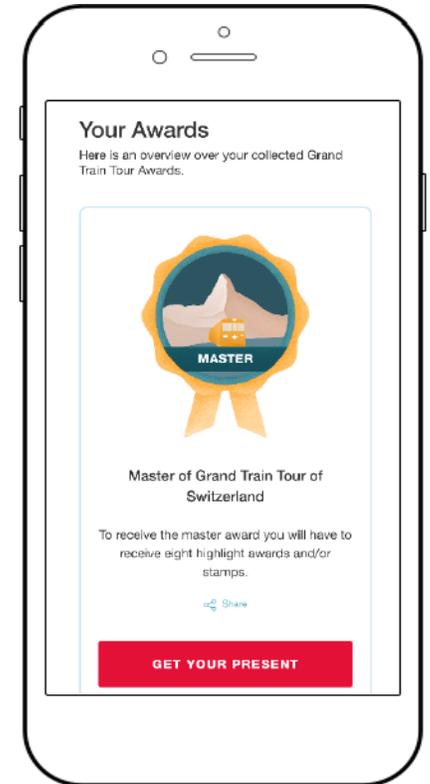
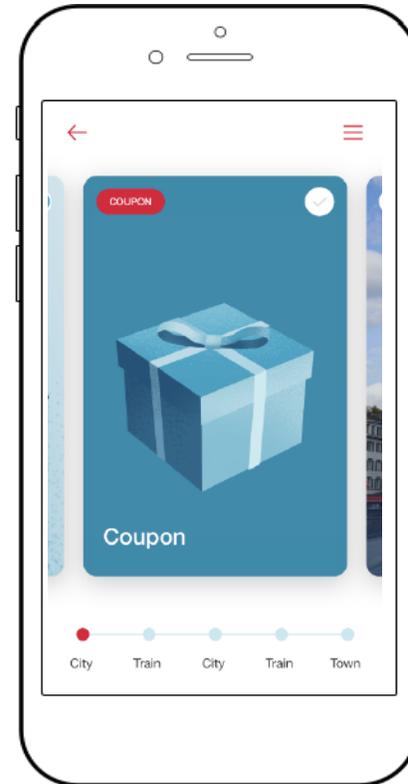
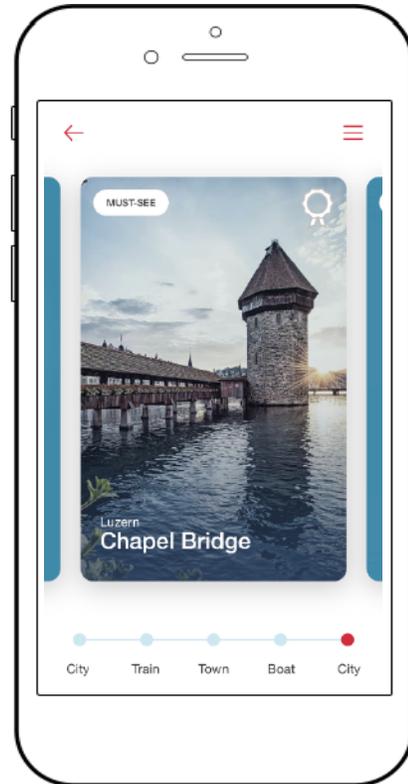


# Grand Train Tour of Switzerland App.



## Facts:

- Available: February 2020
- Free Download for iOS and Android in the App Store and Google Play Store
- Available in 7 languages: German, English, Chinese traditional & simplified, Korean, Thai and Japanese



Something exciting is happening  
next month..

# Grand Train Tour of Switzerland CONTEST



Switzerland.  
by train, bus and boat.



STS-P-GTT-XS-1B © swisstopo © SBB 09/2018

# Grand Train Tour of Switzerland CONTEST



## Itinerary must..

- Be based on an **8 Day Swiss Travel Pass**
- Include minimum **1x panoramic train**
- Include minimum **1x mountain excursion**
- Include minimum **1x scenic ride (boat ride, postbus route, ..)**
- Include minimum **1x museum**
- Be drawn out on a Switzerland map (incl. names of destinations, trains, mountains etc.)

**Remember:** Include experiences and excursions which are FOC to **maximise the cost of your client's Swiss Travel Pass!**

# Grand Train Tour of Switzerland CONTEST



**Switzerland.**  
by train, bus and boat.

## Tools to use:

- [Swiss Travel System Trade Platform](#)
- [SBB Timetable](#)
- Swiss Travel Guide App  
(Download [App Store](#) / [Google Play](#))
- Grand Train Tour of Switzerland App  
(Download [App Store](#) / [Google Play](#))



**SBB CFF FFS**



BUCHERER 1888  
THE SWISS HOUSE OF WATCHES AND FINE JEWELLERY

**BUCHERER**  
1888

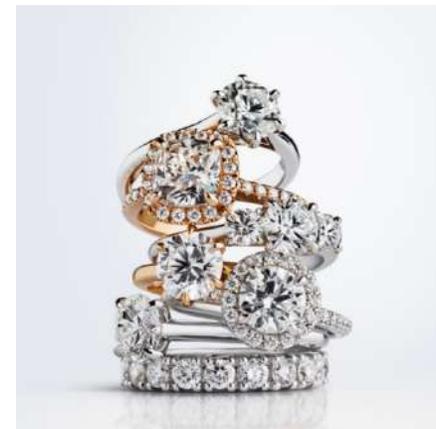
# BUCHERER – KEY FACTS

- Independent family-owned business
- World's largest retailer of watches and jewellery
- Own watch brand **Carl F. Bucherer**
- Own jewellery brand **Bucherer Fine Jewellery**
- Premium partner of **Rolex** since 1924
- **2,500 Employees and 100+ boutiques in 7 countries (CH\*, DE, FR, AT, DK, USA)**

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✓ **Tax-free shopping**

\* **Stores in Switzerland:** Basel, Bern, Crans-Montana, Geneva, Interlaken, Lausanne, Locarno, Lugano, Lucerne, St. Gallen, St. Moritz, Zermatt, Zurich and Zurich Airport



**BUCHERER**  
1888

# Grand Train Tour of Switzerland CONTEST



**Switzerland.**  
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**Prize to win:**  
2x Watches  
from Bucherer

## **B SWISS Prestige**

CHF 380

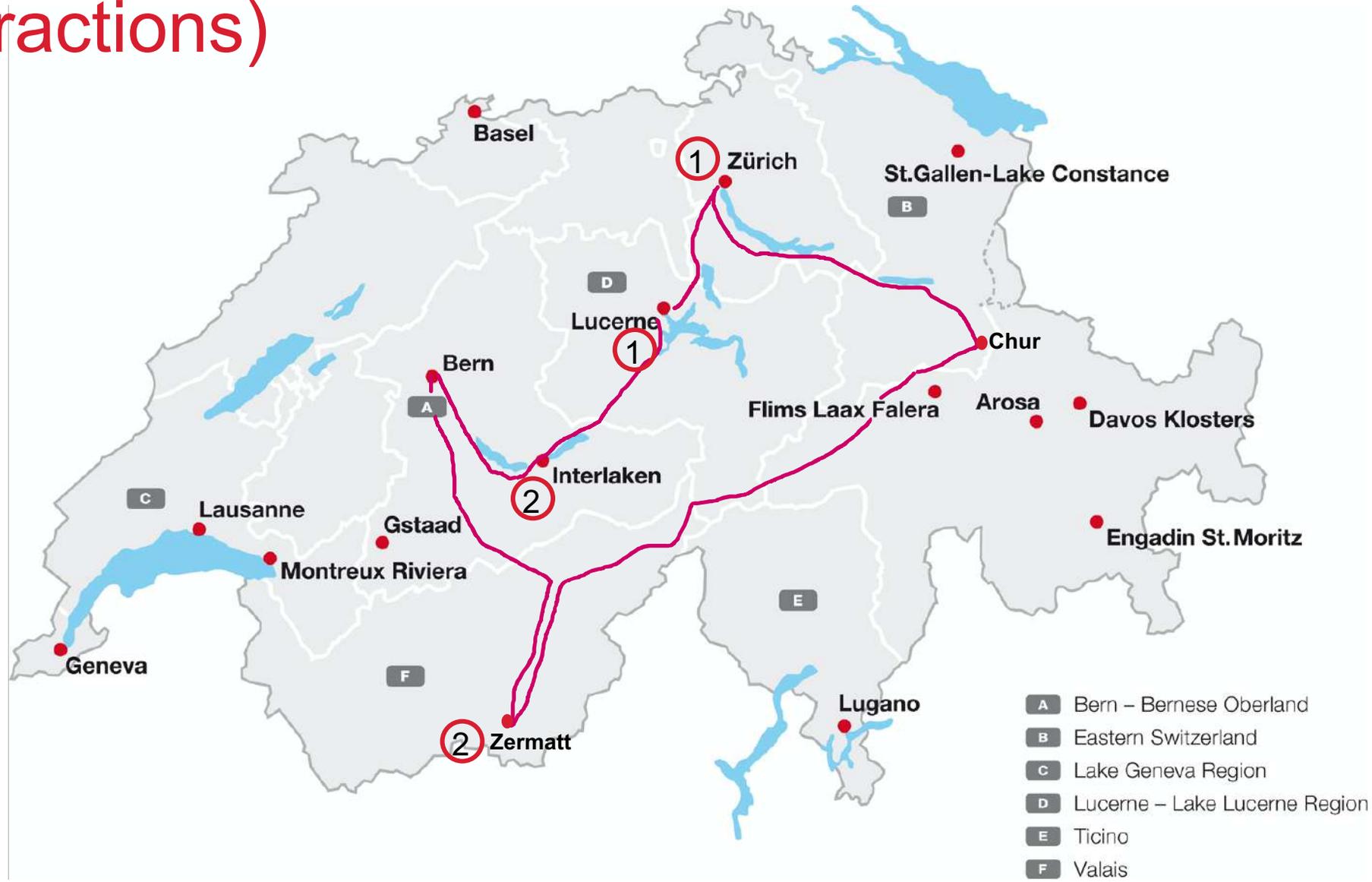
Open Heart gent's wristwatch,  
steel automatic 3 atm cadran:  
silver arab./Index, steel  
bracelet glass sapphire



# Sample 8D7N Winter Itinerary (based on Top Attractions)



**Switzerland.**  
by train, bus and boat.



Day 1

Zurich.



Day 1

FIFA WORLD  
FOOTBALL MUSEUM

FIFA Museum or National Museum.





Day 2

Lucerne.

Day 2

Rigi – Queen of the mountains.



Day 3



Lake Lucerne Cruise

Day 3

Luzern-Interlaken Express.



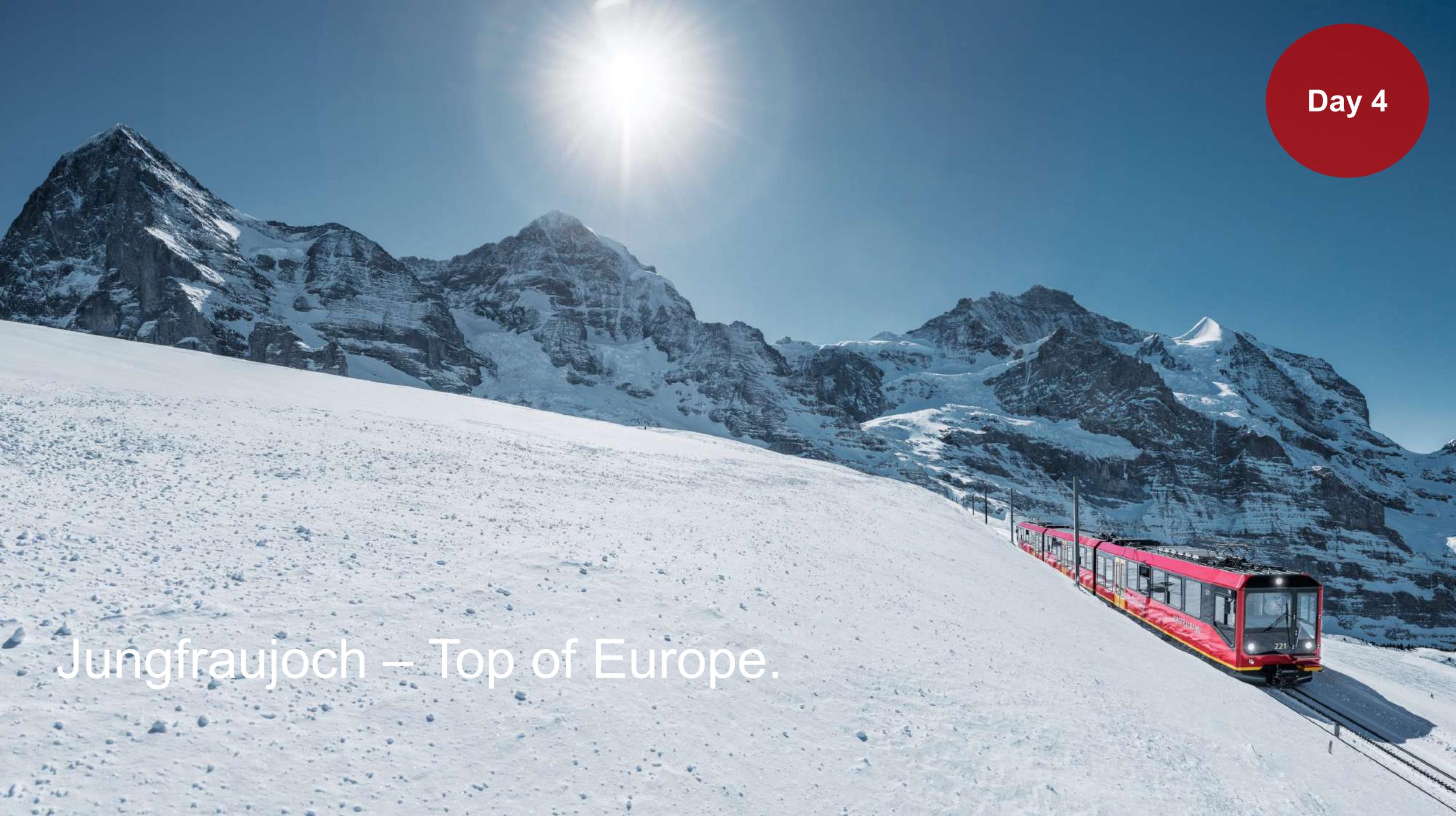
Day 3

Interlaken.



Day 4

Jungfrauoch – Top of Europe.



A detailed collage of chocolate-making ingredients and products. The background is filled with a variety of almonds and hazelnuts. In the upper left, there is a mound of fine, reddish-brown cocoa powder. The center and right features several pieces of chocolate: a bar with an embossed floral pattern, a bar with a grid pattern, and a piece with a decorative swirl. A large, reddish-brown cacao pod is visible on the right side. The overall composition is rich and textured, showcasing the raw materials and finished products of chocolate making.

Day 4

Chocolate Workshop.

Day 5

Bern & Einstein Museum.



Day 5

# Lötschberg Mountain Route.



Day 5

Zermatt.



Day 6

Gornergrat



Day 6

Sledging.



Day 7

Glacier Express.



Day 8

Zurich.



Day 8

Shopping.





**Switzerland.**  
by train, bus and boat.

# Additional information



# Where to buy – Thailand.



## 1. Rail Europe General Sales Agents:

- Diethelm Rail
- Go Holiday
- Pinatlas
- RTS
- TV Air Bookings

## 2. Rail Europe B2B website:

<http://agents.raileurope-asean.com>



**Switzerland.**  
by train, bus and boat.

# Where to buy – Singapore & Malaysia.

## 1. Rail Europe General Sales Agents:

### **Singapore:**

- Dynasty Travel
- FIT Ruums
- Pacific Arena

### **Malaysia:**

- Apple Signature
- Boustead Travel
- Pacific World Travel (APG)

## 2. Rail Europe B2B website:

<http://agents.raileurope.com.sg>

<http://agents.raileurope-asean.com>

# Where to buy – Indonesia, Philippines, Vietnam.



## 1. Rail Europe General Sales Agents:

### **Indonesia:**

- G2
- Pantravel

### **Philippines:**

- Adventure International Tours
- Tac Tours

### **Vietnam:**

World Transportation

### **Myanmar:**

Croton Travel

## 2. Rail Europe B2B website:

<http://agents.raileurope-asean.com>

Questions?

Quiz.



**Switzerland.**

by train, bus and boat.

This panoramic train  
the north of Europe  
- right through a UNESCO  
World Heritage site.

### Glacier Express

The eight hour journey on the  
world's slowest express train is  
a bucket list experience.

### GoldenPass MOB Panoramic

The GoldenPass MOB  
Panoramic train links the  
German and French speaking  
regions, showing Switzerland's  
diverse cultural heritage.

### Gotthard Panorama Express

The journey from

# Quiz Overview.



**Switzerland.**  
by train, bus and boat.

- One quiz round after each session
- Link to quiz will be sent via e-mail
- **Totally 2 Swiss-themed prizes to win per session**
- Winners of each session to be announced at next session
- **Final Prize: 2x 8-day Swiss Travel Pass**
- Final Winner: must attend all 3 webinar sessions & complete all quiz rounds & win lucky draw
- Prizes to be sent to winners by post





**Switzerland.**  
by train, bus and boat.

## Lucky Draw Quiz Round #2.

Let's see who the winners of Quiz Round Session#2 are...in today's live draw!

- 2 Swiss-themed prizes to win for 1st Round
- Prizes will be sent to winners by post



Thank you.



**Switzerland.**

by train, bus and boat.