



Media release

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Stopover Switzerland

SWISS launches stopover travel packages for Switzerland in collaboration with Switzerland Tourism and Switzerland Travel Centre

SWISS now offers its travellers the option of booking a variety of destination packages to explore Switzerland's iconic sights and cities within a couple of days. The new "Stopover Switzerland" programme is a collaboration between SWISS, Switzerland Tourism and Switzerland Travel Centre, and offers an initial range of eight different tourist packages covering all Swiss regions and with all accommodation and public transport included.

Travellers on Swiss International Air Lines (SWISS), The Airline of Switzerland, can now both get to their final destination and explore Switzerland en route. Both leisure and business travellers can extend their stopover in Switzerland by one to four nights by adding a customizable travel package under the new "Stopover Switzerland" offer, which SWISS has launched in close collaboration with Switzerland Tourism (ST) and Switzerland Travel Centre



(STC). From point of commencement Japan, fares to destinations in Europe, the Middle East, North America, Africa and Asia allow stopovers.

Travel habits are evolving. Guests today want to increasingly experience a variety of destinations and activities in one trip. And they are willing to immerse themselves in a destination for just a few days to gain a first impression. SWISS and ST have been analyzing the new trend. And it's in response to it that they have now jointly developed the new "Stopover Switzerland" programme.

Stopover Switzerland takes full advantage of the sheer density and variety of Switzerland's many attractions: nowhere else can visitors experience so much in so little time. And to ensure that all this "Swissness" can be enjoyed as smoothly and comfortably as possible, Stopover Switzerland offers, in collaboration with Switzerland Travel Centre, a range of eight customized single or multi-destination travel packages which all include accommodation in a three- or four-star hotel at the chosen destination plus all public transport.

With the single-destination Stopover Switzerland packages, which are bookable for one to four nights, guests choose one Swiss city such as Zurich, Interlaken or Lucerne as the base for their excursions and discoveries. The package also includes tips on possible local trips and activities, to help the guest make the most of their stay. All packages also include a Swiss Travel Pass for 1st or 2nd class travel, giving unlimited rides on Switzerland's extensive public transport system for the duration of the stopover. An easy and convenient hop-on, hop-off system.

The multi-destination Stopover Switzerland packages, which are bookable for two to four nights, offer a fixed itinerary including transport with different locations for the overnight stays in three- or four-star hotels, as well as a flexible range of activities.. Guests can, for example, choose the "Best of Switzerland" package, which includes excursions to some of the most popular Swiss lakes and mountains.

An initial eight Stopover Switzerland packages, all customized by Switzerland Travel Centre, can now be booked at www.swiss.com/stopover, in connection with a flight or even independently of any flight arrangements. The range of these stopover packages will be steadily expanded, too.

Swiss International Air Lines (SWISS) is The Airline of Switzerland, serving over 100 destinations in 43 countries worldwide from Zurich, Geneva and Lugano and carrying some 17 million passengers a year with its 90-aircraft fleet. The company's Swiss WorldCargo division provides a comprehensive range of airport-to-airport airfreight services for high-value and care-intensive consignments to some 130 destinations in more than 80 countries. As The Airline of Switzerland, SWISS embodies traditional Swiss values, and is committed to delivering the highest product and service quality. With its workforce of over 8,800 personnel, SWISS generated total operating income of around CHF 5 billion in 2017. SWISS is part of the Lufthansa Group, and is also a member of Star Alliance, the world's biggest airline grouping.

Switzerland Tourism (ST) is a federal public corporation. Its mission, as decreed by a Federal Resolution of 16 December 1994, is to promote Switzerland as a holiday, travel and conference destination both at home and abroad. ST's principal activity is to develop and implement effective marketing programmes, as well as to position Switzerland in international markets as a strong, modern but timeless brand. The company is managed according to business criteria focused on markets' needs and clients' satisfaction. The ST Board comprises 13 representatives from the tourism sector and from business and political circles. Worldwide, ST employs 239 staff in 26 countries.

Switzerland Travel Centre (STC) is both the official and the largest tour operator for holidays in Switzerland – be it for Swiss citizens, international independent travellers or major tour operators from around the world. Switzerland Travel Centre also offers the largest range of bookable travel, accommodation and sightseeing products for the holiday destination of Switzerland, including simple access to over 2,000 Swiss hotels, a multitude of experience-packed railway products and unique tours. As the official holiday agent for Switzerland Tourism, Switzerland Travel Centre has a presence in Zurich, London, Stuttgart and Hong Kong (2019) as well as employees based in the USA and Asia. Switzerland Travel Centre employs over 100 personnel, who are all enthralled with Switzerland.