



**Switzerland.**  
get natural.

# Insider Tips.

Switzerland Specialist Module 4.

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Basel

Many Indian guests like to return to Switzerland again and again and are looking for destinations a little bit off the beaten track. In this chapter we tell you all about the destinations away from the big groups. You can really impress your clients with your insider knowledge of Switzerland, once you complete this module.

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## Basel.

Basel not only boasts of the greatest concentration of museums in Switzerland, visitors also find an abundance of thrilling modern architecture such as the Roche Tower



Roche Tower

or Messe Basel by world-renowned Basel-based architects Herzog & de Meuron.

Kunstmuseum Basel is often listed among the best museums in the world. If you are passionate about art, you cannot miss a visit to Museum Tinguely Tinguely, the world's largest collection of work by Jean Tinguely (both entry FOC with Swiss Pass) or the Fondation Beyeler with its superb modern and contemporary art, thrilling architecture in an idyllic natural setting.

Nestled where France, Germany and Switzerland meet, Basel is the ideal hub to explore the three countries. When combining Paris with Switzerland, make Basel your first point of call. The TGV train gets you here in only three hours.



Carnival in February is when Basel goes crazy. The blend of anarchical chaos and well organised large-scale event makes the Carnival in Basel particularly special. If you visit during Carnival you must check out the Morgenstreich (4am start!), Cor-tège or the Lantern exhibition.

Last but not least, Basel is world renowned for its fairs. Art Basel und Baselworld (watch and jewellery fair) attract buyers from all over the world.

## Excursions:

- **Ferry Crossing:** Crossing the Rhine on one of the four ferries is an absolute must. Summon the ferryman with the bell at the landing stage, board the ferry



and unwind, just like the people of Basel have done for over 150 years.

- **Christmas market:** The Basel Christmas market is considered one of the prettiest and largest in Switzerland. During the run-up to Christmas, Basel holds many seasonal events and spectacular special exhibitions.
- **Spalenberg:** The district in the Old Town with its historic alleyways and beautifully adorned houses is packed with seductive boutiques, attractive galleries and irresistible delicatessens, along with shops selling innovative labels and original gifts.
- **Colmar & Eguisheim:** How about a trip to the Alsace, less than an hour's drive from Basel? Discover the picturesque old town of Colmar and stop on the way home at the village of Eguisheim, one of the most beautiful in France.
- **Tram line 8 to Vitra:** In Basel you can cross a national border by tram! Travel easily with tram number 8 to Wheel am Rhein in Germany and visit the Vitra Design Museum. It exhibits a vast collection of design classics in a building, which is an architectural masterpiece.
- **Europa Park Rust:** Probably the most spectacular leisure park in the region. With over a hundred attractions and shows in 14 European themed areas, the park across the German border is a delight for young and old.

## Davos Klosters.

Davos Klosters in Grisons is a place of superlatives. This holiday destination with international ambience is the largest resort in the Alps for mountain holidays, sport and conferences, at 1,560 mtr it is the highest town in the Alps and a high-altitude health resort with a long tradition.



It is probably best known for hosting the annual World Economic Forum (WEF) every year in February. However, this is also a great place for relaxing during summer and winter holidays, particularly for families.

The 'Davos Klosters Inclusive' offer is one of a kind. During summer, you receive free use of public transport, cable cars and 700 free activities from the guest programme 'Davos Klosters Active' when you stay a night. Free activities include e-bike excursions, guided horseback rides, golf trial lessons, tennis trial lessons and many more.

But of course Davos is also a winter sports metropolis for skiing and snowboarding fans from all over the world. 300 km of slopes, 75 km of cross-country ski tracks, two artificial ice-skating rinks, Europe's largest natural ice rink for people to ice skate or play curling, and last but not least, three sledging runs to have fun with all the family. Half-day introduction days for to ski and snowboard are available specifically for guest from India.





### Excursions:

- **Schatzalp:** An Alpine botanical garden, the Alpinum Schatzalp, has about 800 different species of plants from all over the world. Flowers are the best in June and July. Enjoy a change of scene on the summer sledging run. The historic hotel here has amazing views over the Davos landscape.
- **Monstein Brewery:** The highest brewery in Europe and the first brewery in the canton of Grisons is open to the public. Learn here the ABC of beer-making and make sure you get a tasting or three.
- **Madrisa Land:** Switzerland's largest adventure park is located on Klosters' Sonnenberg Mountain. It offers fun for the entire family in both summer and winter. The park is especially thrilling for children.
- **Sertig Valley:** Its unique natural beauty and mountain scenery make for an unforgettable alpine experience. Popular destination for rides by horse-drawn carriage or sledge.
- **Kirchner Museum:** The world's largest collection of works by the German Expressionist Ernst Ludwig Kirchner (1880-1938) is housed in an innovative



modern museum building.

- **Züngenschlucht:** It is a wild and romantic gorge with the spectacular RhB railway line and a mining museum at the Schmelzboden at 1,340 mtr, and the Geology Trail between Davos-Monstein and Wiesen.

## Geneva.

Embedded between nearby Alpine peaks and the hilly terrain of the Jura, the French-speaking city of Geneva lies in the bay where the Rhone leaves Lake Geneva. With its humanitarian tradition and cosmopolitan flair, the



European seat of the UNO and headquarters of the Red Cross is known as the 'capital of peace'.

Besides being a world leading congress city, hosting many international trade fairs and exhibitions, Geneva



has now won the prestigious World Travel Award for 'Europe's Leading City Break Destination', twice in a row. It is high time we think for our Indian guests to visit and check it out for themselves.

Of course everybody knows the 'Jet d'Eau', the 140 mtr high water fountain in the lake and the city's undisputed symbol. When in Geneva we always love to visit Carouge. The small city, just a couple of minutes away from Geneva was designed by Italian architects and has retained its Latin charm. Many of the neo-classical houses and the inner courtyard gardens are well preserved and have been converted to restaurants, fashion boutiques, workshops, ateliers and antique stores.

Quays, lakeside promenades, countless parks, lively side streets in the old town and elegant shops invite visitors to stroll and explore Switzerland's most international city. One of the best-maintained streets is the Grand-Rue, where Jean-Jacques Rousseau was born. The 'mouettes', a type of water taxi, enable crossings to be made from one lakeshore to the other, while larger vessels invite visitors to enjoy cruises on Lake Geneva.



Visitors who stay overnight in one of Geneva's hotels can use the public transport system within the city FOC and at the office of Geneva Tourism

you can even get a map specifically created with the Indian guest in mind. Ask for 'Geneva Masala' and start your holiday right there.

## Excursions:

- **St. Pierre Cathedral:** The north tower of the three-naval basilica in the old town of Geneva offers a unique vista over the city and lake. The Cathedral is famous for Jean Calvin preaching here during the Reformation, and the Maccabee chapel is especially stunning with its Gothic paintings.
- **Palace des Nations:** The Palace located in the midst of the Ariana Park and on the banks of Lake Geneva was built in the 1930s and is home of the European headquarters of the UN. Guided tours are available.
- **International Museum of the Red Cross:** Emotion, discovery, reflection: the Museum offers you a unique opportunity to enter into the history of humanitarian action. In a break with traditional museography, the exhibition is an adventure, initiating visitors into contemporary humanitarian action.
- **Mont Salève:** Located in neighbouring France, the 1,380-mtr-high mountain offers delightful walks for hikers and affords breathtaking landscapes, including views of the Mont Blanc.



## Gstaad.

Gstaad is proud to be the backdrop for scenes in many famous Bollywood movies such as DDLJ and Bachana





Chopra Lake

Ae Haseenno, and offers full day tours to explore the movie locations. You have the opportunity to take pictures at those very movie spots; you will feel like a star yourself. Also included in the tour is a visit of the Swiss Chocolate factory Broc of Maison Cailler.

We are sure you will love the authentic Swiss Alpine village with the amazing wooden chalet houses. 7,000 people and 7,000 cows live here side by side. But of course there is also a touch of glamour attached to the destination. Gstaad's luxurious five-star hotels and shops of international designer brands make this a very upscale destination indeed. Stars from Europe, the US and India alike come here to relax. For example Kareena Kapoor has been coming to Gstaad for years.

It is also the home of many international events. The hot air balloon festival in neighbouring Châteaux-d'Oex, Gstaad Major (part of Swatch Beach Volleyball Major Series), Swiss Open ATP Tennis Tournament and the Gstaad Menuhin Festival (classical music) are just a few of the many exciting events on offer.

### Excursions:

- **Glacier 3000:** On top of the mountain a thrilling alpine coaster, dog sleds and snow bus rides, cross country skiing, and the 'Peak Walk' suspension bridge awaits you. We love the futuristic mountain station as well.
- **Lake Lauenen:** Also known as the Chopra Lake, it is a must on every Indians itinerary. Home to moorland

meadows, reeds, clumps of heather it was featured in DDLJ.

- **Hiking:** The hiking trails take you through some very varied scenery. Along the way you will discover moorlands, deep gorges, Alpine valleys, high mountain peaks and, of course, the beautifully located Alpine restaurants.
- **GoldenPass Line:** Gstaad is en route of the GoldenPass Line scenic train journey. The stretch down to Montreux is particularly spectacular. Why not visit Chillon Castle, Chaplin Museum and the Lavaux vineyards for a day.
- **Outdoor activities:** Hot air ballooning, paragliding, electric bicycles and toboggan rides and horse carriage rides are all available. In winter of course,



Gstaad Egli

Gstaad turns in to a winter sport resort with great skiing options.

- **Family Mountain Wispile:** An excursion to Gstaad's house mountain is a great day out for all the family. See for yourself how cheese is made the traditional



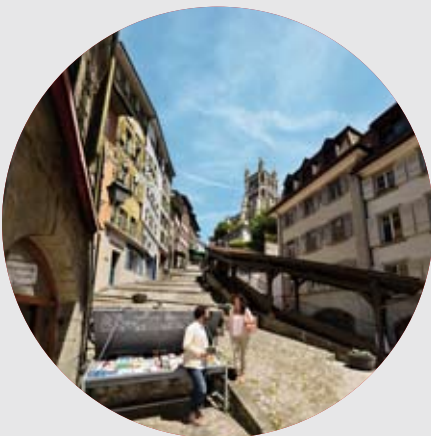
way, stop by at the petting zoo and whisk down the mountain on a trottibike. There are even supersized Fondue pots where the whole family can sit down and have the yummy melted cheese dish.

## Lake Geneva Region.

The Lake Geneva Region consists of the Canton Vaud. In addition to the main cities Lausanne and Montreux, many Indian groups also stop in the Alpine resorts of Leysin, Les Diablerets and Villars, often making it the base for an excursion to Glacier 3000.

### Lausanne.

The setting of Lausanne is extremely picturesque: it is hardly surprising that the International Olympic Committee has been based here since 1914. The town is built on three hills, surrounded by vineyard-covered slopes, with Lake Geneva at its feet. Rising impressively from the opposing French lakeshore are the Savoy Alps.



- **Lausanne old town with cathedral:** The impressive cathedral dating back to the 13th century is surrounded by beautiful, car-free Old Town including the Maire Castle and the Ale Tower, both built in the 14th century.
- **Olympic Museum:** Feel the Olympic spirit the way the athletes do, study the history of the Games from antiquity to today. The latest computer technology and audiovisual media makes this a great day out.
- **Flon district:** This former industrial zone has re-invented itself over recent years as a culture and entertainment hotspot. With bars, cinema, restaurants, galleries and boutiques, this is the liveliest part of Lausanne.
- **Lake Geneva Cruise:** Lausanne is ideal starting point for a leisurely cruise on the lake. Montreux and Geneva are easily reached and you can even cross the border to France for a daytrip to Evian.



### Montreux.

The town of Montreux nestles in a sheltered Lake Geneva bay, surrounded by vineyards and against the breathtak-



ing backdrop of snow-covered Alps. The Montreux Jazz Festival, which takes place in June/July features concerts of world famous acts, but also great free concerts in the parks and at the lake.



- **Chillon Castle:** Is located on a rock on the banks of Lake Geneva. The water castle is the most visited historic building in Switzerland. For nearly four centuries, Chillon was the residence and profitable toll station of the Counts of Savoy. Entry FOC with Swiss Pass.



- **Rochers-de-Naye:** After overcoming a difference in altitude of 1,600 mts, the rack-railway reaches one of the most beautiful vantage points in western Switzerland. You can enjoy an amazing view of Lake Geneva and the French Alps.
- **Christmas Market:** This is one of Switzerland's famous Christmas markets with numerous attractions and over 100 decorated wooden houses brimming with gifts (December).
- **Chaplin's World:** This newly opened exhibition on the former country estate of Charly Chaplin is already a huge hit with guests from India. It is a very interactive and highly entertaining experience.

## St. Moritz.

St. Moritz is one of the most famous holiday destinations in the world. Its name is synonymous worldwide with style, elegance and class. It's a classic holiday destination. For it was here in the spectacular Upper Engadin lakes district that the notion of winter holidays was born. This Alpine village has also hosted the Winter Olympics on two occasions and welcomes the Alpine Ski World Championship in 2017. And yet, St. Moritz originally rose to prominence due to its mineral springs, which have been attracting visitors for around 3,000 years. It is particularly charming during the Swiss summer and autumn.

Via Serlas is St Moritz's answer to Rodeo Drive in LA, albeit on a smaller scale. Nevertheless, you find here every top brand from Chanel to Louis Vuitton.

St. Moritz has great selections of five-star properties with a long tradition of welcoming guest, plus an array of classic bars, new lounges and clubs with international flair means you'll be spoilt for choice when it comes to nightlife.



The frozen lake is the focal point during winter. Here you can witness Snow Polo, White Turf Horse Races and even Cricket on Ice. Yes you heard right. All these events happen on the frozen lake.

Regardless of season, St. Moritz is an outdoor paradise.



In summer, as well as traditional hiking and biking, you can try your hand at tennis, crazy golf, horse riding, sailing, rowing, wind- or even kite-surfing. In winter, St Moritz offers endless snow sports opportunities. Ski Alpine, snowboarding, cross country skiing, curling or exploring the many winter walking trails, the choice is yours.

**Excursions:**

- **Panoramic train journey:** Both Glacier Express and Bernina Express stop at St. Moritz. You have to do at least part of the journey which is a UNESCO World Heritage.
- **Muottas Muragl:** Take the train to this beautiful vista point with impressive views over the lakes of the Upper Engadine. In winter, you can toboggan from the



summit all the way down to the valley.

- **Horse drawn carriage:** What could be more romantic than exploring the beautiful destination along the lake or through the forests in an horse drawn carriage. Bring your own date.
- **Olympia Bob Run:** Whoever thunders down the



smooth James Bond-style at the St Moritz Casino.

**Ticino / Lugano.**

Ticino occupies the southernmost corner of Switzerland. Here the climate is mild, people speak Italian, eat well and embrace the sunny side of life. Visitors can enjoy a great diversity: picturesque lakes, charming towns full of music, unspoiled valleys and an extensive network of magnificent walking trails. There is a feel of Italy, with palm trees at clean beaches and lanes and alleyways leading to piazzas and churches.



Lugano, the largest town in the holiday region of Ticino, is a town of parks and flowers, villas and sacred buildings. With Mediterranean flair, Lugano lies in a bay on the northern side of Lake Lugano, surrounded by numerous mountains offering splendid viewpoints. The traffic-free



historic town centre, the numerous buildings in Italianate Lombardy style, the exclusive museums, the mountains, lake and a packed calendar of events all invite visitors to see the sights, soak up the atmosphere – and enjoy ‘dolce far niente’. Thanks to its mild climate, Lugano is a popular tourist destination in the spring when the camellias are in bloom.

**Excursions:**

- **Monte Brè:** Lugano’s closest mountain can be reached by funicular railway from Cassarate on the outskirts of Lugano. Wonderful panorama of the town, lake and mountains, stretching right over the border into Italy.



Bellinzona

- **Monte San Salvatore:** From the top of the 'sugar-loaf' (reached by funicular railway from Lugano-Paradiso) you can walk down the panoramic footpath to Carona and then on to Morcote.
- **FoxTown:** The factory outlet is a paradise for shoppers on the lookout for luxury and elegance. Situated in Mendrisio, it has 160 shops which sell brand name items all year round at 30 to 70% discount.
- **Swissminature:** 120 miniature models of famous Swiss houses, castles and monuments in the open air, distributed throughout the 14,000 square meter park in Melide. The models have been recreated with great attention to detail and are surrounded by beautiful plants and flowers.
- **Castles of Bellinzona:** With its castles, walls, towers, battlements and gates, this impressive fortress is a source of amazement and a UNESCO World Heritage.
- **Verzasca valley:** The magical jade green waters of the Verzasca River flow peacefully over smooth polished rocks, passing under the picturesque double arches of the Ponte dei Salti in Lavertezzo. Follow the river and you will find wonderful worn rock shapes and natural Jacuzzis.
- **Verzasca Bungee Jump:** Fancy recreating the climax scene from Bollywood blockbuster Dhoom 3? The bungee jump



at Lago Di Vogorno is the ultimate adrenaline rush. It's also called the 007 Jump as 7 years before Amir Khan's Sahir, James Bond already jumped off the Verzasca Dam.

## Zermatt.

Zermatt is one of the up and coming destinations in the Indian market. Hardly a surprise as according to Lonely Planet it is the most popular destination in Switzerland.



Zermatt

Everybody should see the Matterhorn, surely one of the most iconic mountains in the world, at least once in their life.

The resort is a car-free and has preserved its beautiful village-like character. It is really rather small so you can easily get around on foot. However, there are electric taxis and your hotel will pick you and your luggage up with one of them when you arrive at the train station. Views from Zermatt's cable cars are all remarkable, but



the Matterhorn Glacier Paradise is the icing on the cake. Ride Europe's highest-altitude cable car to 3,883mtr and gawp at 14 glaciers and 38 mountain peaks over 4,000mtr from the panoramic platform. Don't miss the Glacier Palace, an ice palace complete with glittering ice sculptures and an ice slide to swoosh down, bum first. End with some exhilarating snow tubing outside in the snowy surrounds. During the summer peak season you will even get amazing Indian food here.

Europe's highest cogwheel railway, the Gornergrat Bahn, has climbed through picture-postcard scenery to Gornergrat (3089m) – a 30-minute journey – since 1898. Sit on the right-hand side of the little red train to gawp at the Matterhorn. Tickets allow you to get on and off en route; there are restaurants at Riffelalp (2211mtr) and Riffelberg (2582mtr). In summer an extra train runs once a week at sunrise and sunset – the most spectacular trips of all.

### Excursions:

- **Helicopter flights:** Air Zermatt offers sightseeing flights of 20, 30 and 40 minutes. What a way to get close to those majestic mountains.
- **Gorner gorge:** Since the last ice age, the waters have carved a deep chasm. This is a thrilling place of natural beauty. The wooden walkways leading between the towering cliffs provide a dramatic insight in to the power of nature.

- **Zermatt Matterhorn Museum:** It houses the items of equipment used during the first ascent of the Matterhorn in 1865, which ended tragically. Under the village square, the museum makes a world of powerful pictures and incredible stories.
- **Air Taxi:** For sky-high mountain views to make you swoon, ride warm thermals alone or in tandem (minimum age six years) with Zermatt's Air-Born paragliding school.
- **Après Ski:** Zermatt is famous for its great night life in winter and the many après ski bars are usually packed. Don't be surprised to catch some night owl



at 3AM still in full ski gear as they have not made it home from the slopes yet.



- **Glacier Express:** Use Zermatt as a start or end point for your journey on this most famous Swiss panoramic train journey.
- **Village of Findeln:** Original Valais settlement with a small chapel. It has Switzerland's highest rye crop fields at an altitude of 2,100 mtr.

And so by reaching Z for Zermatt, almost like it was planned this way, we come to the end of this E-learning programme about Switzerland. We hope that you enjoyed reading it and picked up some good tips for selling our beautiful country. When talking to your next client please remember:

Switzerland is the ideal country for FIT travel. Thanks to the Swiss Travel System and English being widely spoken it is super easy to explore it on your own.

Switzerland is an all year-around destination and offers great experiences outside of the traditional summer peak season dates.

There are a great many destinations, which are not so well known by Indian clients. Why not combine one of them with one of the classic highlights and give your client a unique holiday experience.

Switzerland offers such a great variety that you can easily spend your entire holiday only in Switzerland. Get an 8 or 15-day Swiss Travel Pass and explore all the various

attractions. You will never get bored.

Thank you so much for completing our E-learning programme. We wish you good luck with the price draw and hope to see you soon in Switzerland.

Your Switzerland Tourism Team India.

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To successfully complete the test, please note below:

- You must answer all the questions in each module.
- There is only one correct answer per question.
- Click the submit button to move on to the next module.
- You must qualify for each Module in chronological order with min. 80% (Module-1 >> Module-2 >> Module-3 >> Module-4) before you can proceed to the next module.

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