



# FAM trip to Switzerland

by Travel Bound & Switzerland Tourism.

## September 20 – 26, 2012

[MySwitzerland.com](http://MySwitzerland.com)

Travel Bound FAM trip 2012

Created by: Andrea Knecht August 2012



## Participants

(escort: **Andrea Knecht, Switzerland Tourism**)

First Name	Last Name	Title	Company
Andrea	Knecht	Account Manager	Switzerland Tourism
Karen	Amundsen	Travel Adviser	Travel Bound
Marlene	Battle	Travel Adviser	Cruise Planners
Marion	Coon	Travel Adviser	Travel Central
Catherine	Daley	Travel Adviser	American Express Travel
Jo Anne	Davis	Travel Adviser	Cruise Planners
Margaret	Dawson	Travel Adviser	Cruise Planners
Julie	Garcia	Travel Adviser	Travel Faire
Sandra	Gould	Travel Adviser	Canalview Travel
Karen	Martens	Travel Adviser	Travel Bound
Amy	Mc Dougall	Travel Adviser	Canalview Travel Service
Lynn	Neuhaus	Travel Adviser	The Travel Authority
Andrea	Patt	Travel Adviser	Conlin Travel
Sylvia	Ridenour	Travel Adviser	The Travel Authority
Sandra	Shue	Travel Adviser	Canalview Travel Service
Debra	Suski	Travel Adviser	Menno Travel Service

## Contact details

### Switzerland Tourism



#### **Andrea Knecht**

Account Manager Trade Relations  
608 Fifth Ave, Suite 202  
New York, NY 11020  
USA

P direct +1 212 757 5944 x230

P support +1 212 757 5944 x226

C on-site +41 (0)76 390 9339

[andrea.knecht@switzerland.com](mailto:andrea.knecht@switzerland.com)

[nyc.trade@switzerland.com](mailto:nyc.trade@switzerland.com)

[MySwitzerland.com](http://MySwitzerland.com)

[MySwitzerland.com/trade](http://MySwitzerland.com/trade)

# General information

**Insurance:** Switzerland Tourism disclaims all liability for loss, damage or injury sustained in connection with services and accommodations provided by railroads, bus operators, local sight-seeing companies, local tourism boards, tour operators, steamship companies, airlines, hotels and lodging facilities. Furthermore, Switzerland Tourism declines any liability for accidents, which occur during the time of this FAM trip. Liability insurance is responsibility of the participant. We therefore strongly advise the purchase of a travel insurance if not already done so.

**Swiss Pass:** All transfers, except for the ones being noted, take place by train as this is the most scenic and convenient way to get around in Switzerland. Upon arrival in Zurich you will receive your 8 day Swiss Pass (1<sup>st</sup> class) that entitles you to free travel throughout the entire Swiss Travel System. Please make sure to always have it on you together with your passport.

**Fly Rail:** On the flight from JFK – ZRH, you will get to experience the convenient service of Fly Rail. Your luggage will be sent all the way from JFK to St. Moritz where it will be picked up by the hotel in the evening of your arrival day. This way, you can enjoy the journey from Zurich to St. Moritz hassle-free.

✓ Important: 1 piece of luggage per person can be checked in at JFK (baggage rules by SWISS apply). Attach your fly rail tag (will be handed out by your Travel Bound Escort) to your checked-in luggage (make sure it's filled out properly, read instructions or ask your Travel Bound escort). Since you won't get your luggage until after the program in St. Moritz on the 21<sup>st</sup>, we highly recommend taking a backpack or a big enough tote as carry on (no roll-on carry on!) and take along anything you need on the first day in St. Moritz (for the program and to refresh at the hotel once you arrive). Please keep in mind that this carry on can't be checked in, and security regulations apply (more information on [swiss.com](http://swiss.com)).

**Rail Check-in:** For those of you who would like to experience the Rail Check-in service for the return flight, you can check-in your 1 piece of luggage at the railway station in Bern the evening before departing to the US. You'll also receive your SWISS ticket upon check-in. The luggage will then be sent directly to Zurich Airport and will be ready for you to pick-up at the Baggage Claim at JFK on the 26<sup>th</sup>. This is optional and can be decided individually.

✓ Important: Pack your carry on with whatever you need for the evening of the 25<sup>th</sup> and the following travel day back to the US. Keep in mind that this carry on cannot be checked-in, so no hazardous materials should be in there (more information on [swiss.com](http://swiss.com)).

**Luggage:** Please remember to pack **light**, as you will have to carry your suitcase through railway stations and on trains and to the hotels. 1 piece of luggage plus one carry-on (either a backpack or a big enough tote bag, no roll-on carry ons). Temperatures may vary between the 50ies and mid or high 60ies, depending on the altitude, with cooler nights. Don't bring a heavy coat, rather a weather resistant one and wear layers of clothing (wind breaker and warm sweater for the Jungfraujoeh). Wear comfortable shoes (good sneakers will do), as there is quite some walking involved every day. Dress code is casual during the day, and smart casual while we are having dinner. Small change in Swiss Francs may come in handy, although credit cards are widely accepted. Note that all main meals are covered by our partners (Swiss Travel System, Engadin St. Moritz, Ticino, Jungfrau Region, Bern).

# Program

## Day 1. THU Sep 20

### Departure day

18:10 Overnight flight with Swiss International Air Lines from JFK to ZRH according to your flight information. ✓ See information on Fly Rail on previous page.

## Day 2. FRI Sep 21

### Engadin St. Moritz



#### Engadin St. Moritz

##### Martin Oester

Sales Manager USA

P direct +41 (0)81 830 0815

C +41 (0)79 515 8596

P +41 (0)81 830 0001

F +41 (0)81 830 0818

[martin.oester@engadin.stmoritz.ch](mailto:martin.oester@engadin.stmoritz.ch)

[www.engadin.stmoritz.ch](http://www.engadin.stmoritz.ch)

08:05 Arrival at Zurich Airport and **MEETING POINT @ ARRIVAL 2** at the information desk. Meet your escort from Switzerland Tourism, Andrea Knecht, at the information desk just when you exit customs and enter the arrivals hall.

#### Train from Zurich Airport to St. Moritz

Train	Dep	From	Platf	Arrival	To	Platf	Notes
tbd		Zurich Airport			Zurich HB		
567	10:37	Zurich HB	9	11:52	Chur	9	
1137	11:58	Chur	10	13:58	St. Moritz		Lunch in the dining car

Reserved seats in 1<sup>st</sup> class 'TRAVELBOUND/AMEX FAM GROUP'

- 14:00      Arrival in St. Moritz.  
Pick up and transfer by bus to the hotel. Time to refresh (see p 3).
- Hotel Europa \*\*\*\*  
Via Suot Chesas 9  
CH - 7512 Champfer – St. Moritz  
P +41 (0)81 839 5555  
F +41 (0)81 839 5556  
info@hotel-europa.ch  
www.hotel-europa.ch  
16 single rooms  
Contact: Christina Kurz
- 16:00      Meet your local guide Martin Oester from Engadin St. Moritz in the hotel lobby.  
Guided resort tour in St. Moritz and the Engadin lakes district.
- 17:00      Mountain excursion to Muottas Muragl.  
Welcome drinks on top of the mountain followed by a short presentation and dinner.
- Magnificent sunset views above the upper Engadin Valley, a nostalgia-inducing funicular and fine dining in the newly renovated mountain hotel, incidentally the first hotel in the Alps to be self-sufficient in power.
- Romantik Hotel Muottas Muragl  
CH - 7503 Samedan  
P +41 (0)81 842 8232  
info@muottasmuragl.ch  
www.muottasmuragl.ch
- 21:00      Return to the hotel where your fly rail luggage is waiting in your room.
- Overnight at Hotel Europa.

**Day 3. SAT Sep 22**  
**Ticino**



**Ticino Tourism**

**Veronica Lafranchi**

Country Manager USA

C +41 (0)79 621 9911

C +41 (0)79 507 2264 Julie Guidotti

P +41 (0)91 825 7056

F +41 (0)91 8211 3614

info@ticino.ch

www.ticino.ch

Individual breakfast and check-out.

✓ Take along your carry on with what you need for the day excursions as your main luggage will only be delivered after dinner.

07:00 Transfer by bus to the train station in St. Moritz.  
 Check-in luggage for fast baggage transfer to Lugano (pick up by organized coach).

**Train/Bus from St. Moritz to Bellinzona**

Train	Dep	From	Platf	Arrival	To	Platf	Notes
1124	08:02	St. Moritz		09:31	Thusis		
13	09:40	Thusis		11:13	Bellinzona		Postal Bus

Reserved seats in 1<sup>st</sup> class 'TRAVELBOUND/AMEX FAM GROUP'

11:15 Arrival in Bellinzona.  
 Meet your local guide Julie Guidotti (+41 (0)79 507 2264) at the bus stop. Visit the traditional Saturday morning market at Bellinzona's old town. This popular event has been claimed to be one of the best traditions of Ticino. The market offers vegetable and fruit products of the season, delicious cheeses from the valley or tasty local bread.

12:45 Lunch with your guide at the Restaurant Giardino.

Restaurant Giardino  
 Via Orico 1  
 CH - 6500 Bellinzona  
 T +41 (0)91 835 5424

### Train from Bellinzona to Lugano

Train	Dep	From	Platf	Arrival	To	Platf	Notes
	14:27	Bellinzona	6	14:57	Lugano	1	No reservations

15:00 Visit of Lugano's main attractions

### Boat excursion on Lake Lugano

Boat	Dep	From	Arrival	To
86	16:05	Lugano	17:10	Lugano Paradiso

17:10 Arrival in Lugano and short walk to the hotel

17:15 Check-in at the Hotel de la Paix\*\*\*\* and time to refresh with what you brought in your carry on (fast baggage luggage will be picked up by a coach and delivered to your room after dinner)

Hotel de la Paix\*\*\*\*  
Via Cattori 18  
CH - 6900 Lugano  
T +41 (0)91 960 6060  
booking@delapaix.ch  
www.delapaix.ch  
16 single rooms  
Contact: Sonia Spinelli

19:15 Meet at the hotel lobby and departure for dinner.

Public bus from Paradiso to Lugano railway station. The bus stop "Paradiso Via Cattori" is situated in front of the hotel's parking lot

Bus	Dep	From	Platf	Arrival	To	Platf	Notes
Bus 2	19:28	Paradiso		19:34	Lugano Stazione		Public bus

19:35 Walk to the restaurant AnaCapri (across the railway station) and enjoy dinner with Mr. Charles Barras, Vice Director Ticino Tourism (+41 (0)79 638 2576).

Ristorante AnaCapri  
Via Clemente Maraini  
CH -6900 Lugano  
T +41 (0)91 922 5300  
www.anacapri.ch

Return to the hotel by public bus. Connections are every 19 and 49 minutes past the hour until 22:19 with Bus 2 to Stop Santa Brigitta.

Overnight at Hotel de la Paix.

**Day 4. SUN Sep 23**  
**Jungfrau Region**



**Jungfrau Region Marketing AG**  
**Hanne Tontsch**  
 Head of Sales  
 P +41 (0)33 854 1251  
 C +41 (0)79 955 6785  
 F +41 (0)33 854 1248 Romy Thommen  
 F +41 (0)33 854 1241  
 hanne.tontsch@jungfrauregion.ch  
 romy.thommen@jungfrauregion.ch  
 www.jungfrauregion.ch

Individual breakfast and check-out.

08:30 Meet at the hotel lobby and transfer by coach to the railway station.

**Train from Lugano to Grindelwald**

Train	Dep	From	Platf	Arrival	To	Platf	Notes
662	09:12	Lugano		11:41	Luzern	7	
2222	11:55	Luzern	12	13:55	Interlaken Ost	4	
267	14:05	Interlaken Ost	2B	14:39	Grindelwald		

Reserved seats in 1<sup>st</sup> class 'TRAVELBOUND/AMEX FAM GROUP'

14:40 Arrival in Grindelwald.  
 Meet your local guide Romy Thommen at the railway station. The luggage will be picked up by the hotel Belvedere.

Transfer by bus to the cable car Pfingstegg in Grindelwald.

15:00 Ride with the cable car to Pfingstegg. Enjoy the panoramic view and experience the toboggan run.



- 16:20 Village inspection in Grindelwald. The lively holiday resort at the foot of the Eiger is closely linked to mountaineering. Over and over again top alpinists succeed in drawing one's attention to the Eiger north face, but Grindelwald also offers a variety of possibilities for those with a less ambitious approach to sport.
- 18:30 Site-inspection at the Romantikhof Schweizerhof\*\*\*\*Superior  
(www.hotel-schweizerhof.com)
- 19:15 Site-inspection Hotel Belvedere\*\*\*\*Superior
- Hotel Belvedere\*\*\*\*Superior  
Dorfstrasse 53  
CH – 3818 Grindelwald  
T +41 (0)33 888 9999  
F +41 (0)33 888 9990  
hotel@belvedere-grindelwald.ch  
www.belvedere-grindelwald.ch  
6 twin, 4 single rooms  
Contact: Simon Walti
- 20:00 Dinner at Hotel Belvedere.
- Overnight at Hotel Belvedere.

## Day 5. MON Sep 24 Jungfrau Region



Individual breakfast.

- 07:45 Meet at the hotel lobby and departure to the railway station.
- 08:00 Meet Hanne Tontsch and a local guide at the railway station in Grindelwald.

### Train from Grindelwald to Jungfrauoch

Train	Dep	From	Platf	Arrival	To
441	08:17	Grindelwald		08:50	Kleine Scheidegg
541	09:00	Kleine Scheidegg		09:52	Jungfrauoch

12:00 Visit and lunch at Jungfrauoch. The Jungfrau Railways celebrate their 100<sup>th</sup> anniversary. For this occasion the Alpine Sensation was opened:  
A 740 feet journey of discovery at Europe's highest-altitude railway station.

#### Train from Jungfrauoch to Kleine Scheidegg

Train	Dep	From	Platf	Arrival	To
558	13:30	Jungfrauoch		14:20	Kleine Scheidegg

13:30 Spare time at Kleine Scheidegg, enjoy the spectacular view of the Eiger, Moench and Jungfrau.

#### Train from Kleine Scheidegg to Wengen

Train	Dep	From	Platf	Arrival	To
360	15:01	Kleine Scheidegg		15:30	Wengen

15:05 Village inspection.  
Steeped in tradition and drenched in sunshine, the resort at the foot of the Jungfrau invites you to come and stay.

16:30 Site-inspection at Hotel Victoria-Lauberhorn ([www.victoria-lauberhorn.ch](http://www.victoria-lauberhorn.ch))

18:30 Dinner at Hotel Bären\*\* in Wengen

Restaurant Bären  
CH – 3823 Wengen  
T +41 (0)33 855 1419  
F +41 (0)33 855 1525  
[www.baeren-wengen.ch](http://www.baeren-wengen.ch)  
[info@baeren-wengen.ch](mailto:info@baeren-wengen.ch)

#### Train from Wengen to Grindelwald

Train	Dep	From	Platf	Arrival	To
378	20:03	Wengen		20:21	Lauterbrunnen
178	20:33	Lauterbrunnen		20:44	Zweiluetschinen
295	21:16	Zweiluetschinen		21:35	Grindelwald

Or later train at 21:03

**Day 6. TUE Sep 25**  
**Bern**



**Bern Tourism**

**Marianne Aebi**

Market and Key Account Manager

P +41 (0)31 328 1223

F +41 (0)31 328 1299

marianne.aebi@bern.com

www.bern.com

Individual breakfast and check-out.

08:45 Meet at the hotel reception ready for departure. Walk to the train station.

**Train from Grindelwald to Bern**

Train	Dep	From	Platf	Arrival	To	Platf	Notes
234	09:19	Grindelwald		09:54	Interlaken Ost	2B	
374	10:00	Interlaken Ost	5	10:52	Bern	7	Lunch in the dining car

Reserved seats in 1<sup>st</sup> class 'TRAVELBOUND/AMEX FAM GROUP'

10:55 Arrival in Bern. Short walk to the Hotel Schweizerhof Bern and check-in.

Hotel Schweizerhof Bern \*\*\*\*\*Superior

Bahnhofplatz 11

CH-3001 Bern

T +41 (0)31 326 80 80

F +41 (0)31 326 80 83

www.schweizerhof-bern.ch

16 single rooms

Contact: Daniela Bruenisholz

11:30 Site-inspection of the Hotel Schweizerhof.

12:03 Transfer by public bus 10 to the Rose Garden.

12:15 Lunch at the Restaurant Rose Garden, overlooking the Old Town of Bern.

Restaurant Rosengarten  
Alter Aargauerstalden 31b  
CH-3006 Bern  
T +41 (0)31 331 3206  
[www.rosengarten.be](http://www.rosengarten.be)

The Rose Garden is a large park with a wonderful view of the Old Town and Aare Loop. The park is home to 220 different types of roses, 200 types of irises and moor beds with 28 different types of rhododendrons. In the Restaurant Rose Garden (Rosengarten) you will enjoy traditional menus in a new way, as well many Mediterranean creation self made.

13:45 Meet your city guide in front of the Restaurant Rose Garden.  
Guided city tour through the Old Town.

Allow yourself to be taken on a guided tour of discovery through the Old Town of Bern (UNESCO World Heritage Site) and discover the most beautiful as well as some unknown sights of the Swiss capital.

15:19 Transfer by public bus 12 to Zentrum Paul Klee.

15:30 Creaviva workshop at the Zentrum Paul Klee.

Zentrum Paul Klee  
Monument im Fruchtländ 3  
CH-3006 Bern  
T +41 (0)31 359 0101  
[www.zpk.org](http://www.zpk.org)

Since June 20, 2005 the Zentrum Paul Klee (designed by Renzo Piano) has been presenting to the public the world's most important collection of works by Paul Klee. The key task of the center consists of presenting different aspects of the collection; featuring attractive temporary exhibitions; mediating art in general to children, young people and adults, organizing concerts, theatre and other events; plus running a multifunctional and multimedia Museum Street.

17:00 Time at leisure, suggestions:

**Shopping in Bern:** Take the chance to enjoy great shopping's in Bern. Thanks to 3,5 miles of ancient arcades, Bern has one of the longest covered shopping promenades in Europe.

**Mandelbärli:** Don't forget to taste the famous and tasty Mandelbärli, a culinary specialty of the city.

Beck Glatz Confiseur  
Waisenhausplatz 21  
CH - 3011 Bern  
T +41 (0)31 300 20 21  
[info@mandelbaerli.ch](mailto:info@mandelbaerli.ch)  
[www.mandelbaerli.ch](http://www.mandelbaerli.ch)

Return to the hotel early enough to pack your bags for the Rail Check-in.

18:00 For those who would like to use Rail Check-in: Meet at the reception of Hotel Schweizerhof and walk to the railway station where we will already check-in our luggage via Rail Check-in. Make sure to keep your overnight bag with whatever you need for the travel day on the 26<sup>th</sup> (see notes on page 3).

20:00 Farewell dinner at the Granary.

Kornhauskeller  
Kornhausplatz 18  
CH-3011 Bern  
T +41 (0)31 327 72 72  
www.kornhauskeller.ch

## Day 7. WED Sep 26

Individual breakfast and check-out.

8:35 Meet at the hotel reception and walk to the railway station.

### Train from Bern to Zurich Airport

Train	Dep	From	Platf	Arrival	To	Platf	Notes
817	09:02	Bern	2	10:16	Zurich Airport	1	

Reserved seats in 1<sup>st</sup> class 'TRAVELBOUND/AMEX FAM GROUP'

10:30 Check-in at the Swiss International Air Lines counter.

13:00 Departure to JFK with Swiss International Air Lines.



**Thank you for attending this Familiarization trip and for your excellent support in promoting and selling Switzerland by choosing Travel Bound.**