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VIDEO: All aboard! Become a Swiss Travel System expert using this e-learning

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The Bernina Express climbs up to glistening glaciers. (Switzerland Tourism)

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All aboard! Travel advisors are invited to embark on a virtual experience through **Switzerland's** world-class public transport new e-learning platform courtesy of **Switzerland Tourism**.

Join animated hosts **Heidi** and **Peter** as they take trade specialists on an entertaining learning journey that covers essential transport know-how, enabling agents to better support their clients.





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From the fascinating world of train to bus to boat, everything is quick and easy and always at your fingertips.

Importance of trade professionals

The network of trade specialists plays an important role in selling the **Swiss Travel System** product range.

Trade experts want to sell the ideal public transport products that matches their clients travel program, says Switzerland



The Glacier Express connects railway stations of two major mountain resorts of Zermatt and St. Moritz in the Swiss Alps. (Switzerland Tourism)

The new **Swiss Travel System Excellence Program** imparts up-to-date knowledge and thereby enables agents to support in a confident and competent manner.

"Remember the last time you sold a Swiss Travel Pass? I am excited we now have this attractive e-learning in place, about the Swiss public transport. This is the right platform to help trade specialists getting in shape for future Switzerland train, bus and boat," says **Martin Oester**, market manager North America of Swiss Travel System.

What's involved

The Swiss Travel System Excellence Program is the only e-learning program worldwide to cover the **entire public transport** country.

In the individual courses, participants learn everything about the characteristics of the Swiss Travel System – from ti premium panoramic trains to luggage transport.

Thanks to the modular structure, learners choose for themselves which content they would like to explore in more c done in a very short time: on average, a module takes only about six minutes to complete.

Learners are accompanied on this journey by Heidi and Peter, two characters personifying two important Swiss qua enthusiasm.



Join Peter (left) and Heidi on a fun and informative journey through Switzerland's transport system. (Switzerland Tourism)

Quality learning = more confidence

The goal of learning is to motivate, to be fun and to promote sales, says the tourism board.

In addition to various incentives such as souvenir pictures and awards, attractive prizes are in store for participants seve

 successfully passing the tests, specialists may officially call themselves a **Swiss Travel System Excellence Expert**.

This achievement also merits a diploma, which can be downloaded at the end.

But that's not all: participants collect points with every learning progress. Those with the highest scores by 2022 will visit to Switzerland – travel, hotel and Swiss Travel Pass included!

The web-based platform is freely accessible from everywhere. [Click here](#) to get started!

Curious? Watch the promo video here!

Swiss Travel System Excellence Program

