



Switzerland Travel Centre: Fact Sheet

Switzerland in a nutshell – compiled, packaged and bundled by the Switzerland Travel Centre

It's something that no other country in the world has: a tour operator that markets its homeland with the same undiminished passion and tremendous expertise – whatever the season or time of year, whatever the state of the economy. But its marketing doesn't stop at Switzerland's natural wonders; it also extends to Switzerland's public transport system (which ranks among the best ever) and its hotels which range from Belle Époque five-star establishments in the Swiss Deluxe Hotels collection to Alpine resorts and stylish youth hostels. And everything is consolidated professionally in a single place: at Switzerland Travel Centre.

Switzerland Travel Centre is both the official and largest tour operator for holidays in Switzerland – be it for Swiss citizens themselves, international independent travellers or for major tour operators from around the world. Moreover, Switzerland Travel Centre offers the largest bookable range of 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. With locations in Zurich, London, Stuttgart and Hong Kong as well as employees in the USA, the Gulf States and Asia, Switzerland Travel Centre operates globally and customer-oriented. On behalf of Switzerland Tourism, the Contact Center supports potential travellers in planning and booking their holidays in Switzerland - in German, Italian and French as well as in English. Switzerland Travel Centre is a subsidiary of hotelleriesuisse, Schweiz Tourismus, SBB and various regional railways and employs over 120 staff who are enthralled with Switzerland. The head office is in Zurich. CEO is Michael Maeder.

Media contact in Switzerland

Switzerland Travel Centre

c/o pantarhei pr, Weinbergstrasse 164, CH-8006 Zurich

Tel.: +41 (0)44 365 20 20, Fax: +41 (0)44 365 20 21

Email: info@pantarhei.ch

Switzerland Travel Centre

Binzstrasse 38, CH-8045 Zurich, Tel.: +41 (0)43 210 55 00

info@stc.ch SwitzerlandTravelCentre.ch

Michael Maeder – CEO and Switzerland expert



Anyone who wishes to sell Switzerland needs to know what makes its visitors tick. And needs to be able to take an outside perspective of the country, its lakes, mountains and glaciers. Michael Maeder has been CEO of Switzerland Travel Centre since 2012 and knows Switzerland inside out and back to front. Hailing from Bern, Michael previously worked for Switzerland Tourism since 2004. He started his professional career at Switzerland Tourism in New York where he was responsible for Switzerland Tourism's consumer advertising in the USA. This was followed by four years as Managing Director of Switzerland Travel Centre in London, before he relocated to Mumbai for two years where he worked for Switzerland Tourism for the Indian market. Prior to

commencing his career in the Swiss tourism industry, Michael Maeder worked for STA Travel for nine years, most recently as a member of its executive board where he was responsible for branch and telephone sales.



Facts and figures

Company name	STC Switzerland Travel Centre AG
Locations	Zurich, Stuttgart, London, Hong Kong As well as staff and representatives in Los Angeles, Dubai, Bangkok, Beijing and Seoul
Foundation	1998 as Switzerland Destination Management AG
Shareholders	Switzerland Tourism hotelleriesuisse Swiss Federal Railways SBB Regional railways: RhB, BLS, Matterhorn Gotthard Railway, Jungfrau Railways, MOB
Number of employees	Over 120 from around 20 countries – including China, Iceland and the USA
Language proficiency in contact centre	German, French, English, Italian

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Booking volume	172,000 visitors (2018) / CHF 86 million (2018)
End-customer services (B2C)	<p>Planning and selling Swiss holiday experiences: Hotels, railway products and tours</p> <p>Online booking platform for non-touristic partners (Coop, Migros Cumulus, Raiffeisen)</p> <p>Promotional platform for brands: mailshots, follow-up services</p> <p>Contact centre proficient in four languages (German, English, French, Italian)</p>
Travel industry services (B2B)	<p>Tour operators: hotel booking engine, tailor-made packages, group tours, railway products</p> <p>Hotels: accommodation bookings via booking platforms, promotions through partners, net rates for independent travellers and groups, system connection, booking engine for own website, cooperation possibilities</p> <p>Destinations: hotel booking engine, contact centre booking engine, contact centre services in six languages, chat ("Heidi" – for Switzerland Tourism)</p> <p>Airlines: provision of hotel offers and booking system solutions for airline-owned travel businesses (i.e. Emirates Holidays), hotel capacities (in the event of flight irregularities in Zurich/Swissport) as well as travel packages for Stopover Switzerland (SWISS/Switzerland Tourism)</p>