

Switzerland Travel Centre: Fact Sheet

Switzerland Travel Centre - a concentrated load of Switzerland

Switzerland Travel Centre is the official and largest tour operator for holidays in Switzerland - whether for the Swiss themselves, international individual customers or major travel providers from all over the world. In addition, Switzerland Travel Centre offers the largest range of bookable holidays in Switzerland, providing easy and convenient access to over 2,000 Swiss hotels, exciting rail offers, individual round trips and activity tours as well as city and cultural experiences. With offices in Zurich, London, Stuttgart and Hong Kong, Switzerland Travel Centre operates globally and in close proximity to its customers. Switzerland Travel Centre is a subsidiary of HotellerieSuisse, Switzerland Tourism, SBB and various regional railways and employs around 130 people around the world who are passionate about Switzerland. The head office is in Zurich.

Media contact in Switzerland

Switzerland Travel Centre

Binzstrasse 38, CH-8045 Zürich

Tel.: +41 (0)43 210 55 00

Email: media@stc.ch

Michael Maeder – CEO and Switzerland Expert



The key to selling Switzerland is knowing what makes its visitors tick. That, and an appreciation of the country, its lakes, mountains and glaciers. Michael Maeder has been CEO of Switzerland Travel Centre since 2012 and knows Switzerland inside out. Hailing from Bern, Michael previously worked for Switzerland Tourism from 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 and two years in Mumbai where he worked as Market Manager for Switzerland Tourism in India. 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 China, Japan, South Korea, Taiwan and Thailand
Founded	1998 as Switzerland Destination Management
Shareholders	Switzerland Tourism, HotellerieSuisse, Swiss Federal Railways SBB Regional railways: Rhätische Bahn (RhB), Matterhorn Gotthard Railway, Jungfrau Railways, Compagnie du chemin de fer Montreux Oberland bernois (MOB)
Number of employees	Over 130 of more than 20 different nationalities

Booking volume	210,000 visitors (2023) / CHF 110million (2023)
End-customer services (B2C)	<p>Planning and selling holiday experiences in Switzerland: hotels, railway offers, mountain excursions, round trips and active tours (individual & groups) as well as city breaks and cultural experiences</p> <p>Online booking platform for tourism and other partners</p> <p>Promotional platform for brands: marketing platforms, mailshots, follow-up services</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, cooperation possibilities</p> <p>Rail: White-label booking engine for the sale of Swiss Travel Passes</p> <p>Destinations: hotel booking engine, booking engine, customer services in four languages</p> <p>Airlines: supply of hotel offers and booking system solutions for companies booking flights</p>