



Switzerland Travel Centre: Fact Sheet

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

Switzerland Travel Centre is both the official and largest tour operator for holidays in Switzerland, catering to Swiss nationals, international clients, and major travel providers from around the world. It boasts the most extensive selection of bookable Swiss holiday packages, offering straightforward and convenient access to over 2,000 hotels across Switzerland, a wide array of adventure-packed railway journeys, unique round trips, and active tours as well as cultural and urban experiences. With offices located in Zurich, London, Stuttgart and Hong Kong, Switzerland Travel Centre maintains a global presence with a customer-focused approach. A subsidiary of HotellerieSuisse, Switzerland Tourism, SBB and several regional railways, it employs over 130 staff members who are enthralled with Switzerland. The headquarters are situated in Zurich.

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Michael Maeder – CEO and Switzerland expert



To effectively promote Switzerland, one must understand what captivates its visitors and be able to view the country - its lakes, mountains, and glaciers - from an outsider's perspective. Michael Maeder has been CEO of Switzerland Travel Centre since 2012 and knows Switzerland inside out and back to front. A native of Bern, Michael's extensive experience in Swiss tourism began in 2004. His early career took off in New York, where he led consumer advertising for Switzerland Tourism in the USA. He then spent four years as Managing Director of Switzerland Travel Centre in London, followed by a two-year stint in Mumbai, where he worked as Market

Manager for Switzerland Tourism India. Before diving into Swiss tourism, Michael worked for STA Travel for nine years, ultimately serving on the executive board, where he managed 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
Foundation	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 from around 20 countries

Booking volume	210,000 visitors (2023) / CHF 110million (2023)
End-customer services (B2C)	<p>Planning and selling Swiss holiday experiences: Hotels, railway offers, mountain excursions, round trips and active tours (individual & groups) as well as city and culture experiences</p> <p>Online booking platform for touristic and non-touristic 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 the travel business of airlines and airline-related companies.</p>