



For the handout:

bit.ly/VacationDay19

(case sensitive)



Fastest growing trends and what to do with each one.



Visitors love “Top 5” and
“Best of” activities

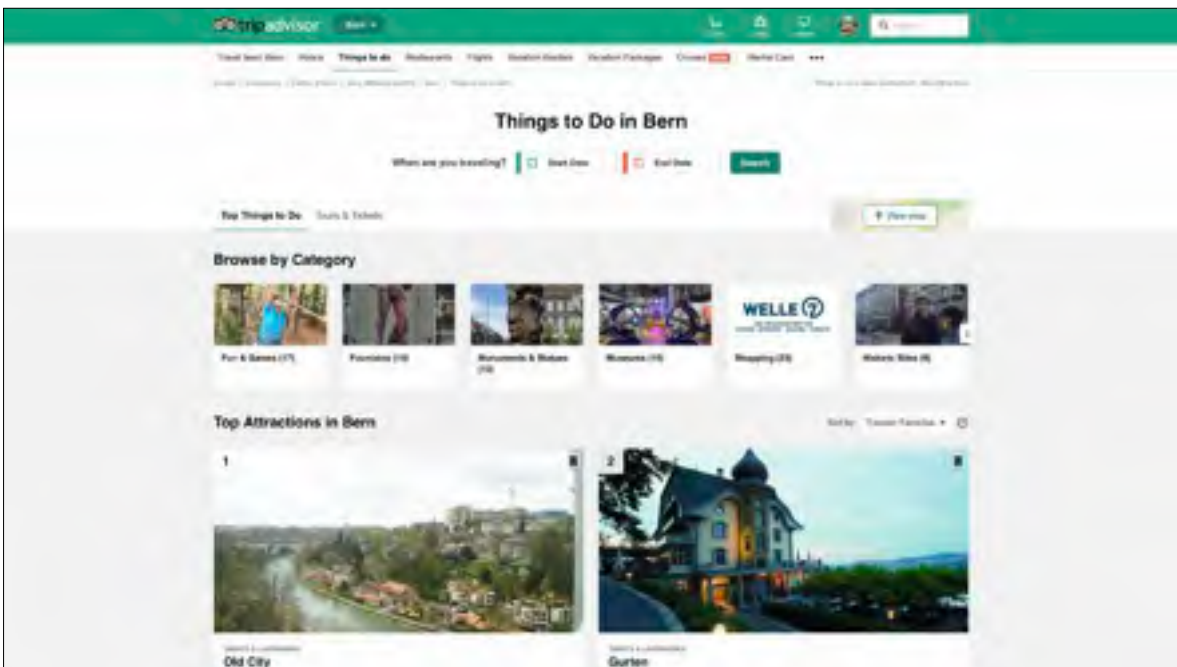
A woman with curly hair, wearing a yellow shirt, is shrugging her shoulders with her hands held out, looking directly at the camera with a neutral expression.

Visitors want more than lists:

- Things to do
- Places to eat
- Places to stay



Visitors want help: They want your advice



Where are you traveling? Start Date End Date Search

Fiese Garden (Flossengarten)
 Experiences from CHF 1,000
[See 11 Experiences](#)

Cathedral at Munsterplatz / St. Vincent (Munster Kirche)
[See 10 Experiences](#)

Clock Tower - Zytglogge
[See 10 Experiences](#)

Bernisches Historisches Museum - Einstein Museum
[See 10 Experiences](#)

Barenpark
[See 10 Experiences](#)

Aare River
[See 10 Experiences](#)

Federal Building (Bundeshaus)
[See 10 Experiences](#)

Bundesplatz
[See 10 Experiences](#)

[See more](#)

Types of Things to Do in Bern

[Things to do in Bern \(17\)](#)
[Shopping \(1\)](#)
[Play in Bern \(1\)](#)
[Museums \(1\)](#)
[Nightlife \(1\)](#)
[Nature & Parks \(1\)](#)
[Shows \(1\)](#)
[Classes & Workshops \(1\)](#)

Interlaken, Switzerland Reviews (10) | Maps | More (4) | Log in

Home > Switzerland > Interlaken

Popular experiences
These experiences are most booked in Interlaken, Switzerland.

Paragliding in Interlaken, Switzerland
 Experiences from CHF 1,000
[See 10 Experiences](#)

Photo tour through the Bernese Oberland
 Experiences from CHF 1,000
[See 10 Experiences](#)

ADN approach - Bernese Alps, Water-Crafting
 Experiences from CHF 1,000
[See 10 Experiences](#)

Punt (Swiss) hidden lake in Interlaken
 Experiences from CHF 1,000
[See 10 Experiences](#)

Off the beaten track in Interlaken
 Experiences from CHF 1,000
[See 10 Experiences](#)

Let's pack Bernese Alps!
 Experiences from CHF 1,000
[See 10 Experiences](#)

Zoo Interlaken
 Experiences from CHF 1,000
[See 10 Experiences](#)

Stay with a Superhost
These Superhosts offer the best stays in Interlaken, Switzerland.

Historic house "Waldschloss"
 Experiences from CHF 1,000
[See 10 Experiences](#)

Eiger Mönch und Jungfraublick
 Experiences from CHF 1,000
[See 10 Experiences](#)

Lindenberg Chalethaus
 Experiences from CHF 1,000
[See 10 Experiences](#)

Jäger Chalet in der Jungfrau-Region
 Experiences from CHF 1,000
[See 10 Experiences](#)

Stuhlzimmer mit Swiss and germanisch Ambiente
 Experiences from CHF 1,000
[See 10 Experiences](#)

Room with a view on Jungfrau by Interlaken
 Experiences from CHF 1,000
[See 10 Experiences](#)

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Hotels.com

Guides Top 5 Things to do in Lucerne, Switzerland


Find a place to stay

Where to stay in Lucerne, Switzerland

Check in: Check out:

Rooms: Adults:

Search



Lucerne is one of the most scenic cities in all of Switzerland, located centrally on the shores of Lake Lucerne. The River Reuss divides this gorgeous city that is also nestled between the picturesque Mount Pilatus and Mount Rigi in the Swiss Alps.

1. The Old Quarter

Lucerne's Old Quarter is located in the south of the Middle Rhine. This part of the city is comprised of four main squares: Münsterplatz, Marktplatz, Fischergasse and Kornplatz. These areas are full of historic and colorful streets which host a vast number of restaurants and coffee houses.

2. The Pilatus Gallery

The Pilatus Gallery is located on the Pilatus Peak at Pizolgraben 25. This is just a short drive away from Lucerne and well worth a visit. The Gallery has four levels with a Pilatus paintings, murals, and illustrations. Some of the highlights include the Gallery (1944) and the new 'World's Largest of...

Lucerne Hotel Deals

| | |
|------------|------------|
| Best Rates | from \$138 |
| Hotels | from \$179 |
| Hotels | \$163 |

Discover Find your perfect holiday in Lucerne

Search

Things to Do in Lucerne - TripAdvisor

www.tripadvisor.com ... Switzerland - Canton of Lucerne - Lucerne

Book your tickets online for the top things to do in Lucerne, Switzerland on TripAdvisor. See 10,000 traveler reviews and photos of Lucerne tourist attractions. Find

Top 5 Things to do in Lucern, Switzerland - Sunshine and Zephyr ...

www.sunshineandzephyr.com ... Guide posts - 10/04/16

People who come to Switzerland should not be left in the central places one should be excited to do the trip that is it is a better vacation in Lucerne one should ...

5 Things to do in Lucerne That Should Not Be Missed

gettyimages.com/stock-images/Things-to-do-in-lucerne

Home Switzerland 5 Things to Do in Lucerne That Should Not Be Missed ... (including all some of the top things to do in Lucerne ... (more Lucerne ...)

10 Best Things to Do in Lucerne (Switzerland) - The Crazy Tourist

www.thecrazytourist.com ... Travel Guide - Switzerland

10 Best Things to Do in Lucerne (Switzerland) ... Let's explore the best things to do in Lucerne, 5 hours from Zurich ... it's up to the top 10 things to do in Lucerne ...)

Top 10 Things to See And Do in Lucerne, Switzerland

traveltips.com/inspiration/where-to-visit/10-top-things-to-see-and-do-in-lucerne-switzerland/

Here's our pick of the top 10 things to see and do when visiting Lucerne ... (November 8, ... the 10 best things to do in Lucerne, Switzerland ...)

The 10 BEST Places to Visit in Lucerne - UPDATED 2018 ...

www.tripadvisor.com ... Switzerland - Canton of Lucerne - Lucerne

Top Places to Visit in Lucerne, Switzerland - Central Mountain Lucerne, Things to do near The Town Lucerne ... 1.5-hour Segway tour with a Mountain Lucerne

Top 5 Things to do in Lucerne, Switzerland - Hotels.com

www.hotels.com/switzerland/canton-of-lucerne/things-to-do-in-lucerne

Lucerne is one of the most scenic cities in all of Switzerland, located centrally on the shores of Lake Lucerne. Explore our top list here.

Top things to do in Lucerne, Switzerland - Lonely Planet

www.lonelyplanet.com/switzerland/canton-of-lucerne/things-to-do-in-lucerne

Discover the best top things to do in Lucerne including Scenery, Museums, and Historical Experiences.

Hotels.com - Discover Top 5 Things to do in Lucerne, Switzerland

Witt: Tops - Elegante Mode für Sie und Ihn | witt-wedden.ch

www.witt-wedden.ch

117 40 40 40 - Shopping für witt-wedden.ch

Schicken und empfangen Sie witt-witt. Für die Witten geht's weiter!

Ferienprogramme & -Just Buchhalten

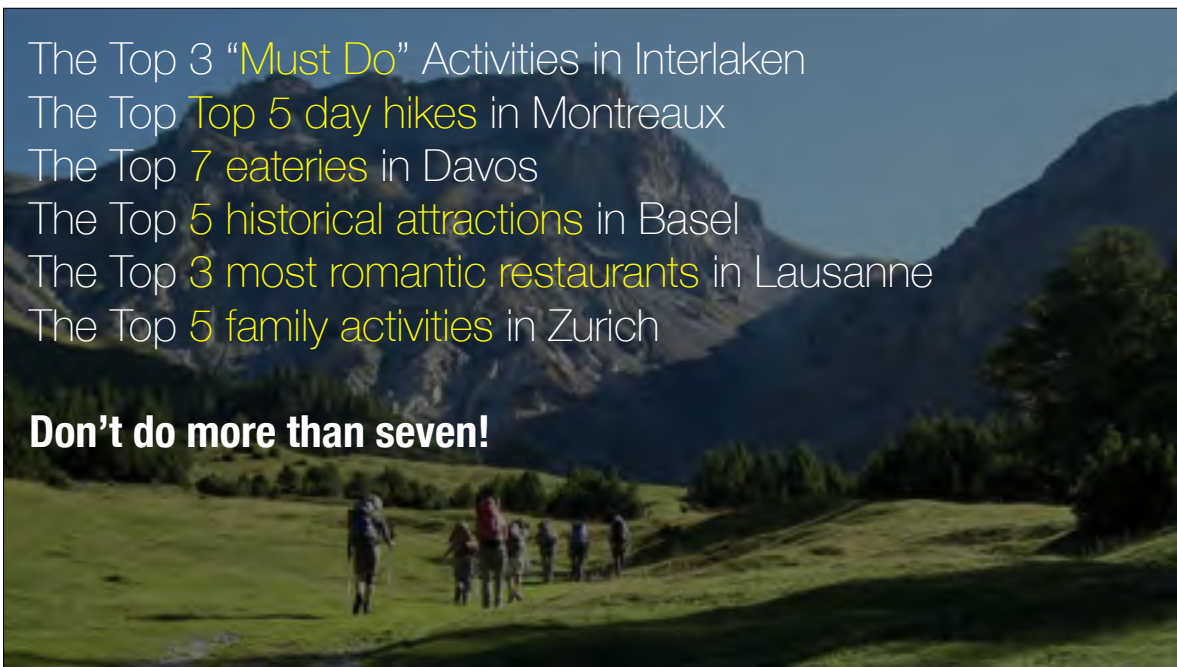
www.wedden.ch

Just online, was heißt Arbeit in TV Buch. Ferien bei den Witten in der Schweiz. Dienstleistungen Live TV, Internet, Radio, Telefon, Hochdruck

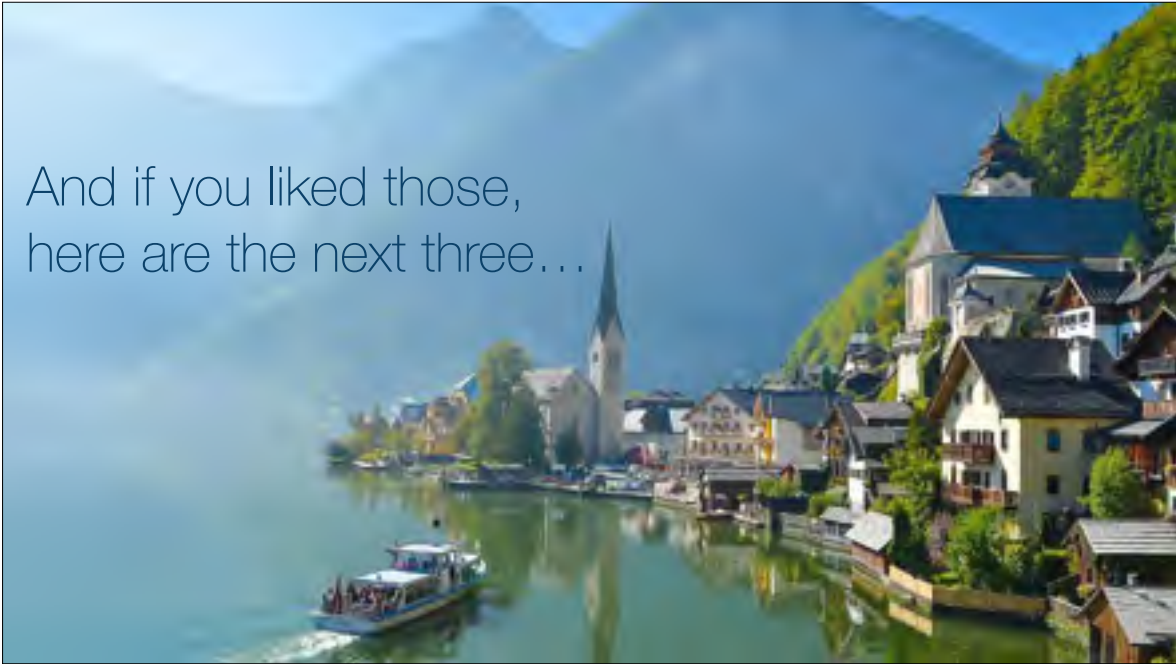
WHAT TO DO

The Top 3 “**Must Do**” Activities in Interlaken
The Top **Top 5 day hikes** in Montreaux
The Top **7 eateries** in Davos
The Top **5 historical attractions** in Basel
The Top **3 most romantic restaurants** in Lausanne
The Top **5 family activities** in Zurich

Don't do more than seven!



And if you liked those,
here are the next three...

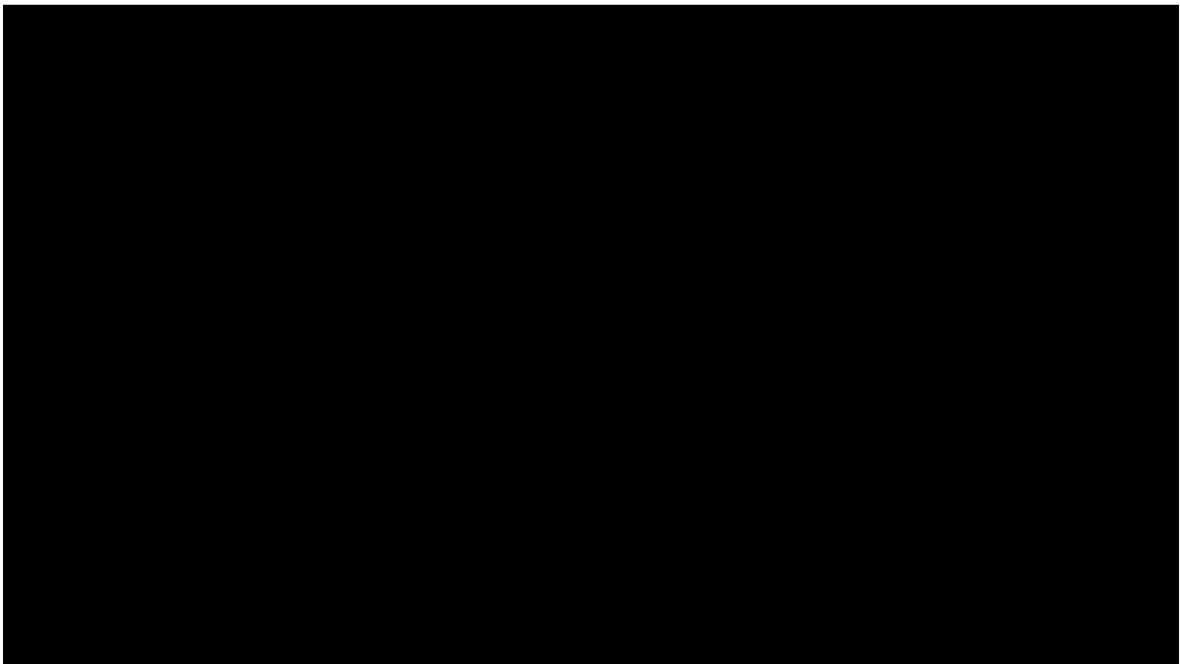


Visitors love “hidden gems”
ultra-local



WHAT TO DO





Local specialty shops



Provide specifics: Zopf





Promote a great shop owner



Learning something is key

The Landesmuseum in Zurich is amazing!



WHAT TO DO



Making Chocolate in Switzerland

The [Chocolater Program in Switzerland](#) is an opportunity for hands-on training with Swiss master chocolatiers in their chocolate laboratories. You'll come away with new advanced techniques and recipes as well as an understanding of the unique Swiss chocolate culture.



Next program: TBA 2020

Registration fee (does not include travel to and from Switzerland). Cost for this program has not been confirmed but note that the registration fee in prior years has been approximately 3600 Swiss Franc, single occupancy for your budget planning.

Registration will open about 6 months before the program start date. Would you like to be notified when registration opens for this program?

One-week (5le-niguts) program

The Chocolater Program in Switzerland in Geneva, Schwyz and Zurich combines an intensive hands-on program at Felchler's Condensaria training centre and factory tour with visits to important chocolatiers in Switzerland.

Chocolate in Switzerland is all about production and export of chocolate. While the Swiss consume a fair amount of chocolate, it's a small country. So most of the chocolate production, for which the Swiss are famous, is

Experiences

Zürich, Switzerland

Things to do

Where to stay

City of the Locals

Visitor info

21°C

More



Share photos

How + Summary

Make Your Own Cheese

A fascinating journey into cheese production of yesteryear.

→ Make an own "Bergschmelz" cheese

→ Guided tour through the dairy
→ Taste Emmentaler Alpine milk products

Request Private Tour

Starting Point
Müchsensträsser
Alpenrose 6
8640 Elmledalen

Contact
Rapperswil Zürichsee Tourismus
Fischmarktplatz 1
8640 Rapperswil
Phone: +41 55 225 77 00
Info@rzt.ch
www.rapperswil-zuerichsee.ch





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SWI swissinfo.ch #20yearsSWI

Going cuckoo about real Swiss cuckoo clocks

Nov 24, 2016, 11:01

For many tourists the ultimate Swiss souvenir is a cuckoo clock, and the number of shops selling them in all the big cities and remote town shopping.

What could come as a surprise however is learning that Switzerland is not in fact the home of the cuckoo clock and that many of the cheap quartz clocks on sale are made in China, South Korea and Japan.

The Black Forest region of southern Germany is where cuckoo clocks - mostly depicting a hunting scene - have their real roots.

But the cuckoo company based near Zurich, Switzerland makes the only genuine Swiss cuckoo clocks in the world.

"The one we make is the shrike type. It's typically Swiss and it's Swiss invention," company director Egon Vial told swissinfo.

"It's made in two parts. One is the wooden part and the other is the mechanical part, made out of metal."

Top range

The company's clocks are at the top range of the market, requiring much skill to make the delicately carved wood and the metal parts.

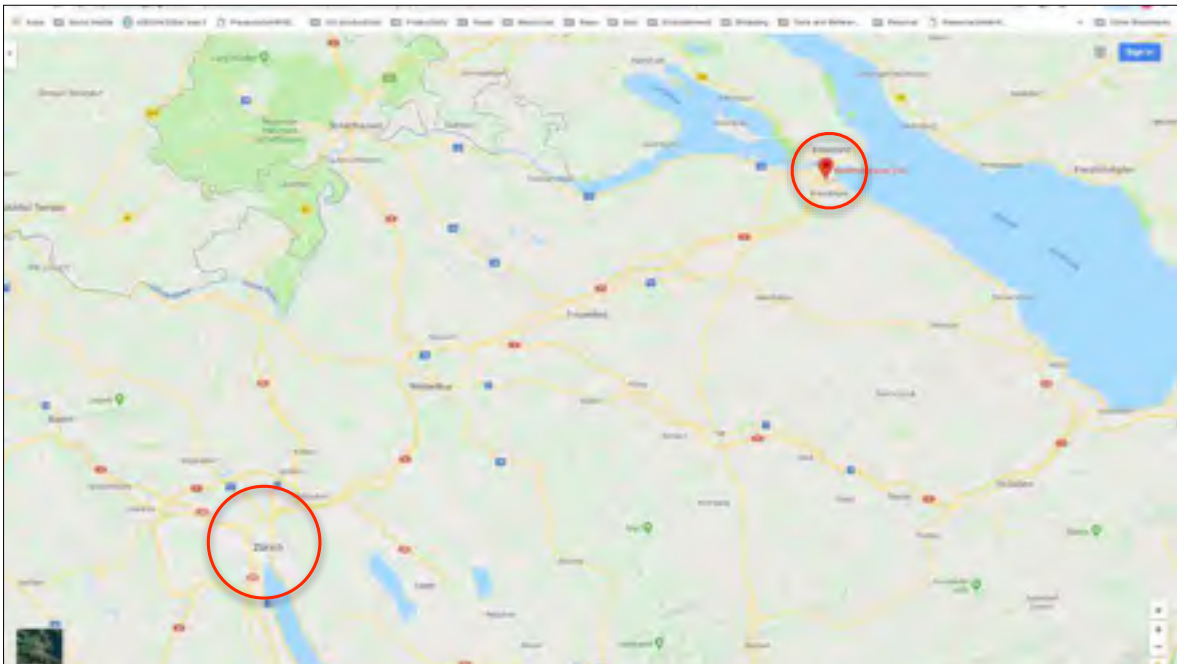
Litocher has two facilities in Switzerland, with the woodcarving carried out in the German-speaking village of Arancy - renowned for the skills of its wood workers - and Filandun near Zurich, where the clocks are assembled.

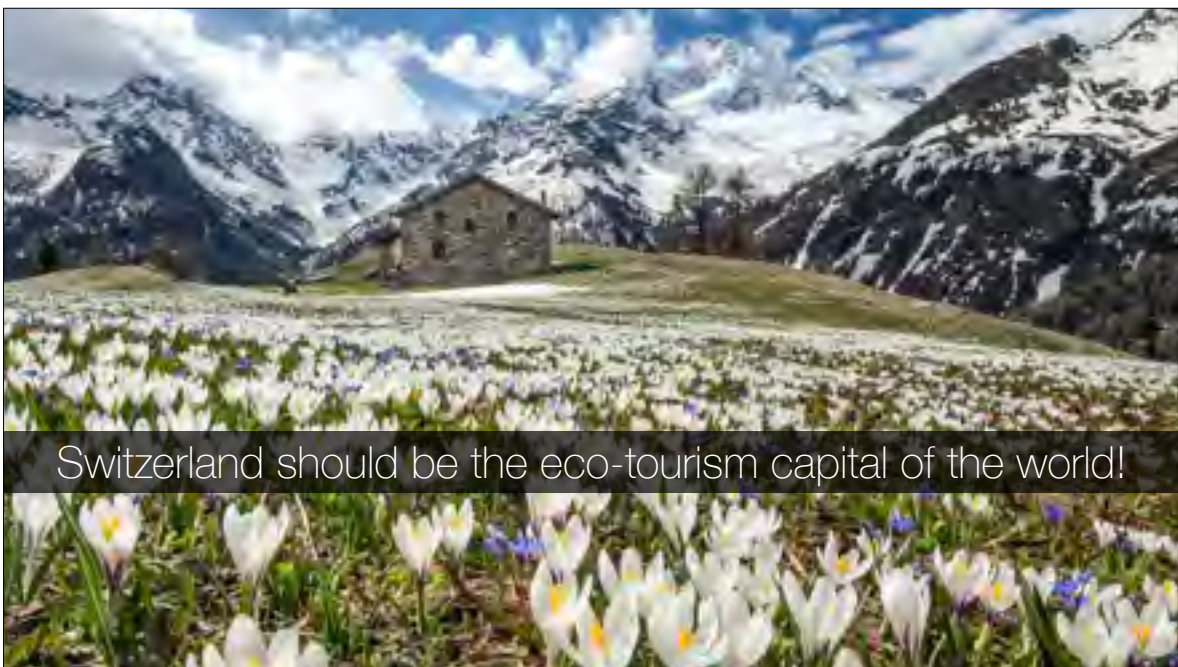
"It takes about three months to make the wood case. We use linden wood which is naturally dried so it doesn't crack," Vial explained.

Assembling the final clock is no easy matter when you consider that the wood tends to expand and contract.

It might sound un-benign that the movement inside Litocher clocks is German, but there is a very good reason for that.









Wellness now goes beyond spas

WHAT TO DO

EXCLUSIONS: Our 2019 Peak Health Special Rooms have been released.

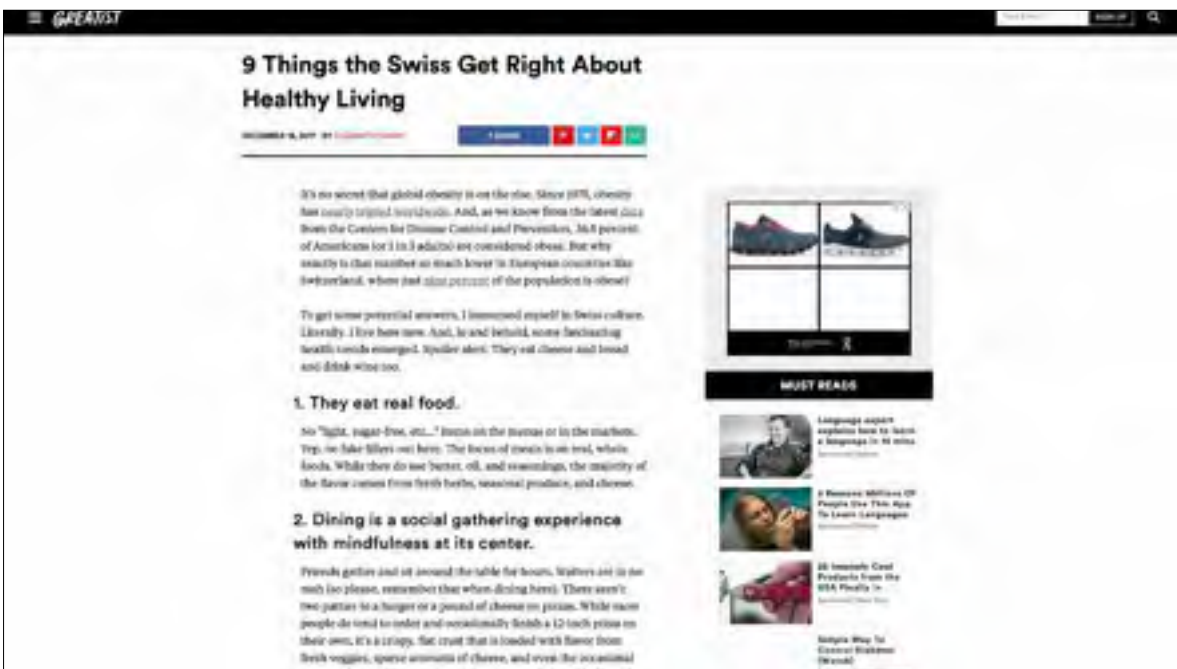
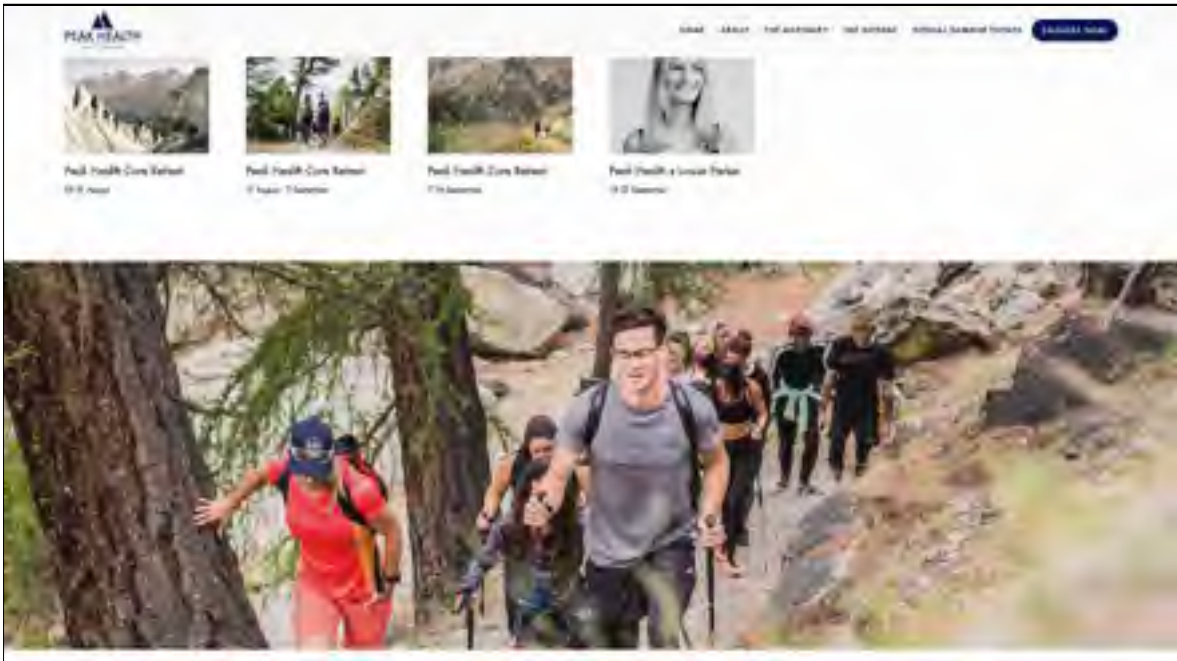
PEAK HEALTH
Wellness, Retirement & Advisory Services

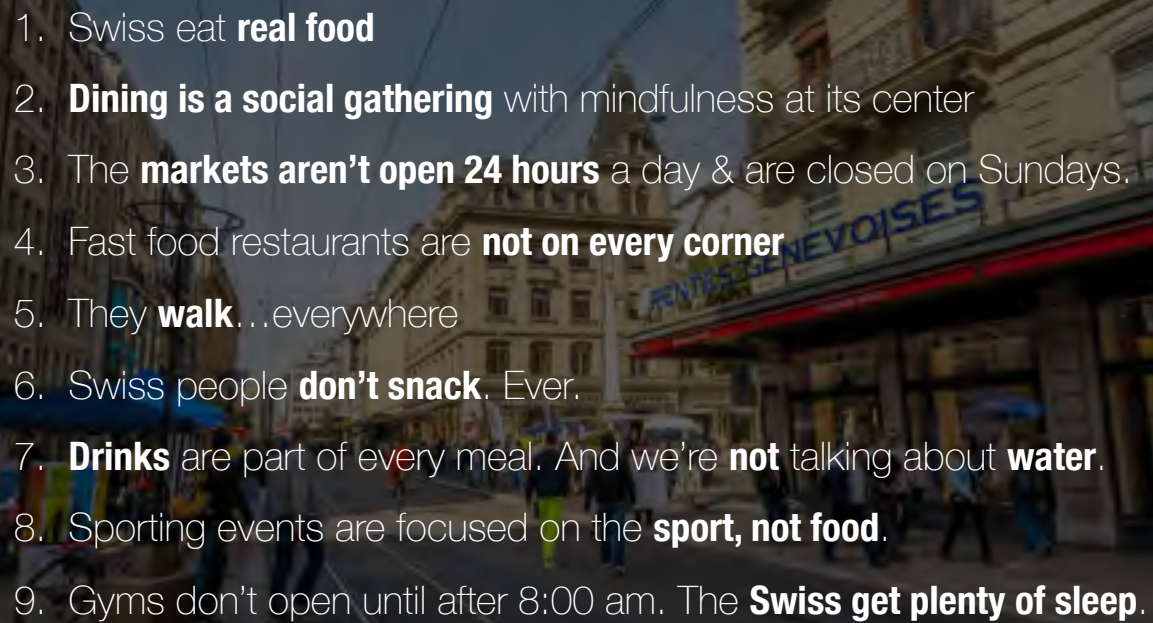
HOME ABOUT THE ADVISORY THE RETREAT SPECIAL SERVICE EVENTS EMPLOY WITH

Operate at Peak Performance

Personalized Wellness, Retirement and Advisory Services

THE ADVISORY THE RETREAT



- 
1. Swiss eat **real food**
 2. **Dining is a social gathering** with mindfulness at its center
 3. The **markets aren't open 24 hours** a day & are closed on Sundays.
 4. Fast food restaurants are **not on every corner**
 5. They **walk**...everywhere
 6. Swiss people **don't snack**. Ever.
 7. **Drinks** are part of every meal. And we're **not** talking about **water**.
 8. Sporting events are focused on the **sport, not food**.
 9. Gyms don't open until after 8:00 am. The **Swiss get plenty of sleep**.









Last-minute bookings are increasing



The big attractions/transportation we book in advance:
Flights | Accommodations | Major attractions

All of the “complementary activities” we book at the last minute



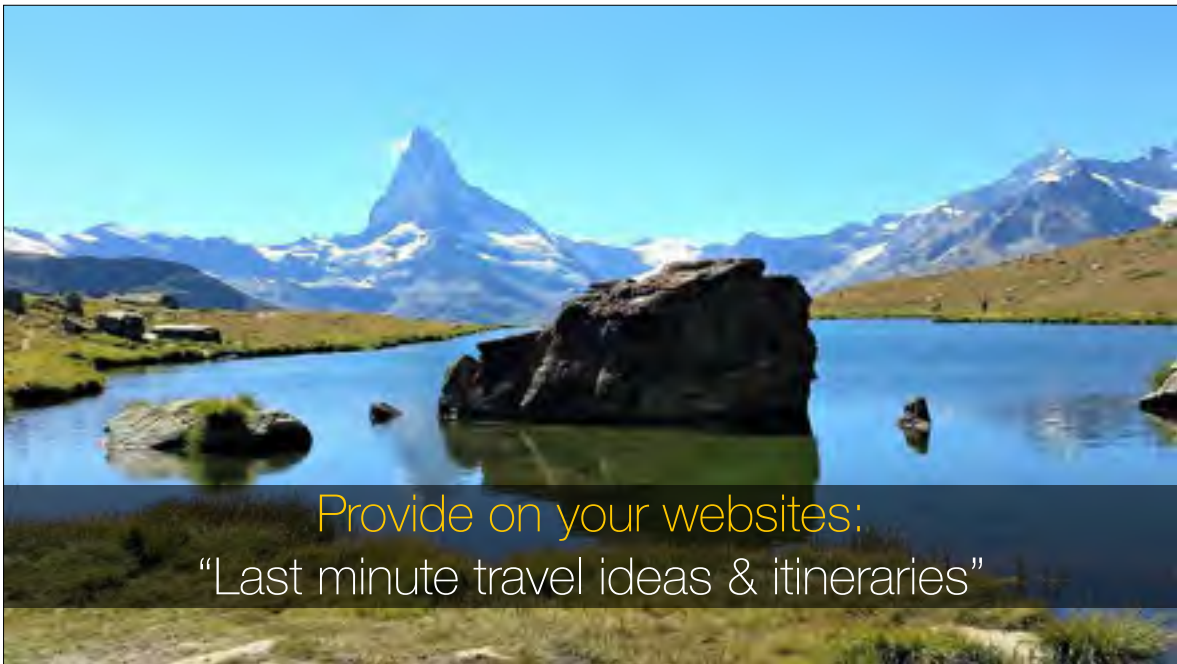




Weekend and three & four-day trips are increasingly popular
"let's go to Lucerne this weekend!"



WHAT TO DO



Provide on your websites:
“Last minute travel ideas & itineraries”



Make sure you have offers that can easily be booked **on-site** AND easily **on-line**



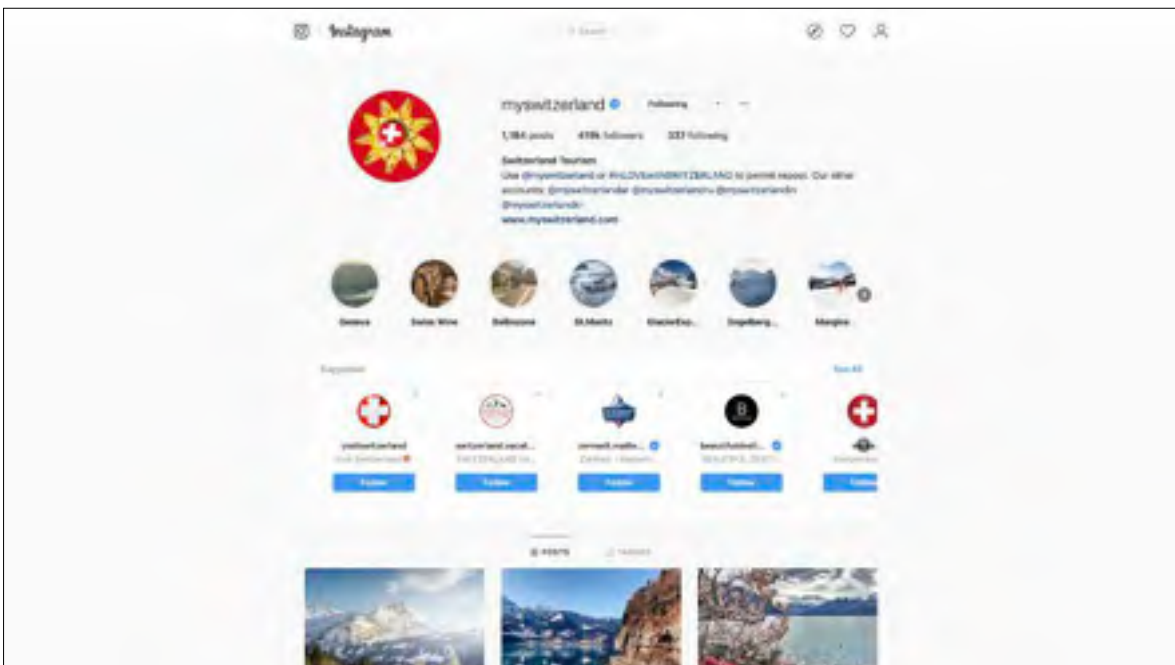
One of our favorite things about Switzerland:
The Swiss Travel Pass is great
for not having to plan all of your activities in advance.

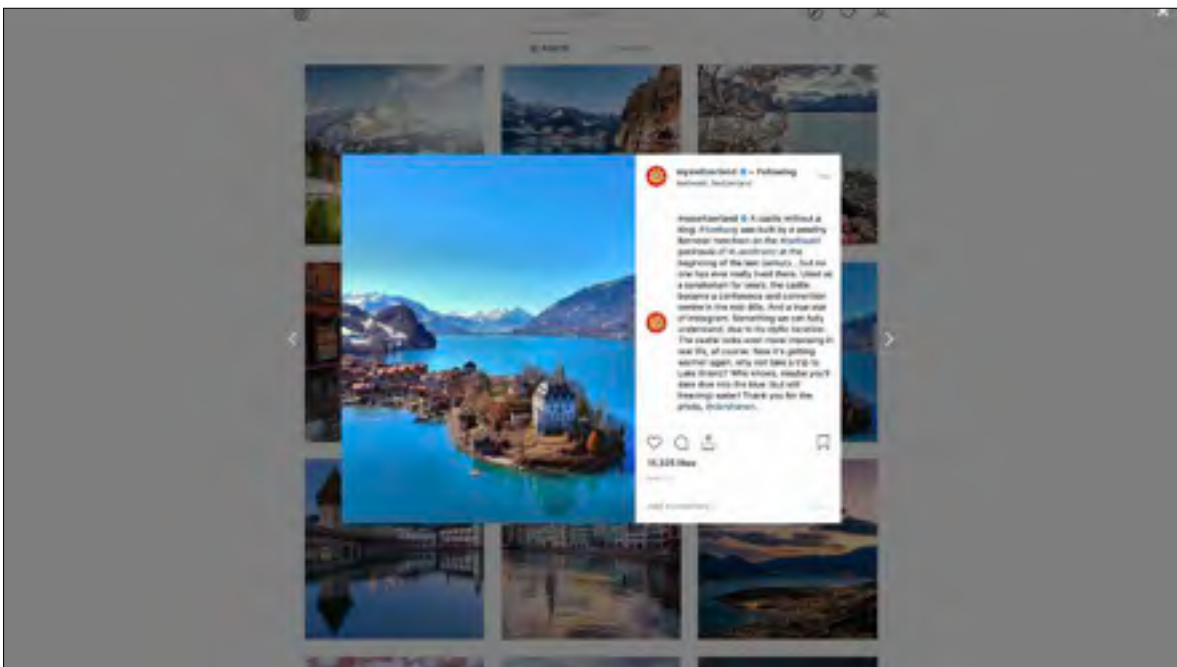
It's easy! Fun! Relaxed!



Instagram:
Travel's #1 social media site

Photography really is worth a thousand words

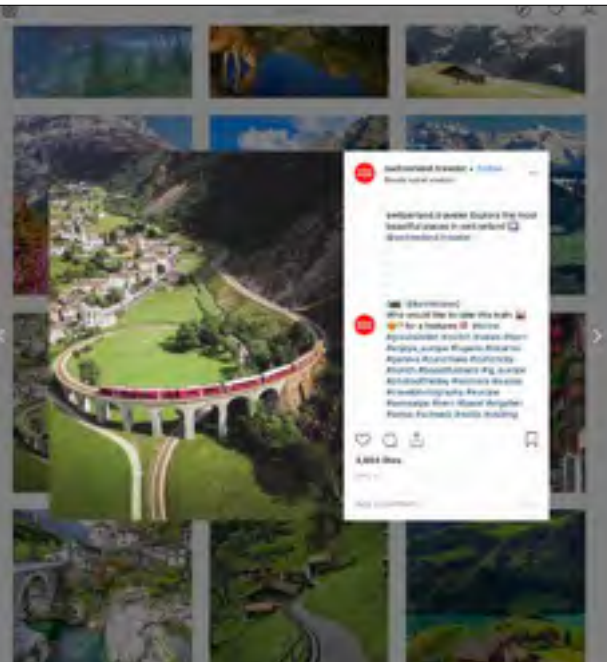




WHAT TO DO

Include details:

- The season the photo was taken
- Where this is
- And more about it



**WHY INSTAGRAM SHOULD BE
YOUR NEW BEST FRIEND**

Presented by Robert Brown



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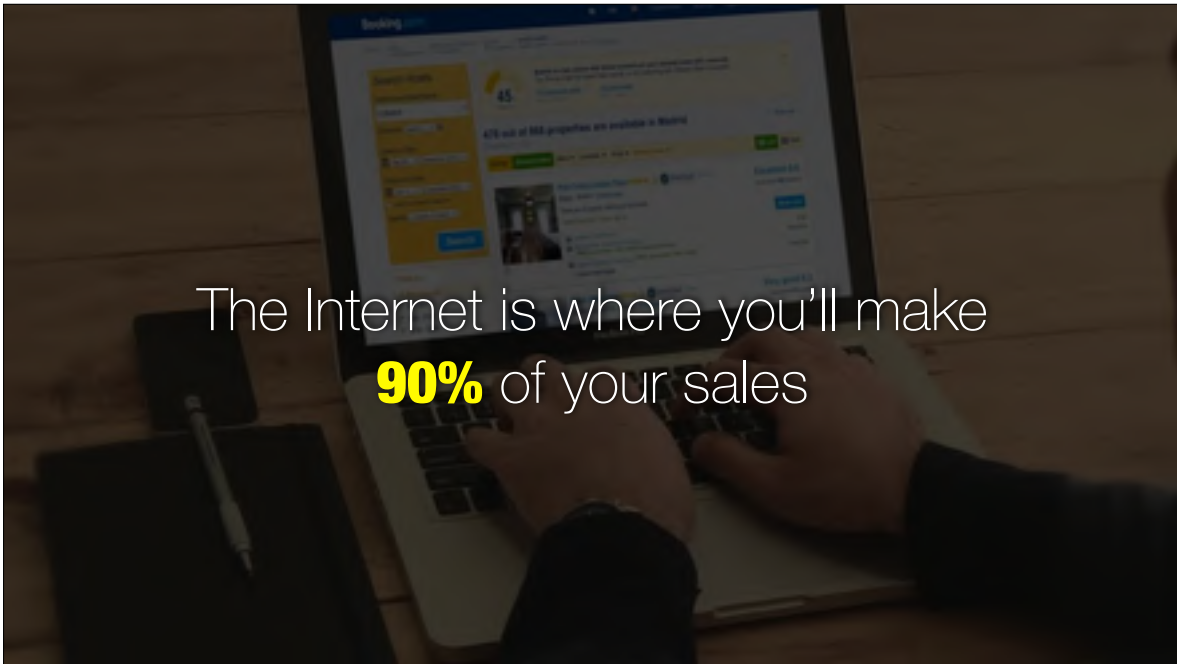


Online marketing priority #1

WHAT TO DO

A close-up photograph of several Swiss 100 Franc banknotes scattered on a surface. The notes are in various orientations, showing the intricate patterns and colors of the currency. The number '100' is clearly visible on one of the notes in the foreground.

Allocate your marketing dollars
for the greatest return on your investment



The Internet is where you'll make
90% of your sales

Your tourism francs at work

| | | |
|--------------------|-----|---------------------------------------|
| Digital | 60% | |
| Advertising | 10% | ← Drive people to your website |
| Public relations | 20% | ← Including social media |
| Printed materials | 10% | ← 81% usage once we arrive |
| Trade shows, other | 5% | |

















HOME ABOUT TRAVEL TIPS & TRICKS PLACES TO VISIT TRAVEL GEAR & TECH



Travel With Roger Brooks

Advice, tips and tricks, great places from a seasoned traveler

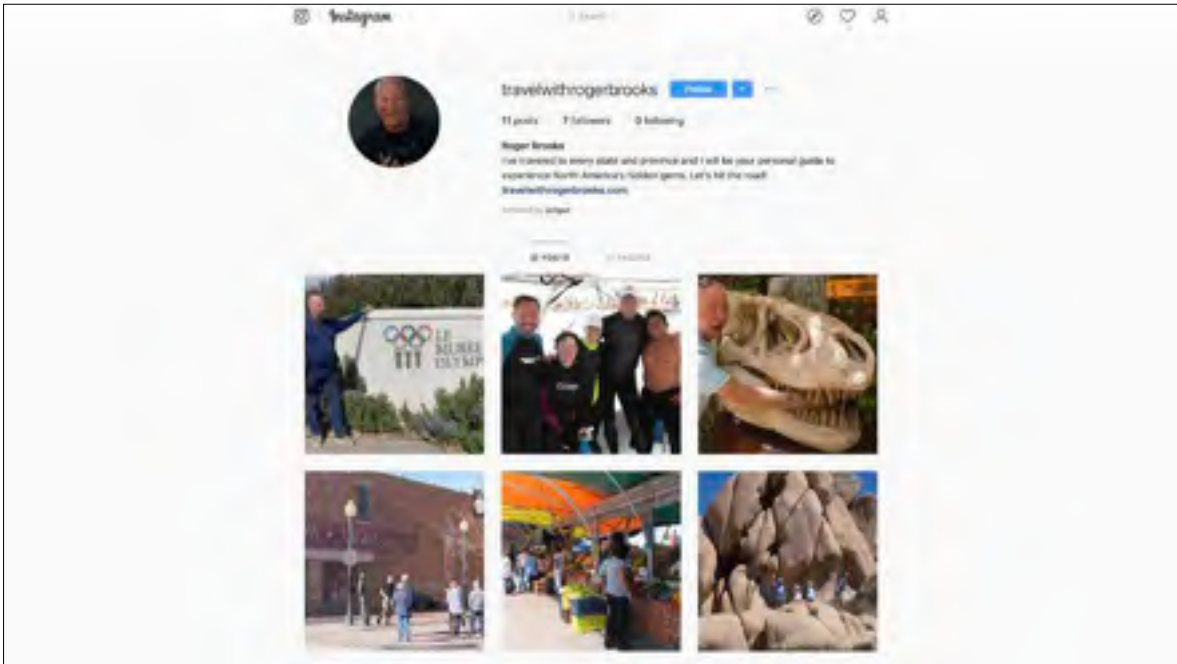
Scroll Down

After traveling nearly 200 days a year, I've learned a lot. If you get to know just about anything (it's the book), I hope you'll join me as I provide some great travel tips, uncrowded reviews of travel gear, the best apps, my favorite destinations, including places you've probably never heard of but are absolutely worth a special stop.

TRAVEL TIPS & TRICKS

AMAZING PLACES

TRAVEL GEAR & TECH



Danke schön! Merci beaucoup!



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