



Switzerland's first public transport app for tourists.

In line with the motto YOLO („You Only Live Once“) and counteracting our society's FOMO („Fear Of Missing Out“) concern, Swiss Travel System AG now offers a perfect solution: The Swiss Travel Guide is the ideal companion for travels by train, bus and boat throughout Switzerland. Free download is available in the App Store and the Google Play Store as of now.

Digitalisation in tourism: booking a tour over the Internet, looking up indispensable highlights and keeping friends up to date with spectacular pictures during the journey. These are developments that are here to stay. Among other things, they influence the way vacation is planned, booked and spent. The Swiss Travel Guide app serves as a tour guide for tourists travelling through Switzerland. The app helps vacationers to optimally design their visit and avoid missing any highlights. Also, it continuously provides relevant facts and important information regarding the Swiss Travel Pass and its additional benefits. What's more, the app has a face: Eddie, the edelweiss. Eddie greets travel-fond users when they first open the app. He encourages and accompanies them not only during the planning phase but also throughout their voyage across Switzerland.

An attentive travel companion.

A relaxing boat cruise on Lake Zurich? Or maybe rather a cultural afternoon at the Matterhorn Museum? The digital travel guide inspires tourists already during the planning phase of their Switzerland tour. Once arrived, the Swiss Travel Guide indicates local highlights, which can be added to the individualised travel cockpit, on an integrated map. The cockpit and help area are accessible at any time, even in offline mode. Thanks to the Swiss Travel Guide and direct access to the SBB timetable, guests can maximise the benefit of their journey and never miss a highlight.

Digital coupons with attractive offers and discounts.

Culinary highlights, discounts at travel destinations and mountain railways, exclusive presents: integrated digital coupons offer real added value. They can be activated once per app installation and are valid for a defined time period. Thus, the journey across Switzerland becomes even more attractive by sparing the wallet and promising unforgettable travel experiences.

Experiencing Switzerland and sharing it on Social Media.

“Total Distance Travelled: 435.2km.” Switzerland offers the densest public transport network in the world. The wide range of public transport services guarantees unique views of mountains, lakes and scenic attractions all across Switzerland. And the Swiss Travel Guide doesn't stop counting: the app records each kilometre – travelled comfortably by train, bus and boat – in an anonymous statistic. With the integrated share function, vacationers can share their travel statistics via Social Media channels.

As of now, the Swiss Travel Guide is available for free download in the App Store and in the Google Play Store, as a first step in English only. More information regarding the Swiss Travel Guide is available at mystsnet.com/swisstravelguide and myswitzerland.com/swisstravelguide.

Swiss Travel System AG

Swiss Travel System AG is a Zurich-based marketing company co-founded in 2011 by Swiss Federal Railways (SBB), Switzerland Tourism (ST) and five private railway companies (BLS, MOB, MG, JB, RhB). Its mission is to bundle and purposefully direct the joint marketing of Switzerland's public transport services. Key tasks include the global marketing of national traffic and of the Swiss Travel System range of tickets and passes, as well as the promotion of cross-border travel to and from neighbouring countries. Please find all information about the Swiss Travel System AG at mystsnet.com.

[Pictures are ready for download here.](#)

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