



Swiss Travel System Excellence Program awarded silver.

Swiss Travel System AG (STS AG) has been awarded the silver medal for its Swiss Travel System Excellence Program at the Magellan Awards.

Thus, the e-learning program – unique worldwide in covering a country’s entire public transport system – has received an award for the second time. Each year, the US-American jury of Travel Weekly recognizes exceptional tourism projects from all over the world.

The e-learning platform Swiss Travel System Excellence Program receives the silver medal in the category online travel services. The awards are presented every year by Travel Weekly, a North American B2B news specialist for the travel industry. A jury recognizes the best tourism projects with regard to all aspects from design to marketing to service value.

The Travel Weekly Magellan Awards pay tribute to outstanding travel professionals in eight categories: hospitality, travel destinations, cruise lines, online travel services, airlines and airports, travel advisors and agencies, tour operators and ground transportation. Again in 2021, numerous excellent projects were submitted by tourism organizations worldwide.

In a playful way, the Swiss Travel System Excellence Program offers up-to-date know-how about the entire Swiss public transport system – from mountain excursions to premium panoramic trains to luggage transport. It enables travel professionals around the globe to support their clients in a confident and competent manner. Feedback from learners delights the STS AG team and proves that the interactive approach is the right one. Helen Brixey from USA, Leisure Training Manager with the Global Travel Management company ALTOUR, agrees with this: *“Fabulous new training. As a Learning and Development professional myself, I found the training to be so well organized and from a learner perspective, extremely engaging. What STS has created using small, bite-size learning modules filled with relevant information, combined with interactive elements to help hold the Advisors interest, really makes the program shine.”*

Currently, the program has a total of 4,052 users, 897 from North America. Thanks to the modular design, learners decide for themselves which contents they wish to go into – and in a very short time, too: on average, one module takes less than six minutes to complete. The learning journey is accompanied by Heidi and Peter, two animated Swiss characters, who personify two important features of a trip through Switzerland: reliability and enthusiasm. Thus, learners become public transport professionals through an efficient and entertaining process. Maurus Lauber, CEO of STS AG, confirms: *“For STS AG, tour operators and travel professionals are key persons, whose know-how should be systematically promoted.”* He adds: *“We are convinced that this attractive learning platform will help trade professionals to sell even more tours through Switzerland by train, bus and boat.”*

The US award is already the second one credited to the program. In the summer of this year, STS AG was delighted to accept a German Comenius seal. It recognizes projects in the field of digital

educational media that are outstanding in terms of pedagogy, content and design. STS AG is proud of these awards – not least because they validate the interactive, story-based approach of the program. Successes like these are only possible thanks to the excellent cooperation with STS AG's public transport partners, who have contributed significantly to the e-learning program by means of their contents.