



Grand Train Tour of Switzerland App. The app for Switzerland's most beautiful train tour.

The Grand Train Tour of Switzerland merges the most beautiful Swiss train routes and touristic highlights into one unique round trip. Panoramic trains lead to charming cities and Alpine hotspots, through UNESCO World Heritage Sites, and past world-famous sights and landmarks. There is no prescribed direction or duration: travellers can hop on and off wherever they feel like.

To complement this unforgettable touring experience, the Association Grand Train Tour of Switzerland has developed an app in cooperation with dreipol GmbH (Zurich agency for design and development). The app is now available for download at stores. Playful elements take turns with "must-sees" and excursion tips along this second-to-none train journey, everything at a glance: The Grand Train Tour of Switzerland App offers all of this and much more besides.

Push notifications for upcoming highlights

Travellers on the Grand Train Tour of Switzerland ride from north to south and from east to west, from glaciers to lakes and from mountains to cities. With the activation of location services on the mobile device, the app – via push notifications, which are also visible when the app is not open – ensures that train passengers never miss an attraction on their respective tour section.

Integration of playful elements

Many playful elements are at the heart of the app. Travellers can collect stamps and awards and share them with their friends via social media. Those who have collected a certain number of awards can even become "Master of Grand Train Tour of Switzerland". In the LINDT boutique at Zurich Airport, a sweet surprise is awaiting the "Masters": a LINDT Suitcase Swiss Edition, filled with delicious chocolates, at a total value CHF 28.

Personal travel diary, excursion tips and "fun facts" along the route

By clicking the "been there" button when passing a sight or visiting a highlight, the traveller receives a chronological listing of all visited locations. Thus, every user can trace back his or her individual journey at any time. To maximise the travel experience, the app offers many great excursion tips at the respective destinations as well as thrilling "fun facts" along the route.

Gifts and discounts with digital coupons

Thanks to integrated digital coupons, travellers additionally benefit from attractive discounts, exclusive gifts and top offers. Unforgettable experiences at a great price are guaranteed.

The Grand Train Tour of Switzerland App is available for free download at the App Store and the Google Play Store in seven languages: German, English, Chinese traditional, Chinese simplified, Japanese, Korean and Thai. More information about the Grand Train Tour of Switzerland App are available at GrandTrainTour.com/app and mystsnet.com/traintourapp.



Association Grand Train Tour of Switzerland

The members (currently ten transport companies, ten tourist destinations, three communication partners and two distribution partners) of the Grand Train Tour of Switzerland founded the Association Verein Grand Train Tour of Switzerland on 6 December 2017, an Association under Swiss law. Carrying the main responsibility for the project and its financing via the Innotour Program, Swiss Travel System AG assumes leadership of the Association.

The main purpose of the Association is the representation of interests, promotion of demand and development of product range for Switzerland as a travel country by train, bus and boat. By means of exchange of information and experiences as well as joint activities, Switzerland shall be made known and popularised as a public transport travel country for individual travellers. The Association advocates for a strong visual presence and perception of the Grand Train Tour of Switzerland.

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

 #grandtraintour, #swisstravelsystem

For media & trade: mystnet.com/traintourapp

Website to be communicated in publications: GrandTrainTour.com/app