

# Swiss Travel System

## Social Media Guidelines & Messages.

### Social Media accounts

Facebook: [@SwissTravelSystem](#)

Instagram: [@swisstravelsystem](#)

Twitter: [@Media\\_STS](#)

### Hashtags

#swisstravelsystem

#grandtraintour

#swisstravelpass

### Messages

- Train, bus and boat are the best way to experience Switzerland.
  - Enjoy the convenience of the Swiss Travel System with the “all-in-one” ticket Swiss Travel Pass.
  - The Grand Train Tour of Switzerland combines the most beautiful panoramic train lines and highlights.
  - **The 5 main reasons to discover Switzerland by train, bus and boat:**
    1. **Panorama:** Viewed through ceiling-high windows, majestic mountains and crystal clear lakes seem to be within your reach
    2. **Accessibility:** Easy travel on the world’s densest public transport network with perfectly coordinated departure times
    3. **Diversity:** Whether steam locomotive or open-air cableway – historic and innovative transportation can easily be combined
    4. **Convenience:** Swiss trains delight with spacious seats, onboard restaurants and convenient luggage services
    5. **Swissness:** Swiss public transport is where quality merges with reliability. Do as the locals do!
- ➔ More at: [mystsnet.com/reasonwhy](https://mystsnet.com/reasonwhy)