

Today's issue of TD

Travel Daily today features seven pages of industry news, including our **Corporate Update**, plus a full page from **Entire Travel Group**.

Marriott's NZ push

MARRIOTT International is expanding its New Zealand footprint with three new hotels under agreements with CP Group, including the debut of Marriott Hotels in Rotorua, as well as Autograph Collection in Auckland and Wellington.

The properties are expected to open between 2027 and 2029, adding 318 rooms.

Rotorua Marriott Hotel will convert the Arawa Park Hotel following a renovation, while Auckland's 82-room property and Wellington's 118-room property will repurpose historic buildings.

The development follows the recently announced St. Regis Queenstown project. *ZH*

Eurail opts to change track

EURAIL has unveiled a new global identity, rebranding its name as Interrail as part of a brand unification that more accurately reflects its vision for the future of European rail travel (*TD* breaking news yesterday).

The new Interrail brand brings European and international travellers together under a single identity, although its core proposition of flexible travel through one pass remains.

The rebrand coincides with the company's new global brand platform, The Interrail Effect, aimed at encouraging passengers to foster deeper connections with the continent and its culture and communities.

"Interrail represents a renewed vision for European travel that reflects how people increasingly want to explore today - more thoughtfully, more flexibly, and with greater curiosity," Ozlem Birkalan, Interrail's chief brand &



commercial officer, said.

Some of the new additions to the Interrail Pass network include a rail connection between Finland and continental Europe and a direct ICE service between Cologne and Antwerp.

Guests can also now enjoy continued Interrail access on the Berlin-Stockholm Euronight service, while a new European Sleeper service has launched between Brussels and Milan, which will be extended to the Netherlands in Dec.

The news follows a flurry of activity within the Euro rail sector recently, including the acquisition of Rail Europe (*TD* 16 Jul) and the return of Virgin to the sector. *JHM*

QR commits to Oz

QATAR Airways has committed to the Australian market by announcing increased frequencies from Dec.

In the Middle Eastern carrier's latest network update, a resumption of daily flights to Canberra via Melbourne on 09 Dec was confirmed.

QR will also expand frequencies to Melbourne from seven to 14 a week on the same date, while in partnership with Virgin Australia, the carrier will expand flights from Sydney, Brisbane and Perth to Doha in Dec.

SYD will shift from seven to 14 weekly VA-marked flights, BNE will restart with three weekly flights, and PER will restart with four weekly services. *AB*

Don't miss the Swiss

AGENTS can book their next Switzerland trip with Entire Travel Group's Swiss Travel.

See more on the **back page**.

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*Sale ends 11.59pm (AEST) 14 September 2026, unless sold out prior. Select routes, travel dates and conditions apply.

Friday 11th Sep 2026

Insurance vote day

ATIA CEO Dean Long is confident a vote in Parliament today will mean agents can continue selling travel insurance alongside other products.

Long told *Travel Daily* last month that ATIA's advocacy efforts were "in a good position" (TD 25 Aug 2026). *ZH*



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Agents gain a trust edge

ONE in four Aussie travellers are more likely to use a human travel agent because of the proliferation of AI, according to new figures released by News Australia's The Growth Distillery this week.

The data also showed that two-thirds of travellers want to engage a travel agent in at least some part of travel planning, as consumers remain wary of the trust they can place in AI.

In a presentation delivered by The Growth Distillery general manager Leigh Lavery (pictured) at Beyond'27 in Sydney, the travel industry was warned that the "trust gap" will widen from 2028, morphing into a "trust crash" as synthetic content becomes even more prevalent.

"Travellers will not just be asking where to go, they will be asking what and who to believe," Lavery predicted.

"While AI makes planning easier, it does not make it more believable, with nearly a quarter



of people globally rarely or never trusting AI-generated content.

"Seven in ten double-check what AI tells them, while a third still find it impersonal."

Lavery also revealed that AI is compressing the sales funnel.

Beyond 2027, the data forecast that travel brands that "only fight for the last click" will become the easiest to replace, as AI flattens the booking cycle and late funnel visibility loses its edge.

With only around 15% of travellers turning to AI to help plan a trip in the initial dream phase, Lavery explained that this is the moment "still open for brands to win".

"The brands still pouring their effort into performance marketing are often competing for a decision that has already been made," he concluded. *AB*

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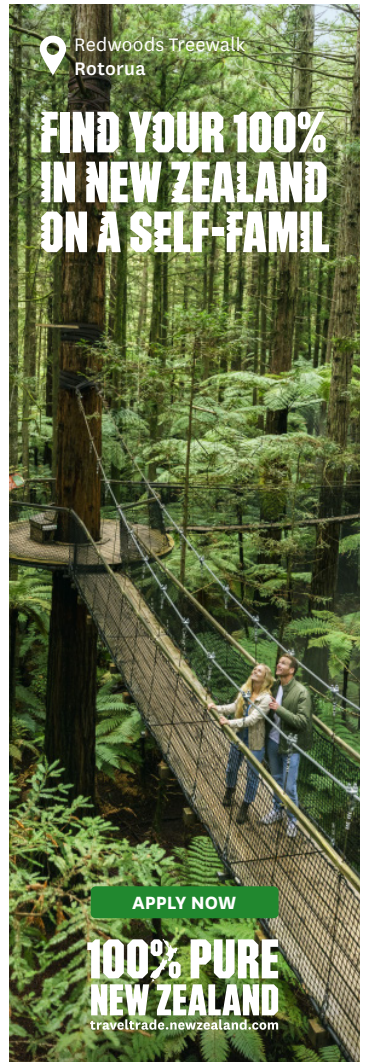
TICKETS are now on sale for the Christmas TravelLeague (CTL), which is scheduled to take place on Wed 09 Dec at Metropolis Southbank in Mel.

For a \$209 ticket, guests will receive lunch and beverages.

Click [HERE](#) to secure a spot and to find out more details. *JB*

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EXCLUSIVE

THE Australian Travel Agents Co-operative (ATAC) is doubling down on growth while retaining its focus on supporting independent travel agents, managing director and chair Jack Taylor (**pictured**) told delegates at the organisation's 40th anniversary conference in Sydney.

Opening the event, Taylor told attendees: "We believe we exist for the independent agent", highlighting that \$724,000 had been returned to members as the organisation continues to invest in its business and preferred-partner relationships.

Taylor said ATAC had been guided by four key strategic objectives since 2023: increasing preferred-partner business and member rewards, including delivering its best-ever rebate; driving membership growth, with 10% year-on-year growth and \$17 million in additional TTV;



strengthening the ATAC brand through its 40th anniversary; and increasing member engagement through regional meetings, webinars and more.

"We are not looking to become a 200-member organisation," Taylor said, stating ATAC will continue pursuing quality business rather than volume.

The group's diverse membership ranges from home-based agents and small independent agencies through to larger corporate businesses, with Taylor saying their common purpose remained the strength of the organisation.

Reflecting on ATAC's 40 years,

Taylor said its continued presence in the industry was testament to its approach.

"We just keep showing up, we just keep looking after our amazing customers, and we just keep helping people travel," Taylor continued.

Looking ahead, Taylor said ATAC would continue pursuing member growth, stronger partner relationships and greater value for the independent agent.

ATAC will also enter into a new strategic framework from next year, Taylor said.

ATAC's 2026 conference is taking place now from 11-13 Oct at Pier One in Sydney.

Highlights have included an address from ATIA CEO Dean Long, educational sessions on using AI to help raise brand awareness and learn about what is driving growth, plus a harbour cruise and fundraising walk for Blue Dragon on Sun morning. ZH



Window Seat

AN ITALIAN traveller came back from his trip to Miami with a souvenir that made customs officers a bit snappy.

Authorities at Turin Caselle Airport found that the man brought back the head of an endangered crocodile, which he concealed in his luggage.

If the man is convicted, he will be slapped with a fine of between €20,000 and €200,000, or a prison sentence of six months to a year.

Crocodiles are protected under the 1973 Washington Convention, preserving endangered animal and plant species from illegal trade.



One name, the same spirit of discovery

Eurail is now Interrail

Travel isn't just about getting somewhere new. It's about the conversations shared between strangers, unexpected detours, and memories that travellers never planned to make. That's the spirit of spontaneity that has always defined Europe's most iconic rail pass.

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Friday 11th Sep 2026

SA drives outbound rise

SOUTH Australian residents led the growth in short-term overseas trips for Jul, according to the latest figures released by the Australian Bureau of Statistics.

The state saw 59,151 trips made, marking an 8% growth on the same period last year.

NSW generated the highest number of international trips, maintaining its long-held dominance at the top of the list with a 6% increase to 403,510.

Only Tasmania and the NT saw contractions in volumes, -3.1% and -2.1% respectively, but it was Victoria with perhaps the most disappointing story, growing trips by only 1.7% to 340,930.

Overall, 1,250,580 trips were recorded for Jul, an increase of 3.8% on the same month last year and 11.4% higher than the pre-pandemic level in Jul 2019.

Bali trips continued to thrive in Jul, propelling Indonesia to top spot with 188,850 trips, followed



by New Zealand (133,640), the UK (79,840), the United States (70,470), and Thailand (64,010).

Vietnam and China both continued to perform well, posting solid year-on-year gains for the month to 58,990 and 55,970 trips, respectively.

The popular Asian market of Japan was flatter than most recent months, failing to eclipse Jul 2025 numbers with 54,840 in eighth position.

Japan has been a major hotspot with Aussies for the last two years as the yen continues to provide great bang for buck with the AUD, combined with a portion of travellers pivoting to short-haul markets in the midst of geopolitical disruption. *AB*



Swan is now Linkd

SWAN Hellenic has appointed Linkd Tourism to lead its PR and media engagement across Australia and New Zealand.

The marketing agency will focus on driving brand awareness for the cruise line and supporting booking growth in one of its key international markets.

"The Linkd PR team has significant experience in the cruise sector, and we're excited to be able to work with a brand that has such a clear vision of its offering and points of difference," Emma Prineas, Linkd Tourism's GM of PR and Marketing, said.

Swan Hellenic CCO Mario Bounas (**pictured**) is set to visit Australia for Cruise360 this month, where he will be an international panellist. *JM*



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Flights + hotels in mins

THE Dutch founders of Experiencegift have launched Away.ai, an AI-based travel agent that can book complete flight and hotel packages in just minutes.

Loes Daniels and Jorik Schroder said the platform will help travellers find the best options for their budget and preferences through a single AI agent chat.

Away.ai uses a proprietary algorithm that translates preferences, travel companions, timing and budget into a limited number of selected options.

Each booking adds travel credit to the user's personal Away Wallet - 2% back on every trip, rising to 4% when paying entirely from the wallet.

The credit can then be spent immediately on a future trip, with no expiring points, loyalty tiers, or fine print.

Although it is only available in the Netherlands, the platform has been built to scale internationally, the owners said. *JM*



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EY hones in on wellness

ETIHAD Airways has launched a new program, Etihad Wellbeing, that combines a range of enhancements designed to help guests enjoy a more comfortable and restful travel experience.

The program unites a range of initiatives including dedicated quiet cabin and lounge areas, healthy and nutritious dining options, upgraded bedding and amenities, and wellness, stretching, and mindfulness entertainment content on board.

Across first class and its three-room suite The Residence, passengers can enjoy natural cotton bedding, memory foam mattresses and premium sleepwear, as well as luxury skincare amenities from ESPA.

Meanwhile, business travellers will receive the carrier's new Destination Collection amenity kits featuring skincare products from Korean beauty brand Laneige.

Etihad is also launching a new



signature scent on board and in its lounges, with the fragrance to create a welcoming, calm and familiar atmosphere.

"Research shows that as people fly more frequently, they are increasingly looking at ways to maintain a healthy lifestyle while they travel," Jyotsna Chowdhry, Etihad's vice president product and hospitality, said.

"Etihad Wellbeing is our commitment to making the flying experience as restorative and restful as possible." JM

Tropicale opens up

RESERVATIONS are now open for Carnival Cruise Line's (CCL) newest vessel *Carnival Tropicale*, embarking from Galveston, Texas on 15 Apr 2028.

The ship will provide sailings ranging from four to eight days, making calls at CCL's exclusive destinations including Celebration Key, RelaxAway, Half Moon Cay, Isla Tropicale and Puerta Maya.

A Texas-themed celebration was held at the Meyer Werft shipyard in Germany yesterday to celebrate the announcement. JB



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Trips with a pinch of salt



A&K Sanctuary is set to open a new luxury camp directly on Bolivia's Salar de Uyuni in late 2027, offering travellers a rare chance to stay overnight on the world's largest salt flat.

Samkani Camp will be built entirely from Airstreams, with five architect-designed suites and a sixth caravan at the heart of the property serving as a dining and lounge space.

The Salar de Uyuni spans around 12,000 square kilometres, transforming throughout year from a cracked mosaic of hexagonal tiles into a vast mirrorreflecting the sky.

It is one of Bolivia's most visited destinations, yet overnight accommodation directly on the salar remains rare.

Named after the Aymara phrase, "the one who dreams", guests will typically be 20 to 30 kilometres from any other human presence, with each stay including a private guide and driver and access to more than 30 experiences,

including hidden islands, volcanic caves and stargazing to spot the Milky Way.

The camp will open in late 2027.

WSI inks SIXT deal

WESTERN Sydney International Airport (WSI) has named SIXT as its newest car rental partner, joining Hertz, Avis, Budget, Europcar and Redspot.

Located in P1 parking, SIXT will offer car rental bookings for both domestic and int'l pax, in addition to walk-up customers. JB

SIA expands options

SINGAPORE Airlines has expanded selling opportunities on Scoot-operated flights ticketed under its 618 code.

In addition to West Asia and Southeast Asia, customers departing Australia on Scoot-operated flights (on an SQ code) to Singapore can now connect onto Singapore Airlines services to North Asia and Europe. AB

Viking ticks buyback

THE board of Viking Holdings has approved a share repurpose program of up to US\$1 billion in ordinary shares.

It comes as Viking's share price dropped by US\$1.06 on the New York Stock Exchange this week, trading at US\$84.01 as of today.

Buybacks can be made in instalments through open market purchases, privately negotiated transactions or accelerated share repurchase transactions. JB



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CORPORATE UPDATE

FCTG backs Fiji bleisure

CORPORATE Traveller (CT) has welcomed the recent announcement of Fiji Airways' WSI to Nadi route (**TD** 09 Sep 2026), citing the potential for greater bleisure opportunities across the South Pacific.

Global managing director for CT, Tom Walley, said that the route allows those travelling for work to extend trips beyond business.

"This is a welcome addition to the Pacific network - it's a meaningful step for stronger business and trade ties between our two countries, and we expect local businesses to benefit," Walley explained.



"Plus, more route options always benefit travellers, and a service like this makes it that much easier to turn a work trip into a bleisure escape.

"It also removes a real barrier for travellers based in Western Sydney, who will no longer need to cross the city to reach the CBD airport for Pacific flights."

Launching 19 Mar 2027, the new route will operate three times per week. **JB**

PPG lands in Bangkok

PLAZA Premium Group (PPG) has unveiled two new lounge experiences at Bangkok Suvarnabhumi Airport, featuring both Plaza Premium Lounge (PPL) and Plaza Premium First (PPF).

Spanning 578m² and accommodating for 98 guests, PPL features purpose-built zones tailored for solo travellers, families and business passengers, offering regional dishes and live cooking stations with Thai cuisine.

PPF spans 212m² and includes seating for up to 51 guests, with areas for rest, private meetings and productivity.

It also includes a tailored menu with gourmet dishes and signature cocktails.

Both lounges are now open for guests, located in Concourse G. **JB**

Class action update

CORPORATE Travel Management is again in hot water, facing a potential shareholder class action over alleged financial misreporting, with Melbourne law firm Phi Finney McDonald (FM) saying its investigation is "well advanced".

Litigators have been looking closely at CTM's auditing issues across a number of prior reporting periods since Dec last year (**TD** 08 Dec 2025).

FM alleged CTM misled investors through financial reports over several years to 2024, leading to a shareholder loss. **ZH**



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Getting to know WSI



DESTINATION NSW hosted three famils last week to showcase the new Western Sydney International Airport (WSI) and gateway locations to key stakeholders.

Representatives from Jetstar, Qantas, Expedia, Webjet, Luxury Escapes, Trip.com, Get Your Guide, Big Red Group and Accor Hotels visited the airport ahead of its official opening next month.

The group also enjoyed key experiences across the surrounding regions, including the Southern Highlands, Western Sydney and Blue Mountains.

Delegates visited Bowral Honey Farm, Millsheds Distillery & Bar, Theos Rooftop Bar, and Penrith Whitewater Stadium, and also participated in an astronomy tour with Blue Mountains Stargazing, kayaking with Valley Outdoors, and indoor skydiving at iFLY.

The famils aimed to drive inclusion of regional products in marketing campaigns, foster conversations between partners

and accommodation and experience operators, and fortify relationships with airline and distribution partners. **JM**

Ensemble picks AC

ENSEMBLE has selected AC Group as its preferred DMC for the UK, Ireland and France.

The appointment means Ensemble members can access the DMC's experiences across the regions, helping to support independent agents to grow their business and bookings.

AC Group CEO Rob Russell said the appointment "marked another great moment of growth for AC Group, supporting our strategic growth ambitions, while supporting the UK's incredibly important inbound sector".

The US-based luxury network has previously noted its ambition to expand its presence in the Australian market, and in 2024, inked a strategic deal with Helloworld (**TD** 23 Aug 2024). **JM**

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Outback Spirit's earlybird sale ends 30 Sep, with savings of up to \$2,600 per person on its 2027 season. Travellers can make the most of 22 all-inclusive adventures, including the 13-day 'Arnhem Land Wildlife and Wetlands' tour, the 16-day 'Exquisite Kimberley Adventure' and the 13-day 'Cape York Wilderness Adventure'. Call 1800 688 222.

Railbookers is giving travellers \$500 in airfare credit when booking a Europe trip of seven nights or more. Guests can jump aboard itineraries such as the 10-day 'The Best of Switzerland' tour, the 13-day 'Venice, Florence, Sorrento and Rome' adventure and the nine-day 'Grand Munich, Prague, Vienna and Budapest' trip. This offer is available for a limited time. To make a booking, call 1300 938 534.

Solomon Airlines' spring earlybird sale is on until 18 Sep, with flights starting from \$428 one-way on routes including Brisbane to Espiritu Santo, Honiara and Munda in the Western Province. The offer applies to a range of travel dates between 07 Oct 2026 to 25 Jun 2027. For more information and to make a booking, call 1300 894 311.

Explore Worldwide has launched its Peru sale, with up to 20% off 2027 departures, ranging from Inca Trail trekking and Machu Pichu experiences. All bookings must be made before 24 Sep for travel between 01 Jan and 31 Dec 2027. For the full catalogue of trips and to make the most of this offer, call 1300 439 756.

HX Expeditions' 130th anniversary sale is still running until 09 Nov, with trips to Antarctica starting from \$14,855 per person. Travellers can make the most of an extra 5% discount on cabins and 10% on suites. Discounted bookings are valid for travel between 01 Oct 2026 and 28 Mar 2028. Call 1300 439 756 to find out more.

Until 15 Sep, **All Nippon Airways** is giving travellers a free domestic side trip when booking a return flight from either Sydney or Perth to Tokyo. Airfares start from \$1,399 per person. The offer is valid on dates between 01 Oct 2026 and 30 Nov 2026, as well as 01 Feb 2027 and 30 Jun 2027. Call 1800 716 823 to make the most of this offer.

Swan Hellenic has launched its 'Upgrade Your View, Elevate Your Expedition' promotion, now available on all bookings made by 07 Nov 2027. With this offer, guests can earn a free balcony stateroom upgrade on 33 voyages in 2027, along with the choice of either complimentary wi-fi, a premium shore excursion, a guided kayaking experience or a Balinese spa treatment. Call 0488 896 130 to learn more.

Regent Seven Seas Cruises has dropped its 2027 European edition offers, with 15-20% savings across a range of voyages, a free two-category suite upgrade to a penthouse suite, and unlimited shore excursions. The deals are available until 31 Oct. For the full list of departures, call 1300 455 200.



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Cali going Down Under



VISIT California hosted its Golden Hour mixer at the Sydney Opera House earlier this week, as part of its week-long trade mission to Australia.

The event saw 42 delegates representing 22 California destinations and attractions in attendance, where they mingled with local trade partners.

Visit California has spent five days in Australia promoting the destination, which has included

19 events and meetings in total, culminating in a day out at the NFL LA Rams and San Francisco 49ers game in Melbourne today.

Australia stands as one of the biggest international markets for California, contributing US\$1.28 billion (A\$1.77 billion) in visitor spend during 2025 and forecast to spend US\$1.35 billion (A\$1.87 billion) by the end of 2026. *JB*

Pictured on stage are Leona Reed, vice president of global marketing, Visit California and Jo Palmer, founder of Gate 7.

News travel play

NEWSCORP has redeveloped its News Travel Network, adding new ways for tourism brands and travellers to interact with its mastheads, including *Escape*, *Travel + Luxury* and *News.com.au*.

Announced at the Beyond'27 Travel session this week, content from *Escape* will now be directly integrated into major brands, expanding its digital footprint.

Skye, *Escape's* AI assistant, will now act as a visual planner for travellers to build real-time itineraries based on editorial.

NewsCorp will also launch *Platinum Escape*, a 64-page publication inserted into its flagship newspapers. *JB*

Aussies don't explore

AUSTRALIANS are the most likely APAC travellers to make a trip for an event but not explore the destination, according to a new report from YouGov.

In the survey of over 7,200 residents across the region, it found that despite 55% of Australians saying they had travelled abroad for a live music event, only 36% said that the concert made them more curious about the destination, well behind the average of 54%.

Around 14% of Aussies added that travelling the destination was not even a consideration. *JB*



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