

The Official 2020 + SWITZERLAND TOUR GUIDE

There are so many surprises waiting in Switzerland for groups to explore, along with the many resources tour operators offer groups. In cooperation with Switzerland Tourism, the 2nd Annual Switzerland Tour Guide will showcase destinations and thematic travel opportunities via creative editorial and vibrant photography. This 36-page guide will be published in August 2019, and will serve as the go-to guide for planning the perfect group getaway to Switzerland.

Be sure your brand is showcased in front of buyers, year-round! The planner shines a spotlight on the diverse geography, eclectic foods, natural attractions, fun experiences, unique history found across Switzerland. +



RESERVE BY JUNE 15

+ **Distributed with August's Leisure Group Travel** to 20,000 subscribers including group travel agents, bank travel clubs, alumni, senior, affinity and religious groups.

+ **Displayed at all trade shows, marketplaces and conferences** that Switzerland Tourism and Premier Travel Media attend.

+ **Digital Edition** featured on LeisureGroupTravel.com

+ **Digital promotion** throughout the year to group travel buyers from all markets (leisure, religious, student) via website, newsletter and social media.

+ **Join Now** — simply email the completed sign up form to Advertising@PtmGroups.com or fax to: 630.794.0652 by 6/15/19.

+ **For more details**, please contact Jeff Gayduk at Jeff@PtmGroups.com or call 630.794.0696, ext. 507.

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