

Factsheet Switzerland Travel Centre

Switzerland in a nutshell – compiled, packaged and bundled by Switzerland Travel Centre

Switzerland Travel Centre is the official and largest tour operator for holidays in Switzerland, catering to Swiss residents, international individual travellers, and major travel providers from around the world. With the most extensive range of bookable offers, Switzerland Travel Centre provides easy access to over 2,000 Swiss hotels, exciting rail offers and packages and tailored round trips, activity tours, as well as city and cultural experiences. With offices in Zurich, London, Stuttgart and Hong Kong, Switzerland Travel Centre operates globally while staying close to its customers. A subsidiary of Hotellerie Suisse, Switzerland Tourism, SBB, and various regional railways, Switzerland Travel Centre employs around 130 people worldwide who are passionate about sharing Switzerland's unique charm. The head office is in Zurich.

Media contact in Switzerland

Switzerland Travel Centre
Binzstrasse 38, CH-8045 Zürich
Tel: +41 43 210 55 00
Email: media@stc.ch

Michael Maeder – CEO and Switzerland expert



To effectively promote Switzerland, one must understand what captivates its visitors and be able to view the country - its lakes, mountains, and glaciers - from an outsider's perspective. Michael Maeder has been CEO of Switzerland Travel Centre since 2012 and knows Switzerland inside out and back to front. A native of Bern, Michael's extensive experience in Swiss tourism began in 2004. His early career took off in New York, where he led consumer advertising for Switzerland Tourism in the USA. He then spent four years as Managing Director of Switzerland Travel Centre in London, followed by a two-year stint in Mumbai, where he worked as Market Manager for Switzerland Tourism India.

Before diving into Swiss tourism, Michael worked for STA Travel for nine years, ultimately serving on the executive board, where he managed branch and telephone sales.

Facts and figures

Company name	Switzerland Travel Centre AG
Locations	Zurich, Stuttgart, London, Hong Kong As well as staff and representatives in North America, China, Japan, Taiwan, and South Korea
Foundation	1998 as Switzerland Destination Management
Number of employees	Switzerland Tourism, HotellerieSuisse, Swiss Federal Railways SBB Regional railways: Rhätische Bahn (RhB), Matterhorn Gotthard Railway, Jungfrau Railways, Compagnie du chemin de fer Montreux Oberland bernois (MOB)
Number of employees	Over 130 from around 20 countries
Booking volume	CHF 118 million (2024)
End-customer services (B2C)	<p>Planning and selling Swiss holiday experiences: Hotels, railway offers, mountain excursions, round trips and active tours (individual & groups) as well as city and culture experiences</p> <p>Online booking platform for touristic and non-touristic partners</p> <p>Promotional platform for brands: marketing platforms, mailshots, follow-up service</p>
Travel industry services (B2B)	<p>Tour operators: hotel booking engine, tailor-made packages, group tours, railway products</p> <p>Hotels: accommodation bookings via booking platforms, promotions through partners, net rates for independent travellers and groups, system connection, cooperation possibilities</p> <p>Rail: White label booking engine for the sale of Swiss Travel Passes</p> <p>Destinations: hotel booking engine, booking engine, customer services in four languages.</p> <p>Airlines: supply of hotel offers and booking system solutions for the travel business of airlines and airline-related companies</p>