

# CARRIER

## CARRIER LAUNCHES SWISS LAKES & MOUNTAINS COLLECTION

*An alternative summer holiday destination*



**Manchester, June 2024:** With an unpredictable climate and increasingly tight availability for the peak summer months across Europe's mainstream hotspots, luxury tour operator Carrier have launched a Swiss Lakes & Mountains collection for clients looking to retreat to a cooler and quieter summer holiday destination.

Recent feedback from agents and partners suggested a possible opportunity for Carrier in the Alps summer market with a trend for clients looking for high end alternative summer options in Northern Europe. Pierre Henri from Crans Montana Tourism says *"I strongly believe that mountain resorts as summer holiday destinations have a real future. When I see temperatures above 45 degrees in Italy, Spain, Portugal and Greece, it makes me think travellers will go for cooler places in the years to come."*

While the winter season in Switzerland often steals the limelight, the destination has much to offer travellers in the summer. Carrier's Europe Product Manager Liz Goodwin says *"The destination offers so much for both families and couples, from outdoor adventures and historic landmarks and beautiful alpine villages to explore, to exceptional cuisine, world-class wellness retreats and vibrant festivals"*. The destination is an area that is rapidly growing for the operator, Liz continues *"year to date we are up 79% in gross revenue and 51% in total rooms nights"*.

In response to this trend, Carrier have produced an unbranded destination guide for their VIP agent partners to use to inspire their clients, packed with a range of unforgettable activities, experiences and places to stay, as well as an example 12-day itinerary that takes travellers on a journey through Lucerne, Lugano, St Moritz and Zermatt.

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## *Sample itinerary*

### **An enchanting summer in Switzerland**

Carrier (0161 492 1357, [www.carrier.co.uk](http://www.carrier.co.uk)) offers 12 nights from £9,950 per person based on two adults sharing. Price includes:

- 3 nights in Lucerne at Mandarin Oriental Palace, Luzern in a Superior Lake View Room with breakfast
- *First class transfers by boat and train on the Gotthard Panorama Express from Lucerne to Lugano*
- 3 nights in Lugano at the Villa Principe Leopoldo in a Panorama Suite Lake View with breakfast
- *First class transfer by train on the Bernina Express from Lugano to St. Moritz*
- 3 nights in St. Moritz at Badrutt's Palace in a Superior Double Room Lake view with breakfast
- *First class transfer by Glacier Express from St. Moritz to Zermatt*
- 3 nights in Zermatt at the Mont Cervin Palace in an Alpine Suite Class with breakfast and an excursion to the Gornergrat
- Return Club Europe flights with British Airways from London Heathrow to Zurich and return transfers by first class Swiss Rail.  
*Guide price based on departure mid-end June.*

**-ENDS-**

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