

Mission statement

We are an established tour operator

Best of Switzerland Tours is the leading sightseeing tour operator in German-speaking Switzerland and offers a wide range of guided tours from Zurich, Lucerne and Interlaken to the most beautiful and popular destinations in Switzerland. The year-round offer ranges from city tours, half-day and full-day excursions, premium small group tours to multi-day packages.

We create unique experiences

We place our guests at the centre of our daily activities and convince them with our friendly, professional and contemporary approach. Our dedicated operations team ensures the highest quality of service from the first contact. On the day of the tour, our guests are warmly welcomed by our check-in staff and expertly guided through the day by our professional, multilingual guides.

We continuously strive to improve

We cultivate an open feedback culture and actively collect feedback from stakeholders such as guests, customers, service providers, partners and employees. Guest feedback is systematically monitored, responded to and analysed by the quality manager and/or management. Whenever possible, measures to improve our tours and services are derived, tested and implemented.

We invest locally and sustainably

We prioritise investments, products and activities with the best sustainability values and contribute to regional value creation by using local resources. We strive for an authentic offer that reflects and thematises region-specific characteristics and our cultural heritage. On our tours, we promote dialogue and interaction between guests and the local community.

We promote community spirit

We promote cooperation and team spirit as we can only achieve our goals together. The core values of mutual appreciation and respect serve as guidelines in our daily interactions. We organise regular employee events to promote mutual exchange and friendships outside of the workplace.

We are committed to quality

Quality is part of our name and our top priority. We strive for perfection and firmly believe that today's focus on quality will guarantee tomorrow's success. We are passionate service providers, who are willing to go the extra mile for our guests and to maintain and improve the quality of our tours and services.

We protect the environment

We take responsibility and make a contribution to protecting the environment. We strive to constantly minimise the consumption of resources by using innovative technologies, opting for sustainable products and avoiding waste wherever possible. We reduce and offset CO2 emissions, with the long-term goal of achieving climate neutrality for our company.

We are ambitious

We are already thinking about tomorrow to ensure our leading position in the future. We embrace new technologies and leverage emerging opportunities to innovate our products and services. We acknowledge the early recognition of trends and adaptation to the changing needs of our customers as the key to success.

We guarantee fair working conditions

We are firmly convinced that our success stands and falls with our employees. We therefore guarantee fair and transparent working conditions without discrimination in terms of age, gender, origin, culture or sexual orientation. We promote diversity and a healthy work-life balance through a flexible working model.

We foster partnerships

We recognize the active contribution of our partners to our success and cultivate regular personal exchange with local, national and international partners at trade fairs, networking events, during destinations visits and in bilateral meetings and phone calls. We create long-lasting bonds of trust by ensuring that both sides benefit equally from the collaboration.