

«SwissPass – the key to your mobility»

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<https://www.youtube.com/watch?v=NWLG2v73sOM>

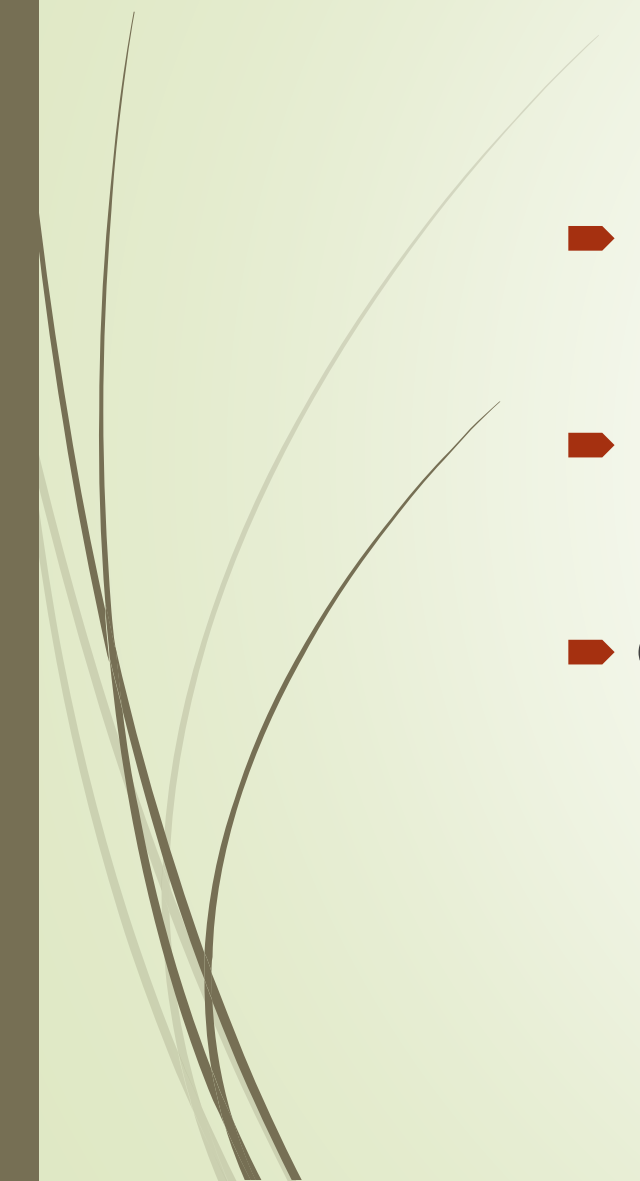


What is the SwissPass?

- 1st of August → Red card
- Microchip
- Valid several years



What are the advantages?

- Renewed automatically
 - Eco-friendly
 - Online account
- 



Access to partner services



Mobility Carsharing



PubliBike



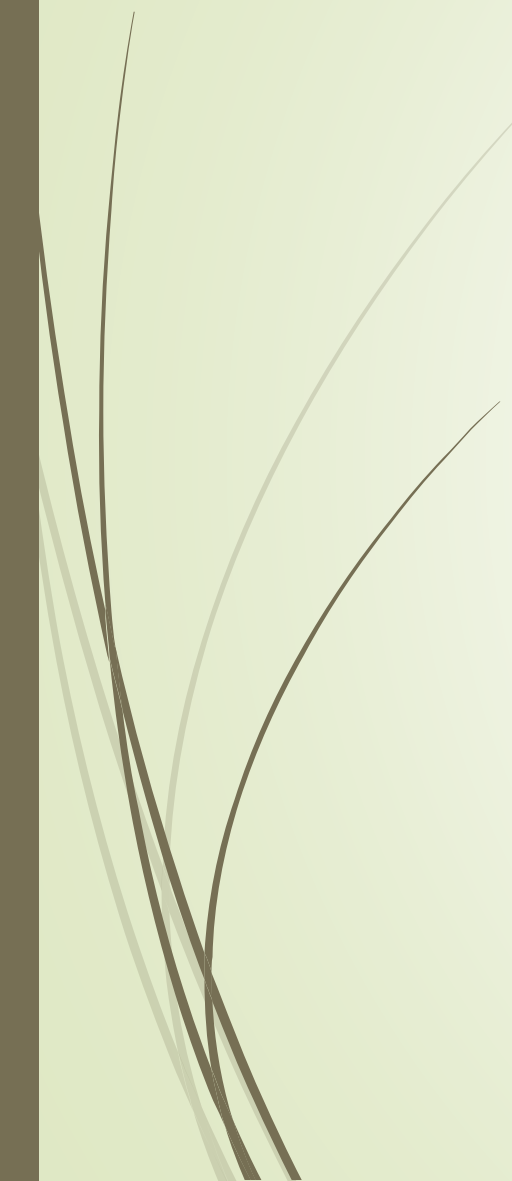
SwissMobile



Ski passes



Application to tourism

- Swiss inhabitants
 - One card
 - Statistics
 - Tourism growth
- 



Conclusion

- Who has a SwissPass?
- What did you experience with this new card?
- What other partner services would you add?
- How do you think the SwissPass will influence the tourism in Switzerland?



For more information...

<https://www.youtube.com/watch?v=1hmTJX4xgJY>



Sources

- ▶ <http://www.sbb.ch/en/travelcards-and-tickets/railpasses/swisspass.html>
- ▶ <http://www.bluewin.ch/fr/conso/voyage/redaction/2015-07/des-aout--le-swisspass-remplace-l-abonnement-demi-tarif-et-l-ag.html>