



## TOURA D'OR 2017

Category "Magazine and Service Contributions"

### **Erlebnisreisen Schweiz – Unterwegs mit dem Postbus (Travel to Experience Switzerland – Travelling by Postbus)**

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(34 minutes, German, 2015)

"Switzerland is expensive" is a common cliché of visitors to this alpine country. At least with regard to transport, however, this is not necessarily so: An eight days' tour by postbus proves that it is possible and how it is possible to travel at reasonable prices from Zurich to Juf, beyond the San Bernardino Pass.

We accompany individual tourists by public bus and experience different encounters, get practical advice on which areas are worth seeing, and on where to stay. Thanks to humorous and differentiated commentaries, the tour is easy to retrace.

Critical evaluations or comparisons are indicated only briefly. Instead, this service contribution provides inspiring tips for an informative tour.

The TOURA D'OR jury regards the clear and practical tips as positive aspects, as the film *promotes a kind of tourism that minimises negative impacts on people, societies, cultures and nature*. It shows a way of travelling that enables encounters with different people. Furthermore, it gives *positive examples of environmentally friendly and sustainable travel*.

The authors also received the TOURA D'OR 2014 for their film "Erlebnisreisen Spanien - Inselhopping auf den Kleinen Kanaren" ("Travel to Experience Spain – Island hopping on the Small Canary Islands")