

VERKEHRSHAUS - Swiss Museum of Transport & Chocolate Adventure

1. Procedure on spot for tour manager

1. Drop-off / pick-up and parking

- use drop-off / pick-up area at the main entrance for em- and disembarking guests
- send coach to parking area - 2 minutes drive
- when leaving inform driver for using the official bus line to get back into the city centre

2. Ticketing and shop commission

- in the entrance hall turn left to main cash desk – group counter on the left side
- register for commission in shop
- hand over your passport and rooming list to have it copied
- buy tickets if no reservation in advance is done or collect tickets with reservation
- announce if you go shopping with the group and want to pick commission thereafter

3. Toilets

- toilets are
 - close to the Swiss Chocolate Adventure
 - on the 1st floor above the entrance hall
 - in the road transportation and tourism hall
 - close to the aviation hall; access from outside (the arena)

4. Visit of Swiss Museum of Transport

- distribute tickets and museum guides (maps)
- start introduction of museum at the entrance hall with information below
- explain use of maps
- explain use of Chinese QR Audio Guide
- tell that each object or interactive platform has an English explanation
- inform guests that Media World is included in ticket

5. Visit of Swiss Chocolate Adventure

- distribute tickets
- left side at the end of the corridor is the entrance to the Chocolate Adventure and the filmtheatre
- pick-up appropriate audio guides at the entrance and enjoy the ride (25 minutes)
- hand-over audio guides to staff after the ride
- go on to the tasting with Lindt master chocolatier in museum shop & Lindt Boutique

6. Museum shop & Lindt Boutique

- tasting with Lindt master chocolatier
- shopping Lindt products and a wide selection of books, models, watches and souvenirs from the world of transport and mobility
- check for commission with the ticket group counter – pick it up immediately or with next visit

7. Restaurants

- the Mercato self-service restaurant offers views of the museum Arena
- the Piccard a la carte restaurant offers views of the lake and mountains
- the Lounge is a place for coffee, cold beverages and snacks close to the Filmtheatre

2. History and highlights of Swiss Museum of Transport

VERKEHRSHAUS is a destination with five attractions, a conference center, two restaurants and a museum shop including Lindt Boutique. Main attraction is the Swiss Museum of Transport followed by the Chocolate Adventure, the Red Bull Media World, the Filmtheatre and the Planetarium. In 2019 more than 900'000 entries were redeemed with all those attractions.

History:

1 July 1959: The Swiss Museum of Transport opened after two years of construction and quickly became the most visited museum of Switzerland. Rail Transport Hall 1 is part of the original museum premises.

1969 – 1996: The first phase of expansion came between 1969 and 1979, and resulted in the addition of the Planetarium, an office building and the Aviation-Space Hall. The Hans Erni Museum (1979), Rail Transport Halls 2 and 3 (1982), Navigation, Aerial Cableways and Tourism Hall (1984) and the construction of the Filmtheater (1996) represented further important milestones in the development of the museum.

2009 – 2016: Marking the museum's 50th anniversary, 2009 saw the iconic Road Transport Hall inaugurated and the entrance area with conference centre, catering facilities and shop redesigned. Lastly, the Swiss Chocolate Adventure visitor experience (2014) and Media World (2016) now form part of the museum complex. Within all those additional attractions the unique Swiss Museum of Transport became the destination VERKEHRSHAUS.

Today:

You experience the past, present and future of mobility in Switzerland's most-visited museum. A wealth of interactive attractions brings its road, rail, water, air and space focal points to life. With its boating pool and numerous activity areas, the large arena is a great place to linger – whatever the weather. You can take a pedalo out between the palm trees, scooters and play buses are provided for crossing the large Arena, a go-karts park and a roadworks arena complete the attractions in the open air area. Completing the unique museum experience is the up-to-the-minute Media World.

Highlights Rail Transportation Halls:

- Locomotives, crane simulator, Gotthard Base Tunnel model: Travel on rails and transfer freight.
- Rail simulators, mobility of the future, steam engine show, gotthard railway model

Highlights Road Transportation Halls:

- Racing world, motorcycles, mirror maze, car theatre, crash test

Highlights Tourism hall – navigation & mountain experience:

- Steamships, submarines, models: Explore the maritime and underwater world!
- Waterways lock, submarine Mésoscaphe, nautirama
- Discover Switzerland from above: Welcome to the holiday destination Switzerland!
- Livemap Switzerland, tourism pinball machine, mountain railway techniques

Highlights Aviation & Space hall:

- Helicopters, airplanes, flight simulators: Experience the adventure of flying!
- The world of Swiss International Airlines, medical help from the air – REGA, air traffic control
- Rockets, astronauts, satellites: Start your mission now!
- Space Transformer, mars rover, space race history

- **Media World**

Discover the multifaceted world of new and traditional media. Media World offers a variety of ways of experimenting with a range of media. Highlights include virtual reality experiences, a TV studio, a green screen facility and a 360° photo booth for taking all-round selfies. Temporary exhibitions and focus topics provide insights into exciting themes and new technologies.

- **Swiss Chocolate Adventure**

The only visitor experience of its kind in Switzerland, the Swiss Chocolate Adventure explains the discovery, provenance, manufacture and transport of chocolate in around 25 minutes. With its focus on this sweet speciality, the experience is a feast for the eyes, ears and taste buds. After the adventure ride, you have a chance to taste various creations provided by Lindt's master chocolatiers in the Lindt Boutique.

- **Planetarium** - (360° dome – capacity 230 pax)

Travel with us to the realm of the stars. Regardless of the weather, we use the latest technology to conjure up an incredible starry sky on the Planetarium dome. Experience an unforgettable space walk from the comfort of an upholstered seat in the country's largest, most up-to-date planetarium.

- **Filmtheatre** - (largest movie screen of Switzerland – capacity 398 pax)

Thanks to the largest format in the history of the cinema (IMAX), seeing a film at the Filmtheatre is a whole new experience. The screen is almost 500 m² in size, so even the smallest details spring to life and you find yourself at the heart of the action. Immerse yourself in a new dimension and experience breathtaking documentaries and fantastic live streaming featuring top orchestras, opera houses and theatres.